



Alliance  
*for* Water  
Efficiency

ANNUAL REPORT  
2015

# Alliance *for* Water Efficiency

A SINGULAR VOICE AND A PLATFORM FOR WATER USE EFFICIENCY  
AND WATER CONSERVATION, BRINGING A CRITICAL PERSPECTIVE  
TO AN INCREASINGLY THIRSTY NORTH AMERICA.

# Alliance *for* Water Efficiency

*The Alliance for Water Efficiency is dedicated to the efficient and sustainable use of water. We envision a water-efficient North America, where water efficiency and conservation are recognized by all as the most cost-effective, immediate and environmentally desirable means to address both short- and long-term shortages.*



## Message from the CEO

Ensuring revenue stability for utilities while supporting needed conservation efforts became the watchwords of 2015 for the Alliance for Water Efficiency. Our *Financing Sustainable Water initiative* includes a freely accessible handbook and

computer-based rate model, which are state of the art in the water industry. With over 500 utility professionals trained in the rate model during this year — its first full year of existence — we are well on the way to making a difference in addressing this daunting challenge.

Likewise, our very successful Water Conservation Tracking Tool is helping us see the true economic consequences of water conservation. As with any long-term, controversial, capital-intensive endeavor, continued progress in societal-level water conservation requires good data. We have been and remain at the forefront of the information marketplace in the field.

In 2015 I had the good fortune to keynote the WaterSmart Innovations Conference and Expo in Las Vegas. The address allowed me to provide my own reflections and thoughts for the future to the assembled water conservation community. Preparing for this talk helped me gain a clearer vision of the challenges we face to securing a water efficient future. Yes, we still have much to do.



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But as I look back at 2015, I am encouraged. The Alliance for Water Efficiency continues to mature. Our staff is exceptional; our programs and materials are consistently well received; our members represent the breadth, depth, and professionalism that we had hoped for from the beginning; our financial foundation continues to strengthen. Indeed, 2015 was a very good year. It paved the way for an even better 2016 and beyond.



Mary Ann Dickinson, *President and CEO*

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## Summary of 2015

AWE’s Mission Statement and Strategic Plans illuminate the path we have been following successfully since our inception in 2007; 2015 continues to show great forward movement. This year, the Alliance for Water Efficiency:

- Continued to pursue the integration of water and energy, supporting research and legislation.
- Strived to eliminate barriers to investments in water conservation, such as working to make water conservation rebates tax exempt and working to shift standard accounting practices to better enable debt-financing for efficiency-oriented projects.
- Continued our longstanding work to ensure that Plumbing Codes and Standards support conservation and water-use efficiency.
- Released our report entitled *Water Offset Policies for Water-Neutral Community Growth* that helps to ensure a neutral impact on water demands and water use within a utility’s service area.
- Launched a comprehensive Outdoor Water Savings Research Initiative to advance efficient water use for landscapes.
- Published a report entitled *An Assessment of Increasing Water Use Efficiency on Demand Hardening* that clarifies the concept of “demand hardening” and offers ideas for how to mitigate and manage its effects when it occurs.
- Trained more than 500 professionals and launched new resources designed to help utilities communicate with customers, elected officials, civic leaders, and other stakeholders on the critical topics of “Financing Sustainable Water.”
- Produced, released, and distributed an animated video, “Water: What You Pay For,” that extols the value of the service our water utilities provide to their customers.
- Continued to train water industry professionals in the subtle challenge of Water Rates messaging.
- Spoke at 36 industry conferences; produced and presented 10 different webinars; and continued to respond to Technical Assistance inquiries.
- Chaired the Efficient2015 conference of the International Water Association, held this year in Cincinnati, Ohio.
- Continued to support the hard work of all of our committees and members.

## Pursuing Better Policy to Drive Efficiency

This year, AWE continued to exert influence where it matters: pursuing investments in efficiency programs and policies. Our advocacy efforts focused on a number of important goals.



### Securing Authorization of the WaterSense Program

AWE actively supported two key bills that would authorize a WaterSense® program at the US Environmental Protection Agency to certify the efficiency of plumbing, water treatment, and irrigation products and to promote their use.

- **H.R. 3720, Water Advanced Technologies for Efficient Resource Use Act of 2015**

Sponsored by Congressman Matthew Cartwright (D-PA), AWE's Letter of Support included 30 signatures. The bill was referred to several House Committees, but as of the end of 2015, no action had been taken.

- **S. 2089, American Energy Innovation Act**

Sponsored by Senator Maria Cantwell (D-WA), AWE's Letter of Support included 35 signatures. The bill received approval in committee, and went to the full Senate for a vote.

### Driving Integration of Water and Energy

AWE continues to drive research on the energy-water nexus and push for integrated management and evaluation of energy and water resources. This year, AWE gathered industry support for two key initiatives:

- **S. 1218, Nexus of Energy and Water for Sustainability (NEWS) Act of 2015**

Sponsored by Senator Lisa Murkowski (R-AK), this bill would create a committee within the National Science and Technology Committee (NSTC) to coordinate and streamline federal activities related to the management of this energy-water nexus. AWE'S Letter of Support received 28 signatures.

- **S. 886, Smart Energy and Water Efficiency Act of 2015**

Sponsored by Senator Tom Udall (D-NM), this bill would create a pilot program to award three to five demonstration grants to fund innovative ways to improve water efficiency. Eligible recipients would include utilities, municipalities, and water districts.





## Elimination of Barriers to Water Efficiency Investments

AWE initiated efforts to tackle two major barriers to investment in water efficiency programs and products:

- **Tax-Exempt Status for Water Conservation Rebates**  
Galvanizing support from within its member base, AWE started a campaign in support of tax-exempt status for water conservation rebates. Unlike energy conservation rebates, IRS currently considers water rebates and credits as “income,” thus requiring utilities to send a Form 1099-MISC (Miscellaneous Income) to customers who receive more than \$600 in rebates for a calendar year. To the homeowners or businesses that took action to conserve water or curtail stormwater runoff, incurring a tax liability becomes a potential disincentive to increase water efficiency. AWE joined forces with twenty utility, nonprofit, and association partners to create the Coalition to Promote Water Conservation and actively seek a path to make water conservation rebates tax-exempt, putting water on the same even playing field as energy efficiency rebates.

- **Enabling Debt-Financing for Efficiency**

Due to various accounting standards, utilities typically cannot debt finance efficiency and green infrastructure investments on private property despite the fact that these programs produce the same long-term benefits as debt-financed water supply assets. AWE established partnerships with peer organizations to evaluate and communicate ways to use municipal bonds and debt financing to support non-traditional water investments, while also examining possible policy solutions.



## Pursuing Better Policy to Drive Efficiency, *Continued*



### Codes and Standards

AWE remained actively involved in the ongoing updates to codes and standards in the United States, ensuring that water efficiency and conservation are represented in the discussion. AWE had representatives on numerous project teams, committees, and code bodies, including ASME, IAPMO UPC & GTC, ICC IgCC, ASHRAE, ANSI, ASABE and Green Globes/GBI.

In response to the Department of Energy's proposal to use spray force to delineate product classes related to flow rate standards for pre-rinse spray valves, AWE provided comments in opposition, arguing that such requirements may actually increase water consumption. Instead, AWE proposed a single water consumption metric that combines flow rate and spray force.

This year, AWE is in the middle of a three-year strategic plan. In support of that plan, AWE is working toward a water-efficient world in which outdoor water use is just as efficient as indoor water use, land use and water resources are considered as interconnected, and utilities are future-proofing their systems by making them revenue-stable and ever-more efficient. In 2015, AWE made important progress in advancing these transformations through its research and programming.

### Legislative Watch

AWE tracked 10 House Bills and 14 Senate Bills during 2015 and provided regular updates to water professionals, ensuring they remain up to speed on the policies that shape their industries and affect their customers.



### UNESCO Water in Human Settlements of the Future Committee

This year AWE was invited to participate in a UNESCO committee representing the United States. The committee — part of UNESCO's International Hydrological Program — is entitled "Water in Human Settlements of the Future" and is composed of a number of key international water experts. Over the next four years, the committee will design plans for implementing innovative game-changing and efficient water technologies for emerging water and wastewater services. Mary Ann Dickinson, AWE's President and CEO, was elected Committee Vice-Chair.

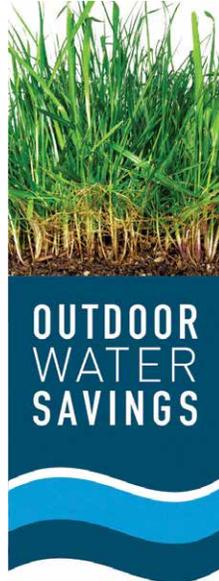
# Carving a Path to a Water-Efficient World



## Net Blue

In January, AWE released its report, *Water Offset Policies for Water-Neutral Community Growth*, an in-depth review of communities that currently have in place a water demand offset policy or water neutral growth policy. These policies require offsetting the projected water demand of new development with water efficiency measures to create a neutral impact on overall service area demands and water use. In support of the findings of this report, AWE

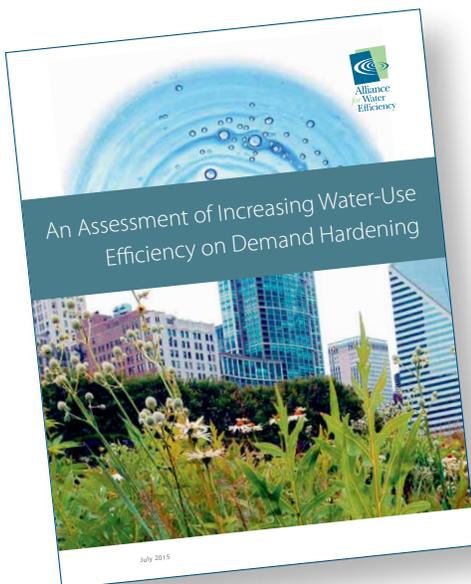
launched Net Blue, a collaborative initiative of the Alliance for Water Efficiency, the Environmental Law Institute, and River Network to support sustainable community growth. The project partners are working to develop a model ordinance that communities can tailor to create a water demand offset approach that meets their specific needs.



## Outdoor Water Savings Research Initiative

Outdoor water use, which can make up 30%-70% of residential water use, remains the next frontier in efficiency. AWE has launched a comprehensive Outdoor Water Savings Research Initiative to advance efficient water use for landscapes. Released in January, the Phase 1 Report offers reviews, analyses, and syntheses of published research on outdoor water use and water savings to identify gaps in the existing research. Phase 2 will

feature three new study topics identified as gaps in Phase 1: 1) Quantifying the Water Savings from Landscape Transformation Programs, 2) Quantifying the Water Savings from Drought Outdoor Watering Restrictions, and 3) Examining the Effects of Smart Meter Controls on Irrigation for Peak Reduction Management. AWE issued draft RFPs to address these topics in December.



## Demand Hardening White Paper

In the wake of deeper and longer droughts, AWE is committed to helping water systems overcome the challenges they face by pushing the boundaries of efficiency. Utilities have long-asked whether consumer demand can be “hardened” by the continued pressure of long-term and short-term demand management programs. This report, *An Assessment of Increasing Water Use Efficiency on Demand Hardening*, sought to answer this question. It was published in July.

A project committee composed of water utilities provided data for analysis and prepared and reviewed the report. This study fulfills two broad missions: first, clarifying what demand hardening means and does not mean; second, offering ideas for how to go about mitigating and managing the effects of potential demand hardening through better crafted and implemented water shortage contingency plans.

## Carving a Path to a Water-Efficient World, *Continued*



### Financing Sustainable Water

AWE continues to invest in this important initiative to help utilities design, implement, and communicate about water rates that promote efficiency while protecting the bottom line. In 2015, AWE launched new resources to help utilities communicate with customers, elected officials, civic leaders, and other stakeholders. AWE also shared Financing Sustainable Water resources with more than 500 water professionals on the front line of ratemaking through presentations and workshops.

### Water: What You Pay For

AWE produced an animated video and educational resource on the value of the service that our nation's water utilities provide to customers. The video, entitled "Water: What You Pay For," provides a step-by-step explanation of how safe, reliable drinking water finds its way to consumers' faucets, highlighting the people, plants, pipes and power that customers pay for monthly. AWE members may customize the video to communicate a more local story to their customers. In 2015, AWE customized the video for the Regional Municipality of York, Canada and the Valencia Water Company in California to support their public engagement initiatives. The standard version of the video uses U.S. units of measurement; a version for Canadian utilities uses metric units.

Released in July, the standard video had been viewed 3,192 times by the end of the year.



### Water Rates Messaging Plan

As costs rise and resources dwindle, utility managers increasingly find themselves facing the unenviable communications challenge of having to ask customers to use less while paying more. To help water managers explain the complexity of rate changes, AWE developed a Water Rates Messaging Plan — a set of key messages water managers can use to communicate to ratepayers simply and clearly about the following issues:

- The service and value water utilities provide
- The need for a rate revision or new rate structure
- The relationship between conservation and rates
- The impact of drivers such as drought or water quality issues

# Training Water Leaders for Today and Tomorrow

AWE developed and delivered educational content to help prepare new water managers and seasoned water efficiency professionals to be leaders in their communities.

## Workshops and Presentations

In 2015, AWE staff spoke at 36 industry conferences and workshops reaching more than 2,000 practitioners, presenting on topics that included rates, water loss control, and commercial efficiency.

## Webinars

AWE conducted 10 webinars on a wide array of topics in 2015, including the launch of a new Outdoor Water Use series in partnership with EPA WaterSense. Between live participation in the webinars and online views, AWE brought education and training to more than 1,650 water professionals during the year.



<b>FEBRUARY</b>	AMI and Water Efficiency: What Are the Issues?
<b>APRIL</b>	Drought-Tolerant Turf: A New Option for Improving Outdoor Water Efficiency?
	Time For a Sprinkler Spruce-Up: An EPA WaterSense and AWE Partner Series
<b>MAY</b>	Water Conservation Strategies: Experimenting Together to Find Out What Works
<b>JUNE</b>	The Impact of Codes and Standards on Water Efficiency
<b>JULY</b>	Explaining Outdoor Water Use Restrictions
	Making the (Business) Case for Water Efficiency
<b>AUGUST</b>	Water Management Programs According to ANSI/ASHRAE Standard 188-2015, with an Overview of the Legionnaires 'Disease Outbreak and Response in New York City
<b>OCTOBER</b>	Innovations in Efficiency Showcase: Cooling Tower Management: Managing and Optimizing Water Efficiency
<b>NOVEMBER</b>	EPA WaterSense/AWE Partnership Webinar – Consumers Attitudes Toward Water Efficiency Landscapes



## International Water Association Efficient2015 Conference

The Alliance for Water Efficiency was a prominent participant at the International Water Association's Efficient2015 Conference in Cincinnati, which was co-sponsored by the US Environmental Protection Agency. President and CEO Mary Ann Dickinson chaired the conference in addition to formulating the program, and delivering the opening remarks in her capacity as Chair of the IWA's Efficient Urban Water Management Specialist Group. During the four-day conference, AWE moderated and participated in discussions on Regulation and Policy Making Tools, Asset Management, Water Efficient Rates, Innovative Water-Energy Programs, Water Product Labelling Programs, and Research in Measuring Efficiency. Mary Ann also gave two presentations: "Flexible rates: Planning for a Revenue-Stable, Water-Efficient Future" and "Water and Energy Nexus Research: What Are We Waiting For?"

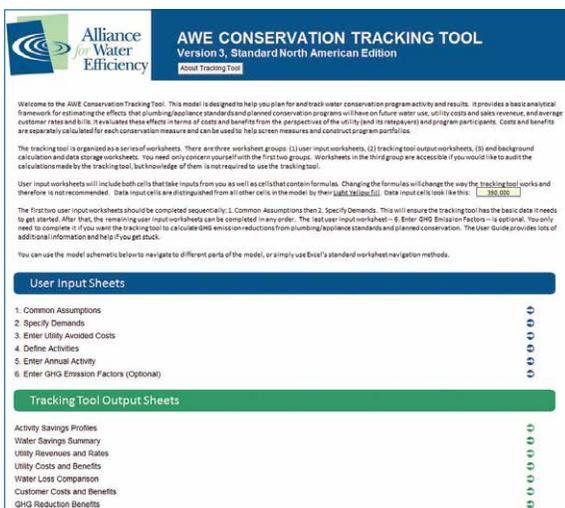
Additionally, AWE consultant Dr. Thomas Chesnutt presented an overview of the open source AWE Sales Forecasting and Rate Model, "Better Water Rates in an Uncertain World."

## Technical Assistance Inquiries

AWE staff fielded 95 technical assistance inquiries during 2015. The requests covered a wide range of topics, including residential water use, commercial water use, outdoor irrigation, planning and implementation, rates and revenue, drought, policy and regulation, metering, and water loss.

## Tracking Tool

In 2015, 19 new users began using the AWE Water Conservation Tracking Tool, bringing the total number of registered users to 370.



*AWE's strength comes from bringing together all stakeholders committed to water efficiency and uniting leading thinkers, decision-makers, and pioneers to drive progress. In 2015, the Alliance for Water Efficiency continued to serve as a platform for this network to participate, connect, and exchange around a shared goal.*

## Advisory Committees

### Water Efficiency Research

The Water Efficiency Research Committee met seven times in 2015. The committee, which develops a research agenda and reviews the progress of AWE-initiated research projects, has 43 members from 39 organizations.

### Education and Outreach

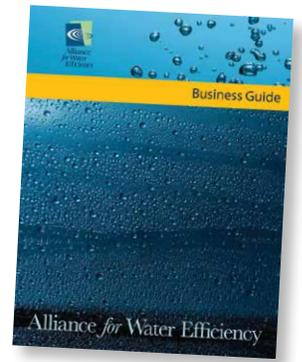
The Education and Outreach Committee works to devise efforts to raise the level of understanding nationwide of the need to conserve water and use it wisely, and it also works to help utilities and government agencies educate consumers. The committee's 61 members from 52 organizations met six times in 2015 and were instrumental in shaping AWE's training and education efforts.

### WaterSense and Water-Efficient Products

The WaterSense and Water-Efficient Products Committee met eight times in 2015. The committee's 58 members from 46 organizations worked to encourage and support the adoption of performance criteria for water-using products and equipment, urban landscapes, whole buildings, and related professional services.

## AWE Business Guide

AWE released a new edition of its Business Guide, a listing of its Business and Industry Members, in September. This comprehensive handbook showcases the services and products offered by 61 consulting firms and 22 manufacturers highlighting what they bring to the ever-changing water industry. The Business Guide is available in hardcopy or for download on [www.A4WE.org](http://www.A4WE.org).



This publication is one of many ways that AWE connects the business community to utility providers and municipalities. By giving companies a platform to promote their goods and services and widely distributing it online and in hardcopy form, AWE hopes to facilitate partnerships that will devise solutions to today's greatest water challenges.



## AWE Board of Directors

AWE strengthened the expertise and experience of its Board of Directors by adding two new members in 2015: Ronald Voglewede, Global Sustainability Director of Whirlpool Corporation, and Rob Zimmerman, Senior Channel Manager – Sustainability at Kohler.

The Board convened on four occasions in 2015, twice in person and twice by teleconference. Board meetings took place on March 12 in Chicago, June 4 and December 10 by teleconference, and on September 9-11, the Board gathered at the East Bay Municipal Utility District's Pardee Center in Valley Springs, CA for an extended strategic planning retreat.



## What Happens in Vegas:

### Mary Ann Dickinson's WaterSmart Innovations Keynote Address



In October, Alliance for Water Efficiency President and CEO Mary Ann Dickinson delivered the keynote address at the 2015 WaterSmart Innovations Conference & Expo in Las Vegas to nearly 1,000 water conservation professionals. In her address, Mary Ann reflected on her inspirations for entering the water conservation field and described the accomplishments of efficiency efforts in recent years, including the specific contributions of AWE. She also outlined the work that still must be done to secure a viable water future, highlighting 15 ideas that will put us on a path to sustainability. Her full speech is available on the AWE YouTube channel and had been viewed 171 times by the end of 2015. Check it out at: [www.youtube.com/user/A4WE](http://www.youtube.com/user/A4WE).

### Annual Member Meeting



AWE held its annual member meeting and reception in Las Vegas on October 6. Approximately 80 members and other interested parties attended the meeting, which featured Brian Richter as the keynote speaker. Brian is the Chief Scientist for the Global Water Program of the Nature

Conservancy, and he is President of Sustainable Waters, a global water education program. His latest book, *Chasing Water: A Guide for Moving from Scarcity to Sustainability*, tells a cohesive and complete story of water scarcity: where it is happening, what is causing it, and how it can be addressed. Brian discussed his 25 years of experience as a world leader in water science and conservation. His insight captivated those in attendance as he highlighted the more than 120 water projects he has consulted on worldwide as well as his service as a water advisor to some of the world's largest corporations, investment banks, and the United Nations.

### Water Star Award

AWE presented its 7th annual Water Star Award to Fiona Sanchez of the Irvine Ranch Water District. This prize recognizes individual excellence in water efficiency — the “unsung hero” who makes a huge difference through dedication, passion, and progressive approaches to water conservation. Fiona has spent decades working to implement water efficient solutions. She co-created the community-based organization model for retrofitting high-flush toilets with ultra-low flush toilets in the 1990s, co-developed the online water budget tool for the Municipal Water District of Orange County, and researched and installed some of the first smart weather-based controllers in California. She currently designs and manages the Irvine Ranch Water District's \$1 million-per-year conservation program, which ties financial incentives to cost-effective water savings.



# Online Presence

AWE oversees three websites to bring specific attention to the many facets of water conservation.



## A4WE.org

[www.AllianceForWaterEfficiency.org](http://www.AllianceForWaterEfficiency.org)

(aka [www.a4we.org](http://www.a4we.org)) presents the water industry's most comprehensive collection of resources on water efficiency and conservation. Updated daily with the latest on water efficiency standards, policies, programs, and practices, AWE's website is a one-stop-shop for professionals, facility managers, academic researchers, and anyone interested in sustainable water use. This year saw a 51% increase in visitors over 2014.

## Financing Sustainable Water.org

[www.FinancingSustainableWater.org](http://www.FinancingSustainableWater.org) provides tools and information to help utilities implement rate structures that are both resource and fiscally efficient. FinancingSustainableWater.org was launched in 2014 and has grown exponentially since that time, with a 395% increase in visitors in 2015.



## Home-Water-Works.org

[www.Home-Water-Works.org](http://www.Home-Water-Works.org) provides consumers with tips and tools for saving water at home, most notably with its Water Usage Calculator, which lets residential water users see which parts of their home are least efficient and how they could make changes to further conserve. As of the end of 2015, the Home Water Works website saw a 55% increase in visitors over 2014; the Water Calculator usage grew by more than 47% since 2014.



## Social Media

AWE actively used Twitter and Facebook throughout 2015, keeping followers apprised of major activities throughout its member network and in the broader scope of water conservation. Twitter followers increased by over 43% throughout 2015, while AWE's Facebook page saw a 39% increase in "likes."

# Special Thanks

## Contributors

The Board of Directors, staff, and membership would like to give special thanks to those individuals, organizations, and foundations who, separate from membership, contributed additional financial resources to AWE in 2015. Without these contributions, we would not have been able to meet our financial goals and continue our mission of promoting the efficient and sustainable use of water.

A sincere thanks to all.

Aquacraft, Inc.

Averitt & Associates

Carole D. Baker Consulting, LLC

Cavanaugh & Associates, PA

CH2M, Inc.

Charles Stewart Mott Foundation

Dave Bracciano

Dawn Benson

Devendra Upadhyay

East Bay Municipal Utility District

Freese and Nichols, Inc.

Glen Pleasance

International Association of Plumbing  
and Mechanical Officials

Kelly Kopp

Kirk Stinchcombe

Kohler Co.

Paul Lander

Maddaus Water Management

Myron Taylor

Paul H. Johanson Fund

Peter DeMarco

Plumbing Manufacturers International

Radian Technical Marketing

Richard Harris

Robert Zimmerman

Ronald Voglewede

Sandra Cummins

Suzanna Rumon

Texas Water Foundation

The Kresge Foundation

The Walton Family Foundation

The Winston-Salem Foundation

The Writing Company

Tim Brick

TOTO USA, Inc.

Water Demand Management

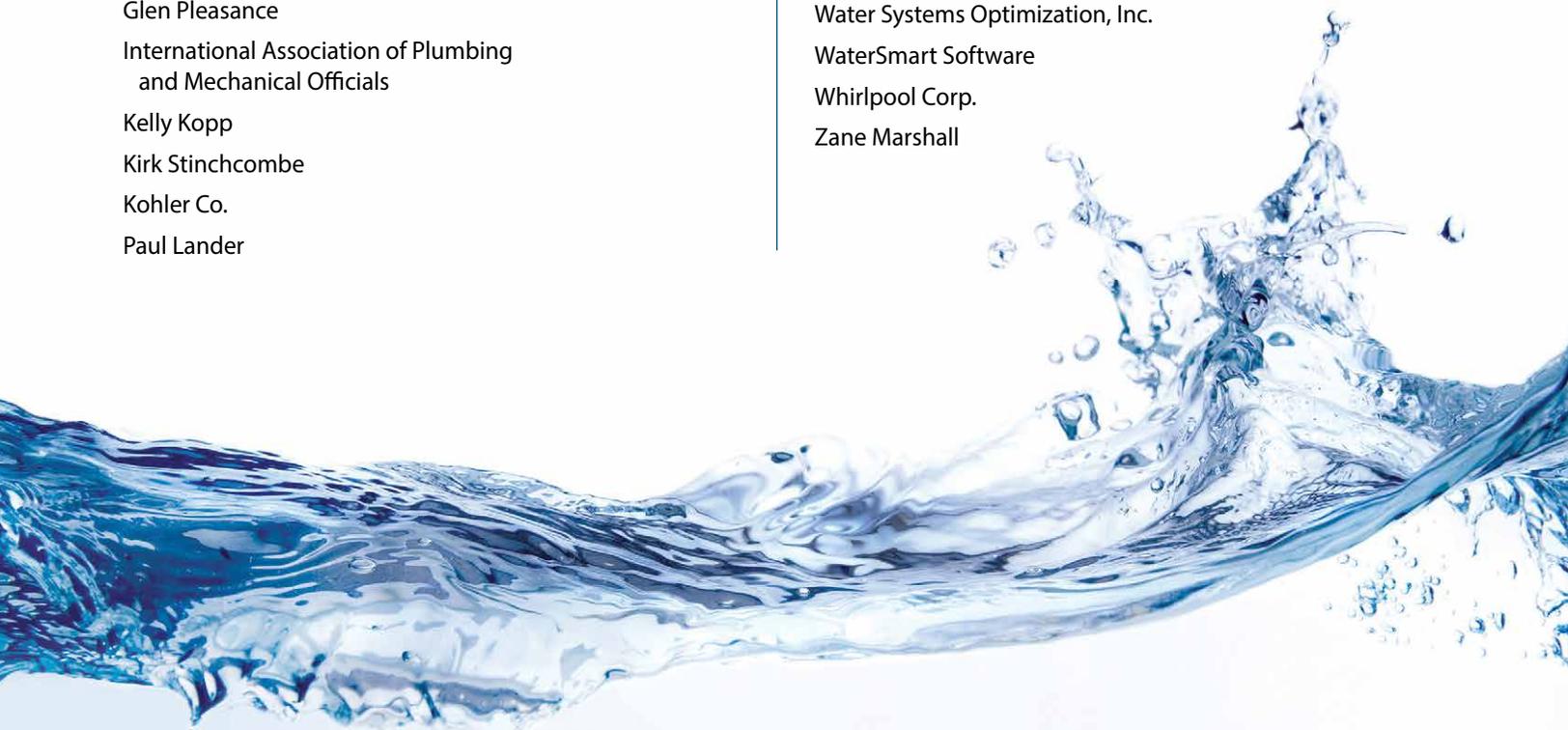
Water Management, Inc.

Water Systems Optimization, Inc.

WaterSmart Software

Whirlpool Corp.

Zane Marshall



# 2015 Annual Membership

A & N Technical Services  
ACT Inc. D'Mand Systems  
Acton Water District  
AIQUEOUS  
Alameda County Water District  
Alan Plummer Associates, Inc.  
Albert Nahman Plumbing and Heating  
Albuquerque Bernalillo County WUA  
Alliance to Save Energy  
American Rainwater Catchment Systems Assoc  
American Rivers  
American Standard Brands  
American Water  
Amy Vickers & Associates, Inc.  
Apple Valley Ranchos Water Company  
Aqua Water Supply Corp.  
Aquacraft, Inc.  
Aqua-Rimat, Ltd.  
Arizona Municipal Water Users Association  
Arlington Water Utilities  
Arroyo Seco Foundation  
Association of Water Board Directors  
Atascadero Mutual Water Company  
Athens-Clarke County Public Utilities Dept  
Austin Water Utility  
Averitt & Associates  
Aziz Akbari  
Best Management Partners  
Birch Bay Water & Sewer District  
Black & Veatch  
Bollinger Consulting Group  
Burbank Water and Power  
C.J. Erickson Plumbing Co.  
CA Department of Water Resources  
CA State Water Resource Control Board  
California Urban Water Conservation Council  
California Water Services Company  
Canadian Water & Wastewater Association  
Capital Regional District  
Carole D. Baker Consulting, LLC  
Cascade Water Alliance  
Castleman & Sons Plumbing, Inc.  
Cavanaugh & Associates, P.A.  
Center for Water Efficient Landscaping, USU  
Central Basin Municipal Water District  
Central Utah Water Conservancy District  
Ceres  
CH2M  
Chattahoochee Riverkeeper  
Chicago Faucets  
Chicago Metropolitan Agency for Planning  
Cinco Master MUD  
Cinco MUD #8  
City of Allen, TX  
City of Ames, IA  
City of Ashland, OR  
City of Atlanta, GA  
City of Baytown, TX  
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City of Bend, OR  
City of Big Bear Lake, CA  
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City of Brentwood, CA  
City of Calgary, Alberta, Canada  
City of Carmel, IN  
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City of Chino Hills, CA  
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City of College Station, TX  
City of Conroe, TX  
City of Coquitlam, BC, Canada  
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City of Elgin, IL  
City of Farmersville, TX  
City of Folsom, CA  
City of Forney, TX  
City of Fort Worth, TX  
City of Frisco, TX  
City of Gallup, NM  
City of Garland, TX  
City of Georgetown, TX  
City of Glendale, AZ  
City of Goodyear, AZ  
City of Greeley, CO  
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City of Guelph, Ontario, Canada  
City of Hamilton, Ontario, Canada  
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City of Hillsboro, OR  
City of Houston, TX  
City of Janesville, WI  
City of Las Cruces, NM  
City of League City, TX  
City of Leduc, Alberta, Canada  
City of London, Ontario, Canada  
City of Mansfield, TX  
City of McKinney, TX  
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City of New Berlin, WI  
City of Olympia, WA  
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City of Pasadena, TX  
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City of Phoenix, AZ  
City of Pittsburg, CA  
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City of Pompano Beach, FL  
City of Prescott, AZ  
City of Princeton, TX  
City of Renton, WA  
City of Richardson, TX  
City of Rio Rancho, NM  
City of Rockford, IL  
City of Rockwall, TX  
City of Round Rock, TX  
City of Royse City, TX  
City of Sacramento, CA  
City of San Diego, CA  
City of Santa Barbara, CA  
City of Santa Cruz, CA  
City of Santa Fe, NM  
City of Santa Monica, CA  
City of Santa Rosa, CA

# 2015 Annual Membership

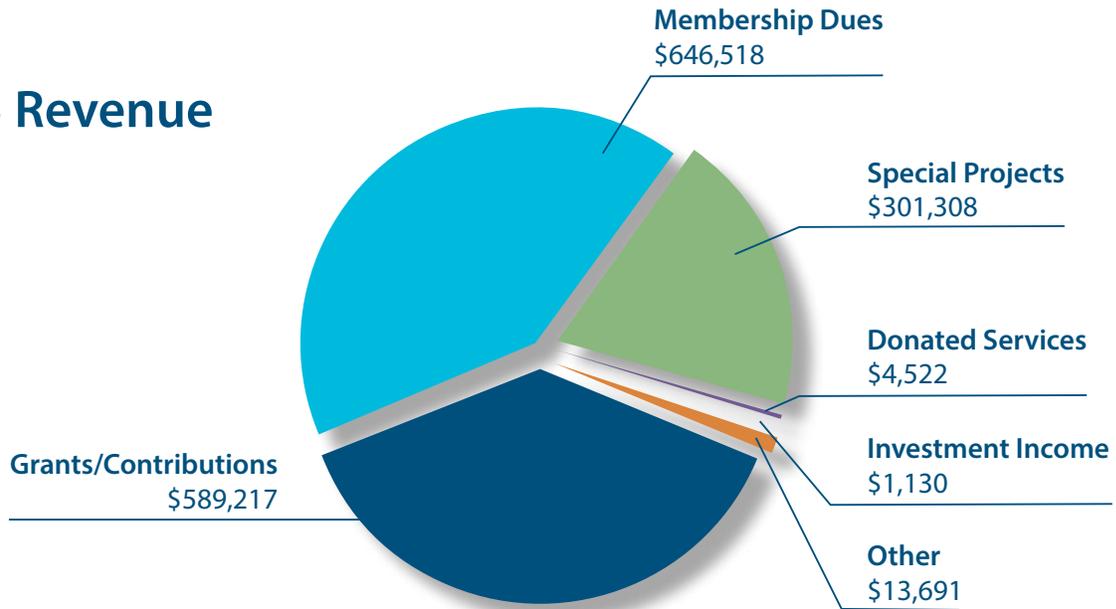
City of St. George, UT	Fountainhead MUD	Las Virgenes MWD
City of Sugar Land, TX	G3, Green Gardens Group	Liz Gardener
City of Thornton, CO	Galveston County WCID #1	Lone Star Chapter, Sierra Club
City of Toronto, Ontario, Canada	Gary Klein and Associates	Lone Star Groundwater Conservation District
City of Torrance, CA	Gauley Associates, Ltd.	Los Alamos County, DPU
City of Tumwater, WA	GEI Consultants	Los Angeles Department of Water & Power
City of Upland, CA	Georgia Environmental Protection Division	Lower Colorado River Authority
City of Westminster, CO	Global Midwest Alliance	M.Cubed
City of Winnipeg, Manitoba, Canada	Golden State Water Company	Maddaus Water Management
City of Woodland, CA	Goleta Water District	Madison Water Utility
City of Wylie, TX	Greater Cincinnati Water Works	ManageWater Consulting, Inc.
City West Water, Ltd	H.W. (Bill) Hoffman & Associates, LLC	MaP Testing
CLEAResult	Harris County MUD #167	Marin Municipal Water District
Coastside County Water District	Harris County MUD #208	Marina Coast Water District
Cobb County Water System	Harris County MUD #365	Mary Lu Nunley
Colorado Springs Utilities	Harris County MUD #50	Masco Corporation
Colorado Water Conservation Board	Harris County Utility District 15	Massachusetts Water Resources Agency
Connecticut Water	Harris County WCID 132	Maureen Erbeznik & Associates
Conservation Generation	Harris-Galveston Subsidence District	McHenry County Government
Cucamonga Valley Water District	Hazen and Sawyer	Medford Water Commission
Dakota Ridge Partnership	Herndon Solutions Group	Melbourne Water
DC Water	HI Commission on Water Resources Mgmt	Mesa Water District
Denver Botanic Gardens	High Sierra Showerheads, LLC	MeterHero
Denver Water	Hunter Industries	Metro North Georgia Water Planning District
Dublin San Ramon Services District	Huron River Watershed Council	Metropolitan Planning Council
DuPage Water Commission	IAPMO	Metropolitan Water District of So Cal
Earthwise Environmental, Inc.	Inland Empire Utilities Agency	Moen Incorporated
East Bay MUD	Institute for Sustainable Futures	Mojave Water Agency
Eastern Municipal Water District	Interstate MUD	Monte Vista Water District
Eastern Research Group	Irrigation Consulting, Inc.	Monterey Peninsula Water Mgmt District
Ecoblue	Irrrometer Company, Inc.	Moulton Niguel Water District
Econics	Irvine Ranch Water District	National Association of Water Companies
Edwards Aquifer Authority	Jeff Taylor	National Insulation Association
El Paso Water Utilities	Joyce Coffee	National Turfgrass Federation, Inc.
EnviroMedia Social Marketing	Kane County	NEOPERL, Inc.
Erler & Kalinowski, Inc.	Kleinwood MUD	Neptune Technology Group, Inc.
Eugene Water & Electric Board	Koeller and Company	New York City Environmental Protection
Ewing Irrigation Products, Inc.	Kohler Co.	Newhall County Water District
Fontana Water Company	Kunkel Water Efficiency	Nexus eWater, Inc.
Food Service Technology Center	Lake Arrowhead Community Services District	Niagara Conservation Corporation
Forester Media, Inc.	Lakehaven Utility District	North Fort Bend Water Authority
Fort Bend County MUD #25	Lakeway MUD	North Harris County RWA
Fort Collins Water Utilities		
Fountain Collaborative		

North Marin Water District  
 North Texas Municipal Water District  
 North Vancouver District  
 Northwest Water & Energy Educ Institute  
 Olivenhain Municipal Water District  
 Orlando Utilities Commission  
 Otay Water District  
 Panhandle Groundwater Conservation Dist  
 Park City Municipal Corporation  
 Park Water Company  
 Partnership for Water  
 Pasadena Water & Power  
 PCR Resources  
 Pete DeMarco  
 PHCC--National Association  
 Phigenics  
 Philadelphia Water Department  
 Platte Canyon Water  
 Plumbing Manufacturers International  
 POLIS Project  
 Portland Water Bureau  
 Potomac-Hudson Engineering, Inc.  
 Public Service Commission of Wisconsin  
 Pürlin, LLC  
 Quebec Ministry of Municipal Affairs  
 Rachio, Inc.  
 Radian Technical Marketing  
 Rain Bird Corporation  
 Rancho California Water District  
 Recycled Hydro Solutions, LLC  
 Region of Durham, Ontario, Canada  
 Region of Halton, Ontario, Canada  
 Region of Peel, Ontario, Canada  
 Region of Waterloo, Ontario, Canada  
 Regional Water Authority  
 Regional Water Providers Consortium  
 Resource Action Programs  
 River Network  
 Riverside Public Utilities  
 Sacramento Suburban Water District  
 Salt Lake City, Department of Public  
 Utilities  
 San Antonio Water Company  
 San Antonio Water System  
 San Diego County Water Authority  
 San Dieguito Water District  
 San Francisco Public Utilities Commission  
 San Jacinto River Authority  
 San Jose Water Company  
 Santa Clara Valley Water District  
 Santa Clarita Water Division  
 Santa Margarita Water District  
 Save Water  
 Seattle Public Utilities  
 Sligo Creek Resources  
 Sloan Valve Co.  
 Smart Markets  
 Smart Utility Systems  
 SMW GeoSciences, Inc.  
 Sonoma County Water Agency  
 South Florida Water Management District  
 Southern Nevada Water Authority  
 Southwest Florida Water Mgmt District  
 Spanaway Water Company  
 St. Johns River Water Management District  
 Stanford University  
 Summit Water Distribution Company  
 Sweetwater Authority  
 T & S Brass and Bronze Works, Inc.  
 Tacoma Water  
 Tampa Bay Water  
 Tampa Water Department  
 Tarrant Regional Water District  
 Terlyn Industries  
 Texas AWWA  
 Texas Commission on Environmental  
 Quality  
 Texas Water Development Board  
 Texas Water Foundation  
 The Meadows Ctr for Water & the Enviro  
 The Nature Conservancy  
 The Pollack PR Marketing Group  
 The Scotts Miracle-Gro Company  
 The Woodlands Joint Powers Agency  
 The Writing Company  
 Toho Water Authority  
 TOTO USA, Inc.  
 Town of Cary, NC  
 Town of Clarkdale, AZ  
 Township of Langley, BC, Canada  
 Tualatin Valley Water District  
 Tucson Water  
 U.S. Climate Action Network  
 U.S. Water Alliance  
 Upper San Gabriel Valley MWD  
 Upper Trinity Regional Water District  
 USBR Lower Colorado Region  
 Utah Water Conservation Forum  
 Valencia Water Company  
 Valley of the Moon Water District  
 Valparaiso City Utilities  
 Ventura Water  
 Walnut Valley Water District  
 Water Demand Management  
 Water Management, Inc.  
 Water Pik, Inc.  
 Water Replenishment District of So Cal  
 Water Savers, LLC  
 Water Services Association of Australia  
 Water Systems Optimization, Inc.  
 WaterCentric, LLC  
 Waterless Co., Inc.  
 Watershed, LLC  
 WaterSmart Software, Inc.  
 Waukesha Water Utility  
 West Basin Municipal Water District  
 West Harris County Regional Water  
 Authority  
 Western Municipal Water District  
 Western Resource Advocates  
 Whirlpool Corporation  
 Wisconsin Department of Natural  
 Resources  
 Wisconsin Water Association  
 York Region, Ontario, Canada  
 ZMCAT Enterprises  
 Zone 7 Water Agency

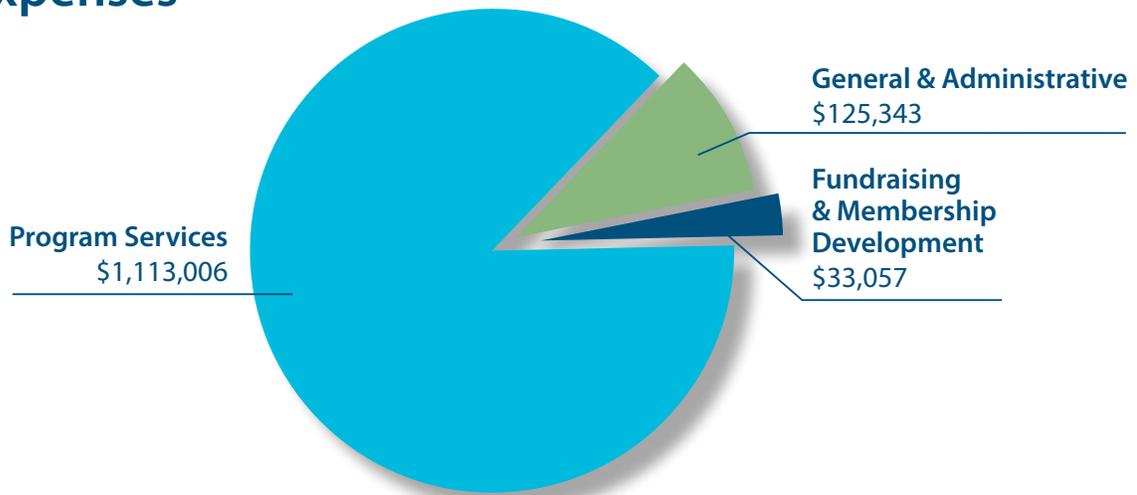
## Statement of Financial Position

	2015	2014
<b>ASSETS</b>		
Cash and cash equivalents	\$745,701	\$584,069
Investments – Note C	\$108,703	\$107,585
Accounts receivable	\$173,801	\$73,717
Inventories	\$11,632	\$14,623
Prepaid expenses and deposits	\$31,184	\$23,503
Furniture and equipment – Note D	\$11,716	\$13,424
<b>TOTAL ASSETS</b>	<b>\$1,082,737</b>	<b>\$816,921</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable	\$85,158	\$98,453
Accrued expenses	\$58,070	\$57,258
Deferred revenues – Note B	\$301,442	\$229,431
Funds held for other entities – Note B	\$23,748	\$102,440
<b>TOTAL LIABILITIES</b>	<b>\$468,418</b>	<b>\$487,582</b>
<b>COMMITMENTS – NOTE G</b>	–	–
<b>NET ASSETS</b>		
Unrestricted	\$101,767	\$14,754
Temporarily restricted – Note H	\$512,552	\$314,585
<b>TOTAL NET ASSETS</b>	<b>\$614,319</b>	<b>\$329,339</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,082,737</b>	<b>\$816,921</b>

## 2015 Revenue



## 2015 Expenses





Alliance for Water Efficiency  
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[www.allianceforwaterefficiency.org](http://www.allianceforwaterefficiency.org)