A singular voice and a platform for water use efficiency and water conservation, bringing a critical perspective to an increasingly thirsty North America.
Message from the CEO

2017 has been a landmark year for us at AWE. We completed a year-long process of negotiating, creating legal frameworks, and strategic planning to lay the groundwork for the California Water Efficiency Partnership to become the Alliance for Water Efficiency’s first-ever state chapter. There is great synergy in the work of both organizations, and we will be stronger by having an explicit and cooperative platform for working together. Throughout the process, we stayed mindful of the strength of partnerships in an effort to create a model that we hope will be replicated many times in the near future as our team works to support regional efforts, and as water-aware regions work to support our work across North America.

In addition, we worked on and completed no less than eight significant programs, research projects, and studies, all directed fully toward ensuring a future of water resource reliability. These included work related to codes and standards, financing, policy, water reuse, member support, public outreach, and more.

WaterSense, the nation’s signature water conservation partnership, has saved consumers more than $46 billion on their water and energy bills. We have fully supported that effort since 2006, and will continue to do so well into the future — hopefully with the same level of success that we have experienced thus far.

We are very proud of the work highlighted in this 2017 Annual Report. It was indeed a year of very hard work and gratifying accomplishment.

Sincerely,

Mary Ann Dickinson
President and CEO
Board of Directors

OFFICERS
Pete DeMarco (Chair)
Executive V.P. of Advocacy & Research, The IAPMO Group

Kirk Stinchcombe (Vice-Chair)
Founding Director, Econics

Jeff Taylor (Treasurer)
Vice President, Freese and Nichols, Inc.

Deven Upadhyay (Secretary)
Assistant General Manager/Chief Operating Officer, Metropolitan Water District of Southern California

DIRECTORS
Steve Gombos
Manager, Water Efficiency, Regional Municipality of Waterloo, Ontario

Tom Heikkinen
General Manager, Madison Water Utility

Zane Marshall
Director of Resources and Facilities, Southern Nevada Water Authority

Jennifer Riley-Chetwynd
Director of Marketing & Social Responsibility, Denver Botanic Gardens

Pete Silva
President/CEO, Silva-Silva International

Monty Simus
CEO/Founder, Water Politics LLC

Ron Voglewede
Global Sustainability Director, Whirlpool Corporation, North American Operations

Jennifer Walker
Water Resources Program Manager, Sierra Club, Lone Star Chapter

Carol Ward-Morris
Assistant Director, Arizona Municipal Water Users Association

Maureen Westbrook
Vice President of Customer & Regulatory Affairs, Connecticut Water Company

Rob Zimmerman
Director, Sustainability, Kohler Co.

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Staff

Mary Ann Dickinson
President and CEO

Gursharan Bain
Membership Assistant

Megan Chery
Manager, Development and Special Projects

Bill Christiansen
Director of Programs

Chelsea Hawkins
Program Planner

Jeffrey Hughes
Director of Operations

Liam McCarthy
Administrative Assistant

Molly Schaefer
Accountant
Accomplishments

Policy Advocacy

AWE continued its leadership role in advocating for water-efficiency legislation. The Legislative Watch page on our website, [http://www.allianceforwaterefficiency.org/Legislative-Watch.aspx](http://www.allianceforwaterefficiency.org/Legislative-Watch.aspx), stayed up-to-date with water-related activity in the 115th Congress as AWE tracked bills through all stages of the lawmaking process. By the end of the year, the page had featured eight Senate bills and seven House bills.

The year saw two major policy priorities: preserving funding for the EPA WaterSense program and advocating for tax exemption status for water conservation rebates. AWE reached out to our member network for signatures on letters in support of pending legislation related to both topics, and met with policy leaders and officials in Washington, D.C.

House Bills Tracked

H.R. 301 - NIST Plumbing Research Act of 2017
H.R. 448 - Water Conservation Rebate Tax Parity Act (Support letter)
H.R. 1663 - Water Resources Research Amendments Act
H.R. 2328 - Low-Income Sewer and Water Assistance Program Act of 2017
H.R. 3275 - Water and Energy Sustainability through Technology
H.R. 3906 - Innovative Stormwater Infrastructure Act of 2017

Senate Bills Tracked

S. 385 - Energy Savings and Industrial Competitiveness Act
S. 692 - Water Infrastructure Flexibility Act
S. 1137 - The Clean Safe Reliable Water Infrastructure Act (Support letter)
S. 1460 - Energy and Natural Resources Act of 2017
S. 1464 - Water Conservation Tax Parity Act (Support letter)
S. 1695 - Innovative Storm Water Management Act of 2017
S. 1696 - Smart Energy and Water Efficiency Act of 2017
S. 1700 - Water Efficiency Improvement Act of 2017 (Support letter)

Standards and Codes

AWE spoke on behalf of efficiency at an astounding 118 meetings related to standards and codes during 2017. Our representatives attended meetings sponsored by the American National Standards Institute (ANSI), American Society of Civil Engineers Structural Engineering Institute (ASCE), American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE), American Society of Mechanical Engineers (ASME), Canadian Standards Association (CSA), International Association of Plumbing and Mechanical Officials (IAPMO), International Code Council (ICC), Green Building Initiative (GBI), and U.S. Green Building Council (USGBC).

Most importantly, in these meetings AWE achieved a number of successes. AWE contributed to the successful industry-wide effort to create a new water efficiency ANSI Standard called WE-Stand (The Water Efficiency and Sanitation Standard). Among other significant changes, WE-Stand will shift the plumbing industry away from utilizing the almost 80-year-old Hunter’s Curve for pipe sizing to a new, statistically based pipe-sizing method that takes the greatly reduced flow rates and consumption values of modern plumbing products and appliances into account. Also provided in WE-Stand is a Water Demand Calculator that allows plumbing system designers to engineer plumbing systems that will provide increased energy and water-use efficiencies throughout the life of the building while also reducing cost.

Some of the other accomplishments achieved in standards and codes include new criteria for selecting plants based on local rainfall amounts, new efficiency regulations for water bottle filling stations, eliminating loopholes in old code language related to residential shower systems and dual-flush toilets, and new standards designed to increase the use of reclaimed water.
Water Star Award

The AWE Water Star Award recognizes individual excellence in water efficiency and celebrates the “unsung hero” who makes a huge difference by their progressive approaches that move water conservation forward. The 2017 Water Star Award recipient was Carole Baker, President and CEO of the Texas Water Foundation. Carole emerged as a leader in the Texas Water Conservation movement in the 1990s, guiding Texas to the adoption of WaterSense plumbing standards—one of the first states to do so—and allocating $400 million for conservation and recycling in the Texas Water Bond. Carole also served on the AWE Board of Directors from 2007-2015, and as the Board Chair from 2007-2013.

“In the 11th landmark anniversary of the WaterSense® program, AWE was proud to honor Carole Baker with the Water Star Award.”

Research and Programming

Net Blue Water Neutral Development Ordinance

As cities and towns throughout North America are growing in both the commercial and residential sectors, that expansion can take a toll on water supplies. AWE, in collaboration with the Environmental Law Institute and River Network, developed Net Blue, a model ordinance that communities can tailor and customize to create a water demand offset approach to meet local growth needs. The project partners consulted cities and towns to ensure that the program is adaptable to different political climates, legal frameworks, and environmental challenges, and assembled a blue-ribbon group of water and land use experts to advise the project (see photo). The project was completed in May, 2017. Net Blue’s website, http://www.Net-Blue.org, contains information about this exciting initiative for water-neutral community growth.
Accomplishments

Avoided Cost Analysis – Tucson and Gilbert, AZ
Two studies on how conservation affects rates in Arizona were released in 2017. In addition to water conservation’s well-documented positive impacts on the environment and on preserving reliable water supplies for the future, this new avoided cost analysis presents a striking picture of how water conservation can lower rates for consumers.

In Tucson, customers pay water and wastewater rates that are at least 11.7% lower than if they had not conserved for the past 30 years. In Gilbert, customers pay water and wastewater rates that are 5.8% lower, and tap fees for new development are 45% lower than they would have been without 20 years of conservation.

Commercial Kitchens Water Use Efficiency and Best Practices Guide
In March 2017, AWE released its first ever Commercial Kitchens Water Use Efficiency and Best Practices Guide to help improve water efficiency in commercial kitchen operations, written in partnership with the Food Service Technology Center. Available to AWE members, the Guide has been designed to be concise and straightforward, specifically for busy commercial kitchen facility managers. Less than 50 pages long, it nonetheless provides a comprehensive easy-to-read resource to help commercial kitchen managers make water-efficient decisions. In 2017, AWE distributed more than 5,300 copies of the guide electronically and in hardcopy.

Transforming Water: Water Efficiency as Infrastructure Investment
To provide a deeper understanding of the secondary economic benefits of water conservation on a national basis, AWE released in December 2017 a position paper entitled Transforming Water: Water Efficiency as Infrastructure Investment. The paper examines the short-term economic growth impacts of water efficiency investments, specifically in terms of job creation, income, GDP, national output, and water savings. As the report noted, economic output benefits range between $2.5 and $2.8 billion per $1 billion dollars of direct investment; GDP benefits range between $1.3 and $1.5 billion per $1 billion dollars of investment; and employment potential ranges between 12,000 and 26,000 jobs per $1 billion dollars of direct investment. AWE has distributed this paper to policy makers throughout North America in hopes that they will consider the many benefits of water infrastructure investment when determining where and how to allocate public funds.

Peak Day Water Demand Management Study
Many water utilities have peak demand problems in the summer, which are often exacerbated by outdoor landscape irrigation in the middle of that peak period. AWE, in cooperation with New Jersey American Water and Water Demand Management, Inc., undertook a study to look at how irrigation loads in peak periods could be better managed. In New Jersey, 15 American Water customers equipped with irrigation controllers had their irrigation remotely interrupted twice in August 2016. Normal operations resumed the following day. The study demonstrated the efficacy of new technology capable of precisely targeting dates and places to shave utility peak demands. Based on historic water use records of the participants, the interruptions reduced peak demand by an estimated total of 84,000 gallons. Over time, this study will help professionals improve overall system efficiencies and help address peak demand challenges.
The 2017 Scorecard revealed a number of notable findings. Overall, California and Texas received the highest grades in the nation for their conservation and efficiency laws, both receiving a score of “A-”; more than half the states saw their scores improve over the 2012 results, while only six saw their scores decline. The greatest overall improvements came in the areas of water loss control and drought preparedness, but the report found that state funding for urban water conservation is in decline. The Scorecard also found that Oregon and California lead the nation in climate resiliency preparedness, but the nation as a whole still receives a grade of only “C” in climate resiliency planning.
Accomplishments

Education and Training

Media

“Good Question: Why Are My Rates Going Up?” Video

In our ongoing quest to serve our members, the Alliance created a 2.5-minute video to help utilities respond to concerned customers who conserve water responsibly yet see continually rising water bills. “Good Question: Why Are My Rates Going Up?” shows that despite short-term price increases, conservation is the best way to keep rates low over time, and water users who conserve always pay less than their neighbors who do not. A companion to AWE’s successful “Water: What You Pay For” video and part of the “concerned citizens” section of AWE’s groundbreaking Financing Sustainable Water website, the video is available at www.financingsustainablewater.org.

Webinars

AWE kept water professionals informed by conducting 13 webinars during 2017.

- January 25: Water Efficiency in the New 115th Congress
- February 16: Water Savings and Financial Benefits Associated with Single-Family Package Graywater Systems
- March 16: EPA WaterSense/AWE Partnership Outdoor Webinar Series - Working With Commercial Landscapes to Manage Irrigation
- April 18: Innovations in Efficiency - Accessing the Power of the Cloud to Drive Outdoor Water Savings
- May 2: Commercial Kitchens Water Use Efficiency and Best Practices Guide
- May 23: Exemplary Programs: Innovating the Utility Business Model - Getting Creative with Revenue
- June 20: EPA WaterSense/AWE Partnership Outdoor Webinar Series: WaterSense and Smart Water Application Technologies
- June 22: Net Blue: Water-Neutral Development
- September 6: Net Blue Part 2: Office Hours
- September 26: Managing Peak Demand Through the Use of Smart Technology
- October 12: AWE & EPA Partner Webinar: Working with HOAs to Budget Water
- November 28: Death Knell Barriers to Water Conservation: How Do We Fix Them?
- December 14: Analyzing the National Economic Benefit of Water Efficiency Programs

Total Views: 1,862 persons (to date), includes live attendees and subsequent views via AWE’s dedicated YouTube channel

Online Presence

Social Media

AWE used social media to inform our partners, members, and conservation-minded citizens about the latest water efficiency news. Page “likes” on Facebook (@AllianceforWaterEfficiency) grew from 1,574 to 1,727—a 10% increase. Twitter followers (@A4WE) grew from 4,904 to 5,636—a 15% increase.

AWE Main Website

Our primary website, http://www.AllianceForWaterEfficiency.org (also www.a4we.org), offers the water industry’s most comprehensive collection of resources on water efficiency and conservation, including the latest information on water efficiency standards, policies, programs, and practices. The site, which serves professionals, facility managers, academic researchers, and anyone interested in sustainable water use, had 292,700 page views in 2017.

Financing Sustainable Water

Our Financing Sustainable Water website, https://www.financingsustainablewater.org, provides resources to help utilities implement rate structures that are both resource and fiscally efficient. The site also offers tools that help utilities communicate changes in rate structures with their customers. The site received more than 14,000 page views in 2017.
**Home Water Works**

Our Home Water Works website, [http://www.Home-Water-Works.org](http://www.Home-Water-Works.org), provides customers with tips and tools for saving water at home, most notably through the use of its Water Usage Calculator, which lets water users see which parts of their home are least efficient and how they could make changes to further conserve. The site received 387,615 page views throughout 2017.

**Connecting the Network**

**Laying the Groundwork for AWE’s First Chapter: The California Water Efficiency Partnership**

In 2017, AWE completed all of the planning and back-office legwork required to establish its first-ever local chapter, the California Water Efficiency Partnership, or CalWEP. Through this partnership, the Alliance has positioned itself as the champion of research, advocacy, outreach, and education efforts at the national level while fully supporting and building synergies with a partner at the state level facing its own unique business/regulatory/climatic challenges. This emerging “chapter” model will enable AWE and its partner organizations to build on and expand their own capabilities, resources, and networks in a true win-win fashion.

**WaterSmart Innovations Conference**

Since our founding in 2007, AWE has partnered with the Southern Nevada Water Authority, the American Water Works Association, the EPA WaterSense Program, and other organizations to present the WaterSmart Innovations Conference and Exposition in Las Vegas, Nevada. At the 10th anniversary edition of the conference—the largest annual gathering of water efficiency professionals in the United States—AWE staff presented on the following topics:

- Net Blue
- ASHRAE 189.1
- Water Efficiency Terminology
- WaterSense in Jeopardy
- Water Savings Opportunities left behind
- Relationship between conservation and rates

Approximately 150 people attended AWE’s presentations.

**Annual Member Meeting**

The night before WaterSmart Innovations Conference began, AWE held its annual member meeting. Mary Ann Dickinson presented an overview of AWE’s latest activities to the members and prospective members in attendance. The featured speaker, Karen Guz of the San Antonio Water System, delivered a talk entitled, “How I Went from Rain Barrel Skeptic to Rolling with It: Converting Rain Barrel Mania into Conservation Results,” highlighting SAWS’ wildly popular rain barrel program and the benefits to the rest of SAWS’ conservation programs.

**Imagine H2O Policy Challenge Workshops**

In partnership with the San Francisco Public Utilities Commission (SFPUC), AWE won the first-ever Imagine H2O California Water Policy Challenge in 2016: a vision for long-term sustainability in California’s water supplies based on a strategy of “fit-for-purpose” water usage. In 2017, AWE and SFPUC presented a workshop series designed to ensure support from the full universe of stakeholders potentially affected by the strategy. By collecting and treating different water sources on-site in commercial, mixed-use, and multi-family buildings in California – graywater, blackwater, rainwater, stormwater, and foundation drainage – that water can be re-used in suitable fit-for-purpose applications, even when the quality does not meet the rigid requirements of potable use. This vision will shift the traditional wasteful practice of treating all water, regardless of use, to the high standards of the Safe Drinking Water Act, using it once, and then discharging it after only a single use.
Accomplishments

Financing Sustainable Water Workshops
AWE held three Financing Sustainable Water rates workshops in Glenwood Springs, CO, Lakewood, CO, and Austin, TX to educate water managers about resources and strategies that can help them navigate the challenges of rate setting and fiscal sustainability.

Other Presentations
AWE staff presented talks featuring the work efforts of the Alliance at 14 conferences during the year:
- California Irrigation Institute – Jan. 30-31
- Central Texas Water Conservation Symposium – Feb. 2
- Gulf Coast Water Conservation Symposium – Feb. 22
- River Rally – May 8-11
- Imagine H2O Summit – May 16
- Next Generation Water Summit – June 4-6
- Alliance for Regional Development – June 6
- California Water Data Summit – Aug. 24-25
- AWWA Water Conservation Division Social – June 12
- International Water Association Efficient conference – July 18-20
- WaterSmart Innovations – Annual Member Meeting – Oct 2-5
- Modernizing North American Water Systems in the Digital Age – Nov. 6
- McHenry County Water Forum – Nov. 8

Member Advisory Committees

Education & Outreach Committee
The Education & Outreach Committee advises AWE on a consumer education strategy and helps to guide local and regional efforts on water efficiency. The committee has 74 members from 59 organizations and met six times in 2017.

WaterSense & Water-Efficient Products Committee
The WaterSense and Water-Efficient Products Committee provides multi-stakeholder input regarding the timing, scope, efficiency metrics, and partner activities for products and services being considered by the voluntary WaterSense® and ENERGY STAR® programs, and for regulations by the U.S. Department of Energy or state agencies. The 61 committee members from 47 organizations met eight times in 2017.

Water Efficiency Research Committee
The Water Efficiency Research Committee guides AWE’s research agenda, identifying specific projects for the Alliance to undertake. The committee also identifies funding partners and grants, and it reviews the progress of AWE-initiated projects as well as other water efficiency research. In 2017, the committee’s 52 members from 48 organizations met eight times.

Board, Committee & Staff News

Board of Directors
The Alliance welcomed two new members to its Board of Directors in 2017: Maureen Westbrook, Vice President of Customer and Regulatory Affairs at Connecticut Water Company; and Steve Gombos, Manager of Water Efficiency at the Regional Municipality of Waterloo, Ontario. During 2017 the AWE Board also met for a Strategic Retreat Planning Workshop in Chicago. AWE’s new Strategic Plan will be released in 2018.
### Annual Members(390, as of December 31, 2017)

A&N Technical Services  
Acton Water District  
AIQUEOUS  
Alameda County Water District  
Albuquerque Bernalillo County Water Utility Authority  
Allan Dietemann  
Alliance To Save Energy  
American Rainwater Catchment Systems Association  
American Rivers  
American Water  
Aqua Water Supply Corp.  
Aquaficient Consulting  
Aquarion Water Company  
Aquashares  
Arizona Municipal Water Users Association  
Arroyo Seco Foundation  
Association of Water Board Directors  
Atascadero Mutual Water Company  
Athens-Clarke County Public Utilities Dept.  
Austin Water Utility  
Averitt & Associates  
Badger Meter  
Bay Area Water Supply & Conservation Agency  
Best Management Partners  
Birch Bay Water & Sewer District  
Blh Aqua Technology  
Brendle Group, Inc.  
Burbank Water And Power  
C.J. Erickson Plumbing Co.  
Ca Department of Water Resources  
California State Water Resource Control Board  
California Water Efficiency Partnership  
California Water Services Company  
Canadian Water & Wastewater Association  
Capital Regional District  
Carlsbad Municipal Water District  
Carole Baker  
Cascade Water Alliance  
Cavanaugh & Associates, P.A.  
Center For Water Efficient Landscaping, USU  
Central Utah Water Conservancy District  
Ceres  
CH2M  
Chattahoochee Riverkeeper  
Chicago Faucets  
Cinco Municipal Utility District #8  
City Insight, LLC  
City of Allen, TX  
City of Ames, IA  
City of Ashland, OR  
City of Atlanta, GA  
City of Aurora, CO  
City of Bellingham, WA  
City of Bend, OR  
City of Big Bear Lake, CA  
City of Billings, MT  
City of Bloomington, IL  
City of Boulder, CO  
City of Bozeman, MT  
City of Bremerton, WA  
City of Brentwood, CA  
City of Calgary, Alberta, Canada  
City of Carmel, IN  
City of Cedar Park, TX  
City of Charlottesville, VA  
City of Chicago, IL  
City of Chino Hills, CA  
City of Chino, CA  
City of College Station, TX  
City of Corvallis, OR  
City of Dallas, TX  
City of Durham, NC  
City of Elgin, IL  
City of Escondido, CA  
City of Farmersville, TX  
City of Flagstaff, AZ  
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  
City of Griffin, GA  
City of Guelph, Ontario, Canada  
City of Highland Park, IL  
City of Hillsboro, OR  
City of Houston, TX  
City of Janesville, WI  
City of Leduc, Alberta, Canada  
City of Lloydminster, Alberta, Canada  
City of London, Ontario, Canada  
City of Mckinney, TX  
City of Mesquite, TX  
City of Napa, CA  
City of New Berlin, WI  
City of Oceanside, CA  
City of Oklahoma City, OK  
City of Olympia, WA  
City of Ontario, CA  
City of Palo Alto, CA  
City of Phoenix, AZ  
City of Plano, TX  
City of Pompano Beach, FL  
City of Poway, CA  
City of Princeton, TX  
City of Racine, WI  
City of Renton, WA  
City of Richardson, TX  
City of Rio Rancho, NM  
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  
City of Scottsdale, AZ  
City of St. George, UT  
City of Stuart, FL  
City of Sugar Land, TX  
City of Surprise, AZ  
City of Thornton, CO  
City of Torrance, CA  
City of Upland, WA  
City of Upland, CA
Annual Members (390, as of December 31, 2017)

City of Westminster, CO
City of Winnipeg, Manitoba, Canada
City of Woodland, CA
City of Wylie, TX
City West Water, Ltd
Coastside County Water District
Cobb County Water System
Colorado Springs Utilities
Colorado Water Conservation Board
Connecticut Dept. of Public Health
Connecticut Water
Cucamonga Valley Water District
Dakota Ridge Partnership
DC Water
Denver Botanic Gardens
Denver Water
Dropcountr, Inc.
Dublin San Ramon Services District
Dupage Water Commission
East Bay Municipal Utility District
Eastern Municipal Water District
Eastern Research Group
Ecoblue
Econics
Edwards Aquifer Authority
El Paso Water Utilities
Elliott Fry Consulting
Energy Platforms, LLC
Enviromedia Social Marketing
Enviro-Stewards
Ewing Irrigation Products, Inc.
Flo Technologies
Fontana Water Company
Food Service Technology Center
Forester Media, Inc.
Fort Bend County MUD #25
Fort Collins Water Utilities
Freescape Nichols
Gary Klein And Associates
Gauley Associates, Ltd.
Georgia Environmental Protection Division
Georgia Institute of Technology
Georgia Water Wise Council
Global Midwest Alliance
Global Water Works
Golden State Water Company
Goleta Water District
H.W. (Bill) Hoffman & Associates, LLC
Hahn Public Communications
Halifax Water
Harris County Municipal Utility District #208
Harris County Utility District 15
Harris County WCID 132
Harris-Galveston Subsidence District
Hazen and Sawyer
Helix Water District
Herndon Solutions Group
Hi Commission On Water Resources Management
High Sierra Showerheads, LLC
Hunter Industries
Hydrametrics
Hydrotech Solutions
Imagine H2O
In Communications
Inland Empire Utilities Agency
Institute For Sustainable Futures
IAPMO
Irrometer Company, Inc.
Irvine Ranch Water District
Joyce Coffee
Kane County, IL
Kleinwood Municipal Utility District
Koeller and Company
Kohler Co.
Kunkel Water Efficiency
Lake Arrowhead Community Services District
Lakehaven Utility District
Lakeway Municipal Utility District
Las Cruces Utilities
Las Virgenes Mwd
Liberty Utilities
Liquid Solutions Group
LiXIL Corp./American Standard Brands
Liz Gardener
Lone Star Chapter, Sierra Club
Lone Star Groundwater Conservation District
Long Beach Water
Los Angeles Department of Water & Power
Lower Colorado River Authority
M.Cubed
Maddaus Water Management
Madison Water Utility
Managerwater Consulting, Inc.
MaP Testing
Marin Municipal Water District
Marina Coast Water District
MD Dept. of The Environment - Water Supply Prog.
MASCO Corporation
MA Dept. of Conservation & Recreation
Massachusetts Water Resources Authority
Maureen Erbeznik & Associates
McHenry County Government
Medford Water Commission
Melbourne Water
Mesa Water District
Metropolitan North GA Water Planning District
Metropolitan Water District of Southern California
Miya USA LLC
Moen Incorporated
Monte Vista Water District
Monterey Peninsula Water Management District
Moulton Niguel Water District
National Association of Water Companies
National Turfgrass Federation, Inc.
Neoperl, Inc.
New Mexico Water Conservation Alliance
New Water Innovations
New York City Environmental Protection
Newhall Water Division
Niagara Conservation Corporation
North Fort Bend Water Authority
North Harris County Regional Water Authority
North Marin Water District
North Texas Municipal Water District
Northwest Water & Energy Education Institute
O’Cain Consulting, Inc.
Olivenhain Municipal Water District
One World One Water Center, MSU Denver
# Statements of Financial Position

## December 31, 2017

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH AND CASH EQUIVALENTS</td>
<td>$ 382,349</td>
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<td>INVESTMENTS</td>
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<td>INVENTORIES</td>
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<td>PREPAID EXPENSES AND DEPOSITS</td>
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<td>FURNITURE AND EQUIPMENT</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$ 706,716</strong></td>
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</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCOUNTS PAYABLE</td>
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<td>ACCRUED EXPENSES</td>
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<tr>
<td>DEFERRED REVENUES</td>
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<tr>
<td>FUNDS HELD FOR OTHER ENTITIES</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$ 425,662</strong></td>
</tr>
</tbody>
</table>

| COMMITMENTS                                 |             |

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UNRESTRICTED</td>
<td>113,389</td>
</tr>
<tr>
<td>TEMPORARILY RESTRICTED</td>
<td>167,665</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>281,054</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$ 706,716</strong></td>
</tr>
</tbody>
</table>
Revenue

- Membership Dues: $626,893
- Special Projects: $886,475
- Grants/Contributions: $93,183
- Other: $23,627
- Donated Services: $14,977
- Investment Income: $2,444

Expenses

- Program Services: $1,581,584
- Fundraising & Membership Development: $32,327
- General & Administrative: $148,179