



Alliance
for Water
Efficiency

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.



2018
ANNUAL
REPORT



Alliance *for* Water Efficiency



Message from the CEO

2018 has been a fabulous year for us at the Alliance for Water Efficiency (AWE). Our years of hard work are bearing fruit in building partnerships and highlighting our ongoing efforts to provide cutting-edge research and technical assistance. Our members tell us that we are making a difference.

We completed a great year with our first state chapter, the California Water Efficiency Partnership, combining the knowledge and capabilities that enable us to work effectively at local levels and on national stages. Our first project together was a published analysis of the financial benefits that water conservation programs provide in reducing water rates in the City of Los Angeles. We also launched a joint project on Advanced Metering Infrastructure (AMI), which is changing the rules for AMI purchasing and deployment, not only in California, but across the nation. Many more joint projects are underway with our new state chapter. Stay tuned.

We also had great response to our 2017 State Water Efficiency and Conservation Scorecard project. In 2018, AWE released a closer look at the state-level water efficiency and conservation policies in the seven Colorado River Basin states. That got the attention of the State of Nevada. In an effort to improve their score, Nevada legislators enacted a bill – AB 163 – that changes planning rules, requires water-loss audits and reporting, and requires WaterSense-rated fixtures in most construction. In the next state scorecard, Nevada’s scores will certainly improve!

The Texas Economic Benefits Report is another example of a great partnership. We published it in partnership with the Texas Water Foundation, and it shows that every \$1 invested in water efficiency yields \$1.30 to state output and adds \$0.80 to the state gross product ... creating thousands of jobs in the process.

Also in Texas, we built a version of our successful Water Conservation Tracking Tool for Texas utilities to use in the State’s water conservation planning requirements. We built the model in a partnership with the Texas Water Development Board. It contains pre-loaded demand projections for 462 municipal water systems and a comprehensive library of water conservation measures. We are very proud of this partnership, and we are poised to continue this kind of work in other state and provinces across the U.S. and Canada.

Making a difference is why we exist. It is gratifying to see our efforts working in so many geographies and with so many partners.

Sincerely,

Mary Ann Dickinson
President and CEO

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*Senior Program Manager for Water Programs
National Wildlife Federation*

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*Vice President, Customer & Regulatory Affairs
Connecticut Water Company*

Rob Zimmerman
*Director, Sustainability
Kohler Co.*

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Staff

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President and CEO

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Membership Assistant

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Manager, Development and Special Projects

Bill Christiansen
Director of Programs

Jeffrey Hughes
Director of Operations

Liam McCarthy
Administrative and Outreach Coordinator

Molly Schaefer
Accounting Manager

Lacey Smith
Program Planner

Strategic Plan

In 2018, AWE released its 2018-2020 Strategic Plan, the fifth such plan since our inception. This detailed roadmap of our goals and objectives builds on the successes of our past and hones our commitment to serving the needs of our members, partners, and stakeholders. The plan identifies a five-element Sustainable Water Vision to support sustainable water management through 2030:



- Efficiency First
- Water-Smart Federal, State/Provincial, and Local Policies
- Sustainable Water Rates and Fiscally Healthy Water Systems
- Right-Sized, Water-Tight, and Intelligent Systems
- Integrated, Systems-Based Approach

The full 2018-2020 Strategic Plan, including specific objectives for each pillar of the plan, is available on the AWE website.

Policy Advocacy

U.S. EPA WaterSense® Program Authorization

AWE has advocated strongly for the U.S. EPA's WaterSense program since its inception in 2006. In October 2018, the President signed America's Water Infrastructure Act of 2018, lifting WaterSense from its status as a "discretionary" program at the EPA to federal legal status. WaterSense, a voluntary public-private partnership, has saved more than 2.7 trillion gallons of water and \$68 billion on American's water and energy bills since 2006. The program's elevation to federal law was a major victory for AWE, our partners, and all those who value water!



Legislative Activity

Federal-Level

AWE's *Legislative Watch* page tracks the status of congressional activity-related water conservation and efficiency. In addition, AWE provides information on the bills in email communications to our members. Here is a list of the bills tracked throughout 2018:

H.R. 301 - NIST Plumbing Research Act of 2017

H.R. 448 - Water Conservation Rebate Tax Parity Act

H.R. 1663 - Water Resources Research Amendments Act

H.R. 2328 - Low-Income Sewer and Water Assistance Program Act of 2017

H.R. 3248 - Water Advanced Technologies for Efficient Resource Use Act of 2017

H.R. 3275 - Water and Energy Sustainability through Technology

H.R. 3906 - Innovative Stormwater Infrastructure Act of 2017

H.R. 7279 - Water Infrastructure Improvement Act

S. 385 - Energy Savings and Industrial Competitiveness Act

S. 692 - Water Infrastructure Flexibility Act

S. 1137 - The Clean Safe Reliable Water Infrastructure Act

S. 1460 - Energy and Natural Resources Act of 2017

S. 1464 - Water Conservation Tax Parity Act

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

S. 2800 - America's Water Infrastructure Act of 2018

S. 3021 - America's Water Infrastructure Act of 2018 (Formerly S. 2800)

State-Level

Additionally, AWE tracks state-level legislative activity. In 2018, AWE included bills from five different states in our “Legislative Watch” effort:

California

AB 1668 - Water Management Planning

SB 606 - Water Management Planning

SB 966 - Onsite Treated Nonpotable Water Systems

Hawaii

HB 2248 HD1 - A Bill for an Act Relating to Consumer Protection

Rhode Island

SB 2362 - An Act Relating to Public Utilities and Carriers-the Energy and Consumer Savings Act of 2005

Vermont

HB 410 - An Act Relating to Adding Products to Vermont’s Energy Efficiency Standards for Appliances and Equipment

Washington

HB 2327 - 2017-18 - Concerning Appliance Efficiency Standards

Standards and Codes

AWE representatives attended more than 180 codes and standards events and meetings during 2018. AWE spoke on behalf of efficiency at meetings sponsored by such organizations as 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 the U.S. Green Building Council (USGBC).

Research and Programming

California Policy for Onsite Systems

AWE, in partnership with the San Francisco Public Utilities Commission (SFPUC), conducted three regional stakeholder outreach workshops across California to collect feedback on the draft model state regulation. In all, 130 participants attended, and following the workshops, AWE and SFPUC issued a report entitled *California Water Policy Challenge: Bridging the Gap between Water Innovation and Regulation in California-Developing a Statewide Policy for Onsite Non-Potable Water Systems: Stakeholder Outreach*.

Los Angeles Department of Water & Power Avoided Cost Analysis

In 2018, AWE partnered with our California chapter, the California Water Efficiency Partnership (CalWEP) and the Los Angeles Department of Water and Power (LADWP) to study whether Los Angeles ratepayers were better off as a result of long-term water conservation efforts. LADWP provides water to more than 4 million residents in the City of Los Angeles. The study analyzed LADWP’s water conservation efforts and impact over the past several decades.

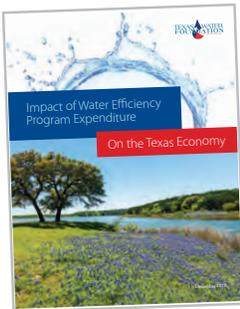
With conservation programs in place, LADWP customers reduced their water use from 180 gallons per capita per day in 1990 to 106 in 2016. At the same time, the population increased from 3.5 to 4 million people. As water use decreased, the study found that LADWP avoided roughly \$11 billion in costs from 1990 to 2016 that would have come from having to purchase additional water to serve 500,000 more people. The result: Customer bills are nearly 27 percent lower today than they would have otherwise been.

This report shows that conservation is not a primary driver of water rate increases, and it provides an example to utilities considering adopting similar conservation programs. It also shows that conservation programs and efficiency-oriented rate structures pay off through lower utility operating costs, ultimately lowering the cost burden on customers.

Accomplishments

Texas Economic Benefits Report

In partnership with the Texas Water Foundation, AWE led a project evaluating statewide investments in water efficiency and the impact on the economy and job creation within the Lone Star State. The final report, entitled *Impact of Water Efficiency Program Expenditure*

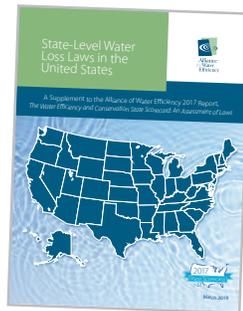


on the Texas Economy, showed solid returns: every dollar invested by the state on water efficiency yielded \$1.30 to state output and \$0.80 to gross state product. A \$2 billion investment in water efficiency would not only provide \$2.6 billion in state output and \$1.6 billion in gross state product,

it would also create thousands of jobs for utility staff, builders, plumbers, irrigation contractors, retailers, and others.

Water Efficiency and Conservation State Scorecard - Colorado River Basin

In 2017, AWE released a five-year update to its 2012 *Water Efficiency and Conservation State Scorecard*, a comprehensive assessment of laws in all 50 states. Building upon this research, AWE published a report in 2018 titled *State-Level Water Efficiency and Conservation Laws in the Colorado River Basin*. This paper focused on the seven Colorado River Basin (CRB) states of Arizona, California, Colorado, Nevada, New Mexico, Utah, and Wyoming. It not only recognized successes; most importantly, it identified opportunities where laws can be strengthened to advance the sustainable use of water in the Basin.



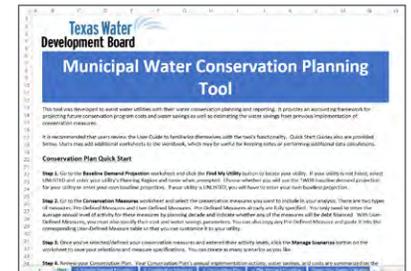
The Colorado River Basin is experiencing many changes that are likely to reduce the amount of available water in the region. State legislation can be among the most effective methods to promote the efficient and sustainable use of water, and this report highlights examples of laws that excel in these areas, providing a resource for stakeholders who are seeking guidance to

improve their state's legal frameworks. AWE's ability to leverage the findings of this report immediately started to trigger legislative activity in the CRB states, most notably in the State of Nevada.

Resources/Technical Assistance/Tools

Texas Municipal Water Conservation Planning Tool

Texas water utilities with 3,300 or more connections must submit Water Conservation plans to the Texas Water Development Board (TWDB). To help in this process, AWE created the Texas Municipal Water



Conservation Planning Tool, a compact, customized version of AWE's own Water Conservation Tracking Tool specifically tailored to the Lone Star State. It contains pre-loaded water demand projections for 462 Texas municipal water systems and includes a library of pre-defined water conservation measures. This tool aims to provide Texas utilities with the resources to comply with TWDB rules, while developing a conservation strategy that saves water and money for their communities.

Technical Assistance

AWE staff members fielded over 100 technical assistance requests in 2018. Technical assistance remains a core function of AWE, and it is an important member benefit. Requests covered general topics, including commercial, industrial, and institutional conservation; policy and regulations; rates and revenue; and residential water use.

Business Guide

AWE's Business Guide is one of the many ways the Alliance connects the business community to water providers and municipalities, thus promoting partnerships that can devise solutions to today's water challenges. In June 2018,



we published an updated version of the AWE Business Guide containing a complete listing of AWE’s business and industry members. This Guide showcases the breadth of technical, consultative, and strategic products and services offered by our 88 member companies.

Building Partnerships

California Water Efficiency Partnership

Nearly 150 water conservation professionals, water industry leaders



A Chapter of the Alliance for Water Efficiency

and elected officials came together in March 2018 in Sacramento to mark the official launch and evolution of the California Water Efficiency Partnership (CalWEP). In January, CalWEP announced that it would become the first state chapter of the Alliance for Water Efficiency, bringing together two of the country’s major organizations dedicated to improving and enhancing water efficiency in California and throughout North America.

Formerly the California Urban Water Conservation Council (CUWCC), CalWEP is focused on helping water providers make water conservation a way of life In California. The Partnership carries forward the leadership, expertise, and collaboration that was a CUWCC hallmark, but with a new framework that allows the organization to serve members and quickly adapt to California’s changing regulatory, political, social, economic, and environmental climate. The new name communicates a vision for an organization that provides leadership on water efficiency issues in California and also conveys a spirit of inclusion and collaboration among a wide variety of stakeholders. CalWEP’s mission is to maximize urban water efficiency and conservation throughout California by supporting and integrating innovative technologies and practices; encouraging effective public policies; advancing research, training, and public education; and building collaborative approaches and partnerships.

AWE’s President and CEO Mary Ann Dickinson served as CalWEP’s Executive Director in 2018. CalWEP’s Board members include representatives from California’s water providers, as well as the business and non-profit sectors.

Water Star Award

Every year, AWE presents its “Water Star” award to recognize individual excellence in water efficiency. The award celebrates the “unsung hero”—the water conservation practitioner working in the trenches who makes a huge difference through quiet dedication, passion, and progressive approaches to move our field forward.

This year’s award went to Glen Pleasance, Water Efficiency Manager for the Region of Durham in the Canadian Province of Ontario. During his twenty years as a Water Efficiency Manager, he has—virtually on his own—designed and managed toilet replacement programs, published a well-regarded “Household Guide to Water Efficiency,” developed water efficient demonstration gardens, conducted summer student lawn watering reduction programs, implemented rain water harvesting programs, managed indoor and outdoor water audit programs, and instituted water loss reduction programs.

Glen also served as a charter member of the Alliance for Water Efficiency’s Board of Directors, serving the maximum 9 years before being termed out. He also served as the first treasurer of AWE, a role he diligently served for 6 years.



“In the 12th landmark anniversary of the WaterSense® program, AWE was proud to honor Glen Pleasance with the Water Star Award.”

Education and Training

Conferences and Workshops

AWE brought conservation and efficiency expertise to water professionals across North America. Our staff attended conferences throughout the United States and Canada, conducted workshops for our members, and held webinars on a variety of topics. It is a crucial part of our mission to educate and empower water suppliers, business owners, and government officials to preserve our most precious resource.

In 2018, AWE staff participated in the following conferences and events:

Jan. 29-30:	CA Irrigation Institute Conference
Feb. 1:	Austin Water Conservation Symposium
March 7:	CalWEP Partner Plenary in Sacramento, CA
March 15:	Imagine H2O/WEF Water Innovation Forum
March 20:	Water Conservation Showcase – PG&E Center
March 22:	Water Policy Conference, UC Davis
March 26-27:	Sustainable Water Management Conference
April 19:	UC Davis Energy Affiliates Forum
April 24-28:	Singapore Water Academy
May 3-4:	Sustainable Water Resources Roundtable
May 15-16:	Emerging Water Technology Symposium
May 30-31:	CalWEP Peer to Peer Conference in San Francisco, CA
June 11-14:	AWWA Annual Conference and Exposition
July 9-11:	USWA One Water Summit in Minneapolis, MN
Aug. 10:	San Bernardino County Water Conference in Ontario, CA
Sept. 10-11:	APA Water Planning Connect Conference in Kansas City, KS
Sep, 19:	CalWEP Partner Plenary in Costa Mesa, CA
Sept. 24:	Connecticut Water Plan Workshop
Oct. 3-5:	WaterSmart Innovations Conference in Las Vegas, NV

Oct. 30:	CWA Conference, Monterey
Nov. 5-6:	CWWA National Water & Wastewater Conference
Nov. 8:	North Texas Water Conservation Symposium
Nov. 14:	Financing Sustainable Water Rates Workshop - Sharon, MA
Nov. 26-30:	ACWA Fall Conference
Dec 12:	CalWEP Partner Plenary in Napa, CA

Webinars

In 2018, AWE held nine webinars on numerous water efficiency topics, including three outdoor water webinars in collaboration with the U.S. Environmental Protection Agency. Nearly 2,000 people attended or viewed these webinars. Topics included:

- Using Mobile Technology to Communicate with Water Customers (*AWE/EPA Partnership Webinar*)
- 2017 Water Efficiency and Conservation State Scorecard: A Five Year Update
- The First State Chapter of AWE: What Does This Mean For You?
- Outdoor Water Use and Green Infrastructure (*AWE/EPA Partnership Webinar*)
- Exemplary Programs Series - Customer Rebate Management: Scottsdale Water's Modern Approach to Rebates
- California's New Conservation Requirements: Coming to a Theater Near You?
- Rates and Water Conservation: What You Need to Know
- Reducing Outdoor Water Use with Micro-irrigation (*AWE/EPA Partnership Webinar*)
- Exemplary Programs Series - Becoming a World Leader in Water Loss Control: the Amazing Story of Halifax Water



2018 SNAPSHOT

HELPED SECURE
FEDERAL
AUTHORIZATION
OF THE EPA WATERSENSE®
PROGRAM



300
NEW DOWNLOADS
OF TOOLS FOR CONSERVATION
PLANNING, RATES, WATER-NEUTRAL
GROWTH AND COMMERCIAL
KITCHENS

5,000
PROFESSIONALS REACHED THROUGH
56 PRESENTATIONS AT
EVENTS ACROSS NORTH
AMERICA

 RELEASED THE 2017
WATER CONSERVATION
STATE SCORECARD

2,000
PROFESSIONALS TRAINED THROUGH
9 WEBINARS COVERING
TOPICS INCLUDING:
 • WATER LOSS
• REBATE MANAGEMENT
• OUTDOOR WATER USE

PROVIDED INPUT IN MORE THAN
 **180** 
MEETINGS ON STANDARDS AND
CODES

 **118** 
NEW EFFICIENCY LEADERS
JOINED OUR NETWORK

COMPLETED A **2 YEAR**
 LANDSCAPE TRANSFORMATION
STUDY DETAILING THE
ANALYTICS ON SAVINGS AND
RECOMMENDATIONS

Online Presence

Social Media

AWE's Facebook presence grew by 6% over 2017, and our number of Twitter followers grew by 8% to 6,122.

Primary Website

The Alliance's website, www.AllianceForWaterEfficiency.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 serves water professionals, facility managers, academic researchers, and anyone interested in sustainable water use. This year saw 309,402 page views.

Financing Sustainable Water

Our Financing Sustainable Water website, www.financingsustainablewater.org, provides resources to help utilities implement rate structures that are resource and fiscally efficient. The site also offers tools that help utilities communicate changes in rate structures with their customers. The site received 12,682 page views in 2018.



Home Water Works

Our Home Water Works website, 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 361,009 page views in 2018.

Networking and Peer Connections

2018 Emerging Water Technology Symposium

AWE served on the planning committee for the 2018 Emerging Water Technology Symposium along with the American Society of Plumbing Engineers, the International Association of Plumbing and Mechanical Officials, Plumbing Manufacturers International, and the World Plumbing Council. The Symposium provides a unique opportunity to meet well-known experts from across the globe. Participants learned about emerging technologies and innovative green plumbing and mechanical concepts; they viewed presentations; and they discussed emerging technologies for the water efficiency, plumbing and mechanical industries. The 2018 conference took place in May 2018 in Ontario, California.

Member Advisory Committees

Education and Outreach

The Education and Outreach Committee met six times in 2018. The 58 committee members representing 48 organizations advised the AWE Board and staff on issues related to webinars and training workshops, consumer education programs such as the Home Water Works website, and public outreach for AWE projects.

Water Efficiency Research

The Water Efficiency Research Committee met six times in 2018. The 62 committee members representing 50 organizations guided AWE's research agenda by assisting with the identification of specific research projects, funding partners, and grants. Additionally, the committee played a part in reviewing the progress of AWE-initiated research projects.

WaterSense and Water-Efficient Products

The WaterSense and Water-Efficient Products Committee's 62 members from 49 organizations met five times in 2018. The committee advised the AWE Board and staff on communication with federal, state/provincial, and local officials, business leaders, and water related organizations on voluntary and regulatory proposals, including efficiency criteria, program funding, and legislative authority.

Annual Members (462, as of December 31, 2018)

A&N Technical Services, Inc.	Capital Regional District	City of Chicago	City of Newport Beach
Acton Water District	Cardno, Inc.	City of Chino	City of Oceanside
AIQUEOUS	Carlsbad Municipal Utility District	City of Chino Hills	City of Oklahoma City
Alameda County Water District	Carole Baker	City of College Station	City of Olympia
Allan Dietemann	Carpinteria Valley Water District	City of Corona	City of Ontario
Alliance to Save Energy	Cascade Water Alliance	City of Corvallis	City of Oxnard
American Rainwater Catchment Systems Association	Casitas Municipal Water District	City of Dallas	City of Palo Alto
American Rivers	CA State Water Resource Control Board	City of Davis	City of Paso Robles
American Water	Cavanaugh	City of Delano	City of Petaluma
Amy Vickers & Associates, Inc.	Center for Water Efficient Landscaping, Utah State University	City of Durham	City of Phoenix
Aquaficient Consulting	Central Utah Water Conservancy District	City of Escondido	City of Plano
Aquarion Water Company	Chicago Faucets	City of Farmersville	City of Pomona
AquaShares	Chino Basin Water Conservation District	City of Flagstaff	City of Princeton
Aqua Water Supply Corporation	Cinco Municipal Utility District #8	City of Folsom	City of Racine
ARGO/CA Data Collaborative	Citrus Heights Water District	City of Forney	City of Redwood City
Arizona Municipal Water Users Association	CityInsight, LLC	City of Fort Worth	City of Renton
Association of Water Board Directors	City of Allen	City of Fresno	City of Richardson
Atascadero Mutual Water Company	City of Ames	City of Frisco	City of Rio Rancho
Athens-Clarke County Public Utilities Department	City of Ashland	City of Gallup	City of Rockwall
Austin Water Utility	City of Aspen	City of Garland	City of Roseville
Babbitt Center for Land and Water Policy at Lincoln Institute	City of Atlanta	City of Georgetown	City of Round Rock
Bay Area Water Supply & Conservation Agency (BAWSCA)	City of Aurora	City of Glendale	City of Royse City
Bernalillo County Public Work Best Management Partners	City of Avondale	City of Glendale Water & Power	City of Sacramento
Birch Bay Water & Sewer District	City of Bellingham	City of Glendora, Water Division	City of San Clemente
Brendle Group, Inc.	City of Bend	City of Goodyear	City of San Diego
Broward County Environmental Planning & Community Resilience Division	City of Benicia	City of Greeley	City of San Juan Capistrano
Burbank Water and Power	City of Beverly Hills	City of Griffin	City of San Luis Obispo
C.J. Erickson Plumbing Co.	City of Big Bear Lake	City of Guelph	City of Santa Ana
CA Department of Water Resources	City of Billings	City of Hamilton	City of Santa Barbara
California Public Utilities Commission	City of Bloomington	City of Hays, KS	City of Santa Cruz
California Water Association	City of Boulder	City of Highland Park	City of Santa Fe
California Water Services Company	City of Bozeman	City of Hillsboro	City of Santa Maria
Canadian Water & Wastewater Association	City of Bremerton	City of Houston	City of Santa Monica
	City of Brentwood	City of Huntington Beach	City of Santa Rosa
	City of Buda	City of Janesville	City of Scottsdale
	City of Calgary	City of La Verne	City of Sonoma
	City of Camarillo	City of Leduc	City of Spokane
	City of Carmel	City of Lloydminster	City of St. George
	City of Cedar Park	City of London	City of Sugar Land
	City of Charlottesville	City of Manteca	City of Surprise
		City of McKinney	City of Tempe
		City of Mesquite	City of Thornton
		City of Mountain View	City of Torrance
		City of Napa	City of Tumwater
		City of New Berlin	City of Turlock

Annual Members (390, as of December 31, 2017)

City of Upland	Energy Platforms	Mechanical Officials	Massachusetts Water Resources Authority
City of Vacaville	Enviro-Stewards	Integrated Utility Solutions	Maureen Erbezniak & Associates
City of Westminster	Ewing Irrigation Products, Inc.	International Code Council	McHenry County Government
City of Winnipeg	Fallbrook Public Utility District	IrriGreen	Medford Water Commission
City of Woodland	Fayette County Water System	Irvine Ranch Water District	Melbourne Water
City of Wylie	Flo Technologies	Jacobs	Mesa Water District
City West Water, Ltd	Flume, Inc.	Joyce Coffee	Metropolitan North Georgia Water Planning District
Coastside County Water District	Food Service Technology Center	Jurupa Community Services District	Metropolitan Water District of Southern California
Cobb County Water System	Foothill Municipal Water District	Kane County, IL	Mid-Peninsula Water District
Colorado Springs Utilities	Fort Collins Water Utilities	Kern County Water Agency	Moen Incorporated
Colorado Water Conservation Board	Freese and Nichols, Inc.	KETOS, Inc.	Mojave Water Agency
Commonwealth Edison (ComEd)	Gary Klein and Associates	Kleinwood Municipal Utility District	Monterey Peninsula Water Management District
Connecticut Dept. of Public Health	Gauley Associates, Ltd.	Koeller and Company	Monte Vista Water District
Connecticut Water	Georgia Water Wise Council	Kohler Co.	Moulton Niguel Water District
Contra Costa Water District	Global Midwest Alliance	Kunkel Water Efficiency	Municipal Water District of Orange County
Cucamonga Valley Water District	Global Water Works	Lake Arrowhead Community Services District	National Association of Water Companies
Current	Golden State Water Company	Lakehaven Utility District	National Turfgrass Evaluation Program
Daily Acts	Goldwater Project, LLC	Lakeway Municipal Utility District	National Wildlife Federation
Dakota Ridge Partnership	Goleta Water District	Las Cruces Utilities	NEOPERL, Inc.
DC Water	Great Oaks Water Company	Las Virgenes Municipal Water District	New Mexico Water Conservation Alliance
Denver Botanic Gardens	Green Builder Coalition	Liberty Utilities	New Water Innovations
Denver Water	H.W. (Bill) Hoffman & Associates, LLC	Liquid Solutions Group, LLC	Niagara Conservation Corporation
DiNatale Water Consultants	Hahn Public Communications	LIXIL Corp./American Standard Brands	Nipomo Community Services District
Dropcountr, Inc.	Halifax Water	Liz Gardener	North Coast County Water District
Dublin San Ramon Services District	Harris County Municipal Utility District #208	Lone Star Chapter, Sierra Club	North Fort Bend Water Authority
DuPage Water Commission	Harris County Utility District 15	Lone Star Groundwater Conservation District	North Harris County Regional Water Authority
Dynamic Water Technologies, LLC	Harris County Water Control & Improvement District 132	Long Beach Water	North Marin Water District
East Bay Municipal Utility District	Harris-Galveston Subsidence District	Los Angeles County Waterworks District	North Texas Municipal Water District
East Cherry Creek Valley Water and Sanitation District	Hazen and Sawyer	Los Angeles Department of Water & Power	Northwest Water & Energy Education Institute
Eastern Municipal Water District	Helix Water District	Lower Colorado River Authority	O'Cain Consulting, Inc.
Eastern Research Group, Inc.	Herndon Solutions Group	M.Cubed	Olivenhain Municipal Water District
East Orange County Water District	HI Commission on Water Resource Management	Maddaus Water Management	One World One Water Center - MSU Denver
Ecoblue	Hidden Valley Lake CSD	Madison Water Utility	Orange County Utilities
Econics	High Sierra Showerheads, LLC	Marina Coast Water District	
EcoTech Services, Inc.	HydroTech Solutions	Marin Municipal Water District	
Edwards Aquifer Authority	Imagine H2O	Maryland Department of the Environment	
El Dorado Irrigation District	IN Communications	Massachusetts Department of Conservation & Recreation	
El Paso Water Utilities	Indian Wells Valley Water District		
Elsinore Valley Municipal Water District	Inland Empire Utilities Agency		
El Toro Water District	Institute for Sustainable Futures		
	Int'l Association of Plumbing and		

Orange County Water District	Rubidoux Community Services District	Sweetwater Authority	Utah Rivers Council
Orange Vale Water Company	Ruekert & Mielke, Inc.	Sweetwater Springs Water District	Utah Water Conservation Forum
Orlando Utilities Commission	Sacramento County Water Agency	T&S Brass and Bronze Works, Inc.	Vallecitos Water District
Otay Water District	Sacramento Suburban Water District	Tacoma Water	Valley Center Municipal Water District
Padre Dam Municipal Water District	Sage Water, LLC	Tahoe City Public Utility District	Valley of the Moon Water District
Panhandle Groundwater Conservation District	Salt Lake City, Department of Public Utilities	Tampa Bay Water	Valparaiso City Utilities
Park City Municipal Corporation	San Antonio Water System	Tampa Water Department	Ventura County Water Works District #8
Pasadena Water & Power	San Diego County Water Authority	Tarrant Regional Water District	Ventura Water
PCR Resources	San Dieguito Water District	Terlyn Industries	Water Demand Management
Pete DeMarco	San Francisco Public Utilities Commission	Texas AWWA	Water Dimmer, LLC
Philadelphia Water Department	San Gabriel Valley Water Company	Texas Commission on Environmental Quality	Water Forever
Placer County Water Agency	San Jacinto River Authority	Texas Water Development Board	Water Forum
Platte Canyon Water & Sanitation District	San Jose Water Company	Texas Water Foundation	Waterless Co., Inc.
Plumbing Manufacturers International	Santa Barbara County Water Agency	The Irrigation Association	Water Management, Inc.
POLIS Project	Santa Clara Valley Water District	The Meadows Center for Water and the Environment	WaterNow Alliance
Polk County Utilities	Santa Clarita Valley Water Agency	The Scotts Miracle-Gro Company	Water Politics, LLC
Portland Water Bureau	Santa Margarita Water District	The Smart Water Networks Forum	Water Replenishment District of Southern California
Potomac-Hudson Engineering, Inc.	Save Water Save Money (UK) Limited	The Water Council	Water Services Association of Australia
Public Service Commission of Wisconsin	Seattle Public Utilities	The Woodlands Joint Powers Agency	Watershed, LLC
Pürlin, LLC	Sligo Creek Resources	The Woodlands Township	WaterSmart Software, Inc.
Quebec Ministry of Municipal Affairs	Sloan Valve Company	The Writing Company	Water Systems Optimization, Inc.
Rachio, Inc.	Solano County Water Agency	Tinker LLC	Water - Use It Wisely
Radian Developers	Sonoma County Water Agency	Toho Water Authority	West Basin Municipal Water District
Rain Bird Corporation	South Coast Water District	TOTO USA	Western Municipal Water District
Rancho California Water District	Southern Nevada Water Authority	Town of Cary, NC	Western Policy Research
Recycled Hydro Solutions, LLC	South Florida Water Management District	Town of Clarkdale, AZ	Western Resource Advocates
Regional Water Authority	South Tahoe Public Utility District	Town of Scituate	West Harris County Regional Water Authority
Regional Water Providers Consortium	Southwest Environmental	Town of Windsor	Whirlpool Corporation
Region of Durham	Southwest Florida Water Management District	Town of Windsor Water Utility	Wisconsin Department of Natural Resources
Region of Peel	Spanaway Water Company	Trabuco Canyon Water District	Wisconsin Section American Water Works Association
Region of Waterloo	St. Johns River Water Management District	Tualatin Valley Water District	
Resource Action Programs	Stanford University	Tucson Water	
Rezatec	STEMhero, LLC	Turfgrass Water Conservation Alliance	Wiser Watering
RightThere, LLC	Suburban Water Systems	U.S. Climate Change Network	Withlacoochee Regional Water Supply Authority
Riverside Public Utilities		U.S. Water Alliance	York Region
Rockland County Task Force on Water Resources Mgmt.		UC Davis, Center for Water and Energy Efficiency	Yucaipa Valley Water District
Rogue Water		Upper San Gabriel Valley MWD	Zone 7 Water Agency
Roth Ecological Design International		Upper Trinity Regional Water District	Zurn Industries, LLC
		USBR Lower Colorado Region	

Statements of Financial Position

December 31, 2018

	2018
ASSETS	
CASH AND CASH EQUIVALENTS	\$ 159,958
INVESTMENTS	114,965
ACCOUNTS RECEIVABLE	214,997
INVENTORIES	7,224
PREPAID EXPENSES AND DEPOSITS	23,400
FURNITURE AND EQUIPMENT	3,175
 TOTAL ASSETS	 \$ 523,719
LIABILITIES AND NET ASSETS	
ACCOUNTS PAYABLE	\$ 38,419
ACCRUED EXPENSES	51,451
DEFERRED REVENUES	92,657
FUNDS HELD FOR OTHER ENTITIES	19,332
 TOTAL LIABILITIES	 \$ 201,859
COMMITMENTS	
	—
NET ASSETS	
UNRESTRICTED	\$ 19,454
TEMPORARILY RESTRICTED	302,406
 TOTAL NET ASSETS	 \$ 321,860
TOTAL LIABILITIES AND NET ASSETS	\$523,719



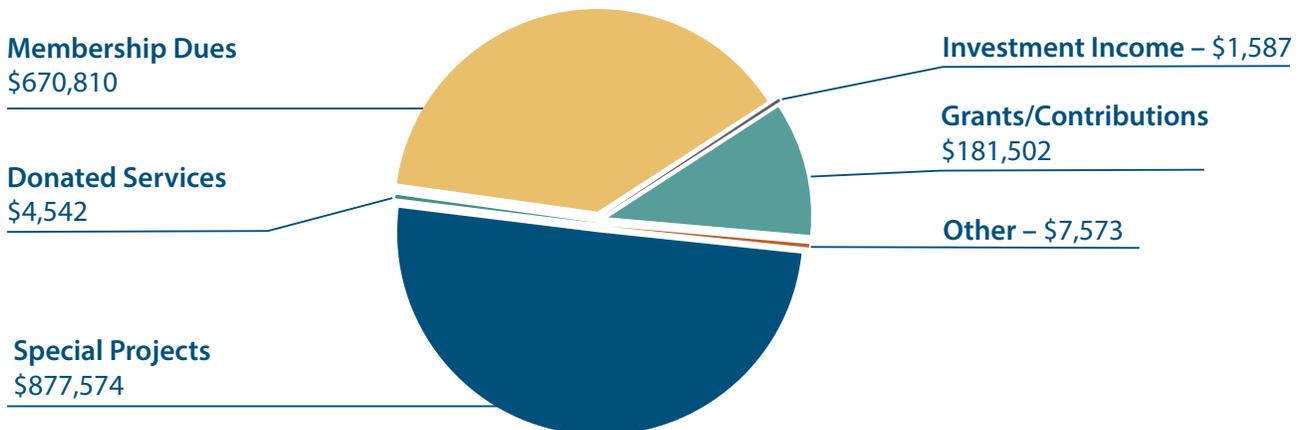
REVENUE

DONATED SERVICES	\$ 4,542
GRANTS/CONTRIBUTIONS	\$ 181,502
INVESTMENT INCOME	\$ 1,587
MEMBERSHIP DUES	\$ 670,810
OTHER	\$ 7,573
SPECIAL PROJECTS	\$ 877,574
	<hr/>
	\$ 1,743,588

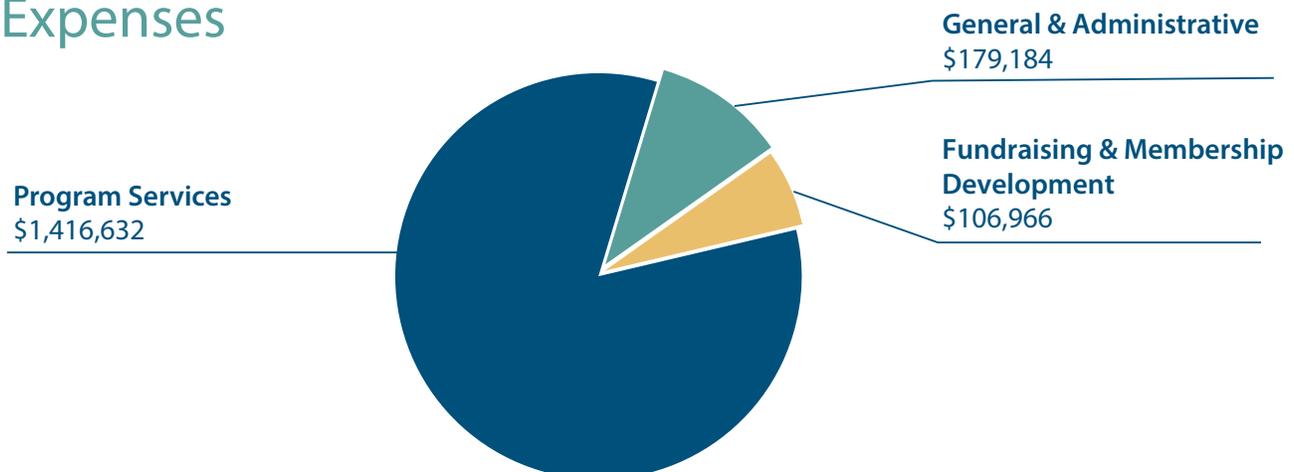
EXPENSES

FUNDRAISING & MEMBERSHIP DEVELOPMENT	\$ 106,966
GENERAL & ADMINISTRATIVE	\$ 179,184
PROGRAM SERVICES	\$ 1,416,632
	<hr/>
	\$ 1,702,782

Revenue



Expenses





Alliance for Water Efficiency
33 North LaSalle, Suite 2275
Chicago, Illinois 60602

www.allianceforwaterefficiency.org