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

Despite the challenging circumstances of 2020, the Alliance for Water Efficiency (AWE) persevered to provide research, member support, and policy advocacy that advanced sustainable water use across North America. As the world abruptly shifted to remote working, we collaborated with our partners to exchange ideas and strategies for navigating the new reality.

Last year also brought other changes as well, including a long-overdue reckoning with America’s ongoing racial inequities. AWE strives for a future with reliable, affordable, and equitable water resources, healthy ecosystems, and economically strong communities. To this end, we released An Assessment of Water Affordability and Conservation Potential in Detroit, Michigan. Water unaffordability is a growing concern across the U.S as water rates rise to account for the high costs of aging infrastructure and/or as depleted water supplies make it more costly to provide water.

The report included a water affordability assessment for the city of Detroit and an evaluation of water conservation potential at the census tract level. The results indicate the cost of water and sewer service represents a high burden for many disadvantaged customers in Detroit and that there is a significant opportunity for water conservation and efficiency retrofits that can lower water bills for customers.

AWE’s Detroit report opened eyes about water unaffordability and the fact that disadvantaged households are more likely to have older, high-flow fixtures and appliances that lead to higher water and energy bills. AWE participated in a webinar with city of Detroit officials to draw attention to retrofit opportunities, and we are conducting similar research in other cities.

For water efficiency to save water and lower water bills, it’s important to protect and improve the standards and programs that helped the U.S. grow by 63 million people between 1995 and 2020 with public water withdrawals essentially unchanged. Unfortunately, former President Trump tried to reverse years of progress by eliminating funding for EPA’s WaterSense labeling program and by rolling back water efficiency standards for showerheads and clothes washers. AWE rallied its network to convince Congress to continue funding WaterSense, and we coordinated with dozens of organizations to submit comments in opposition to the weakened standards. When the new standards were adopted over our objections, AWE filed a legal appeal. We plan to continue these advocacy efforts and work with the Biden Administration to restore these standards that save water and money for American consumers.

AWE continued to serve our members by providing exclusive resources, technical support, and networking opportunities. The online resource library at www.allianceforwaterefficiency.org features information on nearly every topic related to water efficiency, including customer communication strategies, fixtures and appliances, green building, drought planning, and much more. AWE members were also able to contact the experts on our program staff to ask specific questions and receive customized technical assistance. Furthermore, AWE’s three advisory committees—Education and Outreach, Water Efficiency Research, and WaterSense and Water-Efficient Products—allowed members to connect with each other and discuss solutions for their shared challenges.

These are just a few of our 2020 accomplishments. Thanks to the incredible energy and enthusiasm of our members, partners, and supporters, we were able to make terrific strides toward a sustainable water future.

Sincerely,

Ron Burke
President and CEO

The Alliance for Water Efficiency is committed to promoting the efficient and sustainable use of water. Conserving water and using water efficiently is critical to ensuring that water resources are available now and, in the future, to support healthy economies, ecosystems, communities, and individuals.
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Rob Zimmerman
Director–Sustainability (Retired), Kohler Co.

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Staff

Mary Ann Dickinson
President and CEO

Bill Christiansen
Director of Programs

Rachel DeBruin
Office/Development Manager

Jeffrey Hughes
Director of Operations

Liam McCarthy
Membership & Outreach Manager

Lacey Smith
Program Planner

Molly Schaefer
Accounting Manager

Brad Spilka
Program Associate
Advocacy

Progress on Making Water Conservation Rebates Tax-Free: Legislation Passes House, but not Senate

In 2020, the U.S. House of Representatives passed H.R. 2, the Moving Forward Act, which authorized funds for infrastructure improvements and other purposes. AWE and our partners worked to secure inclusion of language that would make water conservation rebates tax-exempt, just as energy efficiency rebates have been for decades. Although H.R. 2 wasn’t approved by the Senate, passage in the House represents significant progress and improves the odds of passage in 2021.

Protecting the WaterSense Labeling Program

On the heels of President Trump criticizing the performance of low-flow toilets, the president’s proposed budget eliminated funding for EPA’s WaterSense labeling program for water efficient products. For many years, AWE worked to advocate for funding the WaterSense program, and this was the most significant threat to the program’s existence since it was created in 2006. AWE worked with a coalition of partners to help secure funding commitments from Congress and overcome the threat.

However, a new threat emerged when the Environmental Protection Agency (EPA) proposed changes to the WaterSense program that would take into consideration customer satisfaction when deciding which products earn the WaterSense label. WaterSense already measures performance using objective criteria, and introducing subjective customer satisfaction criteria could undermine the validity of WaterSense labels. In response, AWE submitted a detailed comment letter with 62 signatures from water utilities, businesses, and other non-profits. The WaterSense program stayed intact and continues to help American consumers save water and money.

AWE Fights Roll Back of Water Efficiency Standards

AWE was troubled by the proposed Department of Energy rulemakings slashing water efficiency standards for showerheads and clothes washers that were part of former President Trump’s pledges to weaken water efficiency standards.

AWE mobilized its network to submit comments opposing these rulemakings. AWE also filed its own letters of support opposing both rulemakings, collecting 60 signatures on the showerhead letter and 58 signatures on the clothes washer letter. The signatories represented a diverse group of water utilities, manufacturers, advocacy groups, and more.

Unfortunately, the new rules went into effect a few weeks before President Trump left office, but AWE has subsequently filed a legal appeal and will continue to advocate for a return to efficient standards.
AWE Report Documents the Financial Burden of Water Bills in Detroit and How Water Conservation Can Save Customers Money

AWE envisions a future with reliable, affordable, and equitable water resources, healthy ecosystems, and economically strong communities. In keeping with these values, AWE released its report, *Affordability and Conservation Potential in Detroit, Michigan*, which was made possible by a grant from Kohler Co. for the purpose of understanding to what extent the cost of water is a financial burden in Detroit and whether water conservation and efficiency retrofits can lower water bills for disadvantaged customers. Water unaffordability is a growing concern across the U.S as water rates rise to account for the high costs of aging infrastructure and/or as depleted water supplies make it more costly to provide water. In Detroit, the problem is compounded by a significant decrease in population and tax base, leaving fewer customers to pay for the fixed costs of providing water services.

The Detroit assessment demonstrates:

- There is a clear need for assistance in Detroit as the cost of water and sewer service is characterized as a high burden for many households.
- There is large potential for water conservation savings.
- There is a meaningful role for water conservation to empower customers to lower their water and sewer bills.
- There is value in conducting an affordability assessment at a more granular level than the city/service-area level.

Training, Technical Assistance, and Continued Education for Water Efficiency Professionals

**Technical Assistance**

AWE’s staff and Technical Advisors are recognized as some of the foremost authorities in North America on water efficiency. In 2020, AWE fielded 100 technical assistance requests from its members on a range of topics, including plumbing standards and codes, commercial water use, water rates, and planning. Technical assistance remains a core function for advancing AWE’s mission and an important benefit to members.

**Webinars**

In 2020, AWE held 13 webinars on variety of important water efficiency topics.

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**Integrating Water Efficiency and Land Use Planning to Accommodate Development and Growth**

How communities develop and grow significantly impacts water demand, water availability, and water rates. But there is often a disconnect between land use and water planners. AWE works on a number of fronts to address this disconnect.

AWE, along with partners at the Environmental Law Institute (ELI) and River Network, created the Net Blue: Water-Neutral Growth program. Net Blue is an innovative, industry-vetted approach to water neutrality for new development, helping communities to grow sustainably despite water scarcity. To advance this approach into practice, the project team built the Net Blue Toolkit with a model ordinance that communities can tailor and customize to create a water demand offset approach meeting local needs.

In 2020, AWE teamed up with the ELI, Dwight Merriam, and Orion Planning + Design and partnered with the City of Bozeman, MT, to draft a water neutral ordinance using the Net Blue Toolkit and resources. AWE hopes that this project will set an example for other water-stressed communities.

**Introduction to Water Conservation Program Planning with Amy Vickers**

AWE is committed to equipping water utility professionals with the knowledge and resources to implement effective conservation programs. AWE teamed up with the legendary Amy Vickers to present a two-session virtual course titled, Introduction to Water Conservation Program Planning. The course provided an overview of planning steps for establishing a successful water conservation program that incorporates the basic steps from Amy Vickers’s widely referenced *Handbook of Water Use and Conservation* and other planning sources. The course was attended by 95 water professionals, and the recording is available online to allow continued access to this terrific conservation planning resource.
AWE and ELI also partnered with the Babbitt Center for Land and Water Policy to inventory all 50 states to determine what legal requirements exist, if any, for water utility planning to coordinate with local land use plans. A detailed assessment was made of the laws and regulations in the states, and six state case studies were also highlighted in AWE’s work.

The City of Bozeman accomplished the following with assistance from the Net Blue project team:

• An updated Water Adequacy Ordinance that includes a customized offset tool created specifically for Bozeman that will aid the city in administration of the ordinance and help developers identify the most cost effective opportunities to offset water demand through efficiency projects.

• A new tool that can be used by the city and developers to estimate the water demand of new development and calculate onsite and offsite water demand offsets.

• An updated draft of the Water Adequacy Procedures Manual incorporating elements of the Net Blue approach that is poised for adoption in early 2021.

• Staff ownership of revisions and amendments and general support from City departments and leadership.

• Understanding, support, and enthusiasm from external stakeholders.

Study Evaluates Effectiveness of Municipal Irrigation Restrictions During Drought

AWE kicked off 2020 with the release of a major new research study entitled the Use and Effectiveness of Municipal Irrigation Restrictions During Drought. The study evaluated drought strategies implemented by 12 different water suppliers and historical drought impacts in four different states.

Key findings from the study include:

• Case study participants in California and Texas successfully reduced annual demand by 18-30 percent and peak monthly demand by 20-42 percent through a combination of mandatory demand management measures.

• Within this study, voluntary conservation did not generate statistically significant savings (i.e., estimated savings are indistinguishable from zero).

• Messaging and enforcement are viewed as best practices and essential components of a successful drought response.

• Water Shortage Contingency Plans should include all of these components: messaging, enforcement, irrigation day-of-week and/or time-of-day restrictions, drought surcharges, and implementation strategies.

• To be effective, Water Shortage Contingency Plans need codified rulemaking to include provisions that are enforceable on non-compliant customers.

This study was made possible with financial support from the participating water utilities and The Scotts Miracle-Gro Foundation.
AWE Grant Program
Funds Educational Gardens

AWE launched its Learning Landscapes Grant Program in April 2020. This included the release of AWE’s three Learning Landscapes™ school lessons focused on outdoor water efficiency that align with Next Generation Science Standards for grades 3-8. Additionally, grants were awarded to eight organizations for the construction or improvement of educational gardens to be used to teach students in grades 3-8 about outdoor water use efficiency.

The grant awardees are:

- **Ciudad Soil & Water Conservation District, Albuquerque, New Mexico**: Funding used to construct a green stormwater infrastructure feature at the Gutiérrez Hubbell House which will serve as a demonstration project on how to integrate passive water harvesting into landscapes.

- **Houston Water, City of Houston, Texas**: Funding used to teach children important water conservation facts and also how to think and learn through hands-on activities while immersed in a tranquil outdoor environment.

- **Pala Band of Mission Indians, Pala, California**: Funds used to expand existing garden space, including raised grow beds, learning gardens for youth, and surrounding area of low-water native plants and culturally-relevant plants to provide wildlife habitat.

- **Amigos de los Rios, Altadena, California**: Funds used to transform existing grass courtyard into an outdoor education space for students and teachers. Designed to capture and infiltrate stormwater, and create a native habitat landscape.

- **Edwards Aquifer Authority, San Antonio, Texas**: Funds used to create a demonstration garden to serve as a physical location to educate the general public about water management and the conservation of the Edwards Aquifer.

- **Denver Urban Gardens & Bradley International School, Denver, Colorado**: Funds used to create a native garden where there is currently unused space and no water irrigation. Including select native water-wise plants to create an outdoor learning space that uses efficient water delivery systems, inspires water smart designs, and promotes healthy natural pollinator habitat.
• Oak Grove School District #68, Bartonville, Illinois: Funds used for gardens and planters the serve as a unique learning opportunity for students; while also looking to involve the community by designating a planter box just for community liaison and volunteers to plant and showcase.

A second round of five additional grants will be announced in 2021.

*Riverside-Corona Resource Conservation District, Riverside, California: Funds used to expand use of interpretive signs about water conservation, including plants lists and companion publication about methods to conserve outdoor water use.

A second round of five additional grants will be announced in 2021.

Alliance for Water Efficiency Grants and Lessons were made possible by generous funding provided by The Scotts Miracle-Gro Foundation.

Discounted Resources for AWE Members, by AWE Members

WaterWays Platform

AWE announced that its members have the opportunity to license WaterWays® and WaterRebates.com at a discounted annual rate.

Built on the industry-leading Salesforce.com Customer Relationship Management (CRM) platform by AWE member AIQUEOUS, WaterWays® is a cloud-based solution for water efficiency program delivery and management. WaterWays accepts online, digital applications for water efficient product rebates and irrigation audit schedule information through WaterRebates.com. WaterWays allows utilities to track and measure the applications while engaging with customers, all on a secure platform.

Open Channel Systems

AWE began offering its members a 10% discount on Open Channel Systems, an online platform that combines business analytics with conservation and communications tools to comprehensively manage finished water. Open Channel’s proprietary Water Efficiency Targets tool collects up-to-date consumption, AMI, weather, and geographical data from a variety of sources.

These discounts help AWE equip our water utility members with these terrific resources for tracking and carrying out water efficiency programs.
Accomplishments

AWE Helps Members Earn Best Practices Designations

The American Water Works Association G480 Water Conservation and Efficiency Program Operation and Management Standard identifies critical elements of an effective water conservation program that water providers can adopt voluntarily. As a benefit to members, AWE verifies and acknowledges water utilities that achieve various levels of compliance with the G480 Standard. AWE added the following members to its G480 Leaderboard in 2020:

**Platinum**
- Western Municipal Water District (CA)
- City of Santa Barbara (CA)
- City of Aurora (CO)

**Gold**
- City of Flagstaff (AZ)

**Silver**
- Orange County Utilities (FL)

**Wholesaler**
- Metropolitan Water District of Southern California*
- Upper Trinity Regional Water District (TX)*

*These water districts are the first to be listed on the Leaderboard as exemplary wholesalers, meaning that the utilities achieved all of the applicable wholesaler sections of the G480.

Water Star Award

AWE’s annual Water Star Award is intended to recognize individual excellence in water efficiency. AWE wishes to celebrate the “unsung hero”, the quiet water conservation practitioner working in the trenches who makes a huge difference by their dedication, passion, and progressive approaches to move forward our field.

The 2020 awardee was Bill Hoffman, who has been a champion for water efficiency since 1973 when he went to work for the Texas Water Development Board, beginning his career analyzing water needs for energy development and industrial use. Bill went on to become Assistant Director of Water Resources Planning and Supervisor of Water Conservation at the Board. In 2000 he joined the City of Austin Water Utility as the Program Supervisor for Industrial, Commercial, and Institutional Water Conservation Programs. He was also the Senior Staff Engineer. Since 2007, he has been an independent consultant in high demand, where he has provided his much-needed expertise to a wide array of governments, utilities, and organizations.

For his extraordinary contribution to Commercial, Industrial, and Institutional water efficiency over a lifetime of work, for his commitment to the highest standards of program accuracy and analysis, and for his selfless dedication to always helping anyone who asked, AWE was very proud to present the 2020 Water Star Award to Bill Hoffman. Due to COVID-19, AWE could not present the award in person, but a video announcement was recorded and uploaded to AWE’s YouTube channel—A4WE.
Online Presence

www.AllianceForWaterEfficiency.org presents the water industry’s most comprehensive collection of resources on water efficiency and conservation. Updated weekly 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.

www.FinancingSustainableWater.org provides tools and information to help utilities implement rate structures that are both resource and fiscally efficient.

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.

Board, Advisory Committee, and Staff Activity

Board of Directors
AWE appointed five new Directors to its Board for 3-year terms starting January 1, 2020 and expiring December 31, 2023: Executive Vice-President of Operations & Engineering at DC Water, Biju George; Conservation Director at San Antonio Water System, Karen Guz; Director of the Center for Water-Energy Efficiency & Profession at UC Davis, Frank Loge; Director of Water Resources at Southern Nevada Water Authority, Colby Pellegrino; and Infrastructure Planning Engineer at Kerr Wood Leidal Associates, Ltd., Colwyn Sunderland. These Directors bring experience from multiple sectors and will strengthen AWE by applying their unique knowledge to water scarcity challenges.

AWE also bid farewell to two Board members: Board Vice-Chair Kirk Stinchcombe of Econics, and Jennifer Riley-Chetwynd of the Denver Botanic Gardens. AWE greatly appreciates the departing Board members for their years of hard work and dedication.

Social Media

Facebook - 2,647 followers
Twitter - 6,491 followers
YouTube -
  ● Gained 445 subscribers and 454,000 new views
  ● Viewers spent 821,100 minutes watching our videos

For more details check out our Brand Guidelines.
Accomplishments

Advisory Committees

Water Efficiency Research

The Water Efficiency Research Committee develops a research agenda and reviews the progress of AWE-initiated research projects.

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.

WaterSense and Water-Efficient Products

The WaterSense and Water-Efficient Products Committee works to encourage and support the adoption of performance criteria for water-using products and equipment, urban landscapes, whole buildings, and related professional services.

In total, the three advisory committee met 19 times, involving 204 members representing 163 organizational members.

Staff Update

AWE's staff grew in 2020. In March, AWE welcomed Rachel DeBruin to the team as Office Manager, to oversee the day-to-day activities of the office and serve as the primary contact for related third-party service vendors. In August, AWE welcomed back Jeffrey Hughes as the Director of Operations, taking on his previous responsibilities of overseeing administration, operations, and governance activities. Also in August, AWE said goodbye to Lacey Smith, who left to return to her home state of Texas for a new adventure. In October, AWE welcomed Brad Spilka to the team as a Program Associate, to work on a variety of projects and initiatives relating to conservation program planning, policy analysis, research, and technical assistance.

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 2020. 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.

American Water  National Wildlife Federation
City of Bellingham, WA  Ric Miles
Michael Buettner  Niagara Conservation Corporation
California Water Service Company  Colby Pellegrino
Anne Carroll  Philanthropic Ventures Foundation
Bill Christiansen  Jennifer Riley Chetwynd
Sara DeLeon  City of Round Rock, TX
Pete DeMarco  San Antonio Water System
Mary Ann Dickinson  Jonah Schein
Allan Dietemann  Barry Spilka
East Bay Municipal Utility District  Kirk Stinchcombe
City of Flagstaff, AZ  Colwyn Sunderland
Elizabeth Gardener  John Sutton
Biju George  Amy Talbot
Karen Guz  Chrystal Taylor
Jeffrey Hughes  Texas State University
International Association of Plumbing and Mechanical Officials  The Benevity Community Impact Fund
Kelly Kopp  Devendra Upadhyay
Frank Loge  Ron Voglewede
Maureen Erbzeznik & Associates  Jennifer Walker
Peter Mayer  Maureen Westbrook
William McDonnell  Carl Yates

And those anonymous contributors who gave via Giving Assistant, Network for Good, and PayPal Giving Fund

A sincere thanks to all.
Annual Members (517 as of December 31, 2020)

City of Woodland, CA
City of Wylie, TX
Coachella Valley Water District
Coastside County Water District
Cobb County Water System
Colorado Springs Utilities
Colorado Water Conservation Board
Colorado WaterWise
Commonwealth Edison (ComEd)
Connecticut Department of Energy and Environmental Protection
Connecticut Department of Public Health - Drinking Water Section
Connecticut Water Service
Contra Costa Water District
Cottonwood Water and Sanitation District
County of Maui Department of Water Supply
Crescenta Valley Water District
Cucamonga Valley Water District
Current Daily Acts
Dakota Ridge Partnership
Davis Consulting
DC Water
Denver Botanic Gardens
Denver Water
Dominion Water and Sanitation District
DrizzleX
Dublin San Ramon Services District
DuPage Water Commission
Dynamic Water Technologies, LLC
Eagle Aerial Solutions
East Bay Municipal Utility District
East Cherry Creek Valley Water and Sanitation District
East Orange County Water District
Eastern Municipal Water District
Eastern Research Group, Inc.
Ecobue
Ecology Action
Econics
EcoSystems, LLC
Edwards Aquifer Authority
El Dorado Irrigation District
El Paso Water Utilities
El Toro Water District
Element Water Consulting, Inc.
Elsinore Valley Municipal Water District
Fallbrook Public Utility District
Fayette County Water System
Flume, Inc.
Food Service Technology Center
Foothill Municipal Water District
Fort Collins Water Utilities
Freeze and Nichols, Inc.
Gary Klein and Associates
Gaulley Associates, Ltd.
Georgia Water Wise Council
Global Midwest Alliance
Global Water Works
Golden State Water Company
Goleta Water District
Great Basin Water Co.
Great Oaks Water Company
Green Builder Coalition
GZA GeoEnvironmental, Inc.
H.W. (Bill) Hoffman & Associates, LLC
H2O Connected
Halifax Water
Harris County Utility District 15
Harris County Water Control & Improvement District 132
Harris-Galveston Subsidence District
Hazen and Sawyer
Helix Water District
Henredon Solutions Group
HI Commission on Water Resource Management
Hunter Industries
Imagine H2O
IN Communications
Indian Wells Valley Water District
Industrial Water Consulting, Inc.
Inland Empire Utilities Agency
InPipe Energy
Institute for Sustainable Futures
International Code Council
Int'l Association of Plumbing and Mechanical Officials
Inverness Water and Sanitation District
Invisible Structures
Irrigation Analysis
IrrGreen
Irvine Ranch Water District
Jacobs
Judicial Council of California
Jurupa Community Services District
Kane County, IL
Kenny Holmes
Kern County Water Agency
Kerr Wood Leidal Associates
Kohler Co.
Kunkel Water Efficiency Consulting
Laguna Beach County Water District
Lake Arrowhead Community Services District
Lakehaven Water and Sewer District
Lakeway Municipal Utility District
Las Cruces Utilities
Las Virgenes Municipal Water District
Liberty Utilities
Liquid Solutions Group, LLC
LXIL Corp./American Standard Brands
Liz Gardener
Lone Star Chapter, Sierra Club
Lone Star Groundwater Conservation District
Long Beach Water
Los Angeles County Waterworks District
Los Angeles Department of Water & Power
Lower Colorado River Authority
M.Cubed
Maddaus Water Management
Madison Water Utility
MaP Testing
Margaret Little Energy Consulting
Marin Municipal Water District
Marina Coast Water District
Mary Ann Dickinson
Massachusetts Department of Conservation & Recreation
Massachusetts Water Resources Authority
Maureen Erbeznik & Associates
Mazarine Ventures LLC
McHenry County Government
McHenry Water Commission
Medford Water District
Melbourne Water
Meridian Metropolitan District
Mesa Water District
Metropolitan North Georgia Water Planning District
Metropolitan Water District of Southern California
Metrus Energy
Mid-Peninsula Water District
Moen Incorporated
Mojave Water Agency
Monte Vista Water District
Monterey Peninsula Water Management District
Moulton Niguel Water District
Municipal Water District of Orange County
Myoma Dunes Water Company
NASONI
National Association of Water Companies
National Turfgrass Evaluation Program
National Wildlife Federation
NEOPERL, Inc.
New Braunfels Utilities
New Mexico Water Conservation Alliance
Niagara Conservation Corporation
Nipomo Community Services District
North Coast County Water District
North Fort Bend Water Authority
North Marin Water District
North Texas Municipal Water District
Northern Water
Northwest Water & Energy Education Institute
O’Cain Consulting, Inc.
Olivenhain Municipal Water District
Orange County Utilities
Orange County Water District
Orlando Utilities Commission
Otay Water District
Padre Dam Municipal Water District
Panhandle Groundwater Conservation District
Park City Municipal Corporation
Parker Water & Sanitation District
Pasadena Water & Power
Pete DeMarco
Peter Williams Solutions LLC
Philadelphia Water Department
Piedmont Water Company
Annual Members (517 as of December 31, 2020)

- Pinery Water and Wastewater District
- Placer County Water Agency
- Platte Canyon Water & Sanitation District
- Plumbing Manufacturers International
- Plumbing-Heating-Cooling Contractors--National Association
- POLIS Project
- Polk County Utilities
- Portland Water Bureau
- Procter & Gamble
- Public Service Commission of Wisconsin
- Pulama Lanai
- Pump Pod USA
- Pürlin, LLC
- Rachio, Inc.
- Radian Developers
- Rain Bird Corporation
- Rancho California Water District
- Rangeview Metropolitan District
- Region of Durham
- Region of Peel
- Region of Waterloo
- Regional Water Authority
- Regional Water Providers Consortium
- Regulosity
- Réseau Environnement
- Resource Innovations
- Richards Consulting
- RightThere LLC
- Riverside Public Utilities
- Rockland County Task Force on Water Resources Management
- Rogue Water
- Rory Christian
- Roth Ecological Design International
- Rubidoux Community Services District
- Sacramento County Water Agency
- Sacramento Suburban Water District
- Sage Conservation
- Salt Lake City, Department of Public Utilities
- San Antonio Water System
- San Bernardino Valley Municipal Water District
- San Diego County Water Authority
- San Dieguito Water District
- San Francisco Public Utilities Commission
- San Gabriel Valley Water Company
- San Jacinto River Authority
- San Jose Water Company
- Santa Ana Watershed Project Authority
- Santa Barbara County Water Agency
- Santa Clarita Valley Water Agency
- Santa Margarita Water District
- Seattle Public Utilities
- Sensor Industries
- Sink Spinner
- Sligo Creek Resources
- Sloan Valve Company
- Smart Use, LLC
- Solano County Water Agency
- Sonoma Water
- Soquel Creek Water District
- South Coast Water District
- South Florida Water Management District
- South Metro Water District
- South Tahoe Public Utility District
- Southern Alberta Institute of Technology
- Southern California Gas Company
- Southern Nevada Water Authority
- Southwest Environmental
- Southwest Florida Water Management District
- Spanaway Water Company
- St. Johns River Water Management District
- Stanford University
- STEMhero, LLC
- Stonegate Village Metropolitan District
- Suburban Water Systems
- Sutherland & Associates
- Suwannee River Water Management District
- Sweetwater Authority
- Synergy Companies
- T&S Brass and Bronze Works, Inc.
- Tacoma Water
- Tahoe City Public Utility District
- Tampa Bay Water
- Tampa Water Department
- Tarrant Regional Water District
- Tempe Municipal Utilities Department
- Texas A&M AgriLife Research
- Texas AWWA
- Texas Commission on Environmental Quality
- Texas Water Development Board
- Texas Water Foundation
- The Irrigation Association
- The Meadows Center for Water and the Environment
- The Scotts Miracle-Gro Company
- The Smart Water Networks Forum
- The Water Council
- The Woodlands Joint Powers Agency
- The Woodlands Township
- The Writing Company
- Three Valleys Municipal Water District
- Toho Water Authority
- TOTO USA
- Town of Cary, NC
- Town of Clarkdale, AZ
- Town of Highland Park, IL
- Town of Oro Valley, AZ
- Town of Wellington, CO
- Town of Windsor, CA
- Town of Windsor, CO
- Trabuco Canyon Water District
- Track I.O. Technologies
- Tualatin Valley Water District
- Tucson Water
- Turfgrass Water Conservation Alliance
- U.S. Climate Change Network
- U.S. Water Alliance
- UC Davis, Center for Water and Energy Efficiency
- Upper San Gabriel Valley MWD
- Upper Trinity Regional Water District
- USBR Lower Colorado Region
- Utah Rivers Council
- Utah Water Conservation Forum
- Vallacitos Water District
- Valley Center Municipal Water District
- Valley County Water District
- Valley of the Moon Water District
- Valley Water
- Valparaiso City Utilities
- Ventura County Water Works District #8
- Ventura Water
- Village of Somers
- Walnut Valley Water District
- Water - Use It Wisely
- Water and Wastewater Authority of Wilson
- Water Demand Management
- Water Efficient Garden
- Water Forum
- Water Management, Inc.
- Water Replenishment District of Southern California
- Water Services Association of Australia
- Water Systems Consulting, Inc.
- Water Systems Optimization, Inc.
- WaterReuse Association
- Waterkind Consulting Services Ltd.
- 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 Policy Research
- Western Resource Advocates
- Whirlpool Corporation
- William Barker
- Wisconsin Department of Natural Resources
- Wisconsin Section American Water Works Association (WI/AWWA)
- Withlacoochee Regional Water Supply Authority
- World Resources Institute
- Yates Water Management Inc.
- York Region
- Yucaipa Valley Water District
- Zone 7 Water Agency
## Statements of Financial Position

### As of December 31, 2020

**ASSETS**

**CURRENT ASSETS**
- Cash and Cash Equivalents: $529,949
- Investments: 141,314
- Accounts Receivable: 100,477
- Inventory: 12,079
- Prepaid Expenses: 8,819

*Total Current Assets: $792,638*

- Furniture and Equipment: 78,609
- Less Accumulated Depreciation: (74,256)

*Net Property and Equipment: 4,353*

**OTHER ASSETS**
- Security Deposits: 10,236

*Total Other Assets: 10,236*

*Total Assets: $807,227*

**LIABILITIES AND NET ASSETS**

- Accounts Payable: $157,272
- Accrued Expenses: 45,728
- Deferred Revenues: 90,057
- Refundable Advances: 126,088
- Funds Held for Other Entities: 10,042

*Total Current Liabilities: $429,187*

**NET ASSETS**
- Without Donor Restrictions: 172,637
- With Donor Restrictions: 205,403

*Total Net Assets: $378,040*

*Total Liabilities and Net Assets: $807,227*
### Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants &amp; Contributions</td>
<td>$266,278</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$3,131</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$678,278</td>
</tr>
<tr>
<td>Special Projects</td>
<td>$651,891</td>
</tr>
<tr>
<td>PPP Loan Forgiveness</td>
<td>$123,077</td>
</tr>
<tr>
<td>Other</td>
<td>$19,030</td>
</tr>
</tbody>
</table>

**Total Revenue:** $1,741,685

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>$44,362</td>
</tr>
<tr>
<td>Administrative</td>
<td>$200,722</td>
</tr>
<tr>
<td>Program Services</td>
<td>$1,146,979</td>
</tr>
</tbody>
</table>

**Total Expenses:** $1,392,063

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#### Revenue

- **Special Projects**: $651,891
- **PPP Loan Forgiveness**: $123,077
- **Investment Income**: $3,131
- **Other**: $19,030

#### Expenses

- **Program Services**: $1,146,979
- **Fundraising**: $44,362
- **Administrative**: $200,722

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