Northwest
Regional Member
Meeting
June 14, 2022

held virtually through Microsoft Teams

Agenda

11:00 Welcome
Ron Burke, President and CEO, AWE

11:20 Presentation
Why Water Efficiency Matters Even Where Water Supplies Are Abundant
Liesel Hans, Director of Programs, AWE

11:50 Breakout Rooms
Facilitated discussion with your peers

12:45 Key Takeaways

1:00 Close
Ron Burke
Facilitated Small Group Discussion

- What are some of the challenges you face in explaining the benefits of water efficiency/conservation to colleagues and elected officials?

- Beyond water reliability, do any of the following benefits of water efficiency/conservation resonate and how do we message them?
  - For water agencies:
    - Minimizing peak demand/avoiding capital expansion and costs
    - Water-energy-climate nexus
    - Eco-system benefits
    - Improved stream flows
    - Reduced nutrient runoff (landscapes/irrigation)
    - Landscape transformations/plants and wildlife
    - Saving customers money on their water bills
  - For corporations:
    - Risk management – reliable/affordable water supply
    - Water and energy $$ savings
    - CSR goals

- Are there new/emerging water efficiency programs or technologies that seem promising?

- How does Drought/Wildfire prevention affect conservation efforts?