



Alliance *for* Water Efficiency

A VOICE AND A PLATFORM FOR WATER USE EFFICIENCY AND WATER CONSERVATION THAT HAS NEVER BEFORE EXISTED, BRINGING A CRITICAL NEW PERSPECTIVE TO AN INCREASINGLY THIRSTY NORTH AMERICA.

2013 Annual Report

Alliance *for* Water Efficiency

2013 Annual Report

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Message from the CEO



Exciting times for the Alliance for Water Efficiency!

We are engaging in truly meaningful work on water conservation and efficiency. In 2013 we began work on a groundbreaking rates project (“Financing Sustainable Water”) that will assist water utilities with the difficult task of maintaining revenue stability while undertaking effective water conservation programs. The project will result in a handbook and rate model that will be published in 2014 and be available for widespread utility use. We partnered with the City of Westminster, Colorado on a publication that documents the financial benefits of conservation, showing that water rates would have been 91% higher had the utility not stayed committed to an aggressive water conservation program. In addition to this important rates work, we have continued to expand our activity on the nexus between water and energy, publishing a detailed research summary with recommendations to Congress. Finally, we keep exploring ways to improve services to our core constituents and members, and in 2013 we conducted focus groups and interviews as part of a Strategic Planning process to determine how to better address member needs.

While our work concentrates on North America, we have become increasingly active with our international partners. This year I had the great honor of chairing the International Water Association’s Efficient2013 conference in Paris, where our participation was extensive, and our NeverWaste water bottle received a design award. We provided water



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efficiency training to Jordanian water officials visiting in Washington, DC during January of 2013. Our Philippine partner, the Maynilad Water Services Company of Manila, received the IWA's prestigious Project Innovation Award in 2013 for its successful efforts to reduce leakage by 750,000 cubic meters per day. This enormous reduction in leakage was made possible in part by the months of on-site non-revenue-water training programs that the Alliance developed and ran for Maynilad Water utility staff.

As we enter our seventh year, we have the inevitable growing pains of a startup organization, but we have also been experiencing many gratifying successes. We are remarkably proud of our accomplishments and our reputation; we have a dedicated, professional staff; and we are inspired by the impacts we envision having in the future. We are particularly excited about rolling out our Financing Sustainable Water project over the next 18 months, and we are confident that it will add new value to the services we already provide to our important utility customers.



Mary Ann Dickinson
President and CEO

2013 at a Glance

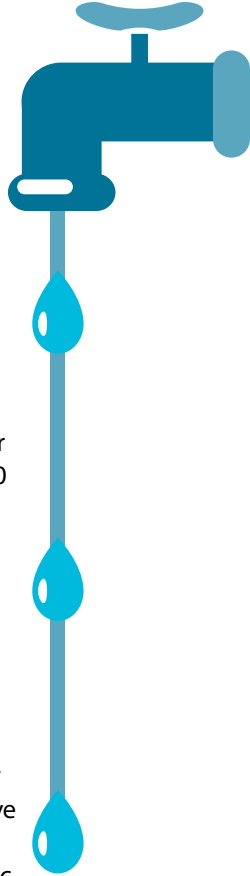
Now in its seventh year of existence, the Alliance for Water Efficiency continues to experience strong growth and progress. We are on track to achieve our goal of becoming a world leader in the promotion of water efficiency, and we continue to be the only advocacy organization dedicated solely to the sustainable use of water in North America. Our members are conserving water across scores of watersheds, and delivering sustainable water to nearly 50 million water users in the US and Canada.

In addition to continuing our work on standards and codes, pursuit of legislative initiatives that support water efficiency and conservation, and continued support of the WaterSense® program, the Alliance had an extremely active and productive year in projects. Our efforts included adopting a new Strategic Plan, launching a new initiative on rates and revenue stability, expanded outreach and training efforts, groundbreaking research work at the nexus of water and energy, a number of new partnerships and collaborations, creative products from our committees, and upgraded tools.

Working to Solve Major Efficiency Challenges

Showing Conservation's Long-Term Cost Savings

Working with the City of Westminster, Colorado, the Alliance published a report that compared the difference in total costs to the utility's customers with a conservation program in place and what the costs would have been without a water conservation program. Customers reduced their consumption by 21%, and by avoiding the high cost of new water – 7,300 acre-feet at a cost of \$30,000 per acre-foot – and the associated costs of water and wastewater treatment, the utility's rates were 91% lower than they would have been had that new supply needed to be developed. The total costs to the city had a conservation program not been in place – for water, water treatment, wastewater treatment, and interest – would have exceeded a half-billion dollars! We are extremely proud of this dramatic testament to the economic value of conservation.

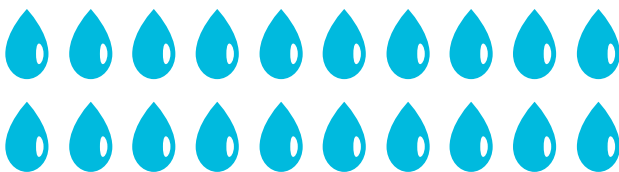


Water-Energy Nexus Research: Recommendations for Future Opportunities

In June, the Alliance for Water Efficiency and the American Council for an Energy-Efficient Economy (ACEEE) released a report on the research needed to continue having impacts on the connection – or nexus – between the water and energy sectors. The investigation, built on the 2011 *Blueprint for Action* report, adds to the understanding of the water sector's impacts on energy resources and the energy sector's impacts on water resources. The project inventoried over 200 energy-water research documents, posted a detailed matrix of the documents on line, identified the gaps in the research conducted to date, and made specific recommendations for future research.



(Above) Award Recipients, from left to right: Southern California Edison, City of Boulder, Massachusetts Water Resources Authority, and United Technologies. Presenting the awards are Sarah Hayes of ACEEE and Mary Ann Dickinson of AWE.



AWE and ACEEE Award Winning Water-Energy Efficiency Programs

This year AWE and ACEEE inventoried dozens of combined water and energy programs, posted the inventory of these programs online, and published a white paper summary evaluating the strengths and benefits of these joint water and energy management efforts. A panel of expert judges reviewed the programs and selected five award-winners for their exceptional water and energy efficiency programs:

- Southern California Edison: Leak Detection Pilot Program
- Darden Restaurants: Sustainability 15 X 15
- City of Boulder, CO: Energy Performance Contracting Program
- Massachusetts Water Resources Authority: Long Term Sustainability Program
- United Technologies Corporation: 2015 Sustainability Goals

In addition, seven additional programs received honorable mentions.



Assisting Jordanian Water Resource Management

Building on the Alliance's work conducted in Jordan in 2011 and 2012, the Alliance staff met in Washington, DC with staff of the Environmental Law Institute and a number of water resource managers from the Jordanian Ministry of Water and Irrigation to explore water-use efficiency as a long-term water resource management tool in Jordan. Alliance staff conducted a training presentation and participated in discussions with the officials.

Canadian GreenPlumbers Pilot Program

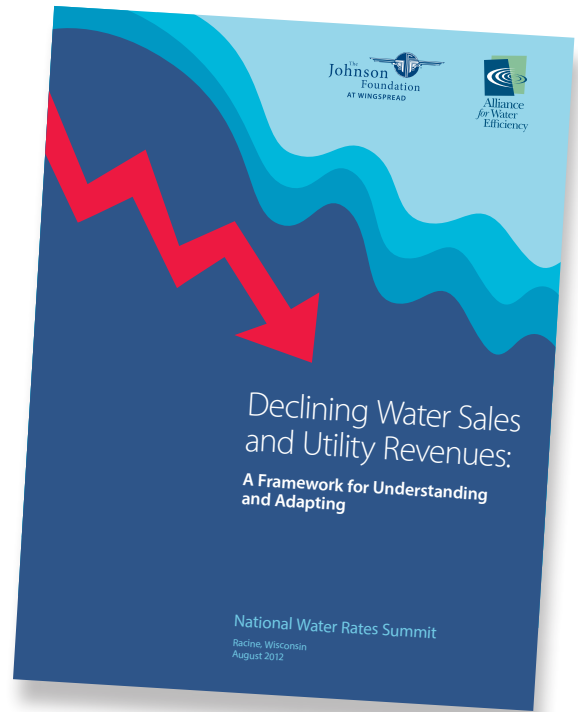
With funding from the Royal Bank of Canada's Blue Water Project, The Alliance launched a pilot program to make Canadian plumbing more sustainable. Canada has 44,820 plumbers who interface daily with homeowners and businesses, providing a significant opportunity to strengthen water conservation efforts across the country.



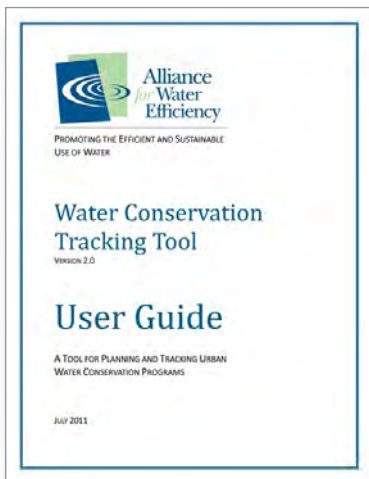
More than 100 Canadian-licensed plumbers and apprentices participated in the pilot program and are ready to advance water efficiency across Canada. The program covered the fundamentals of water treatment and supply, advances in water efficient technology, and opportunities in sustainable practices. It also provided testing and accreditation so plumbers can market their standardized training to customers. Plumbers who completed the program have the knowledge and tools necessary to be front-line ambassadors for water efficiency and conservation. These pilot sessions, along with a national industry survey, are now providing the framework for the development of a nationwide Canadian program.

Helping Utilities Align Rates, Revenue and Resources

AWE continued to build on the insightful discussions of the Declining Water Sales Summit in 2012 and pursue solutions to the challenges related to declining demand and declining revenues. In 2013, AWE initiated a funding partnership with The Walton Family Foundation, the California Water Foundation, the Water Research Foundation, and The Johnson Foundation at Wingspread to develop a suite of resources that will help utilities adopt efficiency-oriented rate structures and successfully navigate the minefield of revenue instability in an era of declining sales. These resources will be launched and available in 2014 as part of a project entitled “Financing Sustainable Water.” A public domain handbook and rate model will be published, and a detailed website housing these resources will be launched.



Filling Information Gaps in Outdoor Water Use



During 2013 as part of its strategic planning process, AWE initiated a new research project to develop actionable information and data on the savings potential and actual water savings from a variety of outdoor conservation measures. Due to be launched

in 2014, the project will provide key inputs for the AWE Water Conservation Tracking Tool and other demand forecasting models, and it will answer the currently outstanding questions about the true savings and costs of outdoor water conservation programs.



Participation in Unilever's Sustainable Living Lab

AWE participated in Unilever's Sustainable Living Lab online forum as an expert contributor on water conservation. The Sustainable Living Lab is a global online dialogue for the purpose of exploring solutions to some of the world's most pressing sustainability challenges, including reducing environmental impacts in the home. Unilever is using the discussion from the Living Lab to guide consumer engagement and corporate social responsibility strategies.

Creating a Smarter, More Engaged, and More Responsible Water Customer

The Household Water Calculator 2.0

AWE's consumer-focused website, Home Water Works, features an advanced home water usage calculator that uses zip code-specific evapotranspiration information to provide an accurate assessment of outdoor water use. It provides useful tips and resources for saving water and money without sacrificing comfort or convenience.

In July, the Alliance released version 2.0 of the Home Water Works water calculator with a number of new features:

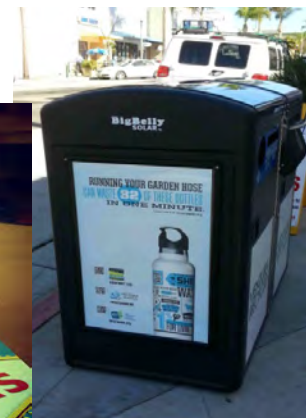
- Canadian water users can access more accurate results using postal codes and new climate data.
- Water demand estimates for households with more than four people are now more precise.
- The calculator may now be used with cellular and tablet devices that do not support Flash technology.



Approximately 17,000 people used the calculator during the year, and use among interested consumers continues to grow. In addition, the Alliance posted a customized version of the calculator on the website of the San Diego County Water Authority and will be exploring additional customized calculators in 2014.

Never Waste Campaign

In an effort to help member utilities engage and educate water customers about the value of water, AWE introduced Never Waste, a media campaign to educate consumers on steps they can take to save water and generate measurable impacts. An informative water bottle helps consumers understand water use in their daily activities, and it encourages them to change some of their wasteful water consuming habits.



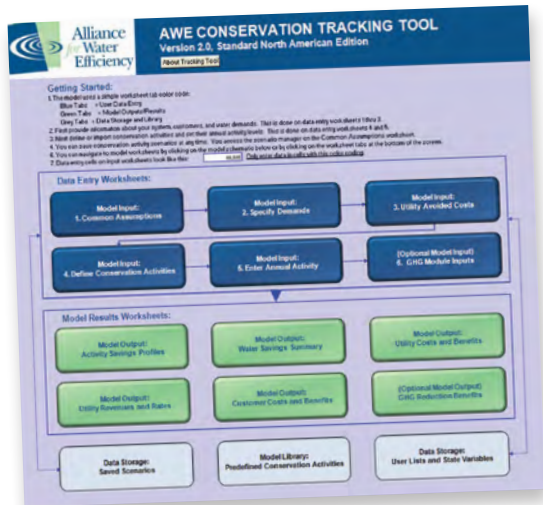
(Left) The Alliance held a social media based photo contest entitled "Show Us Your Sheep" at the 2013 WaterSmart Innovation Conference and Expo, generating over 43,000 impressions.

(Right) Never Waste ad signage on municipal waste receptacles in Ventura, California.

Approximately 25% of AWE's utility members participated in the program during the year. They represented 18 states across the US, reaching nearly 6.5 million water users, and advertising images even adorned trashcans. Nearly 4,000 Never Waste water bottles were sold during the year, and each one is helping to spread the message of water conservation. The Never Waste water bottle received 2nd place in the first International Carafe Design Contest at the IWA Efficient2013 Conference in Paris. AWE also supported the Wyland Foundation's annual National Mayor's Challenge by providing Never Waste bottles as prizes.



Outreach: Providing the Expertise, Assistance, and Confidence Professionals Need to Drive Efficiency Efforts



A State of the Art Tracking Tool for Conservation Program Design

The Alliance’s Water Conservation Tracking Tool remains a valuable resource for AWE members. It is an Excel-based model that evaluates the water savings, costs, and benefits of water conservation programs. The Alliance staff works continuously to provide support on the use of this comprehensive, user-friendly tool. Since 2008, 320 members have registered to use the Tracking Tool to design conservation programs for their utilities. This past year, 32 new users signed up, and AWE staff held six workshops across the country to raise awareness about this resource.

Keeping Water Professionals Informed via a Multi-Channel Approach

AWE is providing information through a variety of different ways. AWE’s main website provides essential information to water professionals, consumers, developers, local officials, product manufacturers, and anyone else in need of up-to-date information on water efficient products and programs. It is updated almost daily with new content, breaking and pertinent news, events, residential and commercial/industrial water saving tips, and other water efficiency related information. In addition, AWE continues to maintain and update its Legislative Watch page, a comprehensive resource that chronicles federal bills affecting the world of water efficiency. This past year saw an increase of 286% in monthly visits to the Alliance website.

The Alliance’s social media presence also continues to expand. AWE is reaching the general public through its Facebook community, which increased by 41%, and its Twitter followers, which increased by 57%, while also disseminating content through YouTube, LinkedIn, and Pinterest. The Alliance also continues to release the *Water Efficiency Watch* newsletter to a variety of partners, as well as keeping more than 2,500 subscribers updated with our regular global emails.



Creating Connections to Help Water Efficiency Professionals Drive Progress

Webinars and Workshops

The Alliance held six webinars during 2013 to communicate the cutting edge issues of water efficiency. During the year, 362 people attended at least one of six different webinars:

- Understanding the Water Conservation Implications of Reduced Flow in Building Drains, 1/16/13
- The Economic and Environmental Benefits of Industrial Water Use Efficiency, 2/13/13
- The Never Waste Consumer Media Campaign, 2/26/13
- Water Rates and Revenue Loss (presented twice), 6/18/13
- The Water and Energy Nexus, 8/20/13
- Water and Energy Saving Programs, 8/20/13

AWE staff conducted a total of 11 workshops during the year to train water professionals on such topics as conservation program design, efficiency oriented rates, commercial and industrial efficiency, and the policy implications of AWE's State Scorecard Report. Additionally, AWE either presented or spoke at 50 events this year.

International Water Association's Specialist Conference on Efficient Use and Management of Water

As chair of the International Water Association's Efficient Urban Water Management Specialist Group, AWE's President and CEO Mary Ann Dickinson chaired the 7th IWA Efficient Conference in Paris, which convened 354 water professionals from 54 countries. Recognized experts from across the world delivered more than 190 papers from 37 countries on improving water use efficiency and dealing with drought.

In addition to planning the conference program, Mary Ann provided remarks during the opening session.



The UNESCO evening reception at the IWA Efficient '13 Conference in Paris. (left) Dr. Stuart White of Australia, the Vice-Chair of the Efficient Urban Water Management Specialist Group, (center) Mary Ann Dickinson, and (right) Dr. Ricardo Cobacho of Spain, Secretary of the Specialist Group.

Committees

Three Alliance Advisory Committees provide our members with the opportunity to engage with a diverse group of water efficiency stakeholders.

- The **Education and Outreach Committee** held six meetings during the year. A poll of the committee's members found that over 95% of them place high value on water conservation training, so they have set out to determine the best way to increase the availability of such training. In 2013, the committee developed the webinar schedule of topics, launched the internationally recognized "Never Waste" campaign, continued to manage the Home Water Works website, and launched an educational work group.
- The **Water Efficiency Research Committee** met six times during the year to discuss ongoing and upcoming research projects such as Phase II of PERC's drain line transport study, the impact of plumbing standards on fixture installation rates, issues associated with graywater systems, and the update to the Residential End Uses of Water Study. The committee has also worked to identify cutting edge research needs, and it formed a working group to investigate the market penetration of water efficient fixtures.
- The **WaterSense and Water-Efficient Products Committee** met eight times to discuss legislation and standards. At the national level, the legislation and standards included HR123, HR765, S52, S35, and S601. In addition, they discussed several state-level bills and have been working to identify potential pathways for AWE to influence future legislation.

The Board of Directors

The Alliance continued to make great strides this year to build a diversified and experienced Board of Directors. Deven Upadhyay of the Metropolitan Water District of Southern California joined the board; Betsy Otto, Becky Pearson, Dan Beard, J.B. Hoyt, and Warren Gorowitz stepped down.

The Board held four meetings in 2013, two in person and two by teleconference. Board meetings took place on March 6 and June 5 in Chicago, and on September 12 and December 12 by teleconference.

2013 Board of Directors

Carole Baker, Chair

Texas Water Foundation

Gunnar Baldwin

Toto USA

David Bracciano, Vice Chair

Tampa Bay Water

Tim Brick

Arroyo Seco Foundation

Richard Harris

East Bay Municipal Utility District

Richard Holmes

Southern Nevada Water Authority

Kelly Kopp, Secretary

Utah State University

Betsy Otto

World Resources Institute

Glen Pleasance, Treasurer

Region of Durham, Ontario

Jennifer Riley-Chetwynd

Denver Botanic Gardens

Kirk Stinchcombe

Econics

Susan Stratton

Northwest Energy Efficiency Alliance

Jeff Taylor

Freese and Nichols

Deven Upadhyay

Metropolitan Water District of Southern California

Dave Viola

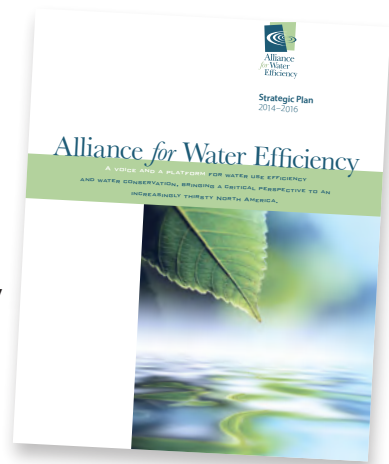
IAPMO

Ron Wolfarth

Rain Bird Corp.

Strategic Plan

With dramatic progress taking place in the realm of efficiency and conservation, the Board of Directors adopted a new three-year strategic plan to guide Alliance activities. In addition, to increasing visibility and value to constituents, the plan focuses on programs and funding while addressing the needs of our full community of stakeholders: public and private water suppliers, business and industry, advocates, governments, and academia. The plan also looks creatively at what water efficiency might look like in 2030 and beyond, and it serves as a tool for designing and implementing initiatives that can help carry the Alliance into the future.



Fundraising and Membership Audit

In 2013, the Alliance carried out a fundraising audit specifically to address the question of how best to move into the future as a fully sustainable organization. As a result of the audit, the Alliance has redoubled its focus on the services it can provide to utility members while simultaneously embracing and relying on the larger business community of manufacturers, service firms, and consultants who can help the Alliance fulfill its mission.

Standards and Codes

AWE has continued to be active in the codes and standards arena. The standards and codes process represents a highly effective means for promoting the efficient use of water while protecting public health and safety. The Alliance participated in the work of several committees, teams, and task groups, including committees related to the ASHRAE 189 and 191 standards, several ASME standard committees and teams, the IAPMO Green Technical Committee that authors the IAPMO Green Plumbing and Mechanical Code Supplement, a committee for the ICC Green Construction Code (IgCC), and a task group on water use efficiency regarding the Canadian National Plumbing Code. Key successes include a new requirement for Flappers/Flush Valves incorporated into an ASME draft specification, the development of recommended maximum water use thresholds for plumbing fixtures and fittings, and rainwater harvesting criteria through the Task Group on Water Efficiency for the Canadian National Plumbing code.

Legislative Action

The Alliance continued to work to inform its members on the status of legislative efforts, providing information to help members influence policies that could advance water efficiency at the state and national levels. We also voiced our opinion on several notable legislative matters, including:

- **HR123**, Water Advanced Technologies for Efficient Resource Use Act (2013), would authorize the WaterSense program as well as create federal incentives for consumer purchases of water efficient products.
- **HR765**, Water Infrastructure Resiliency and Sustainability Act (2013), would create a grant program to increase the dependability of water systems in adverse hydrologic conditions.
- **S1199**, The All-Of-The-Above Federal Building Energy Conservation Act of 2013, would promote the enhancement of the water and energy efficiency of federal buildings.
- **Texas State Tax Code amendment of Section 1, Subchapter H, Chapter 151**, to include Section 151.3335 Water Efficiency, would include water efficient products in a tax holiday for energy efficient products to lower water consumption and increase consumer awareness.
- **Texas Proposition 6**, which created a \$2 billion water infrastructure bank for low-interest loans earmarked for water projects, 20 percent of which must be invested in conservation.
- **S 1392, Amendment #1319**, which AWE opposed, would have repealed the national plumbing efficiency product standards that have been in place since the passage of the 1992 Energy Policy Act. Since the adoption of these standards, national consumer demand for water has declined by 8%, saving 8.5 billion gallons per day and \$7.5 billion. With energy costs factored in, the savings during this period rise to \$35 billion. The Alliance mobilized 44 organizations within 24 hours to oppose this legislation, and it did not pass.

WaterSense®

The Alliance continues to promote the EPA WaterSense program as a national standard for water-efficient programs and practices.

AWE commented on the Draft WaterSense Professional Certification Program Labeling System via the WaterSense & Water-Efficient Products Committee in November 2013, and we disseminated information regarding four EPA WaterSense initiatives:

- Notice of Intent to Develop a Draft Specification for Soil Moisture Sensors
- Notice of Intent to Develop a Draft Specification for Flushometer-Valve Toilets
- Final Specification for Commercial Pre-Rinse Spray Valves
- Final Specification for New Homes, Version 1.1.

AWE also actively promoted the annual Fix-a-Leak Week and an energy saving program, both in October.

Annual Members Meeting

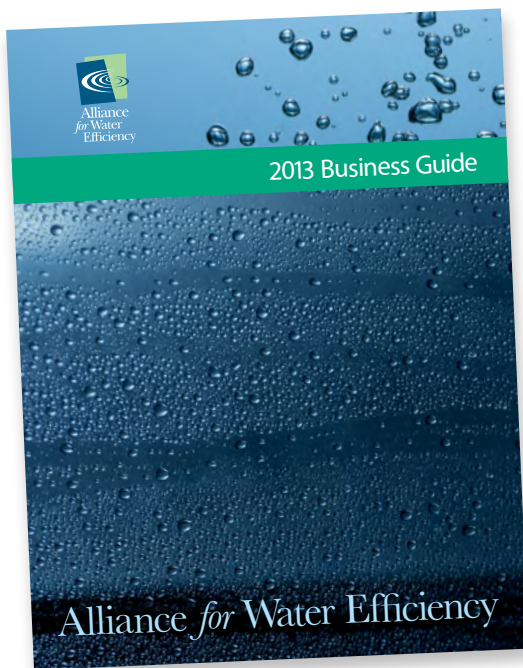


AWE's annual member meeting provides an opportunity for members to be in an environment of like-minded individuals where they can learn, interact, network, and exchange ideas. Held the day before the annual WaterSmart Innovations Conference & Expo in Las Vegas, Nevada in October, the meeting is becoming a firm date on everyone's calendars. In 2013, Elizabeth Fazio, Director for the Committee on Natural Resources in the Texas House of Representatives, gave the featured talk. Entitled "*Betting on the Texas State Water Plan: A Winning Hand for Conservation and Reuse*," it offered an insider's view of the passage of the landmark Texas legislation that awarded \$400 million for water conservation and reuse programs.



New Version of the Business Guide: Showcasing Business and Industry Members

AWE released the 2013 edition of the Business Guide, which helps to raise awareness and facilitate the adoption of water efficient products. It showcases the water efficient products and services provided by our business partners, and it contains contact information for all of our business and industry members.



Awards

AWE'S 2013 Water Star: Doug Bennett

This year The Alliance awarded the 2013 Water Star award to Doug Bennett, Conservation Manager of the Southern Nevada Water Authority. The annual Water Star Award recognizes individual excellence in water efficiency. Doug has undertaken numerous projects and programs to tackle issues of



water efficiency and conservation in Las Vegas with great success, including reducing the city's per capita consumption from 314 to 219 gpcd and instituting efficient irrigation equipment and landscape rebates that have saved more than 134 million gallons of water. He is also the convener of the annual WaterSmart Innovations Conference and Expo, now a leading conference on water efficiency and conservation known worldwide for its excellence.



2013 Annual Membership

A & N Technical Services	Central Basin Municipal Water District	City of Janesville, WI
Abbotsford Mission Water & Sewer Commission	Central Utah Water Conservancy District	City of Livermore, CA
ACT Inc. D'Mand Systems	CH2M Hill	City of London, Ontario, Canada
Acton Water District	Chicago Faucets	City of Manhattan Beach, CA
Affiliated International Management, LLC	Chicago Metropolitan Agency for Planning	City of Mansfield, TX
Alameda County Water District	Cinco Municipal Utility District #1	City of McKinney, TX
Alan Plummer Associates, Inc.	Cinco Municipal Utility District #8	City of Mesquite, TX
Albert Nahman Plumbing and Heating	Cindy Dyballa Consulting	City of Napa, CA
Allen Boone Humphries Robinson, LLP	City of Allen, TX	City of New Berlin, WI
Alliance to Save Energy	City of Ames, IA	City of Olympia, WA
Alpha-Globe, Inc.	City of Ashland, OR	City of Ontario, CA
American Rivers	City of Atlanta, GA	City of Palo Alto, CA
American Standard Americas, Inc.	City of Batavia, IL	City of Phoenix, AZ
American Water	City of Bellevue, WA	City of Pittsburg, CA
Amy Talbot	City of Bellingham, WA	City of Plano, TX
Amy Vickers & Associates, Inc.	City of Bend, OR	City of Pompano Beach, FL
Apple Valley Ranchos Water Company	City of Big Bear Lake, CA	City of Prescott, AZ
Aqua Water Supply Corp.	City of Bloomington, IL	City of Princeton, TX
Aquacraft, Inc.	City of Boulder, CO	City of Renton, WA
Arizona Municipal Water Users Association	City of Bremerton, WA	City of Richardson, TX
Arlington Water Utilities	City of Brentwood, CA	City of Rio Rancho, NM
Arroyo Seco Foundation	City of Calgary, Alberta, Canada	City of Rockwall, TX
Association of Water Board Directors	City of Cedar Park, TX	City of Round Rock, TX
Atascadero Mutual Water Company	City of Charlottesville, VA	City of San Bernardino, Water Dept., CA
Athens-Clarke County, Public Utilities Dept.	City of Chicago, IL	City of San Diego, CA
Austin Water Utility	City of Chino Hills, CA	City of Santa Barbara, CA
Averitt & Associates	City of Chino, CA	City of Santa Cruz, CA
Best Management Partners	City of College Station, TX	City of Santa Fe, NM
Birch Bay Water & Sewer District	City of Dallas, TX	City of Santa Monica, CA
Brezack & Associates Planning, LLC	City of Elgin, IL	City of Santa Rosa, CA
Brunswick-Glynn County Joint Water & Sewer Commission	City of Farmersville, TX	City of Sierra Vista, AZ
Burbank Water and Power	City of Folsom, CA	City of Southlake, TX
C.J. Erickson Plumbing Co.	City of Forney, TX	City of Spearman, TX
CA State Water Resource Control Board	City of Fort Worth, TX	City of St. George, Utah
California Water Services Company	City of Frisco, TX	City of Sugar Land, TX
Cambria Community Services District	City of Gallup, NM	City of Thornton, CO
Canadian Water & Wastewater Association	City of Garland, TX	City of Toronto, Ontario, Canada
Capital Regional District	City of Gillette, WY	City of Torrance, CA
Carole D. Baker Consulting, LLC	City of Glendale, AZ	City of Tumwater, WA
Cascade Water Alliance	City of Greeley, CO	City of Upland, CA
Castleman & Sons Plumbing, Inc.	City of Griffin, GA	City of Westminster, CO
CDM Smith	City of Guelph, Ontario, Canada	City of Winnipeg, Manitoba, Canada
Center for Neighborhood Technology	City of Hamilton, Ontario, Canada	City of Woodland, CA
Center for Water Efficient Landscaping, USU	City of Highland Park, IL	City of Wylie, TX
	City of Hillsboro, OR	City West Water, Ltd
	City of Houston, TX	Coastside County Water District

2013 Annual Membership

Cobb County Water System
Colorado Springs Utilities
Colorado Water Conservation Board
Connecticut DEEP
Connecticut Water
Conserve Florida Water Clearinghouse
County of Rockland
CRVogel Consulting, LLC
Cucamonga Valley Water District
Dakota Ridge Partnership
DBLive Corp.
DC Water
Denver Botanic Gardens
Denver Water
DGS Searchlight
DuPage Water Commission
Earthwise Environmental, Inc.
East Bay Municipal Utility District
East Valley Water District
Eastern Research Group
Ecoblue
Econics Eco-Efficiency
Edwards Aquifer Authority
El Paso Water Utilities
EnviroMedia Social Marketing
Environmental Consulting & Technology, Inc.
Erler & Kalinowski, Inc.
Eugene Water & Electric Board
Ewing Irrigation Products, Inc.
Fontana Water Company
Food Service Technology Center
Forester Media, Inc.
Fort Bend County MUD #25
Fort Collins Water Utilities
Freese and Nichols, Inc.
Gardnerville Water Company
Gauley Associates, Ltd.
GEI Consultants
George Kunkel, Jr.
Georgia Environmental Protection Division
Georgia Water Wise Council
Golden State Water Company
Goleta Water District
Great Lakes Commission
Greater Cincinnati Water Works

Gwinnett County Water Resources
H.W. (Bill) Hoffman & Associates, LLC
H2Oscore
Harlingen Irrigation District
Harris County Municipal Utility District #120
Harris County Municipal Utility District #208
Harris County WCID 132
Harris-Galveston Subsidence District
Hazen and Sawyer
Headwaters Corporation
Herndon Solutions Group
HI Commission on Water Resources Mgmt
High Plains Underground WCD No. 1
High Sierra Showerheads, LLC
Hilton Head Public Service District
Hunter Industries
Hunter Water Corporation
Huron River Watershed Council
IN Communications
Inland Empire Utilities Agency
Institute for Sustainable Futures
IAPMO
Irrigation Consulting, Inc.
Irrrometer Company, Inc.
Irvine Ranch Water District
James Fryer Consulting
Janelle Okorie
JEA
Joyce Coffee
Kane County
Kennedy/Jenks Consultants
Kitsap Public Utility District
Kleinwood Municipal Utility District
Koeller and Company
Kohler Co.
Lake Arrowhead Community Services District
Lake County Illinois
Lakehaven Utility District
Lakeway Municipal Utility District
Larone Solutions, LLC
Las Cruces Utilities
Leakage Consultants
Liz Gardener
Lone Star Chapter, Sierra Club

Lone Star Groundwater Conservation District
Los Alamos County, DPU
Lower Colorado River Authority
M.Cubed
MA Dept. of Conservation and Recreation
Maddaus Water Management
Madison Water Utility
Mahomet Aquifer Consortium
MaP Testing
Marin Municipal Water District
Marina Coast Water District
Masco Corporation
Massachusetts Water Resources Agency
Masuen Consulting, LLC
Maureen Erbeznik & Associates
McHenry County Government
Medford Water Commission
Melbourne Water
Mesa Water District
Metro North Georgia Water Planning District
Metropolitan Planning Council
Metropolitan Water District of So Cal
Milwaukee Water Council
Moen Incorporated
Monte Vista Water District
Monterey Peninsula WMD
Montgomery County MUD #8
Montgomery County MUD #83
Montgomery County MUD #84
Montgomery County MUD #9
Municipal Water District of Orange County
National Association of Water Companies
National Turf Grass Federation, Inc.
Natural Resources Defense Council
NEOPERL, Inc.
New York City Environmental Protection
Newton County Water & Sewerage Authority
Niagara Conservation Corporation
North Fort Bend Water Authority
North Harris County RWA
North Marin Water District
North Texas Municipal Water District
Northwest Energy Efficiency Alliance
Olivenhain Municipal Water District

Ontario Water Works Association	Smart Rain	Utiliuse
Orlando Utilities Commission	SMW GeoSciences, Inc.	Valencia Water Company
Otay Water District	Sonoma County Water Agency	Valley of the Moon Water District
Panhandle Groundwater Conservation District	South Adams County Water & Sanitation District	Valparaiso City Utilities
Park Water Company	South Central Connecticut RWA	Ventura Water
Partnership for Water	South Florida Water Management District	Vepo, LLC
Pasadena Water & Power	Southern Nevada Water Authority	Veritec Consulting, Inc.
PCR Resources	Southwest Florida WMD	Walnut Valley Water District
Pete DeMarco	Spanaway Water Company	Watearth
Platte Canyon Water	Spartanburg Water	Water Demand Management
Plumbing Manufacturers International	Sweetwater Authority	Water Management, Inc.
PHCC--National Assoc.	T & S Brass and Bronze Works, Inc.	Water Pik, Inc.
POLIS Project	Tacoma Water	Water Quest, Inc.
Portland Water Bureau	Tampa Bay Water	Water Replenishment District of So Cal
Potomac-Hudson Engineering, Inc.	Tampa Water Department	Water Savers, LLC
Public Service Commission of Wisconsin	Tarrant Regional Water District	Water Services Association of Australia
Quebec Ministry of Municipal Affairs, Regions & Land Occupancy	Texas AWWA	Water Systems Optimization, Inc.
Radian Marketing	Texas Commission on Environmental Quality	Waterless Co., Inc.
Rain Bird Corporation	Texas Water Development Board	Watershed, LLC
Ramona's Plumber	Texas Water Foundation	Watersmart Software, Inc.
Regenesis Management Group, LLC	The Meadows Center for Water and the Environment	WaterWise Consulting
Region of Durham, Ontario, Canada	The Nature Conservancy	Waukesha Water Utility
Region of Halton, Ontario, Canada	The Pollack PR Marketing Group	West Basin Municipal Water District
Region of Peel, Ontario, Canada	The Writing Company	West Harris County Regional Water Authority
Region of Waterloo, Ontario, Canada	Thornhill Associates	Western Municipal Water District
Regional Water Authority	Toho Water Authority	Whirlpool Corporation
Regional Water Providers Consortium	Tom Swihart	Wisconsin Department of Natural Resources
Resource Action Programs	TOTO USA, Inc.	Wisconsin Energy Conservation Corporation
Resource Solutions Group	Town of Clarkdale, AZ	Wisconsin Water Association
River Network	Town of Smyrna, Tennessee	Woodlands Joint Powers Agency
City of Roysse City, TX	Township of Langley, BC, Canada	World Resources Institute
Sacramento Suburban Water District	Tualatin Valley Water District	Wyland Foundation
San Antonio Water Company	U.S. Climate Action Network	York Region, Ontario, Canada
San Antonio Water System	U.S. Water Alliance	ZMCAT Enterprises
San Diego County Water Authority	UC Santa Barbara, Dept. of Geography	
San Dieguito Water District	UCLA Water Technology Research Center	
San Francisco Public Utilities Commission	University of Florida TREEO	
San Jacinto River Authority	Upper San Gabriel Valley MWD	
Santa Clara Valley Water District	Upper Trinity Regional Water District	
Santa Clarita Water Division	USACE ERDC-Construction Eng. Research Lab	
SBW Consulting, Inc.	USBR Lower Colorado Region	
SDB Consulting	Utah Water Conservation Forum	
Seattle Public Utilities	Utilities Board of the City of Foley, Alabama	
Sloan Valve Co.		
Smart Markets		

Contributors

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A & N Technical Services, Inc.	Kohler Co.
Alice & Tim Keyes	Maddaus Water Management
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George Kunkel, Jr.	The Walton Family Foundation
Great Lakes United	The Writing Company
IAPMO	Turner Foundation, Inc.
Joyce Coffee	Water Demand Management
Karen Guz	Water Research Foundation

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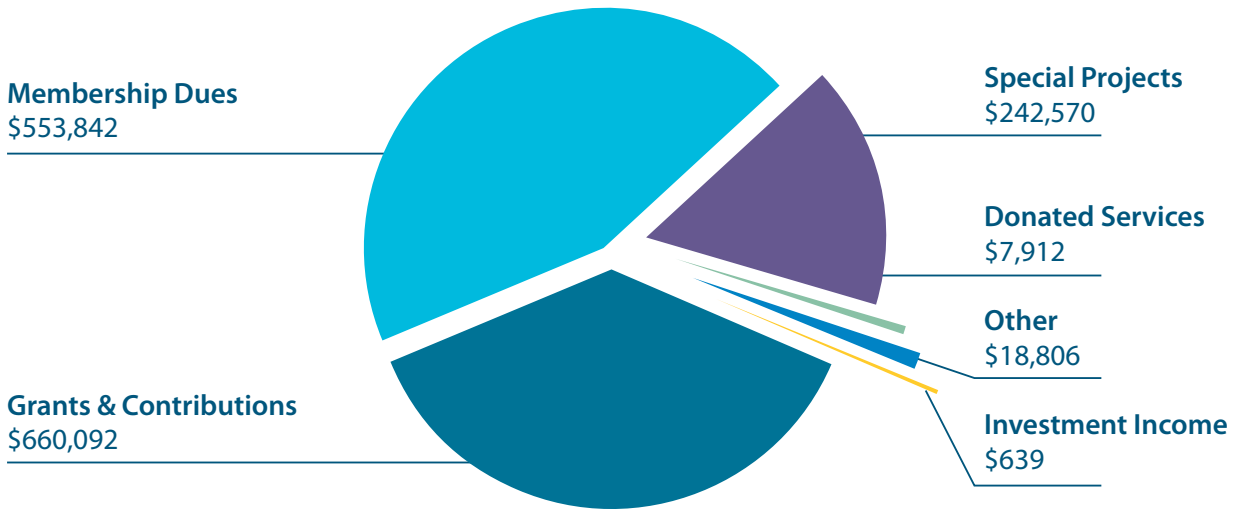
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Technical Advisor and Newsletter Editor

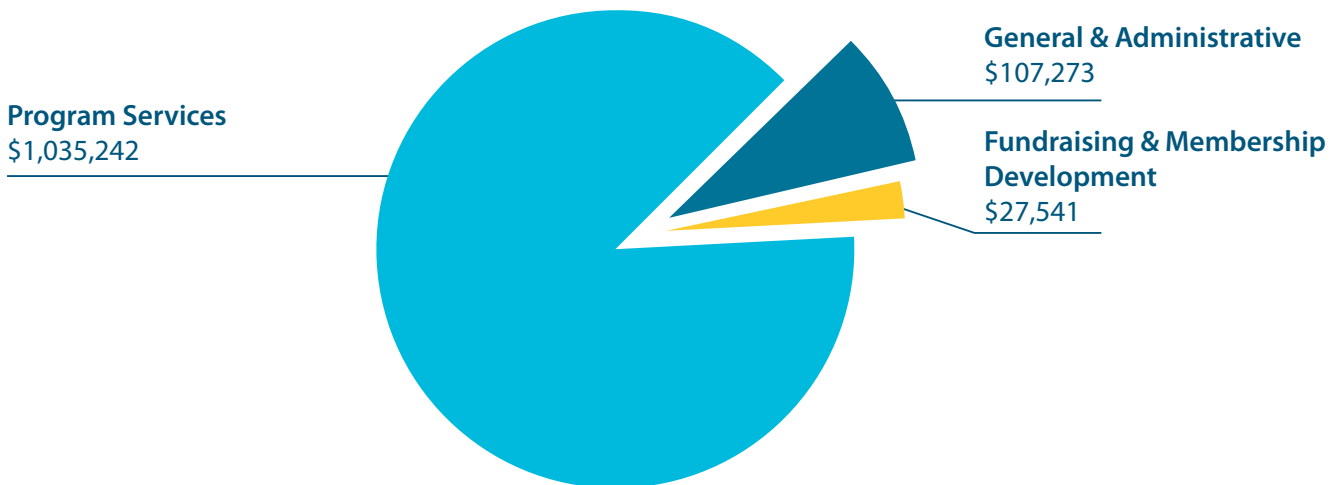
Thomas Pape

Technical Advisor

2013 Revenue



2013 Expenses



Statements of Financial Position

December 31, 2013 and 2012

	2013	2012
Assets		
Cash and cash equivalents	\$ 459,864	\$ 220,638
Investments	106,793	106,188
Accounts receivable	205,910	98,667
Inventories	7,806	8,616
Prepaid expenses and deposits	19,736	60,659
Furniture and equipment	15,644	23,621
Total Assets	\$ 815,753	\$ 518,389
Liabilities		
Accounts payable	\$ 24,400	\$ 58,255
Accrued expenses	106,924	111,227
Deferred revenues	219,920	231,978
Funds held for other entities	45,089	11,314
Total Liabilities	\$ 396,333	\$ 412,774
Total Net Assets	\$ 419,420	\$ 105,615
Total Liabilities and Net Assets	\$ 815,753	\$ 518,389

Primary Benefits of the Alliance for Water Efficiency

Stand as a clear and authoritative national voice for water efficiency.

The Alliance for Water Efficiency is a forceful advocate for the sustainable use and stewardship of our precious water resources.

Provide comprehensive information about water-efficient products, practices, and programs—what works and what doesn't.

The Alliance for Water Efficiency has created a web-based water conservation clearinghouse that offers product information, best practices specifications, research reports, training materials, program descriptions, codes and standards, program evaluation tools, drought planning and response, and professional expertise.

Represent the interest of water efficiency in the development of codes and standards.

Codes and standards that mandate water efficiency have driven significant water-use savings. The Alliance provides knowledgeable representation in standards writing and advocacy.

Transform the market for fixtures and appliances.

Consumers want to do the right thing, and water efficiency should be an easy choice. The Alliance for Water Efficiency helps ensure that efficient products are available, tested, and clearly labeled.

Coordinate with green building initiatives to institutionalize water efficiency.

New green building programs are working to integrate water conservation into other efficiency practices. The Alliance for Water Efficiency coordinates these efforts to ensure that water savings are part of the overall effort.

Train water conservation professionals.

Water efficiency is a diverse field drawing upon a broad range of disciplines. The Alliance for Water Efficiency will develop core curriculum and technical training materials, and it will work with colleges and universities, trade organizations, and other educational entities to support the development of a professional water conservation work force.

Educate water users.

Good consumer education is key to the long-term success of water conservation efforts. The Alliance for Water Efficiency provides up-to-date information on water efficient products, practices, and behaviors for the general public.



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