



ANNUAL REPORT

2023

A NEW CHAPTER BEGINS WITH THE INAUGURAL WATER EFFICIENCY AND CONSERVATION SYMPOSIUM



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In early 2022, AWE's board of directors voted in support of hosting an annual symposium starting in 2023. Our goals included providing AWE members and key partners with affordable access to peer-to-peer collaboration and learning while also elevating the importance of water efficiency across North America. This wasn't to be your traditional large-scale, conventional hall conference with vacuous rooms and one-way panel presentations. We wanted to facilitate interactive conversations and face-to-face networking. Another goal was to make the event relatively easy to access from the east and west coasts and everywhere in between, so we chose a central location - Chicago.

What resulted was the First Annual Water Efficiency and Conservation Symposium in August 2023. It was an incredible three days of professional development, relationship building, and hands-on learning opportunities for the 150+ attendees from across North America, representing water and wastewater utilities, government agencies, and business and industry partners.

The Symposium featured presentations, panels, and roundtables primarily focusing on actionable research, resources, and peer-to-peer learning. The schedule included opportunities for face-to-face discussions, including social events, breakouts during the program sessions, and designated networking time.

The Symposium's two-track program agenda covered a range of topics, including sessions such as "Future Visions for Conservation Programs: New Development & Long-term Planning," "Water Efficiency: Exploring Equitable and Effective Solutions to Address Affordability," and "State Perspectives on Water Conservation, Drought, & Climate Change."

The energy from attendees was palpable, from laughter echoing throughout Chicago's iconic Navy Pier at the Welcome Reception on night one, to the buzz of classroom sessions where participants broke into small group discussions and heated debates taking place over Poll EV on some of the most pressing issues facing water conservation practitioners.

While there are other conferences that feature water efficiency and conservation, our Symposium is the only such event exclusively on these topics and for practitioners in this space. The symposium's success marks a new chapter for AWE and reflects an increasing recognition that water efficiency, conservation, and demand reduction are crucial strategies for addressing a host of water challenges.

I want to thank everyone who helped make the Symposium happen, especially the AWE staff and board of directors, event sponsors, Planning Committee members, and presenters.

We look forward to seeing you at the 2nd Annual Water Efficiency & Conservation Symposium in Chicago on August 6-8, 2024.

Sincerely,

A handwritten signature in blue ink that reads "Ron Burke". The signature is written in a cursive, slightly slanted style.

President and CEO

2023 ACCOMPLISHMENTS

EDUCATION & AWARENESS

Webinars and Roundtables

Over two thousand water professionals participated in AWE virtual webinars and roundtables on topics ranging from water affordability to landscape transformation strategies. Special thanks to the [California Water Efficiency Partnership](#), [US EPA WaterSense](#), the [Water Research Foundation](#), and all of our webinar partners for helping to make this year a success.

The 2022 State Policy Scorecard for Water Efficiency and Sustainability

150 live attendees, 154 YouTube views

Emerging Trends in Non-Functional Turf

175 live attendees, not uploaded to YouTube

How to Get Involved in AWE's 2023 Research Projects

38 live attendees, 63 YouTube views

Smart Practices to Save Water: An Evaluation of AMI-Enabled Leak Notification Programs

105 live attendees, 81 YouTube views, 81 YouTube views

Planting Trees for the Future

176 live attendees, 173 YouTube views

Flume Data Labs: Assessment of State Policy Impacts on Water Use

200 live attendees, 71 YouTube views

All of the Above: Local and National Water Affordability Strategies

71 live attendees, 98 YouTube views

Water Research Foundation RFP for the Residential End Uses of Water Study

84 attendees, 131 YouTube views

Bringing Water Savings to Your Community with WaterSense-Labeled Homes

96 live attendees, 95 YouTube views

Strategies for Partnering with Landscapers to Promote Water-Efficient Practices

86 live attendees, not uploaded to YouTube

2023 ACCOMPLISHMENTS

POLICY ADVOCACY

ASAP Model State Legislation

AWE collaborated with the [Appliance Standards Awareness Project](#) (ASAP) to update its model legislation for energy and water efficiency product standards to add requirements for WaterSense irrigation controllers. We also partnered to create a stand-alone water efficiency bill.

State Legislation Work in Arizona, Colorado, New Mexico, and Utah

Throughout 2023, AWE worked closely in tandem with our partners in Arizona, New Mexico, and Utah to advocate for water-efficient practices, policies, and products at in their respective state legislatures. In the 2023 state legislative sessions, AWE focused much of its efforts on supporting members in the Colorado River Basin. AWE supported and contributed to the [New Mexico Water Conservation Alliance](#)'s efforts to pass legislation (HB 352) that would have prohibited the installation of non-functional turf starting in 2025 and limited watering of non-functional turf starting in 2030. HB 352 failed to pass out of committee by one vote, and we understand our local partners are considering their options for the future. We also monitored Governor Hobbs' Water Policy Council in Arizona and met with some of its members.

Some other recent state legislative activities that AWE monitored closely include recent efforts in Colorado and Utah to provide or increase funding for turf replacement programs. In Colorado, it was House Bill 1151, which passed in 2022, and in Utah, it was SB 188, which passed in 2023. AWE followed a bill in New Jersey on water loss auditing and control. Senate Bill 278 would require an AWWA water loss audit and validation for systems serving more than 3,300 customers.

DOE Standards Work for Residential Clothes Washers and Dishwashers

In 2023, AWE actively supported the Department of Energy's (DOE) proposals to strengthen residential clothes washer and dishwasher standards. We submitted comments and signed on to a consensus plan with home appliance manufacturers, consumers, and climate, energy, and water efficiency advocates, which was sent to DOE. If adopted by DOE, the proposed standards for residential clothes washers and dishwashers would save more than 2 trillion gallons of water over 30 years. This is equivalent to the amount of water 1.33 million average U.S. homes use over 30 years. These water-related savings are in addition to the overall estimated energy savings of more than 9 quadrillion Btu from the range of considered appliances.

2023 ACCOMPLISHMENTS

POLICY ADVOCACY (CONTINUED)

Submitted Comments on WaterSense Proposals

AWE worked with our WaterSense and Water-Efficient Products Committee members to develop and submit comments supporting [WaterSense proposals](#) for Tank-Type Toilets and Spray Sprinkler Nozzles. Concerning a proposal for WaterSense-labeled point-of-use osmosis systems, AWE submitted comments recommending product labeling to explain that these systems use more than a gallon of water to make a gallon of filtered water.

Collaboration with Partners Across the U.S. to Promote the Water Conservation Rebate Tax Parity Act

A top priority continues to be working with members of Congress nationwide to reintroduce and pass the Water Conservation Rebate Tax Parity Act in Congress, which would exempt water efficiency rebates from federal taxation. Energy efficiency rebates and subsidies are already tax-free, and securing the same favorable treatment for water efficiency will make rebate and incentive programs easier and more cost-effective for utilities and their customers. AWE staff met with Congressional staff and utilities, national associations, nonprofit partners, and other stakeholders in key states to help expand support.

Urged Reclamation to Make Drought Funding Available to Urban Water Efficiency Projects

AWE has also been urging and coordinating with the [Bureau of Reclamation](#) to ensure a portion of the \$4 billion drought relief funding from the Inflation Reduction Act of 2022 is available for mid- and long-term municipal water efficiency projects, in addition to the temporary fallowing of farm fields. After coordinating a sign-on letter with 35 partner organizations in September 2022, AWE has continued to correspond and meet with the Bureau of Reclamation on this topic. Specifically, AWE has requested that these funds be made available for state and local non-functional turf replacement programs, legacy plumbing fixture replacement programs, and utility water loss auditing and control programs.

2023 ACCOMPLISHMENTS

RESEARCH

2022 State Policy Scorecard for Water Efficiency and Sustainability

In January, AWE released the third edition of the State Policy Scorecard, which ranked each U.S. state based on its adoption of laws and policies that advance water efficiency, conservation, sustainability, and affordability. California was the top-ranked state in the nation, followed by Texas, Arizona, Georgia, Washington, New York, Nevada, New Hampshire, Colorado, and Minnesota to round out the top ten. While some states improved since AWE's previous Scorecard was released in 2017, the analysis found little progress overall, even as droughts and other climate change impacts increasingly undermine affordable, reliable water services. The average state score was only 23 out of 89 possible points.

Key findings included:

- Connecticut was the only state that reported using its own funds to support customer water bill assistance
- California is the only state that requires water utilities to plan for climate change
- 18 states use their own revenues to fund water efficiency and conservation
- 16 states provide funding for water reuse.
- 13 states require rate structures that encourage water efficiency
- 19 states require coordination between local land use and water planning agencies.

The Scorecard was widely featured online and in print news stories in national, state, and local publications.

Water and Energy Savings Estimates for CII Landscapes Upgrades Projects

AWE collaborated with the [Regional Water Authority](#) (RWA, CA) to prepare the "Water and Energy Savings Estimates for CII Landscapes Upgrade Project" report. The report evaluated ten project sites from RWA's Commercial, Industrial, and Institutional (CII) Landscape Upgrades Program that received incentives to upgrade their landscape plant material, irrigation systems, and equipment, or both. The ten projects are estimated to save about 251 million gallons in total over a projected 15-year period, as well creating energy savings and avoided greenhouse gas reductions. The [Bonneville Environmental Foundation](#) and [Procter & Gamble](#) funded this project.

2023 ACCOMPLISHMENTS

RESEARCH

(CONTINUED)

Smart Practices to Save Water: An Evaluation of AMI-Enabled Proactive Leak Notifications

In March, “Smart Practices to Save Water: An Evaluation of AMI-enabled Proactive Leak Notification Programs” was released, which presents an analysis of four participating utilities with AMI-enabled leak notification programs in Fort Worth, TX, Sacramento, CA, [Sacramento Suburban Water District](#), and [San Francisco Public Utilities Commission](#). The analysis used hourly AMI data to assess whether the leak notification program resulted in statistically significant reductions in water use, mean leak formation (how often leaks occurred), and mean leak duration (how long leaks lasted) for different programs at all four utilities. The analysis found a reduction in mean leak volume per meter of 29 to 50 percent for the programs with timely notifications. The report outlines steps other utilities can replicate based on varying data availability and their leak notification program system design.

An Assessment of Water Affordability & Conservation Potential in Houston

This report evaluated water affordability in [Houston, TX](#) and the extent to which water efficiency and conservation can help families, particularly disadvantaged families, lower their water and sewer bills. The analysis in this report revealed that the most impacted households will go from paying about 13 percent of yearly income on water and sewer bills in 2019 to over 21 percent projected in 2025. AWE highlighted that water efficiency and conservation strategies can lower ongoing water use and bills and improve customer affordability. The measures assessed are estimated to achieve an average of 15 percent bill savings, though some strategies could save up to 34 percent.

Research Launched/Ongoing Research in 2023

In addition to publishing four research projects in 2023, AWE also began working on an exciting slate of new research projects, including the Santa Barbara Affordability Study, the Mobile Home Parks Water Efficiency Installs & Analysis, the Advanced Metering Infrastructure (AMI) Primer: The Many Uses of AMI for Water Conservation & Efficiency, the Outdoor Water Savings Research Initiative Phase (Evaluating and Optimizing Large-Scale Landscape Transformations and Irrigation Management), the Evaluating Changes in Peak Demands project, and the Long Beach Direct Install Pilot.

2023 ACCOMPLISHMENTS

CONVENING & ENGAGEMENT

Member Advisory Committees

In total, the three advisory committees met 15 times, involving 233 water efficiency practitioners. Education and Outreach: Helps AWE members educate their customers and constituents about water efficiency and conservation. Water Efficiency Research: Develops a research agenda and reviews the progress of AWE-initiated research projects. WaterSense and Water-Efficient Products: Works to encourage and support the adoption of water efficiency performance criteria for water-using products and equipment, landscapes and irrigation, whole buildings, and related professional services.

Creation of Collaborative Learning Cohorts

In addition to convening our members through the advisory committees, we also offered targeted, small group learning opportunities through our collaborative learning cohorts. Throughout 2023, members and non-members gathered to discuss Cooling Towers, Conservation and Advanced Metering Infrastructure, and the Colorado River Basin.

Fifteen members participated in the Cooling Tower learning cohort, which met five times and culminated in a capstone report that will be published in 2024. The Alliance for Water Efficiency was invited to facilitate the existing Conservation and Advanced Metering Infrastructure (CAMI) group in 2023. Seventy-five people participated in this learning cohort, which met three times. In response to the ongoing Colorado River Basin (CRB) crisis, AWE created a CRB learning cohort with the 30 water providers that signed a Memorandum of Understanding committing to reducing water use in the CRB region. This cohort met seven times and focused on implementing non-functional turf programs.

Engagement and Participation within the Wider Water Efficiency Community

In addition to a number of AWE-led initiatives, our staff also played an active leadership role in a number of externally-led Project Advisory Committees, including the Water Research Foundation's Advanced Metering Infrastructure project, Pacific Institute's water affordability project funded by the Water Research Foundation, [Pacific Institute's](#) National Assessment of Water Efficiency project, [American Water Works Association's](#) M52 Update, and the 50 Liter Home Coalition.

ACKNOWLEDGEMENTS

1st Annual Water Efficiency & Conservation Symposium

The inaugural programming was held in Chicago, IL, and featured 154 attendees, 68 speakers, 21 sessions, 19 sponsors, 3 social events, 1 pre-event workshop, and 1 site visit.



Member-Nominated Awards

Since 2009, the Alliance for Water Efficiency has recognized the outstanding achievement and impact of individual water conservation practitioners through our Water Star Award.

In 2021, we began recognizing outstanding organizational members annually through a Member of the Year Award.

In 2023, numerous new awards were added, and for the first time, winners for several of our awards were chosen from nominations submitted by our members. The 2023 awardees were recognized during an Awards Reception hosted on the evening of August 2nd during AWE's Water Efficiency & Conservation Symposium.

We were thrilled to honor the hard work, leadership, and dedicated service of several individual members and member organizations through these awards.

Join us in celebrating our 2023 award winners:

- **Water Star:** [Christine Chavez](#), City of Santa Fe, NM
- **Up & Comer:** [Chris Garcia](#), Inland Empire Utilities Agency
- **Volunteer of the Year:** [Jill Greiner](#), City of Charlottesville, VA
- **Excellence in Equity:** [Colorado Springs Utilities](#)
- **Affiliate Member of the Year:** [Int'l Association of Plumbing and Mechanical Officials](#)
- **Business Member of the Year:** [The Scotts Miracle-Gro Company](#)
- **Water Supplier Member of the Year:** [Metropolitan Water District of So. Cal.](#)
- **Business Innovation:** [Flume Water](#)
- **Utility Innovation:** [San Diego County Water Authority](#)

ACKNOWLEDGEMENTS

US EPA WaterSense Excellence Award

AWE was honored to receive an [EPA WaterSense® Excellence Award](#) for Strategic Collaboration. We were recognized for our WaterSense and Water-Efficient Products Committee, partner webinar series, innovative research projects, and more. This is the seventh Excellence Award AWE has received for innovative, collaborative work. We were in great company at the awards ceremony. Of the 47 awards presented by EPA WaterSense, 33 awardees were AWE members!



AWE Helps Members Earn Best Practices Designations

The American Water Works Association [G-480-20 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 standard.

Congratulations to [Elsinore Valley Municipal Water District](#) for achieving Platinum Status, [East Bay Municipal Utility District](#) for Gold Status, and [Cobb County Water System](#) for Silver Status.

WELCOME NEW STAFF

WELCOME AMANDA



Amanda Christophe joined the staff in August 2023 as a Project Coordinator. Through this role, she is focused on building capacity for water conservation and efficiency efforts through project management, community outreach, and research.

Amanda's interest in water grew in her previous role as a CivicSpark AmeriCorps Fellow with the Central Coast Regional Water Quality Control Board, where she implemented climate adaptation and mitigation projects for wastewater treatment facilities across the region to build a more resilient water supply against climate impacts.

Amanda graduated Summa Cum Laude from Indiana University, Bloomington, with a Bachelor of Science in Public Affairs focusing on environmental management, political science, and economics.

WELCOME AND THANK YOU

WELCOME NEW AWE BOARD MEMBER

In 2023, we welcomed one new member to our Board of Directors!

A sincere thank you to **Drew Blackwell** (Director of Water Efficiency, Cavanaugh & Associates, P.A.) for joining us. We are grateful to have you!

THANKS TO DEPARTING AWE BOARD MEMBERS

AWE would like to recognize and thank **Ron Voglewede** and **Rob Zimmerman** for their many years of service on the Board of Directors. Your leadership and service to the Alliance are greatly appreciated.

THANK YOU TO OUR 2023 BOARD OF DIRECTORS

Board Officers:

Ron Voglewede (*Chair*)
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Bill McDonnell (*Treasurer*)
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Jennifer Walker (*Secretary*)
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CONTRIBUTORS

The Board of Directors, staff, and membership would like to **give special thanks to** those individuals, organizations, and foundations who contributed additional financial resources to AWE in 2023. 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.

- Amy Talbot
- Anne Carroll
- Arizona Municipal Water Users Association
- Austin Water Utility
- Bernalillo County Public Works
- Bill McDonnell
- CA Water Efficiency Partnership
- California Water Service Company
- Cavanaugh & Associates, P.A.
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- Pete DeMarco
- Provo City
- Rachel Austin-DeBruin
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- Radian Developers
- Rain Bird Corporation
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- Rob Zimmerman
- Ron Voglewede
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- San Diego County Water Authority
- Santa Barbara County Water Agency
- Santa Clarita Valley Water Agency
- Sonoma Water
- Southern California Gas Company
- Southern Nevada Water Authority
- Tempe Municipal Utilities Department
- The Scotts Miracle-Gro Company
- The Texas Water Company
- Tualatin Valley Water District
- Turfgrass Water Conservation Alliance
- Valley Water District
- Whirlpool Corporation
- Wioleta Olczak
- Yoppify

And thank you to those anonymous contributors who gave via the AmazonSmile, Benevity Community Impact Fund, Giving Assistant, Network for Good, PayPal Giving Fund, and other similar services.

A sincere thanks to all.

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As of December 31, 2023

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Lone Star Groundwater Conservation District
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Los Osos Community Services District
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Regional Water Providers Consortium
Reseau Environnement
Rincon del Diablo Municipal Water District
Riverside Public Utilities
Rob Zimmerman, LLC
Roxborough Water and Sanitation District
RSAH2O LLC
Rubidoux Community Services District
Sacramento County Water Agency
Sacramento Suburban Water District
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 Fe Irrigation District
Santa Margarita Water District
Seattle Public Utilities
Sensor Industries
Sligo Creek Resources
Solano County Water Agency
Sonoma Water
Soquel Creek Water District
South Coast Water District
South Florida Water Management District
South Metro Water Supply Authority
South Tahoe Public Utility District
Southern Alberta Institute of Technology
Southern California Gas Company
Southern Nevada Water Authority
Southwest Florida Water Management District
St. Johns River Water Management District
Stanford University
STEMhero, LLC
Stonegate Village Metropolitan District
Suburban Water Systems
Sustainnovation, LLC
Suwannee River Water Management District
Sweetwater Authority
Synergy Companies
T&S Brass and Bronze Works, Inc.

ANNUAL MEMBERS

Continued - As of December 31, 2023

Tacoma Water
Tahoe City Public Utility District
Tampa Bay Water
Tampa Water Department
Tarrant Regional Water District
Tempe Municipal Utilities Department
Texas Commission on Environmental Quality
Texas Water Company
Texas Water Foundation
The Irrigation Association
The Meadows Ctr. for Water & the Environment
The Smart Water Networks Forum
The Water Council
Three Valleys Municipal Water District
Toho Water Authority
TOTO USA
Town of Cary, NC
Town of Clarkdale, AZ
Town of Marana, AZ
Town of Okotoks, Alberta, Canada
Town of Oro Valley, AZ
Town of Windsor, CA
Town of Windsor, CO
Trabuco Canyon Water District
Track I.O. Technologies
TRC Companies- Water Program Division
Tualatin Valley Water District
Tucson Water
Turfgrass Water Conservation Alliance
U.S. Climate Change Network
U.S. Water Alliance
Upper San Gabriel Valley MWD
Upper Trinity Regional Water District
USBR Lower Colorado Region
Utah Water Conservation Forum
Vallecitos Water District
Valley Center Municipal Water District
Valley County Water District
Valley of the Moon Water District
Valley Water District
Ventura County Water Works District #8
Ventura Water
Veolia Water New York
VertexOne
Walnut Valley Water District
Washington County Water Conservancy 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.
WaterReuse Association
Watershed, LLC
Waukesha Water Utility
Webers Water Conservation
West Basin Municipal Water District
West Harris County Regional Water Authority
West Valley Water District
Western Municipal Water District
Western Policy Research
Whirlpool Corporation
Winter Haven Water
Wisconsin Department of Natural Resources
Wisconsin Section American Water Works Association
Withlacoochee Regional Water Supply Authority
WSA Marketing
Yoppify
Yucaipa Valley Water District
Zone 7 Water Agency

FINANCES

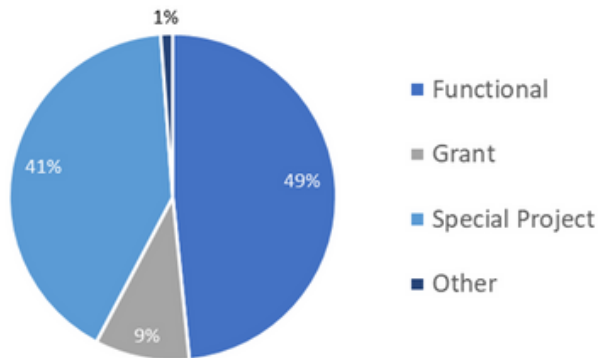
REVENUE

| | |
|------------------|--------------------|
| Functional | \$689,259 |
| Grant | \$133,140 |
| Special Projects | \$585,561 |
| Other | \$16,755 |
| | <hr/> |
| | \$1,424,715 |

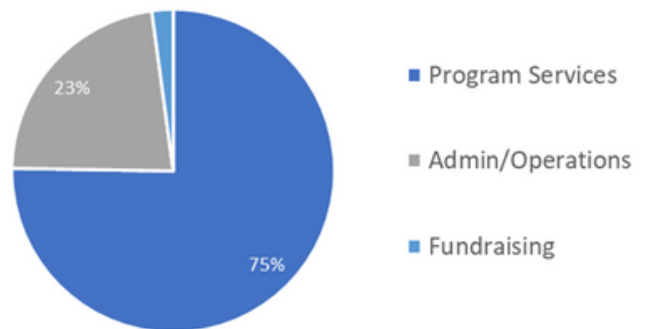
EXPENSES

| | |
|---------------------------|--------------------|
| Program Services | \$841,847 |
| Administrative/Operations | \$252,856 |
| Fundraising | \$23,822 |
| | <hr/> |
| | \$1,118,525 |

REVENUE



EXPENSES



NET ASSETS

\$306,190



Alliance for Water Efficiency

Chicago, Illinois

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www.allianceforwaterefficiency.org

