

ANNUAL REPORT

2024

A LETTER FROM OUR CEO: BUILDING MOMENTUM IN 2024



Ron Burke
President and CEO

Kelly Connolly
Director,
Communications
& Membership

Liesel Hans
Director, Programs

Jeffrey Hughes
Director, Operations

Andrew Morris
Senior Manager, Policy
& Programs

Rachel Austin-DeBruin
Manager, Membership
& Events

Amanda Christophe
Project Coordinator

As we reflect on 2024, I'm proud to share that this was a year marked by growth, impact, and meaningful progress toward our mission of advancing water efficiency across North America.

This year, we hosted our 2nd Annual Water Efficiency & Conservation Symposium in Chicago, a gathering that continues to grow as a vital space for collaboration, innovation, and action in our field. Our community came together to exchange knowledge, strengthen partnerships, and spark new ideas that will shape the future of water efficiency in local communities throughout the U.S. and Canada.

We also released several significant research studies and white papers that underscore the value of our work. These included "An Assessment of Water Affordability & Conservation Potential in Santa Barbara, CA", "The Economic Value of Efficiency for California Water Service: Lower Water Bills", the "Cooling Tower Learning Cohort Capstone Report", and the "Non-Functional Turf: Summary of Programs and Policies", among others. Each of these projects highlights the real-world benefits of water efficiency—from cost savings for utilities and households to improved planning at the local level.

Our policy team has remained at the forefront of water efficiency advocacy, engaging in impactful work at both the state and federal levels. We championed policies, products, and funding mechanisms that support a more sustainable and equitable water future, including proposing a federal program to fund plumbing repairs and efficiency improvements in low-income households, as well as a federal tax credit for WaterSense-labeled homes. Through this work, we ensure that water efficiency remains a key strategy in addressing climate resilience, affordability, and infrastructure needs.

This year also marked a significant milestone for us, as we expanded our membership base to over 550 members – the largest in AWE's history. This growing community is the foundation of our success, and we're deeply grateful for the passion, expertise, and commitment our members bring to this work daily.

As we look to 2025, we remain focused on expanding our impact, deepening our partnerships, and continuing to deliver the high-quality research, resources, and advocacy our members rely on.

Thank you for being part of this journey with us.

A handwritten signature in blue ink that reads "Ron Burke". The signature is fluid and cursive, with the first name "Ron" and last name "Burke" clearly distinguishable.

Ron Burke, President & CEO

MEMBERSHIP SNAPSHOT

For nearly 20 years, AWE has equipped our members with the expertise, tools, and network needed to advance water efficiency and conservation.

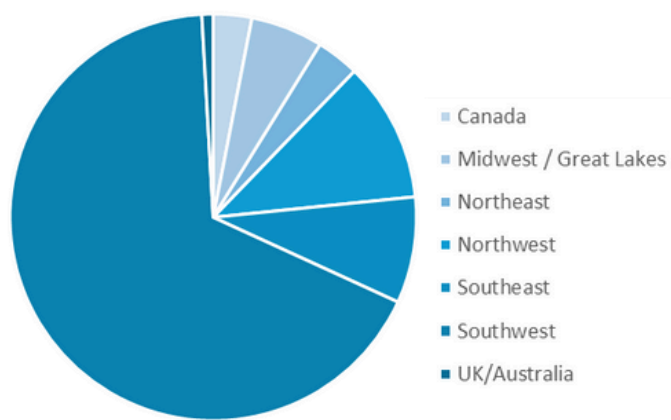
Our strength lies in the diversity of our membership, which encompasses a wide range of organizations, including water and wastewater utilities, product and appliance manufacturers, small businesses, large corporations, government agencies, consultants, researchers, and nonprofits. Together, we represent organizations of all sizes and from various regions across the United States and Canada. This collective expertise and collaboration fuel AWE’s mission, driving progress toward a more sustainable water future.

TOTAL MEMBERS	556
Water Suppliers	371
Affiliates	98
Business & Industry	87

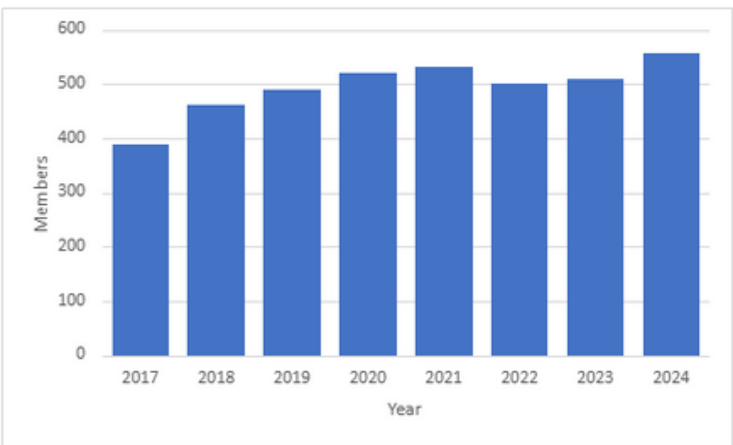
NEW MEMBERS	77
TX: 35, CA: 17, NM: 4, AZ: 2, CO: 2, FL: 2, IL: 2, MN: 2	66
Other U.S. states & Canadian provinces	11

MEMBERSHIP TENURE	
Average membership tenure by years	9
Percentage of members with tenure over 10 years	42%

MEMBERS BY REGION

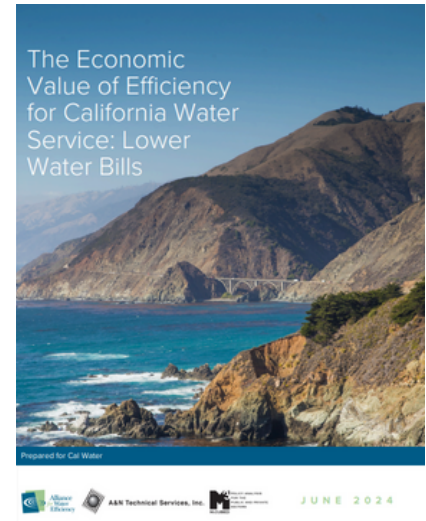
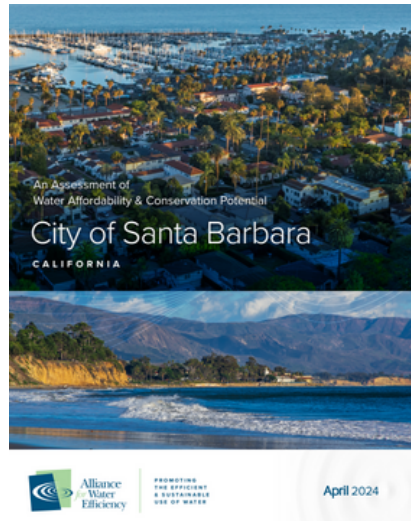
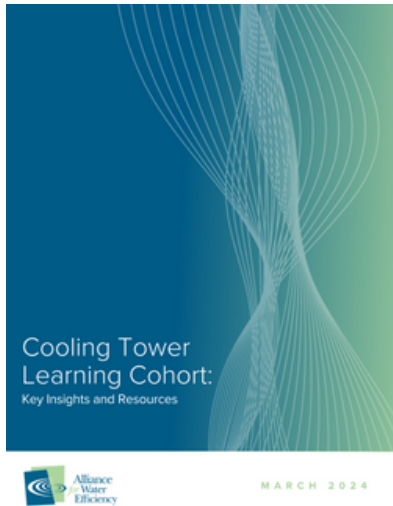


MEMBERSHIP TOTALS BY YEAR



RESEARCH SPOTLIGHT

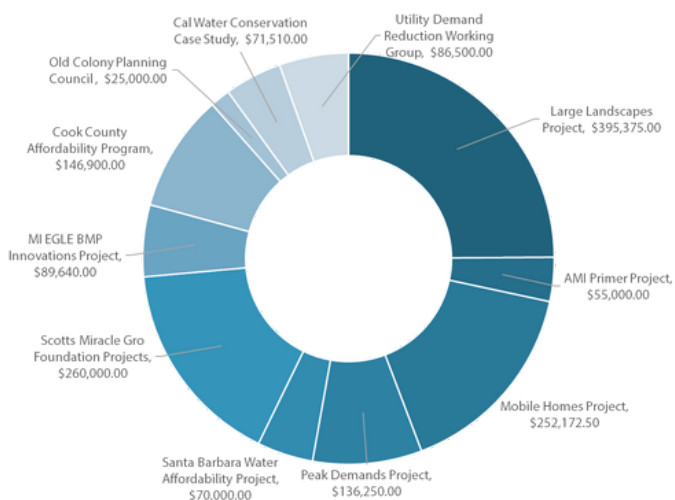
PUBLISHED REPORTS & RESEARCH STUDIES



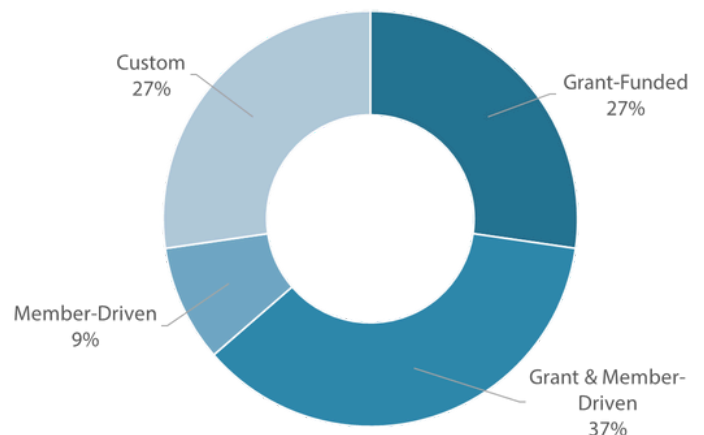
Advancing Water Conservation & Efficiency Research

In 2024, AWE pursued one of its most ambitious research agendas to date, tackling timely issues and exploring innovative opportunities to advance water efficiency across North America. We led or collaborated on 11 projects funded by grants. 70 member organizations from the U.S. and Canada supported this work as research contributors and supporters. Over the course of the year, AWE completed four research studies—highlighted by the three report covers shown above—along with a subcontracted water conservation planning project with the Old Colony Planning Council in Massachusetts. More details are available on the following pages.

PROJECTS REVENUE



FUNDING SOURCES



RESEARCH SPOTLIGHT

COMPLETED & ACTIVE RESEARCH PROJECTS

Cooling Tower Learning Cohort: Key Insights and Resources

AWE convened a year-long Cooling Tower Efficiency Learning Cohort with 15 utility members from across the country. From January 2023 to January 2024, participants met regularly to explore cooling technology research, share program experiences, and learn from industry experts. The resulting capstone report highlights key insights, available resources, and real-world examples from participating utilities. This collaborative effort helped members better evaluate water savings potential, identify program opportunities, and navigate the role of cooling technologies in broader conservation strategies.

An Assessment of Water Affordability & Conservation Potential in Santa Barbara, CA

This report evaluated water affordability in Santa Barbara, CA, and how water efficiency and conservation strategies can help reduce water and wastewater bills for low-income households. While statewide data suggested no affordability concerns, this study revealed that specific neighborhoods, particularly California-designated Disadvantaged Communities, face disproportionate cost burdens. Our analysis found that the lowest-income households spend an average of 4% of their annual income on water and sewer services. Bill assistance programs and conservation measures assessed in the report have the potential to reduce household bills by 7-33%. The findings emphasize the need for targeted strategies and clearer public education to support affordability amid rising water rates and climate pressures.

The Economic Value of Efficiency for California Water Service: Lower Bills

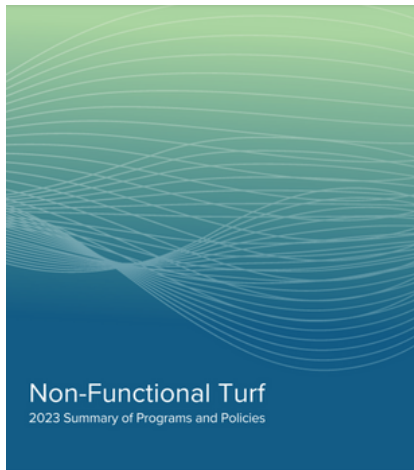
In June, AWE released a report analyzing the impact of water efficiency and conservation on customer bills across 24 Cal Water service districts from 2010 to 2022. The findings show that, without these measures, customer bills would have been 1.2% to 20.5% higher. Despite common misconceptions, the study reinforces that water efficiency saves both water and money. Developed in partnership with M.Cubed and A&N Technical Services, the report highlights the long-term conservation value for utilities and customers.

Research Launched/Ongoing Research in 2024

In addition to completing four research projects in 2024, AWE also worked on an exciting slate of new research projects, including the Mobile Home Parks Water Efficiency Installs & Analysis, the Advanced Metering Infrastructure (AMI) Primer: The Many Uses of AMI for Water Conservation & Efficiency, Evaluating and Optimizing Large-Scale Landscape Transformations and Irrigation Management, the Evaluating Changes in Peak Demands project, Behavior Change for Water Change: Focus on Residential Irrigation, Best in Class: Smart Practices for Residential Landscape and Irrigation Practices, and Innovation in Water Conservation Best Management Practices.

POLICY SPOTLIGHT

PUBLISHED REPORTS & WHITE PAPERS



FEBRUARY 2024



AUGUST 2024



NOVEMBER 2024

Advancing Tax Parity for Water Efficiency Rebates

Securing federal tax-exempt status for water efficiency rebates remains a key legislative priority. The Water Conservation Rebate Tax Parity Act, which would align the tax treatment of water efficiency rebates with that of energy efficiency incentives, is a critical step toward reducing financial barriers for both utilities and customers. While energy rebates are already exempt from federal taxes, water rebates currently are not, making programs less accessible and more administratively burdensome. To build bipartisan momentum for the bill's reintroduction, AWE staff engaged with Congressional offices, utilities, national associations, and nonprofit partners across the country. These efforts led to the addition of a Republican co-sponsor, helping position the bill as a bipartisan solution to support sustainable water use.

Launched PREAP Concept to Support Low-Income Households Through Plumbing Efficiency

At the 2024 Water Efficiency & Conservation Symposium, AWE introduced the Plumbing Repair and Efficiency Assistance Program (PREAP), a proposed new federal program designed to reduce water bills for low-income households by funding critical plumbing repairs and water efficiency upgrades. AWE released a detailed white paper outlining how PREAP can address two major drivers of unaffordable bills: leaks and inefficient fixtures. Modeled after successful federal energy programs, such as the Weatherization Assistance Program, PREAP would provide long-term affordability benefits by permanently reducing water use, enhancing health and safety, and expanding the reach of programs like the Low Income Household Water Assistance Program (LIHWAP). AWE continues to advocate for federal action to launch and fund this much-needed initiative.

POLICY SPOTLIGHT

ADVOCACY PRIORITIES

Advocating for WaterSense Homes to be Included in 45L Tax Policies

In 2024, AWE released a white paper with RESNET recommending that Congress expand the existing 45L federal tax credit, currently available for ENERGY STAR homes, to include homes certified under the WaterSense program. WaterSense-labeled homes use at least 30% less water than typical new construction and can save homeowners hundreds of dollars annually on utility bills. This policy would give builders a \$2,000 tax credit per home, incentivizing construction that supports long-term affordability and water resilience.

Submitted Comments on WaterSense & Department of Energy Proposals

AWE partnered with our WaterSense and Water-Efficient Products Committee members to develop and submit comments on WaterSense specification proposals, including tank-type toilets and spray sprinkler nozzles in February, reverse osmosis (RO) systems in March, and faucets in May. AWE also participated in a group of appliance efficiency advocates to support the Department of Energy's proposals for clothes washers and dishwasher efficiency standards.

ASAP Model State Legislation

AWE once again collaborated with the [Appliance Standards Awareness Project](#) (ASAP) to update its model bill for state legislatures for energy and water efficiency product standards for 2025, including key water efficiency enhancements and referencing WaterSense. While most of the products in the model bill are energy-focused, six important water products are included: showerheads, faucets, water closets, urinals, residential water softeners, and spray sprinkler bodies.

State Policy Work in Colorado, New Jersey, and Virginia

Throughout 2024, AWE worked closely in tandem with our partners in Colorado, New Jersey, and Virginia to advocate for water-efficient practices, policies, and products in their respective state legislatures. During the 2024 state legislative sessions, AWE concentrated its efforts on supporting members and submitting comments as they advocated for water loss regulations in Virginia and New Jersey, and coordinated with irrigation members on the interpretation and implementation of irrigation controller requirements in Colorado.

SYMPOSIUM SPOTLIGHT

2nd Annual Water Efficiency & Conservation Symposium

Our team was excited to build off the success of the inaugural Symposium and host an event that would exceed attendees' expectations. The 2024 Symposium returned to Chicago for an engaging three days of dynamic sessions and meaningful networking opportunities. The two-track agenda featured 60 speakers over 15 sessions, in addition to a pre-Symposium Career Development for Water Leaders workshop, and a behind-the-scenes field trip to Wrigley Field.



Member-Nominated Awards

For the past 15 years, the Alliance for Water Efficiency has recognized the outstanding achievements and impacts of our members through annual award ceremonies. Winners for several of the awards listed below were chosen from nominations submitted by our members. The 2024 awardees were recognized during an Awards Reception hosted on the morning of August 8th during the 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 2024 award winners:

- **Water Star:** Deirdre Irwin, St. John's River Water Management District, FL
- **Up & Comer:** Rachael Belisle-Toler, Ipswich Utilities, MA
- **Volunteer of the Year:** Drew Blackwell, Cavanaugh
- **Excellence in Equity:** Tucson Water, AZ
- **Affiliate Member of the Year:** Colorado Water Conservation Board
- **Business Member of the Year:** LIXIL
- **Water Supplier Member of the Year:** East Bay Municipal Utility District
- **Business Innovation:** Yoppify

WELCOME AND THANK YOU

WELCOME NEW BOARD MEMBERS

In 2024, we welcomed seven new members to our Board of Directors!

A sincere thank you to **Tory Benavidez**, **Doug Bennett**, **Christine Chavez**, **Krista Guerrero**, **Carol Kauffman**, **Rick Maloy**, and **Summer Ortiz** for joining us. We are grateful to have you!

THANK YOU, DEPARTING BOARD MEMBERS

AWE would like to recognize and thank **Lowell Lampen**, **Amy Talbot**, and **Jennifer Walker** 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 2024 BOARD OF DIRECTORS

Board Officers:

Karen Guz (*Chair*)
San Antonio Water System

Colwyn Sunderland (*Vice-Chair*)
Kerr Wood Leidal Associates, Ltd.

Bill McDonnell (*Treasurer*)
(Retired) Metropolitan Water District of Southern California

Jennifer Walker (*Secretary*)
National Wildlife Federation

Board Directors:

Troy Benavidez
LIXIL/American Standard

Doug Bennett
Washington County Water Conservancy District

Drew Blackwell
Cavanaugh & Associates, P.A.

Anne Carroll
MA Dept. of Conservation and Recreation

Christine Chavez
City of Santa Fe, NM

Krista Guerrero
Metropolitan Water District of Southern California

Dain Hansen
The IAPMO Group

Carol Kauffman
Ohio Environmental Council

Lowell Lampen
Kohler Co.

Rick Maloy
Central Utah Water Conservancy District

Summer Ortiz
Southern Nevada Water Authority

Paula Paciorek
Los Alamos National Laboratory

Clover Rogers
Jurupa Community Services District

Amy Talbot
CalWEP Board Director / Regional Water Authority

FINANCES

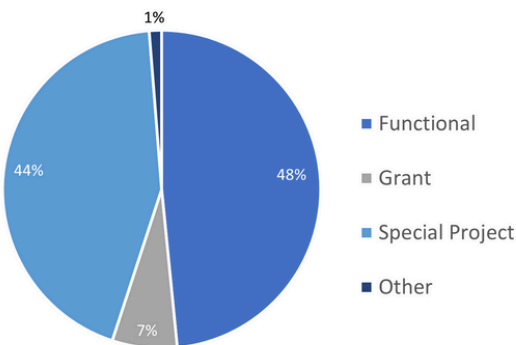
REVENUE

Functional	\$724,664
Grant	\$98,745
Special Projects	\$654,106
Other	\$18,794
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	\$1,496,309

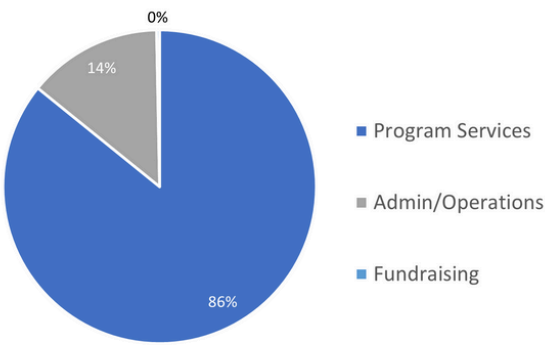
EXPENSES

Program Services	\$1,115,898
Administrative/Operations	\$180,304
Fundraising	\$4,028
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	\$1,300,230

REVENUE



EXPENSES



NET ASSETS

\$196,079



Alliance for Water Efficiency

Chicago, Illinois

(773) 360-5100 | contact@a4we.org
www.allianceforwaterefficiency.org

