



Annual Report 2025



PROMOTING
THE EFFICIENT
& SUSTAINABLE
USE OF WATER



A LETTER FROM OUR PRESIDENT & CEO

Expanding Our Impact in 2025

As we reflect on 2025, I'm proud to share that this was another year of **innovation, collaboration, and impact** for the Alliance for Water Efficiency. AWE remained focused on practical, research-driven water efficiency resources to help communities tackle mounting challenges related to water supply reliability, aging infrastructure, affordability, climate resilience, and population growth.

AWE advanced an ambitious portfolio of research initiatives that investigate strategies to improve water efficiency programs. Research topics included residential landscape management practices, peak water demand forecasting, consumer product water savings, advanced metering infrastructure applications, and water affordability. We also contributed to national conversations around the Residential End Uses of Water Study and the emerging 50L Home Initiative.

Another 2025 highlight was hosting our 3rd Annual Water Efficiency & Conservation Symposium in Chicago, which brought together professionals who work for local water providers, corporations, state government, universities, and non-profits from across the United States and Canada. Over three days of sessions, workshops, and networking opportunities, attendees explored emerging topics including advanced metering infrastructure, data center water demand, landscape transformation strategies, water affordability, and climate resilience.

AWE's policy and advocacy efforts included collaborating with partners to successfully block proposals to eliminate the highly successful WaterSense program. We also authored coalition comments opposing proposed rollbacks of federal water efficiency standards for plumbing fixtures, clothes washers, dishwashers, and ice makers. In addition, AWE continued to advance legislation to eliminate federal taxation of water conservation rebates.

For nearly two decades, the Alliance for Water Efficiency has been **a trusted leader and convener** in the water efficiency community, providing members and partners with the research, expertise, tools, and connections needed to advance sustainable water management.

Our success is driven by more than our programs and resources—it is rooted in the people who make up AWE. Together, our staff, members, and partners form a vibrant community of **passionate, innovative, and collaborative** professionals who generously share knowledge, support one another, and work collectively to address complex water challenges.

As we continue our work in 2026, AWE remains committed to delivering high-quality research, actionable resources, and impactful advocacy that help communities build a more resilient and water-efficient future.

Thank you for your continued partnership and support.



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

Ron Burke
President & CEO

Membership Snapshot

AWE's strength stems from the diversity of our 500 plus members, which include water and wastewater utilities, product and appliance manufacturers, small businesses, large corporations, government agencies, consultants, researchers, and nonprofit organizations.

Representing organizations of all sizes from across the United States and Canada, our members contribute a wealth of perspectives, expertise, and experience. This broad network of collaboration and knowledge-sharing powers AWE's work and advances our shared commitment to a more sustainable and water-efficient future.

2025 Membership Highlights

42%

Percentage of Members
with 10+ Years of
Membership



10 YEARS

Average
Membership
Tenure



38 New Members



559

Total Members

42

States & Provinces
Represented



Research & Technical Assistance Spotlight

AWE maintained one of the most active research portfolios in its history during 2025.

RESEARCH BY THE NUMBERS



Completed projects in 2025 included research on:

- Peak water demand trends
- Water affordability in suburban Cook County, IL
- Conservation best management practices for the State of Michigan
- Guidance for estimating and communicating water savings from consumer products and conservation campaigns

Ongoing research projects evaluated:

- Advanced metering infrastructure
- Landscape transformation programs
- Residential irrigation behavior change
- Resource-positive landscapes
- Strategies for utilities to maintain financial stability amidst demand reduction
- Water use within mobile home communities

New initiatives launched in 2025 included:

- The Colorado River Basin Water Efficiency Network
- The Plumbing Repair and Efficiency Assistance Research Project (PREAP)
- A Water Research Foundation project focused on how to standardize measurements of per-capita water use
- An AMI benchmarking effort
- Development of a Data Center Primer for local water providers

In addition to research, AWE provided direct technical assistance supporting AMI deployment, conservation tracking, utility benchmarking, and water efficiency program implementation. These engagements help members translate research findings into measurable operational outcomes.

AWE remains focused on delivering actionable research, trusted technical assistance, meaningful collaboration, and effective advocacy that help communities achieve a more sustainable and resilient water future.

Policy & Advocacy Spotlight

Advocacy Priorities

AWE remained a leading voice for water efficiency policy throughout 2025, engaging with federal agencies, legislators, utilities, and partner organizations to advance policies that support sustainable and equitable water management.



Advancing Water Conservation Rebate Tax Parity

AWE continued advocating for federal legislation that would eliminate federal taxation of water efficiency rebates, just as energy efficiency incentives are not taxed. This important policy change would help utilities expand conservation programs while reducing financial barriers for customers participating in water-saving initiatives.



Supporting WaterSense-Labeled Homes

In collaboration with partners and stakeholders, AWE continued efforts to expand federal tax incentives to include WaterSense-labeled homes. These homes are designed to reduce water use while helping homeowners save money on utility costs and supporting long-term water resilience.



WaterSense, ENERGY STAR® & Water Efficiency Standards At Risk

For years, AWE has been the lead collaborator and advocate for the federal WaterSense program while also supporting the federal ENERGY STAR® program. In 2025, AWE worked with partners to fend off proposals from the new presidential administration to eliminate both programs. We also authored coalition comments opposing Department of Energy proposals to weaken fixture and appliance water efficiency standards. WaterSense and ENERGY STAR® labeled products, and federal efficiency standards help ensure that water-efficient products that save money and water remain effective, practical, and accessible.



Symposium Spotlight

3rd Annual Water Efficiency & Conservation Symposium

In August, AWE hosted its 3rd Annual Water Efficiency & Conservation Symposium in Chicago, bringing together over 175 water professionals from across North America for three days up of 16 technical sessions of learning, collaboration, and innovation.

Attendees shared that the Symposium's emphasis on 1:1 networking and small group discussions provides a unique opportunity for peer-to-peer collaboration.

The Symposium featured sessions on:

Data Centers & Water Demand	Climate Resilience
Advanced Metering Infrastructure	Demand Forecasting
Residential Landscape Programs	Federal & State Water Policy
Water Affordability & Equity	Emerging Research & Technology



Member Awards

AWE was proud to recognize outstanding leadership and innovation through our annual member awards program.

EXCELLENCE IN EQUITY: City of Surprise, AZ

INNOVATION IN BUSINESS: Cavanaugh & Associates

INNOVATION IN UTILITIES:
Elsinore Valley Municipal Water District

UP & COMER: Valeria Galindo, Tucson Water

WATER STAR: Peter Mayer, WaterDM

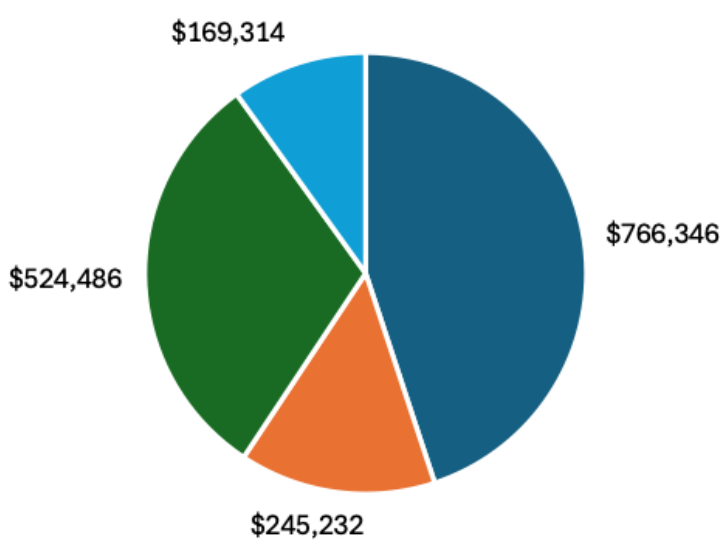
AFFILIATE MEMBER OF THE YEAR:
Metropolitan North Georgia Water Planning District

BUSINESS & INDUSTRY MEMBER OF THE YEAR:
Kohler Co.

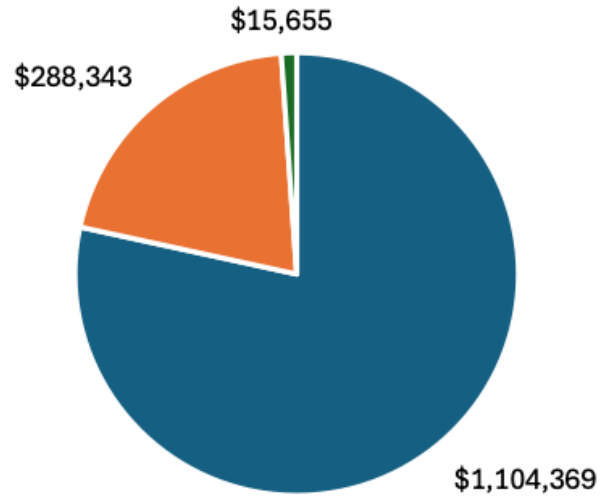
WATER SUPPLIER MEMBER OF THE YEAR:
City of Westminster, CO

VOLUNTEER OF THE YEAR: Rick Maloy

Financial Overview



- Membership Revenue
- Grant Revenue
- Special Projects
- Other Revenue



- Program Services
- Administrative & Operations
- Fundraising

Revenue

Membership Revenue:	\$766,346
Grant Revenue:	\$245,232
Special Projects:	\$524,486
Other Revenue:	\$169,314
TOTAL REVENUE:	\$1,705,378

Expenses

Program Services:	\$1,104,369
Admin/Operations:	\$288,343
Fundraising:	\$15,655
TOTAL EXPENSES:	\$1,408,367

Net Assets: \$1,155,878

Thank You

Thank you to our members, partners, sponsors, funders, volunteers, and supporters for helping advance water efficiency and conservation throughout North America.

Your collaboration and commitment continue to strengthen our shared mission and help communities build a more sustainable water future.

ALLIANCE FOR WATER EFFICIENCY
CHICAGO, ILLINOIS
CONTACT@A4WE.ORG
ALLIANCEFORWATEREFFICIENCY.ORG

