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Water Conservation BMPs: The Conservation Coordinator



RWSPG Meeting
June 24, 2008



Water Conservation Coordinator (CC)

Who is a Conservation Coordinator?

- A full or part-time staff member
- Municipal utility
- Water Conservation Program
- Point person



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Water Conservation Coordinator

Common Responsibilities

- **Conservation programs and BMP implementation**
- **Duties to Management**
- **Outreach and Education**
- **Participation in water conservation initiatives**
- **Management of conservation staff**
- **Maintain current information**
- **Spokesperson**

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Water saving assumptions

- **Indirect Water Savings**
- **Avoided Costs**
- **Public image and participation**



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Should everyone have one...YES!

~Every water utility and wholesaler~

Benefits

- Keep it local
 - Laws
 - Needs
- Successful
- Community Involvement
- Ownership

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Where are Water Conservation Coordinators?

- Las Cruces, NM
- Seattle, WA
- Petaluma, CA
- Rancho Cordova, CA
- Northern Colorado Conservancy District, CO
- Concord, MA



- Madison, WI
- Dallas, TX
- Cary, NC
- Portland, OR
- Austin, TX
- Salt Lake City, UT
- Gilbert, AZ
- Seminole County, FL
- San Antonio, TX

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Levels of Coordination

State, county, local



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Arizona Water Environment

- Colorado River Compact
- 1980 Groundwater management code
- Active Management Areas (AMA)
- Arizona Department of Water Management
- Safe-yield
- HB 2277
- State Conservation Coordinator

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Arizona Municipal Water Users Association

amwua

- Voluntary non-profit in Maricopa County
- 10 municipalities/3.3 million population
- Conservation Coordinator
- Public education, outreach, and training
- Water-related legislation

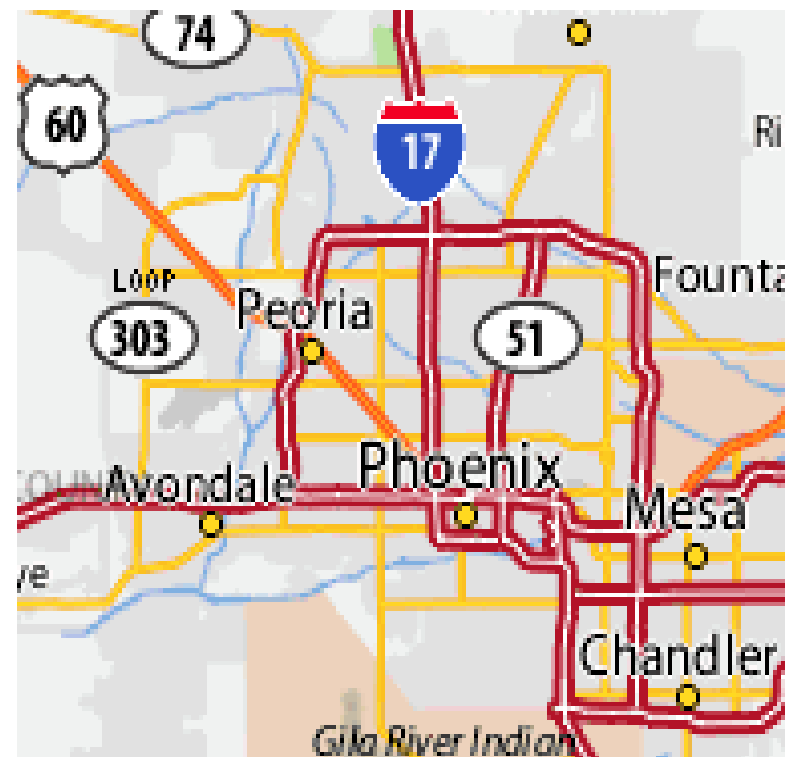
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Peoria, Arizona

- Population: 145, 280 (Est. 2007)
- Projected growth: 3.4% (2007-2012)
- 2 conservation staff members
- Peoria Utility Department
- 1999-3 prior coordinators
- Incentive programs
- Conservation Ordinances
- Educational Programs
- Outreach Programs



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Water Conservation Coordinator

State wide Program Examples

- California Urban Water Conservation Council
- State of Wisconsin
- Bureau of Reclamation

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California Urban Water Conservation Council

www.cuwcc.org

- BMP12-Conservation Coordinator Staffing Report 2006
- 210 of 384, That's 55%
- 31 of these are full time
- \$22,005,044



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Wisconsin State Conservation Coordinator

- Public Service Commission
- Economics
- Waukesha
- Madison
- WaterSense Partner



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Interstate/Regional

- Bureau of Reclamation
- 5 interstate regions for “Managing water in the West”
 - Lower Colorado
 - Great Plains
 - Mid-Pacific
 - Pacific Northwest
 - Upper Colorado
- Fields Services Program



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What do these examples have in common?

- State/federal involvement and input
- Local support of utilities and municipalities
- Point of contact for water conservation
- Specialized to local conditions

Water Conservation Coordinator

Funding Options

- Federal, State, Local
- Water-related Fees
- Conservation Surcharge
- Capital Funds
- Partnership

- Bottom Line

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Water Conservation Coordinator **RECAP**

- Prerequisite
- Manager of water savings
- Local retail level
- Commitment/Cooperation
- Go for it!



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Sample Recommendation Statement

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Water Conservation Coordinator

Sample Recommendation Statement

- Every water utility will assign the conservation coordinator role to either an existing staff person or create a new position.
- State/County/Regional roles?
 - Funding
 - Technical assistance
 - Outreach
 - Education

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Questions?

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