Water Conservation BMPs: The Conservation Coordinator

RWSPG Meeting
June 24, 2008
Who is a Conservation Coordinator?

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

Water saving assumptions

• Indirect Water Savings

• Avoided Costs

• Public image and participation
Water Conservation Coordinator

Should everyone have one...YES!

~Every water utility and wholesaler~

Benefits

• Keep it local
  – Laws
  – Needs
• Successful
• Community Involvement
• Ownership
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

6/25/2008
Levels of Coordination
State, county, local
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
Arizona Municipal Water Users Association

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

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

• Public Service Commission
• Economics
• Waukesha
• Madison
• WaterSense Partner
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
Water Conservation Coordinator

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
Water Conservation Coordinator

RECAP

• Prerequisite

• Manager of water savings

• Local retail level

• Commitment/Cooperation

• Go for it!
Sample Recommendation Statement
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
Questions?

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