

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)





# Conservation: It is Good for Business

October, 2009

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San Antonio Water System

Karen Guz

Conservation Director

# Topics

- Why do we care if conservation is good for business?
- Which businesses can market efficiency?
- Getting Stakeholders on Board
- Specific Programs to help market efficiency
- Selling the big picture to stakeholders
- Conclusions

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# For Conservation or Against

- Water related businesses are key stakeholders in water efficiency
- Business owners can lobby for or against water efficiency programs

## Examples:

- Landscape/Irrigation professionals
- Pool companies
- Powerwashers
- Motel/Lodging Association
- Builders
- Plumbers
- Large Property owners; residential & commercial

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# Everyone Participates

- Efficiency Culture
  - Easy message to engage new stakeholder if “everyone else is doing it”
  - Use current situation; droughts can be teachable moments to engage groups
- Rules should “share the pain and gain”
  - Sacrifice easier if not only one group
  - Lobbying to elected officials against rules harder if shared effort
- Bring back issue to “Community Need”

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# Community Conservation Committee

- Appointed by board & meets monthly
- Has key water users and every part of service area represented
- Advisory only, but important influence on elected officials and water trustees
- Used to market programs back to stakeholders
- Provides instant community input by group with sophisticated understanding of issues

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# WaterSaver Awards

- Twelve years of recognition programs
- Luncheon raises scholarship monies
- Companies display awards
- Awards put into performance appraisal goals
- Attendance several hundred with high profile attendees



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# Indoor Programs Networking



Conservation Make Overs

- Green Plumber Training
- Training for Plumbers on Local Water Programs & Options
- Heating & Cooling Contractors
- Architects
- Retail Sales; washing machine program
- Apartment Association
- School Facility Managers
- Facility Manager Assoc.
- Building Engineer Assoc.

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# Outdoor Program Networking



## Irrigation Check-up

New conservation ordinance for properties over 5 acres



WaterSaver Lane at Botanical Gardens

- Train Irrigators & Landscapers on Programs
- Have partners market special rebates
- Track sales in nursery outlets
- Engage with local irrigation professional groups
- Engage with landscape professional groups
- Regional turf growers
- Texas A&M experts

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# Pool Company Example

- Pool business is slow in this economy
- Drought condition rules do not help
- Partnership to develop
  - New drought rules
  - Pool care guidelines
  - Retrofit program



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# Non-Profit Performance Contracts

## WaterSaver Lane



Drought Hand Watering Team

- Education Talks & Workshops
  - Master Gardeners
  - Gardening Volunteers of South Texas
  - SA Build Green
- Botanical Gardens
  - WaterSaver Demo
  - WaterSaver Walks
- Audubon Demonstration
  - Wildscape & conservation

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# Example: Master Gardeners



- SAWS conservation staff reached 10,000 people in 2008
  - Volunteers reached another 50,000 in 2008
- Using expertise, recognition efforts and inclusion in important issues drives Master Gardeners
- Contract used only \$45,000/year for staffing \_\_\_ events & talks

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# Large Scale Retrofit Examples



- Provide \$400/acre foot per ten year savings or 50% of cost whichever is less
- Frito Lay completed several projects saving \$138,307/year
- Rebates was over \$25,000
- Cost/AF = \$200
- ROI was 4 years
- Acquired cheap water for community!



Here Everything's Better.



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# Stakeholder Investment in Goals

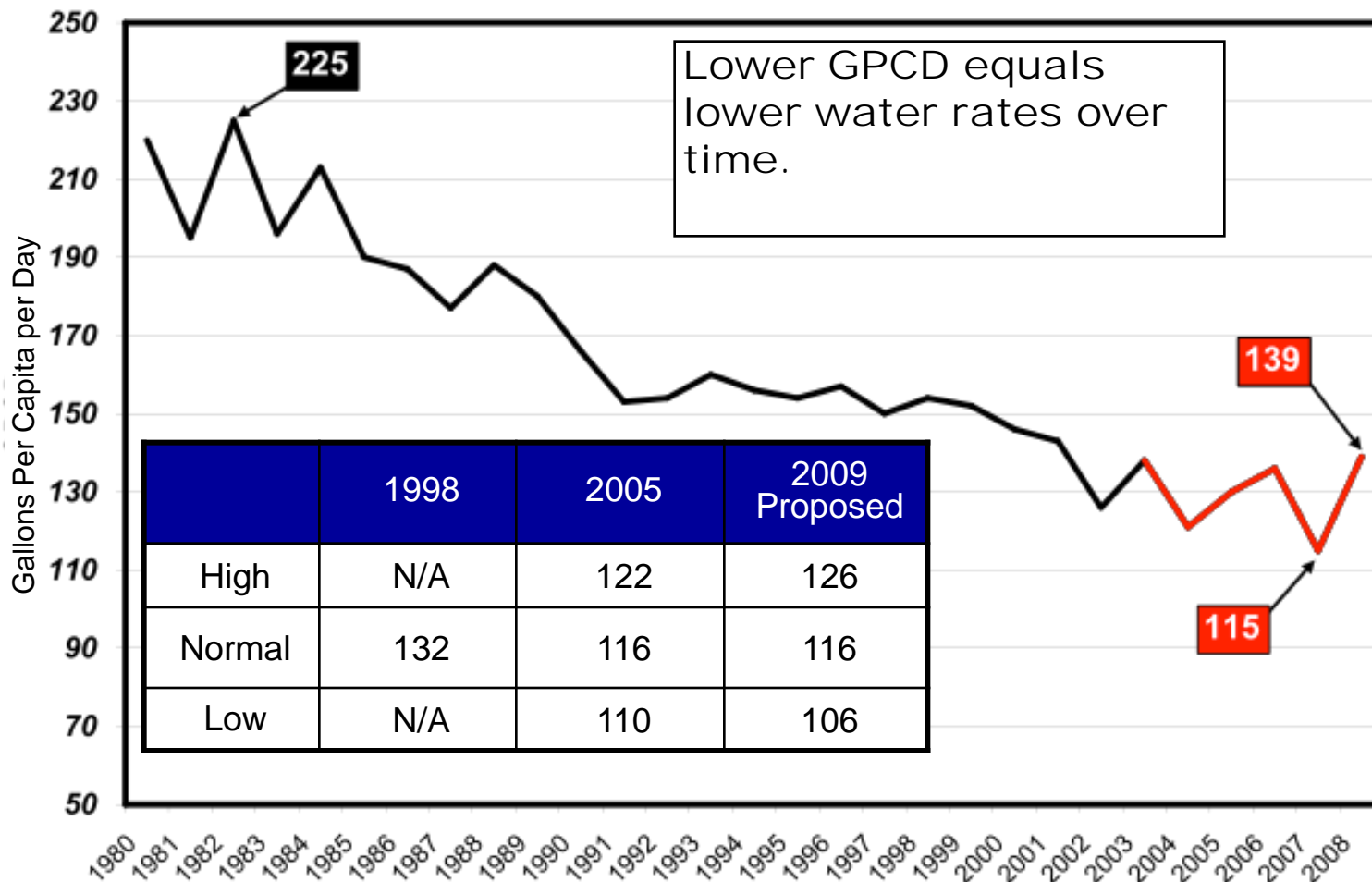
- Community conservation group invested in meeting goals and educating rest of public
- Stakeholders understand why programs & rules are hard driving
  - Biggest threat to their business is failure to meet water goals
- Incentives first help transition to rules
- Ordinance rules accepted with reasonable phase in timelines

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# Water Management Plan GPCD Goals

Stakeholders should know and understand goals



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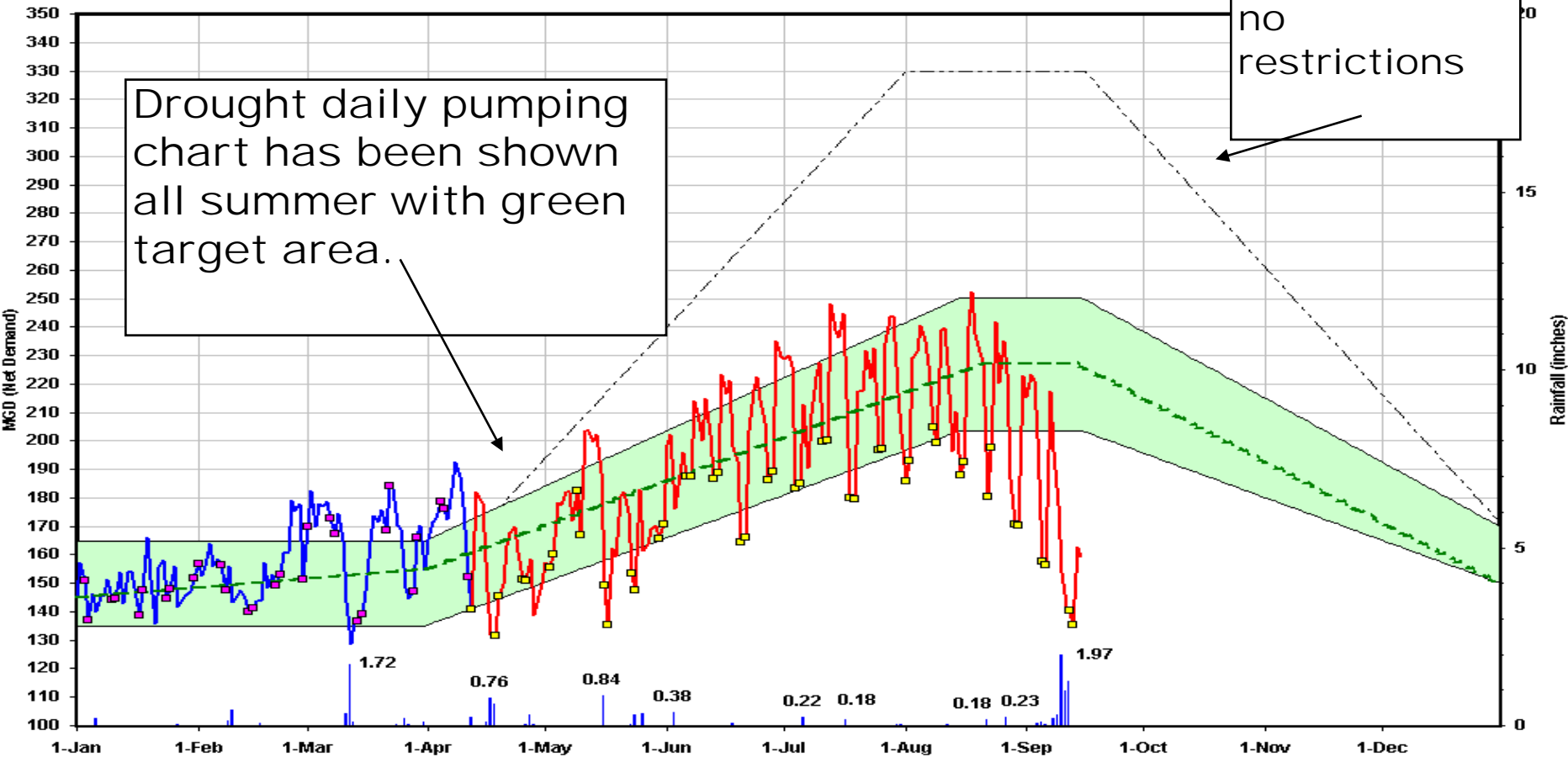


# 2009 GPCD Planning

Drought Savings Assessment Tool  
Net Demand

Dotted line is demand with no restrictions

Drought daily pumping chart has been shown all summer with green target area.



— 2009 Non-Drought Net Demand	— 2009 Drought Net Demand	■ 2009 Drought Weekends
■ 2009 Non-Drought Weekends	— Drought Mid	

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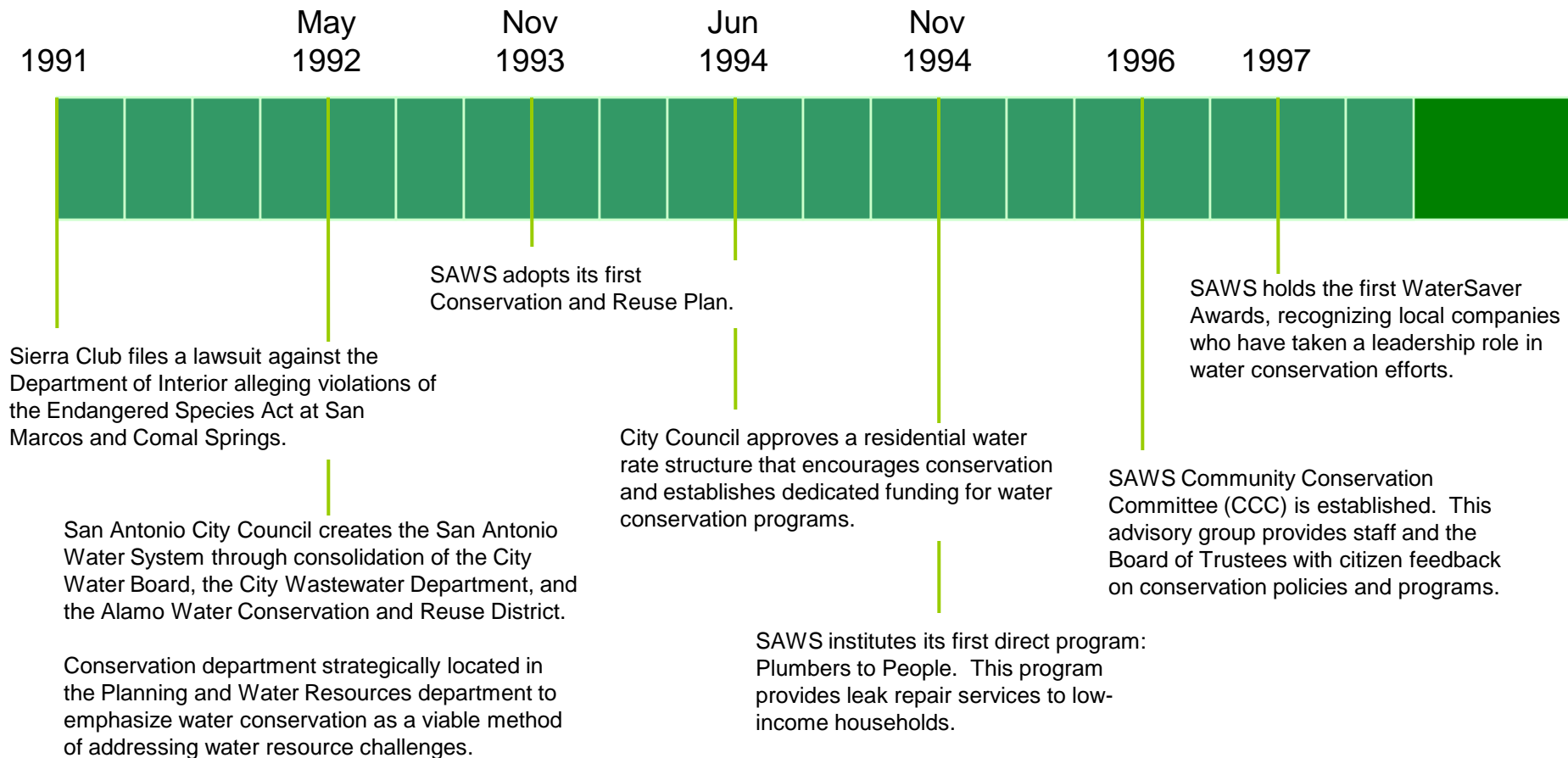
# Conclusions

- Conservation recognition can be a marketing advantage
  - People are more interested in saving than ever; every distinguishing characteristic helps
- New construction/ new installation down
  - Companies can market retrofits and improvements
  - They will market program options
- Nonprofits with overlapping missions are bargain
- Pay attention to stakeholders and get involved in their organizations on regular basis; it pays off

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# History of San Antonio Conservation



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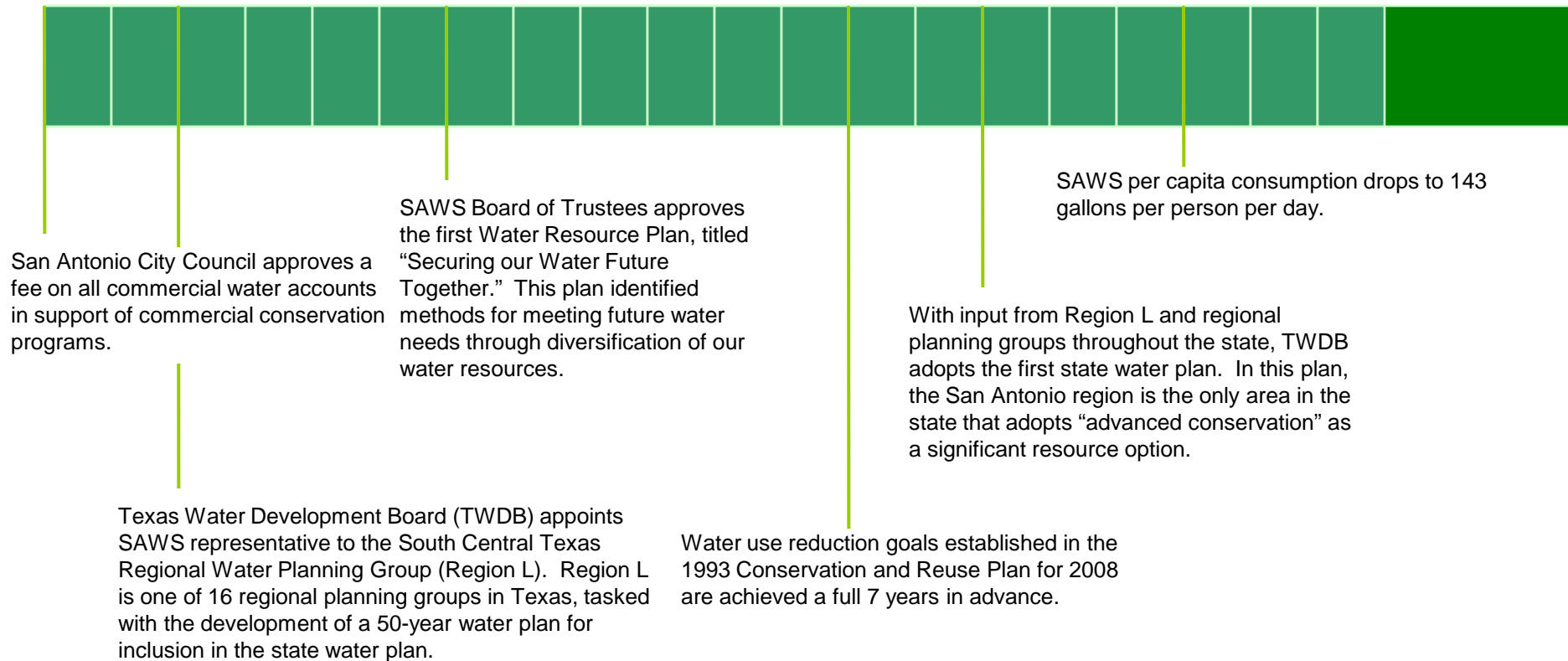
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# Additional Resources

- Program applications and full City of San Antonio conservation ordinance available at [www.saws.org/conservation](http://www.saws.org/conservation)
- One page case studies in pdf format available upon request on hotel programs, watersaver restaurant program, large scale retrofit, and several other projects
  - Not yet on SAWS website
  - e-mail: [karen.guz@saws.org](mailto:karen.guz@saws.org)

# History of San Antonio Conservation

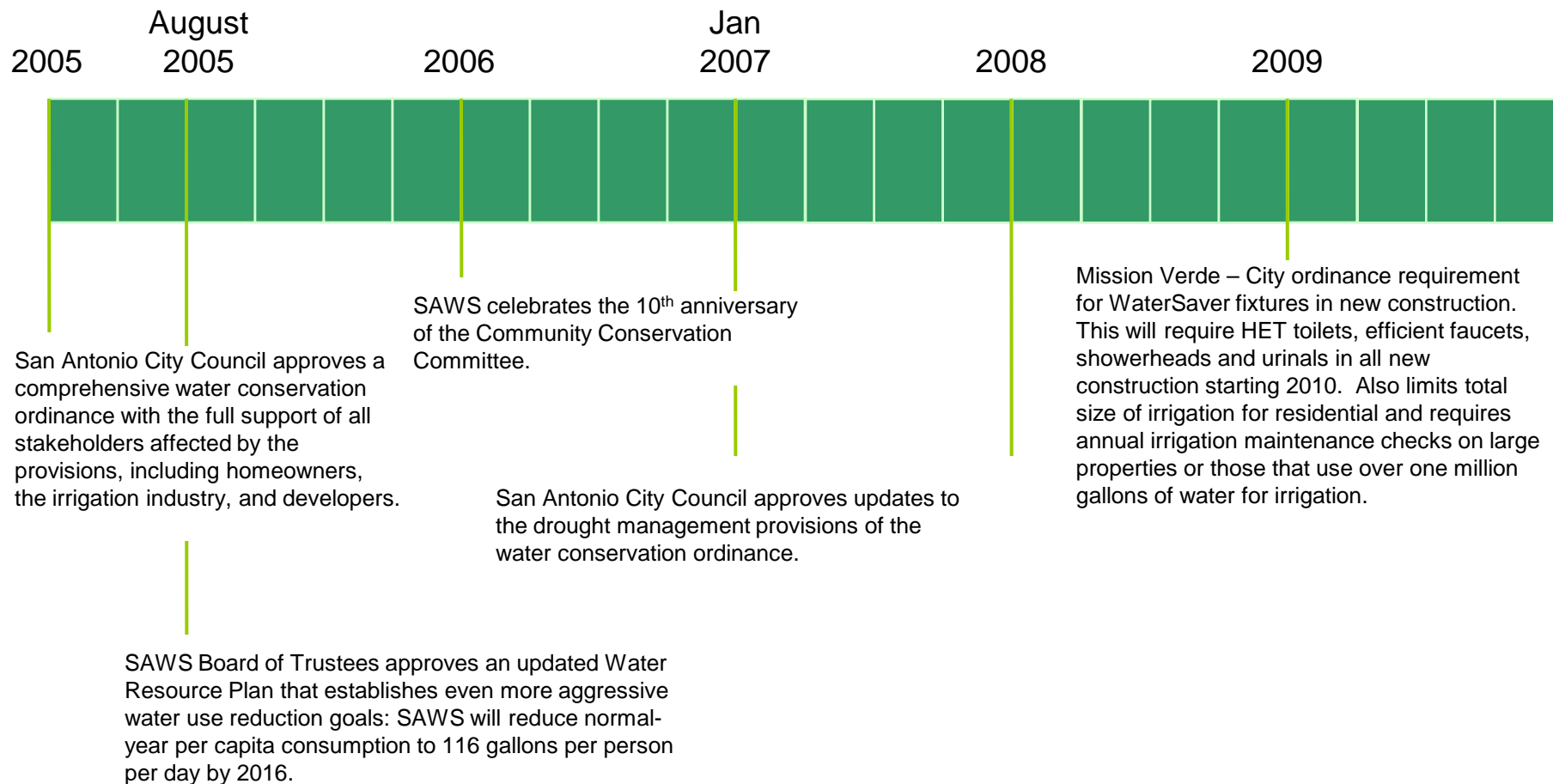
Jan 1998      Mar 1998      Oct 1998      Jan 2001      Dec 2001      Jan 2002



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