

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Chopping Indoor Water Use Conservation Incentive Program

WaterSmart Innovations 2010

October 7, 2010

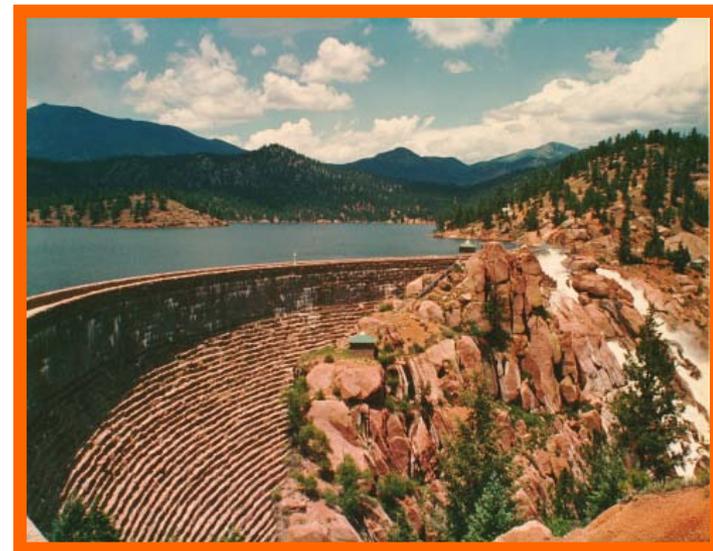
Stacy M. Smith, *LEED® AP*

**USE ONLY
WHAT YOU
NEED.**

 **DENVER WATER**
denverwater.org

Overview of Denver Water

- Responsible for the collection, storage, quality control and distribution of drinking water to nearly one-fourth of all Coloradans
 - 1.3 million people
 - 50% Inside Denver
 - 50% Suburbs
- 50% of supply from East Slope
- 50% of supply from West Slope
- Independent Agency of City & County of Denver



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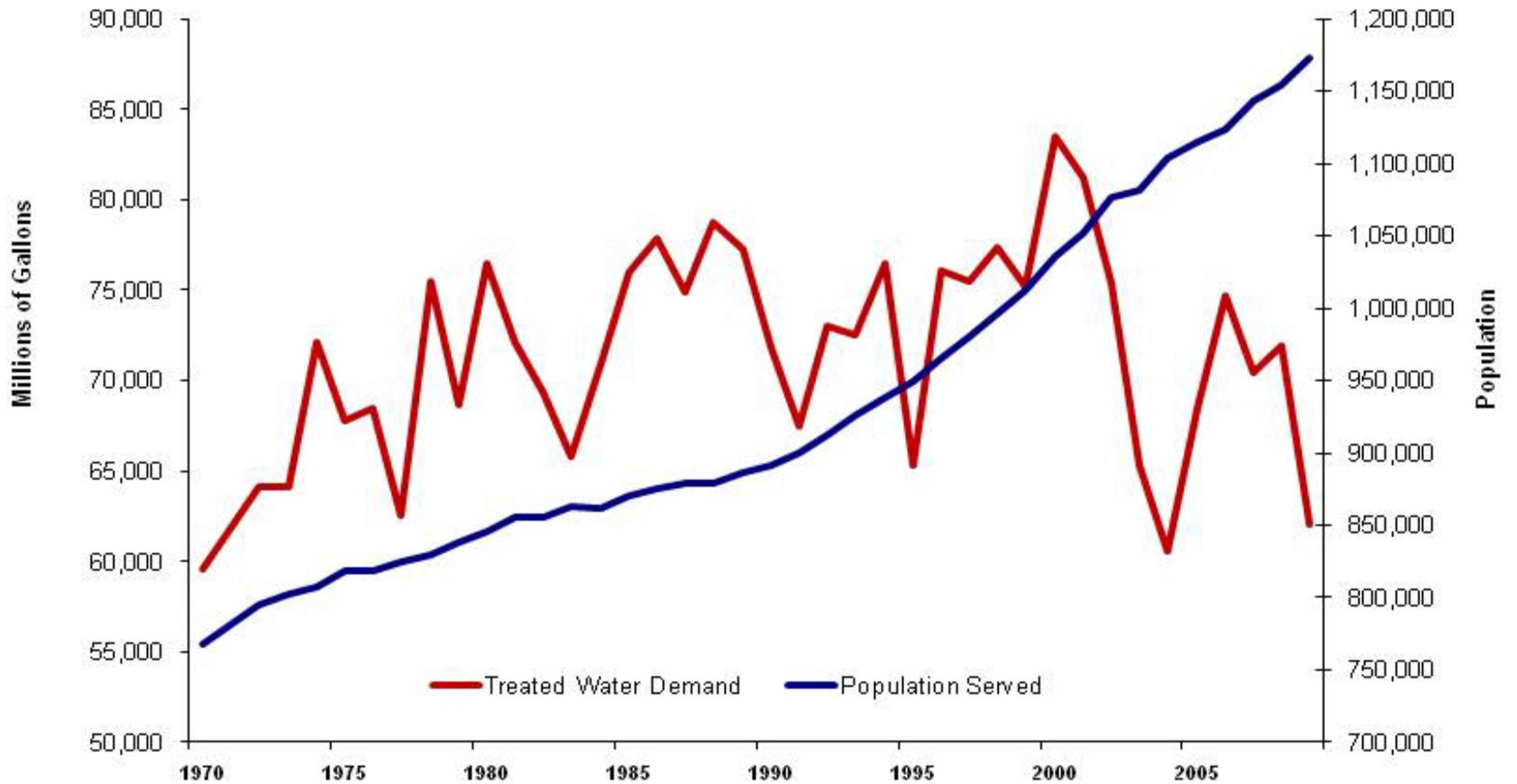
Conservation Plan Goals

- Ability to provide long-term, reliable supplies rests on three strategies for augmenting existing supplies: conservation, recycled water and developing new supplies.
- Reduce water consumption by 39,400 AF by 2016
- This is an overall 22% reduction in consumption from pre-drought (2001) usage.

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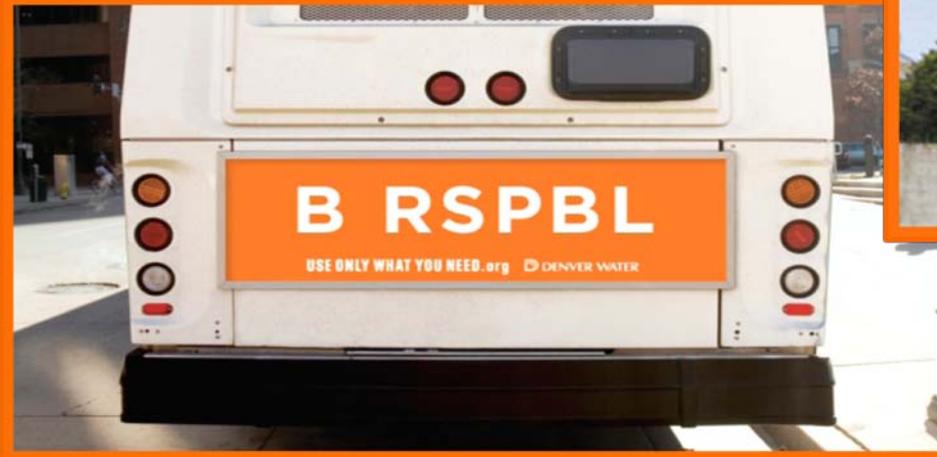
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Treated Water Demand and Population 1970 - 2009



Use Only What You Need Campaign

84% of Denver Water Customers recognize the campaign and see it as a positive message



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Plumb Green Save Blue

**Pilot program with
GreenPlumbersUSA,
Xcel Energy, WaterPik
and Denver Water**



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- Program goal: reduce use for customers with very high indoor water consumption
- Customers pay \$49 and receive:
 - 1 high-efficiency toilet
 - Up to two high-efficiency showerheads
 - Low-flow aerators
 - Full property water audit
 - Access to additional HET's installed, pay installation, rebate covers cost of HET.



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Target Market

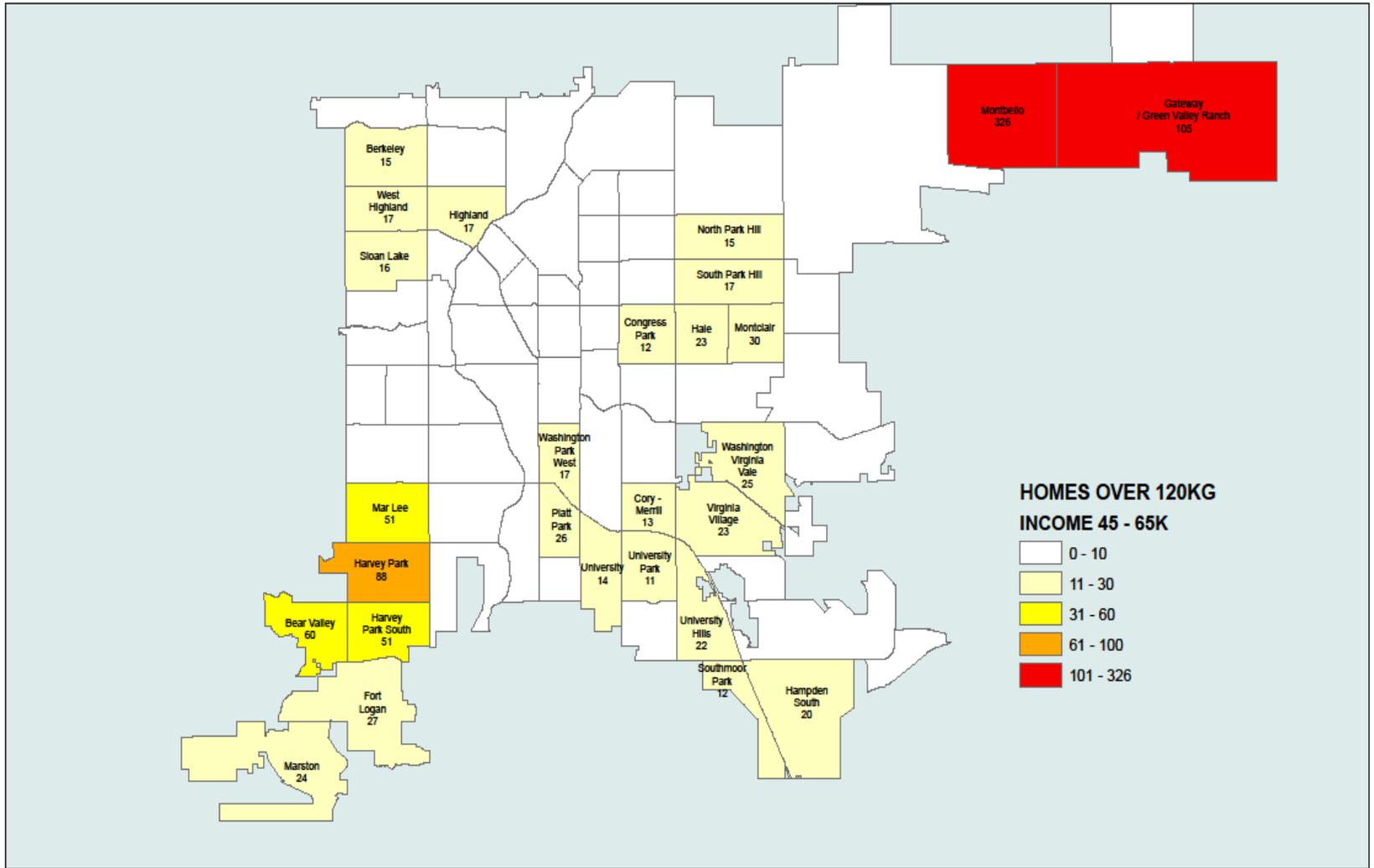
- Customers with consumption of 120,000+ gallons per year, indoor use only. Some customers as high as 400,000 gal/year
- Utilized GIS and consumption data to identify neighborhoods
- Utilized income data to identify customers within neighborhoods
- UOWYN outreach in target neighborhoods



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Single-Family Residential 2008 Indoor Use Greater Than 120,000 Gallons (Income 45 - 65K)



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2009 Pilot Results

- 118 customers participated
- 95% recorded savings
- Customers showed an average 69,000 gallons annually saved
- 75% customers did not know about rebates offered by Denver Water or Xcel Energy
- Customer feedback very positive about the fixtures and professionalism of local Green Plumber, and what they learned.
- \$49 cost was not a barrier

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Why High Indoor Use??

- Many large or extended families
- Many small businesses such as day care, elder care, dog care, etc.
- Unrepaired leaks. Most customers felt they could not afford to have leaks fixed by plumber.

LATHER. RINSE. ~~REPEAT.~~

WASTE IS OUT. USE ONLY WHAT YOU NEED.  DENVER WATER

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- Leaking 1.6 gpf toilets
- Soaking tubs, used daily by adults
- 75% of toilets replaced were 3.5 gpf or higher

Why High Indoor Use??

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Pilot Benefits

- Lower water bills for customers, potentially lower sewer bills too.
- 25 acre feet water savings for Denver Water
- Xcel Energy recognized “energy-efficient” showerheads toward energy reduction DSM
- New customers for the local Green Plumber
- Excellent data for future single family residential efficiency programs
- Participating customers water use will continue to be monitored for continued or further reduction in use

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2010 Program Underway

- Target of 190 customers
- About 90 installations as of August 1
- Will know results in January 2011, after Nov and Dec indoor only water consumption
- Participating customers water use will continue to be monitored for continued or further reduction in use

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