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Due Diligence is Needed

(before you start your program)

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Due Diligence

- Municipalities and water agencies need to do their homework before they undertake high-\$\$\$ conservation programs...
 - Not after!!
- Sometimes in their haste to ‘do something’ a utility will start a program without doing the necessary research
- Determine if a program will work as hoped **BEFORE** you spend too much time and money!

Establish Purpose of Water Conservation Program

- Why are water savings desired?
 - Long-term savings?
 - Short-term savings?
 - Peak period savings?
 - Emergency response (e.g., drought)?
 - To reduce water demands?
 - To reduce water wastewater flows?
 - To reduce water-energy demands?
- Is there a specific reason for your program (e.g., river is dry) or just ‘the right thing to do’ (e.g., want to save 10% in 10 years)?

Determine Expected Program Scope

- Unless your program is just ‘the right thing to do’, you should determine -
 - Program magnitude:
 - Targeted customers or broad-based outreach
 - Pre-set duration or ongoing program
 - Budget and staffing: limited or open
 - Monitoring/tracking requirements,
 - “Stand-alone” or augments a companion program
 - Savings estimates derived from:
 - Results of other programs or field trials?
 - Engineering estimates by independent third parties?
 - Or just from promotional material?
 - Minimum savings required for program ‘success’

Establish Program Timing

How quickly are savings required?

- Long-term: emphasis on both physical changes (e.g, improved efficiencies) & behavioral changes:
 - Fixtures/appliances
 - Process equipment
 - Landscaping & irrigation
- Short-term or emergency response:
 - Just need to get ‘over the hump’
 - Usually insufficient time for major physical changes – rely almost solely on behavioral changes (people willing to make necessary sacrifice for short period of time)
 - Generally not sustainable

Determine Technical Requirements

- Need to define and understand the technical requirements of the program...
- Long-Term:
 - Physical changes to products and marketplace transformation takes considerable time
 - Rarely accomplished as ‘stand alone’ program, need industry involvement, government regulation, etc.
- Short-term:
 - Can be ‘stand alone’ program
 - Behavior modifications can be done quickly IF customers believe changes are necessary and beneficial

How will program savings be quantified?

- Will program savings be based on customer meter reads? Sub-meters? Number of rebates provided/number of products installed?
- Will some savings occur ‘naturally’ over time?
 - Direct savings, indirect savings, natural savings
- Will program efforts increase the penetration of savings or speed at which savings are achieved?
- Will program be prone to ‘free riders’ ?
 - If so, how will ‘free ridership’ be accounted for?

Alternative Schemes

- Are there alternative program designs that might achieve the same goals & same level of savings (or better)?
- Are there alternative solutions that may be more effective, less expensive, more innovative, more acceptable, etc.?
- What happens if goals are not achieved?
 - Will anyone go thirsty or will someone just be embarrassed?

Thank You – Questions?

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