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On Your Terms: Comparing and Contrasting Water Efficiency Related Terminology

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Alliance for Water Efficiency

Let's Get Political	Things Water Nerds Say	Potent Non-Potables	Words Related to Drought	Elephants in the Room
\$200	\$200	\$200	\$200	\$200
\$400	\$400	\$400	\$400	\$400
\$600	\$600	\$600	\$600	\$600
\$800	\$800	\$800	\$800	\$800
\$1000	\$1000	\$1000	\$1000	\$1000

**A FIXED PORTION OF FOOD
OR OTHER GOODS
ALLOWED TO EACH
PERSON IN TIMES OF
SHORTAGES**

What is a Ration?

**TO REDUCE OR LIMIT
(SOMETHING)**

What is Curtail?

**A LAW OR RULE THAT
LIMITS OR CONTROLS
SOMETHING**

What is a Restriction?

**SOMETHING ESTABLISHED
BY AUTHORITY, CUSTOM, OR
GENERAL CONSENT AS A
MODEL OR EXAMPLE**

What is a Standard?

**A SET OF RULES THAT
SPECIFY THE MINIMUM
STANDARDS FOR
CONSTRUCTED OBJECTS
SUCH AS BUILDINGS**

What are Codes?

**TO INSTALL (NEW OR
MODIFIED PARTS OR
EQUIPMENT) IN
SOMETHING PREVIOUSLY
MANUFACTURED OR
CONSTRUCTED**

What is Retrofit?

**TO PUT SOMETHING NEW
IN THE PLACE OF**

What is Replace?

**A PERIODIC STATED
CHARGE FOR UTILITY
SERVICE NOT BASED ON
METERED QUANTITY OF
SERVICE**

What is a Flat Rate?

**A SINGLE CHARGE PER
UNIT OF VOLUME FOR ALL
WATER USED**

What is a Uniform Rate?

**DAILY
DOUBLE**

**ANY BENEFICIAL REDUCTION IN
WATER LOSS, WASTE, OR USE**

**IMPROVED WATER MANAGEMENT
PRACTICES THAT REDUCE OR
ENHANCE THE BENEFICIAL USE OF
WATER**

**What is Water
Conservation?**

**ACCOMPLISHMENT OF A
FUNCTION, TASK, PROCESS,
OR RESULT WITH THE
MINIMAL AMOUNT OF
WATER FEASIBLE**

**What is Water
Efficiency?**

Is it that simple?

**WASTEWATER FROM BATHTUBS,
SHOWERS, BATHROOM
WASHBASINS, CLOTHES
WASHING MACHINES, AND
LAUNDRY TUBS**

**SOME PEOPLE SPELL THIS WORD
WITH AN "A" AS THE 3rd LETTER
WHILE OTHERS INSIST THE 3rd
LETTER IS AN "E"**

What is Graywater?

**WASTEWATER
CONTAINING FECAL
MATTER AND URINE**

HINT: THE DARKEST COLOR

What is Blackwater?

**MATCHING WATER OF A
CERTAIN QUALITY TO A
USE THAT IS APPROPRIATE
FOR THAT QUALITY OF
WATER**

What is Fit For Purpose?

**A DELIBERATE SYSTEM OF
PRINCIPALS TO GUIDE
DECISIONS AND ACHIEVE
RATIONAL**

What is a Policy?

**A SYSTEM OF RULES THAT
ARE ENFORCED THROUGH
SOCIAL INSTITUTIONS TO
GOVERN BEHAVIOR**

What are Laws?

**A BUZZWORD USED TO
DESCRIBE DATA SETS THAT
ARE QUITE LARGE**

What is Big Data?

**A TERM USED TO DESCRIBE
THE WAVE OF MATURING
PROFESSIONALS RETIRING
FROM THE WATER
INDUSTRY**

**What is the Silver
Tsunami?**