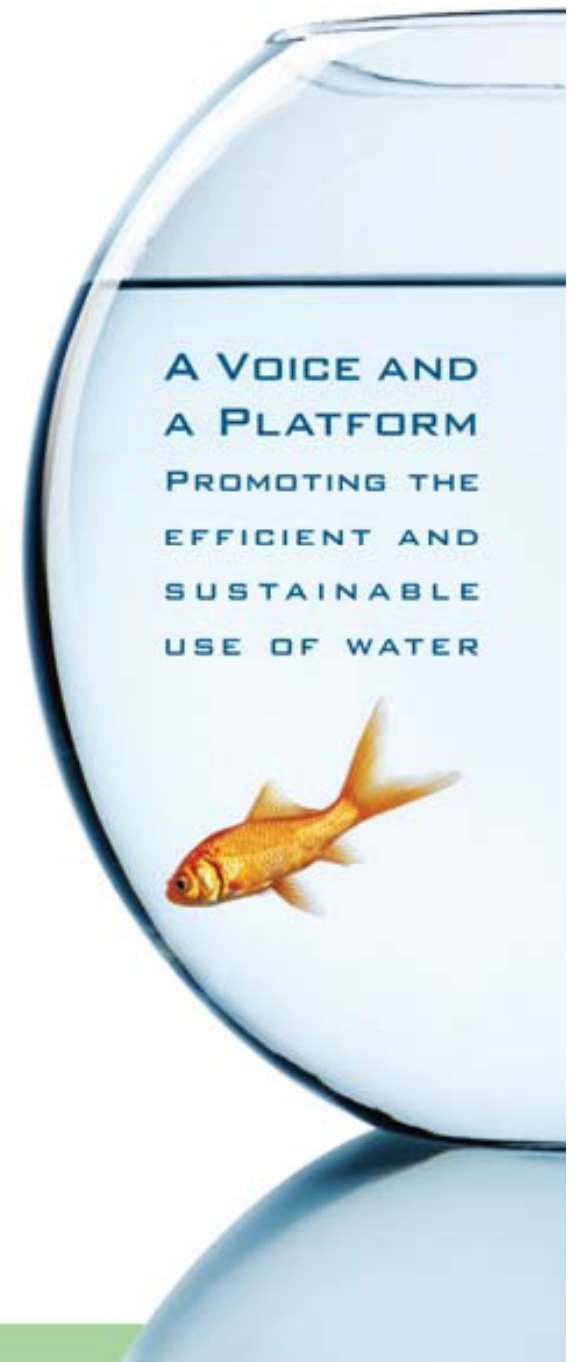


AWE: A North American Partnership

Carole Baker
Board Chair
Alliance for Water Efficiency

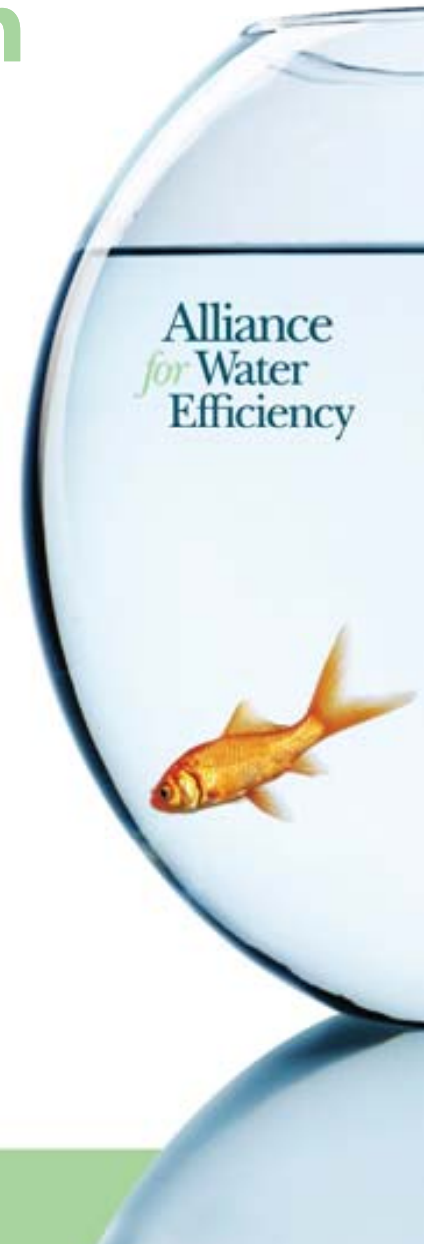


Alliance *for* Water Efficiency



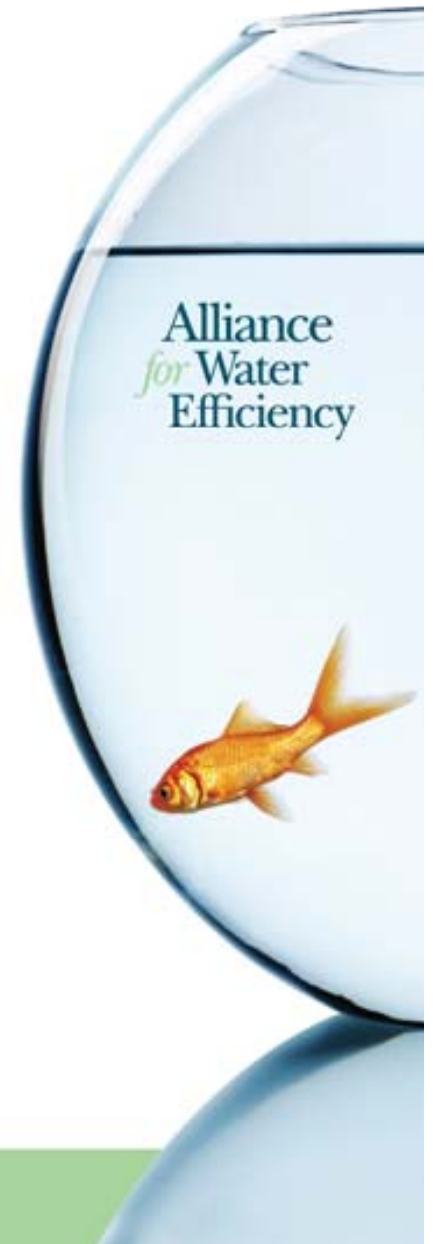
A New Coordinating Approach

- Partnerships needed among the public and private sectors
- More than just water utilities needed
- Stakeholder-created and defined
- 501(c)(3) Non-profit
- Membership: 221 organizations as of June, 2009
- Office opened in September, 2007 in Chicago



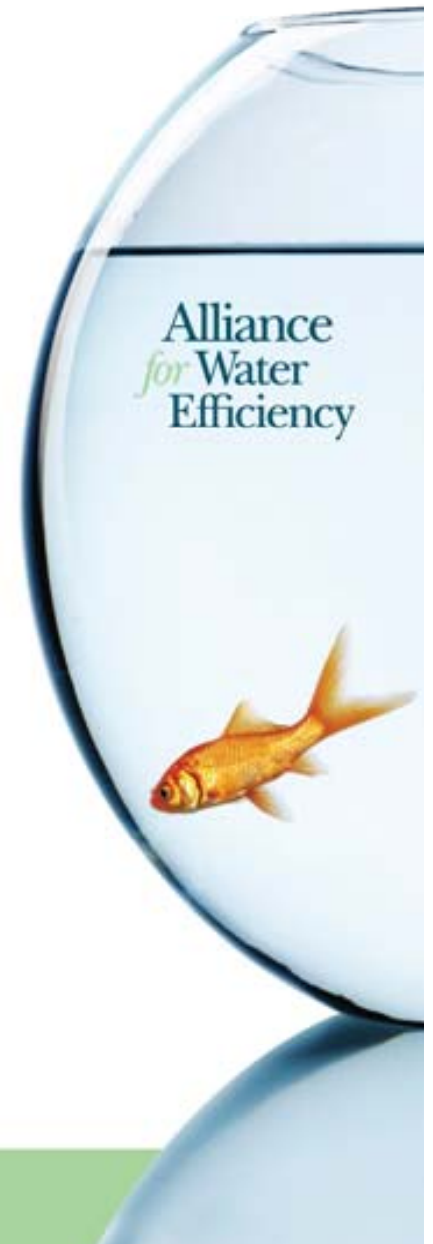
Stakeholder Representation

- Water suppliers (retail and wholesale)
- Water planning agencies
- Plumbing, appliance & irrigation manufacturers
- Retailers
- Efficiency service providers
- Environmental community
- Energy community
- Government (federal, state, municipal)
- Academic representatives



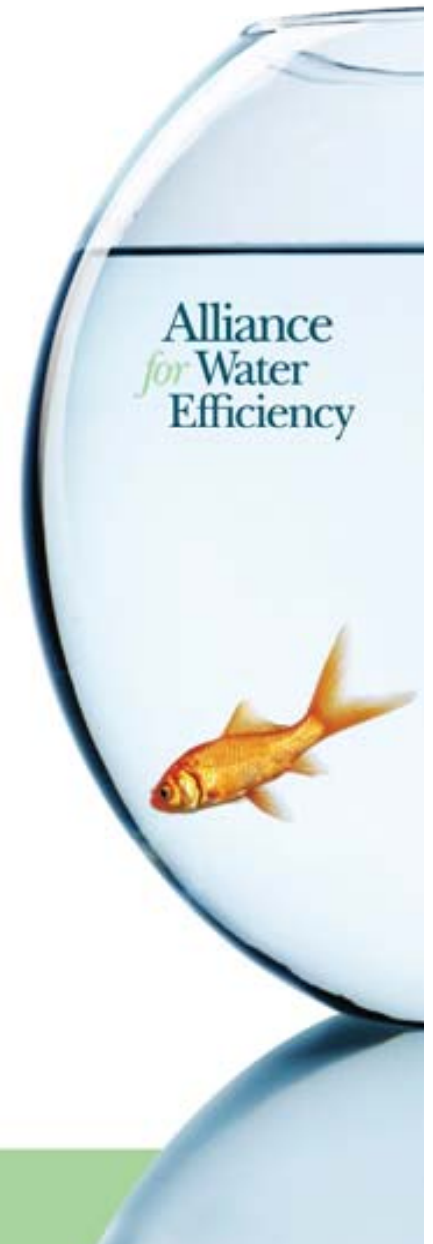
Alliance Goals

- MISSION: Promote the efficient and sustainable use of water
- Be a clear and authoritative national voice
- Provide comprehensive information on products, programs, and practices
- Represent the interest of efficiency in codes and standards process
- Transform the market for fixtures and appliances



Alliance Goals

- Coordinate with Green Building Programs on water efficiency
- Train water conservation professionals
- Educate water users to improve the consumers understanding of the need for efficiency
- Conduct needed research
- New Strategic Plan approved by Board in June, 2009





Alliance
for Water
Efficiency



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Go

American Recovery and Reinvestment Act Signed by President Obama

The Act signed by President Obama allocates \$6 billion for local clean and drinking water infrastructure improvements. For more information on taking action to seek stimulus funding for your water efficiency projects, [click here](#).



Plumbing Efficiency Research Coalition Begins Work

The newly-named Plumbing Efficiency Research Coalition (PERC) formed last month through a Memorandum of Understanding, has identified Drainline Transport as its first research project. PERC is comprised of five industry organizations seeking to conduct much-

Calendar of Events



- 2/20/2009 9th Annual Georgia River Network Conference

- 2/26/2009 2009 Int'l Water Conservation & Xeriscape Conference

- 2/26/2009 Corporate Water Footprint Summit USA: Measuring & Reducing Corporate Water Footprints

- 3/11/2009 Dry Drains Forum 2009: Managing Drainage Systems Under Stress

- 3/12/2009 Water 2009: Building on Change | Water Education Foundation's 26th Annual Executive Briefing

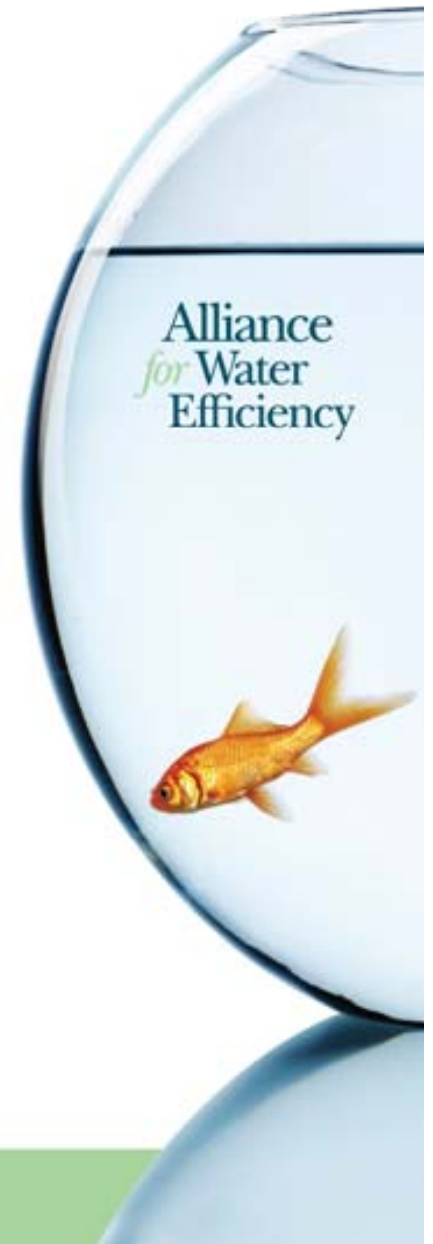
Latest Information



AWE Member Benefit

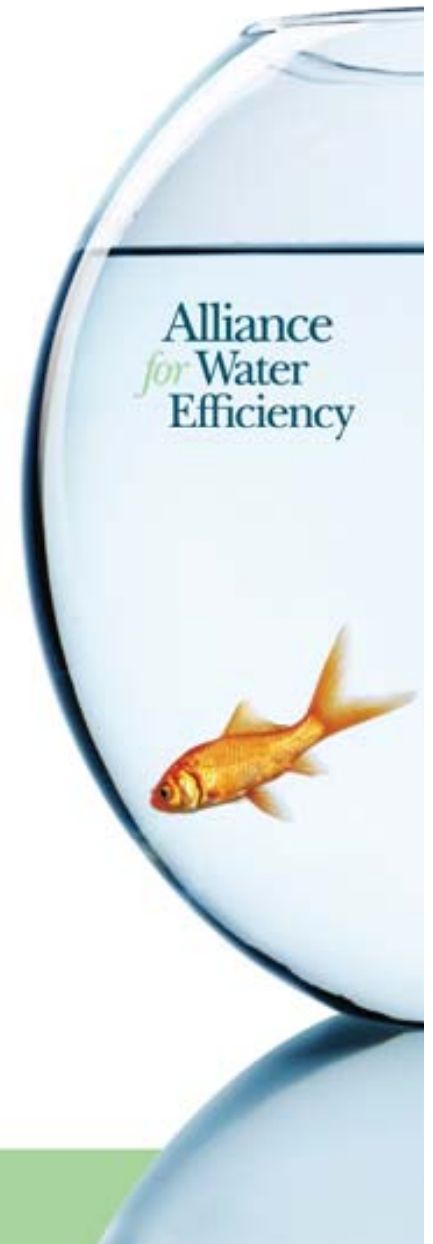
PLANNING MODEL FOR CONSERVATION

- Mechanism for tracking long-term savings
- AF or MGD or Metric units
- Fully customizable for your utility
- Ties into existing and available models
- Understandable graphic outputs for your managers, board members, and customers
- Model to be released July, 2009



Tracking Tool Uses

- Analyze potential water savings, costs, and benefits of conservation measures
- Construct water conservation portfolios and long-range plans
- Rank conservation measures
- Track implementation, water savings, and costs
- Predict revenue impact
- Track and graph the benefits of actual conservation activities over time



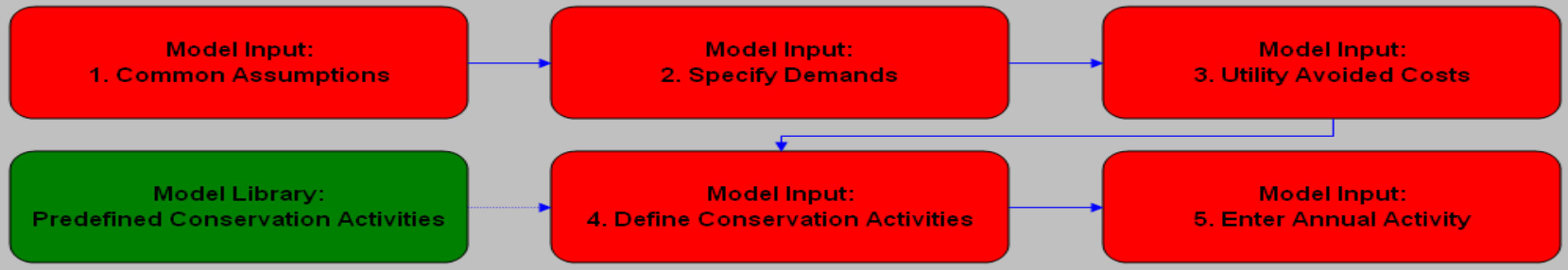


AWE CONSERVATION TRACKING TOOL

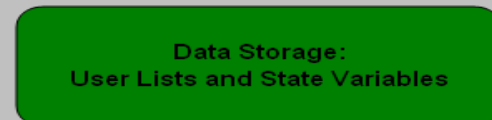
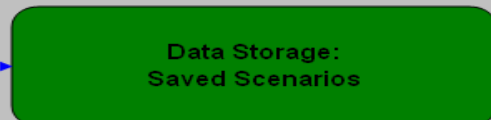
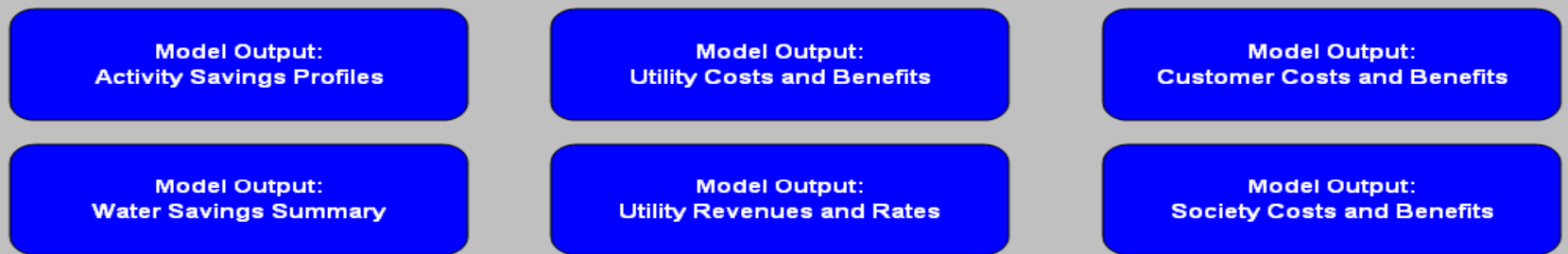
Getting Started:

- The model uses a simple worksheet tab color code:
 Red Tabs = User Data Entry
 Blue Tabs = Model Outputs/Results
 Green Tabs = Data Storage and Library
- First provide information about your system, customers, and water demands. This is done on data entry worksheets 1 thru 3.
- Next define or import conservation activities and set their annual activity levels. This is done on data entry worksheets 4 and 5.
- You can save conservation activity scenarios at any time. You access the scenario manager on the Common Assumptions worksheet.
- You can navigate to model worksheets by clicking on the model schematic below or by clicking on the worksheet tabs at the bottom of the screen.
- Data entry cells on input worksheets look like this: Only enter data in cells with this color coding.

Data Entry Worksheets:



Model Results Worksheets:



Model Navigation Worksheet

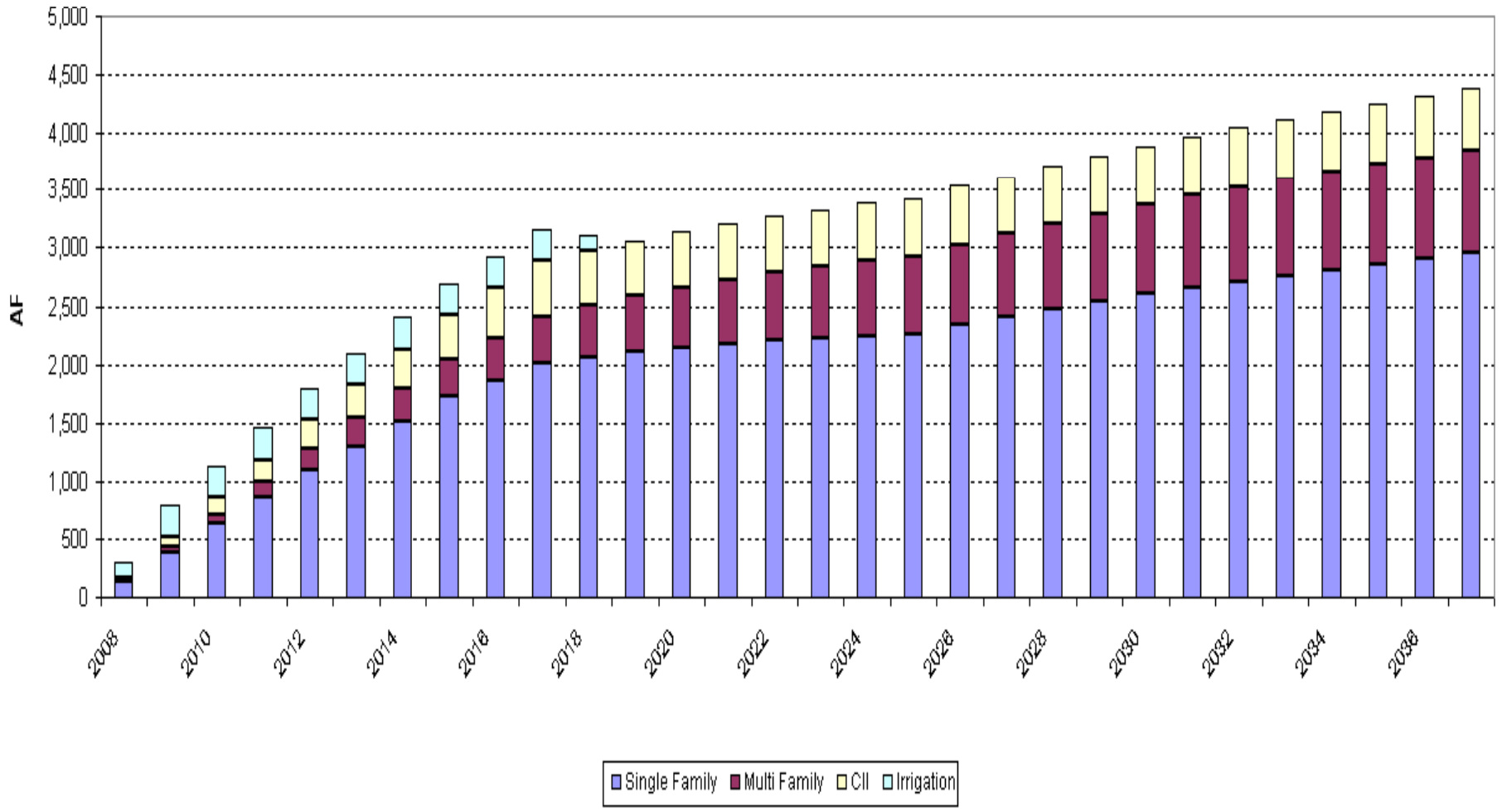
Select Chart to View

Total Class Savings

Chart Explanations

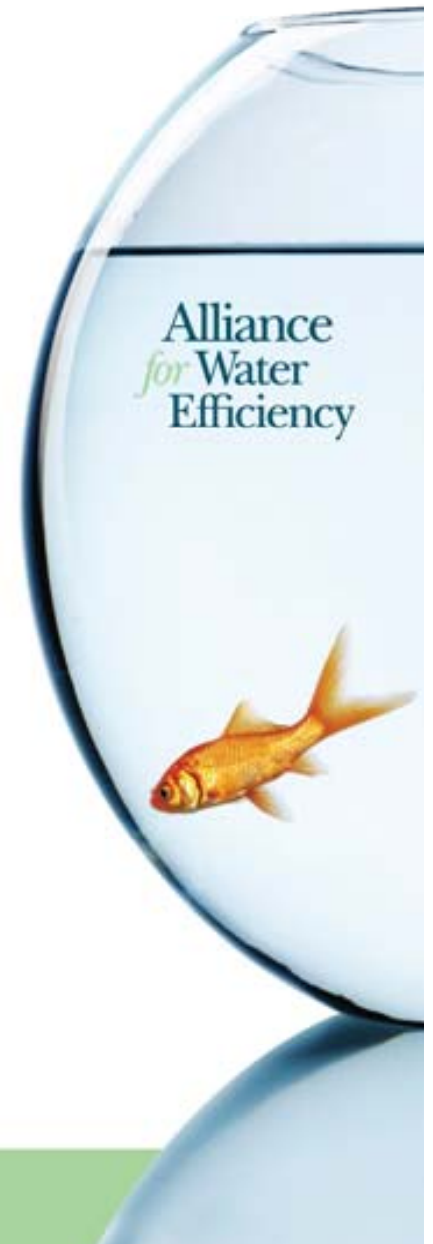
Show Chart in Own Window

Customer Class Water Savings (Program + Code-Driven)



We Want You!

- Sign up for our email list
- Advocate for national policy changes
- Join as a member (1 cent a connection)
 - *Technical assistance is limited to members*
- Share with us your case studies of conservation programs for our web site Resource Library
- Share your research and program needs with us so that we work for national funding





Alliance *for* Water Efficiency

A VOICE AND
A PLATFORM
PROMOTING THE
EFFICIENT AND
SUSTAINABLE
USE OF WATER

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