



WHAT'S NEW AT AWE

CalWEP Winter Plenary: December 7, 2022



Alliance
for Water
Efficiency

Welcome New Staff!

Kelly Palmer – Director of Communications and Membership

Kelly earned her baccalaureate and graduate degrees in Social Work from Gordon College and Baylor University, respectively. Throughout her career in nonprofit administration, Kelly has led strategic communications efforts to leverage both digital and traditional media for optimum impact. She has also managed millions of dollars of public funds while overseeing state and federal grants serving marginalized communities.

Most recently, Kelly served as the Mayor Pro Tem of the city of Waco, TX where she crafted a strategic campaign messaging plan utilizing videos, social media platforms, email campaigns, and her website resulting in a highly informed and engaged constituent base. She championed an increase in living wage jobs, affordable housing, and equitable economic development.

Kelly has also taught courses on Public Policy, Social Justice, and Diversity, Equity, & Inclusion at Baylor University.

First Annual Water Efficiency and Conservation Symposium. Chicago, August 2-3, 2023





2023 AWE ANNUAL SYMPOSIUM: AUGUST 2-3 2023, CHICAGO

First Annual Water Efficiency and Conservation Symposium

Register for updates:

<https://allianceforwaterefficiency.activehosted.com/f/27>





RECENT HIGHLIGHTS

- Cooling Tower Water Efficiency Project completed
 - [Final webinar](#)
 - [Project reports, models, resources](#)
 - [Enroll in Learning Cohort](#)
- AMI Leak Alert Study analysis complete. Final report December 2022; webinar January 2023
- Presented at Canadian Water Works Association Annual Meeting
- The reimagined AWE Member Day and Reception at WSI was successful
- Presented on 3 panels at WSI
- Los Angeles Department of Water and Power earned the Gold-level AWWA G-480 certification



RECENT HIGHLIGHTS

- Successfully lobbied for \$90 million dollars in water efficiency grants in the *Wildfire Response and Drought Resiliency Act* that passed the U.S. House; Senate action TBD.
- Organized coalition meeting with Bureau of Reclamation to provide recommendations on spending \$4 billion for western drought response included in the *Inflation Reduction Act*
 - Follow-up to AWE-organized [sign-on letter](#)
- AWE op-ed on the Colorado River Basin water crisis ran in the [Arizona Republic \(Phoenix\)](#), [Salt Lake City Tribune](#), and the [Albuquerque Journal](#)
- State Policy Scorecard ready for release on December 13th (tentative)
- Completed AWE policy position on State/Provincial Adoption of Plumbing Fixture Efficiency Standards
- 2023-25 Strategic Plan completed
- Public-facing DEIJ Policy Statement completed

WEBINARS AND ROUNDTABLES

Webinars since the September Board Meeting

- **Sept 27** - Maximizing Water Resources through Integrating a Multi-benefit Approach into Land Use Planning
- **Oct 27** - Exploring the Water Loss Module in AWE's Water Conservation Tracking Tool
- **Nov 15** - AWE's Cooling Technologies study presentation (How to Run a Cooling Towers Water Efficiency Program) (84 attendees)
- **Nov 29** - AWE/EPA WaterSense® Outdoor Water Webinar: Drought Resilience Through Turf Reduction and Water Resource Management
- **Nov 29** – Roundtable: Strategies for Businesses to Partner with Water Agencies

Upcoming Webinars

- **TBD** - State Scorecard Presentation
- **TBD** – Water Savings from AML-enabled Leak Notification Programs

NEW RESEARCH PROJECTS

Peak Demand Trends and Drivers

- Assess changes over time; current peak; variations across geographies, utility sizes, water supplies, land uses, climates, and other drivers.
- Help utilities understand changes in peak demand patterns and what strategies work best to reduce peak demand strategies given these changes.
- Help utilities quantify potential benefits, particularly cost savings related to avoided capital expenditures and reductions in operating expenses, including energy.

Awe is Looking for Participants and Funders!

Contact Liesel@a4we.org

NEW RESEARCH PROJECTS

Next phase of Outdoor Water Savings Studies

- Estimate water savings from CII landscape transformations and use of water budget programs/portals
- Evaluate efficacy of new residential landscape strategies (e.g. direct install, design services, mulch drop off, etc.)

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NEW RESEARCH PROJECTS

AMI Primer on the Many Uses for AMI in Water Conservation & Efficiency

- An AWE survey of water utilities found 24 ways AMI is being used, in addition to leak notification and high use programs: Leak notifications, water budgets, landscape budgets, targeting high users, audits of all kinds, benchmarking, monitoring water use restrictions, meter accuracy, bill adjustments for leaks, verification of savings, distribution system analysis, irrigation during or after a rain event, etc.
- Many utilities don't have AMI yet & recent AWWA study showed of those w/AMI, only 56% are using the data; 43% have customer portals.

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A SINGULAR VOICE AND A PLATFORM FOR
WATER USE EFFICIENCY AND WATER
CONSERVATION, BRINGING A CRITICAL
PERSPECTIVE TO AN INCREASINGLY THIRSTY
NORTH AMERICA.



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