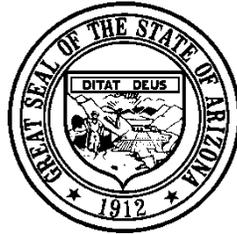


**Arizona Department of Water Resources
3550 North Central Avenue
Phoenix, Arizona 85012**



A Summary of Municipal Water Conservation Programs in Arizona

April 26, 2010 Update

Introduction

The 2010 Summary of Municipal Water Conservation Programs in Arizona (2010 Summary) is intended to serve as a resource for municipal water providers and other organizations wishing to begin or expand their water conservation programs. It also serves as an ongoing record of the accomplishments achieved by Arizona municipal providers in the area of water conservation. This report will be updated on a regular basis and will expand to include additional Arizona water providers and information.

The 2010 Summary is an update to the March 30, 2007 “A Summary of Water Conservation Programs in Active Management Areas”. In addition to providing information about individual municipal water providers, it includes descriptions of regional water conservation organizations that provide a means for member water providers to augment their individual conservation programs.

For questions, additions, or revisions, or to submit information, please contact Ruth Greenhouse at the Arizona Department of Water Resources: 602-771-8608 or rgreenhouse@azwater.gov.

Municipal Water Providers

Cities, Towns, and Private Water Companies

- | | |
|--|-----------------------------|
| 1. Arizona American Water Company | 11. Town of Oro Valley |
| 2. City of Avondale | 12. Town of Payson |
| 3. City of Chandler | 13. City of Peoria |
| 4. City of Flagstaff | 14. City of Phoenix |
| 5. Town of Gilbert | 15. City of Prescott |
| 6. City of Glendale | 16. Town of Prescott Valley |
| 7. City of Goodyear | 17. Town of Queen Creek |
| 8. Town of Marana | 18. City of Scottsdale |
| 9. City of Mesa | 19. City of Surprise |
| 10. Metropolitan Domestic Water Improvement District | 20. City of Tempe |
| | 21. Tucson Water |

Regional Conservation Organizations

1. Arizona Municipal Water Users Association
2. Northern Arizona Municipal Water Users Association
3. Upper San Pedro Partnership
4. Upper Verde River Watershed Protection Coalition
5. Water Conservation Alliance of Southern Arizona

Format

The format used to summarize the municipal water providers’ conservation programs is modeled after the one used in the Arizona Department of Water Resources (ADWR) regulatory program, the Modified Non-Per Capita Conservation Program¹ (MNPCCP). The format includes a basic public education

¹ Participation in the MNPCCP is required for all large municipal water providers (in Active Management Areas) that do not have a Designation of Assured Water Supply. It is optional for designated large providers. A large municipal water provider is a city, town, private water company or other municipal water provider that serves more than 250 acre-feet per year for non-irrigation purpose. The program became effective in May 2008.

program² and 53 best management practices (BMPs) grouped into seven categories as shown in the table below.

Categories of Best Management Practices for Municipal Water Providers

1. Public Awareness/ Public Relations (3 BMPs)	Programs in this category are designed to provide water users information on the need for and importance of water conservation, as well as information on the conservation services available to them.
2. Conservation Education and Training (5 BMPs)	Programs in this category are designed to assist users to better understand how to conserve water by providing written information and/or training in water conservation tools and techniques.
3. Outreach Services (8 BMPs)	Programs in this category are designed to provide users with consultations, audits and/or retrofit information designed to improve water use efficiency.
4. Physical System Evaluation and Improvement (3 BMPs)	These programs ensure that the water system is running at optimal efficiency (maintenance) or to improve water use efficiency in the physical water system by making one or more physical system improvements.
5. Ordinances Conditions of (Service/Tariffs (13 BMPs)	Programs in this category are designed to reduce water use within the service area and/or increase water use efficiency by limiting or reducing water used for specific purposes. Ordinances would apply to cities and towns and tariffs would apply to ACC regulated municipal providers (private water companies). A water provider that is not directly part of a municipality can get credit if it works with local or county jurisdictions to implement a new ordinance.
6. Rebates/Incentives (13 BMPs)	Programs in this category are designed to provide users with an incentive for implementing a water conservation practice. Program can include rebates or incentives such as fee reductions and/or waivers.
7. Research/Innovation Program (8 BMPs)	Programs in this category are designed to encourage water providers to conduct systematic evaluations of conservation measures already implemented, to implement state of the art water conservation technologies and techniques, and/or to develop and/or try new technologies and techniques.

The MNPCCP format was selected as a model because it was developed through an extensive stakeholder process that involved gathering information about municipal conservation programs from dozens of regulated providers in the Phoenix, Tucson, Pinal and Prescott AMAs, as well as staff from the Arizona Corporation Commission, Department of the Interior, Central Arizona Project (CAP) and other interested parties. Through this stakeholder process, a general consensus was reached on the MNPCCP framework and the list and categories of best management practices (BMPs).³ The selection of best management practices allows water providers to focus directly on the water use characteristics within

² The basic public education program consists of providing customers with free written information on water conservation and communicating to customers about the importance of water conservation and where to get conservation information.

³ It should be recognized that the successful experience of the largest water providers (Phoenix, Tempe, Tucson, Mesa, Chandler, Glendale, Peoria, Scottsdale, Gilbert, Goodyear, Avondale, Surprise, and Metro in Tucson) was also used in developing the MNPCCP. A detailed summary of the comments and suggestions offered during these meetings can be found on the Department's website in the report, *Evaluation of the Third Management Plan Program for Large Municipal Water Providers in Active Management Areas: Summary of Interviews and Framework for the Stakeholder Process*. <http://www.azwater.gov/AzDWR/WaterManagement/AMAs/MunicipalConservationProgram-ThirdManagementPlanReview.htm>

their service area and potentially results in conservation of all water resources, not just groundwater. Because of this, ADWR believes the BMP format is useful for gathering information from all municipal providers statewide, not just those regulated under the MNPCCP. It is important to note that the Arizona Corporation Commission now uses the ADWR list of best management practices in some of its regulatory practices.

List of Best Management Practices (adapted from the 2nd Modification to the Third Management Plan Chapter 5, May 2008)

Category 1: Public Awareness/Public Relations	
1.1	Local and/or regional messaging program
1.2	Special events/programs and community presentations
1.3	Market surveys to identify information needs/assess success of messages
Category 2: Conservation Education and Training	
2.1	Adult education and training programs
2.2	Youth conservation education program
2.3	New homeowner landscape information
2.4	Xeriscape demonstration garden
2.5	Distribution plan for water conservation materials
Category 3: Outreach Services	
3.1	Residential audit program
3.2	Landscape consultations (residential and/or non-residential)
3.3	Water budgeting program (non-residential)
3.4	Residential interior retrofit programs
3.5	Non-residential interior retrofit programs
3.6	Customer high water use inquiry resolution
3.7	Customer high water use notification
3.8	Water waste investigations and information
Category 4: Physical System Evaluation and Improvement	
4.1	Leak detection program
4.2	Meter repair and/or replacement program
4.3	Comprehensive water system audit program
Category 5: Ordinances / Conditions of Service / Tariffs	
5.1	Low water use landscaping requirements for residential, multi-family, non-residential and/or common areas
5.2	Water tampering/water waste ordinances
5.3	Plumbing code requirements if they are more restrictive than the 1990 Uniform Plumbing Code
5.4	Limitations on water features and/or water intensive landscaping and turf
5.5	Ordinance for model home landscapes in new residential developments
5.6	Required on-site gray water/water harvesting features at residences and/or businesses

5.7	Requirements for car wash water recycling
5.8	Landscape watering restrictions (time of day, etc.)
5.9	Requirements for hot water recirculation devices for residential, multi-family and or non residential sectors
5.10	Retrofit on resale
5.11	Landscape water-use efficiency standards for non-residential users
5.12	Conservation tariff (private water companies)
5.13	Water use plan for new large non-residential users
Category 6: Rebates/Incentives	
6.1	Toilet rebate (residential and/or multifamily homes)
6.2	High efficiency flush toilet rebate (residential and/or multifamily homes)
6.3	Toilet replacement (residential and/or multifamily homes)
6.4	Indoor water fixture replacement/rebate/incentive (residential and/or multifamily homes)
6.5	Hot water recirculating system or instant hot water system rebate (residential, multifamily, or non-residential)
6.6	Water efficient appliances rebate/incentive
6.7	Gray water retrofit/rebate/incentive
6.8	Water harvesting retrofit/rebate/incentive
6.9	Landscape conversion rebate/incentive
6.10	Xeriscape installation rebate in new landscapes
6.11	Commercial and industrial program, e.g. audits, incentives, rebates, etc.
6.12	Large landscape conservation program (non-residential)
6.13	No/low interest loans for implementing water conservation measures (non-residential)
Category 7: Research/Innovation Program	
7.1	Implement an emerging technology
7.2	Initiate or support applied research to enhance decision making
7.3	Evaluate new and emerging technologies and practices
7.4	Conduct quantitative analysis of a conservation measure (for water savings results)
7.5	Implement smart irrigation technology
7.6	Develop industry partnerships to save water
7.7	Support the development of new technologies and products
7.8	Pilot a new initiative, project or program