

Denver Water: Conserving for the Future

South Platte Forum
October 20, 2011

The Denver Water logo and slogan are positioned on an orange rectangular background. The slogan "USE ONLY WHAT YOU NEED." is written in a bold, white, sans-serif font. Below it, the Denver Water logo, a stylized white 'D' with a horizontal bar, is followed by the text "DENVER WATER" and the website "denverwater.org" in a smaller white font.

**USE ONLY
WHAT YOU
NEED.**

 **DENVER WATER**
denverwater.org

Future Challenges

- **Increasing population**
 - 40% growth in service area by 2050
 - Job service sector will see similar gains
- **Climate Change uncertainties**
 - Hotter, but will it be drier or wetter?
- **Aging infrastructure**
 - Much of our infrastructure dates to WWII

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Why Conservation Can't Do it All

- **Reliability Issues**
 - Behavior change, is it permanent?
- **Water where and when we need it**
- **Water efficiency vs. drought**
 - The double edged sword



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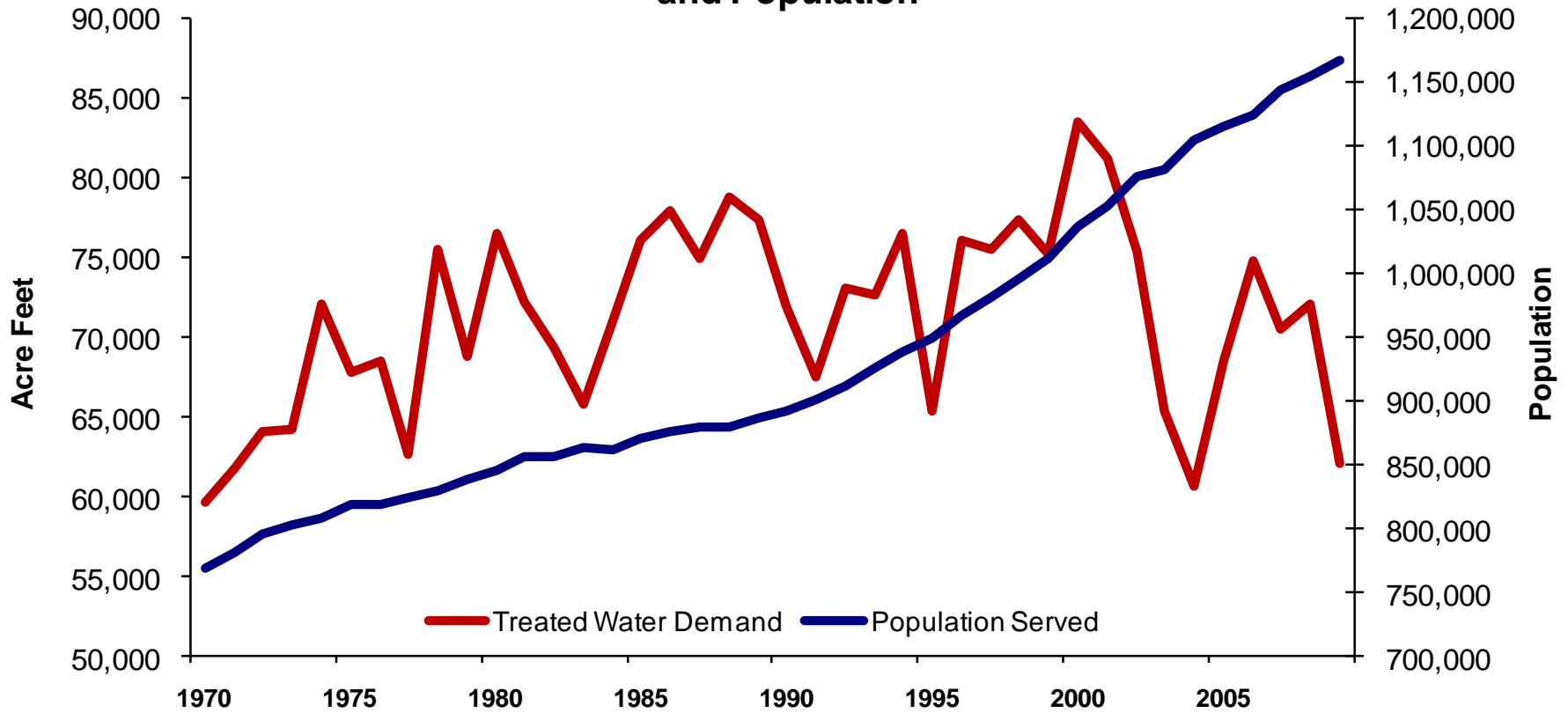
Denver Water's Conservation Goal

- **Cut consumption by 22% from pre-drought years (defined as 1993-2001)**
- **Establish a conservation ethic and permanent behavior change among all Denver Water customers**
- **Make water efficiency the norm and water waste socially unacceptable.**

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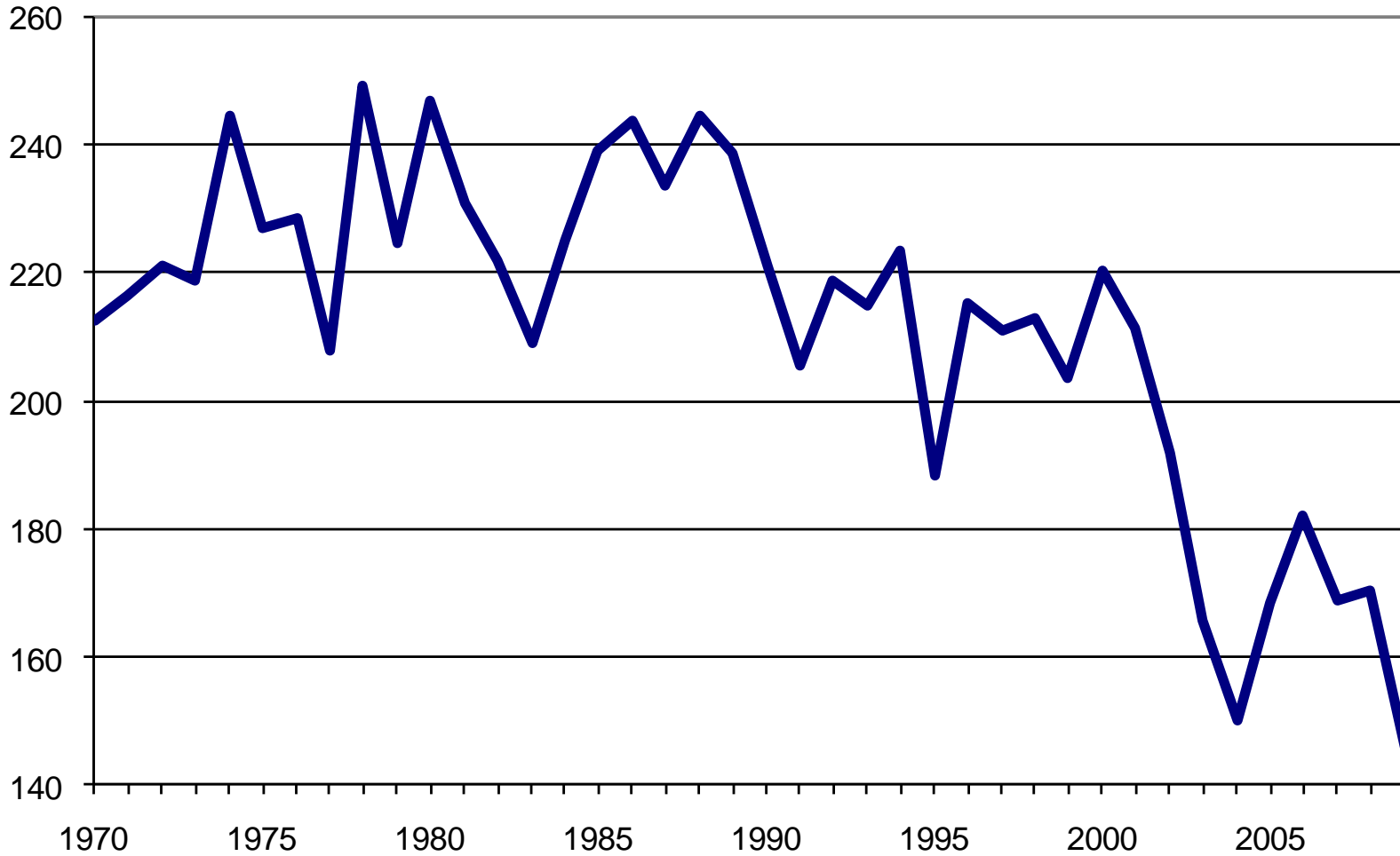
Treated Water Demand and Population



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Treated Water Use Gallons per Capita per Day (GCD)



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Conservation Methods

- Education and outreach
- Diagnostics (Audits, Monitoring Habits)
- Rebates and Incentives
- Rules
- Research, monitoring and evaluation
- Tiered rates = use more, pay more per unit



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Water Waste Enforcement

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Toilet and Fixture Retrofits



Updating to a High-Efficiency toilet and new aerators and showerheads cuts household water use by 15%.



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Homeowners/Large Irrigators

- Audits
- Rebates
- Incentives



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Is this Customer Naughty or Nice?



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Xeriscape



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Industrial Conservation

- **Laundry**
- **Beverage**
- **Metal Finishing**
- **Cooling Tower**
- **Hospitals**
- **Food Processing**
- **Car Wash**



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- Taxi
- Yard signs
- Bench





NO WATER 10AM-6PM

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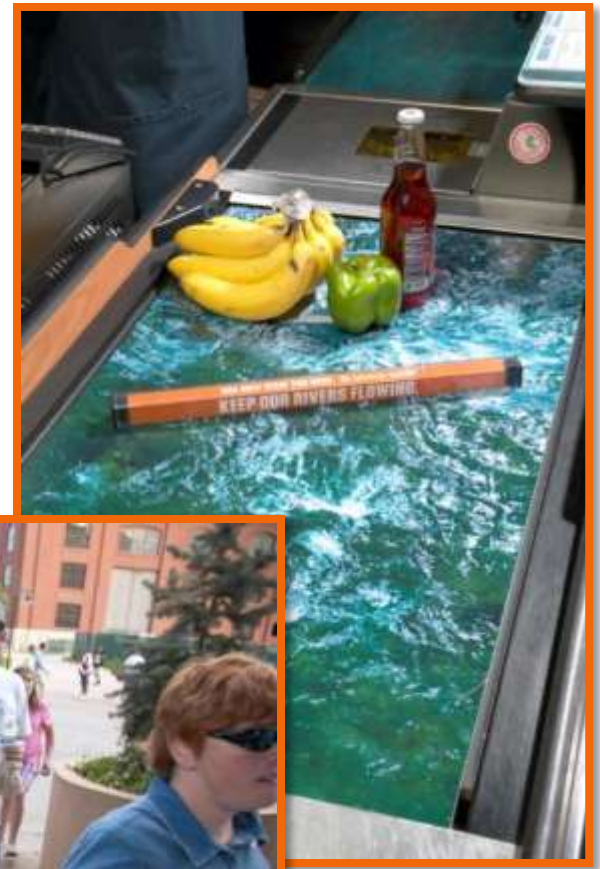
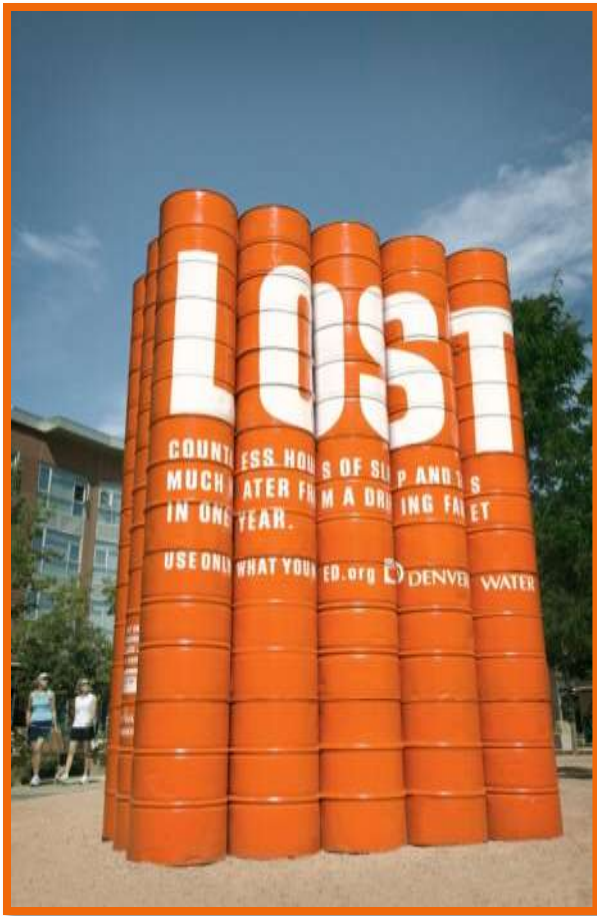
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Stop Running Toilets



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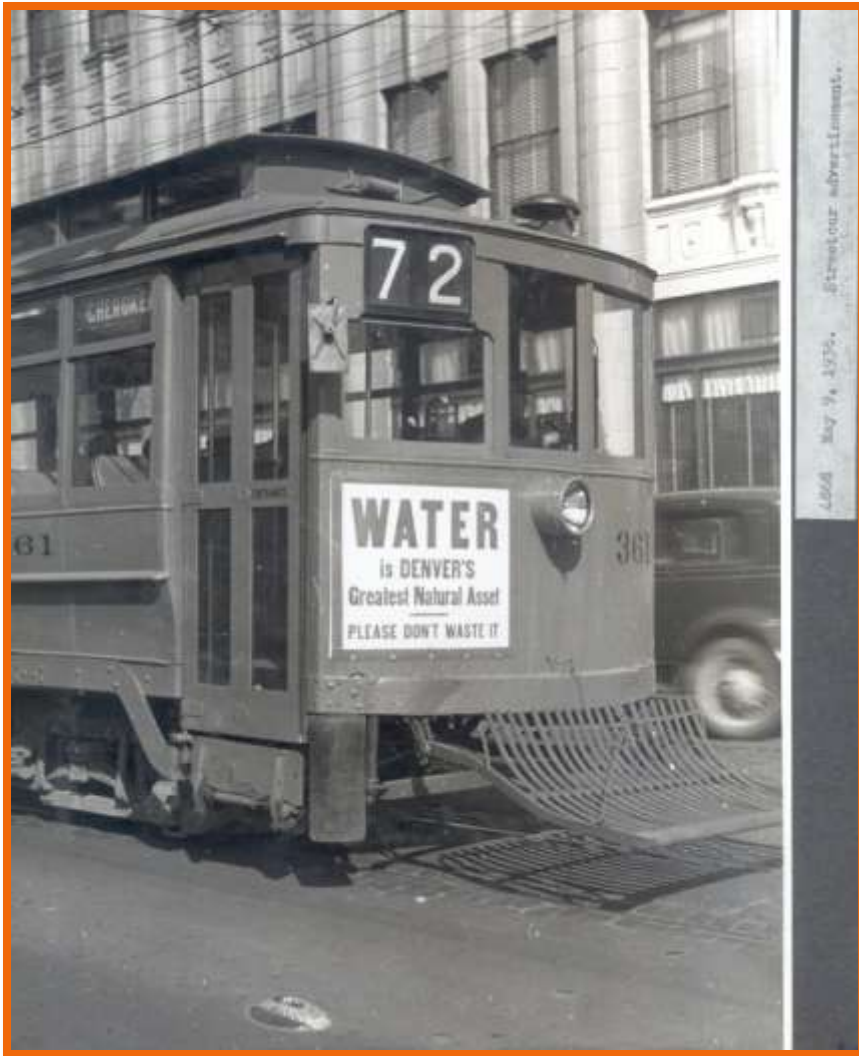


Our Challenges

- Memories of drought fade, and old habits die hard
- Current economic factors mean that our customers may be less able to invest in efficient appliances, fixtures and processes
- The greater the snowpack, the less interested the media are in water conservation and efficiency
- Everyone wants to be **GREEN**, but much of the attention is given to energy efficiency, not water efficiency
- As waste is eliminated, we must establish more invasive methods of conserving

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