# Demand Trends and Management Strategies

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#### Why Does Utilities Manage Demand and Promote Efficiency?



# Water use reductions resulting from efficiency measures:

- Improve revenue and supply reliability by reducing the need for drought response
- Improve our ability to secure new supplies
- Are a reliable source of supply even in drought
- Reduce operating costs and, over time, revenue requirements
- Are cost-effective relative to many alternative water supplies
- Improve customer and stakeholder satisfaction and trust



# Sustainable Water Demand Management



- Cost-effectively enhance water supply portfolio reducing the risk of water shortage
  - Strategic customer programming
  - Integrate measured efficiency into supply planning
  - Foster a high quality of life
    - Maximize beneficial use by reducing waste and inefficiency
    - Support a healthy, attractive, valuable and resilient landscape



### Decoupling Demands from Growth





# Reductions by Source





# Declining Incomes





#### Efficiency Program Savings

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-	9,000		
		Parks Efficiency Program	
	8,000	Commercial Pre-Rinse Spray ValveProgram	
	7,000	Commercial High Efficiency Urinal Rebate	
uired		Commercial High Efficiency Toilet Rebate	
	6,000	Residential WaterSense Toilet Rebate	
		Commercial Smart Irrigation Controller Rebate	
	5,000	Home Efficiency Assistance Program (HEAP)	
Acq		Residential Irrigation Equipment Rebate	
et /	4,000	Residential Clothes Washer Rebate	
Acre Fe		■ Other	
	3,000	Commercial Landscape Code and Policy	
		Potable to Non-Potable Conversions	
	2,000	Commercial Seasonal Pricing	
		Residential Inclining Block Rates	
	1 0 0 0	Conservation Education and Awareness	
	1,000		

### Growing Landscape "Abandonment"



- In our semiarid climate, some supplemental irrigation is necessary to support a healthy, resilient <u>built</u> landscape – even natives
- Roughly 25% of residential landscapes were not watered in 2014 up from about 10% in 2001
- This is a generally localized to lower income areas of the city – but not exclusively
- New programs of policies may be needed to address this issue



### Newer Homes vs. Older Homes





\*Post 2000 construction changes are from 2006 to 2014

#### 2015 Water Use Efficiency Plan Objectives



- Develop and maintain collaborative relationships that encourage efficient water use
- Address inefficiency in the commercial sector using benchmarking, comprehensive use evaluations, and strategic incentives
- Reduce inefficiency through effective pricing, incentives, education and distribution system water loss programs
- Meet planned demand targets to ensure system reliability while also fostering and a healthy, valuable and resilient built landscape

