

Planning for long-term increases in water demand is a tricky business. Couple that with the state water use efficiency requirements and you need all the help you can get to plan accurately for the future, meet your efficiency goals and avoid harmful revenue loss. The Partnership for Water Conservation and the Alliance for Water Efficiency are sponsoring this workshop to acquaint you with an exciting new tool developed by the Alliance. This Tracking Tool evaluates the water savings, costs and benefits of water conservation programs, and does it specifically for your utility. In addition to providing a standardized method to calculate water savings and benefit-cost accounting, the tool includes a library of pre-defined conservation activities to help you build an effective conservation program. The tool comes in an easy-to-use Excel spreadsheet. Come learn how you can use the tool to plan more accurately and effectively.

## What the Tool Can Do For You

- COMPARE** alternative conservation measures in terms of their water savings potential, impact on system costs and potential benefits to utility customers.
- DEVELOP** a long-range conservation plan specific for your needs. You can construct conservation portfolios containing up to 50 separate conservation program activities.
- TRACK** the implementation, water savings, costs and benefits of actual conservation activities over time.
- EVALUATE** your utility's changing revenue requirements with conservation.

*This workshop will allow you to see how the tool works and what it can do for you. The tool is available FREE to all current members of the Alliance for Water Efficiency.*

## Who Should Attend?

### *Water Utility Employees*

Managers, water conservation planners and program implementers, and utility finance staff will all benefit from learning how the tool can predict water conservation effects on long-term costs and short-term revenues. Being able to collectively plan and evaluate groups of conservation programs will be important for long-term integrated resource planning as well as short-term drought management.

### *Government Officials and Staff*

Local elected officials, regulatory and municipal planning staff will learn how the tool can help them determine which water conservation programs can help them reduce long-term capital costs for their community.

### *Consultants*

Consultants can use the tool to work with their clients to make more informed planning decisions.

### *Concerned Citizens*

What could your utility do to save water, protect local water supplies and save on long-term costs? Understanding the issues will help you better protect our precious water resources.

## Our Keynote Speaker

**Mary Ann Dickinson** - is President and CEO of the Alliance for Water Efficiency, a national nonprofit organization dedicated to the efficient and sustainable use of water. With over 35 years of experience in water and natural resources, Mary Ann is familiar with the issues facing water resource planners. She conceptualized the format of the model to specifically address those needs.

# Using the AWE Tracking Tool



*Evaluate water conservation programs*

*Avoid revenue loss*

*Assess utility benefits*

**February 3, 2010**  
*Legion Hall - Everett*

**February 4, 2010**  
*Lacey Community Center*

**9:00 a.m. - Noon**

**This Workshop is Sponsored by:**



# Using the Alliance for Water Efficiency Tracking Tool

## Dates & Locations:

**Wednesday, February 3, 2010**

*American Legion Hall  
145 Alverson Blvd.  
Everett, Washington 98203*

**Thursday, February 4, 2010**

*Lacey Community Center  
6729 Pacific Avenue Southeast  
Olympia, Washington 98503*

.....  
**Cost:** *PWC/AWE Members \$30  
Non-members \$40*  
.....

## Agenda

- 8:30 Registration
- 9:00 Using the Tracking Tool  
- Mary Ann Dickinson
- 10:30 Break
- 10:45 Workshop Resumes
- Noon Workshop Adjourns

## Workshop Registration

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Additional registrants if registering more than one person/organization:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Please register me as follows:

### Wednesday, February 3rd Workshop in Everett

\_\_\_\_\_ Workshop attendee(s) @ \$30 PWC/AWE member rate = \$ \_\_\_\_\_

\_\_\_\_\_ Workshop attendees(s) @ \$40 Non-member rate = \$ \_\_\_\_\_

### Thursday, February 4th Workshop in Lacey

\_\_\_\_\_ Workshop attendee(s) @ \$30 PWC/AWE member rate = \$ \_\_\_\_\_

\_\_\_\_\_ Workshop attendees(s) @ \$40 Non-member rate = \$ \_\_\_\_\_

Total registration costs = \$

Check is enclosed  Please invoice me

PO# (if needed): \_\_\_\_\_

Please make check payable to:

### Partnership for Water Conservation

Mail registration & payment to:

**Partnership for Water Conservation  
PO Box 3621, Seattle, WA 98124-3621**

Questions? Call: (206) 957-2199.

*Cancellation Policy: cancellations will be accepted through February 1st.*