



Austin Water Conservation Program Overview

City of Sunset Valley

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About Austin Water

- 100% surface water from Lower Colorado River
 - Firm water rights backed by stored water contract up to 325,000 acre-feet
 - Prepayment agreement up to 201,000 acre-feet
 - 2016 withdrawal ~ 137,000 acre-feet
- Large metropolitan utility
 - ~ 548 sq miles
 - ~ 223,000+ connections
 - ~ 3,807 miles of mains
 - ~ 1,000,000 customers
 - ~ 1,100 employees



Conservation Program History

- Started in early 1980s
- Expanded in mid-90s with focus on consumer incentives & household conservation
- 2006-2007 Task Force renewed interest
 - Reduce Peak Use by 1% year over 10 years (25 MGD)
- 2009 Resolution & Citizen Task Force
 - Reduce average use to 140 GPCD by 2020
- Delay LCRA payment trigger
 - Savings of \$10-15 million annually
- ~28% reduction in five year rolling average GPCD (FY 06 – FY 16)

Consolidated Program Goals

- 2013 review and consolidation of various goals and recommendations from city council resolutions and conservation task forces
- Collaborated with RMC on three strategic goals:
 - Reduce average consumption to 140 GPCD by 2020
 - Reduce peaking factor to 1.5 by 2035
 - Delay raw water payment trigger as long as possible
- Captures three areas of conservation benefit – pumpage & treatment, future capacity, raw water supplies

Key Program Elements

- **Incentives**
 - Gradually decreasing focus
- **Education**
 - Capitalizing on drought awareness
- **Regulation**
 - Increasing importance over time
- **Pricing**
 - Effective, but with consequences
- **Reuse**
 - 1.5 BG/yr growing to 5.5 BG/yr
- **Operations**
 - Loss & leakage controls



Program selection

- Supports conservation goals
- Acts as an incentive (vs. “free ridership”)
- Provides comparable benefit to rate payers
- Cost-effective
- May also consider
 - Data needs
 - Hard to penetrate market
 - Increase public awareness
- Exceeds code requirements
- Customer behavior/response



Rebates & Services

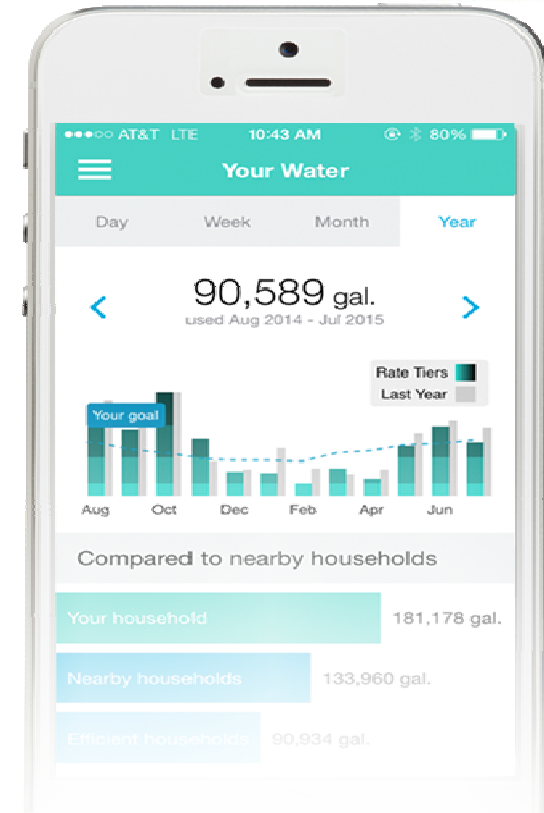
- Incentive Programs
 - Rainwater Harvesting
 - Irrigation System Upgrades
 - Landscape conversions
 - Pressure Reduction
 - Commercial Process Rebates
 - Irrigation Evaluations
- Free Equipment
 - Showerheads & Aerators, Tree Gators, Soil Moisture Meters
 - Drought Toolkit
- **Discontinued**
 - Toilets, clothes washers, hot water on demand, rain gauges, ICI/MF irrigation repairs



Public Education & Outreach

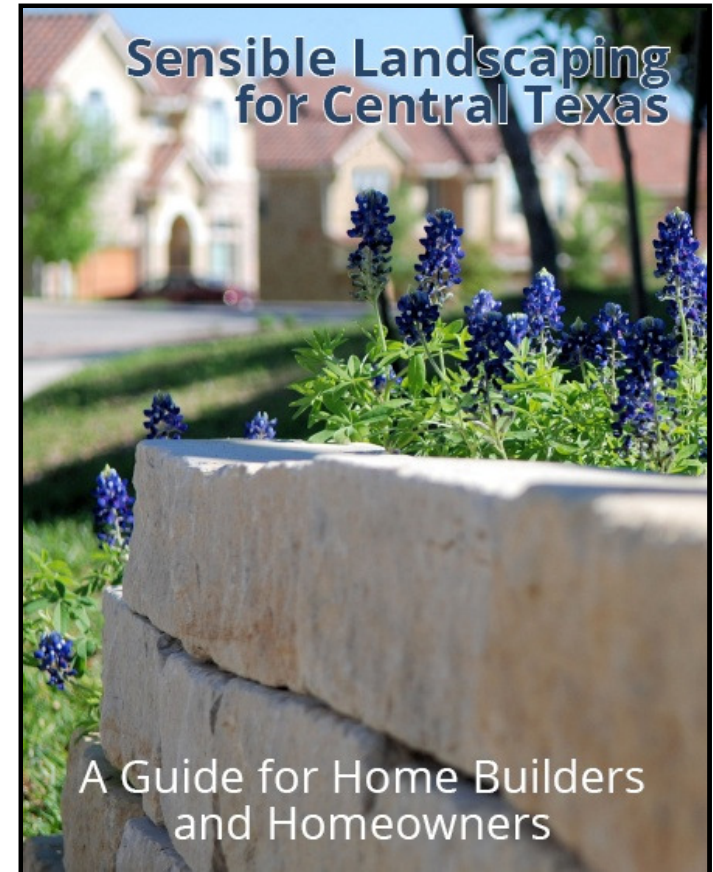


- Dropcountr home water use report
- Events/booths
- School presentations and mobile classrooms
- Technical workshops and e-newsletters
- Regional Networking
 - CTWEN, TAWWA, Region K, LCRA Firm Customers, LCRA Partnership Agreement, WCAC



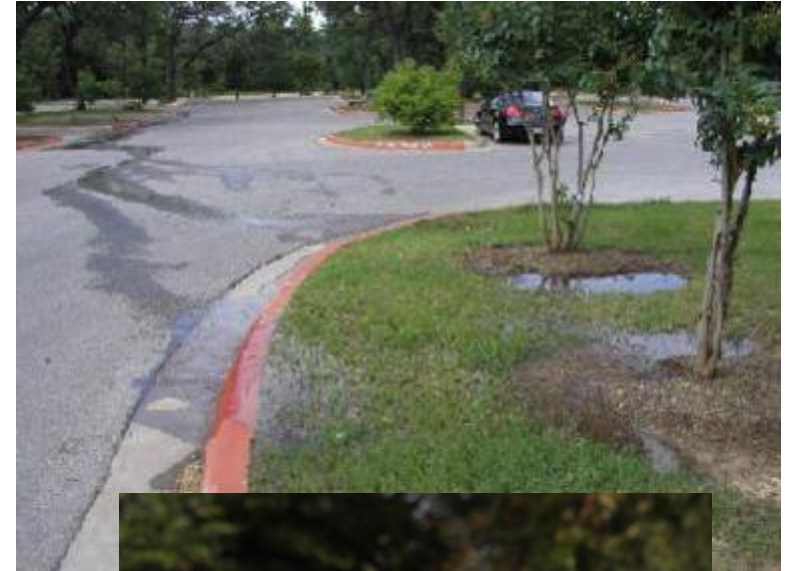
New Development Regulations

- Plumbing code requires efficient household and commercial equipment and irrigation systems
- Working with City departments to refine landscaping requirements and implement low-impact design
- Commercial development near reclaimed water mains must connect for non-potable uses
- Mandatory A/C condensate recapture (in progress)



Water Use Restrictions

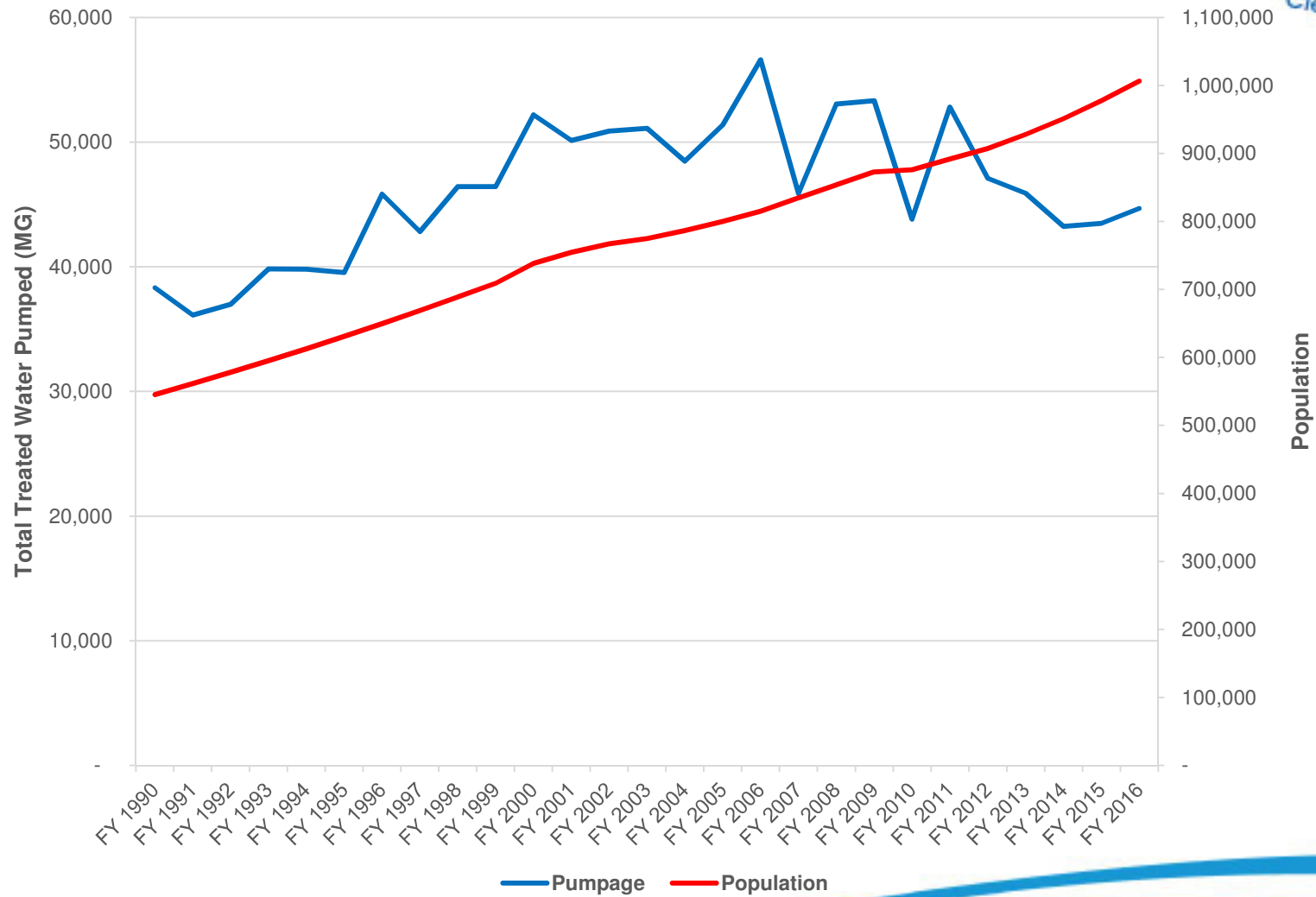
- Mandatory, year-round watering restrictions
- Water waste prohibited
- Additional restrictions triggered by supply or demand conditions
- Biennial irrigation inspections for properties over 1 acre
- Car wash certification required
- Fines from \$25-\$500 per violation



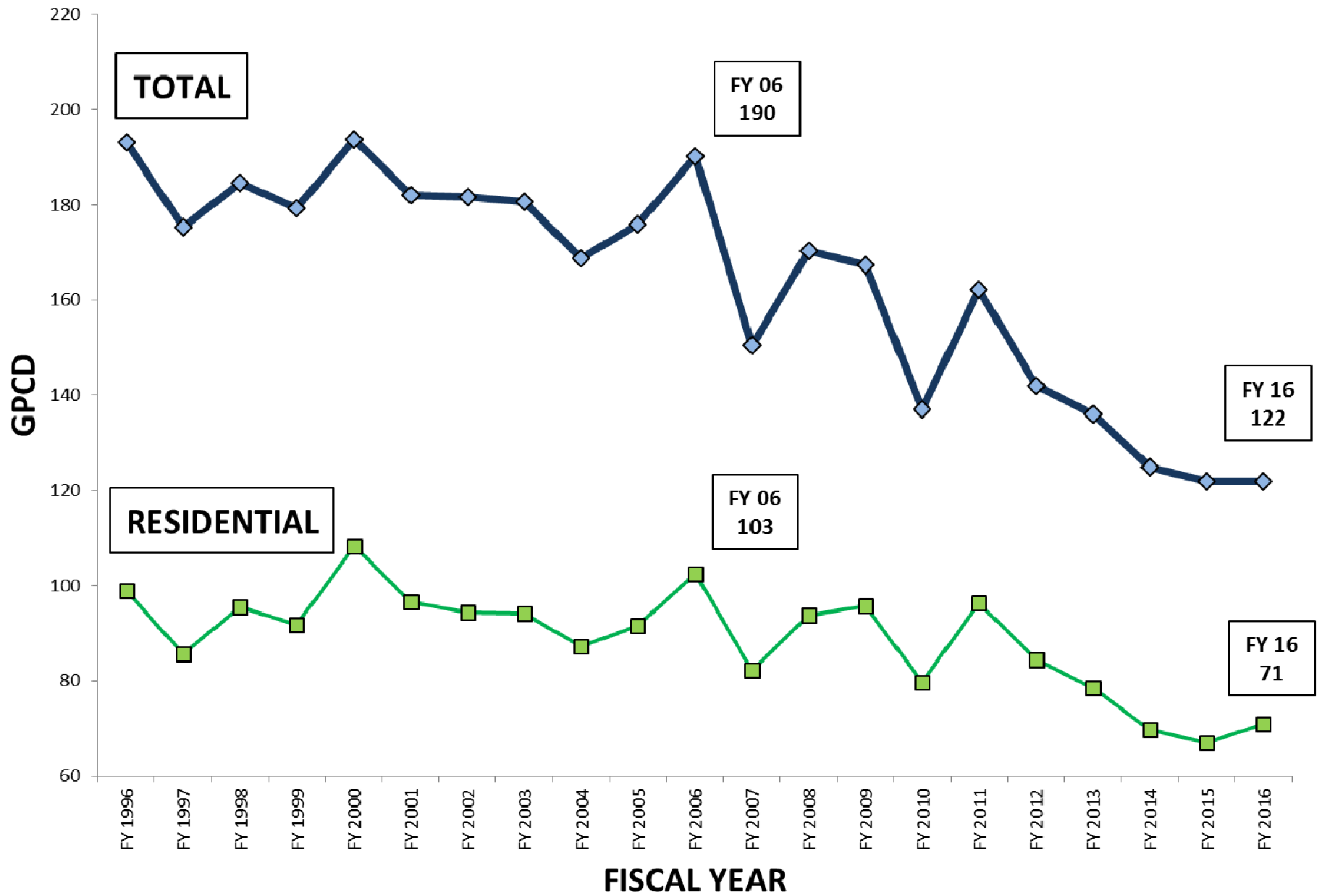
Water Rates

- Austin has one of the most steeply tiered inverted block rates in the nation for residential customers
- Commercial customers have seasonal rates
- City Council policies have focused on rate increases by percentage, resulting in steeper tiers and low-use subsidies
- Conservation has reduced high use
- ~ 67% of customer usage was below cost-of service in 2015
- Drought rates added in 2015 for Stages 3 and 4
- New Cost of Service study underway

Austin's Water Demand and Population



WATER USE - GALLONS PER CAPITA PER DAY (GPCD)





Looking Forward

- Water Forward Task Force
- CodeNext
 - Green Infrastructure Working Group
 - Sustainably Managing our Natural Resources
- National Blue Ribbon Commission for Onsite Water Systems





Questions?

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