

Advancing Conservation Goals; The San Antonio Water Story

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What Is Your Water Story?



San Antonio Water Story



- **Rapid Growth;** 20,000 new people every year
- **Geography;** dry periods and dramatic rain events
- **Regulation;** 50% severe drought supply cuts possible
- **Economic;** Conservation less expensive than new supplies

Early Choices Led to Sustainability

First water supply plan included conservation as a supply

Sierra Club files class-action suit over pumping

By JERRY NEEDHAM
AND STEFANIE SCOTT
EXPRESS-NEWS STAFF WRITERS

The Sierra Club has sounded the bell for Round 2 of litigation over endangered species living in Edwards Aquifer waters, filing a class-action lawsuit against San Antonio and all aquifer pumpers.

The suit filed late Monday in federal court in Midland asks for court-ordered pumping limits to protect endangered species.

With aquifer levels dropping and the summer still ahead, the environmental group's lawsuit throws the aquifer, San Antonio's sole source of drinking water, back into federal court.

"What is at issue here is not simply the survival of several endangered species, but also the future

Complete weather/8C

of much of Central and South Texas," said Ken Kramer, director of the Lone Star Chapter of the Sierra Club.

"Keeping lawns green during a drought is not as important as the survival of species that preceded us on Earth by millions of years," he said. "We share the same resources they do. If these species can't survive, then our way of life is threatened also."

San Antonio Mayor Bill Thornton said he was saddened and angered by the suit, warning of broad consequences that could disrupt lives and the regional economy.

"The Sierra Club has flipped the switch and created a terribly, ter-

■ See SIERRA/8A

Crisis Plan Success

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The severe drought has put San Antonio in the national spotlight this summer. Many of the stories focus on how San Antonians work together to save water.

"San Antonio... is enduring its driest 23-month period... the city's not just sitting around, though."

Associated Press

"With water a precious commodity... San Antonio residents are doing their part to guard against waste."

Good Morning America

"To solve Austin water woes, look to San Antonio."

Austin American-Statesman

By working together to follow drought restrictions, San Antonians have cut up to 100 million gallons per day from the city's water needs. For that, San Antonio, you've earned a hearty, "Thanks! And keep up the good work!"

Get the message? Save water.

saws.org
704-SAWS (704-7297)



Conservation Strategies

Diverse program mix to achieve results each year

Education & Outreach

- Partnerships, events, workshops, site visits, e-newsletter, performance contracts, advertising, PR

Reasonable Regulation

- Addresses efficiencies in MANY uses of water

Financial Investment

- Capital program, tiered rate structure, rebate programs, free products and customer Consultations

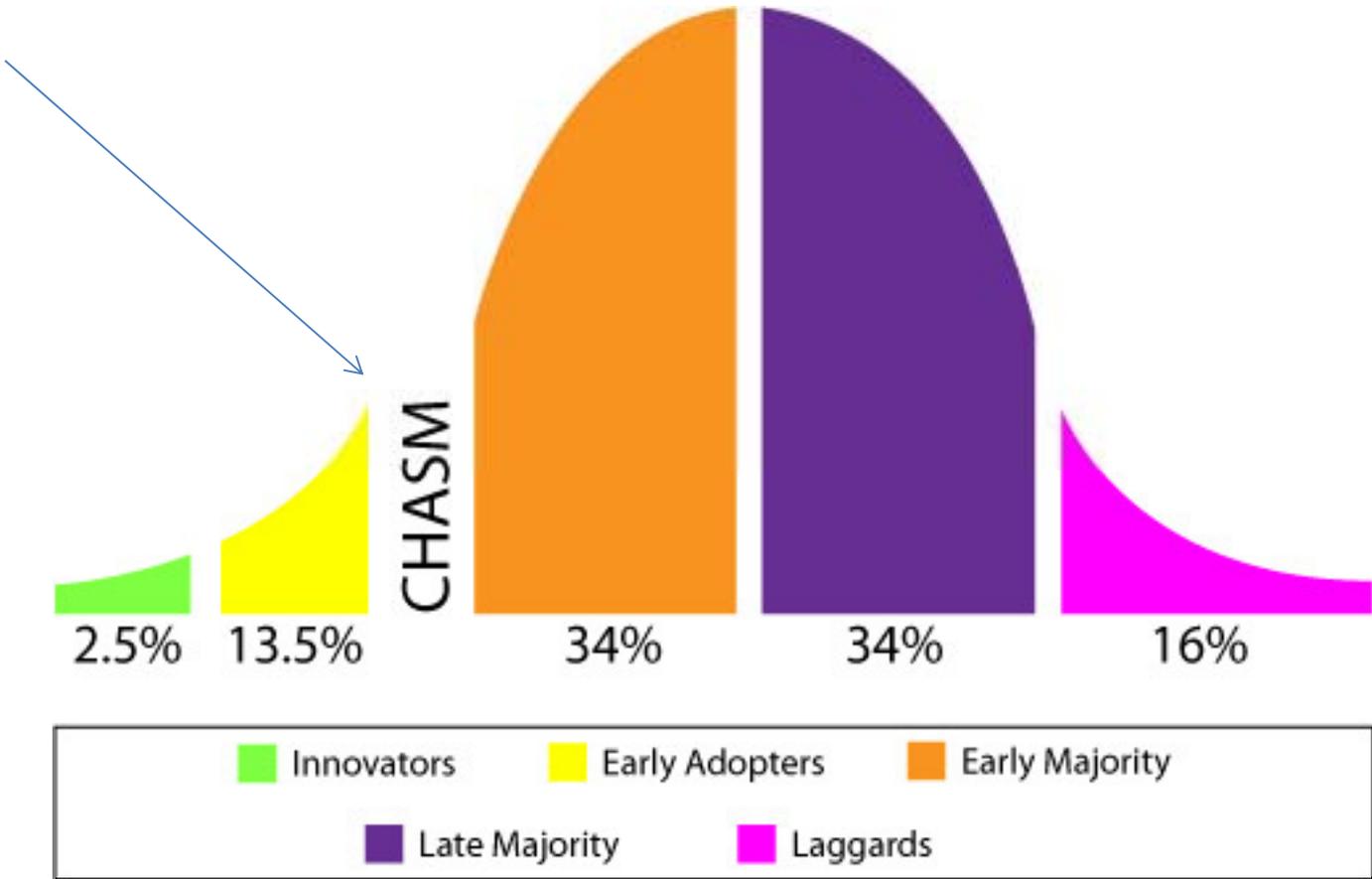
Key: Programs offered for every water user



Programs Accelerate Change

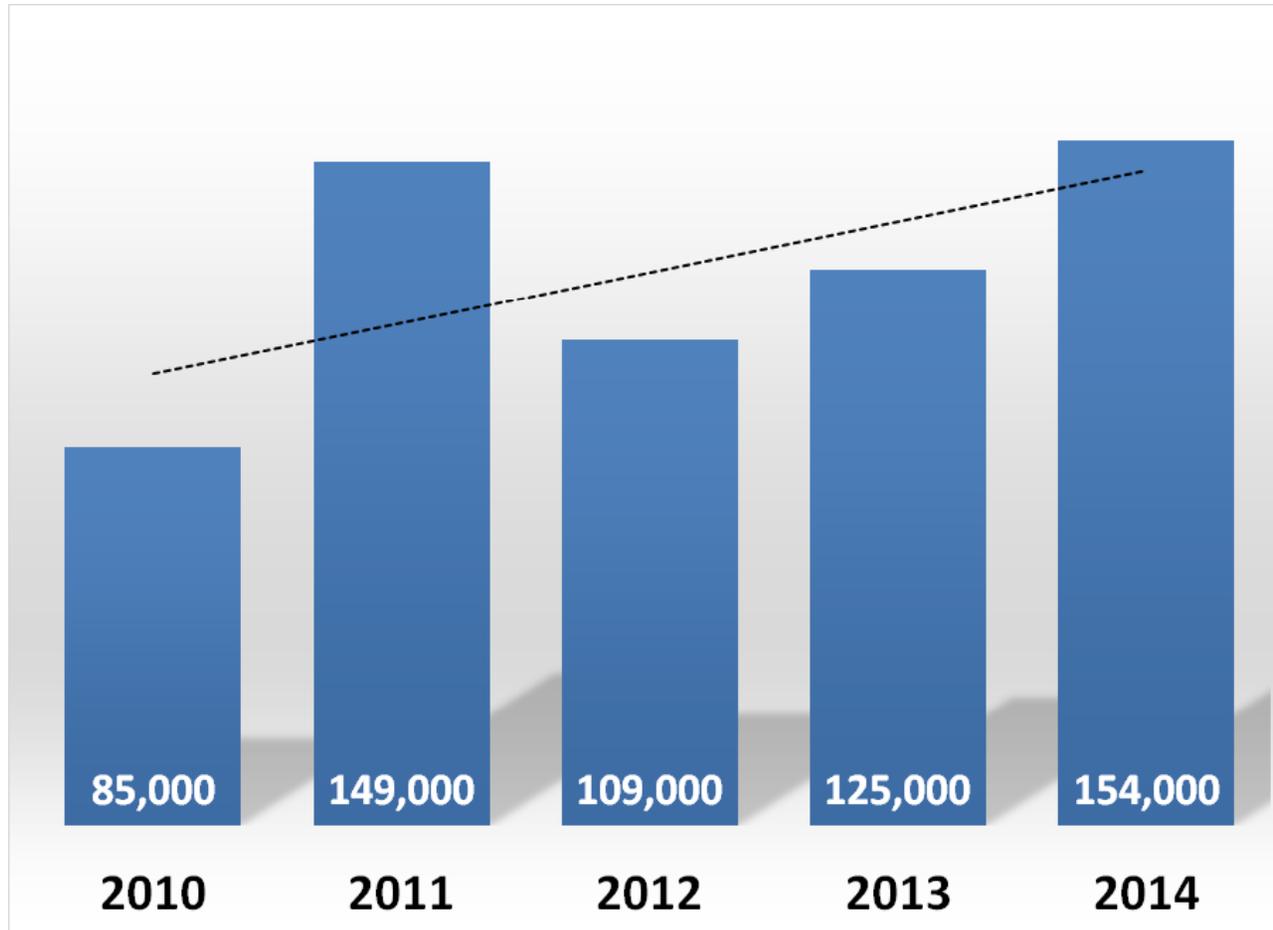
Education, Incentive or Regulation

programs



Conservation Ethic Person to Person

How many people receive conservation services each year?



- Conservation Consults
- Workshops
- Rebates
- Presentations
- Education Events

Neighborhood Partnerships

Visit 10% of homes in target neighborhood



- Direct mail; with HOA
- 16 “Neighborhood Sweeps” in 2015
- Efficiency = Easy Sell
- “Custom Conservation Incentive”
 - Cash check offer
 - Incentive based on gpm of irrigation system

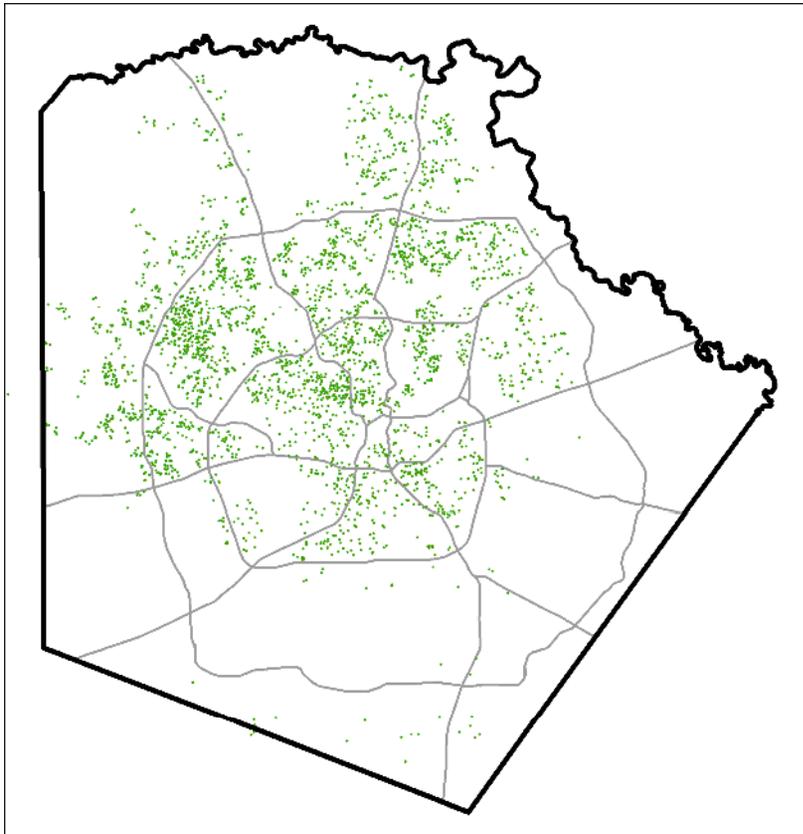
Financial Incentives Work for Residential & Commercial

Commercial = 20% Annual Savings

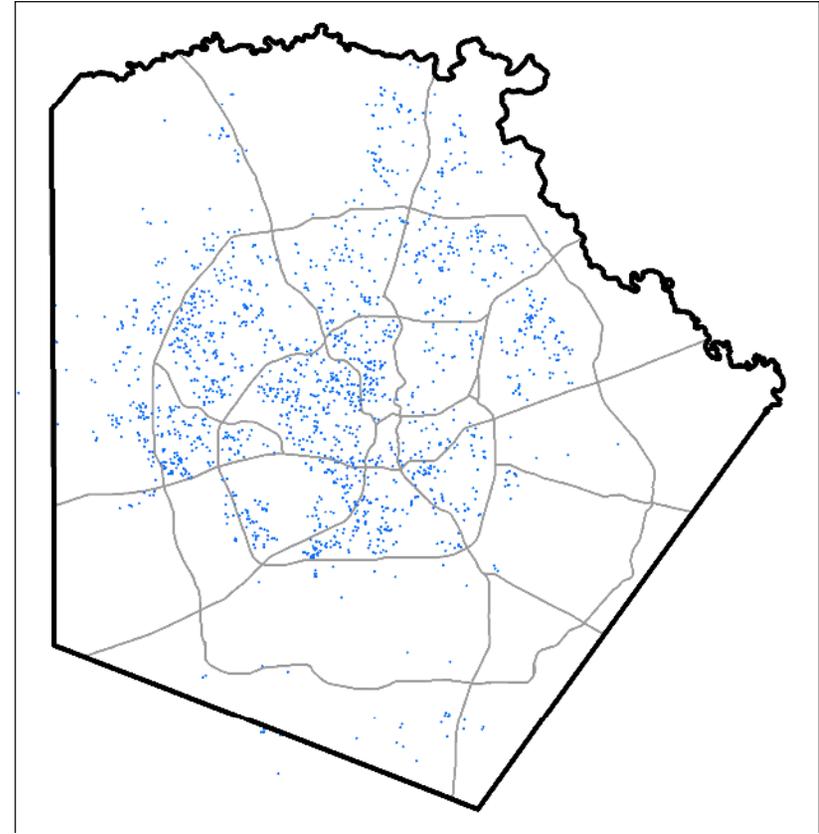


Homes replace 2 million sq. feet of grass!

Landscape Coupons for 3,000 homes



Patio Coupons for 2,000 homes



Participation growing 20-40% per year.

Reasonable Regulation

Negotiated water efficiency is good for business

- Car Washes
- Pool Industry
- Landscape Industry
- Cooling Towers
- Indoor Plumbing
- Commercial Washing Machines

1. Educate
2. Use Incentives
3. Agree on Regulation

Move on to next
challenge!



Questions?

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