

# ARIZONA WATER EFFICIENCY: Using All the Tools

**Binational Water Conservation  
& System Efficiency Conference  
November 9, 2009**

**Val Little, Director**

**Water Conservation Alliance of Southern Arizona**  
University of Arizona  
College of Architecture and Landscape Architecture



## What is **Water CASA?**



**Regional water providers (both public and private), municipalities, and agencies seeking to augment their individual conservation efforts.**

## CONSERVATION TOOLS

**Public Information/Education**  
**Incentives**  
**Public Policy**  
**Rates**  
**Research**  
**Technology/Industry Stds.**  
**Reuse /Recycling**  
**Leak Detection**

## CONSERVATION TOOLS

### PUBLIC INFORMATION/EDUCATION



**Public Education**  
**Public Awareness**  
**Training and Certification**

# CONSERVATION TOOLS

## INCENTIVES

**Regulatory**  
**(tax credits)**

APPLICATION FOR INDIVIDUAL INCOME TAX CREDIT FOR INSTALLATION OF A WATER CONSERVATION SYSTEM

**Please Print**

Individual Applicant First Name	Last Name
Individual Applicant Address Number and Street or PO Box	
City	State ZIP Code
Individual Applicant (Spouse) Phone Number	
Social Security Number	
Address of residence at which the water conservation system was installed	
Date on which the water conservation system was installed	
Cost of the water conservation system	
taxable Year for which you are requesting a Credit Certification	

If you received a Credit Certification for a water conservation system installation in a prior taxable year, provide the Certificate Number here.

I have completed this application. I am not a dependent of any other taxpayer. I certify that I am an Arizona resident when the water conservation system was installed in my residence. If the credit is for a residential groundwater water conservation system and installation, I certify that the system complied with laws enacted by the Arizona Department of Environmental Quality that relate to the recovery and recharge of groundwater. Under penalty of perjury, I declare that to the best of my knowledge and belief, this information is true, correct and complete.

COPIES OF RECEIPTS FOR PURCHASE AND INSTALLATION OF SYSTEM, WITH DATE OF INSTALLATION THEREON, MUST BE ATTACHED TO THIS APPLICATION.

Signature \_\_\_\_\_ Date \_\_\_\_\_

This application should be mailed to the following address:

Georganna Meyer, Chief Economist  
Office of Economic Research and Analysis  
Arizona Department of Revenue  
P.O. Box 20288  
Phoenix, AZ 85028

If you have questions regarding completion of this form, contact Georganna Meyer at (602) 716-6227.

ARIZ-10-2010

# CONSERVATION TOOLS

## INCENTIVES

**Educational**  
**(workshops,**  
**training,**  
**audits)**



## CONSERVATION TOOLS

### INCENTIVES

**Financial**  
(rebates,  
replacements,  
also  
disincentives)



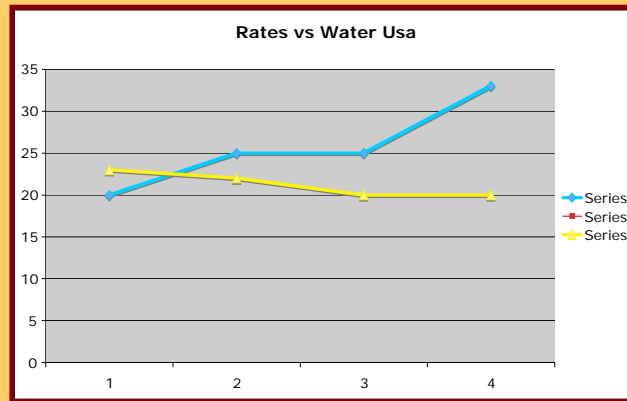
## CONSERVATION TOOLS

### PUBLIC POLICY

FEDERAL  
STATE  
COUNTY  
CITY  
UTILITY

# CONSERVATION TOOLS

## RATES



# CONSERVATION TOOLS

## RESEARCH



Actual water savings

Costs to save an Acre Foot of water

## CONSERVATION TOOLS

### RESEARCH

**REUW** Residential End Uses of  
**Water** AWWA 2002

**Dual Metering Project**



## CONSERVATION TOOLS

### TECHNOLOGY & INDUSTRY STANDARDS

**EPA WaterSense**  
**MaP Testing**  
**Structured Plumbing**  
**IAPMO**  
**Green Plumbers**

## CONSERVATION TOOLS

### REUSE & RECYCLING

**Reclaimed  
Water,  
Harvested  
Rainwater,  
Graywater  
Reuse**



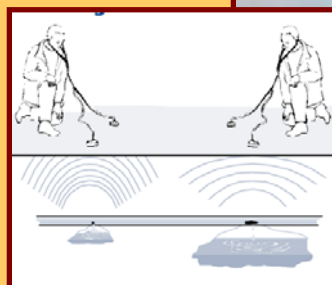
## CONSERVATION TOOLS

### LEAK DETECTION

**Individual  
Customers**



**System**



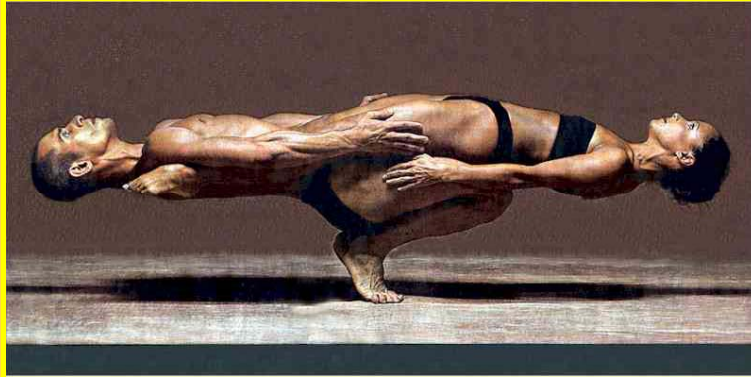
## **USE ALL THE TOOLS !**

**Public Information/Education**  
**Incentives**  
**Public Policy**  
**Rates**  
**Research**  
**Technology/Industry Stds.**  
**Reuse /Recycling**  
**Leak Detection**



# NON-TOOL CONSERVATION STRATEGIES

## Partnerships



# NON-TOOL CONSERVATION STRATEGIES

## Advocacy



**Not  
IDEAL**

**IDEAL!**

## FUTURE SCENARIOS ?



## FUTURE SCENARIOS

**All outdoor water use exclusively from 3 sources: reclaimed water, harvested rain water and residential graywater.**

## **FUTURE SCENARIOS**

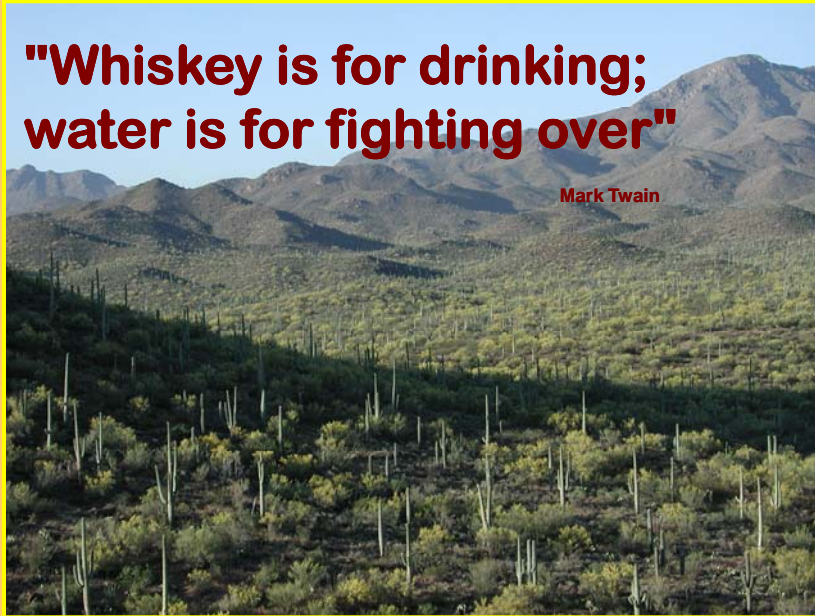
**When sold,  
existing homes will be  
required to be retrofitted to  
100% of new home  
standards.**

## **FUTURE SCENARIOS**

**Justify additional  
conservation efforts fiscally,  
environmentally, and socially  
(triple bottom line) and  
weigh against engineered or  
acquisition solutions.**

**"Whiskey is for drinking;  
water is for fighting over"**

Mark Twain



**Water CASA**

**WWW.WATERCASA.ORG**

**Thank you!**



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