

WCAPP

Water Conservation & Protection Program

DuPage Water Commission

2011 Annual Report



Message from the Manager of Water Operations

The past year was an exciting year for DWC and our WCAPP! Our staff at DWC had the privilege of attending many community events and continuing to raise awareness of water conservation in DuPage County. One of the highlights of 2011 was the DuPage Environmental Summit. It was exciting to see the communities in DuPage County come together to focus on local water conservation and stewardship. Additionally, more utilities have completed Water Conservation Pledges and several municipalities have passed resolutions in support of WCAPP and water conservation. We have seen continued growth in the Rain Gauge and Landscape Irrigation program as more residents have purchased and installed rain barrels at their homes. As you can see, 2011 was a great year for the WCAPP!

Looking forward to 2012, we hope to continue to build momentum for water conservation in DuPage County. We are excited to grow the program through more outreach to DuPage County's youth and adults involved with WCAPP's mission through water conservation contests and through continued attendance at community events. Each year we are moving toward our goal of reducing per capita water usage by 10% in 10 years. Thank you for helping make our goals for water conservation a success this year! We look forward to continuing to work together in 2012!

Sincerely,

Terry McGhee

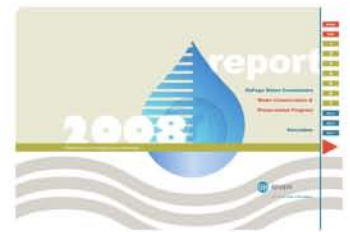


The PURPOSE of the DuPage Water Commission's water conservation plan is to provide all water users in DuPage County with a consistent message about water conservation and provide DWC customers with the tools needed to be good stewards of the region's finite water supply.

In addition, the DWC has adopted as its WATER CONSERVATION GOAL a commitment to be the regional leader in promoting water conservation actions that will reduce per capita water use among DWC member utilities by 10% within the next 10 years.

2011 WCAPP Progress Overview

DuPage Water Commission (DWC) completed the third implementation year of its Water Conservation and Protection Plan (WCAPP) for water users in DuPage County and had an outstanding year of advancing the program toward its goal. DWC has been committed to communicating and advocating its mission through public education activities, participation in community events, and direct collaboration with member utilities during 2011. All of the activities are elements of the effort to achieve a 10% reduction in overall per capita water use by DWC water users over 10 years. A copy of the WCAPP Report that describes the program in detail can be found on DWC's conservation website www.preservingeverydrop.org. DWC presents this annual report to highlight the program's successful progress and accomplishments in its third year of implementation.



Highlights from the year include:

2011 Milestones/Achievements

- Over 30% of the member utilities have handed in resolutions supporting the WCAPP;
- 65% of the member utilities have completed Utility Water Conservation Pledges;
- Every member utility has a designated conservation coordinator; and
- Over half of the member utilities have a rain barrel display.

DWC Event Participation in 2011

The greatest success of the WCAPP has been through the visibility achieved by DWC staff's participation at community events since the start of the program. The past year continued this effort with DWC's participation at the following events:

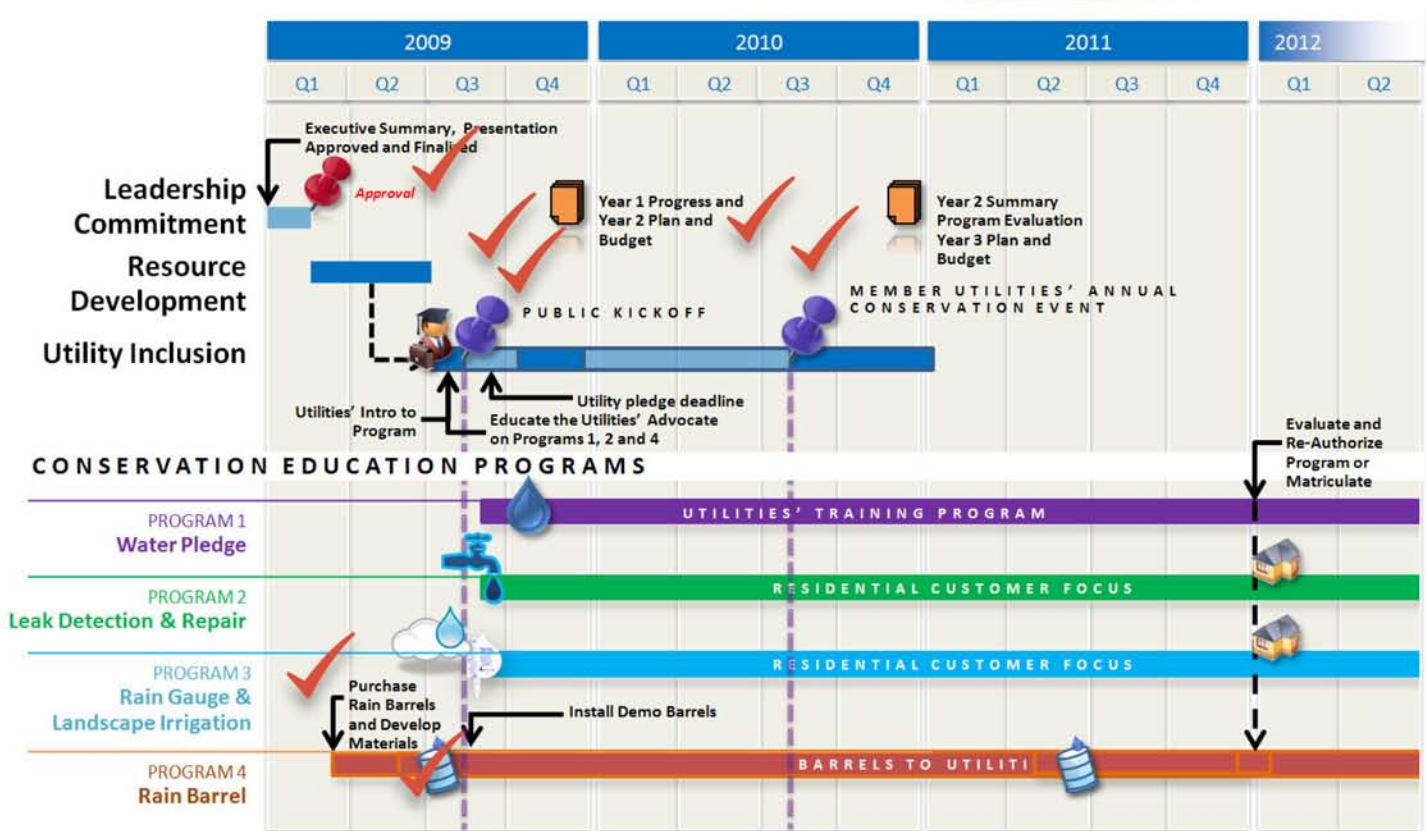
- Cantigny Green Fair
- June DuPage Teachers Visit DWC
- Party for the Planet at Cosley Zoo
- Earth Celebration Event at DuPage County
- Earth Day at Argonne National Laboratory
- February DuPage Teachers Visit DWC
- Environmental Summit-DuPage Water Commission Preserving Every Drop Program Presentation

WCAPP Elements Update

The WCAPP is comprised of four main initiatives (Leadership Commitment, Utility Inclusion, Conservation Programs, and Resource Development and Distribution) that engage stakeholders, create a comprehensive approach to water conservation and focus primarily on residential customers, who account for over 70% of DWC water demand. The following section outlines the status of the WCAPP elements. The implementation schedule, below shows the WCAPP progress and tracks the program's achievements as of the end of 2011.

Implementation Schedule and Year 3 Progress

DUPAGE WATER COMMISSION WATER CONSERVATION & PROTECTION PROGRAM SCHEDULE



Leadership Commitment

The WCAPP received the full support of DuPage County leaders in 2009 and DWC strived to maintain ongoing communication and coordination with leadership throughout 2010 and 2011.

Member utilities and their leadership have also been successful in utilizing the resources that were developed as part of the WCAPP, including communication templates and educational flyers, by posting the resources in public buildings and utility offices; distributing youth-focused activity sheets for outreach events; and using model ordinances and resolutions for utility administrations in their development policy.

Beyond the member utilities, DWC continues to work toward being a leader for water conservation in Northern Illinois. The initial successes of the WCAPP have inspired other local groups to take action too. Lake County and the City of Springfield –Water & Energy Department have begun to use DWC's templates for educational materials about water conservation. Additionally, the Illinois Section of the American Water Works Association, the City of Springfield –Water & Energy Department, and the Illinois-Indiana Sea Grant Program have purchased water conservation tools and educational items through our partner, Eco Promotions, Inc.

Utility Inclusion

Because of their direct interaction with the residents of DuPage County, the partnerships with DWC member utilities have been a key aspect of the success of the WCAPP to date. At the end of 2011, each DWC member utility had designated a water conservation coordinator for the implementation and execution of the conservation program elements. These coordinators make communication and coordination with DWC more streamlined.

The member utilities were each asked to submit a “Utility Water Conservation Pledge” to DWC. Over 65% of the member utilities have completed their pledges. The member utilities that that have pledged are:

- Argonne
- Carol Stream
- Darien
- DuPage County
- Glendale Heights
- Hinsdale
- Itasca
- Lisle
- Lombard
- Naperville
- Oakbrook Terrace
- Roselle
- Villa Park
- Westmont
- Wheaton
- Woodridge

The utilities that have passed a resolution supporting the program are:

- Bloomingdale
- Carol Stream
- DuPage County
- Elmhurst
- Glendale Heights
- Itasca
- Westmont
- Woodridge

Conservation Education Programs

As planned, in 2011, the education and public outreach programs defined in the WCAPP continued to focus on four original initiatives: a Water Pledge, Toilet Leak Detection, Rain Gauge/Landscape Watering, and Rain Barrel Education. These programs focus on educating the public about indoor and outdoor water conservation practices and strategies. To date, over 15 communities have picked up rain barrels provided by DWC and some of these communities have installed working demonstrations of the rain barrel.

The most effective method of conservation program promotion has proven to be the face-to-face interaction through participation in community and member utility events. DWC attended, presented, and participated in a multitude of events this year and successfully promoted WCAPP and the ‘Preserving Every Drop’ Programs. This event participation is highlighted in the following sections.



DWC's dual-flush toilet display



DWC's life-size rain barrel display

2011 WCAPP Activities

Community outreach is an important part of WCAPP's water conservation goals. Residents who are educated on water conservation can take simple actions to decrease water use in DuPage County. Event participation and presentations provide excellent venues to educate various types of community groups and inform them of DWC's progress.

DuPage Environmental Summit

DWC participated in the Eighth Annual DuPage Environmental Summit on January 5, 2011 as an exhibitor and presenter. The topic for the summit was “Until the Last Drop: Water Conservation in DuPage County” inspired by the WCAPP and its message. The summit focused on local efforts to conserve, preserve, and reuse water in an effort to educate attendees about water conservation and how to be actively involved in conserving water.

Terry McGhee and Jenessa Nesbitt presented during the event on the background and purpose of the WCAPP. Everyone who saw the presentation received helpful, concrete tips on how to make simple changes in their daily lives that help conserve water including fixing leaks, taking shorter showers, replacing older toilets and monitoring lawn watering.

DWC also hosted a booth which provided attendees an opportunity to see the rain barrel and dual-flush toilet displays and to pick up the information developed on toilet leaks, lawncare and indoor/outdoor water use. Attendees who visited the booth were also able to pick up a water quiz, shower timers, rain gauges and toilet leak detection tablets.



Teachers were given a guided tour.

Event Participation

In addition to participation at the DuPage Environmental Summit, DWC staff attended community events to continue to raise awareness of the WCAPP's mission and to educate residents on conservation measures. This continued participation at events is vital to the success of the WCAPP. The 2011 events included:

- Earth Day at Argonne National Laboratories
- Cantigny Green Fair
- DuPage County Earth Celebration Event
- Party for the Planet at Cosley Zoo

DWC Water Conservation Coordinator, Jenessa Nesbitt, attended each of these events where she handed out toilet leak detection tablets, shower timers, rain gauges and informational pamphlets and educated participants on the WCAPP and the importance of water conservation. Event attendees were able to test their knowledge of water conservation by participating in water quizzes, games and activities as well.



Jenessa Nesbitt distributes water conservation tools at the DuPage County Environmental Summit.



Teachers who attended DWC workshops took knowledge of water conservation back to their classrooms.

Educational Presentations

DWC also hosted teachers in DuPage County in two workshops. These workshops gave the teachers the opportunity to learn about the history and operation of the DWC and the mission and goals of the WCAPP as well as tour the DuPage Pumping Station and the new LEED generator building. At the end of the workshops, teachers were able to take water timers, rain gauges, toilet leak detection tablets and other educational materials back to their classrooms to teach their students about what they had learned.



Terry McGhee discussing water conservation with an event participant.

Resource Distribution Summary

Finding ways to quantifiably measure progress is an important aspect of any program and DWC's partnership with Eco Promotions, Inc. has allowed the ability to track WCAPP-related purchases since the beginning of the program. The DWC is pleased to report that the education programs have been well received by member utilities and organizations throughout DuPage County. As is summarized in Table 1 on the right, thousands of educational items and water conservation tools have been purchased since the program's start.

The WCAPP also promotes the purchase of rain barrels through The Conservation Foundation's existing rain barrel purchase program. In 2011, The Conservation Foundation estimates that approximately 1,000 barrels were sold with about 65% of those being sold in DuPage County.



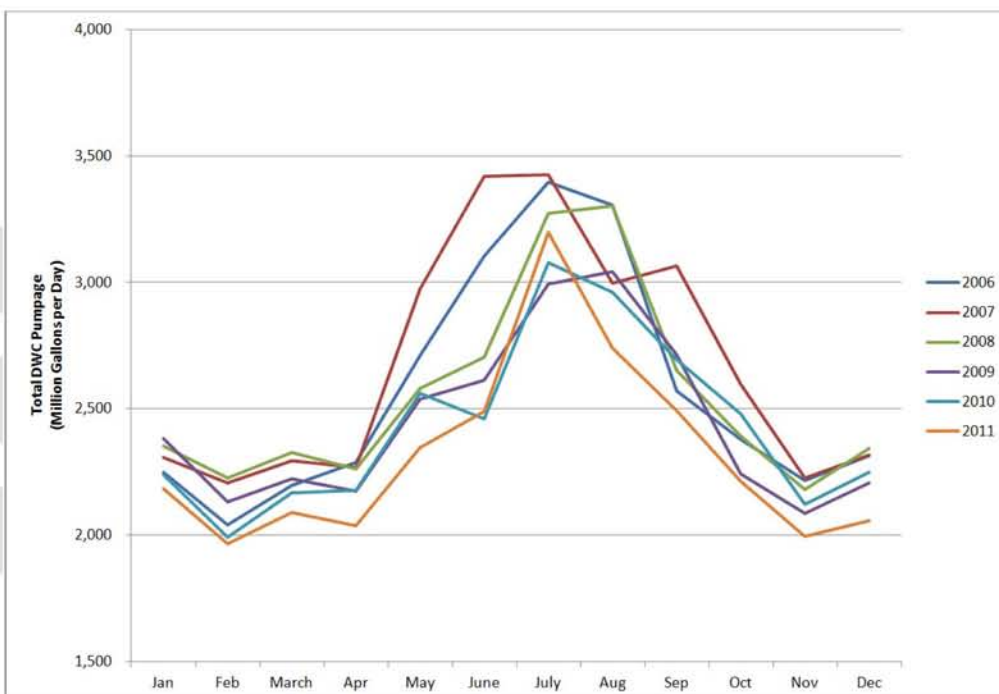
Visitors to the DWC WCAPP booth received information and tools to help them conserve water.

Table 1 - Summary of Purchased Educational Items through 2011

	Quantity Purchased by DWC	Quantity Purchased by Others	Total Purchased
Leak Detection Tablets	3,500	3,750	7,250
Bumper Stickers	95	0	95
Recycled Rain Gauges	2,300	600	2,900
Recycled Magnets	1,000	0	1,000
FSC Certified Toilet Leak Pamphlet	0	250	250
FSC Certified Indoor Water Use Pamphlet	0	250	250
Static Cling	0	500	500
Recycled 5-Minute Shower Timer	1,500	100	1,600
Stainless Steel Water Bottle	0	100	100
Water Wheel	0	250	250
Outdoor Water Use Pamphlet	0	250	250
Eco Home Water Kit	0	100	100

DWC Annual Pumpage Data

DWC member utilities' water use is shown below. This data is tracked as a way of beginning to measure water use and progress toward the goal to achieve a 10% reduction in overall per capita water use by DWC water users within 10 years. Annual review of the pumpage data will allow DWC to monitor and track the per-capita water use and overall trends of water use. This data will continue to be tracked for the duration of the program.



WCAPP goal is to reduce per capita water consumption by 10% in 10 years



WCAPP logo, featuring the tagline.

Spotlight on the Village of Glendale Heights

The WCAPP only gets stronger as more communities promote water conservation! We are excited to highlight our member utilities' commitment to water conservation!

The Village of Glendale Heights was one of the communities that exceeded expectations this year on taking action. In May, the Village Board passed a resolution in support of the WCAPP and an ordinance amending their building regulations to include rain barrels. In addition to these actions taken by the Village Board, Glendale Heights has supported water conservation efforts in several other ways:

- The Village included information about the benefits of rain barrels in the July/August newsletter to encourage residents to invest in water conservation.
- Kay McKeen, the Executive Director of the School and Community Assistance for Recycling and Composting Education (SCARCE), presented information about rain barrels and their environmental benefits at a Village Board meeting.
- The Village signed a Municipal Pledge for Water Conservation in April.
- The Village promoted the WCAPP's Residential Pledge for Water Conservation at the Village's EcoWalk and on the Village Website.
- Informational Pamphlets on toilet leaks are available for residents at the Water Billing counter, through the Public Services Water Department, and at EcoEvents.
- At the EcoWalk, the Village displayed a rain barrel to promote awareness and to educate Village residents about rain barrels.

The Village of Glendale Heights and all of its residents made a strong commitment to water conservation in 2011 and will continue to build on this commitment in 2012.

WCAPP 2012 Goals

The WCAPP promotes water conservation goals through education and increased awareness of water conservation efforts throughout the DuPage County. Greater education of the youth in DuPage County on water conservation will inspire future generations to take action toward water conservation.

The DWC plans to continue the Water Conservation and Protection Program in 2012 to move toward its goal of reducing water use per person by 10% in 10 years. In addition to a continued presence at community events, the WCAPP will be hosting two high school contests. Creating investment in water conservation with younger residents will help DWC to build on the momentum of the first two years of the WCAPP. The two contests will target different interests and methods to appeal to a broad group of students in our communities:

- **Video Contest:** The high school video contest is an opportunity for local high schoolers to get involved by creating 30 second videos about water conservation and protection in DuPage County. The videos will be posted on the DWC's website.
- **Rain Barrel Contest:** This contest will give students an opportunity to deepen their understanding of how rain barrels work. Students will design a rain barrel and, in the process, will see how rain barrels fit into the bigger picture of water conservation in DuPage County.



sustainability

“... the answer lies not in finding a single instant solution but in taking an incremental approach supported by market forces. Setting some objectives, doing what we know we can do, learning from experience, and then doing more.

This isn't an insoluble problem. We can find a solution. And we should **start now.”**

*Lord Browne
Group Chief Executive, British Petroleum
for the Council on Foreign Relations,
New York, 24 June 2004*



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