

# Water Conservation

Presentation to McHenry County  
Groundwater Protection Task Force

October 14, 2010

**Margaret Schneemann**  
Water Resource Economist

**Amy Talbot, LEED AP**  
Associate Planner



UNIVERSITY OF ILLINOIS  
EXTENSION

**Sea Grant**  
ILLINOIS - INDIANA



Chicago Metropolitan  
Agency for Planning

# *Water 2050: NE IL Regional Water Supply Plans*

- *Regional Water Supply Planning Group (RWSPG)*
- *Water demand forecasts to 2050*
- *Assess available supplies*
- *Evaluate/select management options*
- *Formulate recommendations*
- *Plan released in March 2010*
- *Plan Implementation!*



***Water 2050***

***Northeastern Illinois  
Regional Water  
Supply/Demand Plan***

March 2010

# McHenry County WRAP Goals

- **Public Use Recommendations**
  - Water Conservation Outreach and Education
  - Water Providers Maximize Efficiency (audits)
  - Implement Conservation Oriented Rates
  - Help Customers Maximize Efficiency
    - Indoor residential and domestic uses
    - Outdoor water uses
- **Landscape Irrigation Recommendations**
  - Education on proper and efficient landscape water use practices
  - Reduce summer peak use

# WaterSense Partnership

- Public Information Campaign
- Qualified products for rebate/replacement programs
- Contact information:  
**Cary McElhinney – EPA Region 5**  
**Website: [www.epa.gov/WaterSense/](http://www.epa.gov/WaterSense/)**  
**E-mail: [mcelhinney.cary@epa.gov](mailto:mcelhinney.cary@epa.gov)**  
**Phone: (312) 886-4313**



# Technical Assistance

- AWWA FREE Water Audit software
  - Recover water and revenue
  - [www.awwa.org/waterwiser/](http://www.awwa.org/waterwiser/)
- Alliance for Water Efficiency Tool
  - Cost and savings calcs. for efficiency measures
  - [www.allianceforwaterefficiency.org/](http://www.allianceforwaterefficiency.org/)
- Demand Forecasting
  - Establish ratemaking information, plan resource use, evaluate progress.
  - University of Illinois Project Coordinator  
[MSchneemann@cmap.illinois.gov](mailto:MSchneemann@cmap.illinois.gov)

# CMAP Technical Assistance

- Model Water Conservation Ordinance
- Regional Forums
  - October 22, 2010, 8:45-12:30 p.m.
  - New Challenges Facing Municipal Suppliers
  - RSVP: Maureen McNair at [mcnair@wildman.com](mailto:mcnair@wildman.com)
- Regional Conservation Coordinator
- Conservation Rates

# Getting Started with Conservation ...

- What does your community need?  
Conservation plan/water resource plan
  - AWWA Water Conservation Programs-A Planning Manual
  - US EPA Water Conservation Plan Guidelines
- Contact CMAP  
Amy Talbot  
Regional Conservation Coordinator  
[atalbot@cmapp.illinois.gov](mailto:atalbot@cmapp.illinois.gov)  
312.386.8646

# Conservation Revenue Impacts

- Conservation and rate interaction
  - Conservation Program + no water rate change
  - Water Rates = Conservation Program
  - Conservation Program + water rate change
- Conservation impacts capital investment timing
  - Decrease capital cost investment
  - What drives the peak?



# Programmatic Areas

## Conservation Rate Setting

- Provide technical assistance to utilities in designing, implementing, and evaluating conservation oriented rates
- Provide agency and stakeholder communication assistance.

## Lawn and Landscape Practices

- Promote and implement sustainable lawn and landscape practices.
- Disseminate via Extension's Master Gardner Master Naturalist program.

# Conservation Rates

## Designing Conservation Rates

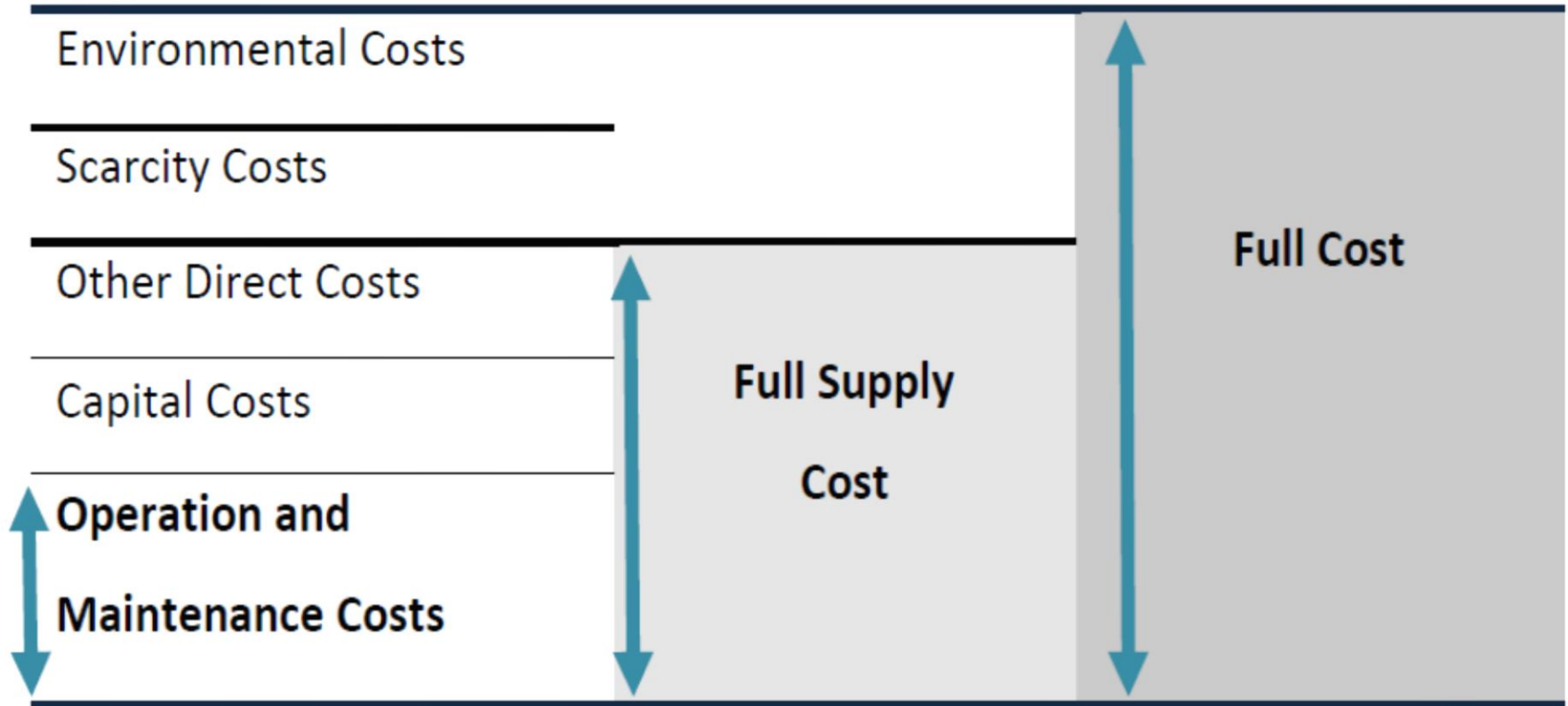
- Revenue requirements
- Cost of service
- Rate design and revenue management

## Evaluating Conservation Rates

- Demand analysis
- Financial and revenue analysis
- Customer bill analysis
- Selecting a rate structure

Implementing a conservation rate structure

# Conservation Pricing and Full Cost: The Implementation Challenge



# Conservation Water Rates

- AWWA Principles of Water Rates, Fees, and Charges
- Alliance for Water Efficiency Resources
- Illinois Rural Community Assistance Program
- Contact CMAP

**Margaret Schneemann**  
**Water Resource Economist**  
**[MSchneemann@cmap.illinois.gov](mailto:MSchneemann@cmap.illinois.gov)**  
**312.676.7456**



UNIVERSITY OF ILLINOIS  
EXTENSION

**Sea Grant**  
ILLINOIS - INDIANA



Chicago Metropolitan  
Agency for Planning