

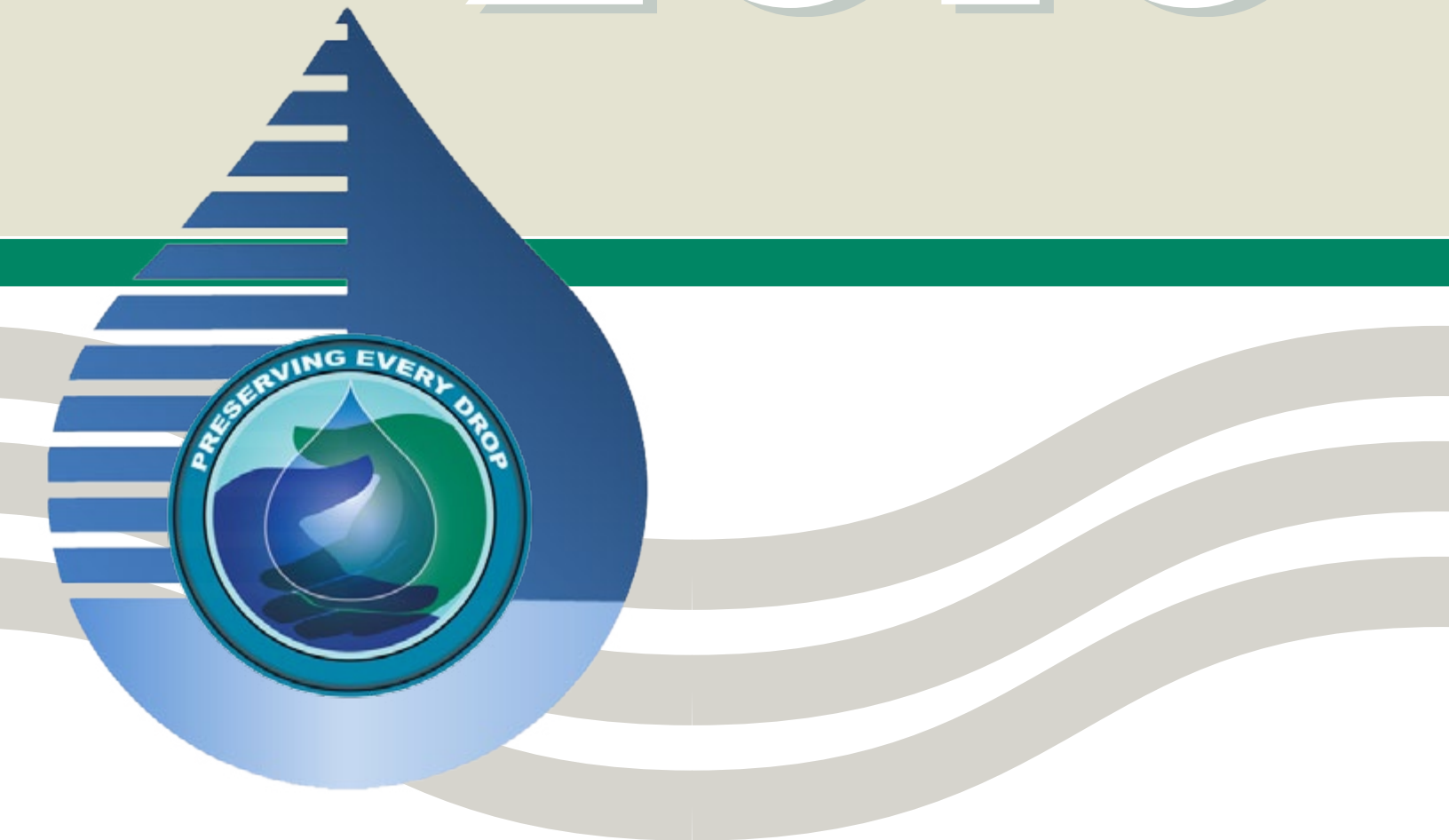
# WCAPP

**Water Conservation & Protection Program**

**DuPage Water Commission**

# 2010

**Annual Report**



## Letter from Terry McGhee

As we look back over 2010, our team here is very proud of the work we've done this year to promote and encourage water conservation. Our staff, our member utilities, and their customers continue to show overwhelming support for resource conservation efforts throughout the county and it has been a rewarding year. The WCAPP achieved many milestones this year, including DWC successfully partnering with local communities to get the 'Preserving Every Drop' message out to as many people as possible and attending numerous community events and educational activities targeting both adults and children. Additionally, Some of our member utilities have really embraced the water conservation products available through our partnerships and have held successful rain barrel drives. It's incredibly encouraging!

I speak for all of DWC when I say it is a true privilege to lead the region in water conservation planning. DWC and I are passionate about providing our customers with the highest quality water, while being responsible with the Lake Michigan water we use. Together with the member utilities, we are making great progress to achieve our goal of reducing per capita water usage by 10% in 10 years. Thank you for all the steps you've taken so far, and we're looking forward to continued progress in 2011!

Sincerely,

Terry McGhee

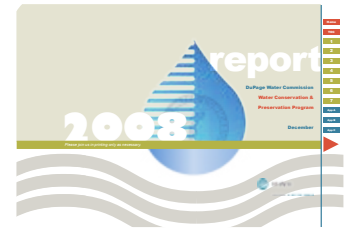


**The PURPOSE of the DuPage Water Commission's water conservation plan is to provide all water users in DuPage County with a consistent message about water conservation and provide DWC customers with the tools needed to be good stewards of the region's finite water supply.**

**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 current per capita water use among DWC member utilities by 10% within the next 10 years.**

## 2010 WCAPP Overview

DuPage Water Commission (DWC) completed the second implementation year of its Water Conservation and Protection Plan (WCAPP) for water users in DuPage County and had an outstanding year of progressing 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 2010. 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 that describes the program in detail can be found on DWC's conservation website [www.preservingeverydrop.org](http://www.preservingeverydrop.org). DWC presents the following annual report to highlight the program's successful progress and accomplishments in its second year of implementation.



Highlights from the year include:

### Milestones/Achievements

- Every member utility has a designated conservation coordinator;
- 75% of member utilities have completed Utility Water Conservation Pledges;
- Over half of member utilities have a rain barrel display; and
- A DWC "Report Card" was developed highlighting consistency with CMAP's Water 2050: Northeastern Illinois Regional Water Supply/Demand Plan.

### DWC Event Participation

During 2010, DWC had further success through promotion of the WCAPP at the following events:

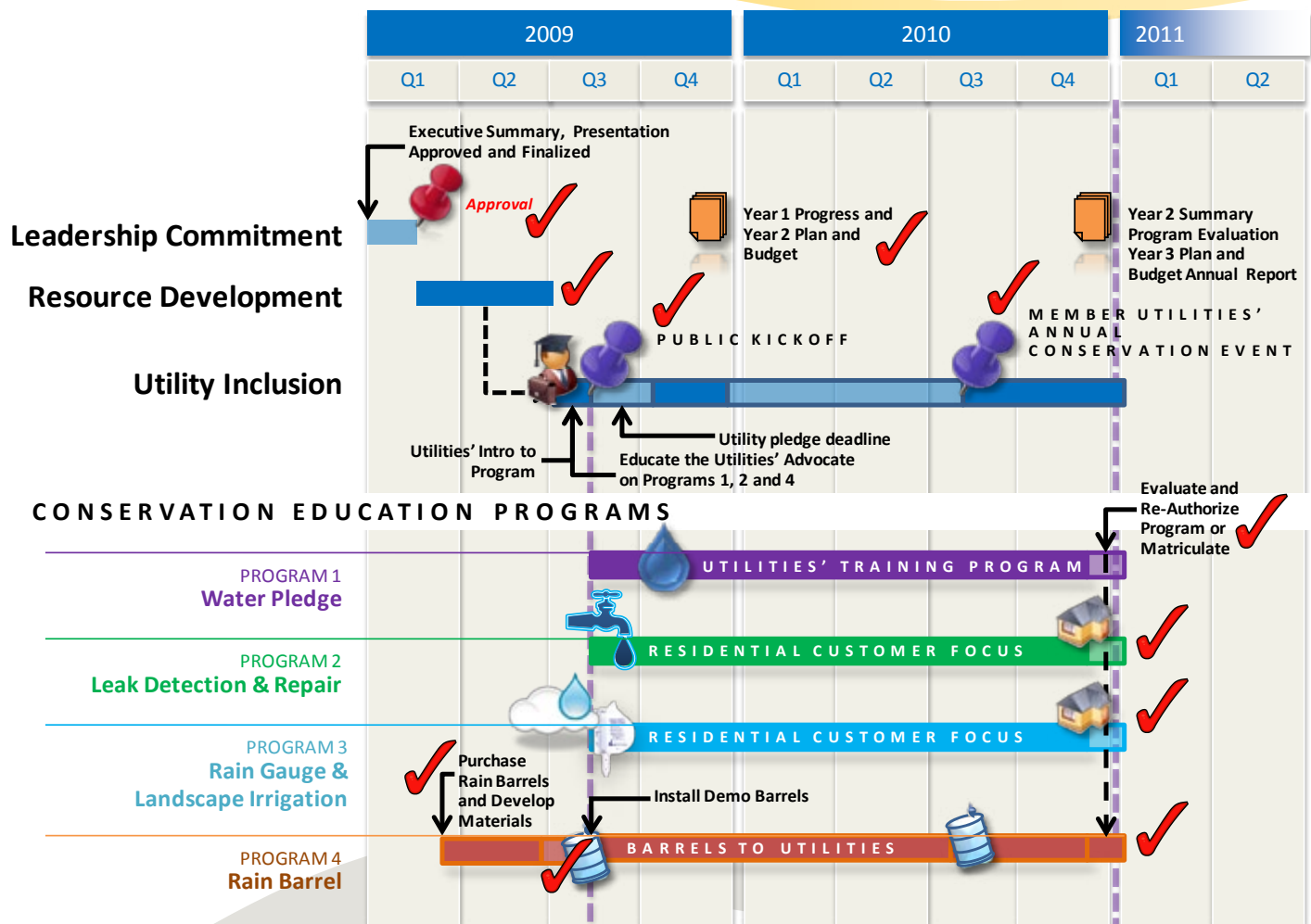
- Believe in Green;
- Glendale Heights 5K Walk/Run;
- Argonne Earth Day;
- Roselle Green Night;
- DuPage County Earth Celebration; and
- Cantigny's Green Fair.

## WCAPP Elements Update

The WCAPP is comprised of four main initiatives (Leadership Commitment, Resource Developments, Utility Inclusion and Conservation Programs) 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 2010.

### Implementation Schedule and Year 2 Progress

#### DUPAGE WATER COMMISSION WATER CONSERVATION & PROTECTION PROGRAM SCHEDULE



### Leadership Commitment and Resource Development

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. Member utilities and their leadership have also been successful in utilizing the over 30 individual 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.



WCAPP logo, featuring the tagline.

These resources are marked with the 'Preserving Every Drop' tagline and logo that was developed as part of the program in 2008 in an effort to bring consistency to the WCAPP and its message. The logo is shown on the left.

## Utility Inclusion

At the end of 2010, 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 75% of the member utilities have completed their pledges. The member utilities that that have pledged are:

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

The utilities that have handed in the resolution supporting the program are:

- Bloomingdale
- DuPage County
- Elmhurst
- Itasca
- Woodridge

## Conservation Education Programs

As planned, in 2010, the education and public outreach programs defined in the WCAPP focused on four 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. In 2010, 5,000 leak detection tablets and over 2,000 rain gauges were purchased and distributed by DWC and its member utilities. 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. Because resident interest in rain barrels was strong, Downers Grove held a successful rain barrel drive (described on page 6 of this report).

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.



*Village of Woodridge's  
Working Rain Barrel Display*



*Village of Westmont's  
Working Rain Barrel Display*

## 2010 WCAPP Activities

### Fix a Leak Week

DWC participated in the USEPA WaterSense second annual “Fix a Leak Week” (FALW) on March 15-21, 2010. The purpose of FALW is to encourage individuals to check the plumbing and irrigation fixtures in their residences for leaks. Nationwide, more than 1 trillion gallons of water leak from U.S. homes each year.

Two FALW events were held in DuPage County, one in Itasca and one in Westmont. DWC provided information on conservation, hosted water-related games and activities and awarded prizes such as leak detection tablets, rain gauges and water-saving shower heads!



*Itasca FALW Event Giveaway Table*

## Event Participation

DWC water conservation personnel attended a number of community events in 2010 to publicize the WCAPP mission and educate residents on conservation measures. Participation in these fairs and events is crucial to maintain the WCAPP momentum and continue exposing as many people as possible to responsible and conservative water use.



*Photo credit: Argonne National Library  
Jenessa Nesbitt describing how leak detection tablets work to an Argonne employee*

DWC Water Conservation Coordinator, Jenessa Nesbitt, attended the majority of the events in 2010. DWC displays included a rain barrel, a dual-flush toilet and conservation resource displays. Jenessa handed out informative pamphlets, shower timers, rain gauges and toilet leak detection tablets. Often, quizzes, games and other activities were played as well. The events in 2010 include:

- Argonne Earth Day
- Cantigny Green Fair
- Clarendon Hills Believe in Green Fair
- DuPage County Earth Celebration Event
- Glendale Heights EcoWalk
- Dupage Environmental Summit



*Cantigny Green Fair Display with Rain Barrel and Dual Flush Toilet*



*DuPage County Earth Celebration Day – Preserving Every Drop materials: shower timers, rain gauges, and leak detection tablets.*



*Glendale Heights 5K Dual Flush Toilet Display*

## Presentations

Presentations provided an excellent venue to educate various types of community groups and inform these groups of the progress of the WCAPP. DWC's Manager of Water Operations, Terry McGhee or Ms. Nesbitt, presented at the following events.

- DuPage Teachers at the DWC facility for Water Conservation Presentation Tour
- Environmental Commission Meeting
- Lake County Regional Water Committee Meeting
- Roselle Green Night



*Terry McGhee speaking about Preserving Every Drop's 4 Conservation Programs at Roselle's Green Night*

**“Presentations provided an excellent venue to educate various types of community groups and inform them of DWC's progress.”**

### Summary

The DWC is pleased to report that the education programs have been well received by its member utilities. Since 2009, and continuing through 2010, thousands of educational items have been purchased for distribution to water users in DuPage County.

Table 1 - Summary of Purchased Educational Items through 2010

Item <sup>1</sup>	Total Quantity	Excluding DWC
Leak Detection Tablets	6,750	3,250
Bumper Stickers	95	0
Recycled Rain Gauges	2,900	600
Recycled Magnets	1,000	0
FSC Certified Toilet Leak Pamphlet	250	250
FSC Certified Indoor Water Use Pamphlet	250	250
Static Cling	500	500
Recycled 5-Minute Shower Timer	1,600	100
Stainless Steel Water Bottle	100	100
Water Wheel	250	250
Outdoor Water Use Pamphlet	250	250
Rain Barrels <sup>2</sup>	3,000	3,000

<sup>1</sup> DWC has partnered with Eco Promotional Products, Inc. (EPP) to make promoting the water conservation programs across the County easy and consistent. The numbers presented in the table only reflect items purchased directly from EPP. Utilities are not required to purchase products from EPP and additional products may have been purchased to promote the DWC's program which are not reflected in this table.

<sup>2</sup> Number of rain barrels purchased by residents served by DWC member utilities.

### Spotlight on Downers Grove

#### Downers Grove becomes a water conservation leader in 2010

In April, the Village of Downers Grove and the Conservation Foundation partnered to make rain barrels available to residents at a reduced price. Residents had three color choices of 55-gallon, recycled plastic rain barrels to choose from at a savings of \$15/barrel off retail price! The Village sold over 520 rain barrels during this sale. The sale's success has prompted other communities to consider hosting their own rain barrel sale.

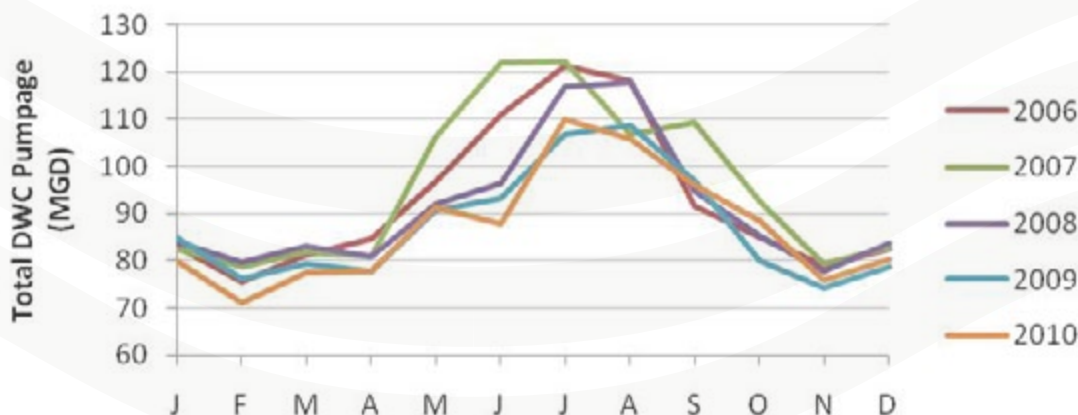
In their commitment to water conservation and supporting WCAPP, the Village's Public Works Department emblazoned their new truck with the Preserving Every Drop logo. Downers Grove is recognized as one of the most active and dedicated of DWC's member utilities.



Village of Downers Grove Utility Truck

### DWC Pumpage Data – A Baseline

2010 was the first full calendar year of the WCAPP implementation. As part of WCAPP development the DWC member utilities' water use is shown below to begin measuring water use for reaching 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.



DWC Annual Pumpage Data 2006-2010

## Member Utility Survey and Results

DWC’s approach to conservation planning reflects its desire to be a leader and catalyst for implementation of water conservation practices by its member utilities. Regionally, the WCAPP was found to directly align with the official planning agency for northeastern Illinois, Chicago Metropolitan Agency for Planning’s (CMAP) regional conservation planning and DWC has served as an example of conservation initiatives for neighboring communities such as Lake County.

DWC initiated a survey of its 28 member utilities to evaluate customer participation in the recommendations from CMAP’s regional water strategy document titled Water 2050: Northeastern Illinois Regional Water Supply/Demand Plan (CMAP Plan) created in March 2010. In total, 24 of the DWC’s 28 customers (85%) responded to the survey.

The CMAP plan includes a set of 13 water conservation measures and recommendations for demand management. DWC’s survey was meant to assess how well the WCAPP plan has been progressing against the CMAP recommendations. The results of the survey indicated that, while still developing, the DWC’s efforts coordinate well with the CMAP Plan. The results of the survey are summarized in the Report Card and Table 2, below.

Table 2 - Summary of DWC Customer Participation in CMAP Water 2050 Plan

SUMMARY OF DWC CUSTOMER PARTICIPATION IN CMAP WATER 2050 PLAN												
	1	2	3	4	5	6	7	8	9	10	12	13
	Coordinator	Water Survey for Residential Customers	Residential Plumbing Retrofit	Residential (HET) Program	HEW Program	System Water Audits, Leak Detection and Repair	Metering with Commodity Rates	Waste Water Prohibition (WWP)	Large Landscape Conservation Programs	Conservation Programs for CII/Actis	Public Information Programs	School Education Programs
Addison	x	x		x		x	x	x			x	x
Argonne	x		x	x		x	x				x	
Bensenville	x	x				x	x	x				
Bloomington	x	x		x		x	x	x				
Carol Stream	x	x				x	x	x	x		x	x
Clarendon Hills	x					x	x	x				
Darien	x					x	x	x				
Downers Grove	x	x				x	x	x				
DuPage County	x	x				x	x	x	x		x	x
Glen Ellyn	x	x	x			x	x	x				
Glendale Heights	x	x				x	x	x	x		x	
Hinsdale	x	x				x	x	x				
Itasca	x	x	x			x	x	x			x	x
Lisle	x						x	x				
Lombard	x	x				x	x	x	x	x	x	x
Naperville	x	x				x	x	x	x		x	x
Oak Brook	x	x				x	x	x				
Oakbrook Terrace	x					x	x	x				
Roselle	x	x				x	x	x				
Villa Park	x	x				x	x	x	x		x	x
Westmont	x	x				x	x	x	x			x
Wheaton	x	x				x	x	x	x			x
Winfield	x	x				x	x	x				x
Woodridge	x	x	x	x		x	x	x	x			

Report Card Developed for Comparing DWC’s WCAPP to CMAP’s Recommendations

Report Card		
1	Conservation Coordinator	
2	Water Surveys for Residential Customers	
3	Residential Plumbing Retrofit	
4	Residential High Efficiency Toilet Program	
5	High Efficiency Clothes Washers Program	
6	System Water Audits, Leak Detection and Repair	
7	Metering with Commodity Rates	
8	Waste Water Prohibition	
9	Large Landscape Conservation Programs	
10	Conservation Programs for Commercial, Institutional and Industrial Accounts	
11	Wholesale Agency Assistance Program	n/a
12	Public Information Programs	
13	School Education Programs	

Exceptional  
 Good  
 Room for Improvement  
 Not Applicable

Scores were determined by evaluating utility survey responses against a set of criteria based on the CMAP plan.



# 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*



**Terry McGhee**  
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**Jenessa Nesbitt**  
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