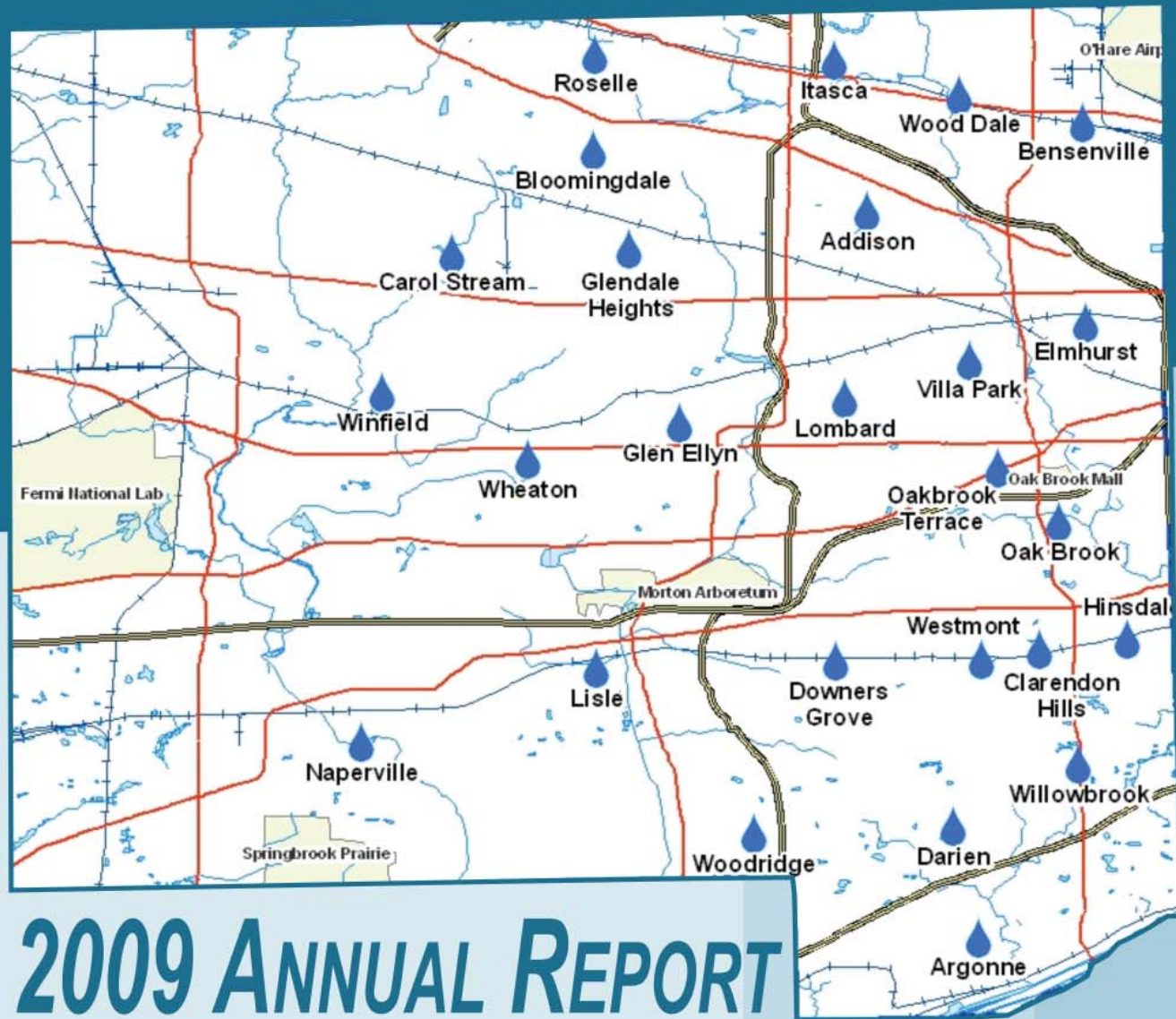


WATER CONSERVATION & PROTECTION PROGRAM



*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 by reducing current DWC demand by 10% within the next 10 years.*

2009 ANNUAL REPORT



DUPAGE WATER COMMISSION

Introduction

The DuPage Water Commission (DWC), as part of its ongoing commitment to providing “reliable, quality, responsive, and cost-efficient Lake Michigan water service”, has developed and taken steps to implement a Water Conservation and Protection Plan (WCAPP) for water users in DuPage County. The Plan’s overall goal is to achieve a 10% reduction in overall per capita water use by DWC water users within 10 years through focusing on public education and outreach.

The 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. During the second half of 2008, DWC management worked with MWH and a Working Group including utility, government, and environmental representatives to review information on conservation strategies and create a program tailored to the specific needs of its customers.

Water Conservation and Protection Plan, MWH 2008

A copy of the WCAPP report can be found on the DWC’s conservation website www.preservingeverydrop.org



The DWC presents the following annual report to highlight the program’s progress and accomplishments in the first year of implementation, 2009.

Conservation Program Overview

The DWC was created in 1985 to make treated Lake Michigan water available to water users throughout DuPage County. With a 2007 average daily water pumpage of more than 87 mgd, the DWC is currently the largest single water customer of the City of Chicago Water System. Moreover, water use by DWC customers alone accounts for roughly 8% of Illinois’ total annual pumpage from Lake Michigan.

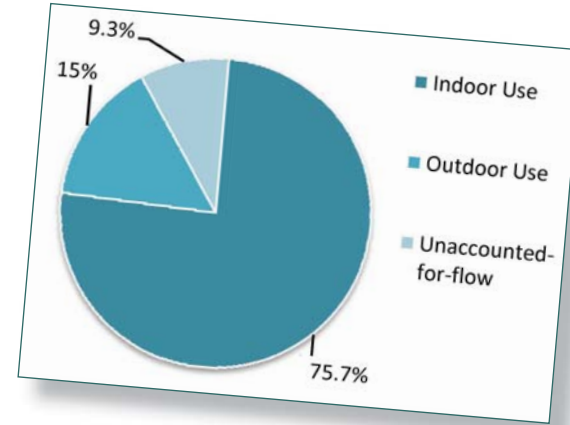
The DWC developed the WCAPP and associated public outreach and education plans during the second half of 2008 and quickly began implementation activities in the first quarter of 2009. The purpose of the WCAPP is to provide all water users in DuPage County with a consistent message as to the importance of water conservation, while providing DWC member utilities the tools needed to promote good stewardship of the region’s finite water supply.



The Plan’s overall goal is to achieve a 10% reduction in overall per capita water use by DWC water users within 10 years.

The DWC is working to meet this goal by being a driver for water conservation in DuPage County thru internal and external activities. Internally, the DWC is acting as a role model in water conservation by improving their own facility and operation to reflect Best Management Practices and educating their employees on water conservation practices. Externally, the DWC is being a resource to their customers by educating DWC customers and stakeholders about water conservation and providing guidance and tools to DWC customers to assist them in implementing the WCAPP.

The WCAPP includes four educational programs that focus on educating the public about indoor and outdoor water conservation practices and strategies. These initial programs focus primarily on residential customers, since residential water use accounts for more than 70% of the total use by DWC Member Utilities.



Source: Summary of data from DWC and Illinois Department of Natural Resources. Data does not include unaccounted for flow values for Argonne or IAWC

It should be noted that DWC’s conservation effort is being driven by a commitment to stewardship and prudent long-term planning rather than any near-term projection of water shortage. All DWC member utilities currently have Lake Michigan allocations that were recently revised to reflect projections of water needs through the year 2030. As such, sufficient supply should be available to meet projected DWC demands for at least the next 20 years. However, demand projections recently published for the period extending to 2050 do anticipate continued increases in water use within DuPage County and the rest of the Lake Michigan water service area in Illinois. Consideration of conservation options is an appropriate approach to planning for a sustainable, long-term supply of water for the region, and is consistent with the resource management philosophy of the 2008 Great Lakes Compact.

Conservation Program Elements

Key elements of the WCAPP and current progress is described below and shown in graphical form on the roadmap on the following page:

Leadership Commitment: Early presentations of the WCAPP were made to the DWC Board, the DuPage County Board and the Conference of DuPage Mayors and Managers in February and March of 2009. The presentations were aimed at establishing a high level commitment to the plan contents and implementation approach. The WCAPP was well received by each group and DWC moved forward with program implementation.

Resource Development:

During the second quarter of 2009, the DWC developed a comprehensive resource tool-kit for member utilities to use in educating end users on conservation principles and practices. Resources developed by DWC are fully customizable, allowing member utilities to modify them for efficient distribution and incorporation into existing public outreach efforts. As part of resource development, DWC established an overall water conservation message consisting of a logo and tag-line that provides a uniform and clear way for DWC and all member utilities to publicize and promote the program. In total, 30 individual resources were developed for the tool-kit including communication templates, educational flyers, youth-focused activity sheets, and model ordinances and resolutions.



Utility Inclusion: Representatives of DWC member utilities were introduced to and trained in the use of the resources available for developing, implementing, and promoting the WCAPP by attending one of two training sessions at the DWC facility in Elmhurst. Member Utility representatives received a training binder with samples of the promotional materials and a CD containing electronic copies of the customizable, conservation materials.

Conservation Education Programs: The DWC selected four specific public education programs to invest in for the first phase of program implementation. Each program is intended to create an initial surge in interest and practices related to water conservation and establish a reasonable first step through which member utilities can participate in the WCAPP. The DWC provided Member Utilities with sample materials and resources

and Member Utilities have purchased additional resources for their own use. A description of each program is provided below. A summary table of the total educational materials purchased is provided following the descriptions.

Water Pledge

Overview: Utility and Customer pledges of commitment to specific conservation efforts.

Progress: The DWC has implemented the water pledge in two parts. First, the DWC has asked Member Utilities to make a pledge to participate in the WCAPP by reducing utility water loss and promoting the four educational programs to their customers. To date nearly 70% of Member Utilities have completed their pledge or are in the process. A full summary of pledge status by utility is shown in the section titled “Member Utility Progress”. The second part of the pledge is for residents to commit to reducing their personal water use. The DWC is working with each Member Utility to complete their pledge and the Member Utilities are working with their residents to make the pledge.



Toilet Leak Detection Program

Overview: Leak detection kits to promote reduced leakage from toilets

Progress: The DWC has developed a leak detection pamphlet and paired it with leak detection tablets to provide a simple kit for Member Utilities to distribute to customers.

This program targets reducing indoor water use due to leaking toilets because toilets contribute to approximately 27% of indoor water use.



Rain Gauge/Landscape Watering Program



Overview: Educational kits to promote appropriate and efficient landscape watering practices.

Progress: The purpose of this program is to educate residents about appropriate landscape management practices that promote the efficient use of water. The DWC has paired a rain gauge with a custom pamphlet on lawn care with the intention of encouraging appropriate landscape management practices that promote the efficient use of water. The pamphlet provides residents with information including tips on watering, fertilizing and plant selection with goal of reducing the amount of water needed. The rain gauges are made in the United States from recyclable material and are recyclable. The rain gauge and pamphlet provide a low-cost educational kit that Member Utilities can share with their customers.

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Rain Barrel Education Program

Overview: Demonstration projects to promote purchase, proper installation, and effective use of rain barrels for rainwater harvesting.

Progress: The DWC has taken several steps to promote rain barrels. First, the DWC developed their own demonstration rain barrel display which they have set-up in their facility in Elmhurst and have taken to community events across the County. The DWC has also purchased and provided each Member Utility with a rain barrel and provided the utilities with the resources to promote the purchase, installation, and effective use of rain barrels with their customers.



¹ The DWC has partnered with Eco Promotional Products, Inc. (EPP) to make promoting the water conservation programs across the County easy and consistent. EPP was selected as a partner for the DWC WCAPP because the products EP offers meet the DWC's standards for sustainability. 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.



Summary

The DWC is pleased to report that the education programs have been well received by the Member Utilities. Since July, 2009 thousands of educational items have been purchased for distribution to water users in DuPage County.

Item	Total Quantity Ordered
Leak Detection Tablets ¹	1,750
Bumper Stickers ¹	95
Recycled Rain Gauges ¹	800
Recycled Magnets ¹	1,000
FSC Certified Toilet Leak Pamphlet ¹	250
Shower Timers	50



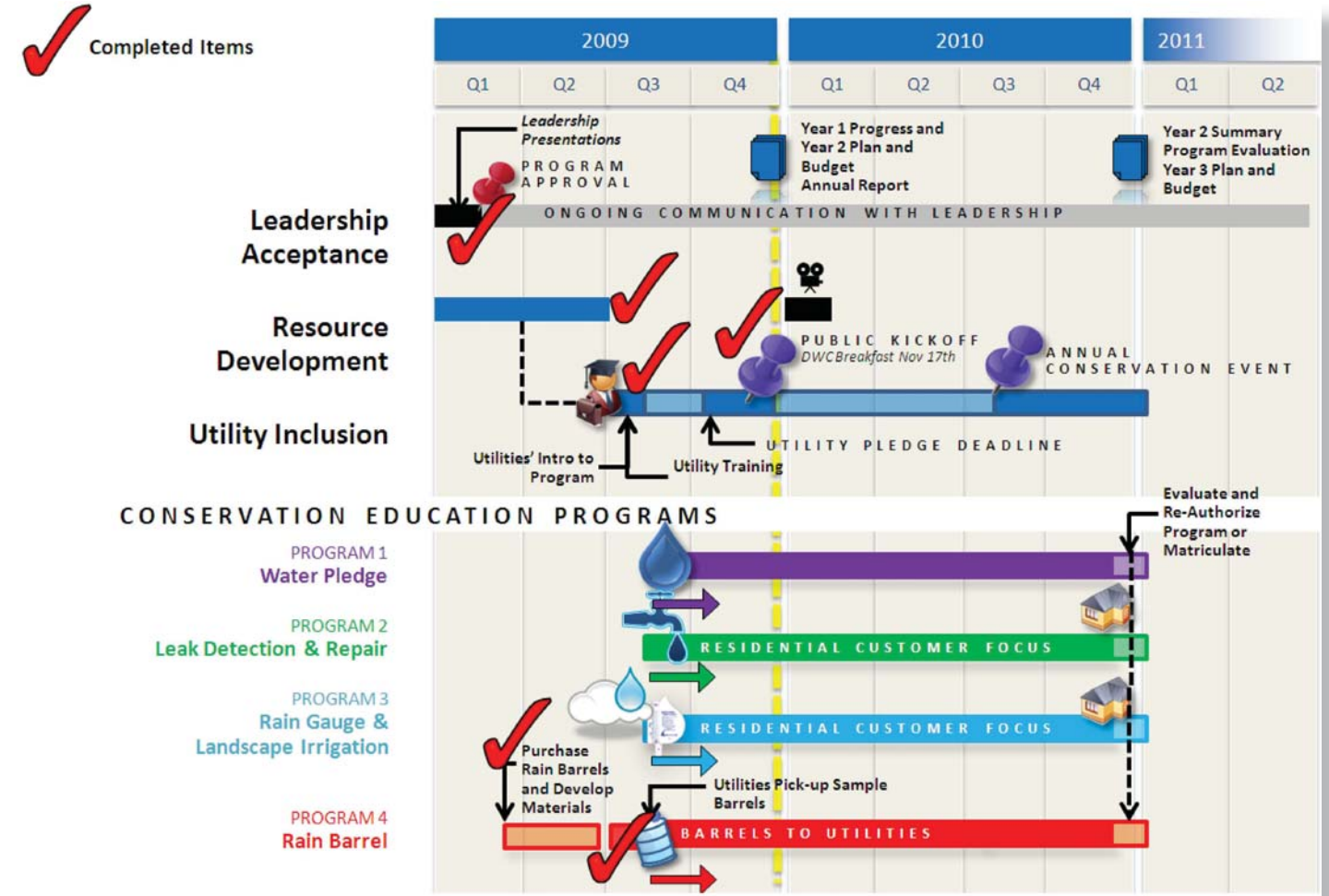
Conservation Website

The DWC's water conservation website is a key resource that was developed to support and promote the WCAPP. Keeping with the overall water conservation message and logo, the DWC has created www.preservingeverydrop.org as a place where the general public can come to learn about water conservation and the specific educational programs and resources developed for the DWC's program. In addition to information for the general public, the DWC has created a secure log-in for Member Utilities so they can access the resources developed by DWC for their use in promoting the WCAPP.



Implementation Schedule and Year 1 Progress

The following schedule outlines the implementation plan developed for the WCAPP and tracks the current program progress as of the end of 2009. The DWC plans to continue promoting the four educational programs developed in 2009 and will complement these programs with selected activities and events to promote the WCAPP. The DWC also plans to develop a video resource to reinforce the messages contained in the education programs. It should be noted that the DWC believes that leadership acceptance is an on-going task and will continue to communicate the details, progress, and next steps with key leadership groups for the life of the WCAPP.



Member Utility Progress

Member Utility participation in the DWC WCAPP is summarized below based on the four main efforts undertaken in the first year of program implementation. The DWC will continue to work with each Member Utility to promote 100% participation in all WCAPP programs.

Category	% of Utility Participation
Participated in Training	79 %
Identified Conservation Coordinator	93 %
Picked-up Rain Barrel	79 %
Completed Water Conservation Pledge ¹	79 %

¹Percentage includes Member Utilities that have submitted a completed water conservation pledge or those who have notified the DWC that they have initiated the approval process and are awaiting an official confirmation or approved proclamation.



DuPage Water Commission Activity Update

A key component of the WCAPP is the DWC's commitment to serving in a leadership role for implementation of water conservation practices by its member utilities. The DWC believes that to be a leader in water conservation, they must take actions to improve their own facility and operation to reflect Best Management Practices and educate their employees on water conservation practices. In addition, the DWC is also committed to promoting the WCAPP to the public thru the four education programs. The following provides a brief summary of the DWC's progress toward these programs.

Internal

The DWC has taken important steps to be a leader in water conservation with modifications to their facility. Upgrades and modifications have been made to the washroom facilities to provide dual-flush toilets and water efficient faucets. Outside of the facility, the DWC has several on-going construction projects which have provided them the opportunity to address the landscaping and irrigation of their outdoor spaces. The entire landscaping of the DWC building in Elmhurst is being replaced with a rain garden and native and drought tolerant plants which will require very little water to maintain. A rainwater cistern will provide an alternative to potable water for irrigation needs. The DWC has also provided an in-house training session to their staff to educate them on the importance of water conservation and conservation strategies and practices to be implemented at work and in their homes.

External

The DWC has participated in six events throughout the year to promote the WCAPP to the general public and educate water users on the importance of preserving our precious water supply. Representatives from the DWC made a presentation on the WCAPP at the Mid-Central Water Works Association in September and attended the Villa Park Workshop in August. The DWC also hosted an engaging event with guest speaker Dave Dempsey, author of two books on Great Lakes water issues.

The DWC also organized a booth at two green events this fall including the Elmhurst Green Fest and the Cantigny Green Fair. To complement the pamphlets and water conservation table

Item	Total
Leak Detection Tablets	500
Recycled Rain Gauges	250
Shower Timers	1,000
Educational Pamphlets	600

display, the DWC constructed a demonstration rain barrel display and a dual flush toilet display that they brought to each of these events. These life-size displays give the public an opportunity to see the rain barrel and toilet up close and ask questions to the DWC staff in attendance. In total, the DWC has distributed nearly 1,500 educational items to promote and support water conservation in DuPage County.



Dual Flush Toilet Display



Rain Barrel Display

Member Utility Conservation Activity Highlights

The DWC Member Utilities are off to a good start with participation in and promotion of the water conservation program. The resources and materials developed by the DWC make it easy for Member Utilities to participate in the program. Carol Stream customized the template advertisement text provided by the DWC to develop an announcement about the water conservation program which was featured in the Fall 2009 version of the Carol Stream Correspondent. Other highlights of early support for the WCAPP from selected communities are summarized below:

Itasca Incorporates Water Conservation into



National Night Out

On Tuesday, August 4th, the Village of Itasca, working with other local governmental agencies, celebrated National Night Out 2009. Over 1,000 people from Itasca and surrounding communities attended this free event and enjoyed food and ice cream donated by local businesses. In addition to a "money grab" booth, a rock climbing wall, live music, and

prize drawings, the Public Works department hosted a booth educating the public on wastewater treatment, drinking water and water conservation. The first 250 families that came up to the booth received a Leaking Toilet test kit and brochure. The turn-out was so large that the 250 brochures were distributed by 7:00 PM.

Fred Maier, Environmental Services Coordinator for the Village of Itasca was pleased with the success of the event. "Feedback was very positive and included comments such as "This is a great idea.", "We've needed something like this." and "Maybe this is why our water bill is so high!". The kits were easy to explain and people felt confident that they could use them" reported Fred Maier in a memorandum to the DWC summarizing the event.

Lombard off to a Strong Start in 2009

The Village of Lombard has many on-going environmental and conservation effort that integrate well with the DWC's water conservation program. To promote water conservation to their customers, Lombard recently included a flyer in their water bill to educate their customers about water conservation and efficiency. Lombard is also



actively promoting the use of native plants and water efficient landscaping for their residents. On Sunday, September 20th, the Lombard Garden Club, the Lombard Historical Society and the Lombard Park District sponsored the 6th Annual Prairie Day which showcases the prairie building process at Terrace View Park and encourages residents to incorporate native plants into their own backyard. Attracting more than 500 residents each year, this event provided children-friendly activities and educational programs.



Summary

The DWC is off to a strong start with the implementation of their water conservation and protection program. Significant progress was made during 2009 and more events and support for the Member Utilities are planned for 2010 including the following:

- Development of a water conservation video designed for public access television
- Organize and host a public education event to support the Environmental Protection Agency's WaterSense® Fix a Leak Week scheduled for March 15 – 21, 2010
- Monthly newsletters for Member Utility water conservation coordinators to support their participation in the WCAPP

Visit the DWC's water conservation website
www.preservingeverydrop.org
 for more information on current programs and activities.

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