



MEMORANDUM

To: Board of Directors
From: Katrina S. Thraves, Administration Supervisor/HR Administrator
Date: August 10, 2010
Re: Water Conservation Report
cc: James M. Bowling, IV

In April, 2009 the Service Authority contributed to a water conservation report presented to the Charlottesville City Council and to the ACSA Board. The report included programs underway or in planning stages by each the City Public Utilities Department and the Albemarle County Service Authority. Included here is an update showing the progress made during FY-10 and noting plans for FY-11. One item, under proposed activities for FY2011, is a regular ad campaign. I have included copies of advertisements run throughout this summer as part of that effort.

We have accomplished a lot of water conservation measures and community education. The rain barrel rebate program has been quite popular. We continue to address water loss in our system, and have stepped up efforts with a new and aggressive leak detection program.

In a related matter, members of our staff have been active in completing tasks outlined in Part II of the Service Authority's *Drought Public Notification Plan*, in preparation for a Drought Watch. I will bring you up to date, and entertain any questions about our activities, at your meeting next Thursday.

Board Action

No action is necessary.

WATER CONSERVATION REPORT (Appendix B)

Current and On-Going Water Conservation Activities - FY -2010

Program Initiatives	Comments	Costs	Status
Public Awareness Campaign for Free Indoor Conservation Kits	In FY-10 ACSA gave away 823 Water Conservation Kits, to multi-family and single-family residences, in Albemarle County. Increased awareness efforts are on-going.	\$3300 in FY10	New bags and additions to kits have been ordered for use in FY-11
Expand Water Conservation Webpages	In FY-10 ACSA continued to expand its webpages to include conservation tips, rain barrel vendor information, and various links to encourage water conservation.	\$1900 in FY10	A newly designed, more user friendly webpage has been released.
Rain Barrel Sales Program	At June 30, 2010 ACSA had given to it's customers rebates for 299 rain barrels. Local vendors offering rain barrels have more than doubled since last year, and ACSA continues to spread awareness of its rebate program.	\$9,000 in FY10; \$15,000 in FY11 Budget	Recent ads, and hot dry weather, has resulted in a surge of rain barrel purchases, and requests for rebate.
Toilet Rebate Program, Both Residential and Multi-Family	During FY-10, 384 water-wasting toilets were replaced in ACSA's system with low-flow toilets, with customers <i>pre-qualified to eventually replace</i> a total of 1261; rebates totalled \$38,400. A total of 20 apartment complexes have participated in this program, with 1,048 toilets replaced in their complexes. A total of 4,121 water-wasting toilets have been replaced with low flow toilets since 2002.	\$30,000 FY10 and FY-11 Budget	On-going
Rain Barrel Pilot Program	Due to a much welcomed, rainy summer of 2009, the ACSA/City rain barrel pilot program did not produce much information; rain barrels were not actively used, nor information on collection recorded. In addition, the program lost several participants due to conflicts. A re-assessment of the program's need will be made in October, 2010.	City Staff Time	On-going
Carwash Certification Program	ACSA and the City are working together to introduce this program to the community. Two car wash establishments in the County have already submitted applications to become certified. Public notices will be appearing in the September, 2010.	Staff Time, Printing Costs	On-going

WATER CONSERVATION REPORT (Appendix B)

Educational Presentation to Business Groups / Individual Businesses	Employees of the ACSA were invited to share in a Fix-A-Leak Week activity, including a demo on plumbing repair, on the Downtown Mall. Toilet and Rain Barrel Rebate information, and conservation kits, were made available to ACSA customers.	Staff Time	On-going
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WATER CONSERVATION REPORT (Appendix B)

Proposed Water Conservation Activities - FY 2011			
Program Initiatives	Comments	Costs	Status
Educational Presentation to Neighborhood & Civic Groups and Multi-Family Housing	ACSA has been invited and continues to participate in educational presentations to neighborhood and civic groups. ACSA is also a LEAP Home Makeover Energy and Water Conservation Program Sponsor.	Staff Time	On-going
Monitor Real Effects of Water Conservation Efforts	ACSA's Finance Department generates detailed monthly reports showing water use for all types of use, including % of total.	Staff Time	On-going
Regular Ad Campaign, Year Round	Rain Barrel, Toilet Rebate, Efficient Irrigation, and Household Conservation tips are advertised and promoted in print and on the website.	\$5,000/yr	On-going
Online residential water use survey	ACSA has on it's website a household water use survey and calculator.	Staff Time	In Place
Water Conservation Posters	In conjunction with County schools' education on water conservation, it is proposed to have a poster contest with students (5th grade) displaying their idea or "motto" for conservation. Winners' posters would be displayed in our lobby and in advertisements.	Staff Time	Proposed for Fall 2010
Restaurant Conservation Program	ACSA will work to implement a pilot program for restaurants to be outfitted with a low-flow spray valve and to solicit participation in other water conserving business practices. Posters will be displayed in restaurants recognizing their efforts, as well as listing other conservation tips.	\$5,000	Posters in development; pilot program under review
Business Outreach - what works for each field? (e.g. room placards for hotels? Restaurant best practices?)	Meetings have been conducted in the past with trade and business groups to encourage conservation ideas, to improve existing policies and programs, and to educate each participant in the conservation programs of the ACSA.	Staff Time	Hotel outreach is planned for FY-11
Install rainwater harvesting systems on ACSA Warehouse & Remote Locations	Staff is reviewing placement and storage capacity for the installation of large rain collection systems at our pumping stations and the headquarters warehouse for the purpose of filling sewer flush tanks. Two barrels have been installed for use in one pump station as "wash down" water.	\$5,000	Completion by June 2012
Water Saving Plumbing Retrofit at ACSA Offices	Lo-Flow toilets are scheduled be installed in all bathrooms, along with waterless urinals and water saving automatic faucets.	\$7,598	Completion by August 2010
System Leak Detection Program	An automated leak detection system, with 25 loggers, was purchased in June, 2010 for installation throughout the ACSA system. This is a proactive approach to leak detection and repair, to reduce any system water loss/leaks.	\$44,500	Training and installation underway