

# Water Conservation and Efficiency: Resources for Communities

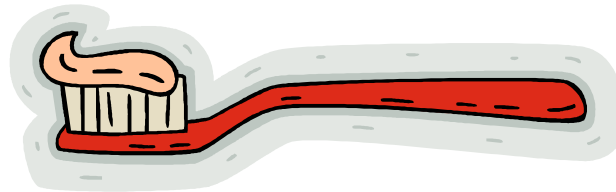
Amy Talbot, LEED® AP



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# Conservation vs. Efficiency

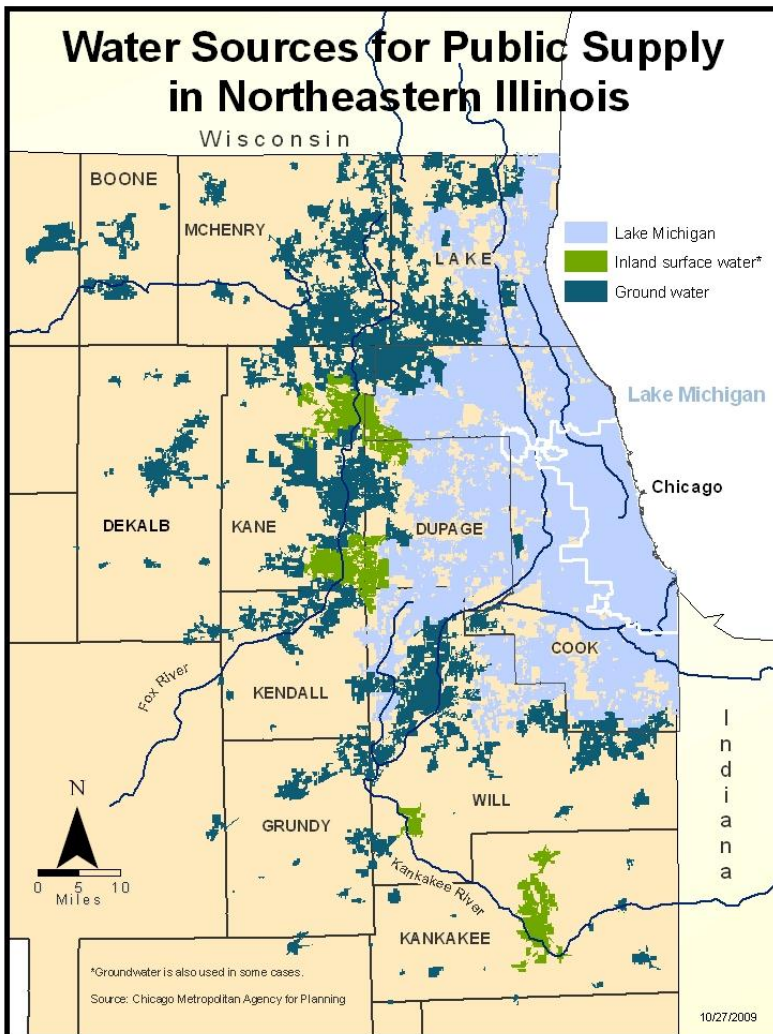
- Conservation-changing behavior to reduce water use



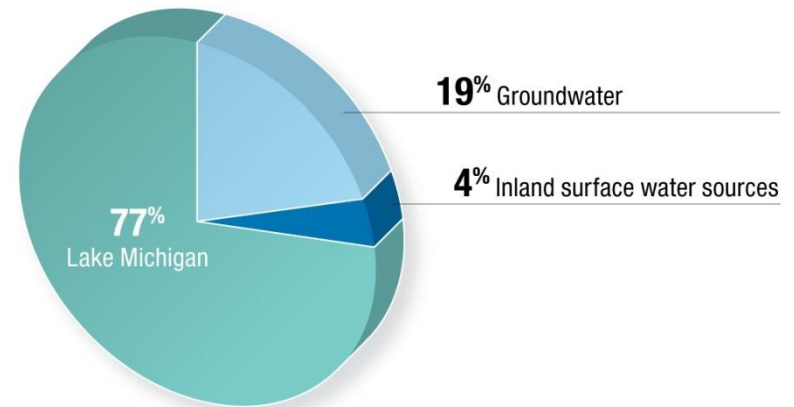
- Efficiency-upgrading fixtures, equipment, and processing to perform the same tasks with less water



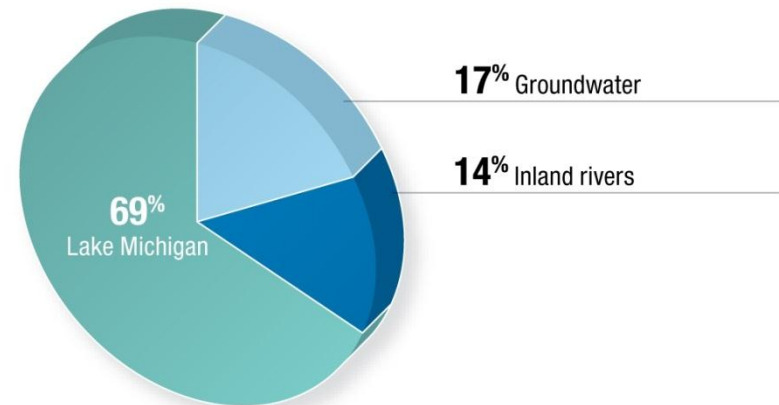
# A Tale of Two Subregions



Sources of water for northeastern Illinois, by population served, 2000



by relative withdrawals, 2005



Source: Chicago Metropolitan Agency for Planning

# NE IL 11-County Population

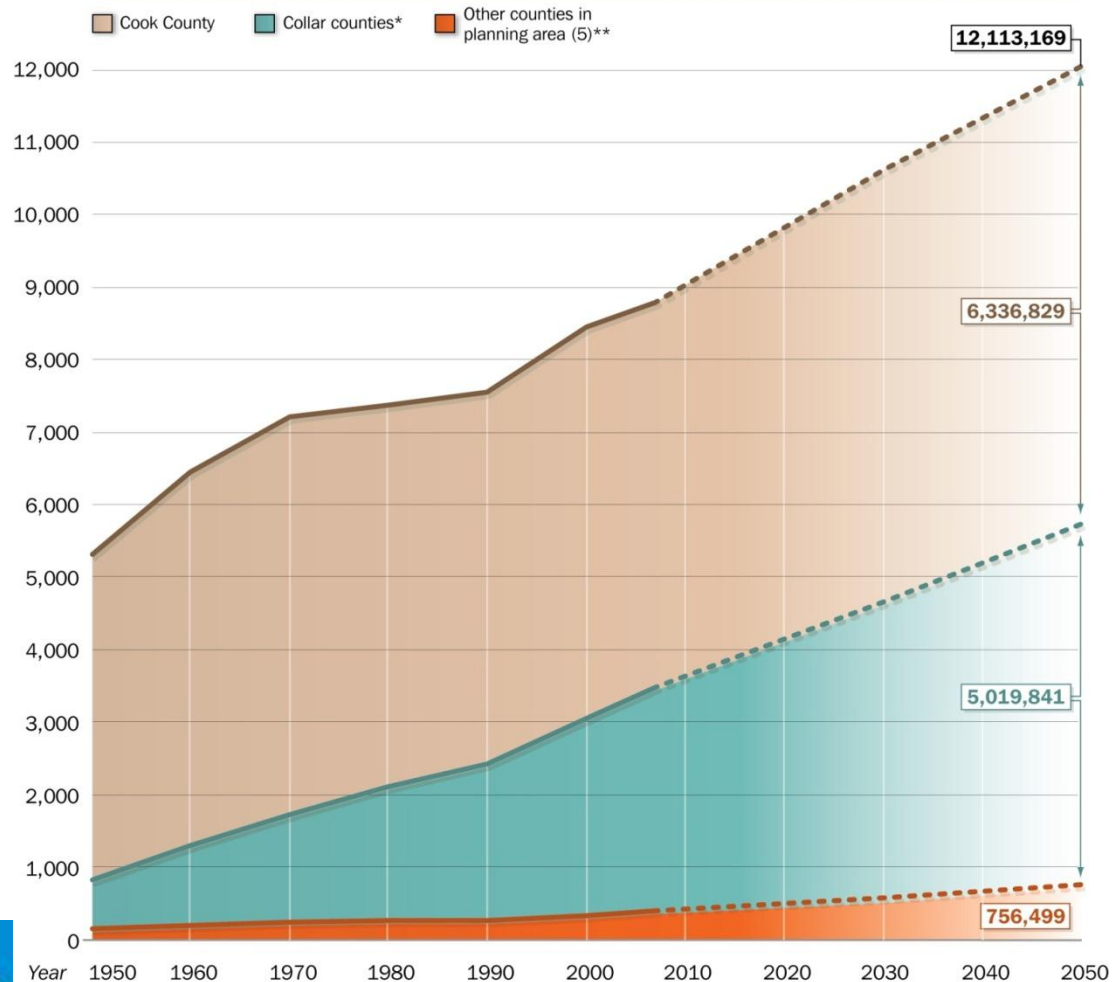
\*2005 – 8.74 million

\*2050 – 12.11 million

~ 38%  
growth

**Distribution of Population in Northeastern Illinois**

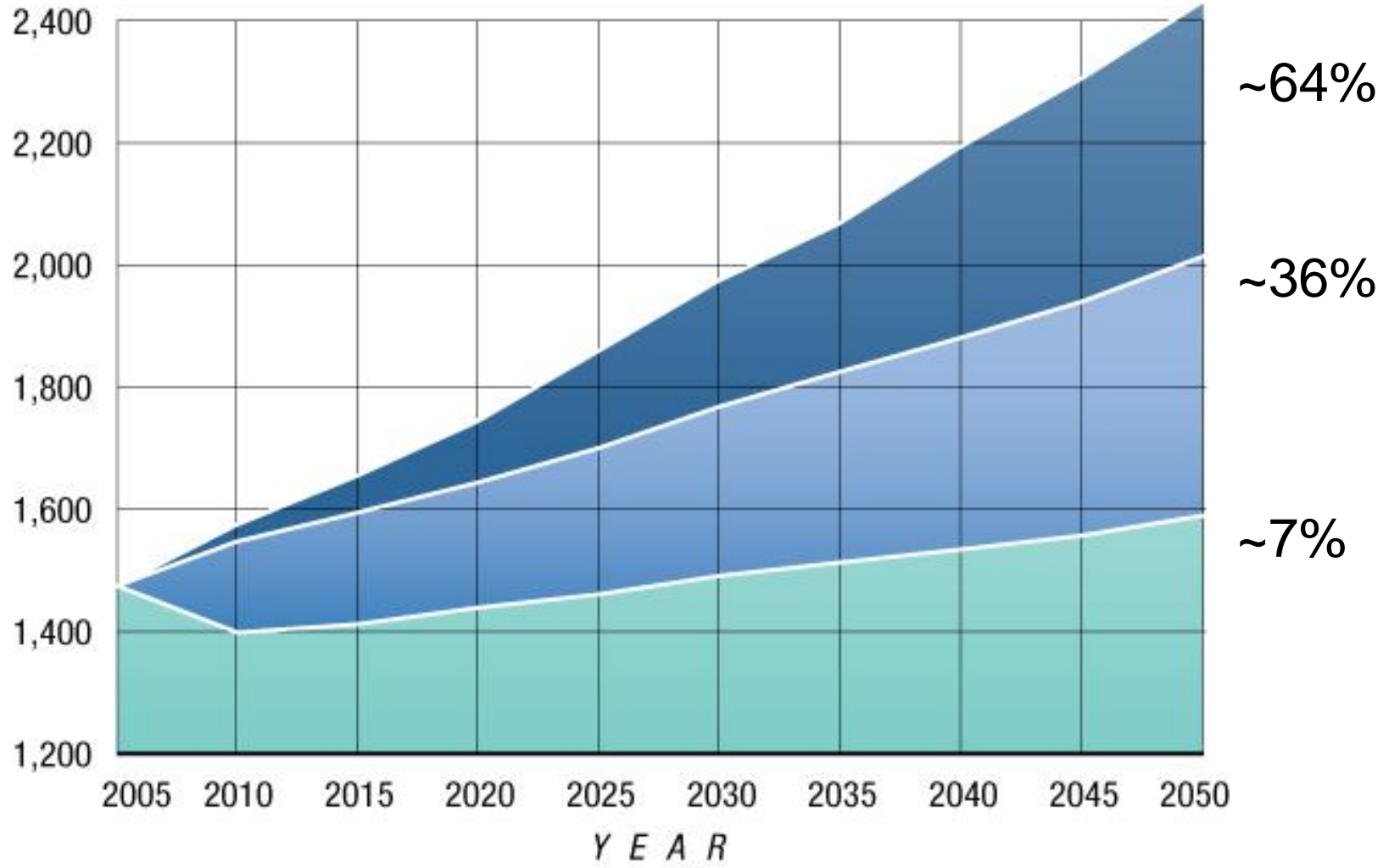
Total population, in thousands



Sources: U.S. Census Bureau; Northeastern Illinois Planning Commission; al Chalabi Group, Ltd., Chicago Metropolitan Agency for Planning  
\* DuPage, Kane, Lake, McHenry, Will \*\* Boone, DeKalb, Grundy, Kankakee, Kendall

# Scenario water withdrawals: 2005 - 2050, *in million gallons per day*

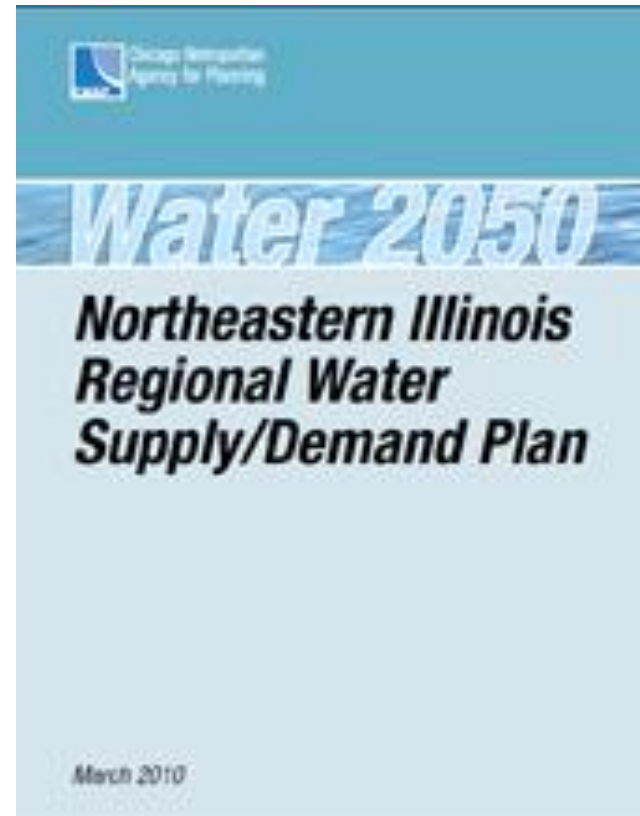
Current trend scenario      Less resource intensive scenario      More resource intensive scenario



Source: B. Dziegielewski and F.J. Chowdhury, 2008, Southern Illinois University Carbondale

# W A T E R 2050

- 11 County Study
- Supply and Demand
- Facilitated by CMAP
- RWSPG
- Completed in 2010
- Over 200 recommendations
- Technical Assistance Program for communities and utilities



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# Water 2050 Technical Assistance

## Water 2050: Technical Assistance Webpage

- \* Model Water Conservation Ordinance
- \* Bill inserts
- \* WaterSense Partnership
- \* AWWA Audit Form
- \* Conservation Pricing
- \* AWE Tracking Tool

[www.cmap.illinois.gov/water-2050/technical-assistance](http://www.cmap.illinois.gov/water-2050/technical-assistance)

# Update Ordinances/Codes

- Indoors/Outdoors
- Residential/CII
- Local examples
- Resources for more info
- Water savings
- Public information/outreach



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## ***Model Water Use Conservation Ordinance***

October 12, 2011

March 2010

# Informational Inserts

- Unified Public Information Messaging
- Efficiency, Conservation, Policy
  - Tagline, message, action, follow-up for more info
- Paper Bill Inserts
- Electronic Distribution
  - Municipal newsletters
  - Websites
  - Email blasts
- Low Cost
- Broad Distribution





# Is your lawn a water guzzler?

10/12/2011



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# WaterSense Partner



- Provides outreach and education
  - Ready to Print materials: press releases, button, PSAs, additional bill inserts
  - Everyday tips for residents
- Provides recognition
  - Municipal website and nationally
- Provides unified message
- Partner decides on appropriate activities
- It's FREE
- And...EASY to join and participate



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# Policy Front / Legislative Agenda:

*State* – Illinois Plumbing License Law

*Federal* – authorization of EPA's WaterSense program



October 12, 2011



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# OUR WATER IS WORTH MORE THAN WE THINK

From Lake Michigan to the Fox River, how we use our water resources—including what we conserve, how much we waste, and what we choose to invest in water quality—is up to all of us.

What Our Water's Worth is an ongoing campaign led by the Metropolitan Planning Council and Openlands to raise awareness about the value of water in northeastern Illinois and northwestern Indiana.

- Keep up with the latest events and water stories on the WOWW blog
- What's your water footprint?
- Find rebates on WaterSense products
- Support this effort



**WOWW E-NEWSLETTER**  
Sign up for our monthly e-newsletter.

## Where does your water come from?

Click on the map below to find out where your water comes from. Once you know where your water comes from, click on the corresponding droplet to find out more about your water source.



Learn more about our region's water sources.



All water

River

Lake

Shallow aquifers

Deep aquifers

# Other Resources

- Alliance for Water Efficiency (AWE)  
[www.allianceforwaterefficiency.org](http://www.allianceforwaterefficiency.org)
- Illinois Section American Water Works Association (AWWA) Water Efficiency Committee  
[www.isawwa-portal.com](http://www.isawwa-portal.com)



# Let's address the why nots?

**Loss of revenue**

**Lack of resources**

**Plenty of supply**

**Adequate water quality**



# What's going on now?

## What are you going to do?

- Batavia
  - Rebate program
- DuPage Water Commission
  - Preserve Every Drop
- Algonquin
  - Lawn Watering program
- Westmont
  - Fix-a-Leak Week



VILLAGE OF  
ALGONQUIN  
WATER  
CONSERVATION  
REGULATIONS



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[www.cmap.illinois.gov/water-2050](http://www.cmap.illinois.gov/water-2050)

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