

Regional Collaboration for Water Efficiency



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“Necessity, who is the Mother of invention”

~ Plato, The Republic

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Late 1980's

- Three fast-growing cities competing for Colorado River water
- A single, federally-owned treatment plant
- No coordinated conservation plan
- Limited info on supplies and future demand
- Prospect of water shortage by mid-1990's

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Early 1990's

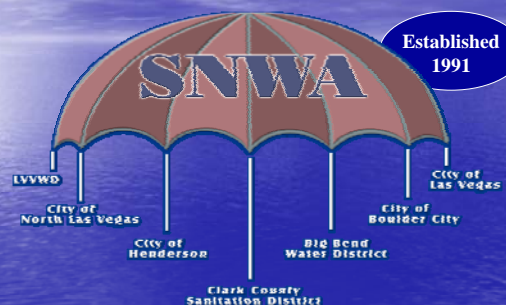
- Began integrated water resource planning
 - First comprehensive review of water commitments
- Paved the way for refocused interagency relationships
- Jurisdictions adopted similar, but inconsistent, ordinances to limit lawn grass and man-made lakes

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Paradigm Shift

- Switched from simple accounting process to water resource management planning
- Resource Plan considers both temporary and permanent supplies to create a portfolio of shared resources
- Resource Plan is updated annually
- Agreed to pursue conservation regionally

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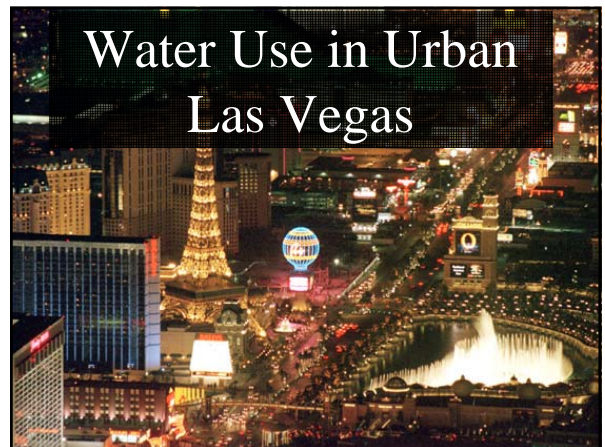
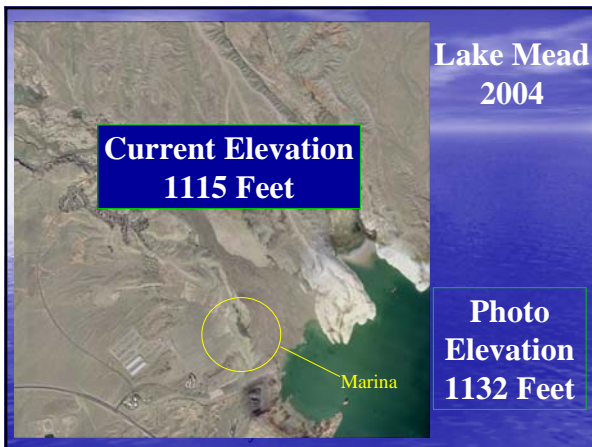
Purpose of the SNWA

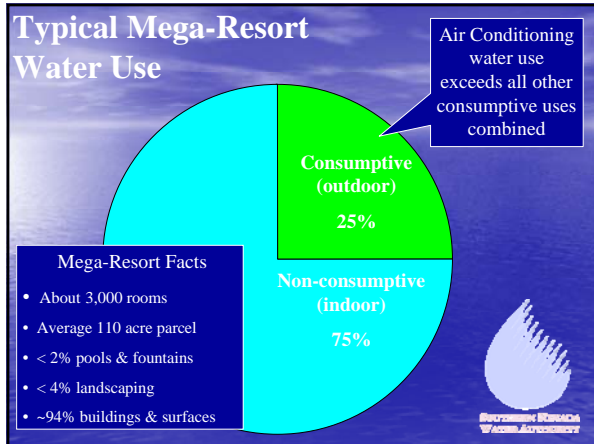
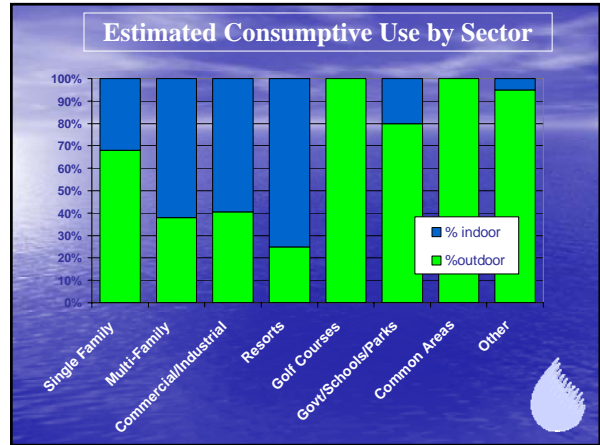
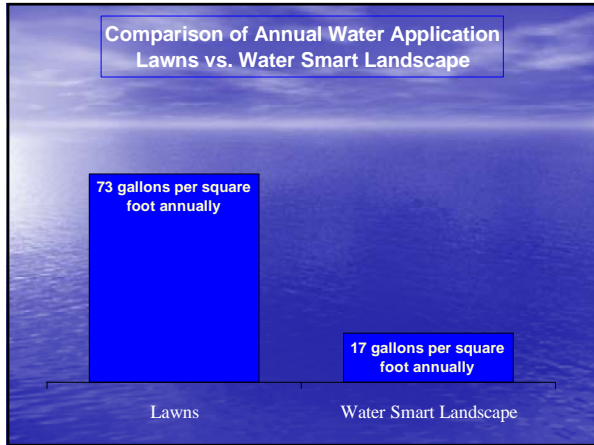
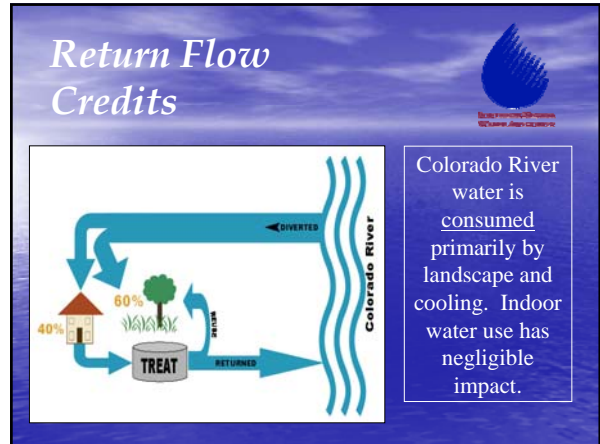
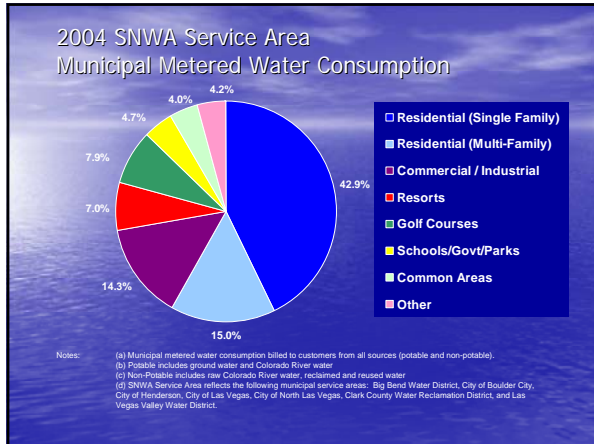
- Regional coordination and management of water resources
- Unified national and regional representation
- Construct & operate regional facilities
- Protect and enhance quality of the water resource
- Promote & effect regional water efficiency

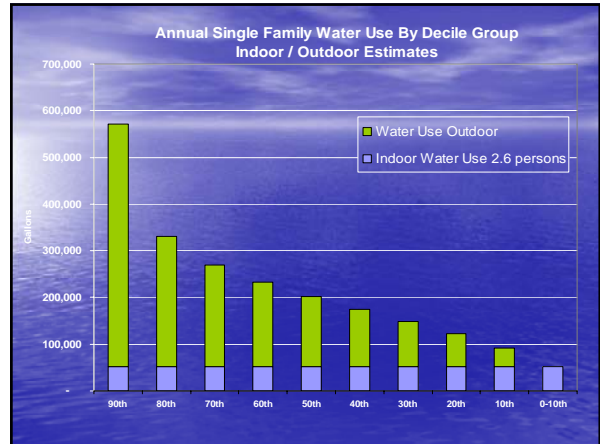
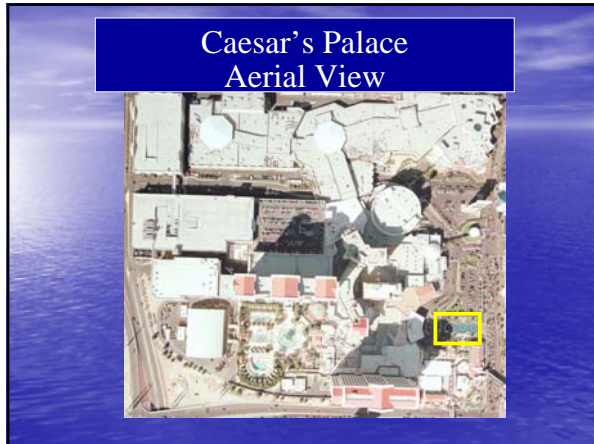
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Why SNWA Works

- SNWA's limited and well-defined scope
- Focus on mutual success of the community and the regional economy
- Strength in partnership to achieve member goals
- Interagency staff coordination precedes board actions
- Equal agency power, regardless of size







Successful Implementation

1. Know the big picture – Where each of your water supplies come from and the policies that regulate their use.
2. Know who uses the water in your community and how they use it. Focus upon and communicate the facts and vital opportunities.
3. Establish key values before you develop the strategies.
4. Involve & inform key stakeholders in programming and strategies, even if informal. Allow choices wherever possible.

Successful Implementation

1. Community information and understanding accelerate and expand results. Partner with the media.
2. Incentives play a supporting role in demand reductions but are vital to sustain community support.
3. Assure equity in regulatory programs – everyone needs to contribute.
4. Enforce what you adopt. Credibility is irreplaceable.

SNWA Drought Response Planning

- Interagency team develops guiding plan
- All jurisdictions adopt plan by resolution and collaborate on model ordinance
- Proposed requirements negotiated to assure consistency and equity
- Each jurisdiction adopts ordinances and is responsible for enforcement
- Public and industry input is vital and occurs at various stages of the process

SNWA Drought Plan Outcomes

Principal Regulatory Tools

- Restricted seasonal watering schedules
- Landscape development restrictions
- Golf course water budgets
- Water waste penalties
- Ornamental water feature restrictions



SNWA Drought Plan Primary Regulatory Tools

New Development Standards

- No ornamental turf in commercial landscapes & HOA common areas. Parks allowed.
- No lawns in new residential front yards. Backyard lawns limited.
- Apartments & golf courses limited to half of turf allowance under non-drought conditions.



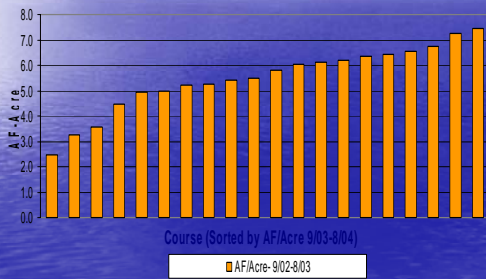
Water Waste Enforcement



- All jurisdictions use the same policy
- About 30,000 inspections per year
- Nearly 10,000 notices per year
- About 2,000 fee violations per year
- Over \$400,000 assessed annually

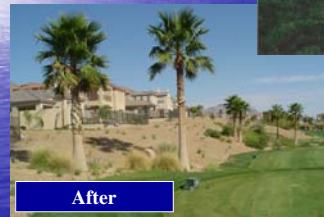


Golf Water Budgets



Conversion of non-functional turf is a major strategy for coping with water budgets.

Before



After



Incentive Programs



Before

About 1,000 property owners apply to convert to Water Smart Landscape every month



After

In 7 years, SNWA has rebated 85 million square feet of lawn conversion, saving over 4.7 billion gallons annually

QUESTIONS?



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