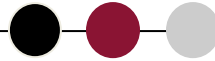




PSC Water Currents

The water conservation and efficiency newsletter of the
Public Service Commission of Wisconsin



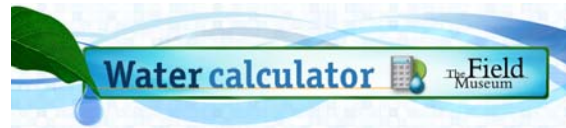
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Water Saving Tip



How much water does my household use? What can I do to reduce my water use? These questions are answered using a handy, online water use calculator created by the Field Museum in Chicago. Water utilities can help their customers by linking to: <http://watercalculator.fieldmuseum.org/>.

Have a good idea to share? Email your tip to water.currents@wisconsin.gov.

News

Janesville and Beloit utilities to offer toilet rebates

Two more Wisconsin water utilities joined the growing list of water providers that are offering toilet rebates to their customers. In May 2010, the PSC approved Janesville Water Utility's request to offer rebates on WaterSense-labeled products, including up to \$50 on toilets and \$25 on faucets and showerheads. Beloit Utilities received PSC approval for its \$50 WaterSense toilet rebate program in July 2010. These utilities intend to offer rebates to residential customers who replace outdated, inefficient toilets with water-saving WaterSense models that use 1.28 gallons per flush. WaterSense toilets can save thousands of gallons of water each year, lowering water and sewer bills. For a complete list of Wisconsin water utilities that offer toilet rebates and other customer incentives, visit: <http://psc.wi.gov/conservation/documents/wiwaterrebates.pdf>.

DNR advances water conservation rules

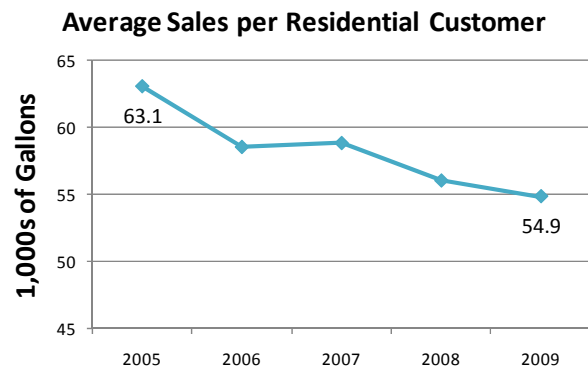


The Natural Resources Board approved DNR's proposed water conservation and efficiency rules at its August 2010 meeting. The rules would establish mandatory water conservation requirements for new and increased water withdrawals or diversions from the Great Lakes. The rules also establish voluntary water conservation guidelines for water users elsewhere in the state.

Requirements differ by water use sector. At a minimum, water utilities subject to these rules will be required to measure water sources, undertake audits to identify leaks and losses, repair water main leaks, and conduct customer outreach and education. The proposed rules must be approved by the State Legislature and could become effective as early as December 2010. For more information, visit: <http://dnr.wi.gov/org/water/dwg/greatlakes/rules.html>.

Wisconsin water use continues to decline

The PSC recently released its *2010 Wisconsin Water Fact Sheet*, which shows a continued trend of declining water utility sales and per-customer water usage. In 2009, Wisconsin's 584 water utilities sold a total of 151 billion gallons to retail customers, a drop of 4.2 percent from 2008. Average per-customer residential sales averaged 54,900 gallons per year in 2009. The downward trend in sales per customer reflects weather patterns, the replacement of inefficient



fixtures and appliances, and other water conservation efforts. The annual Fact Sheet provides useful benchmarks and statistics about Wisconsin's water utilities. The PSC compiles the Fact Sheet based on information submitted by water utilities in their annual reports. For more information, visit: <http://psc.wi.gov/conservation/documents/WaterFactSheet.pdf>.

EPA helps utilities plan for climate change

Utilities can plan for the effects of a changing climate on their water supplies using EPA's *Climate Ready Water Utilities Toolbox*. The searchable toolbox provides information about federal and state efforts to address impacts on water resources, available grant programs to assist utilities and municipalities, publications and models, and upcoming workshops and seminars. These resources are searchable by utility type, size, region, water resources, climate change impacts, and climate response strategies. EPA will update the toolbox as needed to provide access to the latest information. For more information, visit: <http://www.epa.gov/safewater/watersecurity/climate/toolbox.htm>.



“We’re for Water” campaign promotes WaterSense

EPA launched its new “We’re for Water” campaign in July 2010 to promote the WaterSense label and to raise consumer awareness about the need for water efficiency. The campaign includes a new logo and promotional materials and was launched on a multi-state road trip.



As part of the campaign, EPA is asking consumers to take a pledge to reduce their water use. For more information, visit: www.epa.gov/WaterSense/.

Upcoming Events

SEPT Wisconsin Water Laws and Regulations Seminar (HalfMoon Seminars). September 14, 2010. Pewaukee, Wisconsin. www.halfmoonseminars.com.

Alliance for Water Efficiency Tracking Tool Workshop. September 15, 2010. Madison, Wisconsin. www.wiawwa.org/wwwa-89th-annual-meeting-expo.

Wisconsin Water Association Annual Conference. September 15-17, 2010. Madison, Wisconsin. www.wiawwa.org/wwwa-89th-annual-meeting-expo.

Alliance for Water Efficiency Asset Management Workshop. September 17, 2010. Chicago, Illinois. <http://a4we.org/asset-workshop.aspx>.

Tapping into Solutions: The Future of Water (Environmental Leadership Program). September 25-27, 2010. Milwaukee, Wisconsin. www.elpnet.org/events/water

OCT WEFTEC 2010 – Water Environment Federation Conference and Expo. October 2-6, 2010. New Orleans, Louisiana. www.weftec.org.

WaterSmart Innovations 2010 Conference and Expo. October 6-8, 2010. Las Vegas, Nevada. www.watersmartinnovations.com.

Wisconsin Rural Water Association Water Efficiency Training. October 12-14, 27-28. Green Bay, Jackson, West Salem, Waunakee, and Spooner, Wisconsin. www.wrwa.org.

Great Lakes Water Conservation Conference for Craft Brewers and Cheesemakers. October 18-19, 2010. Madison, Wisconsin. www.conserve-greatlakes.com.

NOV Alliance for Water Efficiency Great Lakes Conservation Rates Workshop. November 8, 2010. Racine, Wisconsin. www.allianceforwaterefficiency.org.

Focus on Wisconsin Water

Marshfield challenges customers to save water

Residential customers of Marshfield Utilities have a chance to win free water for a year as part of its Water Conservation Challenge. Over 100 residential customers have signed up to participate in the contest, which runs from July 1, 2010, through June 30, 2011. The five customers with the largest percentage decrease in water use over the 12-month contest will have their water bill reimbursed. The top water-saver will win an additional \$500 in cash. Other prizes are available to customers who demonstrate innovative water saving methods. The contest is sponsored by the utility, Leadership Marshfield, and the Groundwater Guardians, with prizes donated by several local businesses.



The contest is only part of Marshfield’s conservation strategy. As a combined water and electric utility, Marshfield takes a holistic approach to helping its customers reduce water and energy use. The utility conducts free water and energy audits for its residential customers, maintains a website with energy and water saving tips, and offers rebates of up to \$50 to customers who install WaterSense-labeled toilets.



Marshfield also participates in the statewide Focus on Energy program, which provides assistance to local businesses to reduce energy and water use. “Having someone on staff that can work directly with local businesses has been a huge advantage in promoting water and energy efficiency in our community,” said Jim Benson, energy and water efficiency coordinator for the utility. For more information about Marshfield’s water conservation programs and the water conservation contest, visit: <http://www.marshfieldutilities.org/conservprog.html>.

Highlight your community’s water conservation and efficiency efforts in a future issue of Water Currents. Send a summary of your program or water-saving idea to water.currents@wisconsin.gov. Include your contact information, a link for more information, and an estimate of the amount of water saved or expected to be saved. Please limit your submittal to 250 words.

About this newsletter

Water Currents is published by the Public Service Commission of Wisconsin to provide information about water conservation-related news and events in Wisconsin. The newsletter is compiled and edited by Jeff Ripp, PSC Water Conservation Coordinator, (608) 267-9813.



To submit information for consideration in future newsletters, send an email to water.currents@wisconsin.gov. Include your name, organization, and contact information in the body of the message.

Subscribe to the newsletter at <http://psc.wi.gov/water>.