



WESTERN RESOURCE
ADVOCATES

Urban Water

A Comparative Study
of Urban Water Use
Efficiency Across
the Southwest

EXHIBIT

tabbles®

401

Executive Summary

Executive Summary

Municipal water use is on the rise in the southwestern U.S., tracking with rapid population growth.

In the past decade, millions have flocked to cities like Albuquerque, Denver, Las Vegas, Phoenix, and Salt Lake City. These burgeoning metropolitan areas are expected to draw millions more over the next several decades. Unfortunately, this growth threatens the very quality of life that draws people in the first place.

In addition to other social and environmental stresses caused by rapid population growth, increased water demand by these new residents endangers one of the region's most precious resources—natural river systems. The rapid influx of new residents often encourages municipal water providers to divert and store what is left of already-stressed rivers to meet increasing urban water demands. The current regional drought has added urgency to the issue. Cities and states seem more inclined than ever to consider large water development projects that are, on the whole, very slow to construct, highly contentious, extremely costly, and environmentally damaging.

Fortunately, improving urban water use efficiency can meet much of this growth in demand. We can stretch already-developed water supplies to meet a higher portion of our needs through indoor and outdoor conservation as well as through creative supply-side options. Efficiency alternatives can postpone or alleviate entirely the need to divert and store the last water left in our rivers, water that is crucial to continued enjoyment by anglers, rafters, local communities, and the preservation of the plants, fish, and other wildlife that rivers support.

Thus far, western water policy has not encouraged efficiency alternatives, both

because of legal impediments and a lack of sustained public pressure to invest in efficiency. Some water utilities have made efforts, but progress has been isolated and sporadic. Although agricultural efficiency also must be addressed, this report focuses on urban water use, an area where demand for water is growing most quickly, where there is a receptive audience to an efficiency message, and financial resources to implement efficiency alternatives.

Lack of comparative data on water use and efficiency options has been a significant hurdle to maximizing urban water efficiency. Many cities simply are in the dark as to how they compare to others in the region. Nor are they necessarily aware of cutting-edge approaches being explored elsewhere. Isolation hampers innovation. Such comparative information could inspire cities and citizens alike.

"Rivers run through our history and folklore, and link us as a people. They nourish and refresh us and provide a home for dazzling varieties of fish and wildlife and trees and plants of every sort. We are a nation rich in rivers."

—Charles Kuralt

from "The Magic of Rivers"



Photo by Jeff Widen.

Executive Summary

Smart Water provides, for the first time, a detailed snapshot of current water use in major cities across the region as well as recent trends in water uses, conservation and efficiency programs, water system leaks, water rate structures, and unmet potential in over a dozen cities. The report highlights a large disparity in water use efficiency across the region and offers specific recommendations to make increased efficiency a reality.

Equipped with the data in this Smart Water report, citizens, water utilities, and state and local governments can focus heightened interest in urban water planning on the role of efficiency as a faster, safer, and relatively inexpensive way to stretch existing water supplies farther.

The pages that follow include a wealth of information, collected into 5 chapters.

Chapter 1 introduces what's at stake if we fail to develop efficiency alternatives. It brings to light the enormity of recent population growth in the Southwest. Nevada, Arizona, Colorado, and Utah are the four fastest-growing states in the country. Together, they added 4 million new residents between 1990 and 2000. The Census Bureau projects that they will add another 7 million people by 2025. Texas and New Mexico are on a similar path.

These new residents have led water utilities to consider a round of new, conventional water diversion and storage projects to meet the demand. If history is any guide, these projects will greatly alter, and can even cause the collapse of, the natural river systems that already face significant strain. Chapter 1 provides a quick guide to rivers—including the Bear, Colorado, Gunnison, and Rio Grande—that are threatened by recent and future urban water demands. The chapter reveals the direct link between growing urban demand and threats to some of our most treasured river resources.

Chapter 2 provides some light at the end of the tunnel, canvassing the "state-of-the-art" in municipal water efficiency. Through strategy descriptions, case studies, and other examples from around the country and other parts of the world, it details successful programs that improve efficiency, sometimes dramatically. These examples, applied in appropriate situations, can serve as benchmarks and models for urban residents and water providers in our region.

Chapter 2 highlights the enormous potential for improving efficiency both on the demand-side (i.e., through water conservation) and supply-side (e.g., collection and delivery systems), a potential that possibly can eliminate the need for enduring the social, monetary, and environmental

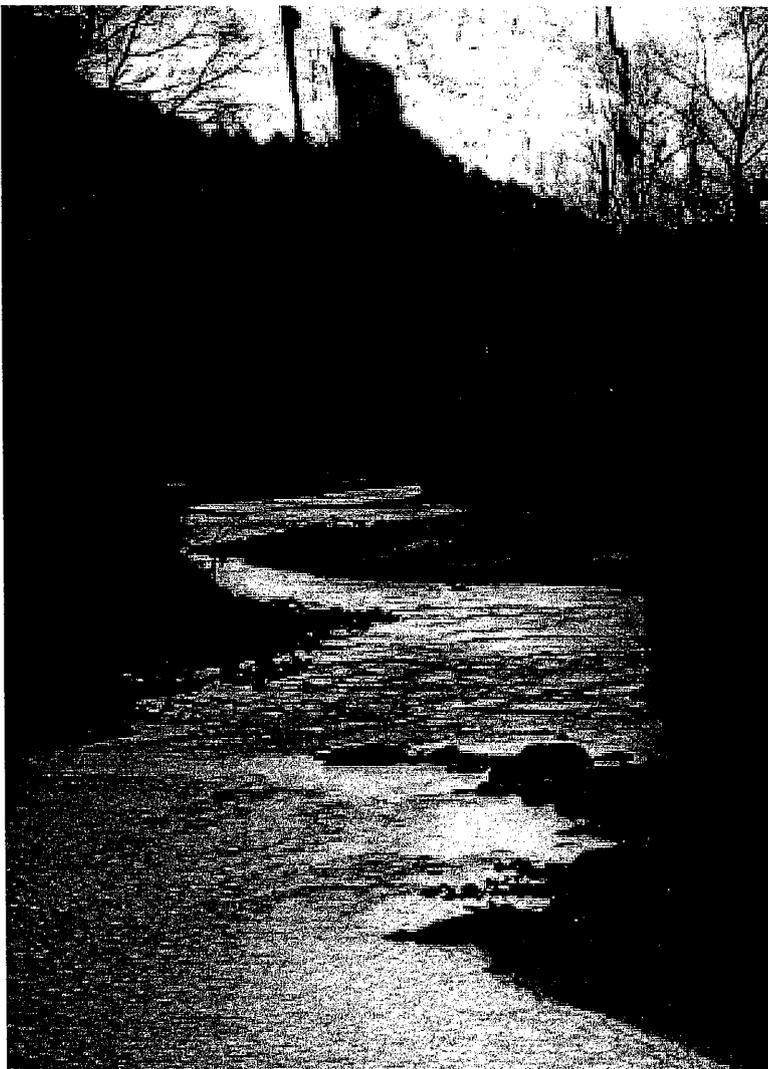


Photo by Jeff Widen.

costs associated with traditional supply-side projects. It includes details on:

Supply Side Measures

- Water Loss Management
- System Integration, Transfers, and Salvage
- Aquifer Storage and Recovery
- Re-Use

Demand Side Measures

- Landscape Design
- Landscape Watering
- Development Standards
- Indoor Efficiency

Regulations & Education

Incentives

- Rate Structures
- Rebates and Retro-fits

Chapter 3 provides a detailed analysis of where many western cities stand today in both water consumption and water conservation efforts. Through dozens of figures and tables, it provides comparative data on per capita water use, water system losses, conservation programs, rate structures, and more. Related appendices include city-by-city data and descriptions of existing efficiency programs, water systems, and alternative sources of supply.

Based on the comparative analysis reported in Chapter 3, it is clear that across the Southwest:

- Outdoor water consumption accounts for a large proportion of total water sold and offers the biggest target for future water savings.
- Indoor efficiencies could be greatly improved.
- Unaccounted For Water (including system leaks) is high in many districts.
- Pricing water with increasing block rates provides a strong conservation incentive.

- Conservation programs and budgets vary considerably in the region.
- Accounting practices and monitoring program effectiveness need additional focus.
- Many providers have only begun to seriously investigate many supply-side options.

Chapter 4 takes a close look at the connection between urban sprawl and water use. It tells a simple but compelling story of how sustainable patterns of urban growth—"smart development"—can distribute growth over the landscape in ways that increase water efficiency. A case study from several decades of development in Las Vegas provides empirical data for the common-sense concept that water use varies with housing lot size. And, a close look at a recent development in Tucson shows tremendous results from water-efficient design strategies (e.g., higher-density, mixed-use development) as well as other efficiency measures (e.g., Xeriscape standards, reclaimed water distribution systems, etc.).

Chapter 5 highlights the overall conclusions of the Smart Water study and proposes recommended actions for water providers, policy-makers, and citizens, including:

- Policies to help reduce discretionary outdoor water use;
- Attributes of effective water rate (pricing) structures;
- Rebates and other measures to improve indoor use;
- Reasons to remedy leaks and other Unaccounted for Water;
- Consideration of several supply-side alternatives;
- Better monitoring of programs and water accounting;
- Improving customer education and awareness; and
- State legislative initiatives that would improve efficiency.

Executive Summary

We hope the Smart Water report will serve as a helpful decision-making tool for water district managers, policy makers, interested organizations, and the citizens across the Southwest and beyond. The report is intended for all who appreciate the value of our natural river systems and, more importantly, all who rely on the water that these rivers provide.

We expect water use efficiency will be as important to water management in the 21st Century as the Hoover Dam and

other engineering marvels were to the 20th Century. Relatively wasteful urban water use today provides a challenge and an opportunity. Though it threatens our natural river systems, curbing waste and improving efficiency can ensure that these rivers thrive, long after we are gone. We need to adopt a permanent and growing efficiency ethic to meet our urban water demands. This report discusses how we might get there.

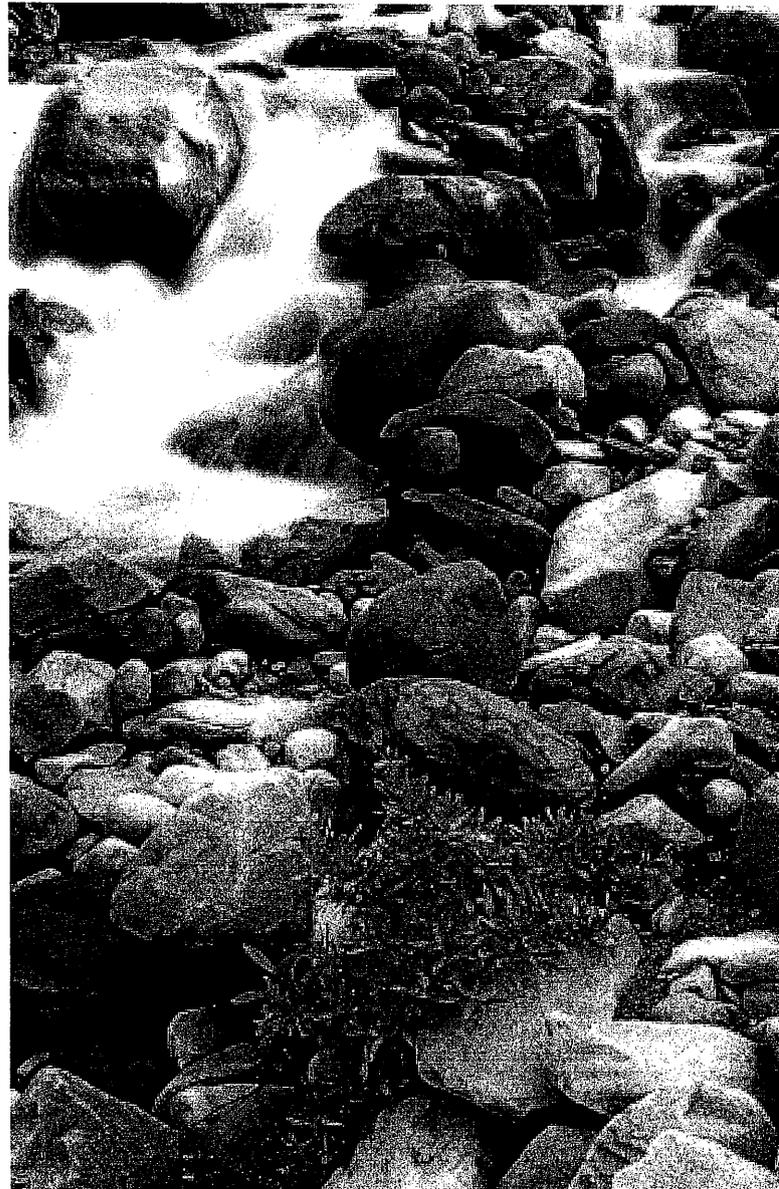
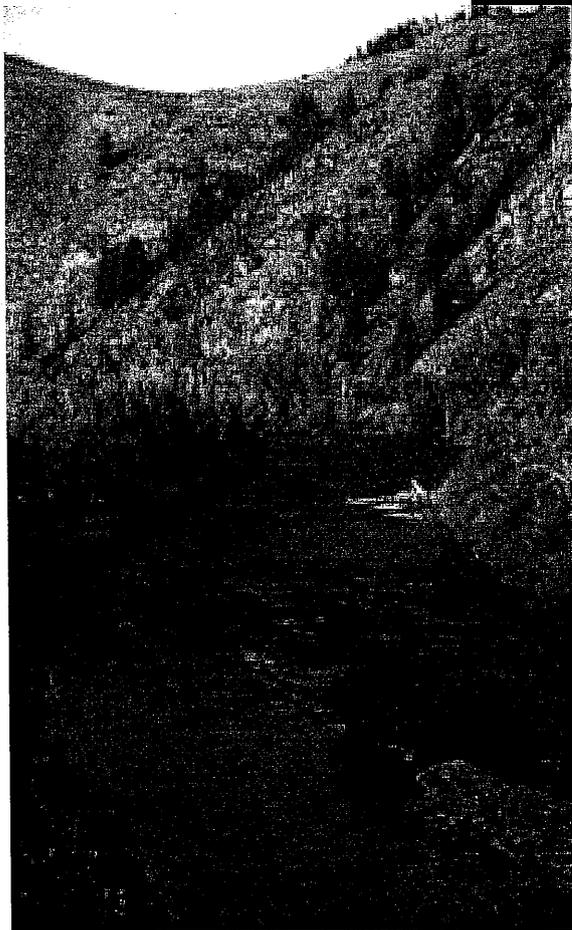


Photo by Jeff Widen.

Water Rate Structures in Colorado:

How Colorado Cities Compare in Using this Important Water Use Efficiency Tool



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COLORADO
ENVIRONMENTAL
COALITION



A GRASSROOTS ALLIANCE

September 2004

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Water Rate Structures in Colorado:

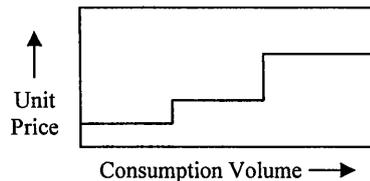
How Colorado Cities Compare in Using this Important Water Use Efficiency Tool

Executive Summary

In semi-arid Colorado, our precious rivers, streams, and aquifers sustain our cities and towns by feeding our urban water supply systems. With a finite supply, Colorado citizens, policymakers, and water utility managers must fulfill the dual role of ensuring water in our taps and water in our rivers, as Coloradans place a high value on both.

Water rate structures play an essential role in communicating the value of water to water customers, thus promoting long-term efficient use. The value of water includes: (1) the utility's operation and maintenance costs; (2) costs to procure and develop additional water supplies to meet growing demands; and (3) social and environmental "opportunity costs" of losing other benefits of the water and natural waterways.

Increasing block rate structures most effectively communicate this message and encourage efficient water use when compared to other types of rate structures. Through this increasing block rate design, the unit price for water increases as the volume consumed increases, with prices being set for each "block" of water use. Customers who use low or average volumes of water are charged a modest unit price and rewarded for conservation; those using significantly higher volumes pay higher unit prices. A variety of approaches can be applied to setting each block volume.



In a broader regional study, we found a close correlation between cities with dramatically increasing block rates and those with the lowest *per capita* consumption levels.¹ Along with other conservation and efficiency programs, effective rate structures can help stretch existing water supplies further and avoid much of the cost, delay, and controversy that result from large new water development projects. If designed appropriately, increasing block rates:

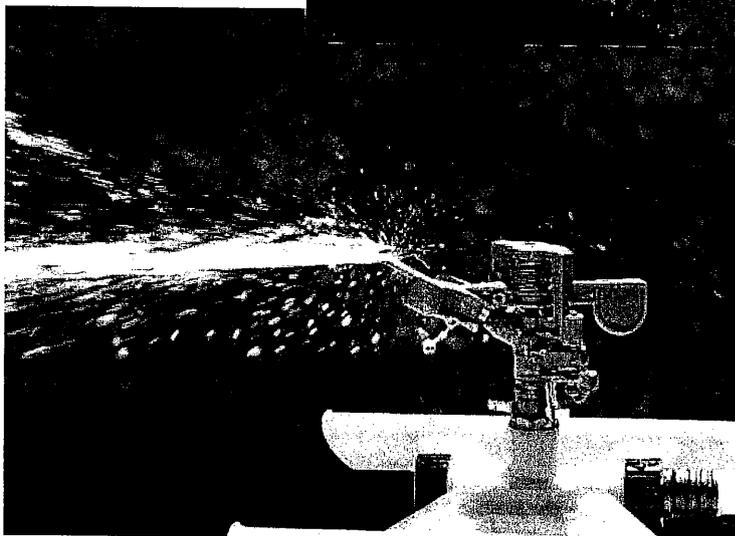
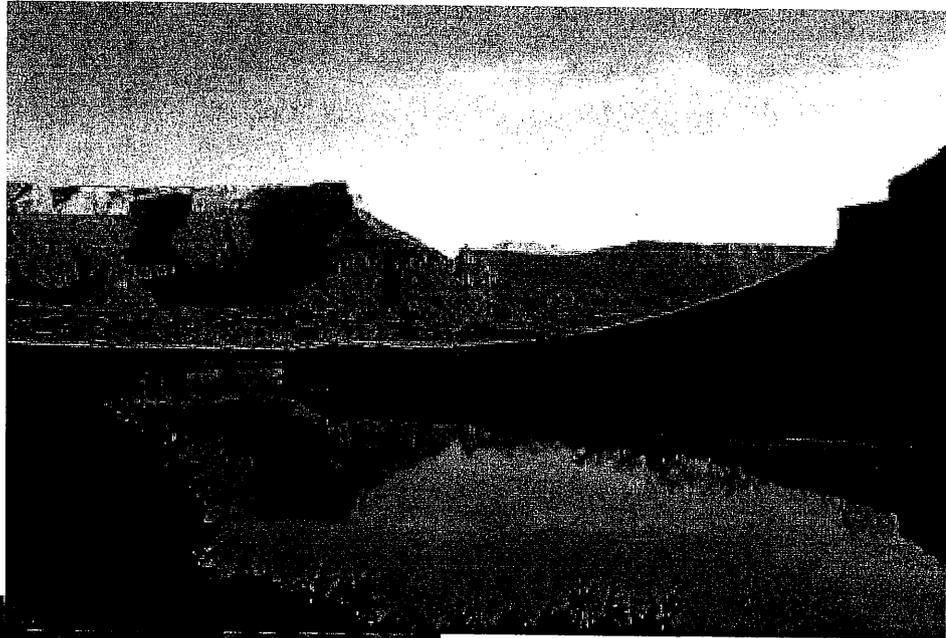
- Encourage efficient use by sending a strong conservation price signal;
- Reward conserving customers with lower unit rates for water;
- Assign water supply and development costs proportionately to the customers who place the highest burden on the supply system, and the rivers that feed the supplies;
- Provide water at low prices for basic and essential needs, so all customers can afford it; and
- Do all of the above while still maintaining a stable revenue flow to the utility.

Colorado communities use a wide variety of water rate structures, ranging from very aggressive, efficiency-based designs to rate structures that actually promote inefficient water use. Some have incorporated increasing block rate designs, but have set the block prices and volumes in ways that do not effectively promote efficient water use. Although many Colorado cities and towns have come a long way in developing and instituting efficiency-based rate structures, many still have a lot of room for improvement.

¹ Western Resource Advocates, *Smart Water: A Comparative Study of Urban Water Use Efficiency Across the Southwest*, December 2003, at 74-86.

Water Rate Structures in Utah:

How Utah Cities Compare Using This Important Water Use Efficiency Tool



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January 2005

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Water Rate Structures in Utah:

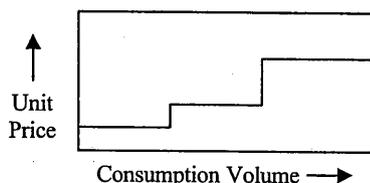
How Utah Cities Compare Using This Important Water Use Efficiency Tool

Executive Summary

In semi-arid Utah, precious rivers, streams, and aquifers sustain cities and towns by feeding urban water supply systems. With a finite supply, Utah citizens, policymakers, and water utility managers must fulfill the dual role of ensuring water in customer taps and in Utah's rivers, as Utahns place a high value on both.

Water rate structures play an essential role in communicating the value of water to water customers, thus promoting long-term efficient use. The value of water includes: (1) the utility's operation and maintenance costs; (2) costs to procure and develop additional water supplies to meet growing demands; and (3) social and environmental "opportunity costs" of losing other benefits of the water and natural waterways.

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- Provide water at low prices for basic and essential needs, so *all* customers can afford it;
- Reward conserving customers with lower unit rates for water;
- Encourage efficient use by sending a strong conservation price signal;
- Assign water supply and development costs proportionately to the customers who place the highest burden on the supply system and the natural supply sources; and
- Do all of the above while still maintaining a stable flow of revenue to the utility.

Utah communities use a wide variety of water rate structures, ranging from efficiency-based designs to rate structures that promote little or no efficient water use. Some have incorporated increasing block rate designs, but have set the block prices and volumes in ways that do not effectively promote efficient water use. Although some Utah cities and towns have made progress in developing and instituting efficiency-based rate structures, the results from this analysis indicate that most still have a lot of room for improvement.

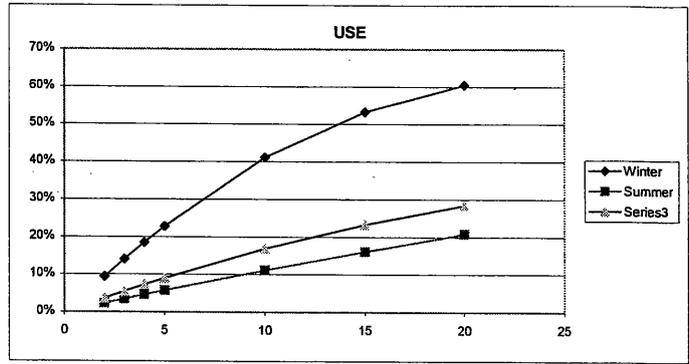
This report discusses the various types of water rate structures and their effect on promoting efficient water use (pages 3 to 8). It then offers a comparison of the rate structures used in 12 Utah municipalities to see how these cities and towns stack up in using rate structures as a water efficiency tool (pages 9 to 16).

¹ Western Resource Advocates, *Smart Water: A Comparative Study of Urban Water Use Efficiency Across the Southwest*, December 2003, at 74-86.

ALL SECTORS

BILLS at	Winter	Summer	Summer Cum	ALL
< 2 CCF	8%	3%	3%	6%
< 3 CCF	11%	4%	7%	7%
< 4 CCF	14%	5%	12%	9%
< 5 CCF	18%	6%	18%	12%
< 10 CCF	41%	12%	30%	27%
< 15 CCF	65%	19%	49%	42%
< 20 CCF	79%	25%	74%	52%

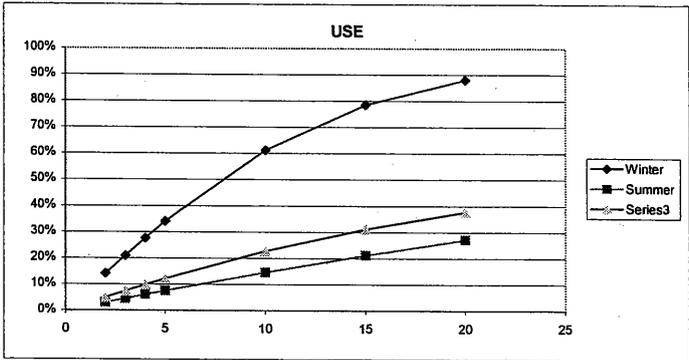
USE at	Winter	Summer	Summer Cum	Summer
< 2 CCF	9%	2%	2%	4%
< 3 CCF	14%	3%	6%	5%
< 4 CCF	18%	5%	10%	7%
< 5 CCF	23%	6%	16%	9%
< 10 CCF	41%	11%	27%	17%
< 15 CCF	53%	16%	43%	23%
< 20 CCF	60%	21%	64%	28%



RESIDENTIAL

BILLS at	Winter	Summer	Summer Cum	ALL
< 2 CCF	7%	3%	3%	5%
< 3 CCF	10%	4%	6%	7%
< 4 CCF	13%	5%	11%	9%
< 5 CCF	17%	6%	17%	11%
< 10 CCF	43%	12%	29%	27%
< 15 CCF	67%	19%	48%	44%
< 20 CCF	83%	25%	73%	54%

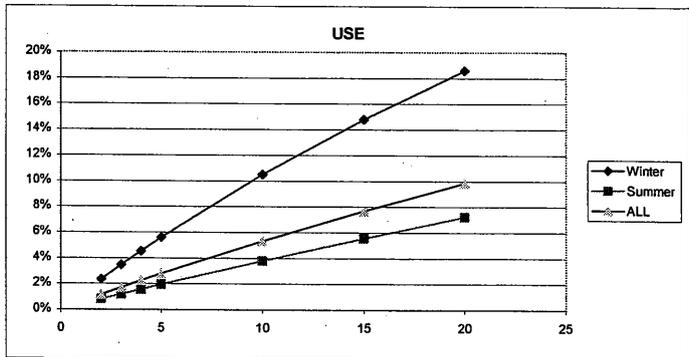
USE at	Winter	Summer	Summer Cum	ALL
< 2 CCF	14%	3%	3%	5%
< 3 CCF	21%	5%	8%	7%
< 4 CCF	28%	6%	14%	10%
< 5 CCF	34%	8%	21%	12%
< 10 CCF	61%	15%	36%	23%
< 15 CCF	79%	21%	57%	31%
< 20 CCF	88%	27%	84%	38%



COMMERCIAL

BILLS at	Winter	Summer	Summer Cum	ALL
< 2 CCF	17%	6%	6%	11%
< 3 CCF	20%	7%	13%	13%
< 4 CCF	22%	8%	20%	15%
< 5 CCF	24%	9%	29%	16%
< 10 CCF	33%	13%	42%	23%
< 15 CCF	41%	16%	58%	28%
< 20 CCF	47%	19%	78%	33%

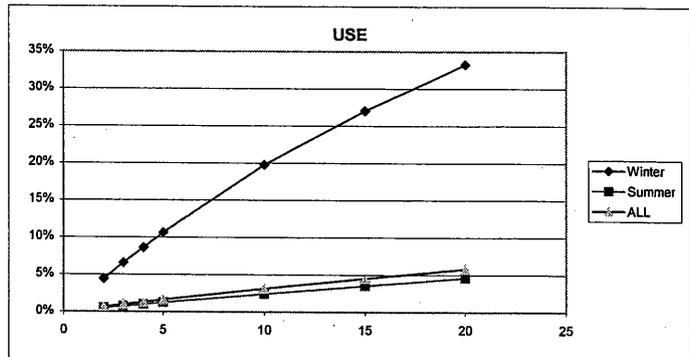
USE at	Winter	Summer	Summer Cum	ALL
< 2 CCF	2%	1%	1%	1%
< 3 CCF	3%	1%	2%	2%
< 4 CCF	5%	2%	4%	2%
< 5 CCF	6%	2%	6%	3%
< 10 CCF	10%	4%	9%	5%
< 15 CCF	15%	6%	15%	8%
< 20 CCF	19%	7%	22%	10%



PUBLIC

BILLS at	Winter	Summer	Summer Cum	ALL
< 2 CCF	19%	10%	10%	12%
< 3 CCF	19%	10%	19%	12%
< 4 CCF	23%	10%	30%	14%
< 5 CCF	25%	11%	41%	15%
< 10 CCF	38%	15%	56%	22%
< 15 CCF	50%	21%	77%	29%
< 20 CCF	56%	23%	100%	33%

USE at	Winter	Summer	Summer Cum	ALL
< 2 CCF	4%	1%	1%	1%
< 3 CCF	7%	1%	1%	1%
< 4 CCF	9%	1%	2%	1%
< 5 CCF	11%	1%	3%	2%
< 10 CCF	20%	2%	6%	3%
< 15 CCF	27%	4%	9%	5%
< 20 CCF	33%	5%	14%	6%



**UNITED WATER IDAHO INC.
CASE UWI-W-04-04
SECOND PRODUCTION REQUEST OF THE COMMISSION STAFF**

Preparer and Sponsoring Witness: Greg Wyatt
Telephone (208) 362-7327
Title: General Manager

REQUEST NO. 43:

Please provide a copy of the Company's water conservation plan. Please identify and describe any changes in the plan since 1993, and identify and describe any water conservation programs or efforts not contained in the plan.

RESPONSE NO. 43:

Attached is a summary of United Water's most recent water conservation program and efforts.

In 1993, United Water Idaho (then Boise Water Corporation) hired Montgomery Watson to perform analysis and prepare a Water Conservation Plan for the Company. The resulting Plan, which was finished in August 1993, made recommendation that the Company implement four water conservation measures. The four programs were:

- Public Information and School Education (expand existing plan)
- Residential Home Water Audits (pilot program)
- New Plumbing Code (cooperate with local government)
- Management of Unaccounted-for-Water (continue current program)

The Plumbing Code was modified beginning in 1994 to require low flow (2.5 gpm) showerheads and low flush (1.6 gpf) toilets be installed in all new homes constructed. United Water continues to promote the benefits of these low water use devices in its various water conservation literature and communications and provides free water saving kits to customers with homes constructed prior to 1994. The kits include low flow showerheads, faucet aerators, tankee clippers, leak detection dye tablets, toilet dams, and installation instructions.

Also attached is a copy of Section 4 of the 1993 Plan that contained information on the Company's then current conservation program. It includes a summary of United Water's Utility Supply Side Programs and Customer Demand Side Programs.



United Water continues to administer all aspects of the Supply Side Programs referenced in the 1993 Plan report. In 2004, the Company tested 1,675 meters, replaced 4,076 meters, repaired 276 leaks in the distribution system, replaced 5,345 feet of distribution mains and at year-end 2004 unaccounted-for-water (UFW) was at 3.97% of total production which is very low compared to the industry and is a significant improvement over the Company's 10% UFW figure cited in the 1993 report.

United Water continues to administer and has added and expanded numerous aspects of the Demand Side Programs.

- Youth education and school programs have changed and grown in order to cover new material and to keep the information "fresh".
- Adult education now includes the promotion of water conservation at various events via staffed booth displays and conservation literature handouts. United Water participates in Earth Day Celebration, Boise City Lobby display, Home Remodeling Show, and Home & Garden Show.
- As recommended in the 1993 Plan, the Company initiated a Residential Water Audit Program in which customers receive free outdoor conservation information and water saver kits including a sprinkler timer, and rain gauge, and an audit of outdoor watering practices designed to identify and correct inefficient lawn and landscape watering practices.
- The Company now offers free to customers an improved indoor water saving kit which includes low flow showerheads, faucet aerators, tankee clippers, leak detection dye tablets, toilet dams, and installation instructions.
- In conjunction with the University of Idaho Extension and Boise City Publicworks Department, United Water has taken the lead in sponsoring, promoting, organizing and implementing annual water efficient landscape classes in February of each year. This is a series of seven two-hour classes offered free to the public on the fundamentals of water efficient landscaping.
- Since its inception in 1994, United Water has actively participated in "Water Awareness Week". This national and statewide program, implemented regionally, promotes water education for sixth grade students.
- During the summer of 2004, United Water initiated its "United Water Watch" conservation program made up of an integrated media mix of water conservation messages to increase public awareness of water use and conservation. The 2004 summer program used TV, radio, newspaper, and the Internet to communicate a variety of messages regarding wise water use, conservation and water saving tips to customers.

UNITED WATER IDAHO INC.

CASE NO. UWI-W-04-04

SECOND PRODUCTION REQUEST

OF

IPUC STAFF

ATTACHMENT TO

RESPONSE TO

REQUEST NO 43.

**UNITED WATER IDAHO
WATER CONSERVATION and OUTREACH PROGRAMS**

CONSERVATION

1. Water Efficient Landscaping Class Series. This is a free series of seven two-hour class sessions on the fundamentals of water efficient landscaping. Below is a recent history of the attendance numbers for classes from 2001 to 2004.

CLASS	2001	2002	2003	2004	TOTALS
SOIL IMPROVEMENTS	85	142	91	117	435
MULCHING & COMPOSTING	76	120	91	112	399
APPROPRIATE TURF	58	78	50	92	278
APPROPRIATE PLANTS, TREES, SHRUBS	67	110	100	*	277
APPROPRIATE TREES & SHRUBS				123	123
APPROPRIATE PLANTS-annuals-perennials				111	111
MAINTENANCE AND IRRIGATION	48	72	55	87	262
PLANNING AND DESIGN	101	145	91	105	442
EXPERTS FORUM & DISPLAYS		68	51		119
ATTENDANCE TOTALS	435	735	529	747	2446

*Class was divided into two topics in 2004 to give out more detailed information on subjects.

2. Water Conservation Kit Giveaways

Indoor Water Savings Kit - As customers call in or stop by to discuss how to reduce water use, free water saving kits are available to United Water customers with homes built prior to the 1994 plumbing code change. The kit includes low flow showerheads, faucet aerators, "tankee clippers", leak detection dye tablets, toilet dams, and installation instructions.

Outdoor Water Kits and Water Audits - As customers call in or stop by seeking information on how to reduce their outdoor water use, United Water offers free conservation booklets, pamphlets, and informational brochures, as well as a water saving kit targeted to help customers who irrigate with a sprinkler attached to a hose. The outdoor water savings kit includes a sprinkler timer, rain gage, and conservation booklet. An outdoor water audit is also available to help customers with automatic sprinkling systems.

3. Water Awareness Week. United Water has participated in a children's education program called Water Awareness Week since it's inception in 1994. This statewide program, implemented regionally, promotes water education for sixth grade students. The southwest portion of Idaho is the responsibility of Region 3 participants: United Water, Idaho Water Research Institute - University of Idaho, Boise City, Idaho National Engineering and Environmental Laboratory, Division of Environmental Quality, and the Idaho Water Policy Group.

Several school districts are involved in Region 3, which includes approximately 176 teachers and 5,500 students. Region 3 makes concerted efforts to ensure that the education materials sent out are consistent with the state and local school standards. In 2004, the theme was "Weather and Atmosphere" and one of the products developed was a video. This video was a collaborative effort with the assistance of Boise State University, Channel 7, Channel 12, Koelsch Elementary School, and United Water Idaho and Region 3's Water Awareness Week Committee. The video aired on community television so all the sixth grade classes could easily tune in from their classrooms. In addition, each teacher in the region received a resource packet containing a poster, fieldtrip material, as well as information on classroom presentations and outstanding websites. In 2005, the Region 3 Committee is developing a video focusing on groundwater, featuring United Water Idaho's "Incredible Edible Aquifer" activity.

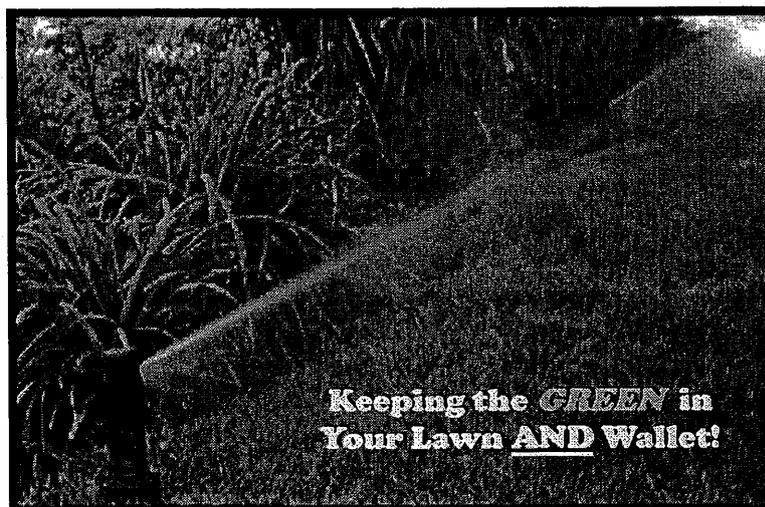
WATER AWARENESS WEEK - REGION 3

STUDENT REACH	2005	2004	2003	2002	2001	2000	1999	1998	TOTAL
WATER FESTIVALS	0	0	0	664	750	1437	2200	1500	6551
PRINTED MATERIAL	5751	5250	5656	5622	5401	5746	5804	5036	44266

The above figures are representative of students reached in the Treasure Valley area. Water Awareness Week reaches over 12,000 Idaho 6th grade students on an annual basis. United Water Idaho has been a Statewide sponsor of this program since its inception in 1994.

4. Water Conservation Printed Material

Informational water conservation pamphlets, brochures, and booklets are available year round at United Water's front desk, and information is mailed to customers when requests are made through the Company's website, e-mail and telephone. In addition, a summer water conservation bill stuffer was mailed directly to all United Water customers during the regular billing cycle beginning in May.



5. Water Conservation Interviews, Presentations, and Displays

United Water Idaho representatives are available to relay water conservation information to businesses, homeowner associations, realtors, civic clubs and groups and local television news stations.

2004 TELEVISION INTERVIEWS

- ◆ Channel 2 Interview – 3/15 promoting Water Conservation.
- ◆ Water Awareness Week -- Videotape with Rick Lantz – Ch7; Dan Hamilton Ch12 – Mary Cahoon - Airing on TTVV Ch11 – May 10, 11, & 12 from 1:30 p.m. – 2:30 p.m.
- ◆ Channel 4 – Public TV – Dialogue for Kids Program – Water Topic – Mary Cahoon May 18 - 1:30-2:30 p.m.
- ◆ Channel 12 – TV Interview with Dan Hamilton – Outdoor Residential Water Conservation Tips – May 7
- ◆ Channel 6 Don Does It Work – Tankee Clipper Product Test – Video Shoot – June (Free Giveaways)
- ◆ Channel 6 Video Coverage of Sprinkler Blowout – October 25
- ◆ Indoor Water Conservation Channel 6 – Checking for Leaks – 12/3 6:00 a.m. Interview
- ◆ Indoor Water Conservation Channel 6 – Low flow items to install in homes built prior to 1994 Plumbing Code Change – 12/8 6:00 a.m. Interview

WATER CONSERVATION DISPLAYS AND EVENTS

- ◆ Earth Day – BSU - Booth – April 19
- ◆ Boise City-Booth
- ◆ Co-Sponsor Microcosmos Movie at Egyptian–April22
- ◆ Hidden Valley Springs – Supplied water conservation material for Xeriscape Garden Tour – May 22
- ◆ Water Conservation Seminar at Idaho Botanical Garden – June 17th
- ◆ Idaho Remodeling Show

ADULT WATER EDUCATION PRESENTATIONS

- ◆ NYK Line Outdoor Irrigation Water Conservation PowerPoint Presentation – April 20
- ◆ Chamber of Commerce Reward Session @ United Water's Marden Treatment Plant – Edible Aquifer – 50 Adults - June 3rd
- ◆ Western Coordinating Committee Seminar Climatic Data Application in Irrigation Scheduling and Water Conservation – 15 Attendees – Water Audit – Conservation PowerPoint Presentation – Edible Aquifer - August 18
- ◆ Japanese Xeriscape Council Water Conservation Seminar at United Water offices – September 2

6. Summer Water Conservation Plan

To increase awareness among adults, and especially homeowners in the Boise metro market as to ways they can conserve water during the peak usage months of the year.

Media Strategy

Employed an integrated media mix to reach every age group.

- Used television to generate broad top of mind awareness for water conservation.
- Used newspaper to educate consumers with more specific information.
- Used radio to remind consumers of conservation information.
- Used Internet to reinforce conservation messages among those who seek more information.

Media Mix

Television

KIVI Television partnered with United Water to create top of mind awareness for Conservation messages in a news and weather environment through a multi-faceted public information campaign.

The Elements

- **United Water Watch:** Is an element that was blended into the sponsorship of the early evening newscast Monday-Friday, 5:30p-6:30p. The United Water Watch consisted of a graphic element that in an animated fashion showing water consumption by United Water customers from the previous day compared to history over the past five years. United Water provided the data to the station. The United Water Watch element was also blended into the open billboards of the weather portion of the newscast. The strategy for publicizing consumption figures on an ongoing basis was to drive home the point of just how much water is consumed daily by United Water Customers and how that consumption compared to "normal" and history. This element ran for 13 weeks beginning in late June.
 - **Evening News 5:30p-6:30p Monday through Friday (13 weeks)**
United Water Watch
Daily water consumption updates with the KIVI 10-day forecast.
 - **Evening News 5:30p-6:30p, Thursdays (10 weeks)**
Conservation Trivia
Weekly conservation messages with KIVI Chief Meteorologist Scott Dorval.
 - **Early Morning News, Early News and Late News 10pm (13 weeks)**
Good Morning America (7a-9a) and Access Hollywood/Extra (4p-5p)
Conservation Tips
Daily conservation messages rotating 15x per week hosted by Scott Dorval.
 - **News Interviews (3 months)**
Monthly on-air interviews promote Conservation during Good Morning Idaho with meteorologist Jim Duthie.

Internet Marketing

KIVI featured United Water on its website weather forecast (6onyourside.com) with a live link to United Water's conservation page for customers to obtain additional or more detailed information. (13 weeks)

Newspaper

Weekly newspaper ads appeared in The Idaho Statesman promoting Conservation Tips.

- 3 column x 9" ads inserted 4x per week for six weeks (24 insertions).
- Six weeks flighted over 13-week period to integrate with other media.

Radio

Weekly radio spots featuring conservation tips and information were scheduled in alternating weeks to reinforce messages in television and newspaper.

- Rotating daily Monday-Friday, Morning and Afternoon Drive Times
- 50 messages per week over five alternating weeks
- Radio reaches all age demographics, selected stations skew to Adults 35+.

7. Fall/Winter Conservation

- ◆ Sprinkler Blowout News Release – October 25
- ◆ Get Ready for the Big Chill Newspaper Ads - 8 Ads – October 31 – November 12
- ◆ Big Chill Tips on United Water's Website

8. Children's Education Programs

CLASSROOM PRESENTATIONS:

Exploring the Water Cycle – This is a play created by United Water to help students explore the water cycle by acting it out. The play recently received an Excellence in Communications Award from the Pacific Northwest Section - American Water Works Association.



Slide Presentation on the water cycle, stressing the importance of protecting this precious natural resource. Geared towards any age. Includes evolution of water treatment processing and current United Water Idaho information and practices. 45 Minutes

Puppet Show - Hank Horse's Tail of Whoa's on Wasting Water. K-4 30 Minutes

Project Wet Activities - Miracle in a Cup (Terrariums) Legend of the Rainstick, Water Olympics, Etc.

Incredible Edible Aquifer – A delicious demonstration that teaches students about the different layers of the aquifer, how aquifers become contaminated, and what we can do to prevent contamination. 45 Minutes

Video Library:

3-2-1 Contact...Down The Drain

30 Minutes on Water Cycle, Water Quality and Quantity

The Hydrologic Cycle - Water in Motion

20 Minutes on Water Cycle - Global concerns on water use/misuse.

Water - Gift of Life

50 Minutes on the wonders and beauty of water.

What Do You Know About H₂O?

20 Minutes - Wide range of questions and answers on water properties.

Sea to Summit – A Journey through a Watershed

19 Minutes – Today's hottest action sports stars take viewers on a journey through our planet's watershed from high mountain peaks, through city storm drains and finally out to the beach.

Water Treatment Plant Tours – Available upon request from 4th Grade to Adult Level.

SECTION 4

CURRENT CONSERVATION PROGRAM

Boise Water Corporation (BWC) has an on-going water conservation program targeting the wise use of water. BWC recognizes that using water wisely provides for continued community population growth and development. Water conservation allows BWC to improve and expand its system through the generation of income at levels sufficient to meet future system maintenance and improvement needs.

BWC has targeted conservation as crucial to the preservation of water resources and controlling capital investments. BWC recognizes that even small reductions in individual water consumption, when multiplied by the number of customers served, can significantly increase the growth potential the aquifer can sustain.

Measures BWC has undertaken to promote water conservation are described in the remainder of this section. The program descriptions are divided into two categories: utility supply side programs and customer demand side programs. The program elements include:

Utility Supply Side Programs

- Metering
- Meter Testing and Repairs
- Leaks
- System Rehabilitation

Customer Demand Side Programs

- Youth Education-School Programs
- Customer Education
- Customer Assistance
- Organization Participation

UTILITY SUPPLY SIDE PROGRAMS

BWC has designed its supply side programs to improve the efficiency and reduce waste within its production and delivery systems. BWC has determined that these methods of reducing water loss and waste are essential conservation programs and are more controllable because they are not dependent on the water users. Unaccounted-for-Water (UAW) has averaged 10 percent over the last 5 years, which is good, and the following management programs are designed to keep UAW low. UAW includes leaks and other non-revenue water.

Metering.

BWC's water system is completely metered. All water entering the system is metered and all deliveries to water users are metered.

Meter Testing and Repairs.

Meters are checked whenever there is a question of meter accuracy based on water billing information or customer complaints. Meters are routinely replaced every 20 years as outlined in BWC's Operating Procedures.

Leaks.

Historically BWC has experienced about 300 leaks annually of which approximately 75 percent are main line failures. The criteria for repairing leaks includes prioritizing the repairs by individual leak volume and damage potential. All significant leaks are repaired on the same day of the failure.

Current Conservation Program

and in most cases, major leaks are repaired or controlled immediately. Minor leaks are targeted for repair within two to three days of detection.

In 1992 BWC contracted with Utilities Services Associates, Inc. (USA) of Big Fork Montana to perform a leak detection survey on various selected areas of the distribution system. The intent of the investigation was first to determine whether there were any leaks which were not surfacing that might cause slope stability problems in the Foothills area. Since 80 percent of the system leaks historically have occurred on metal pipe, USA tested 170 miles of BWC's metal mainlines to determine the condition of the metal pipe and if the leaks that did occur were surfacing. Leak detection surveys are part of BWC's ongoing water conservation program.

The survey reported 54 leaks with a total estimated loss of 177,773 gallons per day. The report listed 10 main leaks, five fire hydrant leaks, 30 service line leaks, five leaking valves, three leaky meter connections, and one service connection leak. USA believes that the estimated 177,773 gallons per day is a liberal estimate and that actual loss would be less because all of the leaks would not occur simultaneously. However, if it is assumed that the estimated 177,773 gallons per day is correct (over 170 miles of mainline) the loss would equal 0.73 gallons per minute per mile of mainline surveyed which is considerably less than the 2.08 gallons per minute per mile estimate of undetectable leakage according to an AWWA Committee Report. The results of the survey indicate that the BWC distribution system is in excellent condition.

System Rehabilitation.

Distribution mains that have been determined to be deteriorating or are hydraulically inefficient, are replaced. Historically, primary emphasis has targeted old inadequately sized mains that are susceptible to leaks or breaks, or that conflict with Ada County Highway District's (ACHD's) street rebuild or overlay program and their five year no cut policy.

Existing wells and reservoirs are inspected, cleaned, and rehabilitated on a rotating basis.

New and replacement mains not requiring complex system shut downs are being hydrostatically tested in compliance with BWC's written specifications. Approximately 90 percent of new/replacement main lines fall under the "testable" category. Testing checks for proper installation and ensures the absence of leaks or defects.

The BWC telemetry system monitors flows, volumes, and water depths. The system then records this information in a format that enables the system operators to efficiently control the system and provides data essential to proper record keeping. BWC keeps equipment upgraded and efficient to facilitate optimum system operation.

BWC participates in a "one call" location notification service which helps to ensure that water lines are not damaged during other construction activities.

CUSTOMER DEMAND SIDE PROGRAMS

This section presents a description of the existing conservation programs which have been undertaken by BWC targeting voluntary customer education and involvement.

Current Conservation Program

Youth Education - School Programs.

Boise Water Corporation participates in the Boise Public School's Partners - In Education Program. The 1993 school year will be the seventh year of BWC participation in this program. BWC is currently expanding this program to include all elementary schools within the Boise water service area.

Boise Water Corporation has a basic outline that is used for school programs. It is very flexible allowing for modification to serve the needs of all grade levels and requests, from short presentations, to teaching the water unit of their science curriculum. The school programs include:

Water Cycle and Water Words Unit. An employee shows one of the following videos from Boise Water Corporation's library; "What Do You Know About H₂O?", "Down the Drain," "Water, Gift of Life" and "Take a Look - Rain." The employee then discusses in depth the water cycle. A poster with stick labels identifying the hydrologic cycle is an effective graphic used to get interaction with the class members.

Another employee then discusses water words and interesting facts about water including why water is called H₂O, the three forms of water, and the BWC water supply and distribution system. Then the employee introduces a terrarium and reveals how they are made. To encourage understanding and continued learning, BWC provides all materials for each student to make their own terrarium--including plastic soda bottles, soil and plants.

Water Conservation Unit. The BWC employee begins by reviewing the water cycle and explaining the importance of conserving water. Following this review there is a class discussion on ways to help conserve water within the students' homes and community.

Next, the employee uses posters to promote interaction with the class. Boise Water Corporation's conservation library contains posters on the following topics:

- Full washer load (don't wash only one or two items).
- Full dishwasher load.
- Fill the sink when washing hands, faces and even dishes; don't run the water.
- Short showers.
- Wash your car with bucket, turn hose on only when rinsing.
- Turn water off when brushing teeth, turn on to rinse.
- Keep jug of cold water in refrigerator rather than let the faucet run to cool off.
- Don't hose drive-way and sidewalks to clean; sweep instead.
- Fix drippy faucets.

Then, to illustrate how much water can be wasted by leaving the water running, a student in each group is given a new tooth brush and new small tube of toothpaste and asked to brush his or her teeth with water running in a large container. The student is again asked to brush his or her teeth in a separate container with the water turned off. The two containers are then compared.

In addition to the videos used in the water cycle and water words unit, BWC employees use the videos "Don't be a Waterlog" and "Down the Drain" as a part of the water conservation unit.

Employees present an average of one school program per month during the school year and try to participate in another community youth program each month. All preparations and special community programs are usually accomplished on employees own time. In 1992, 315 students received a presentation in their classroom.

Current Conservation Program

Field Trip. When appropriate, BWC entertains classrooms, boy scouts, girl scouts, and many community groups at our Operations Center. The participants visit the materials yard and T&D Shop, pump control center (SCADA room), meter testing area, computer mapping department, laboratory, and office. If it can be arranged, the employees accompany students on a picnic. Both then visit the area where the meter readers help the youth read meters.

Conservation Production. The Company currently has four scripts that can be used for stage productions in part or as a complete program: "Hank Horse, Whoah on Wasting Water;" "Water Conservation Melodrama;" "The Case of the Villainous Water User," and "Aquaman Versus the Drip." The Boise High School Drama Department is now working with the Company employees to have a production ready for the 1993-94 school year. It is planned that this production will be presented to the 5th grades in the approximately 40 grade schools within the BWC service area.

Public Involvement. Whenever a series of programs are presented to a class, letters and booklets are sent home to the parents explaining Boise Water Corporation's involvement with their child's school. In 1992, the following booklets were distributed to children throughout the service area.

Copies

1,000	My Book About Water (K/2nd grades)
700	Let's Learn About Water (3rd & 4th grades)
550	Water Conservation-A Coloring & Activities Book (3rd & 4th grades)
850	ABC's of Water Conservation (Parents)
850	Wise Water Use Outdoors (Parents)
1,200	Splash! Activity Book (5th and 6th grades)
<u>3,000</u>	<u>The Story of Drinking Water (all levels)</u>
8,150	Total

Art projects from these programs and special class projects are displayed in the Company's public office. In this way, the students, parents, employees and customers are all given an opportunity to share in the school programs.

Discovery Center of Idaho - Water Wonders.

In conjunction with the Discovery Center of Idaho, Boise Water Corporation sponsored the Water Wonders hands-on water display for the center. To bring the traveling display to Boise from Omsi, Oregon and to fund the display for the four month stay, \$10,000 was raised, through BWC employees' efforts, from other local private water-related companies, suppliers, and contractors. The benefactors received prominent recognition for their participation and several thousand Idahoans enjoyed learning more about water. A bill stuffer was sent to all Boise Water customers and Channel 12 featured the water companies in each weeks special Channel 12 Kids program.

Idaho Statesman Design an Ad Campaign.

Boise Water Corporation participated in a city wide Idaho Statesman 'Design an Ad Campaign' where kids throughout the community designed ads in competition to have their ad printed in the Statesman. The Company encouraged ads featuring water conservation and awarded a savings bond to the talented child whose water conservation ad was featured.

Current Conservation Program

Customer Education.

In addition to the Youth Education Programs emphasizing the water cycle and conservation, Boise Water Corporation has developed and executed an effective Customer Education Program through its Interim Water Conservation Plan. The chronology of recent actions taken is summarized below.

April
1991

BWC participated in establishing a committee to coordinate water conservation efforts for the Greater Boise Area. Entitled the Idaho Water Conservation Council, it acts to advise and coordinate water conservation activities, sponsor educational programs and promote water conservation education for the green industry and the irrigation industry.

July/Aug
1991

BWC created the "Dog Days of Summer," a Water Conservation Program that involved newspaper, T.V., and radio spots featuring the message "Use only what you need, alternate day sprinkling might be too often." Bill stuffers were sent to all customers with the message: "Make Every Drop Count."

January
1992

BWC contracted with Marcept Consulting & Research Company to develop and administer a customer survey regarding water conservation habits, knowledge and desires of Boise Water Corporation's customers. One thousand random customers were surveyed with a response of 63%. The results of this survey have been used as a guide for educational programs and the development of the Long Range Conservation Plan. An entire T.V. news program highlighted the results of this survey.

March
1992

P.B.S. Television Channel 4 broadcasted a conservation series including an ad in their newsletter.

March
1992

Boise Water Corporation participated with Idaho Power Company in a Low-Flow Showerhead Pilot Project. Out of 500 targeted Boise Water customers, 233 customers participated in a retrofit and follow-up program. A B.S.U. marketing class administered this program under the direction of the utility companies. This project not only forecasted the effectiveness of low-flow shower heads, but it also provided a pilot for utilities to work together to share costs and promote a project that saves electricity, water and potentially natural gas and waste water plant expansion.

May
1992

Channel 7 Weatherman, Rick Lance, presented on each evening weather report the water consumption for the day. Also, the Statesman printed occasional daily consumption figures. This proved effective as listeners were reminded regularly which consumption figures stressed the system. The Company set up a regular schedule for contacting the news media with updates on consumption levels as well as projected problems or challenges.

Current Conservation Program

May/June
1992

The planned water conservation program for the spring and summer of 1992 was to promote wise water use through seven principles of Xeriscape™ Landscaping. With the drought in its sixth year, Boise Water Corporation inserted the bill stuffer "Planning & Planting" and "Water Saving Tips."

To promote the Xeriscape™ philosophy, Boise Water Corporation in conjunction with the Idaho Water Conservation Council, sponsored two public education seminars. The first seminar featured Doug Welsh, the President of the National Xeriscape™ Council who discussed the whys and hows of Xeriscape™ to a large cross section of Landscape Architects, Irrigation Installers, Utility Personnel and interested public. The second seminar held on June 16th drew from local professionals, each discussing one of the seven steps to a Xeriscape™ landscape. These professionals have continued educating the community about Xeriscape™ through Community Ed classes, programs at nurseries, and U of I Extension Services, Leadership Boise and service clubs. Boise Water Corporation developed a display booth "Seven Simple Steps to a Xeriscape™ Landscape" that was used along with the brochures for the Home and Garden Shows, Business Expo, Chamber of Commerce - Showcase Boise and many community functions. During this two month period, BWC continually contacted the media, radio, T.V., and newspaper updating them on water usage and conservation tips to keep the public aware of water conservation.

June
1992

To further educate the public on Xeriscape™ Landscaping, the Company contacted two home builders with homes in the Spring Parade of Homes and they agreed to feature Xeriscape™ plans and landscaping. The plans were donated by a group of Landscape Architects and Boise Water Corporation coordinated all activities. Plans and brochures were displayed for all "Parade" visitors.

July/Aug
1992

The Company emphasized indoor and landscape water conservation in order to instill a long term conservation ethic within the public to preserve and protect the aquifer and control future capital expenditures. The Company sent out another bill stuffer to all customers on "Things to Don't" and a T.V. series on "Grass Isn't Always Greener." In this manner, BWC encouraged the public to contact a landscape professional to determine, depending on the customer's grass and soil type, when and how much to water.

1991/
1992

During the second half of 1991 and first half of 1992, Boise Water Corporation funded and worked with the Botanical Gardens and a local Landscape Architect to complete the design phase of a Xeriscape™ Demonstration Garden to be located at the Botanical Gardens site. However, before implementation, the Gardens had staffing changes and haven't been able to have the staffing continued. The Company is in regular contact with the Gardens and have been assured that the Demonstration Garden is still a priority and that they are working through their problems.

1991/
1992

Boise Water Corporation has successfully promoted a speakers bureau made up of Company personnel and community professionals that have been well received in the Greater Boise Area. The bureau averages two presentations per month.

Current Conservation Program

Mar/April
1993

To continue the water conservation and public education emphasis, Boise Water Corporation started 1993 with a new bill stuffer and public display addressing drip irrigation. The bill stuffer has been sent to all customers and placed with installers and associated business. The new display was ready for the Spring Home & Garden Show, the Botanical Gardens Tour, and the public information workshop for the public. Tim Wilson, a well known expert in the field, came to Boise to present the workshop for the industry and the public.

The bill stuffer that will be available for customers the first of July will inform the public about backflow prevention and how to install proper protection for sprinkling systems and alternate irrigation sources.

The Company learned through the Customer Survey that its customers are concerned about conservation and that they want to be better educated. The aggressive education program that the Greater Boise Area residents have benefited from these last two years have resulted from Boise Water Corporation's commitment to conservation. Idaho remains one of the few states without guidelines or programs mandated or funded through State agencies or ordinances. Other water utilities within this news media area report the spin-off benefit they receive as a result of Boise Water Corporation's Conservation efforts. Also, Boise City Public Works and local sewer districts have benefits to gain as their expansion costs are reduced.

Customer Assistance

As each customer account is read, a high/low parameter is set based on the customer's normal consumption history. If the meter reader discovers a high reading or other problem, the customer is contacted at that time, or if not available, BWC notifies the customer by letter. This program provides each customer an opportunity to evaluate their water use, then call for an appointment with a serviceman or plumber as appropriate.

For the past four years, BWC has provided water conservation kits to customers upon request. The kits include: toilet tank leak detecting dye tablets; toilet water displacement bags; flow restrictors; and instructions.

Four year consumption history is provided upon request to customers, allowing the customer to track water consumption.

Organization Participation.

BWC belongs to and has personnel actively participating in various water oriented organizations. The information shared through these organizations is vital to the success of BWC's water conservation programs.

- American Water Works Association (AWWA), Pacific Northwest Section
- National Association of Water Companies
- Idaho Water Conservation Council
- Idaho Water Users Association
- Idaho Water Conservation Task Force

Current Conservation Program

General Waterworks Task Force

Boise Water Corporation's parent company, General Waterworks, has appointed a task force to review and make recommendations regarding their water conservation/public education policy for all General Waterwork's companies. A BWC employee is presently chairing this group.

**UNITED WATER IDAHO INC.
CASE UWI-W-04-04
FIRST PRODUCTION REQUEST OF IDAHO RIVERS UNITED**

Preparer/Recordholder/Sponsoring Witness: Gregory P. Wyatt
Telephone: 208-362-7327
Title: General Manager

REQUEST NO. 5:

Has the Company prepared a Least Cost Plan, Integrated Resource Plan, or the functional equivalent thereof, to analyze the relative costs of acquiring supply-side versus demand-side resources so as to provide reasonable and adequate service to customers? Please provide the same.

RESPONSE NO. 5:

The Company has not prepared a formal Integrated Resource Plan, nor is one required by the Idaho Public Utilities Commission for water utilities, as is required for power utilities. However the Company has had several "plans" prepared over the years that take least cost, supply-side, and demand-side planning into consideration.

In 1993 the Company contracted with Montgomery Watson engineers to prepare a formal Water Conservation Plan in which 27 water conservation measures were evaluated. After initial evaluation, they performed a detailed cost-benefits analysis on thirteen of the measures. Included in the analysis were demand-side alternatives including public information and school education, residential home water audits, plumbing retrofit, large landscape water audits, low water use landscape ordinance, Commercial water audits and rebates, new development xeriscape incentive, 1.6 GPF toilet replacement, and a landscape retrofit program. Based on a cost-benefits analysis, the Water Conservation Plan recommended the Company implement the public information and school education and residential water audits components. The Company implemented the recommendations.

In 1998 the Company again contracted with Montgomery Watson engineers to prepare a formal Water System Master Plan which provided least cost planning recommendations for upgrading and expanding the water system to meet projected water service requirements through the year 2020. The Master Plan provided a least cost approach to evaluating various water supply alternatives,



and although it significantly focused on supply-side evaluations, it did include discussions regarding the Company's implementation of the 1993 Water Conservation Plan recommendations. The final report stated that since the Company's Conservation Plan efforts were recently implemented, verifiable data on its effects on demand were not available and thus not used in determining the Master Plan conclusions and recommendations.

In 2001 the Company prepared and filed its Integrated Municipal Application Package (IMAP) with the Idaho Department of Water Resources. The purpose of the IMAP was to bring the Company's portfolio of water rights within the protection and obligations of the Municipal Water Rights Act of 1996. The IMAP establishes a 50-year planning horizon and projects water demand within a designated planning area likely to be served by United Water over that timeframe.

To determine the water demand projections, United Water contracted with John S. Church, President of Idaho Economics, to develop a sophisticated econometric model to predict population changes within the planning area over the 50 years. Future water demand for the predicted population was then calculated using historical water sales data and considering the effects of weather, the price of water, and conservation efforts over time.

Copies of these three plans are not included herein as they are voluminous. However they are available for inspection at the Company's Victory road offices.

**UNITED WATER IDAHO INC.
CASE UWI-W-04-04
FIRST PRODUCTION REQUEST OF IDAHO RIVERS UNITED**

Preparer/Recordholder/Sponsoring Witness: Gregory P. Wyatt
Telephone: 208-362-7327
Title: General Manager

REQUEST NO. 2:

Please state the number of Indoor Water Conservation Kits and Outdoor Water Kits the Company has given away during 2002, 2003 and 2004.

RESPONSE NO. 2:

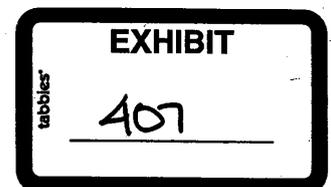
United Water provides Indoor Water Conservation Kits, Outdoor Water Kits and Precipitation Kits free of charge to all customers who request them. They can be obtained at the Company's offices at Victory Road during normal business hours.

The number of kits distributed by year is as follows:

2002 – the number of kits given away was not tracked.

2003 – 23 Indoor Kits, 29 Outdoor Kits, 55 Precipitation Kits.

2004 – 27 Indoor Kits, 21 Outdoor Kits, 55 Precipitation Kits.



**UNITED WATER IDAHO INC.
CASE UWI-W-04-04
FIRST PRODUCTION REQUEST OF IDAHO RIVERS UNITED**

Preparer/Recordholder/Sponsoring Witness: Gregory P. Wyatt
Telephone: 208-362-7327
Title: General Manager

REQUEST NO. 3:

Please state the number of Water Audits performed by the Company during 2002, 2003 and 2004.

RESPONSE NO. 3:

Due to a steady decline in customer response to direct mailers soliciting water audits in 2000 (220 water audits) and 2001 (80 water audits), the Company decided it would be more cost effective to target customers who called in because of a high bill. It was believed that generally those customers were frustrated and looking for ways to reduce their water use and would be interested to receive help and instruction including a water audit. United Water's Customer Service Representatives currently forward these customer calls to our Outreach and Education Coordinator for follow-up after the normal billing related questions are resolved.

United Water found, however, that most of the customers who called in through this process were not interested in having a water audit performed, but requested that water conservation brochures and flyers be mailed to them instead, which was done. Since 2002, eleven customer water audits have been performed.

Other outreach efforts were employed more recently to help customers conserve water on their lawns and landscaping through slide and PowerPoint presentations at seminars, brown bag lunches, and club meetings such as Kiwanis. United Water partnered with the Idaho Department of Water Resources and the Bureau of Reclamation on a conservation seminar targeting large buildings in the governmental and private sector. During the summers of 2003 and 2004 United Water offered an outdoor water conservation seminar at the Idaho Botanical Garden where attendees learned how to measure the application rate of their sprinkler system and received water conservation brochures and precipitation cups that help them measure the output of their sprinkler systems. These efforts were accompanied in 2004 with newspaper, radio and television information specifically addressing water conservation both inside and outside the home, and specifically focused on irrigation related conservation.

EXHIBIT

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