

Water Conservation Plan: Update

Climate Resilience and Sustainability Board (CRSB)

September 10, 2026

Presenter: Reiner Hershaw, Director
Water and Hydroelectric Services Department



Agenda

- **Overview of Water Conservation Team**
- **Overview of Water Conservation Plan (original)**
- **Overview of Water Conservation Plan (updated)**
- **Key Updates**



Water Conservation Team

Water Efficiency Specialists

- Michaela Avants
- Ryan Louise

Education & Outreach Coordinators

- Cathy Spokas
- Alayna Utt

Commercial Efficiency Contractor

- Annikki Chamberlain



Water Conservation Team

Core Programs:

Residential + Commercial + Public Use = full spectrum conservation

- Irrigation plans/water budgeting
- SpokaneScape consultations + rebates
- Indoor water efficient equipment upgrades
- Commercial water efficiency consultations (water cooling, etc.)
- Outreach and education events
- Many more!



Overview of Water Conservation Plan (original)

WHY

- To conserve a core regional resource (our aquifer) through efficient and proactive measures across all segments of our community.
- State law (WAC 246-290-810) requires a Water Use Efficiency program as part of a Water System Plan for Group A purveyors, which is submitted to the Department of Health.

WHAT

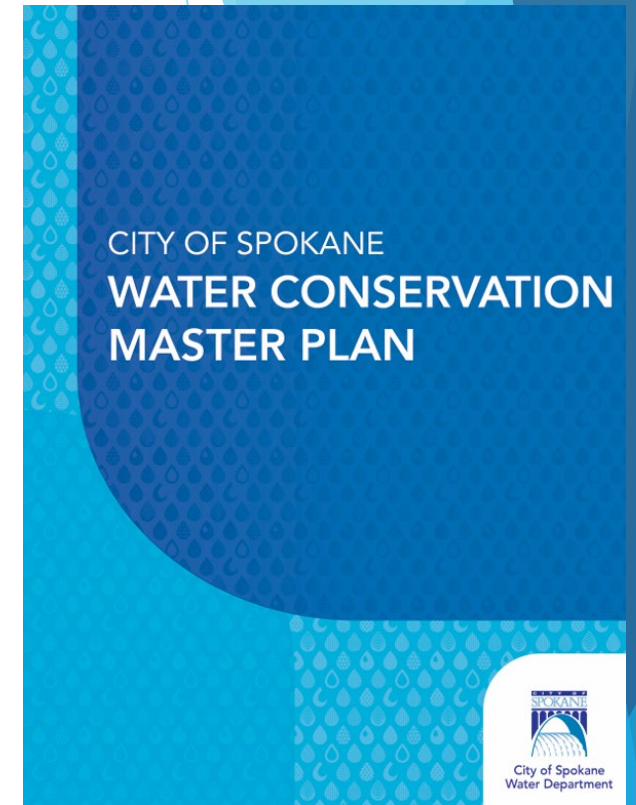
- A conservation guide to the Water System Plan, built around 8 strategies (pressure zones, high water users, financial incentives, City facilities, development policy, tech, education)
- Two goals: growth without additional pumping and reduced seasonal demand peaks

HOW

- Key Performance Indicators: 10 total
- Financial Incentive/Conservation Measures: 16 total
- City-owned Facilities: 6 total
- Strategies: 8 total

WHEN

- Adopted April 27, 2020, following the 2018 Council Ordinance requiring it
- Updated every 5 years; reported annually to Department of Health each February



Overview of Water Conservation Plan (updated)

WHY

To refine and strengthen the City's water conservation program based on lessons learned from the 2020 plan and industry best practices. Aim is to provide greater clarity and effectively separate strategic direction from day-to-day implementation. It still addresses state requirements and community priorities. The City's 2025 Community Climate Policy Survey found water was ranked the single most important climate/resiliency topic.

WHAT

- A five-year strategic plan built as a cascading framework:
 - **1 goal:** reduce per-capita water consumption ("north star" metric)
 - **4 objectives:** reduce seasonal peak demand, advance efficiency across customer classes, prioritize measurable actions, and strengthen education/outreach
 - **3 strategies:** Environmental, Social, Financial

HOW

- **13 actions** and **9 Key Performance Indicators** tied to those strategies
- Each strategy translates into specific, measurable actions to track results. Implementation details are pushed down into annual business plans and monthly work plans, while this WCP holds the long-term direction.
- Reviewing and reorganizing team and budget to best align to desired outcomes.

WHEN

- Working now on finalizing for adoption

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CITY OF SPOKANE:
WATER
CONSERVATION PLAN

2026



Updates or changes

Credit Where Due:

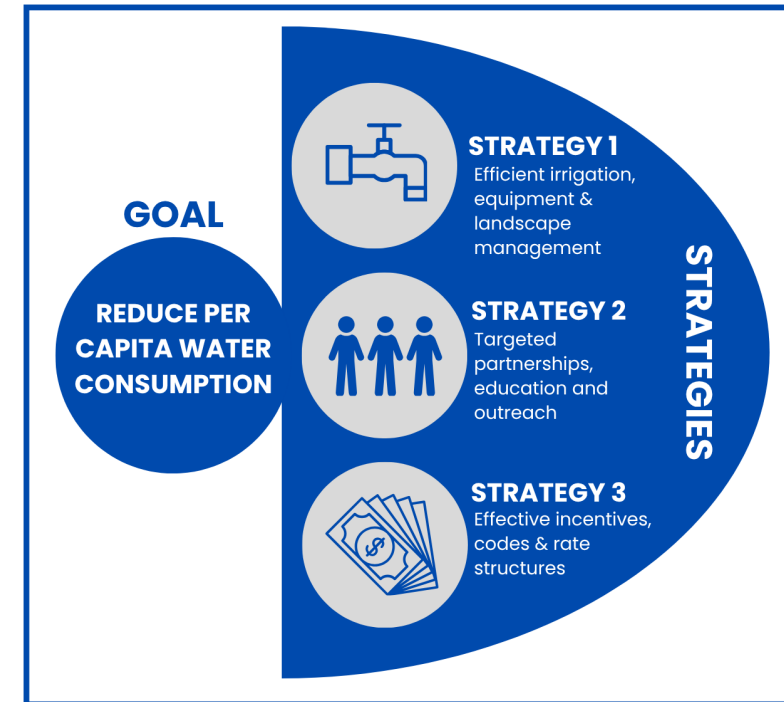
- The 2020 plan gave Spokane its first real, codified water conservation ethic.

Three philosophical pivots:

- **Focus on behavior change through efficient use:** Focuses on demand side, efficient centered actions to realistically measure conservation impacts.
- **From broad effort to focused attention:** Leans into where a small number of choices matter most by focusing on three categories of customers (residential, commercial, and public use.)
- **From a fixed plan to a living practice:** Cements vision but creates a path to adapt as conditions, data, and community needs evolve.

Three core updates:

- **One goal instead of two:** Adopting one, industry standard goal will create an organizational “north star” providing clarity and focus from which to anchor.
- **Eight strategies consolidated into three:** 2020's S1–S8 framework is replaced by 3 pillars (Environmental, Social, Financial) centralizing the previously 14 separate actions.
- **Implementation moved out of the master plan:** Separates the role of implementation from the strategic, overarching goals of the program. This will facilitate effective program management, standard reporting, performance benchmarks, and flexibility as needs change.



Strategy 1

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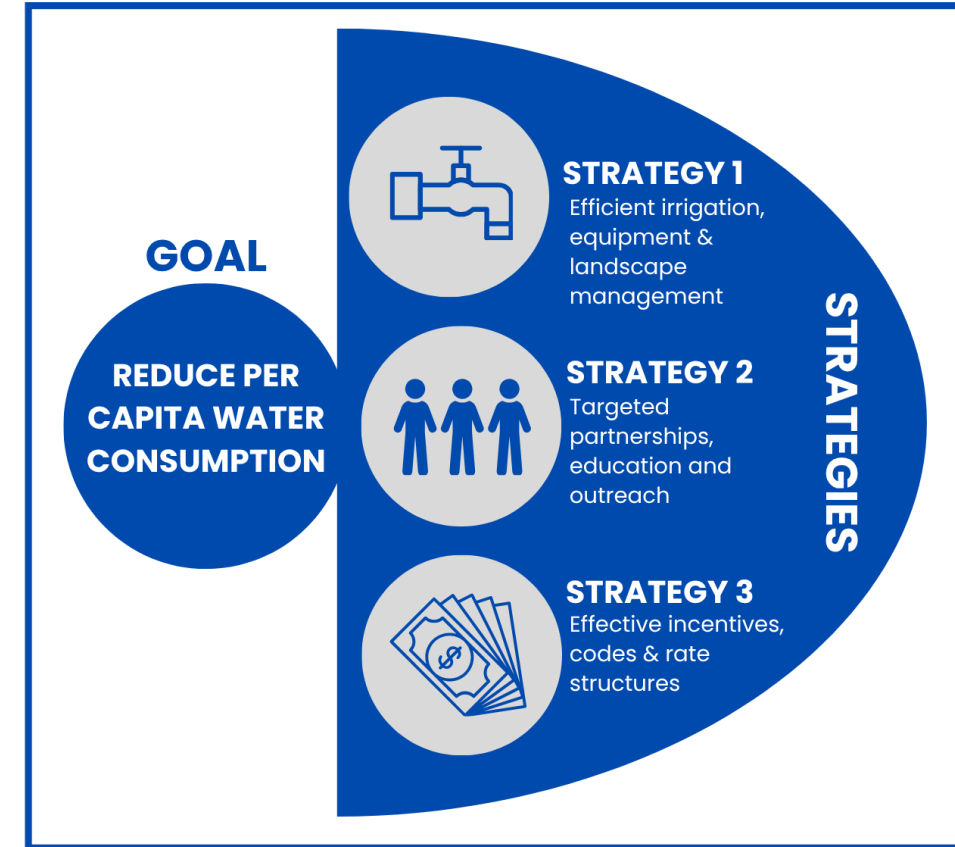
Strategy 1 – Efficient Irrigation, Equipment, and Landscape Management

Actions

Action Number	Action Description
IRR-1	Target high water users and create irrigation plans for high-use accounts.
IRR-2	Provide and expand water conservation budgeting/ <u>SpokaneScape</u> tools to set outdoor water use targets for customers.
IRR-3	Promote efficiency: irrigation system upgrades to increase use of efficient equipment.
IRR-4	Conduct efficiency check-ups and recommend efficiency improvements.
IRR-5	Improve data use with AMI integration.

Key Performance Indicators

KPI Number	Key Performance Indicator Metric and Description	Baseline Value and Date	Target Value and Date
KPI-1	Peak-Season Water Use per Connection		
KPI-2	Percent (%) of <u>High Water Users</u> Reducing Consumption Year-over-Year		
KPI-3	Percent (%) of Properties Within Water Budget (or Target Range)		



Strategy 2

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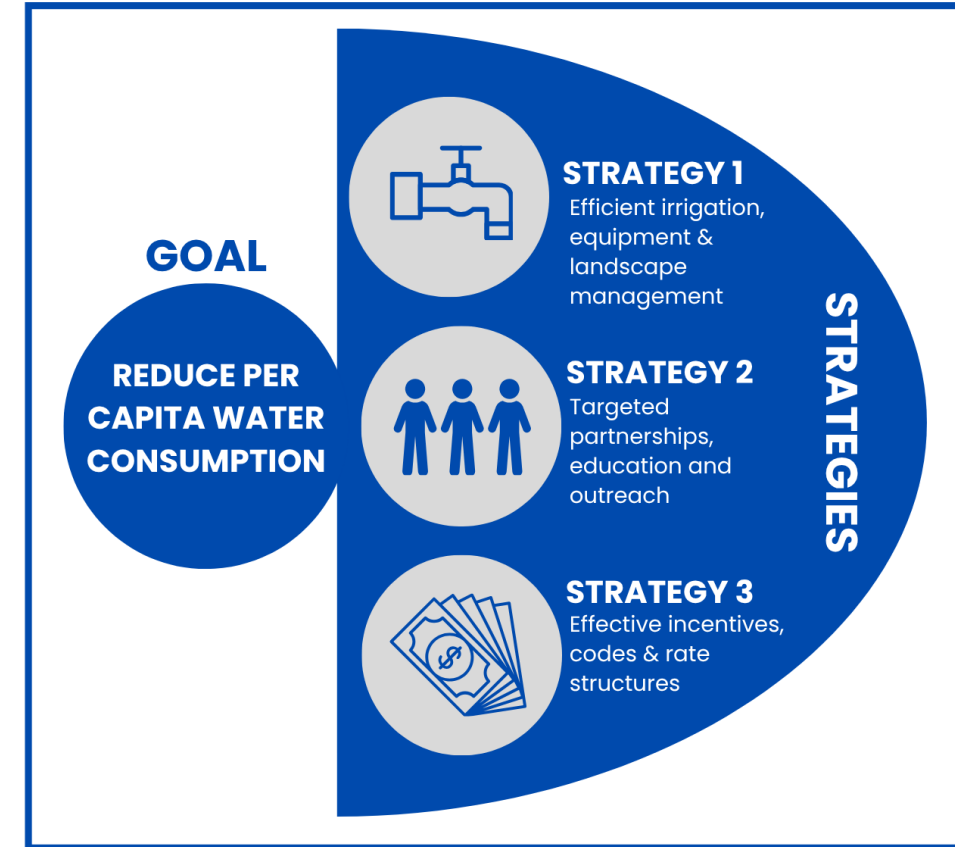
Strategy 2 – Targeted Partnerships, Education, and Outreach

Actions

Action Number	Action Description
EDU-1	Target key customer groups through focused outreach.
EDU-2	Expand general public education and awareness through classes, events, and workshops.
EDU-3	Build strategic partnerships with community leaders (non-profit, Avista, interagency, educators & students etc.).
EDU-4	Improve access to information through simplified guidance and other tools such as feedback via alerts and monitoring tools.
EDU-5	Recognize water leaders (influencers, educators, water efficiency organizations) across sectors and communities.

Key Performance Indicators

KPI Number	Key Performance Indicator Metric and Description	Baseline Value and Date	Target Value and Date
KPI-4	Percent (%) of consultation recommendations implemented		
KPI-5	Number of active programs, outreach participants, and community partners to include the “high use program”...annually		
KPI-6	Community awareness outreach analytics of conservation programs (direct and indirect engagement)		



Strategy 3

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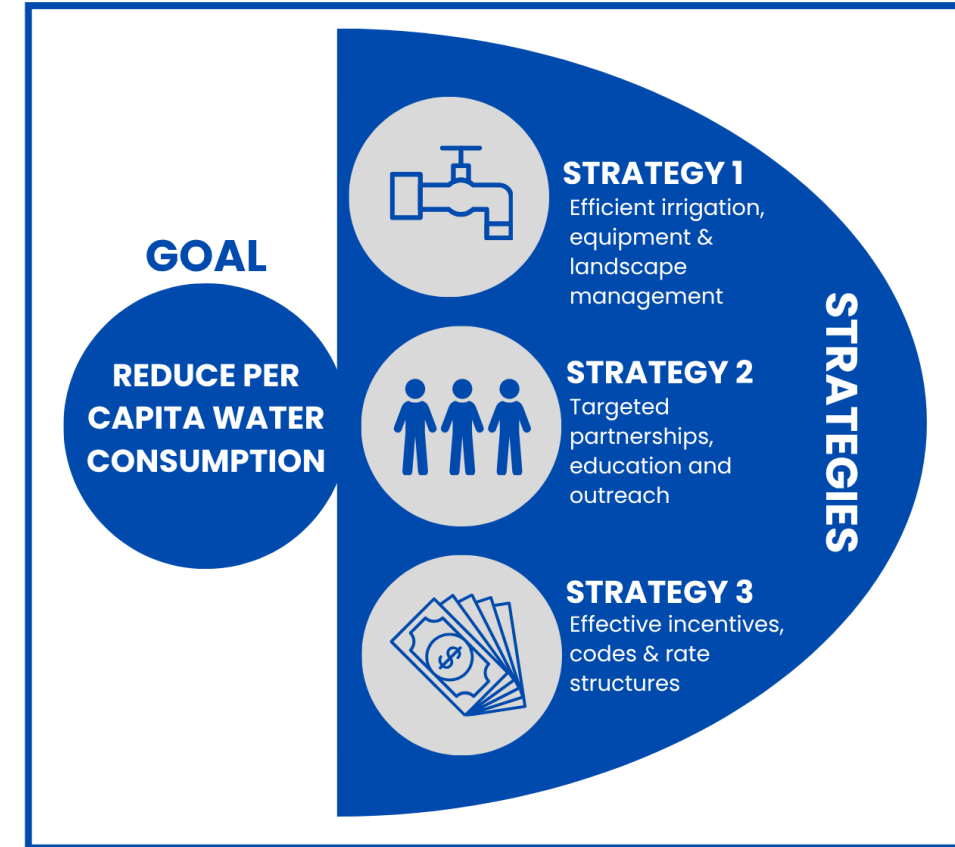
Strategy 3 – Effective Incentives, Codes, and Rate Structures

Actions

Action Number	Action Description
FIN-1	Expand financial incentives for efficient indoor equipment upgrades, turf removal, projects and irrigation upgrades.
FIN-2	Review and recommend policy updates across utility, planning, and development functions to include conservation related municipal modes.
FIN-3	Pursue funding sources to support long-term water efficiency programs and incentives.

Key Performance Indicators

KPI Number	Key Performance Indicator Metric and Description	Baseline Value and Date	Target Value and Date
KPI-7	Incentive participation rate		
KPI-8	Estimated gallons avoided through incentives and related measures		
KPI-9	Annual funding allocated for water conservation		



Questions?



Rebate Name	Total Water Savings (gal/year)
Toilet Rebate	35,900
Efficient Nozzle Rebate	24,000
IRR Controller Rebate	1,112,915
<u>Spokanescape</u>	995,280
	2,168,095
Cooling Tower Program audits	16,600,000
Commercial system repairs	3,600,000
2025 Program total water savings	22,368,095

Public outreach with 21 community events and 26 workshop classes reaching approximately 6,200 community members

