Water Conservation: A Viable Part of the Solution for Private Water Utilities

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Arizona Water Company

- U.S. Family Owned and Operated since 1955
- 2nd Largest Investor-Owned Utility in Arizona
- Serves 8 counties and 4 incorporated areas
- 25 water systems
- > 100,000 connections
- > 250,000 people
- 260 Employees
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• AWC’s water resource management strategy is two-fold:
  – (1) obtain and maintain a diverse water supply
  – (2) promote the efficient use of those water supplies

• Strategy for Water Conservation:
  – Integrated Demand Management Programs (IDMP)
    • Why “Integrated”
    • Why “Demand Management”
  – Customized to fit the needs of the communities served
  – Goal: build relationships and achieve water savings
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• Six programs launched since 2021:
  – City of Casa Grande
  – City of Coolidge
  – Town of Superior
  – Community of Gold Canyon
  – City of Apache Junction
  – Communities of SaddleBrooke Ranch, Oracle, and San Manuel (Regional Program)

• 64% of AWC customers under an IDMP
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• Standardized elements of each IDMP:
  – Existing conservation measures (conservation-oriented rate structure, customer outreach for high bills, etc.)
  – Public Engagement Program through social media
  – Booths at local events and presentations
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- Individualized elements of each IDMP
  - Quarterly workshops
  - Free plant sales with Boyce Thompson Arboretum
  - Commercial, Industrial, and Institutional (CII) water audits with Water Resource Consulting
  - Youth Education Programs
  - Quarterly video series
  - Water System Tours
Questions?

Raluca Mihalcescu,
Water Conservation Coordinator
rmihalcescu@azwater.com