



FACTS ABOUT WATER CONSERVATION IN DALLAS

Dallas is serious about conserving water. With the help and participation of our residents, we have saved an estimated 120 billion gallons of water since 2001 and reduced our gallons per capita per day (GPCD) by 23%.

In addition to the water saved, we project that with reduced energy consumption to treat and deliver that water, we have reduced our carbon emissions by over 250,000 tons and saved enough energy to power 317,154 homes for a year.

The downward trend in water use is continuing. Comparing 2006 and 2008, two dry years with similar climate conditions, our per person water use went down 7.1%. Comparing two rainy years, 2004 and 2007, our GPCD consumption went down 10.8%.

Dallas provides treated water to 1.3 million residents in Dallas and almost 1 million residents in our 24 treated water customer cities.

Conservation efforts in Dallas began in the early 1980's with activities such as a children's poster contest, speaking engagements, brochures, water bill inserts and special events.

Dallas was the first city in the North Texas region to adopt watering restrictions with a landscape irrigation ordinance in 2001. The ordinance prohibits watering between 10 a.m. and 6 p.m. from April 1 through October 31 as well as other wasteful watering practices. Dallas also added a "conservation" tier to our water rate structure.

Dallas began a full scale multi-media water conservation public awareness campaign in 2002: *Save Water, Nothing Can Replace It*. The reach and frequency of the conservation message to North Texas area residents has been greatly expanded by our public awareness campaign partnership with Tarrant Regional Water District.

In 2005 Dallas adopted a Five-Year Strategic Plan for water conservation. The plan acts as a long-term planning tool to curb water waste and improve water efficiency. The 2005 plan set a goal for 1% reduction in gallons per capita consumption per year. We exceeded that goal with a 2.8% reduction per year for the period. An updated plan was developed and approved in June 2010. The updated plan's goal is to achieve a 1.5% per year reduction in GPCD by 2015.

Since 2005 we have had a water conservation curriculum in schools for Dallas children.

We have two full-time licensed irrigators who provide free irrigation system check-ups to customers. These inspections help homeowners find leaks and encourage wise water use.

We have offered free landscape seminars and a water-wise landscape tour for more than 15 years.

With our "New Throne for Your Home" program, we have helped customers replace over 18,500 older toilets with new low-flow or high efficiency toilets.

Commercial and industrial programs include free cooling tower audits and free high-pressure, low-flow spray nozzles for commercial kitchens.