

WATER RESOURCES IMPACT

May 2013 | Volume 15 | Number 3



**WATER RESOURCES
CONSERVATION:
THE TIME IS NOW**

AWRA

Community, Conversation, Connections

AMERICAN WATER RESOURCES ASSOCIATION



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Community, Conversation, Connections

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(for full year membership January 1 – December 31)

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- Transitional Member (IMPACT print/JAWRA online)\$100
 - Receive JAWRA Print\$25
- International Electronic Member (IMPACT/JAWRA online)\$25
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- Associate Member – One office\$500
- Associate Enterprise Member – All offices\$2000
- Membership Certificate (optional)\$11

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JOB TITLE (circle one)

- JT1 Management (Pres, VP, Div Head, Sect Head, Manager, Chief Eng)
- JT2 Engineering (Non-mgmt; i.e., Civil, Water Resources, Planning)
- JT3 Scientific (Non-mgmt; i.e., chemist, biologist, hydrologist, etc.)
- JT4 Marketing/Sales (Non-mgmt)
- JT5 Faculty
- JT6 Student
- JT7 Attorney
- JT8 Retired
- JT9 Computer Scientist (GIS, modeling, etc.)
- JT10 Elected/Appointed Official
- JT11 Volunteer/Interested Citizen
- JT12 Non-Profit
- JT13 Other: _____

DISCIPLINE (circle one)

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- BI Biology
- CH Chemistry
- EC Economics
- ED Education
- EG Engineering
- FO Forestry
- GR Geography
- GE Geology
- GI Geographic Info. Systems
- HY Hydrology
- JR Journalism
- LA Law
- LM Limnology
- OE Oceanography
- PH Physics
- PS Political Science
- PB Public Health
- SO Soil Science
- OT Other: _____

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- CF Consulting Firm
- EI Educational Institution (Faculty/Staff)
- ES Educational Institution (Student)
- LR Local/Regional Gov't Agency
- SI State/Interstate Gov't Agency
- IN Industry
- LF Law Firm
- FG Federal Government
- RE Retired
- NP Non-Profit Organization
- OT Other: _____

How did you learn about AWRA?

- Promotional Mailing Word of Mouth
- AWRA Website Other: _____

What's your reason for joining?

- Info from Journal/IMPACT Networking
- Conference Discount Technical Committees
- Other: _____

Did someone recommend that you join AWRA? Who?



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EDUCATION (circle one)

- HS High School
- AA Associates
- BA Bachelor of Arts
- BS Bachelor of Science
- MA Master of Arts
- MS Master of Science
- JD Juris Doctor
- PhD Doctorate
- OT Other: _____

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WATER RESOURCES CONSERVATION:

THE TIME IS NOW

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Water resources management has always been a challenging endeavor, and the future promises more challenges than ever. The known factors of population growth and scarce resources have been complicated by climate change, which may mean more variability in our world than ever. Add in the fact that all the easy water sources have been tapped, leaving mostly new sources that are much more expensive, and energy-intensive, and it creates a recipe for a very interesting future. In the midst of this great uncertainty, there is one aspect of water resources management, often overlooked, we can make more predictable: demand. By increasing our understanding of demand, we create the opportunity to better manage it. In this issue of *Water Resources IMPACT*, we offer insights from four professionals experienced in various aspects of water conservation and demand management, in hopes of not only providing new information but also motivating water managers to fully embrace demand management as a valuable tool.

FEATURE ARTICLES

3 Demand Side Management's Role in IWRM ...

William Y. Davis

Water conservation, "beneficial reduction of water use or water loss." doesn't necessarily mean imposed restrictions. There are many opportunities for better management through water efficiency and the evaluation necessary to balance management goals. This article presents the possibilities.

6 How Modeling and Water Conservation Can Help Improve How Your System Performs in a Drought ...
William B. DeOreo

A drought is not the time to begin thinking about conserving water. Investing in efficiency on a regular basis brings more resiliency to a water system, allowing for a fuller response to drought and shortages. This article shows how modeling your system can help you find answers before problems arise.

11 Water Budgets: A Framework for Conservation ...
Paul W. Lander

Water managers must inevitably deal with volatility to demand, but predictably of demand offers benefits to water resources managers, communities, and water consumers. This article shows how water budgets can increase the predictability of demand.

13 Landscape Water Conservation and Water Quality Practices Go Hand-in-Hand ...
Jane Clary

Water use efficiency is not the only water-related issue facing landscape managers. In this article the author shows how these issues interact and complement one another.

Other features in this issue ...

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**A Bi-Monthly Publication of the
AMERICAN WATER RESOURCES ASSOCIATION**

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Water Resources IMPACT is owned and published bi-monthly by the American Water Resources Association, 4 West Federal St., P.O. Box 1626, Middleburg, Virginia 20118-1626, USA. The yearly subscription rate is \$80.00 domestic and \$95.00 for international subscribers. For the International Priority Shipping Option, add \$50.00 to the international subscription rate. Single copies of *IMPACT* are available for \$15.00/each (domestic) and \$20.00/each (international). For bulk purchases, contact the AWRA Headquarters office.

IMPACT is a magazine of ideas. Authors, Associate Editors, and the Editor-In-Chief work together to create a publication that will inform and will provoke conversation. The views and conclusions expressed by individual authors and published in *Water Resources IMPACT* should not be interpreted as necessarily representing the official policies, either expressed or implied, of the American Water Resources Association.

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POSTMASTER: Send address changes to *Water Resources IMPACT*, American Water Resources Association, 4 West Federal St., P.O. Box 1626, Middleburg, VA 20118-1626. Copyright © 2013 by the American Water Resources Association.

• VOL. 15 • NO. 3 • MAY 2013 •
 ISSN 1522-3175

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COVER PHOTOS: Background: Colorado River in Arizona. Collage Photos: Courtesy of staff members from Wright Water Engineers, Inc., Denver, Colorado: Inverness reuse, Colorado University leak detector, reuse purple pipe from Arapahoe County Water and Wastewater Authority (Colorado).



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