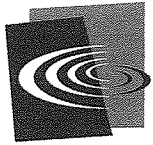


Guiding Principles



Alliance
for Water
Efficiency

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The Alliance for Water Efficiency is committed to promoting the efficient and sustainable use of water. Conserving water and using water efficiently is critical to ensuring that water resources are available now and in the future to support healthy economies, ecosystems, communities and individuals.

The Alliance for Water Efficiency uses the following principles to guide its research, advocacy, outreach and educational efforts.

1.	Significant opportunities exist for increasing water efficiency and water conservation.
2.	Everyone has a responsibility to use water efficiently and not waste water.
3.	Saving water helps save money and reduces future water supply and infrastructure costs.
4.	Saving water helps save energy and reduces climate change impacts.
5.	Maintaining the sustainable, natural function of our water resources is essential to their continued use for all living things in this and future generations.
6.	Water efficiency and conservation best management practices are essential to restore impaired water resources.
7.	Water efficiency and conservation are fundamental resource planning tools and should be considered equally with other means of meeting our water needs.
8.	Cost-effective water efficiency and conservation options should be maximized prior to developing new sources of water.
9.	Water supply and water/wastewater services should be priced at full cost of development, treatment, and distribution, including depreciation.
10.	In all its efforts, the Alliance will strive to:
	a. Engage all stakeholders involved in resource efficiency issues.
	b. Actively build and promote productive and positive relationships among stakeholders.
	c. Promote increased scientific rigor for analysis and verification of water efficiency and conservation programs.
	d. Develop and promote water-conserving best management practices that increase the efficiency of water use.
	e. Promote strong water efficiency codes, uniform standards, incentives and policies.
	f. Promote the inclusion of the best available water efficiency technology, designs and practices in all green building programs.
	g. Stand as the premier source of information on water efficiency and conservation programs, products, and policies.
	h. Achieve climate neutrality.
	i. Urge the Alliance membership to commit to practicing these principles in their own organizational activities.



2010 Annual Membership

Despite the global recession, in 2010 the Alliance experienced a 17 percent growth in membership with an increase in annual members from 272 to 318. Charter sponsors continued to be recognized through monthly online profile postings. These Charter Sponsor profiles will conclude in 2011. 2010 members are listed below.

A & N Technical Services	Canadian Water & Wastewater Association	City of Ontario, CA
Aclara	Capital Regional District	City of Oxnard, CA
ACT Inc. D'Mand Systems	Carol Fraser	City of Palo Alto, CA
Acton Water District	Caroma USA	City of Phoenix, AZ
Adobe Energy Management Co., Inc.	Cascade Water Alliance	City of Pittsburg, CA
Affiliated International Management, LLC	Castleman & Sons Plumbing, Inc.	City of Prescott, AZ
Alan Plummer Associates, Inc.	CDM	City of Renton, WA
Allen Boone Humphries Robinson, LLP	Center for Neighborhood Technology	City of Round Rock, TX
American Rivers	Central Basin Municipal Water District	City of San Angelo, TX
American Standard Americas, Inc.	Central Utah Water Conservancy District	City of San Diego, CA
Amy Vickers & Associates, Inc.	CH2M Hill	City of Santa Barbara, CA
Apple Valley Ranchos Water Company	Chappell Roberts	City of Santa Cruz, CA
Aqaba Water Company (Jordan)	Chicago Faucets	City of Santa Fe, NM
Aqua Engineering, Inc.	Chicago Metro Agency for Planning	City of Santa Rosa, CA
Aqua Water Supply Corp.	Cinco Municipal Utility District #1	City of Savannah, GA
Aquacraft, Inc.	City of Albany, OR	City of Southlake, TX
Aquatrols Corporation of America	City of Atlanta, GA	City of Tumwater, WA
Arizona Municipal Water Users Association	City of Bellevue, WA	City of Upland, CA
Arlington Water Utilities	City of Bellingham, WA	City West Water, Ltd.
Association of Water Board Directors	City of Bend, OR	Cobb County Water System
Atascadero Mutual Water Company	City of Bloomington, IL	Colorado Springs Utilities
Athens-Clarke County Public Utilities Department	City of Boulder, CO	Colorado Water Conservation Board
Austin Water Utility	City of Bremerton, WA	Connecticut Water
Best Management Partners	City of Calgary, Alberta	Conserve Florida Water Clearinghouse
Bill Jacoby Water Resources Consulting	City of Charlottesville, VA	Cucamonga Valley Water District
Birch Bay Water & Sewer District	City of Chicago, IL	Cyber-Rain, Inc.
Bradley Corp.	City of Chino Hills, CA	Cypress Forest PUD
Brunswick-Glynn Cty Joint Water & Sewer Com.	City of Chino, CA	DBLive Corp.
Cal Am Water—Baldwin Hills	City of College Station, TX	Denver Water
Cal Am Water—Larkfield District	City of Dallas, TX	Desert Spring Products
Cal Am Water—Monterey County District	City of Fair Oaks Ranch, TX	Douglas County
Cal Am Water—Sacramento District	City of Fort Worth, TX	DuPage Water Commission
Cal Am Water—San Diego County District	City of Gallup, NM	East Bay Municipal Utility District
Cal Am Water—Ventura County District	City of Greeley, CO	East Cherry Creek Valley Water & Sanitation District
California State Water Resource Control Board	City of Guelph, Ontario	Eastern Research Group
California Urban Water Conservation Council	City of Hayward, CA	Ecoblue
California Water Conservation Company	City of Hillsboro, OR	Econnics Eco-Efficiency
California Water Services Company	City of Janesville, WI	Edwards Aquifer Authority
	City of Lafayette, CO	El Dorado Irrigation District
	City of Lomita, CA	El Paso Water Utilities
	City of Manhattan Beach, CA	Energy Center of Wisconsin
	City of Mansfield, TX	Enia Reggio Emilia s.r.l. (Italy)
	City of McKinney, TX	EnviroMedia Social Marketing
	City of Napa, CA	Eugene Water & Electric Board
		Ewing Irrigation Products, Inc.

Exloco
Florida Department of Environmental Protection
Fluidmaster, Inc.
Fontana Water Company
Forester Media, Inc.
Fort Bend County MUD #25
Fort Collins Water Utilities
Gardnerville Water Company
George Kunkel, Jr.
Georgia Environmental Protection Division
Georgia River Network
Georgia Water Coalition
Georgia Water Wise Council
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Golden State Water Co., W. Basin/
Southwest CSA
Great Lakes Commission
Great Western Institute
Green Water Infrastructure
GreenPlumbers USA
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Harris County MUD #120
Harris County MUD #208
Harris County WCID 132
Harris-Galveston Subsidence District
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Headwaters Corporation
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High Plains Underground WCD No. 1
Hunter Industries
Inland Empire Utilities Agency
Innovative Water Solutions, LLC
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(Australia)
International Code Council
International Association of Plumbing
and Mechanical Officials
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Irrigation Water Management Society
Irrrometer Company, Inc.
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Kleinwood Municipal Utility District
Koeller and Company
Kohler Co.
Lake Conroe Communities Network
Lakehaven Utility District

Lakeway Municipal Utility District
Lone Star Chapter, Sierra Club
Lone Star Groundwater Conservation
District
Los Alamos County, DPU
Lower Colorado River Authority
M.Cubed
Maddaus Water Management
Madison Water Utility
Marin Municipal Water District
Masco Corporation
Maureen Erbeznik & Associates
McHenry County Government
Melbourne Water (Australia)
Metro West Council of Government
Metro North GA Water Planning
District
Metropolitan Planning Council
Metro Water District of Southern
California
Miyahuna (Jordan)
Moen Incorporated
Monte Vista Water District
Monterey Peninsula Water
Management District
Montgomery County MUD #8
Montgomery County MUD #9
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National Water Services, Inc.
Natural Resources Defense Council
NEOPERL, Inc.
New Mexico Water Conservation
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North Carolina Department of
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Partnership for Water Conservation
Pasadena Water & Power
PCR Resources
Platte Canyon Water
Plumbing Manufacturers Institute
Plumbing-Heating-Cooling
Contractors Association
Portland Water Bureau
Potomac-Hudson Engineering, Inc.
Public Service Commission of
Wisconsin
PUC Services
PVA, Inc.
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Rain Bird Corporation
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Region of Peel
Regional Municipality of York
Regional Water Authority
ReGreen, Inc.
Resource Action Programs
Resource Solutions Group
River Network
River Systems Institute
Rosamond Community Services
District
San Antonio Water Company
San Antonio Water System
San Diego County Water Authority
Santa Clara Valley Water District
Santa Clarita Water Division
Saving Water Partnership
SBW Consulting, Inc.
Smart Markets
SMART Watering Systems
SMW GeoSciences, Inc.
Sonoma County Water Agency
S. Adams County Water & Sanitation
District
South Central Connecticut RWA
South East Water (Australia)
South Florida Water Mgmt District
Southern Nevada Water Authority
Southwest Florida Water Management
District
Spanaway Water Company
Spartanburg Water

St. Johns River Water Management District
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StopWaste.Org
T & S Brass and Bronze Works, Inc.
Tacoma Water
Tampa Bay Water
Tarrant Regional Water District
Texas AWWA
Texas Commission on Environmental Quality
Texas Water Development Board
Texas Water Foundation
The Artemis Project
The Dakota Ridge Partnership
The Home Depot
The Irrigation Association
The Writing Company
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TOTO USA, Inc.
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U.S.B.R. Lower Colorado Region
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Water Insight Consulting
Water Legacy, LLC
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Water Media Services
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Water Savers, LLC
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Whirlpool Corporation
Wide Bay Water Corporation
Wisconsin Department of Natural Resources
Wisconsin Energy Conservation Corporation
Wisconsin Water Association
Wittman Hydro Planning Associates, Inc.
Woodlands Joint Powers Agency
Yudelson Associates
ZMCAT Enterprises

Thank You to Our Funders

The Alliance for Water Efficiency wishes to thank the following organizations for their additional support of our efforts in promoting the efficient and sustainable use of water in 2010.

- The Kresge Foundation
- The Walton Family Foundation
- Turner Foundation
- Home Depot Foundation

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Membership Application Form



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TYPE OF MEMBERSHIP	
<input checked="" type="checkbox"/> Water Supplier Retail	Number of connections: 7,809
<input type="checkbox"/> Water Supplier Wholesale	Water volume sold annually in MGD:
<input type="checkbox"/> Business and Industry Manufacturers/Distributors	Annual revenue:
<input type="checkbox"/> Business and Industry Consulting Firms/Businesses	Number of employees:
<input type="checkbox"/> Association	Number of members in association:
<input type="checkbox"/> Affiliate	Annual operating budget:
<input type="checkbox"/> Government	Indicate type:
<input type="checkbox"/> Individual	

I/We concur with the Guiding Principles of the Alliance for Water Efficiency.

Contact name Paul Lord

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Web site address www.mcwd.org

Amount enclosed \$ 200.00 *VP*

- I/We approve of the Alliance linking to our web site.
- Please add me to the Alliance e-mail list for news and updates on water efficiency activities.
- Please send me the following:
 - A summary of the current water efficiency standards in the United States and Canada
 - Publication offerings
 - Case Study Form for posting programs on the Alliance web site
 - Alliance Strategic Plan