

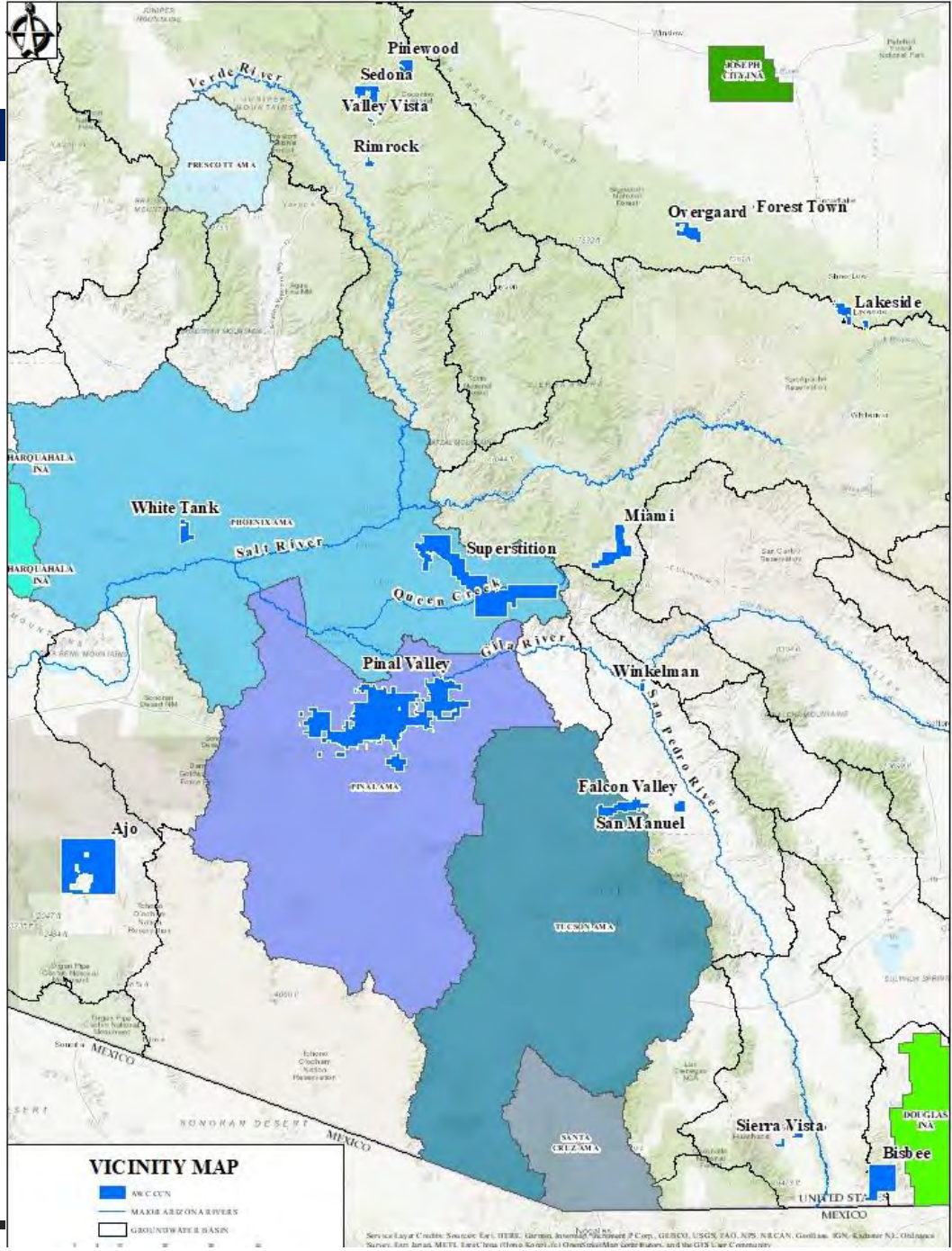


Water Conservation: A Viable Part of the Solution for Private Water Utilities

July 12, 2023

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



Arizona Water Company – Water Conservation

- 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

Arizona Water Company – Water Conservation

- 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



Arizona Water Company – Water Conservation

- 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



Arizona Water Company – Water Conservation

- 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?

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