



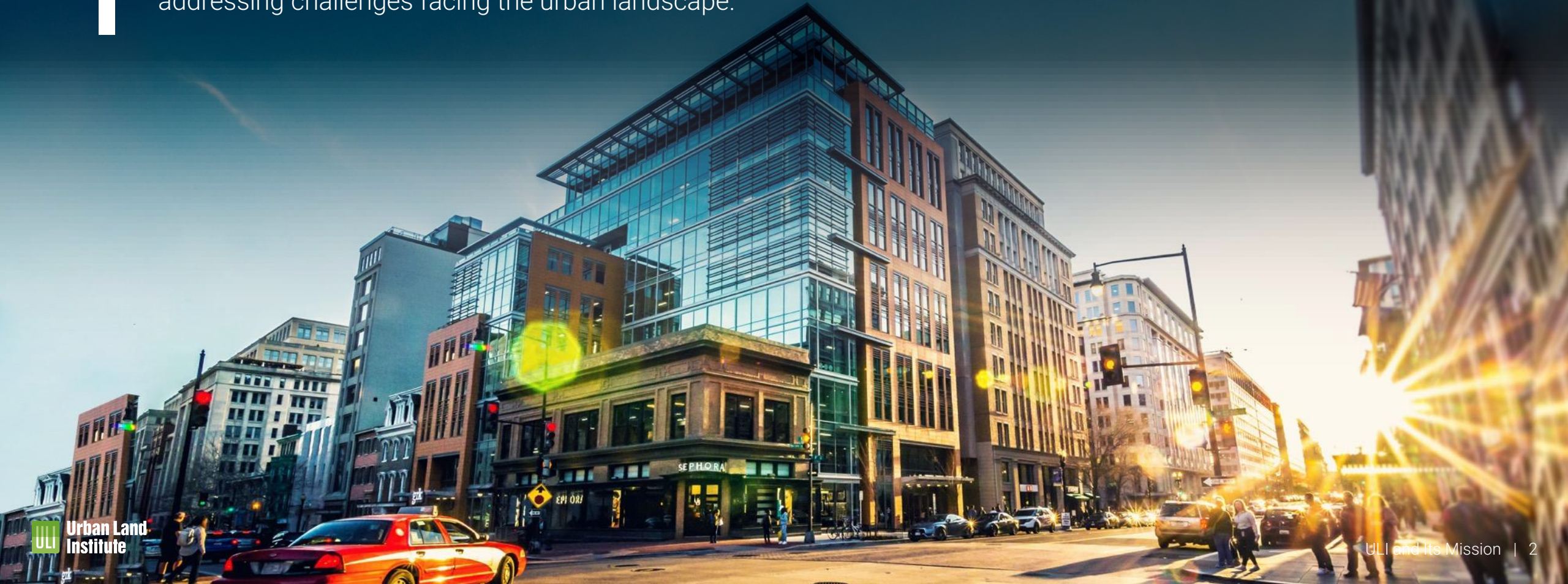
Water Wise Development Coalition

Marianne Eppig, Sr. Director of Resilience, ULI

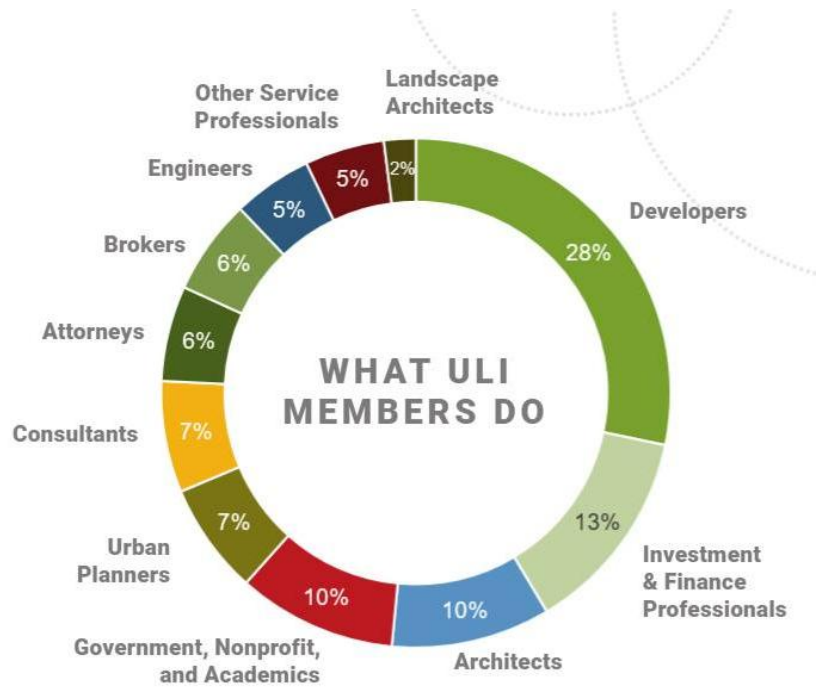
October 22, 2025

Headquartered in Washington, D.C., ULI is an independent and nonpartisan organization singularly focused on impact.

From its establishment in 1936, ULI's fundamental purpose has been to **connect** industry leaders, **inspire** best practices for equitable and sustainable land use, and **lead** in anticipating and addressing challenges facing the urban landscape.



LOCAL IMPACT



70+ District and National Councils worldwide

ULI AMERICAS

58 District Councils

ULI EUROPE

13 National Councils

ULI ASIA PACIFIC

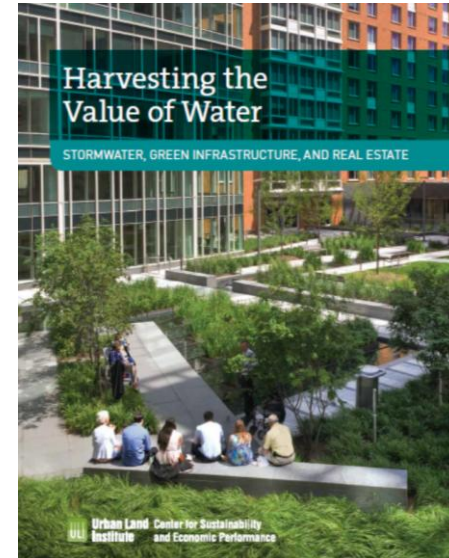
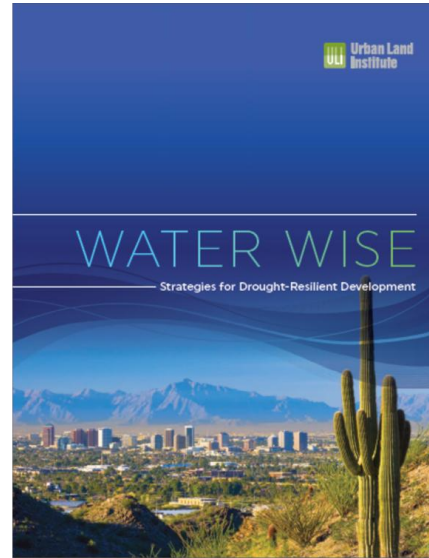
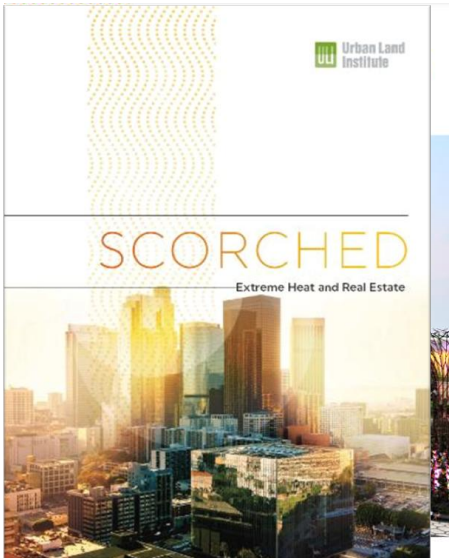
7 National Councils

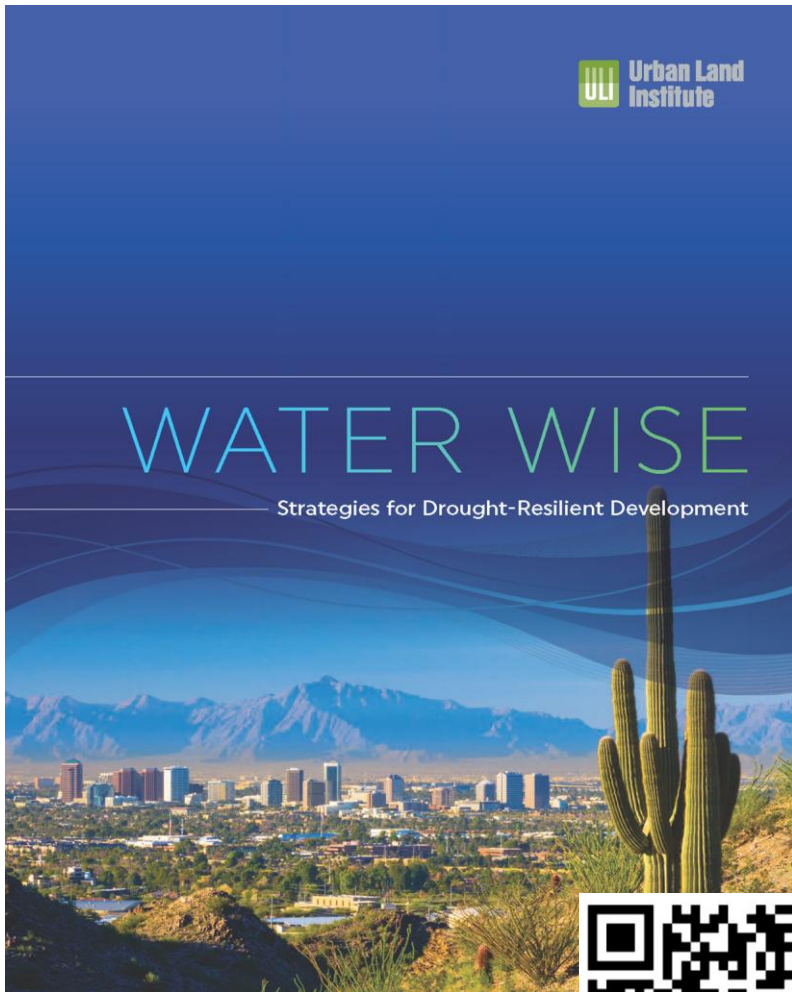


ULI's Urban Resilience Program

ULI's Urban Resilience program is focused on how buildings, cities, and communities can be more resilient to the impacts of climate change and other environmental vulnerabilities. We do this by:

- Advancing industry understanding of resilience
- Cultivating champions for resilience and catalyzing resilience partnerships
- Supporting communities in becoming more climate resilient





Water Wise Report

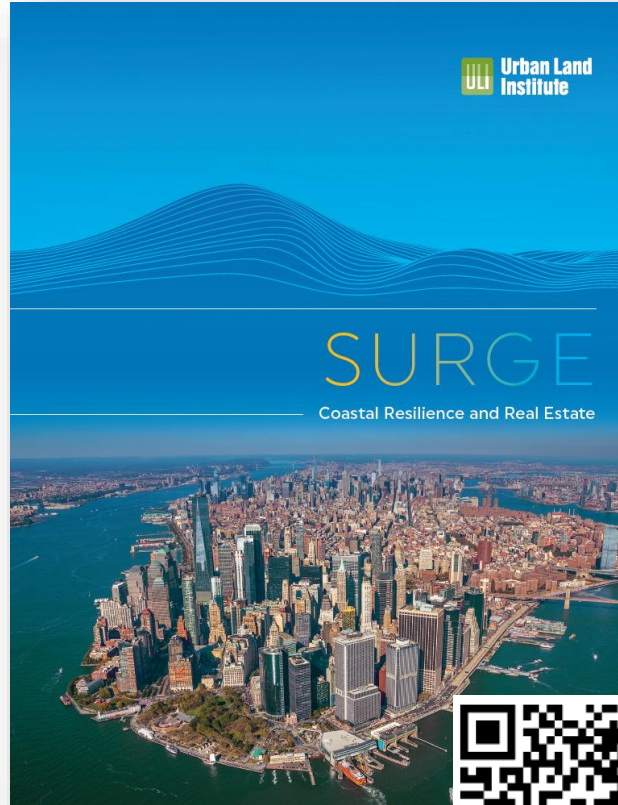
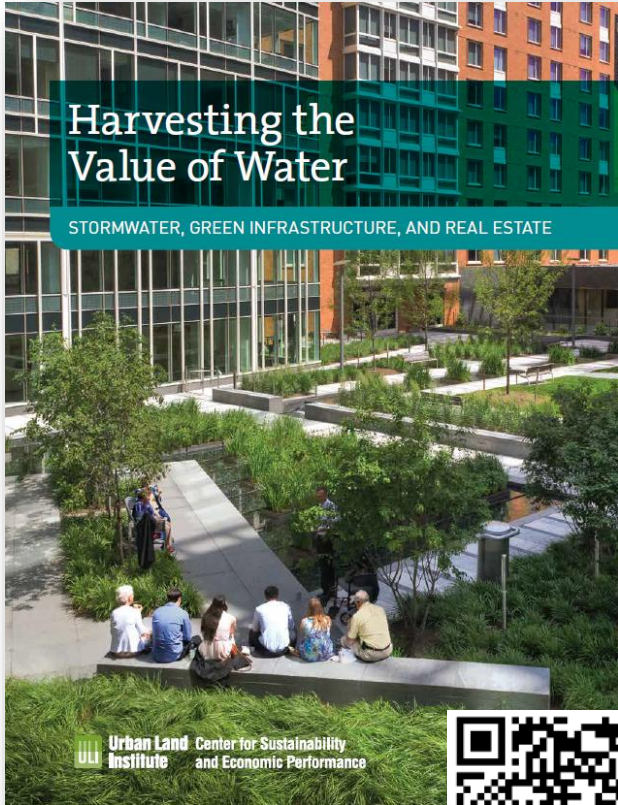
From ULI's Urban Resilience Program

Water Wise: Strategies for Drought-Resilient Development introduces the challenges associated with drought and limited freshwater availability and provides best practices for real estate and land use professionals to address them.

- Water-wise policy recommendations included!
- Many case studies!



ULI Reports & Resources on Flooding



More ULI resources
on flood
preparedness:



Water Wise Development Coalition

Intro for newbies!

- **Who:** ULI, in partnership with the Alliance for Water Efficiency, the Sonoran Institute, and the WaterNow Alliance, is convening land use and real estate professionals with policymakers and decision-makers.
- **What:** Advancing water-smart real estate development and supportive policies.
- **When & Where:** Quarterly virtual meetings.
- **How:** Participants will have a say in meeting topics, speakers, and efforts.



Agenda

- ULI welcome and introductions (5 minutes)
- Speakers (20 minutes each, including individual Q&A):
 - **Kelly Connolly Kern**, Director of Public Affairs, Alliance for Water Efficiency
 - **Lindsay Rogers**, Policy Manager for Municipal Conservation, Western Resource Advocates
- Group discussion and resource sharing (20 minutes)
- ULI wrap up (5 minutes)





WATER WISE DEVELOPMENT COALITION

Kelly Connolly Kern, Director of Public Affairs

October 22, 2025

Alliance for Water Efficiency

ABOUT AWE

- **Our Mission:** To promote the efficient and sustainable use of water across North America.
- Supporting water efficiency practitioners from 550+ organizations, including water utility agencies, local and state governments, product manufacturers and businesses, universities, and environmental nonprofits.
- AWE develops **cutting-edge research** and **tools**, offers **peer-to-peer** learning opportunities, and **advocates** at the state and federal level for water-efficient policies, products, and funding.
- *Connect with us on social media or visit www.a4we.org to learn more*



2025 FEDERAL OVERVIEW

Threats to
Voluntary
Programs

Reconciliation

Standard
Rollbacks

Appropriations

Federal
Shutdown

IMPLICATIONS FOR THIS COALITION



- Changes at the federal level will likely significantly impact regional, state, and local water supplies.
- May result in a patchwork of different laws/standards.
- Depending on preemption, there may be opportunities to pursue changes at the state and local levels amidst the challenges of the current federal climate.

VOLUNTARY PROGRAMS: WATERSENSE & ENERGY STAR



WATERSENSE

- In early 2025, the EPA announced plans to “overhaul” WaterSense specification changes have yet to occur
 - Some specifications under development have been paused
 - Defunding/program elimination lesser threat in 2nd administration
- AWE and partners have been advocating for WaterSense since the Trump Administration took office, including:
 - Organizing a letter of support signed by nearly 100 orgs
 - Meetings with EPA and Congress, Appropriations requests to Congress
 - [AWE fact sheet on the benefits of WaterSense](#) released
 - Resulting in: House & Senate appropriations bills include language supportive of WaterSense funding (budget cuts still likely)



ENERGYSTAR

- Trump Administration's proposed FY 2026 budget would eliminate program funding.
- Broad cross-sectoral industry support resulted in a changing of course. A letter of support signed by a broad coalition of 1100 companies and other organizations was sent earlier this year.
- In July, Congressional appropriations committees voted to continue funding ENERGYSTAR.



APPLIANCE & FIXTURE STANDARDS AT RISK



DEFENDING FEDERAL WATER EFFICIENCY STANDARDS

Shower Heads

- President directed DOE (Spring) to change the definition of a shower head to allow multiple nozzles that each have flow rates below the legal limit of 2.5 gpm
 - AWE believes the new, generic definition doesn't allow for multi-nozzle showerheads
 - Parallel legislation introduced in the House by Rep. Fry (SC)

Other Water-Using Devices

- President directs DOE (May 9) to roll back water and energy efficiency standards and to not enforce existing regulations in the interim
 - Directs DOE to eliminate the preemption waiver (preempting states from having stronger standards – state AGs are engaged)
 - Rep. Allen (GA) introduced Don't Mess With My Home Appliances

COALITION COMMENTS TO DOE PROPOSED RULES

AWE, AWWA, AMWA, NRDC, ASAP, & others submitted [comments](#) opposing DOE proposed rules:

- [Residential Clothes Washers](#)
- [Commercial Clothes Washers](#)
- [Compact Clothes Washers](#)
- [Dishwashers](#)
- [Commercial Pre-rinse Spray Valves](#)
- [Faucets](#)
- [Automatic Commercial Ice Makers](#)

WHAT IS AT STAKE

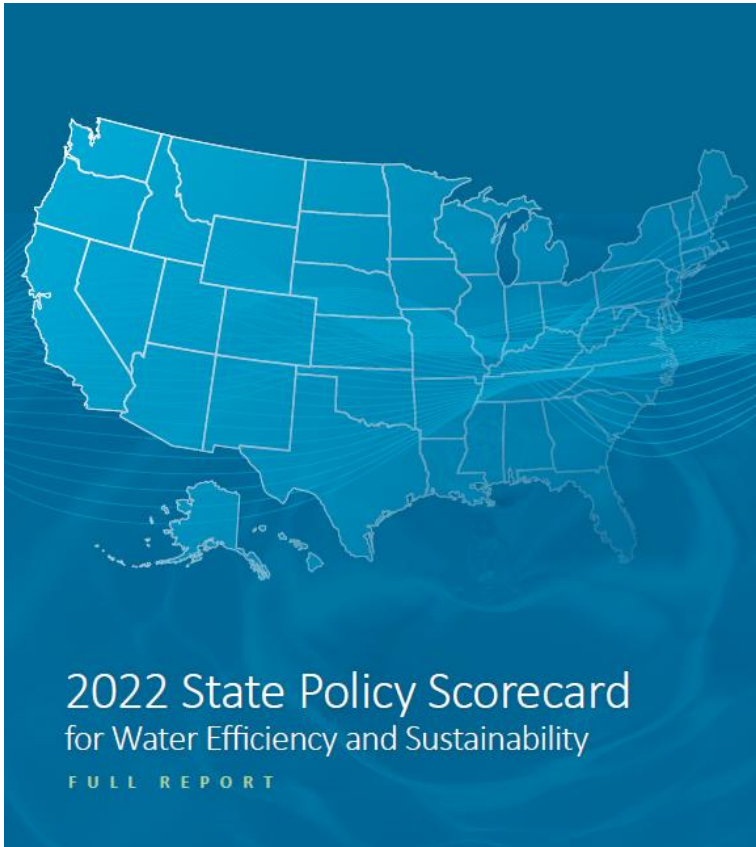
- Blocking states from setting standards undermines local, tailored solutions to water challenges
- Less efficient products can worsen drought conditions by increasing water use during historic, widespread droughts
- [According to DOE](#), in 2024 alone, federal efficiency standards:
 - Reduced a typical household's utility bills by \$576
 - Saved 1.7 trillion gallons of water



ZOOMING IN: POLICY AT STATE & LOCAL GOVERNMENT LEVELS



AWE STATE POLICY SCORECARD



- Editions released in 2023, 2017, 2012
 - Evaluated and ranked each U.S. state based on its adoption of laws and policies that advance water efficiency, conservation, sustainability, and affordability
 - Includes regional rankings as well as individual scorecards with specific recommendations
- State Fixtures Matrix

TRENDS IN STATE & LOCAL POLICIES

- HOA Water-Wise Landscape Restrictions
 - TX House Bill 517: prohibits HOAs from fining homeowners for brown lawns during local watering restrictions, bans mandatory turf installation, & prohibits restrictions on drought-resistant landscaping or rainwater harvesting
 - Similar bills adopted across the Western U.S.
- Non-Functional Turf Bans
 - Nevada, Colorado, California, Utah
 - Municipalities across the West
- IAPMO's Water Demand Calculator
 - Phoenix, AZ; Castle Rock, CO; Seattle, WA



NON-FUNCTIONAL TURF RESOURCES

- CalWEP launched NonFunctionalTurfCA.org to support communities implementing CA AB-1572, which outlaws potable water for NFT at CII & HOA shared spaces
- Features a suite of resources:
 - Factsheets
 - Case Studies
 - Sector-Specific Guides



A CalWEP Resource



LESS LAWN.
MORE BEAUTY.

A new law bans watering grass that nobody uses on public and commercial properties starting January 2027.

[Check Local Rules and Requirements](#)



CARROT & STICKS



- **State & Local Incentives:** Rebates for water-saving practices and products, ranging from irrigation system updates, efficient fixtures and appliances, and landscape transformations.
- **Water Conservation Rebate Tax Parity Act:** Introduced with bipartisan support in Congress

LOOKING AHEAD

Uncertainty at the Federal Level

Opportunities at the State & Local Levels

Water Supply Demands Increasing



318 W Adams St., Ste. 1514
Chicago, IL 60606

OFFICE 773-360-5100

<https://www.allianceforwaterefficiency.org>

kelly@a4we.org

Alliance for Water Efficiency

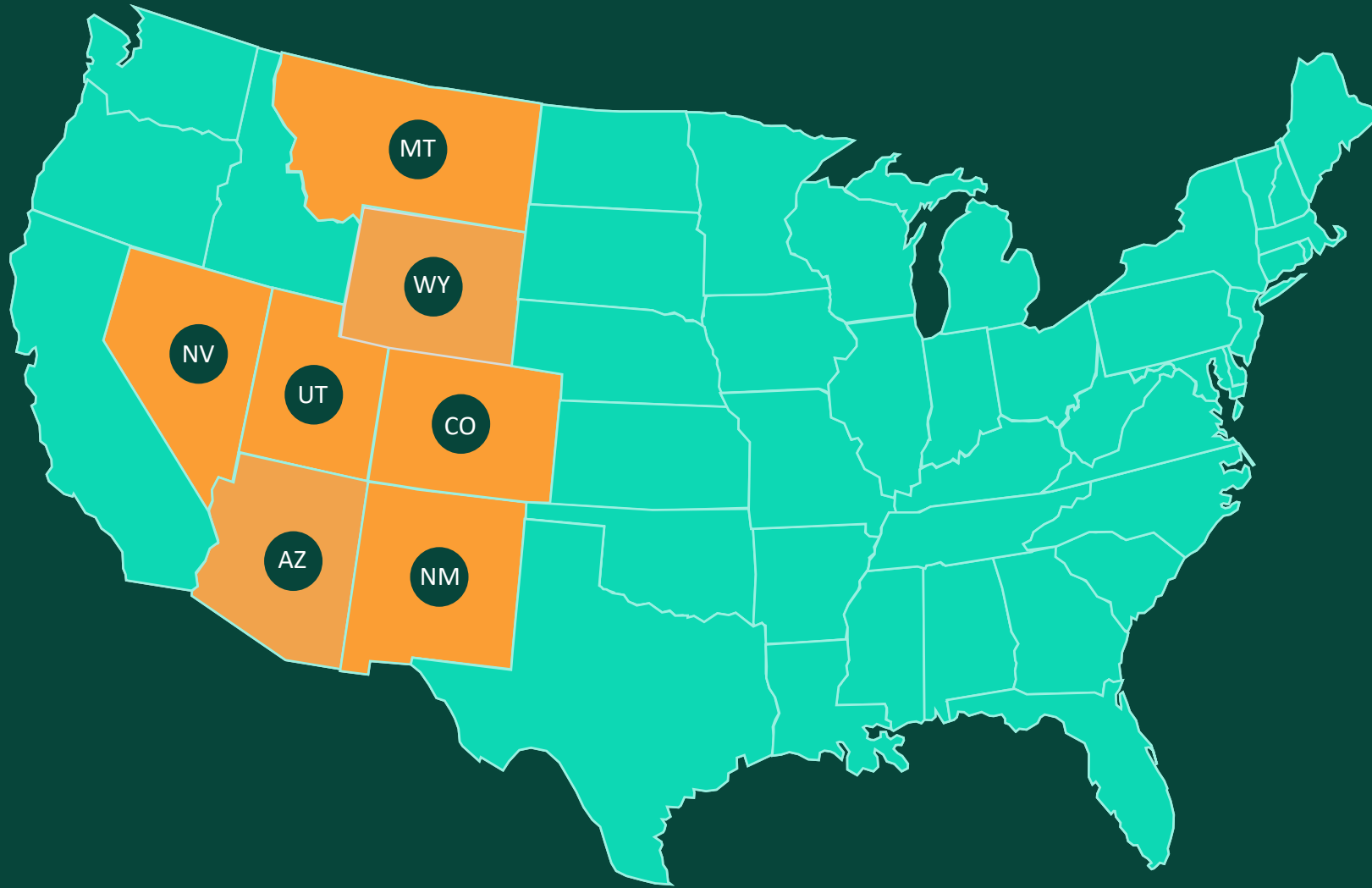
Thank You!



Trends in State & Local Water Wise Land Use Policy

Lindsay Rogers, Policy Manager for Municipal Conservation
Water Wise Development Coalition | October 22, 2025





Western Resource Advocates

- Federal & Regional Collaboration
- State Legislatures
- State Agencies & Commissions
- Local Governments
- Electric Utilities
- Diverse Coalitions & Communities

WRA works across seven states in the **Interior West** to
protect our climate, land, air, and water.



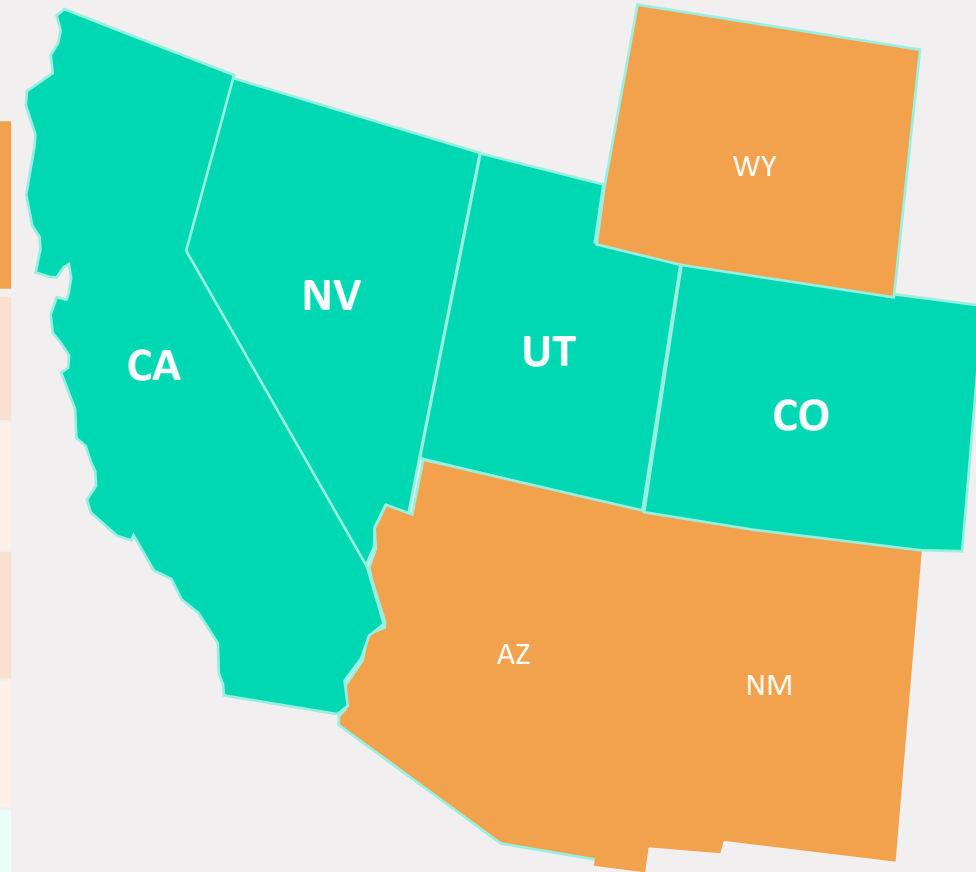
Policy Mechanisms:

- Water efficient fixture standards
- Limiting nonfunctional turf
- Landscape and irrigation contractor licensing
- Water element in General Plans
- State funding & support for water wise land use



Water Efficient Fixture Standards

State	Toilets	Showerheads	Urinals	Residential Lavatory Faucets	Spray Sprinkler Bodies
CO	WS	WS	0.125gpm	1.2gpm	WS
NV	WS	WS	WS	WS	WS
CA	WS	1.8 gpm	0.125 gpf	1.2 gpm	WS
UT	1.6 gpf	WS	WS	WS	N/A
WaterSense Standards	1.28 gpf	2.0 gpm	0.5 gpf	1.5 gpm	WaterSense specification



allianceforwaterefficiency.org/resource/state-fixture-standards-matrix/



2022 Denver Green Code

- Based on International Green Construction Code
- Required for new commercial and multi-family construction
- Some voluntary, enhanced requirements

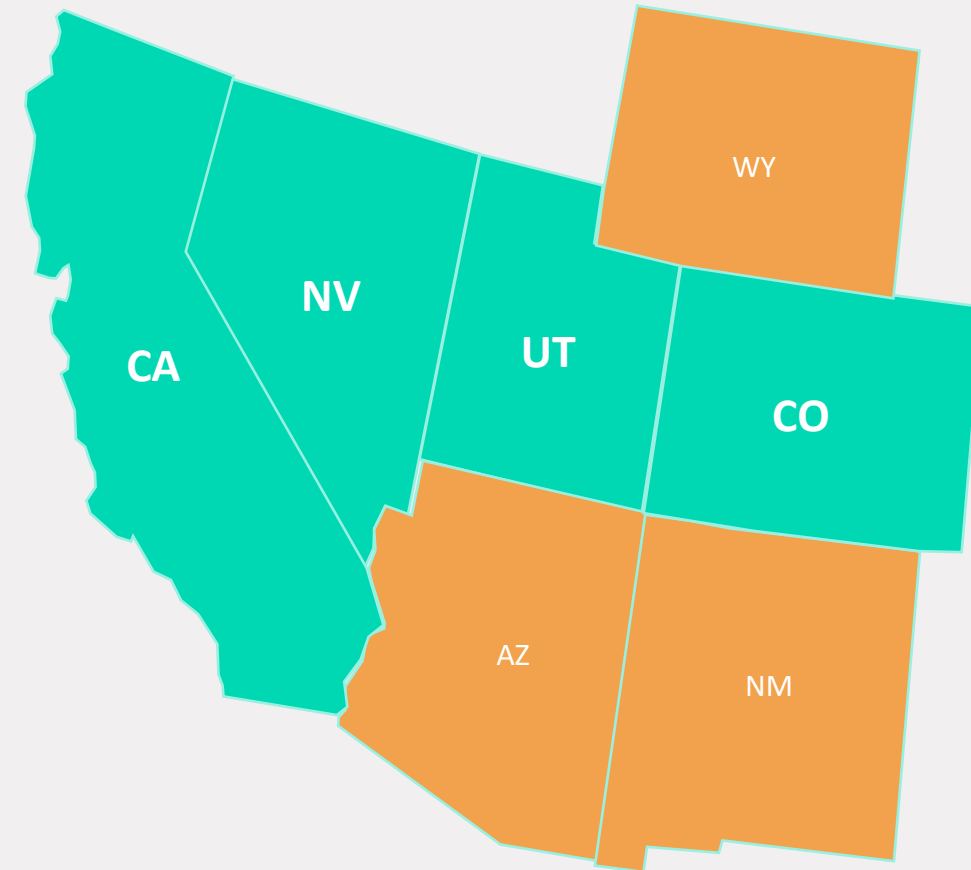
PLUMBING FIXTURE	MAXIMUM
Water closets (toilets)—single-flush tank-type	Single-flush volume of 0.8 gal.
Water closets (toilets)—dual-flush tank-type	Full-flush volume of 1.0 gal.
Urinals	Flush volume 0.125 gal.
Public lavatory faucets	Flow rate—0.35 gpm (1.35 L/min)
Public metering self-closing faucet	0.25 gal (1.0 L) per metering cycle
<u>Residential</u> bathroom lavatory sink faucets	Flow rate— 1.0 gpm.
<u>Residential</u> kitchen faucets	Flow rate—1.8 gpm (6.8 L/min) ^a
<u>Residential</u> showerheads	Flow rate—1.5 gpm.
<u>Residential</u> shower compartment (stall) in <u>dwelling units</u> and guest rooms	Flow rate from all shower outlets total of 1.8 gpm.

TABLE 601.3.2.1 PLUMBING FIXTURES AND FITTINGS REQUIREMENTS



Limiting Nonfunctional Turf

- **NV:** Prohibits the use of Colorado River water for irrigating nonfunctional turfgrass in commercial areas & HOAs starting in 2027 (2021, AB356)
- **CA:** Prohibits the use of potable water for irrigating nonfunctional turf in commercial and institutional areas, effective in 2027-2031 (2023, AB 1572)
- **UT:** Requires cities/counties that want to be eligible for the state's turf replacement funding program to adopt water efficiency standards that limit turf – i.e., no more than 20% of the landscaped area for CII and no turf in narrow areas (2023, SB 118)
- **CO:** Requires cities/counties to adopt standards that prohibit the installation of new nonfunctional turf on CII and multi-family properties and to limit new turfgrass on other residential properties, effective in 2026 & 2028 (SB24-005 & HB25-1113)



Colorado SB24-005 Implementation Resources

- SB5 Fact Sheet
- Template presentation for communities
- Key Considerations Guide
- Grasses and Plants Guide
- Streamlined Templates and Processes Guide
- Compliant Code Matrix

JULY 2025

Colorado Senate Bill 24-005 Key Considerations Guide

wra Western
Resource
Advocates.

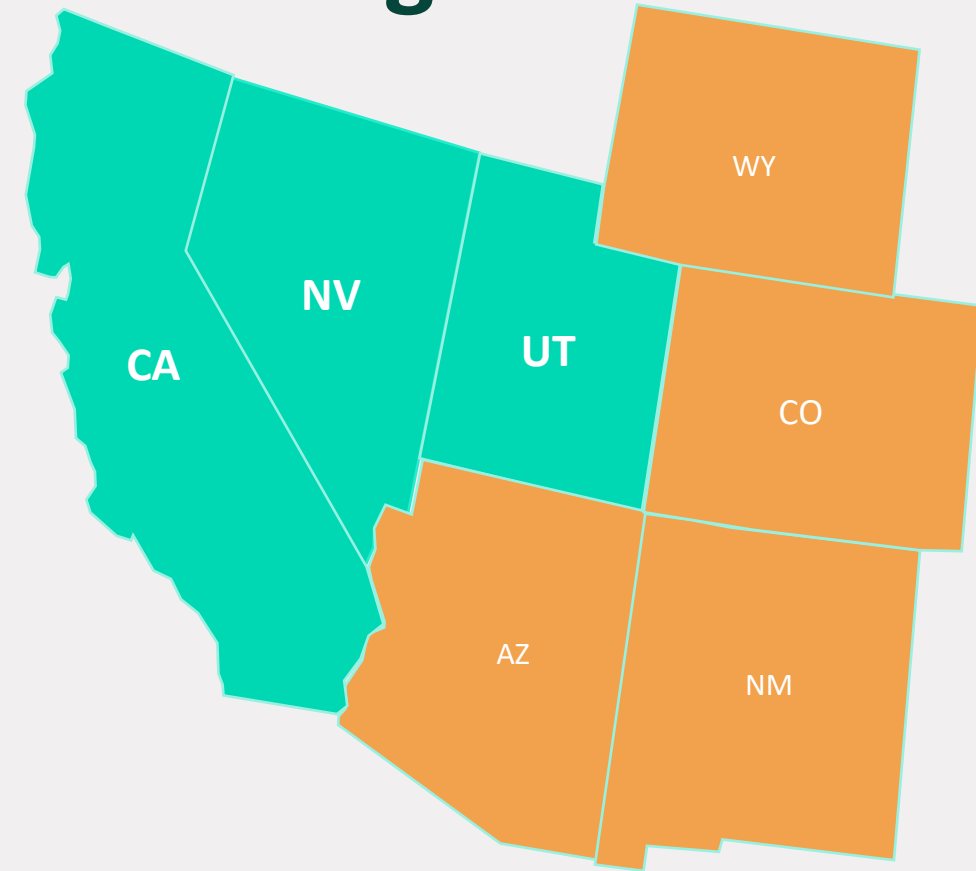
brendle GROUP

COLORADO
Colorado Water
Conservation Board
Department of Natural Resources



Landscape & Irrigation Contractor Licensing

- **CA's C-27 Landscaping Contractor License**
 - 4-year journey-level experience
 - Must pass a rigorous exam and study guide
 - CA's Model Water Efficient Landscape Ordinance (MWELO); requires certified landscape irrigation auditor
- **NV's C-10 Landscape Contractor License**
 - 4-year journey-level experience
 - Pass a trade and business law exam
- **UT's S-330 Landscaping Contractor License**
 - Must complete a pre-licensure course & annual CEUs
 - Applies to contractors completing projects >\$50k



Landscape Professional Certification in Colorado

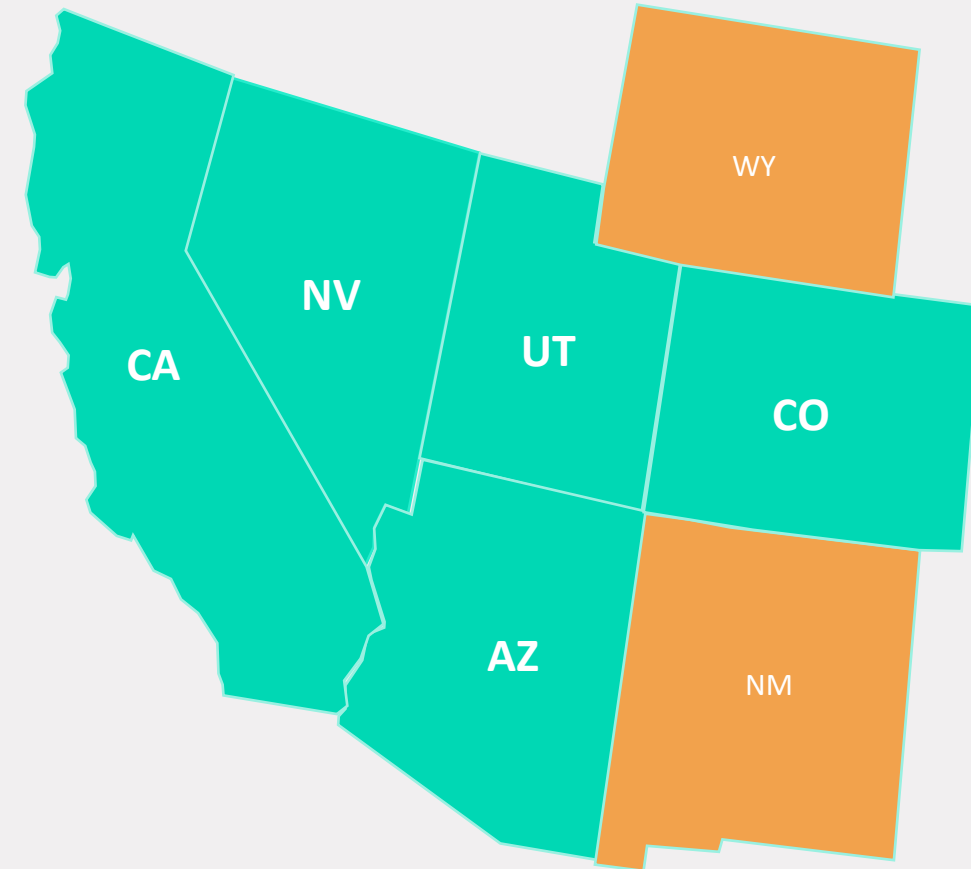


- Landscape companies register with the Town and designate one or more Registered Landscape Professionals
- Must complete & maintain Qualified Water Efficient Landscaper certification



Water Efficiency in General Plans

- **AZ**
 - First CRB state to require a specific water element outlining projected future demand and supply availability
 - Serves as a legally binding, regulatory document
 - (*Ariz. Rev. Stat. § 9-461.05 2019*)
- **UT**
 - Mandates a water use and preservation element that includes: the effect of development on water demand, methods for reducing water demand in existing and future development, opportunity to reduce water waste
 - (*Utah Rev. Stat. § 10-9a-403 2022*)
- **CO**
 - Mandates a water supply element that includes projected water supply and demand, water conservation policies & other Colorado Water Plan goals
 - (*CO Rev Stat § 31-23-206 2023*)



Summit County, UT Water Element

- Two Planning Divisions: Snyderville Basin & Eastern Summit
- Water scarcity challenges
- Public anti-development sentiment vs. state housing requirements
- **Strategies:**
 - Coordinated, regional Water Conservation Plans and Drought Response Plans
 - Updated water wise landscaping code
 - Early and more frequent engagement with water providers in development review process
 - Updated zoning to encourage cluster development and smaller single-family homes and lots

Summit County Towns Halt New Home Construction Due to Water Scarcity

KPCW | By Rick Brough
Published July 2, 2021 at 1:10 PM MDT



▶ LISTEN • 3:22

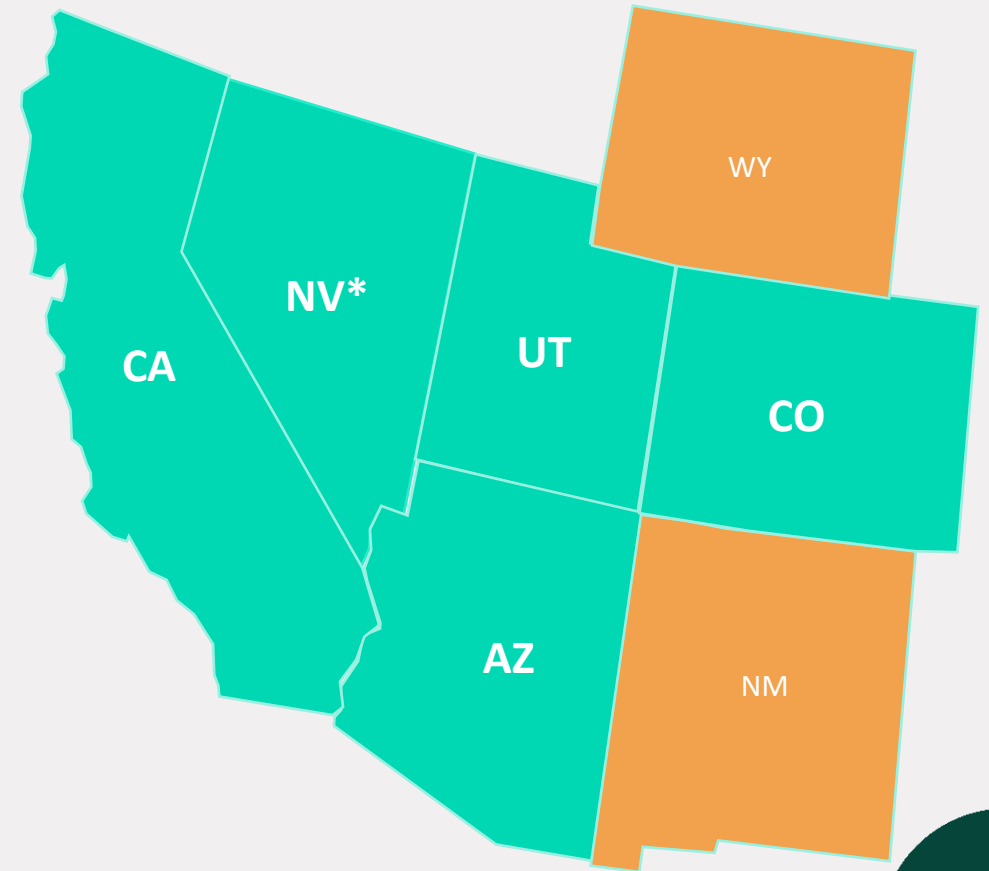


AP Photo/David J. Phillip / Associated Press



State Funding & Support for Water Wise Land Use

- **CO**
 - CWCB & DOLA fund water efficiency & land use planning
 - E.g., Growing Water Smart program, turf replacement programs/projects, advanced metering, water elements in General Plans
- **UT**
 - DWR & Conservancy Districts fund secondary metering (\$200M), turf replacement, Growing Water Smart, smart controllers, toilet rebates
- **AZ**
 - Water Infrastructure Finance Authority for advanced metering, education, efficient fixtures, turf replacement, etc.
- **NV / Southern Nevada Water Authority**
 - Funding for turf replacement, evaporative cooling upgrades, leak detection program, septic to sewer conversion
- **CA**
 - DWR grants for integrated regional water management, water use efficiency





DATA CENTER IMPACTS IN THE WEST

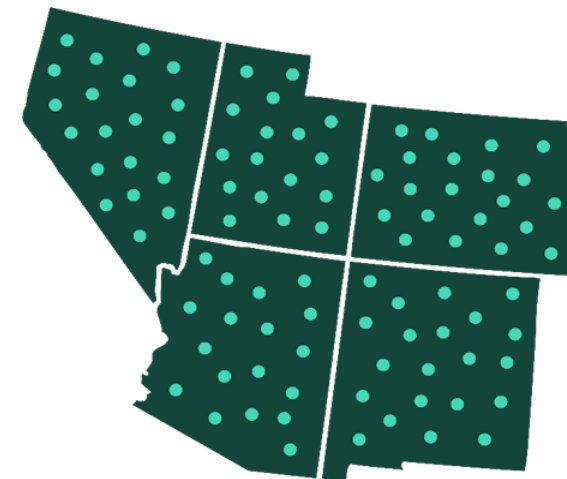
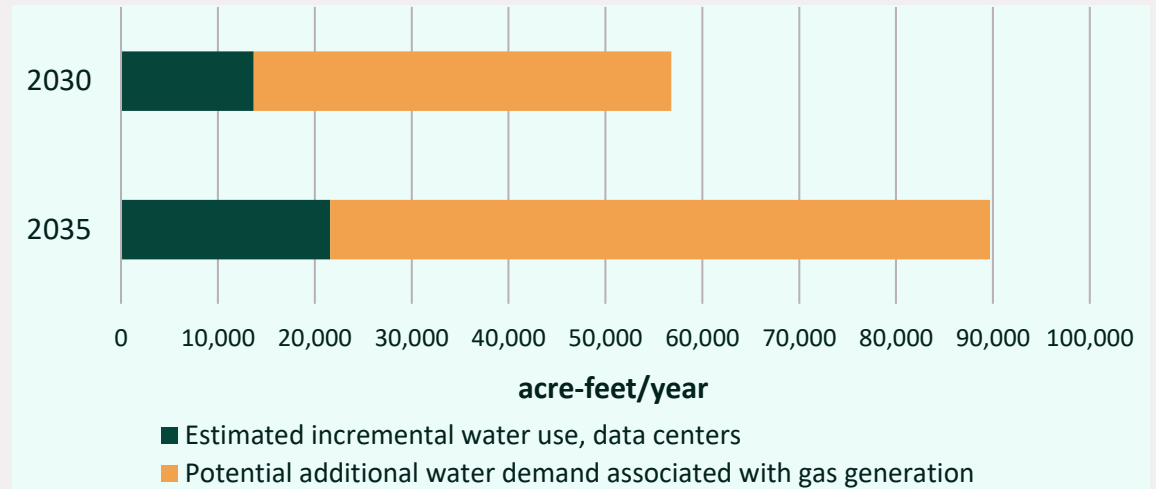
Policy Solutions for Water and Energy Use

AUTHORS

Deborah Kapiloff | Policy Advisor
Lindsay Rogers | Policy Manager for Municipal Conservation
Stacy Tellinghuisen | Deputy Director of Policy Development



Large Water Users Policies



● Is equivalent to 2,000 people, representing 194,000 people in total.



13.7K
estimated acre-feet of
consumptive water use
by 2030.

21.6K
estimated acre-feet of
consumptive water use
by 2035.

A close-up photograph of several Gaillardia flowers with red and yellow petals. Two bees are visible on the flowers, one on a flower in the foreground and another on a flower slightly behind it. The background is a soft-focus field of similar flowers.

Thank You & Questions!

Resources & Updates

ULI Opportunities

- Convening local roundtables and/or focus groups **between public and private sector** land use and water professionals, aimed at supporting water-wise real estate and supportive policies. Reach out if you or someone you know is interested!
- Documenting the **business case for water-wise land uses**. Please let me know if you have case studies that demonstrate the financial ROI for water-wise real estate and built environments!
- **NEW article series in Urban Land Magazine** about coalition meeting topics – opportunity for authorship!

Interested? Email Marianne.Eppig@uli.org

Generously supported by:



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**Colorado Water
Conservation Board**

Department of Natural Resources



PARTICIPATE IN AN EXPERT INTERVIEW FOR WRF #5327: UTILITY BUSINESS MODELS FOR MANAGING WATER DEMAND REDUCTION

- This project, in partnership with Pacific Institute and the Water Research Foundation, explores how water utilities can maintain revenue stability amidst demand reductions and fluctuations.
- **Looking for utilities to share experience and case study examples on the following areas:**
 - Pricing and rate design
 - Financial policies and practices
 - Planning and forecasting
 - New utility services
 - Communications and outreach
- Interviews will inform the development of a guidebook offering practical strategies for pricing and rate design, financial policies and practices, planning approaches, and new utility services, aimed to effectively align revenue stability with sustainable water management.

To schedule an interview and learn more, contact Amanda Christophe at Amanda@a4we.org.

NEW RESEARCH! CHARACTERIZING WATER USE IN LOW- INCOME HOUSEHOLDS



Household water affordability is a growing challenge, spurred by rising utility rates, economic hardship, medical costs, customer-side leaks, and/or high water use from older and inefficient fixtures and appliances.



Explore and characterize the extent to which leaks from inefficient appliances and fixtures contribute to immediate and long-term household water affordability challenges.



Aims to help shape proactive, preventative programs that seek to address both short-term and long-term challenges associated with water affordability and may support the creation and implementation of local, state, and/or federal water efficiency and infrastructure repair assistance programs.

NEW RESEARCH! PER CAPITA WATER USE CALCULATION



Water providers, planners, and regulators all rely on per capita water use — but what that number reflects can vary wildly. Better metrics can lead to smarter decisions, better planning, and more trust in data — but first, we need consistency.



This project aims to evaluate and standardize the calculation of per capita water use across North America by developing a universally applicable framework and Excel-based tool grounded in stakeholder input, past research, and aligned methodologies.



Enhance comparability, support effective water planning, and lay the foundation for a future standard through practical application, clear guidance, and replicable case studies across diverse contexts.



PARTICIPATE IN AWE'S 2025 AMI ENGAGEMENT BENCHMARKING SURVEY

Is your utility using AMI to engage with customers or thinking about it?



Help us benchmark how water providers across North America are leveraging AMI data to advance conservation and efficiency through customer engagement and leak notification programs.



Water agencies and utilities. Even if your utility doesn't have AMI yet, your input still matters!



It takes ~1 hour to complete. All responses are confidential.



Complete it by Friday, October 31st.



2026 WATER EFFICIENCY & CONSERVATION SYMPOSIUM



JOIN US

August 4-6, 2026 • Chicago, IL
Gleacher Center, Chicago Booth

The premier event bringing together water practitioners across North America for three days of interactive sessions, peer-to-peer collaboration, and engaging networking opportunities.

[A4WE.ORG/SYMPOSIUM](https://a4we.org/symposium)



Scan the QR code for details on the 2026 Symposium, including:

- Core program topics
- Hotel block information
- Venue highlights
- Travel tips for Chicago



Shape the Symposium

- Submit an abstract
- Become a sponsor
- Nominate an awardee

[LEARN MORE](#)

Programming Brainstorm

Let us know what you want for coalition meetings!

Cohort Programming Agenda	Subject Brainstorm
Nov 19, 2025	Update on CO River guideline negotiations and potential impacts on land use
Jan/Feb 2026	Data center water use and industry best practices
April/May/June 2026	Water Demand Calculator (IAPMO, Fort Collins?)
July/Aug/Sept 2026	Agriculture/development interface? (Robert Sakata, Sonoran Institute/Waverly Klaw on Bridging the Gap)
Oct/Nov/Dec 2026	Development review process and developer/government interface?
Jan/Feb/March 2027	MLS listings and water use/efficiency?

Join us for the 2026 Resilience Summit!

May 8, 2026
Nashville, TN



SURVEY

We'd love to hear from you!

Please take 5 minutes to complete the program survey:

- Using the QR code here
- Or using the link:
https://urbanlandinstitute.qualtrics.com/jfe/form/SV_cveKlXilqshnjwy

Impact stories/testimonials may be featured by ULI!





THANK YOU FOR JOINING US!

You can reach me at Marianne.Eppig@uli.org