Webinar

Water Wise Development Coalition Meeting - 3

Date: September 06, 2023

00:00:03 --> 00:00:04:	Hello everyone.
00:00:04 --> 00:00:05:	Thank you for joining us today.
00:00:05 --> 00:00:09:	This is our third Water Wise Development Coalition meeting.
00:00:09 --> 00:00:13:	We're excited that you're here with us for, for anybody
00:00:13 --> 00:00:17:	who's new here, the Water Wise Development Coalition is a
00:00:17 --> 00:00:21:	partnership between the Urban Land Institute, the Alliance for Water
00:00:22 --> 00:00:26:	Efficiency, the Sonoran Institute and the Water Now Alliance and
00:00:26 --> 00:00:26:	others.
00:00:27 --> 00:00:31:	And we're convening land use and real estate professionals with
00:00:31 --> 00:00:35:	policy makers and decision makers specifically to advance water smart
00:00:35 --> 00:00:38:	real estate development and supportive policies.
00:00:38 --> 00:00:41:	This is the only coalition I know of that focuses
00:00:41 --> 00:00:45:	on bringing together the private sector with the public sector
00:00:45 --> 00:00:46:	on these issues.
00:00:46 --> 00:00:48:	So we, we really think that this work is important
00:00:48 --> 00:00:50:	and we're excited that you're here.
00:00:51 --> 00:00:53:	We have quarterly virtual meetings.
00:00:53 --> 00:00:55:	So at the end of this, once we get through
00:00:55 --> 00:00:59:	the expert presentations today, we're going to have an upcoming
00:00:59 --> 00:01:00:	programming discussion.
00:01:00 --> 00:01:02:	So we hope you stay with us through the whole
00:01:02 --> 00:01:02:	meeting.
00:01:04 --> 00:01:07:	And we'll also, you'll also have a say in upcoming
00:01:07 --> 00:01:09:	meeting topics, speakers and efforts.
00:01:09 --> 00:01:11:	So again, we're going to have that discussion towards the

00:01:11 --> 00:01:11:	end.
00:01:11 --> 00:01:13:	So please stay on the line.
00:01:14 --> 00:01:18:	So today I hope you take a minute to introduce
00:01:18 --> 00:01:19:	yourself in the chat.
00:01:19 --> 00:01:23:	If you can include your name, title, organization and location,
00:01:23 --> 00:01:25:	that would be super helpful for us to know who's
00:01:25 --> 00:01:28:	in the room where you're calling in from and just
00:01:28 --> 00:01:30:	to introduce yourself to the group.
00:01:32 --> 00:01:36:	And today we have two excellent speakers.
00:01:36 --> 00:01:38:	The 1st is Jonah Shine.
00:01:38 --> 00:01:42:	He is the national program manager for homes and buildings
00:01:42 --> 00:01:44:	with the USEPAS Watersense program.
00:01:44 --> 00:01:48:	And he's going to be talking about Watersense and all
00:01:48 --> 00:01:53:	the resources available from our federal government to support water
00:01:53 --> 00:01:55:	wise development and built environments.
00:01:56 --> 00:01:59:	And then Mike, I'm not going to pronounce your name
00:01:59 --> 00:02:00:	right.
00:02:00 --> 00:02:02:	Colignon, I don't know if that's right.
00:02:03 --> 00:02:06:	He's the executive director and Co founder of the Green
00:02:06 --> 00:02:09:	Builder Coalition and he's going to be talking about water
00:02:10 --> 00:02:13:	efficiency rating scores or words and the resources that they
00:02:13 --> 00:02:13:	have.
00:02:14 --> 00:02:18:	So it will also have time after each presentation for
00:02:18 --> 00:02:19:	Q&A.
00:02:19 --> 00:02:21:	So if you want to put your questions in the
00:02:21 --> 00:02:24:	chat box, we'll circle back with each speaker about your
00:02:24 --> 00:02:28:	questions and you're welcome to unmute during those discussions and
00:02:28 --> 00:02:29:	just chat with the speakers.
00:02:29 --> 00:02:32:	So I think that's a real benefit of having a
00:02:32 --> 00:02:34:	more informal environment like this.
00:02:34 --> 00:02:37:	And at the end, as I mentioned, we're gonna have
00:02:37 --> 00:02:40:	a group discussion about upcoming programming and potential projects we
00:02:40 --> 00:02:41:	could work on as a coalition.
00:02:41 --> 00:02:43:	So that should be great.
00:02:44 --> 00:02:46:	And with that, I'll turn it over to our first
00:02:46 --> 00:02:47:	speaker, Jonah.
00:02:49 --> 00:02:50:	Alright, thanks.
00:02:50 --> 00:02:50:	Thanks, Marianne.
00:02:52 --> 00:02:53:	Just share my screen here.
00:02:55 --> 00:02:57:	Alright, How's that?

00:02:57 --> 00:02:58:	Looks great.
00:02:58 --> 00:02:59:	That work good.
00:02:59 --> 00:03:01:	OK, well, thanks for having me.
00:03:01 --> 00:03:04:	I see a lot of familiar names on the call
00:03:04 --> 00:03:05:	and some new ones.
00:03:08 --> 00:03:09:	What I wanted to cover today.
00:03:09 --> 00:03:11:	And I, I'm aware that I'm going to be preaching
00:03:11 --> 00:03:13:	to the choir a little bit here.
00:03:14 --> 00:03:16:	Everyone here on the call is obviously here because they
00:03:16 --> 00:03:18:	believe in Watersmart developments.
00:03:19 --> 00:03:20:	But I think it's important that we have some of
00:03:20 --> 00:03:21:	that.
00:03:21 --> 00:03:24:	We have this conversation and that we sort of gauge
00:03:24 --> 00:03:27:	where EPA is coming from, why we have Watersense and
00:03:27 --> 00:03:31:	why Watersense is concerned with, with putting efficient homes out
00:03:31 --> 00:03:34:	into the marketplace from the time of construction to, to
00:03:34 --> 00:03:35:	begin with.
00:03:35 --> 00:03:38:	So like I said, I'm, I'm aware that I'm preaching
00:03:38 --> 00:03:40:	to the choir a little bit, but I hope it
00:03:40 --> 00:03:43:	will be helpful and I hope it maybe maybe helps
00:03:43 --> 00:03:45:	calibrate the conversation a little bit.
00:03:46 --> 00:03:49:	And again, you know, I'd remind everyone that EP, as
00:03:49 --> 00:03:52:	you could argue, EP as primary function is to enhance
00:03:52 --> 00:03:54:	the delivery of clean, healthy water.
00:03:55 --> 00:03:57:	You look at our budget, that's sort of the top
00:03:57 --> 00:03:58:	line item.
00:03:58 --> 00:04:00:	It outweighs just about everything else.
00:04:00 --> 00:04:02:	We spend money on here by about 50 times.
00:04:03 --> 00:04:05:	It's the best thing you can do for human health
00:04:05 --> 00:04:06:	and, and, and the environment.
00:04:06 --> 00:04:10:	And I think water, using water efficiently has to be
00:04:10 --> 00:04:12:	a big part of that.
00:04:12 --> 00:04:14:	So won't spend too much time on this.
00:04:14 --> 00:04:17:	But in case anyone's not familiar with Watersense, our job
00:04:18 --> 00:04:18:	is to save water.
00:04:19 --> 00:04:20:	That's what we're here to do.
00:04:21 --> 00:04:23:	These are the metrics that I take to my bosses
00:04:23 --> 00:04:23:	every year.
00:04:23 --> 00:04:26:	And I say, hey, This is why the invest the,
00:04:26 --> 00:04:30:	you know, few $1,000,000 that you've invested in the Watersense

00:04:30 --> 00:04:33:	program is a good return for the agency, for the
00:04:33 --> 00:04:36:	taxpayers and for the country as all because we're being
00:04:36 --> 00:04:41:	effective at saving water, using it more efficiently and delivering.
00:04:42 --> 00:04:44:	I have to change my audio real quick.
00:04:44 --> 00:04:46:	Everyone get my headset to that.
00:04:56 --> 00:05:00:	All right, let me see if that'll, if that'll work.
00:05:01 --> 00:05:02:	I just put them in.
00:05:02 --> 00:05:04:	So I have no idea why they're about to die,
00:05:05 --> 00:05:05:	but anyway.
00:05:06 --> 00:05:08:	So for those of you who aren't familiar with us,
00:05:08 --> 00:05:10:	you can think of us as being like Energy Star.
00:05:10 --> 00:05:14:	But of course we focus on saving water, not saving
00:05:14 --> 00:05:14:	energy.
00:05:17 --> 00:05:19:	This is some of the places on our product labeling
00:05:19 --> 00:05:20:	system that you can find.
00:05:20 --> 00:05:22:	You can find the labour just like Energy Star.
00:05:22 --> 00:05:26:	We're probably better known for our product labeling program then
00:05:26 --> 00:05:29:	we are for our whole home label labeling program.
00:05:30 --> 00:05:32:	There's also, I think an important lesson I want to
00:05:32 --> 00:05:35:	pull out of here because on the last call, one
00:05:35 --> 00:05:37:	of the things I heard Jacob Patalis and KB Home
00:05:37 --> 00:05:40:	talk about was the need for some consistency and standards
00:05:40 --> 00:05:44:	across the different states, across the different jurisdictions, across the
00:05:44 --> 00:05:47:	different places that a builder like KB is trying to
00:05:47 --> 00:05:50:	build and adhere to the different, different policies.
00:05:51 --> 00:05:53:	And to be honest, that sounds really similar to me
00:05:53 --> 00:05:56:	to what we heard from the manufacturing industry back in
00:05:56 --> 00:05:59:	the back in the 2000s when we were first standing,
00:05:59 --> 00:06:00:	standing water stents up.
00:06:02 --> 00:06:05:	You know, we, we adopted federal standards for plumbing products
00:06:05 --> 00:06:06:	back in, back in the 90s.
00:06:07 --> 00:06:09:	Took us a few years to figure the figure those
00:06:09 --> 00:06:11:	out and start delivering high performing products.
00:06:11 --> 00:06:15:	But what we started to see was each individual jurisdiction
00:06:15 --> 00:06:19:	was developing their own criteria for efficient products because they
00:06:19 --> 00:06:20:	were driven to save water.
00:06:21 --> 00:06:23:	They saw plumbing products as, as a good way to
00:06:23 --> 00:06:24:	do way to do that.

00:06:24 --> 00:06:26:	But no one could really agree on what that on
00:06:26 --> 00:06:28:	what that what that meant.
00:06:28 --> 00:06:30:	And that did a couple of things that that had
00:06:30 --> 00:06:32:	a couple of downfalls for it.
00:06:32 --> 00:06:36:	Number one is we have a lot of water utilities,
00:06:36 --> 00:06:36:	right?
00:06:36 --> 00:06:40:	Yeah, tenfold the number that we do for energy utilities.
00:06:41 --> 00:06:44:	And in reality, it's really only the the largest ones
00:06:44 --> 00:06:47:	that are resourced well enough to develop those types of
00:06:47 --> 00:06:51:	those types of sort of product lists and, and policies
00:06:51 --> 00:06:54:	#2 it was driving the manufacturers insane because you could
00:06:54 --> 00:06:57:	develop a product that met the criteria in one, in
00:06:57 --> 00:07:00:	one area, but it wouldn't meet the criteria in in
00:07:00 --> 00:07:01:	another area.
00:07:02 --> 00:07:04:	And I think the sort of the proof is in
00:07:04 --> 00:07:07:	the pudding here, right back in we started labeling products
00:07:07 --> 00:07:08:	in 2008.
00:07:08 --> 00:07:13:	Back then there were maybe 2025 high performing, high efficiency
00:07:13 --> 00:07:15:	toilets on the marketplace.
00:07:15 --> 00:07:18:	There's, there's hundreds or not thousands today because we haven't
00:07:18 --> 00:07:21:	agreed upon definition of what that, of what that means.
00:07:21 --> 00:07:24:	So like I said, I think the, the frustration I,
00:07:24 --> 00:07:26:	I, I heard from Jacob on the last calls failure
00:07:26 --> 00:07:27:	familiar to us.
00:07:27 --> 00:07:29:	And I think we're hearing it more and more from
00:07:29 --> 00:07:31:	the building and developing developer industry.
00:07:32 --> 00:07:35:	And that's a big reason why we have water sense
00:07:35 --> 00:07:35:	labeled homes.
00:07:35 --> 00:07:39:	It's the first national certification for water efficiency.
00:07:39 --> 00:07:41:	And part of what we're striving to do is to
00:07:41 --> 00:07:45:	provide a consistent and comprehensive approach to building efficient homes.
00:07:46 --> 00:07:47:	I want to be clear, I think a lot of
00:07:47 --> 00:07:50:	times when I talk about consistency across the whole country,
00:07:51 --> 00:07:53:	people read that as the house will be exactly the
00:07:53 --> 00:07:53:	same.
00:07:54 --> 00:07:56:	And that's obviously not the case, right?
00:07:56 --> 00:08:00:	You know, we have different climates, different markets, different sizes,

00:08:00 --> 00:08:02:	all of these things.
00:08:02 --> 00:08:05:	That's going to mean that different solutions are going to
00:08:05 --> 00:08:09:	yield different efficiencies in different in different scenarios.
00:08:10 --> 00:08:12:	We can adjust for that, right?
00:08:12 --> 00:08:16:	Water efficiency is highly variable, but at the same time
00:08:16 --> 00:08:20:	it's highly predictable across a handful of of easy to
00:08:20 --> 00:08:22:	understand, understand factors.
00:08:22 --> 00:08:25:	So that's really what we try to cue into, especially
00:08:25 --> 00:08:26:	with version 2.
00:08:27 --> 00:08:28:	We're in the second year of version 2.
00:08:28 --> 00:08:31:	Our goal is to reduce water use in homes by
00:08:31 --> 00:08:35:	at least 30% based on national codes and standards.
00:08:35 --> 00:08:37:	I'll talk a little bit more about that.
00:08:37 --> 00:08:40:	Like everything, we put the label on 3rd party certified
00:08:40 --> 00:08:43:	and we do our best to use the existing certification
00:08:43 --> 00:08:46:	infrastructure that's out there so that it can be as
00:08:46 --> 00:08:50:	as cost effective and seamless to the builders and developers.
00:08:50 --> 00:08:52:	But at the same time, we oversee it as the
00:08:52 --> 00:08:53:	scheme holders.
00:08:53 --> 00:08:57:	So there's some credibility from the EP as involvement relative
00:08:57 --> 00:08:58:	to version one.
00:08:59 --> 00:09:00:	We fill it off.
00:09:00 --> 00:09:03:	There's a lot more flexibility and a lot more flexibility
00:09:03 --> 00:09:08:	without compromising on efficiency and response to marketing climate changes
00:09:08 --> 00:09:09:	a lot better.
00:09:09 --> 00:09:12:	So like I said, went to second year version 2
00:09:12 --> 00:09:14:	pretty happy with it so far and we just have
00:09:14 --> 00:09:16:	to see what the journey goes from here.
00:09:18 --> 00:09:22:	So why is building importance from a from a planning
00:09:22 --> 00:09:23:	perspective.
00:09:23 --> 00:09:26:	Well, of course we've all probably seen this scenario Communities
00:09:26 --> 00:09:28:	have an interest in growing.
00:09:28 --> 00:09:30:	They wanna add to the population, they wanna add to
00:09:30 --> 00:09:33:	the tax base, they wanna expand the mayor, the City
00:09:33 --> 00:09:36:	Council, whoever it is, it's usually not the person in
00:09:36 --> 00:09:39:	an individual house because then we, so to get that
00:09:39 --> 00:09:42:	very NIMBY approach approach to things, but certainly from a
00:09:42 --> 00:09:44:	plan, from a plan perspective, people come in and say

00:09:45 --> 00:09:48:	we're gonna grow, we're gonna add people, we're gonna grow
00:09:48 --> 00:09:50:	the tax base, we're gonna do all these great things
00:09:50 --> 00:09:51:	for the city.
00:09:51 --> 00:09:53:	And on the planning side of things, we're sort of
00:09:54 --> 00:09:56:	sitting there like, well, we have 50,000 acre feet of
00:09:56 --> 00:09:56:	water.
00:09:58 --> 00:10:01:	There's always things we can do to get more water,
00:10:01 --> 00:10:03:	but it's expensive, right?
00:10:03 --> 00:10:06:	And unfortunately, we're sort of rapidly reaching the point where
00:10:06 --> 00:10:09:	all of the cheap things we can do to get
00:10:09 --> 00:10:11:	to get more water, they've sort of been exhausted.
00:10:12 --> 00:10:15:	So the traditional answer to planning has been very supply
00:10:15 --> 00:10:16:	side solutions.
00:10:16 --> 00:10:18:	Increasingly those are getting more and more more and more
00:10:19 --> 00:10:19:	difficult.
00:10:19 --> 00:10:22:	And it seems like that message tends to be lost
00:10:22 --> 00:10:24:	on our political leadership a lot, a lot of a
00:10:24 --> 00:10:25:	lot of the time.
00:10:26 --> 00:10:30:	So from an efficiency perspective, it's really just a matter
00:10:30 --> 00:10:34:	of given those limited resources, how many homes can we
00:10:34 --> 00:10:34:	fit right?
00:10:35 --> 00:10:38:	You know, based on what we've done traditionally, if we
00:10:38 --> 00:10:41:	were to build just sort of stock house, you know
00:10:41 --> 00:10:43:	that maybe on 1/4 acre lot use 146 K gal
00:10:43 --> 00:10:46:	per year, that's only a couple of homes per acre
00:10:46 --> 00:10:48:	foot of of water of water per year.
00:10:48 --> 00:10:51:	Whereas the lower we can get that number, we can
00:10:52 --> 00:10:54:	get that all the way up to 6-7, even 8-9
00:10:54 --> 00:10:57:	homes per acre foot of water, we can stretch that
00:10:58 --> 00:11:00:	50,000 acre feet a lot far, a lot further.
00:11:02 --> 00:11:05:	And again, I think water is sort of at a
00:11:05 --> 00:11:08:	critical point right now because it's really, I like to
00:11:08 --> 00:11:11:	say at the center of three crises #1 again, reaching
00:11:12 --> 00:11:14:	to the choir here, but we have drought.
00:11:15 --> 00:11:18:	This map looks a lot better than it did six
00:11:18 --> 00:11:18:	months ago.
00:11:19 --> 00:11:22:	Luckily, we no longer have sort of the entire West
00:11:22 --> 00:11:23:	in a state of drought.
00:11:24 --> 00:11:26:	You can see, you know, up and down the Colorado
00:11:26 --> 00:11:26:	River.
00:11:26 --> 00:11:28:	We're still not looking, looking so good.

00:11:28 --> 00:11:31:	And of course, what we all know that the maybe
00:11:31 --> 00:11:34:	the general public doesn't know yet is that drought isn't
00:11:34 --> 00:11:35:	just a concern for the West.
00:11:37 --> 00:11:39:	I'm sitting here in Washington, DC.
00:11:40 --> 00:11:42:	You can see some discoloration around around that.
00:11:43 --> 00:11:43:	Well, guess what?
00:11:43 --> 00:11:47:	We're on emergency water supplies right in, in Washington, DC.
00:11:48 --> 00:11:50:	If you go outside in the street and you start
00:11:50 --> 00:11:52:	asking people, I'm guessing not many people know that.
00:11:52 --> 00:11:55:	But ultimately we're going to pay for that, right?
00:11:55 --> 00:11:56:	We're not, it's not, we're not seeing it on our
00:11:56 --> 00:11:57:	water bills right now.
00:11:58 --> 00:12:02:	No one's instituting mandatory reductions and mandatory efficiency.
00:12:02 --> 00:12:06:	But ultimately the system's incurring greater cost because we're on
00:12:06 --> 00:12:09:	those, because drought has pushed us to those secondary sources
00:12:09 --> 00:12:12:	and they're more expensive for us to support.
00:12:12 --> 00:12:15:	So drought's been an issue in the past.
00:12:15 --> 00:12:17:	We're getting a little bit of a repeat that W
00:12:17 --> 00:12:18:	it's going to come back.
00:12:18 --> 00:12:20:	It's a, it's a state of crisis for sure.
00:12:22 --> 00:12:24:	The other is infrastructure, right?
00:12:24 --> 00:12:27:	The reason we're gonna incur all those additional cost in
00:12:27 --> 00:12:30:	Washington, DC is because our infrastructure is set up to
00:12:30 --> 00:12:31:	take water from the Potomac.
00:12:31 --> 00:12:34:	We can take water from the, from the emergency sources,
00:12:34 --> 00:12:37:	thankfully, but it's more intensive 'cause our infrastructure isn't set
00:12:37 --> 00:12:38:	up for that.
00:12:39 --> 00:12:42:	We could go on and on about different stats.
00:12:42 --> 00:12:45:	I put a couple up here, you know, 12,000 mile
00:12:45 --> 00:12:48:	of pipes, pipes that we replace in 2020.
00:12:49 --> 00:12:52:	The American Society of Civil Engineers has this quote that
00:12:52 --> 00:12:55:	they believe our, our water utilities are operating about $50
00:12:55 --> 00:12:56:	billion beyond capital.
00:12:56 --> 00:13:01:	So essentially fifty, $50 billion a year in the red
00:13:01 --> 00:13:04:	for, for our, for our water utilities.
00:13:04 --> 00:13:07:	But I think the staff that really sort of makes
00:13:07 --> 00:13:10:	it sort of makes it hit home is something that
00:13:10 --> 00:13:11:	you've probably all seen.

00:13:11 --> 00:13:13:	It's, it's the cost of water, right?
00:13:13 --> 00:13:15:	So most of us have probably seen a, a chart
00:13:15 --> 00:13:17:	like this or, or something like it.
00:13:17 --> 00:13:20:	Water and sewer rates have been going up way faster
00:13:20 --> 00:13:21:	than other commodities.
00:13:21 --> 00:13:24:	But again, the thing I'd stress is that this is
00:13:24 --> 00:13:27:	being driven not by water as a, as a commodity
00:13:27 --> 00:13:31:	that's valuable, but by infrastructure that that's what's pushing cost
00:13:32 --> 00:13:33:	of cost, cost of water up.
00:13:34 --> 00:13:37:	So any burden we have from drought stress, climate change,
00:13:37 --> 00:13:39:	that's only going to make make things worse.
00:13:40 --> 00:13:43:	And then finally, the the third crisis is housing, right?
00:13:43 --> 00:13:45:	Let's be honest, we are in a housing crisis.
00:13:46 --> 00:13:49:	If we look at the number between 2010 and 2020,
00:13:49 --> 00:13:51:	the number of households that we've added.
00:13:51 --> 00:13:53:	And again, this goes up and down based on various
00:13:53 --> 00:13:56:	things that's happening with the economy and the country, country
00:13:56 --> 00:13:57:	as a whole.
00:13:57 --> 00:14:00:	But every year we add a certain number of households
00:14:00 --> 00:14:02:	because we're still a growing country.
00:14:02 --> 00:14:05:	And the answers are we actually don't add as many
00:14:05 --> 00:14:05:	housing.
00:14:06 --> 00:14:08:	So for this 10 year.
00:14:08 --> 00:14:11:	We added about 4 million more households than we did
00:14:11 --> 00:14:13:	than we did housing units.
00:14:14 --> 00:14:16:	When we talk about the cost of housing, economists tell
00:14:17 --> 00:14:18:	us a big part of that is that we, we're
00:14:18 --> 00:14:20:	actually at a deficit for housing.
00:14:20 --> 00:14:21:	And This is why, right?
00:14:21 --> 00:14:23:	It's very, it's pretty simple economics.
00:14:23 --> 00:14:26:	We are adding more households than we all have than
00:14:26 --> 00:14:27:	we are housing units to house.
00:14:29 --> 00:14:31:	The other side of this that I, I, I also
00:14:31 --> 00:14:33:	like like to point out is that this line is
00:14:33 --> 00:14:37:	actually just saying productivity in the building industry.
00:14:37 --> 00:14:41:	It 2006 reference at 100 and you can see the
00:14:41 --> 00:14:44:	line just kind of floats around 100.
00:14:44 --> 00:14:48:	We're we're essentially no more productive at or more no
00:14:48 --> 00:14:52:	more efficient at building homes today than we were a
00:14:52 --> 00:14:53:	couple decades ago.

00:14:53 --> 00:14:54:	And that's a big problem.
00:14:55 --> 00:14:57:	So I guess I know I don't want to present
00:14:57 --> 00:15:00:	this as just, oh, the solution is just to build
00:15:00 --> 00:15:03:	houses because we have some problems doing that in a
00:15:03 --> 00:15:04:	way as well.
00:15:05 --> 00:15:08:	So said what, what, what they the thing that connects
00:15:08 --> 00:15:11:	these three crises is water sitting right there in the
00:15:11 --> 00:15:11:	middle.
00:15:12 --> 00:15:15:	The only way we can address the housing crisis is
00:15:15 --> 00:15:17:	is to build more houses.
00:15:17 --> 00:15:21:	But that only puts more stress on the limited infrastructure
00:15:21 --> 00:15:24:	and the limited water supplies that that we have from
00:15:24 --> 00:15:24:	drought.
00:15:25 --> 00:15:28:	How do we reconcile those all, all of those things?
00:15:30 --> 00:15:34:	So from our perspective, water sense labeled homes is is
00:15:34 --> 00:15:36:	is is a, is a good way to go, go
00:15:36 --> 00:15:38:	about that, what we want to do.
00:15:39 --> 00:15:41:	And to be clear, we will certify existing homes.
00:15:41 --> 00:15:43:	But like a lot of green, like a lot of
00:15:43 --> 00:15:46:	building certifications, our bread and butter is new construction.
00:15:46 --> 00:15:47:	That's where we see most of our activity.
00:15:48 --> 00:15:51:	And it makes a lot of sense because new construction
00:15:51 --> 00:15:52:	is the natural intervention.
00:15:53 --> 00:15:57:	It's our single best opportunity to get maximum efficiency into
00:15:57 --> 00:16:01:	a home for minimal incremental cost and then yield those
00:16:01 --> 00:16:05:	savings throughout throughout the life of the home.
00:16:06 --> 00:16:09:	Compared to retrofit programs which we've done for a long
00:16:09 --> 00:16:09:	time.
00:16:09 --> 00:16:12:	And we, we see really great, great results that you're
00:16:12 --> 00:16:15:	always going to spend more money trying to replace products
00:16:15 --> 00:16:16:	that have already been installed.
00:16:16 --> 00:16:20:	Then you will by installing, then installing solutions from, from
00:16:20 --> 00:16:20:	the get go.
00:16:22 --> 00:16:24:	Even if there are things that that are, that are
00:16:24 --> 00:16:26:	possible to change out, like plumbing, like plumbing products.
00:16:27 --> 00:16:30:	The situation we really want to avoid, and unfortunately we're
00:16:30 --> 00:16:33:	seeing more and more of it these days is, you
00:16:33 --> 00:16:36:	know, if you're going out and you're doing turf replacement
00:16:36 --> 00:16:39:	in one location and a few miles away, turf is
00:16:39 --> 00:16:41:	going in for the first time to, to a new
00:16:41 --> 00:16:45:	home, that's a problem because it's a pretty ineffective

	solution
00:16:45 --> 00:16:47:	for the, for the, for the community.
00:16:48 --> 00:16:49:	We're never going to catch up doing that.
00:16:50 --> 00:16:52:	We have to figure out a way to get as
00:16:52 --> 00:16:55:	much efficiency as possible into the homes at the time,
00:16:55 --> 00:16:56:	at the time of construction.
00:16:57 --> 00:16:59:	Like I said, that's our best chance.
00:17:01 --> 00:17:03:	Now on the other side of things for builders and,
00:17:03 --> 00:17:06:	and, and developers, and we heard a lot about this
00:17:06 --> 00:17:08:	last time, I think there's also a lot of benefits
00:17:08 --> 00:17:10:	to, to building water efficient homes or to building water
00:17:10 --> 00:17:12:	efficient to building homes.
00:17:13 --> 00:17:15:	First and foremost, I think it's important we not lose
00:17:15 --> 00:17:18:	sight of that we're adding value when we build a
00:17:18 --> 00:17:19:	water efficient home, right?
00:17:19 --> 00:17:22:	We're, we're adding value to the resident, to the homeowner.
00:17:22 --> 00:17:23:	It's going to result in cost savings.
00:17:23 --> 00:17:25:	We can increase comfort.
00:17:25 --> 00:17:28:	We can deliver more quality in a water sense labeled
00:17:28 --> 00:17:31:	home than you might get from a, from a conventional
00:17:31 --> 00:17:33:	home down down the street.
00:17:34 --> 00:17:36:	We've seen, of course, that water is increasingly an important
00:17:36 --> 00:17:38:	part of the land, land entitlement process.
00:17:39 --> 00:17:41:	And another thing that we saw touched on a little
00:17:41 --> 00:17:44:	bit in our last meeting is this concept of ESG
00:17:44 --> 00:17:45:	reporting.
00:17:48 --> 00:17:51:	These days, it seems like ESG has become sort of
00:17:51 --> 00:17:54:	synonymous with just feel good sustainability reports.
00:17:54 --> 00:17:57:	But I think it's, it's important to remember that at
00:17:58 --> 00:18:01:	its core, ESG is meant to protect investors, right?
00:18:01 --> 00:18:04:	So it's, it's not meant to show that companies are
00:18:04 --> 00:18:06:	doing so much good for the environment per SE or
00:18:06 --> 00:18:08:	for the, for the community per SE.
00:18:08 --> 00:18:12:	It's meant to protect investors from the risk of doing
00:18:12 --> 00:18:17:	something so horrible for the environment that it, that it,
00:18:17 --> 00:18:18:	that it blows back on you.
00:18:19 --> 00:18:23:	Not using water resources efficiently in parts of the country
00:18:23 --> 00:18:26:	where the need to do so has become very apparent,
00:18:26 --> 00:18:29:	like the Southwest and in the Colorado River basin, is
00:18:30 --> 00:18:33:	increasingly seen by investors as a threat to their business,
00:18:33 --> 00:18:36:	as a risk to continuing to operate.

00:18:36 --> 00:18:38:	And I think that's very, that's very, that's a very
00:18:38 --> 00:18:39:	easy case to make.
00:18:41 --> 00:18:43:	The other part of ESG that I, that I'd like
00:18:43 --> 00:18:46:	to highlight is that there's a lot of talk about
00:18:46 --> 00:18:50:	decarbonization in the building industry right now.
00:18:50 --> 00:18:54:	And water 100% has to be part of that conversation
00:18:54 --> 00:18:58:	because we use huge quantities of energy to support our
00:18:58 --> 00:18:59:	homes with water, right.
00:19:00 --> 00:19:03:	So these are just some some really sort of general
00:19:03 --> 00:19:04:	national numbers.
00:19:05 --> 00:19:08:	You know, where we get the water from extraction is
00:19:08 --> 00:19:10:	going to influence the amount of energy that we have
00:19:10 --> 00:19:13:	conveyance, how far we have to transport it, what we
00:19:13 --> 00:19:15:	have to do, what the quality is, what we have
00:19:15 --> 00:19:16:	to do to treat it.
00:19:16 --> 00:19:19:	And then what it takes to deliver that to customers
00:19:20 --> 00:19:22:	is going to vary based on to rain from from
00:19:23 --> 00:19:24:	utility to utility.
00:19:24 --> 00:19:29:	A really conservative national average would be something around 600,
00:19:29 --> 00:19:32:	seventy, 674 kilowatt hours per acre foot is what is
00:19:32 --> 00:19:36:	what we use, again, pretty conservative national average.
00:19:36 --> 00:19:39:	These numbers on a whole are actually going up.
00:19:40 --> 00:19:43:	And the reason that we see them going up over
00:19:44 --> 00:19:47:	time is that as you move to the secondary sources,
00:19:47 --> 00:19:49:	well, guess what?
00:19:49 --> 00:19:52:	They're further away, they're deeper in the ground.
00:19:52 --> 00:19:54:	They have lower quality and require more treatment to bring
00:19:54 --> 00:19:56:	them, to bring them up to the quality where they
00:19:56 --> 00:19:57:	can, where they can be delivered.
00:19:58 --> 00:20:02:	All of those things increase the embedded energy in in
00:20:02 --> 00:20:02:	water.
00:20:02 --> 00:20:04:	Of course, once we deliver it to home, we have
00:20:04 --> 00:20:07:	to know where the water goes to know what's really
00:20:07 --> 00:20:08:	happening with its footprint.
00:20:09 --> 00:20:11:	If it, if it's, you know, if it's used for
00:20:11 --> 00:20:15:	something like outdoor irrigation that has other concerns in terms
00:20:15 --> 00:20:18:	of storm water and and run off and things.
00:20:18 --> 00:20:20:	It's sort of the end of its story as far
00:20:20 --> 00:20:22:	as we're concerned in the water system for now.
00:20:22 --> 00:20:24:	If it goes down the drain, of course we have

00:20:24 --> 00:20:25:	to deal with it as wastewater.
00:20:25 --> 00:20:29:	And if it's heated, that's another potential huge sink of
00:20:29 --> 00:20:32:	energy heating water because we're doing all this great work
00:20:32 --> 00:20:35:	getting heat pumps and more efficient water heaters out there.
00:20:35 --> 00:20:39:	That number is actually going down wastewater treatment.
00:20:39 --> 00:20:43:	Again, that number unfortunately is going up 800 kilowatt hours.
00:20:43 --> 00:20:45:	Breaker foot is what we use as a as an
00:20:45 --> 00:20:51:	estimate nationally because we're asking people, we're asking wastewater treatment
00:20:51 --> 00:20:54:	plants to meet higher standards for discharge.
00:20:54 --> 00:20:58:	This value 800 kWh kilowatt hours per acre foot.
00:20:58 --> 00:21:01:	Again, it's, it's moving in the wrong, the wrong direction.
00:21:01 --> 00:21:04:	So you Add all this up and again, this is
00:21:05 --> 00:21:08:	a actually a pretty big slice of our national energy
00:21:09 --> 00:21:09:	grid.
00:21:09 --> 00:21:11:	So it's easy to lose track of.
00:21:11 --> 00:21:13:	I think we talked about it at a really high
00:21:13 --> 00:21:16:	level a lot, this connection between water, energy and carbon.
00:21:16 --> 00:21:20:	But it's, it's very real, it's very measurable.
00:21:21 --> 00:21:23:	And like I said, if we're serious about decarbonizing the
00:21:23 --> 00:21:25:	economy, it has to be part of the conversation.
00:21:28 --> 00:21:31:	So shifting topics to water sense labeled homes a little
00:21:31 --> 00:21:33:	bit, of course, I'm starting to run out of time.
00:21:36 --> 00:21:38:	As I mentioned before, we're in version 2.
00:21:38 --> 00:21:41:	I like to break out the requirements for version 2
00:21:41 --> 00:21:41:	into sort of two.
00:21:42 --> 00:21:45:	We have the technical requirements, what homes have to actually
00:21:45 --> 00:21:45:	meet.
00:21:46 --> 00:21:48:	And then we have a number of documents that help
00:21:48 --> 00:21:50:	us govern the certifications.
00:21:50 --> 00:21:55:	So how home certification organizations or HCO conduct themselves, as
00:21:55 --> 00:21:58:	well as the protocols we use as the scheme holder
00:21:58 --> 00:22:02:	water sense to make sure that they're doing a good
00:22:02 --> 00:22:04:	a good job and that they have a tool to
00:22:04 --> 00:22:08:	effectively differentiate homes that save enough water.
00:22:08 --> 00:22:11:	And I'll, I'll talk a little bit more about that,
00:22:11 --> 00:22:13:	but I think the best thing will probably be to
00:22:13 --> 00:22:16:	hear Mike talk about, about words and, and what they

00:22:16 --> 00:22:17:	do within the Green Builder Coalition.
00:22:20 --> 00:22:21:	So we do have this mandatory checklist.
00:22:21 --> 00:22:23:	So very minimal.
00:22:23 --> 00:22:26:	Every home, no matter what HCO they use, no matter
00:22:26 --> 00:22:29:	where their home is being built, no matter what other
00:22:29 --> 00:22:32:	features they might choose to incorporate to make it efficient,
00:22:32 --> 00:22:36:	has to include these features, Water Sense labeled plumbing products
00:22:36 --> 00:22:38:	and a pretty basic leak detection.
00:22:39 --> 00:22:42:	The reason we require Water Sense label plumbing products isn't
00:22:42 --> 00:22:45:	necessarily 'cause they save water, although they definitely do.
00:22:46 --> 00:22:48:	It's because we do have the third, a third party
00:22:48 --> 00:22:51:	certification for performance in addition to efficiency.
00:22:52 --> 00:22:54:	So we have tests in place that make sure if
00:22:54 --> 00:22:56:	a, if a toilet is going to have the water
00:22:56 --> 00:22:58:	sense label on it, it's actually been tested to make
00:22:58 --> 00:23:00:	sure it flushes the way a toilet should flush.
00:23:01 --> 00:23:02:	Same with shower heads.
00:23:03 --> 00:23:05:	It will actually deliver the kind of force that users
00:23:05 --> 00:23:06:	expect to have.
00:23:07 --> 00:23:08:	Same thing with leaks.
00:23:09 --> 00:23:13:	Would you consider a, a brand new water efficient home
00:23:13 --> 00:23:15:	that leaks to be high performing?
00:23:15 --> 00:23:16:	I would argue no.
00:23:17 --> 00:23:19:	You might argue that that doesn't happen.
00:23:19 --> 00:23:21:	We, to be honest with you, we fail homes for
00:23:21 --> 00:23:22:	failing.
00:23:22 --> 00:23:26:	We fail homes for not needing the leak protection protocol
00:23:26 --> 00:23:27:	all the time.
00:23:27 --> 00:23:29:	So these are brand new homes that are about to
00:23:29 --> 00:23:32:	be delivered to a homeowner in a matter of days
00:23:32 --> 00:23:35:	and they cannot demonstrate that they're that they're leak free.
00:23:36 --> 00:23:37:	That's obviously a problem.
00:23:38 --> 00:23:41:	So yes, you do get credit for all this towards
00:23:41 --> 00:23:43:	the efficiency requirements.
00:23:43 --> 00:23:45:	But like I said, that's not really why we have
00:23:45 --> 00:23:47:	the mandatory checklist.
00:23:47 --> 00:23:49:	We have it because we want to make sure that
00:23:49 --> 00:23:53:	Watterson's global homes meet a basic measure of performance and

00:23:53 --> 00:23:57:	satisfaction in addition to to to delivering on efficiency.
00:23:59 --> 00:24:01:	So of course your question is probably going to be,
00:24:02 --> 00:24:03:	well, how do I measure 30%?
00:24:03 --> 00:24:05:	And it's a little tricky.
00:24:05 --> 00:24:09:	We actually do allow each of the individual HC OS
00:24:09 --> 00:24:13:	to develop their own, what we call methodology, their own
00:24:13 --> 00:24:16:	tool, their own rating system.
00:24:16 --> 00:24:19:	It could be a check, a prescriptive checklist, but most
00:24:19 --> 00:24:20:	of the time it takes the form of a of
00:24:20 --> 00:24:22:	a rating system or a calculator.
00:24:23 --> 00:24:25:	The reason that we do that is that we want
00:24:26 --> 00:24:30:	to seamlessly fold Watersense in to whatever certifications are already
00:24:30 --> 00:24:31:	happened.
00:24:32 --> 00:24:36:	So especially since we're looking at things like the land,
00:24:36 --> 00:24:40:	the installed landscape, the irrigation we need the utilities on
00:24:40 --> 00:24:45:	for from a, from a builder or developer perspective, that's
00:24:45 --> 00:24:46:	a razor thin margin, right?
00:24:46 --> 00:24:49:	I mean, you might have days to just a couple
00:24:49 --> 00:24:54:	of hours in between when everything's ready for inspection to
00:24:54 --> 00:24:57:	when the home's going to be delivered to A, to
00:24:57 --> 00:24:58:	a home buyer.
00:24:58 --> 00:25:00:	We have to get that down as we have to
00:25:00 --> 00:25:03:	minimize the point of contact as much as possible.
00:25:04 --> 00:25:07:	So that's why we afford those, the HC OS that,
00:25:07 --> 00:25:08:	that flexibility.
00:25:09 --> 00:25:11:	That being said, we keep pretty tight controls on them.
00:25:11 --> 00:25:14:	And, and again, Mike can attest to this as one
00:25:14 --> 00:25:18:	of our HC OS, we're not particularly nice about it.
00:25:18 --> 00:25:20:	We're, we're pretty strict in terms because we want to
00:25:20 --> 00:25:23:	make sure that if the home has the water sense
00:25:23 --> 00:25:25:	label on it, we know it's going to deliver on
00:25:25 --> 00:25:26:	this savings for the home.
00:25:29 --> 00:25:32:	Here's a quick look at, at our currently approved HC
00:25:32 --> 00:25:32:	OS.
00:25:33 --> 00:25:35:	We have one that only operates in California, which is
00:25:35 --> 00:25:37:	chairs and then we have three that operate nationally.
00:25:38 --> 00:25:42:	In addition to Mike at Green Builder Coalition, we have
00:25:42 --> 00:25:46:	NGBS Green at Home Innovations who's mostly known for the
00:25:46 --> 00:25:50:	NGBS certification and Resnet with their HERS H2O program who's
00:25:50 --> 00:25:54:	mostly known for the HERS energy rating system.

00:25:57 --> 00:25:59:	So how much water do we save with a, with
00:25:59 --> 00:26:00:	a water sense labeled home?
00:26:01 --> 00:26:03:	I use this sort of composite average home.
00:26:03 --> 00:26:07:	So I, this is just the most statistically average home
00:26:07 --> 00:26:09:	that I can, I can make if I put it
00:26:09 --> 00:26:12:	in Salt Lake on a like about 1/4 acre lot,
00:26:12 --> 00:26:15:	If I build it just to code, cause again, this
00:26:15 --> 00:26:17:	is a, this is a pretty big lot.
00:26:18 --> 00:26:21:	That home would probably use about 100, close to 160,000
00:26:21 --> 00:26:23:	gallons of water per year.
00:26:23 --> 00:26:27:	The mandatory checklist does have significant savings, right?
00:26:27 --> 00:26:31:	All those, the Watersense label products and the leak detection,
00:26:31 --> 00:26:33:	it's about 5 to 13% savings.
00:26:34 --> 00:26:36:	A lot of times people will people in states like
00:26:36 --> 00:26:40:	California that actually even go beyond Watersense levels and the
00:26:40 --> 00:26:43:	plumbing products will, will kind of say, well, you know,
00:26:43 --> 00:26:46:	there's really no point because we're already above Watersense levels.
00:26:47 --> 00:26:49:	Well, plumbing products are only going to get you so
00:26:49 --> 00:26:50:	far.
00:26:50 --> 00:26:53:	So yeah, it can take you a little bit further
00:26:53 --> 00:26:56:	up, but you're really not pushing the envelope too much
00:26:56 --> 00:27:00:	from just the mandatory checklist as opposed to taking the
00:27:00 --> 00:27:03:	full water sense labeled home 30% savings taking us all
00:27:03 --> 00:27:06:	the way down to about 111,000 of of water per
00:27:06 --> 00:27:07:	year.
00:27:09 --> 00:27:12:	I think Jacob mentioned this study as as well.
00:27:12 --> 00:27:16:	Last time the study we did with Southern Nevada, I
00:27:16 --> 00:27:19:	think I saw Patrick on earlier the Southern Nevada Water
00:27:19 --> 00:27:23:	Authority, what we piloted version 2 and and we found
00:27:23 --> 00:27:26:	that, yeah, turns out this works right when we when
00:27:26 --> 00:27:30:	we use these tools, when we use these these approved
00:27:30 --> 00:27:31:	methodologies.
00:27:31 --> 00:27:34:	And we asked, we asked the builders to design homes
00:27:34 --> 00:27:36:	that we think are going to consistently save 30%.
00:27:37 --> 00:27:40:	Yeah, they, they use a, you know, a pretty small
00:27:40 --> 00:27:41:	amount of water.
00:27:41 --> 00:27:44:	You remember from that, that previous slide, a lot of
00:27:44 --> 00:27:47:	times in the West we might be looking at getting
00:27:47 --> 00:27:50:	a like even today, 3 to 4 acres acre feet

00:27:50 --> 00:27:52:	of water, homes per acre foot of water.
00:27:53 --> 00:27:55:	We're able to get these up to the point where
00:27:55 --> 00:27:58:	we're getting 7 1/2 homes per year with an acre
00:27:58 --> 00:27:59:	with an acre foot of water.
00:28:01 --> 00:28:03:	I think it tells you even more if you look
00:28:03 --> 00:28:05:	at it compared to some other sources.
00:28:05 --> 00:28:09:	So we have the residential end uses of water study
00:28:09 --> 00:28:13:	it used about it had the average gallons per home
00:28:13 --> 00:28:16:	per year at about 146,000 gallons per year.
00:28:17 --> 00:28:21:	We did have some nice studies from from Southern Nevada
00:28:21 --> 00:28:25:	water Authority looking at typical new construction chatted about 129
00:28:25 --> 00:28:26:	K gal per year.
00:28:27 --> 00:28:30:	The homes we did have this sort of big body
00:28:30 --> 00:28:34:	of knowledge from the water smart homes program which was
00:28:34 --> 00:28:37:	a local program they ran for a lot of years
00:28:37 --> 00:28:41:	which told us that new homes built in 2008 2009
00:28:41 --> 00:28:43:	use just under 100,000 gallons.
00:28:44 --> 00:28:47:	Whereas the water smart homes, which included all of the
00:28:47 --> 00:28:50:	water Sense label labeled plumbing products were down to 94,
00:28:50 --> 00:28:54:	but compared to the water Sense labeled homes from the
00:28:54 --> 00:28:55:	pilot all the way down to 53.
00:28:56 --> 00:28:58:	So I think a lot of people really impressed with
00:28:58 --> 00:29:02:	these numbers, but also it's important to point out it's
00:29:02 --> 00:29:05:	just confirming what the modeling told us, right?
00:29:05 --> 00:29:07:	If you go back to that slide I said about
00:29:07 --> 00:29:09:	about Salt Lake, that modeling told us the same thing
00:29:09 --> 00:29:10:	would happen.
00:29:10 --> 00:29:13:	That if we take the sort of whole house approach
00:29:13 --> 00:29:15:	and we try to identify where the savings is to
00:29:16 --> 00:29:18:	be had based on, yes, the climate, but also the
00:29:18 --> 00:29:21:	size of the lot, size of the footprint of the
00:29:21 --> 00:29:24:	home, the different technologies that are going into it.
00:29:24 --> 00:29:27:	That's where we really get the significant water savings.
00:29:27 --> 00:29:30:	We, we saw the same thing in energy 2025 years
00:29:30 --> 00:29:33:	ago as we moved more away from sort of product
00:29:33 --> 00:29:36:	and light bulbs to whole house approaches and whole building
00:29:36 --> 00:29:37:	approaches.
00:29:41 --> 00:29:42:	And again, just to show you, as I, as I
00:29:43 --> 00:29:45:	mentioned before, water use is highly variable, but it's also

00:29:46 --> 00:29:46:	highly predictable.
00:29:47 --> 00:29:49:	And what I mean by that is if you ask
00:29:49 --> 00:29:52:	me to predict the water consumption of a particular home,
00:29:52 --> 00:29:55:	I'm not super confident in my ability to do that.
00:29:56 --> 00:29:58:	If you give me 100 homes and you ask me
00:29:58 --> 00:30:01:	to predict their water use and ask me if I'm
00:30:01 --> 00:30:04:	confident that I can predict which homes are going to
00:30:04 --> 00:30:07:	use more or less water, then yeah, I can do
00:30:07 --> 00:30:09:	a pretty good job of that.
00:30:09 --> 00:30:10:	You're always going to have.
00:30:10 --> 00:30:13:	So this is the actual metered consumption on the Y
00:30:13 --> 00:30:16:	with the predicted consumption on the X.
00:30:16 --> 00:30:18:	If we did a perfect job, this would be a
00:30:18 --> 00:30:21:	completely, this would be a completely diagonal line.
00:30:21 --> 00:30:24:	We don't expect that, but we get a pretty good
00:30:24 --> 00:30:26:	trend along with some scatter.
00:30:27 --> 00:30:28:	Again, we should expect these.
00:30:28 --> 00:30:30:	They're not even really outliers.
00:30:30 --> 00:30:32:	They're just sort of the normal variability that we see.
00:30:32 --> 00:30:35:	You're always going to get these really high users.
00:30:36 --> 00:30:36:	Why?
00:30:37 --> 00:30:37:	It depends.
00:30:38 --> 00:30:41:	A lot of times it's because there's a business operating
00:30:41 --> 00:30:41:	out of that house.
00:30:42 --> 00:30:45:	Sometimes it's because you've got like just a really green
00:30:45 --> 00:30:48:	thumb who's, you know, it's just like watering their lawn
00:30:48 --> 00:30:49:	all the time.
00:30:50 --> 00:30:52:	And on the other side, you're going to get these
00:30:52 --> 00:30:53:	really low users as well, right?
00:30:53 --> 00:30:56:	Why then could because they're senior citizens who just don't
00:30:56 --> 00:31:00:	use that much water, could be that they're second homes.
00:31:00 --> 00:31:02:	All sorts of reasons come into play.
00:31:02 --> 00:31:04:	That variability is going to be there.
00:31:04 --> 00:31:05:	But if we look at the data set as a
00:31:05 --> 00:31:07:	whole, we can do a pretty good job.
00:31:09 --> 00:31:11:	And then I also just wanted to point out, you
00:31:11 --> 00:31:13:	know, this can be implemented at a point.
00:31:13 --> 00:31:16:	I grabbed a couple of examples from Central AZ where
00:31:16 --> 00:31:20:	of course I think probably have a couple people from
00:31:20 --> 00:31:22:	Central AZ on the call and can speak to this.
00:31:22 --> 00:31:25:	A lot of concerns about what the future holds for
00:31:25 --> 00:31:29:	that area and the availability of groundwater and Colorado

	River
00:31:29 --> 00:31:29:	water.
00:31:31 --> 00:31:33:	If you think about this from sort of a a
00:31:33 --> 00:31:37:	planning perspective in the the sort of Arc and timeline,
00:31:37 --> 00:31:40:	you can do what Phoenix has done with the desert
00:31:40 --> 00:31:44:	city development policy, which essentially adopts water sense labeled homes
00:31:44 --> 00:31:48:	as a baseline best practice prior to the zoning process.
00:31:48 --> 00:31:51:	So that happens really early in the planning process.
00:31:52 --> 00:31:54:	Or you can do what CA PS done with the
00:31:54 --> 00:31:59:	groundwater replenishment district and they're simply rebating post certification.
00:31:59 --> 00:32:03:	The certification happens basically with the CEO.
00:32:04 --> 00:32:07:	If that's where you incentivize it, then you're all the
00:32:07 --> 00:32:09:	way at the other end of the of the of
00:32:09 --> 00:32:09:	the cycle.
00:32:10 --> 00:32:12:	It's really up to the up to you and up
00:32:12 --> 00:32:14:	to the local jurisdiction of what makes sense.
00:32:15 --> 00:32:17:	So my contact info I've got, I think Mary Ann,
00:32:17 --> 00:32:19:	everyone will get these slides.
00:32:20 --> 00:32:22:	OK, So I'm not going to go over them, but
00:32:22 --> 00:32:25:	if you scroll through a lot of information on the
00:32:25 --> 00:32:29:	different resources that we offer in Watersense and that that
00:32:29 --> 00:32:32:	hopefully can be helpful and can be useful to you
00:32:32 --> 00:32:34:	in your in your communities and your work.
00:32:34 --> 00:32:37:	Let me pause there because I've already gone a few
00:32:37 --> 00:32:38:	minutes over and I want to save time.
00:32:40 --> 00:32:41:	Thank you so much, Jonah.
00:32:41 --> 00:32:43:	This is so informative and I love all the data
00:32:43 --> 00:32:44:	that you're sharing as well.
00:32:44 --> 00:32:45:	That's so helpful.
00:32:46 --> 00:32:49:	Just in the interest of time, I think we'll go
00:32:49 --> 00:32:52:	to our next speaker and we'll hold Q&A for after
00:32:52 --> 00:32:53:	both presentations.
00:32:53 --> 00:32:56:	If you have any questions for Jonah, please put them
00:32:56 --> 00:32:58:	in the chat box so that you don't forget what
00:32:58 --> 00:33:01:	you want to ask and we'll make sure to loop
00:33:01 --> 00:33:02:	Jonah into that Q&A.
00:33:02 --> 00:33:03:	Mike, take it away.
00:33:05 --> 00:33:06:	All right, thank you much.
00:33:06 --> 00:33:09:	I'm going to share that screen one more time and
00:33:09 --> 00:33:12:	just give me a thumbs up, Marianne, when it's coming

00:33:12 --> 00:33:13:	through.
00:33:13 --> 00:33:13:	Looks good.
00:33:15 --> 00:33:15:	Thank you very much.
00:33:17 --> 00:33:19:	So the the title of my section is a bit
00:33:19 --> 00:33:23:	of a dad joke, although my children mispronounce it and
00:33:23 --> 00:33:24:	call it bad jokes.
00:33:25 --> 00:33:28:	But really I wanted to kind of talk a little
00:33:28 --> 00:33:29:	bit about what are water ratings?
00:33:29 --> 00:33:32:	So just kind of start at a macro level and
00:33:32 --> 00:33:34:	then we'll we'll get down to more of a micro
00:33:34 --> 00:33:36:	level of of words specifically.
00:33:38 --> 00:33:42:	So for those who aren't aware, water ratings are analysis
00:33:42 --> 00:33:46:	that are conducted on site by a third party, professional
00:33:46 --> 00:33:49:	third party, something that Jonah mentioned earlier.
00:33:50 --> 00:33:53:	They can be conducted on single family or multi family
00:33:53 --> 00:33:53:	properties.
00:33:54 --> 00:33:57:	And while they predict future water usage, I want to
00:33:58 --> 00:34:01:	go back to the word property because it's not just
00:34:01 --> 00:34:03:	looking at the structure.
00:34:03 --> 00:34:06:	It has to look at the lot line in the
00:34:06 --> 00:34:09:	entire property and what's going on there because we know
00:34:09 --> 00:34:13:	that outdoor usage typically is more than indoor uses in
00:34:13 --> 00:34:14:	most cases.
00:34:14 --> 00:34:16:	So it has to look at the entire property.
00:34:16 --> 00:34:19:	The other thing about water ratings, it's important to understand
00:34:19 --> 00:34:21:	is their performance based.
00:34:21 --> 00:34:25:	OK, so contrast to prescriptive, which is yes, no black
00:34:25 --> 00:34:26:	and white.
00:34:26 --> 00:34:27:	Did you do this or not?
00:34:28 --> 00:34:31:	Performance is a little bit more like an amoeba.
00:34:31 --> 00:34:35:	You know, it's it's not hard and fast.
00:34:35 --> 00:34:38:	Instead, it's kind of the culmination of an equation that
00:34:38 --> 00:34:40:	says, well, what did you do here?
00:34:40 --> 00:34:44:	What you do there, all this kind of sums up
00:34:44 --> 00:34:48:	into an equation and it gives you typically a score.
00:34:48 --> 00:34:49:	And we'll, we'll talk a little bit more about that
00:34:49 --> 00:34:50:	in a moment.
00:34:52 --> 00:34:57:	Inherently by themselves, water readings don't require anything other than,
00:34:57 --> 00:35:00:	you know, just, hey, here's what you did.
00:35:01 --> 00:35:04:	But as we will talk about, you can layer in

00:35:04 --> 00:35:08:	requirements, prescriptive requirements, you can layer in policies off of
00:35:08 --> 00:35:09:	them.
00:35:09 --> 00:35:10:	So there's a lot of different ways you can go
00:35:10 --> 00:35:11:	about this.
00:35:12 --> 00:35:15:	To give an example here, they could be incorporated into
00:35:15 --> 00:35:17:	codes or regulations.
00:35:17 --> 00:35:21:	Got some examples later on, financial incentives, even green building
00:35:21 --> 00:35:24:	programs because they are performance based.
00:35:24 --> 00:35:27:	So you could set the numbers depend upon what color
00:35:27 --> 00:35:30:	scheme your green building program may utilize.
00:35:31 --> 00:35:34:	So those are all real examples of things that have
00:35:34 --> 00:35:37:	happened where we could, I'm going to move this screen
00:35:38 --> 00:35:38:	out of my way.
00:35:38 --> 00:35:39:	Hold on, there we go.
00:35:41 --> 00:35:45:	Where we could see financial incentives, though we don't yet
00:35:45 --> 00:35:48:	would be things like reducing storm water impact fees, possibly
00:35:48 --> 00:35:52:	reducing tap fees, although there is some infrastructure costs built
00:35:52 --> 00:35:55:	into that that you maybe can't get reduced, but also
00:35:55 --> 00:35:57:	shortened permit review time.
00:35:57 --> 00:35:57:	Time is money.
00:35:58 --> 00:36:01:	So having this third party document brought to you and
00:36:01 --> 00:36:04:	showing you, hey, this is what this property is doing,
00:36:04 --> 00:36:06:	hopefully could be rewarded in some way.
00:36:08 --> 00:36:10:	Now, what kind of water rating include?
00:36:11 --> 00:36:12:	Well, they're going to include a lot of things.
00:36:13 --> 00:36:16:	You see the two columns there, the indoor and outdoor.
00:36:16 --> 00:36:17:	I'm not going to read them for you.
00:36:17 --> 00:36:19:	I'm going to give you a moment to go ahead
00:36:19 --> 00:36:20:	and check out that list.
00:36:21 --> 00:36:22:	And that list is not all-encompassing.
00:36:23 --> 00:36:25:	It really depends on the water rating.
00:36:25 --> 00:36:27:	John talked about there's, there's a handful of them out
00:36:27 --> 00:36:28:	there.
00:36:28 --> 00:36:30:	I think of the analogy kind of like cars.
00:36:31 --> 00:36:34:	So there's different cars you can buy, but even when
00:36:34 --> 00:36:37:	you do buy a car, you still have choices.
00:36:37 --> 00:36:40:	You have choices on, you know, what type of model
00:36:40 --> 00:36:43:	is it, the sport edition, the luxury edition?
00:36:44 --> 00:36:46:	And even then you have things like, well, you know,

00:36:46 --> 00:36:49:	what are the different option packages, the colors and all
00:36:49 --> 00:36:51:	sorts of things like that.
00:36:51 --> 00:36:54:	So you really have to kind of assess each water
00:36:54 --> 00:36:57:	rating and what does it do and what can have
00:36:57 --> 00:37:00:	a macro level look at what they can include.
00:37:02 --> 00:37:05:	And then on the output side of things, typically they're
00:37:05 --> 00:37:07:	going to have a score zero to 100.
00:37:07 --> 00:37:09:	And analogy I always say is it's just like golf,
00:37:09 --> 00:37:10:	the lower the better.
00:37:11 --> 00:37:12:	So that's how the score works.
00:37:12 --> 00:37:16:	And as I mentioned before, when it comes to like
00:37:16 --> 00:37:20:	green building programs or even codes and regulations or incentives,
00:37:20 --> 00:37:24:	those numbers that you ultimately set can be modified depending
00:37:24 --> 00:37:25:	upon the jurisdiction.
00:37:26 --> 00:37:29:	Jonah mentioned it early and I agree it can be
00:37:29 --> 00:37:33:	frustrating sometimes when there's very inconsistent hoops you have to
00:37:33 --> 00:37:34:	jump through requirements.
00:37:35 --> 00:37:39:	At the same time, different places may have different priorities.
00:37:39 --> 00:37:42:	Some may want to target irrigation more so some may
00:37:42 --> 00:37:42:	be indoor.
00:37:43 --> 00:37:46:	That's also kind of the beauty of water ratings is
00:37:47 --> 00:37:49:	you can make it work for you no matter what
00:37:49 --> 00:37:51:	it is you need to do.
00:37:52 --> 00:37:55:	The other thing on the output of a water rating
00:37:55 --> 00:37:58:	is not just the score, but also the projected water
00:37:58 --> 00:37:59:	usage.
00:37:59 --> 00:38:02:	And then when you layer in the billing rates of
00:38:02 --> 00:38:06:	the specific location, then you can get the projected water
00:38:06 --> 00:38:07:	costs with words.
00:38:07 --> 00:38:12:	We also put in the GPCD numbers based on either
00:38:12 --> 00:38:17:	anticipated occupants, which we base it off of bedrooms plus
00:38:17 --> 00:38:18:	one.
00:38:18 --> 00:38:20:	But if you're looking at an existing property and then
00:38:20 --> 00:38:23:	you know how many occupants are there and that's the
00:38:23 --> 00:38:24:	assessment you're making at that time.
00:38:26 --> 00:38:30:	Also on the existing home side of things, you can
00:38:30 --> 00:38:33:	compare like, OK, here's what we have now, but we
00:38:33 --> 00:38:35:	want to make these changes.
00:38:35 --> 00:38:37:	So what's that effect going to be?

00:38:37 --> 00:38:38:	What's the net effect?
00:38:39 --> 00:38:41:	And you can play that what if game all day
00:38:41 --> 00:38:42:	long with a tool like a water rating.
00:38:43 --> 00:38:44:	So it's something else that we'll hit on a little
00:38:44 --> 00:38:45:	bit later.
00:38:46 --> 00:38:49:	I wanted to give people a kind of a glimpse
00:38:49 --> 00:38:52:	of what a rating report looks like rather than walk
00:38:52 --> 00:38:53:	you through all the inputs.
00:38:55 --> 00:38:58:	Ours this is this is an example of, of words
00:38:58 --> 00:39:01:	in the water rating report that we spit out.
00:39:01 --> 00:39:04:	The one thing you're not seeing is if, because there's
00:39:04 --> 00:39:07:	a screenshot, if I could scroll up, you would see
00:39:07 --> 00:39:10:	the indoor and then the outdoor broken out separately.
00:39:10 --> 00:39:14:	And then now here what I'm showing you is the
00:39:14 --> 00:39:17:	combined usage and then your estimated costs and then the
00:39:17 --> 00:39:19:	score that you get.
00:39:19 --> 00:39:22:	And we actually break out our scores based on whether
00:39:22 --> 00:39:24:	you reused or didn't reuse water.
00:39:25 --> 00:39:28:	And we broke those out from the beginning, but it
00:39:28 --> 00:39:28:	really paid off.
00:39:29 --> 00:39:32:	Because Jonah mentioned this earlier, I'll go ahead and, and,
00:39:32 --> 00:39:34:	and kind of give people a preview behind the curtain.
00:39:35 --> 00:39:39:	When we went through the HCO process with Watersense, it
00:39:39 --> 00:39:41:	was a pain in the butt.
00:39:41 --> 00:39:44:	I mean, it was, it was really, really challenging.
00:39:45 --> 00:39:47:	And it's no joke if you want to go through
00:39:47 --> 00:39:47:	that process.
00:39:49 --> 00:39:51:	But what helped us a little bit was because we
00:39:51 --> 00:39:55:	had built in those two different scores then depending upon
00:39:55 --> 00:39:59:	whether you reuse water or not, they really helped us
00:39:59 --> 00:40:02:	because when we applied and got approved, we were applied
00:40:02 --> 00:40:04:	for single family but without reuse.
00:40:05 --> 00:40:07:	So if you're going to go for water, since for
00:40:07 --> 00:40:09:	homes 2 point O and you're going to use words
00:40:09 --> 00:40:11:	single family, you can do it all day.
00:40:11 --> 00:40:14:	But if you're going to reuse water, that does not
00:40:14 --> 00:40:14:	help you.
00:40:15 --> 00:40:16:	We did not get that approval.
00:40:16 --> 00:40:19:	So you would be looking at the no reuse credit
00:40:19 --> 00:40:22:	score rather than with water reuse credit score.
00:40:23 --> 00:40:27:	Now, that doesn't mean that you can't reuse water.

00:40:27 --> 00:40:30:	OK, that's fine, you can, but it's just for waters
00:40:30 --> 00:40:31:	and for home purposes.
00:40:31 --> 00:40:33:	They're going to look at that other column down there.
00:40:35 --> 00:40:38:	There's another output that we have with our tool and
00:40:39 --> 00:40:41:	that is a construction report.
00:40:41 --> 00:40:44:	So I've actually given you a glimpse of an actual
00:40:44 --> 00:40:46:	real project out of New Mexico.
00:40:46 --> 00:40:49:	I blacked out the the address because I didn't ask
00:40:49 --> 00:40:53:	for permission, but you can kind of see here on
00:40:53 --> 00:40:54:	the construction report.
00:40:54 --> 00:40:56:	And this is something that could be utilized by a
00:40:56 --> 00:40:57:	variety of parties.
00:40:58 --> 00:41:00:	This could be utilized by a code official or a
00:41:00 --> 00:41:04:	code enforcement department, could be utilized by a utility, a
00:41:04 --> 00:41:07:	builder, designer, the homeowner, whoever wants to see this.
00:41:08 --> 00:41:10:	But it kind of lays out, and I'll go through
00:41:10 --> 00:41:11:	a couple of these images here.
00:41:11 --> 00:41:15:	It kind of lays out, OK, here's some pertinent information
00:41:15 --> 00:41:17:	relevant to this specific project.
00:41:18 --> 00:41:20:	And one of the things I'm going to hit on
00:41:20 --> 00:41:22:	is, is all the data that you get when you've
00:41:22 --> 00:41:24:	conducted water rating.
00:41:24 --> 00:41:27:	So you can kind of see here for this specific
00:41:27 --> 00:41:29:	project, different inputs.
00:41:30 --> 00:41:33:	I'm going to pretend like I'm scrolling down on the
00:41:33 --> 00:41:34:	construction report.
00:41:34 --> 00:41:37:	This is going to show you what these fixtures do
00:41:37 --> 00:41:38:	on the inside.
00:41:38 --> 00:41:41:	And then if we have other indoor fixtures, which this
00:41:41 --> 00:41:44:	particular project did not, then it's blank there.
00:41:44 --> 00:41:46:	But I do want to call your attention to the
00:41:46 --> 00:41:48:	tabs in the very bottom of that screenshot.
00:41:49 --> 00:41:53:	The words tool has quite a number of tabs, Indoor
00:41:53 --> 00:41:59:	outdoor project information, caption reuse, construction report, rating report.
00:41:59 --> 00:42:01:	We also have different tools built into the back of
00:42:01 --> 00:42:01:	our tool.
00:42:03 --> 00:42:06:	So the words tool itself, to get now to the
00:42:06 --> 00:42:10:	more the micro level is kind of a collection of
00:42:10 --> 00:42:14:	tools built into one tool to Scroll down one more.
00:42:15 --> 00:42:17:	This would be the end of the construction report.
00:42:17 --> 00:42:21:	This specific project did not use capture and reuse.

00:42:21 --> 00:42:21:	So that's why you did.
00:42:22 --> 00:42:23:	You don't see anything there.
00:42:23 --> 00:42:26:	I called out in that red circle there.
00:42:26 --> 00:42:29:	The project cannot qualify for watersons 2 point O at
00:42:29 --> 00:42:29:	this time.
00:42:30 --> 00:42:33:	One of the things that we built into the words
00:42:33 --> 00:42:36:	tool is a automated quality control check.
00:42:37 --> 00:42:41:	So you fat finger a number after you entered in,
00:42:41 --> 00:42:43:	let's say your lot size.
00:42:43 --> 00:42:46:	But then later you add up all the things that
00:42:46 --> 00:42:48:	are in that lot and it doesn't add up to
00:42:48 --> 00:42:50:	the same lot number that you put in initially.
00:42:51 --> 00:42:54:	It'll it'll red flag it and say, you know, this
00:42:54 --> 00:42:55:	does not compute.
00:42:55 --> 00:42:56:	This is not equal.
00:42:56 --> 00:42:57:	So you got to go check something.
00:42:58 --> 00:43:01:	That's just one example of what the automated quality control
00:43:01 --> 00:43:05:	check can do, but specific here, it's calling out, hey,
00:43:05 --> 00:43:08:	there's something that has happened in this project that this
00:43:08 --> 00:43:11:	doesn't qualify for Watersense 2 point O at this time.
00:43:12 --> 00:43:15:	Doesn't mean you can't go back and change something both
00:43:15 --> 00:43:17:	on the project and in the verification.
00:43:17 --> 00:43:20:	But at this time, you're not going to get Watersense
00:43:20 --> 00:43:21:	2 point O.
00:43:21 --> 00:43:26:	So I mentioned a little bit about it's a collection
00:43:26 --> 00:43:29:	of tools built into a tool.
00:43:29 --> 00:43:32:	So whenever I kind of give a walk through of
00:43:32 --> 00:43:35:	the words tool in settings just like this, I always
00:43:36 --> 00:43:39:	tell people that my favorite function of the tool is
00:43:39 --> 00:43:41:	the tank sizing function.
00:43:42 --> 00:43:44:	Our tank sizing functionality goes both ways.
00:43:45 --> 00:43:48:	What I mean by that is doesn't matter if you're
00:43:48 --> 00:43:52:	doing rainwater, Gray water, black water, stormwater, site water, if
00:43:52 --> 00:43:56:	you're collecting that water and you're, you're holding it for
00:43:56 --> 00:44:00:	reuse purposes, our tool can do either of two things.
00:44:01 --> 00:44:04:	You can tell it, I'm going to put in a
00:44:04 --> 00:44:06:	cistern of 10,000 gallons.
00:44:07 --> 00:44:09:	Let's just make up a number and you can tell
00:44:09 --> 00:44:09:	the tool that.
00:44:09 --> 00:44:12:	And then the tool will then say to you, OK,
00:44:12 --> 00:44:16:	based on that collection, based on rainfall rates that are

00:44:16 --> 00:44:19:	re, you know, the number of occupants, the number of
00:44:19 --> 00:44:21:	fixtures and all this stuff.
00:44:22 --> 00:44:25:	Here's how you're going to be able to collect that
00:44:25 --> 00:44:29:	10,000 gallons, and here's then how it can offset however
00:44:29 --> 00:44:32:	you want to offset your potable water usage.
00:44:33 --> 00:44:36:	You can tell the tool I want to offset my
00:44:36 --> 00:44:39:	clothes washer and my irrigation.
00:44:40 --> 00:44:44:	OK, so then it's going to deduct the predicted usage
00:44:44 --> 00:44:49:	for those two functions, clothes washer and outside irrigation out
00:44:49 --> 00:44:52:	of the 10,000 gallons each month.
00:44:52 --> 00:44:54:	And it's going to go, OK, you're either going to
00:44:54 --> 00:44:56:	be fine or you're not going to have quite enough
00:44:56 --> 00:44:58:	or you're going to stop in the potable water.
00:44:59 --> 00:45:01:	But the tool can also work in reverse.
00:45:02 --> 00:45:06:	You can tell the tool, hey, I want to re
00:45:06 --> 00:45:10:	reuse water in such a way that it offsets my
00:45:10 --> 00:45:15:	clothes washer, my dishwasher, my toilets and irrigation and the
00:45:15 --> 00:45:18:	tool will go, OK, that's cool.
00:45:18 --> 00:45:21:	Based on what you have told me, this is how
00:45:21 --> 00:45:22:	much water you're going to need.
00:45:23 --> 00:45:26:	You're going to need to put in X tank size.
00:45:27 --> 00:45:30:	So we'll go either way on that other bonus kind
00:45:30 --> 00:45:32:	of tools that are in there.
00:45:32 --> 00:45:36:	It really helps with irrigation design because you can put
00:45:36 --> 00:45:40:	in all the different facets of your landscape from, you
00:45:40 --> 00:45:44:	know, trees and turf and any landscaping beds or bushes
00:45:44 --> 00:45:49:	that you're putting in, pervious and impervious surfaces, pools, are
00:45:49 --> 00:45:50:	they covered or not?
00:45:50 --> 00:45:54:	Is it gardens, cactus with all these different facets of
00:45:54 --> 00:45:56:	the landscape and put all that in.
00:45:56 --> 00:46:00:	And you can even put in the specifics of the
00:46:00 --> 00:46:06:	irrigation system, whether it's just one or you are hydrozoning.
00:46:06 --> 00:46:08:	And in this section, I'm going to use this type
00:46:08 --> 00:46:09:	of irrigation.
00:46:09 --> 00:46:10:	There's other section of the landscape.
00:46:10 --> 00:46:12:	I'm going to use the other type of irrigation system.
00:46:13 --> 00:46:13:	So you can really help.
00:46:14 --> 00:46:17:	It really helps to utilize if you're looking for something
00:46:17 --> 00:46:20:	for irrigation design, fixture modeling kind of the same way.

00:46:22 --> 00:46:24:	And this would come into play probably a little bit
00:46:24 --> 00:46:27:	more with multifamily, which is one of the functionalities of
00:46:27 --> 00:46:27:	ours as well.
00:46:29 --> 00:46:32:	You're going to go build a multifamily project and you're
00:46:32 --> 00:46:35:	saying, well, we usually use these faucets, but what if
00:46:35 --> 00:46:36:	we change to this faucet?
00:46:37 --> 00:46:38:	Well, there you go.
00:46:38 --> 00:46:41:	Now you can kind of see the change in the
00:46:41 --> 00:46:43:	projected projected water usage.
00:46:43 --> 00:46:46:	If you just change out faucets, you could continue, I'm
00:46:46 --> 00:46:48:	going to change out shower heads, toilets, I'm going to
00:46:48 --> 00:46:50:	change out this, that and the other thing I'm going
00:46:50 --> 00:46:52:	to put in a research system, whatever it is you're
00:46:52 --> 00:46:52:	going to do.
00:46:53 --> 00:46:56:	This would allow you to kind of play around with
00:46:56 --> 00:46:56:	that.
00:46:56 --> 00:46:58:	And and then it brings me to water audits.
00:47:00 --> 00:47:04:	As you can probably ascertain by now, you're going to
00:47:04 --> 00:47:06:	get a lot of data on a project using a
00:47:06 --> 00:47:07:	water rig.
00:47:08 --> 00:47:11:	OK, specifically words to you're going to get a whole
00:47:11 --> 00:47:14:	lot because we're looking at every water usage on the
00:47:14 --> 00:47:15:	property.
00:47:15 --> 00:47:18:	And when I say every usage, I'd really mean that
00:47:18 --> 00:47:22:	because while we don't have benchmarks for efficiency for some
00:47:22 --> 00:47:25:	of the uses, we at least quantify it on a
00:47:25 --> 00:47:26:	one to one basis.
00:47:26 --> 00:47:28:	So we don't penalize you, we don't reward you.
00:47:29 --> 00:47:33:	And this is things from, you know, water dispenser in
00:47:33 --> 00:47:37:	your refrigerator to a sauna, an indoor fountain or pool,
00:47:37 --> 00:47:41:	you know, whatever water usage you can think of, what
00:47:41 --> 00:47:44:	we've got a way to to quantify it.
00:47:45 --> 00:47:48:	So bottom line, you're going to get data, data and
00:47:48 --> 00:47:51:	more data, whether it's you're coming at it from a
00:47:51 --> 00:47:56:	utility standpoint, A municipality standpoint, maybe you're a builder, maybe
00:47:56 --> 00:47:57:	you're a homeowner.
00:47:57 --> 00:47:59:	Really the only data you're not going to get is
00:47:59 --> 00:47:59:	that guy.
00:48:01 --> 00:48:05:	Now talk real quick again, coming down to the micro
00:48:05 --> 00:48:09:	on words because I want to make sure to establish

00:48:09 --> 00:48:13:	one thing for sure and that is why readings aren't
00:48:13 --> 00:48:14:	new.
00:48:16 --> 00:48:18:	Words Development Group has been at this for a really
00:48:18 --> 00:48:19:	long time.
00:48:21 --> 00:48:23:	We formed in February 2014.
00:48:24 --> 00:48:27:	So by my math, that's 9 1/2 years ago and
00:48:27 --> 00:48:32:	we have been working on this tool and this program
00:48:32 --> 00:48:35:	and the entire thing ever since.
00:48:35 --> 00:48:38:	And the one thing I have to admit, and I've
00:48:38 --> 00:48:42:	done this before in other presentations I've given, when we
00:48:42 --> 00:48:46:	embarked on this project, I realized that we were doing
00:48:46 --> 00:48:47:	something innovative.
00:48:47 --> 00:48:50:	But what I didn't, I kind of underestimated was that
00:48:50 --> 00:48:52:	we were kind of creating a little bit of a
00:48:52 --> 00:48:53:	micro industry.
00:48:54 --> 00:48:57:	That's that's the part I kind of missed because we've
00:48:57 --> 00:48:59:	had to come up with education, we've had to come
00:48:59 --> 00:49:02:	up with marketing, we've had to come up with all
00:49:02 --> 00:49:04:	different facets of what in the world is a verifier
00:49:04 --> 00:49:05:	or water rater.
00:49:06 --> 00:49:11:	And so we continue to make improvements to our tool.
00:49:11 --> 00:49:14:	We will never really stop making improvements to our tool.
00:49:14 --> 00:49:17:	We're always trying to stay ahead of the market when
00:49:17 --> 00:49:19:	it comes to like I mentioned Blackwater earlier, not many
00:49:20 --> 00:49:23:	people are really using black water for residential purposes right
00:49:23 --> 00:49:23:	now.
00:49:23 --> 00:49:26:	But we built it in there anyway because we figured
00:49:26 --> 00:49:29:	someday I want to call out a couple things before
00:49:29 --> 00:49:31:	I go to the next part of the timeline.
00:49:31 --> 00:49:33:	And that is, as you can see, there are ways,
00:49:34 --> 00:49:36:	different ways this can be implemented.
00:49:36 --> 00:49:37:	OK.
00:49:37 --> 00:49:43:	Again, tax credits codes, green building programs is going to
00:49:43 --> 00:49:45:	be on the next one.
00:49:47 --> 00:49:51:	So we got into EPS, Watersense for homes 2 point
00:49:51 --> 00:49:51:	O last year.
00:49:52 --> 00:49:53:	We were super excited.
00:49:53 --> 00:49:57:	We finally got through that process and that was great
00:49:57 --> 00:50:00:	and it has opened up a lot of conversations for
00:50:00 --> 00:50:04:	us and we want to continue to proliferate wars in
00:50:04 --> 00:50:06:	a variety of places.

00:50:06 --> 00:50:10:	Again, it comes back to what is it that you
00:50:10 --> 00:50:10:	need?
00:50:11 --> 00:50:13:	Because I don't walk into a meeting and say this
00:50:13 --> 00:50:14:	is how you got to use it.
00:50:14 --> 00:50:16:	You can use it in a variety of different ways.
00:50:16 --> 00:50:18:	You can layer in prescriptive requirements if you want to.
00:50:18 --> 00:50:20:	With water ratings, you don't have to.
00:50:20 --> 00:50:23:	You can say the score is going to require something
00:50:23 --> 00:50:25:	or not incentives, whatever it is.
00:50:27 --> 00:50:30:	Last thing I want to talk about is the one
00:50:31 --> 00:50:35:	word that we haven't mentioned yet, the one word that
00:50:35 --> 00:50:40:	people try and avoid because it just makes people shudder.
00:50:40 --> 00:50:44:	Whether you're the building industry, you're in a City Hall
00:50:44 --> 00:50:46:	somewhere, and that is moratoriums.
00:50:47 --> 00:50:51:	Nobody wants them because that's the domino that starts to
00:50:51 --> 00:50:54:	possibly cascade to other things.
00:50:55 --> 00:50:58:	But the reality of this is if we don't have
00:50:58 --> 00:51:00:	any water, then we don't have any growth.
00:51:01 --> 00:51:02:	Don't have made the case earlier.
00:51:02 --> 00:51:03:	We need more housing.
00:51:04 --> 00:51:06:	That means we need more growth, but we can't do
00:51:06 --> 00:51:07:	it if we don't have water.
00:51:07 --> 00:51:10:	So we've got to start to think responsibly.
00:51:11 --> 00:51:12:	And I get it.
00:51:12 --> 00:51:15:	You all are here just like I'm here every meeting
00:51:15 --> 00:51:18:	understand that we need to move in this way.
00:51:19 --> 00:51:20:	Why was I invited to be here?
00:51:21 --> 00:51:25:	I think it was because if you think about water
00:51:25 --> 00:51:28:	system homes, 2 point O, If you think about water
00:51:28 --> 00:51:32:	ratings, to me I've always thought of them as the
00:51:32 --> 00:51:33:	olive branch.
00:51:34 --> 00:51:38:	The olive branch between the utility or the municipality that
00:51:39 --> 00:51:42:	says, Oh my gosh, we might be running out of
00:51:42 --> 00:51:44:	water and we can't do that.
00:51:45 --> 00:51:48:	On the other side is the building industry that says
00:51:48 --> 00:51:50:	if you tell us we can't build any more, all
00:51:50 --> 00:51:51:	our jobs go away.
00:51:53 --> 00:51:54:	You've got to figure out how to bridge that.
00:51:56 --> 00:51:58:	And I love the slide that Jonah had with the
00:51:58 --> 00:51:59:	mayor and the planner.
00:51:59 --> 00:52:03:	That was really cool because you've got to figure out
00:52:03 --> 00:52:06:	how to get land use planners talking about this, working

00:52:06 --> 00:52:11:	with waters, water utility, working with the development committee community.
00:52:13 --> 00:52:16:	One thing I think is that as we start to
00:52:17 --> 00:52:21:	see that drought monitor map and and you see those
00:52:21 --> 00:52:25:	varying colors on there, as things start to get a
00:52:25 --> 00:52:30:	little bit more dire, it's going to bring the building
00:52:30 --> 00:52:32:	community to the table.
00:52:34 --> 00:52:36:	Whereas before maybe they had a little bit more leverage
00:52:36 --> 00:52:38:	and they were like, hey, we bring in a lot
00:52:38 --> 00:52:40:	of jobs, we bring in property taxes, etcetera.
00:52:41 --> 00:52:44:	But by having them have to come to the table
00:52:44 --> 00:52:47:	because things are starting to get more dire, I think
00:52:47 --> 00:52:51:	it's swings of leverage a little bit towards utilities, towards
00:52:51 --> 00:52:55:	the municipalities to say, hey, look, you really need to
00:52:55 --> 00:52:56:	take some serious steps.
00:52:56 --> 00:53:00:	Phoenix is a great example, but it's not the only
00:53:00 --> 00:53:00:	one.
00:53:00 --> 00:53:01:	There are others too.
00:53:02 --> 00:53:05:	So I hope that we can get to a place
00:53:05 --> 00:53:08:	where we are able to grow, but do it in
00:53:08 --> 00:53:11:	a more responsible way and do it in a more
00:53:12 --> 00:53:14:	managed way, data-driven way.
00:53:15 --> 00:53:19:	So with that, I I will stop there and go
00:53:19 --> 00:53:23:	ahead and hand it back to Marianne.
00:53:24 --> 00:53:25:	Thank you so much, Mike.
00:53:26 --> 00:53:28:	So I think what we'll do is we'll have AQ
00:53:28 --> 00:53:30:	and a session with everyone.
00:53:30 --> 00:53:32:	We already have some questions in the chat box.
00:53:33 --> 00:53:35:	Shannon, do you want to go ahead and unmute and
00:53:35 --> 00:53:36:	ask your question?
00:53:38 --> 00:53:39:	Yeah, sure.
00:53:40 --> 00:53:41:	Thank you so much to both of you for the
00:53:41 --> 00:53:42:	presentation.
00:53:42 --> 00:53:45:	And my question was just around how reuse was being
00:53:45 --> 00:53:48:	defined when we talk about homes, whether we're talking about
00:53:48 --> 00:53:50:	like localized, decentralized and.
00:53:50 --> 00:53:51:	It seemed to me the more.
00:53:51 --> 00:53:52:	It was talked about.
00:53:52 --> 00:53:55:	It was more like maybe stormwater capture and use, right,
00:53:55 --> 00:53:59:	like because there are very distinct differences in treatments and
00:53:59 --> 00:54:00:	building.

Time	Text
00:54:00 --> 00:54:03:	And so my question was just around that also like
00:54:03 --> 00:54:06:	Gray water fits into there as well.
00:54:06 --> 00:54:07:	And I wasn't sure if this.
00:54:07 --> 00:54:11:	Encapsulated all in my mind kind of was starting to
00:54:11 --> 00:54:14:	geek out on the reuse off site potential in that
00:54:14 --> 00:54:14:	space.
00:54:14 --> 00:54:16:	So if you could just speak to that, that would
00:54:16 --> 00:54:16:	be great.
00:54:16 --> 00:54:17:	Thank you.
00:54:17 --> 00:54:17:	OK.
00:54:19 --> 00:54:23:	I'll, I'll lead off Jonah and you can obviously chime
00:54:23 --> 00:54:27:	in the way I was referring to as Shannon was
00:54:27 --> 00:54:28:	on site reuse.
00:54:29 --> 00:54:32:	So this is on on site of the property.
00:54:32 --> 00:54:35:	Are you utilizing a, a grey water system on site
00:54:35 --> 00:54:39:	or using a rainwater harvesting system on site or using
00:54:39 --> 00:54:42:	potentially some kind of black water system?
00:54:43 --> 00:54:48:	Are you potentially using some kind of passive system bioswales
00:54:48 --> 00:54:49:	curb cuts?
00:54:51 --> 00:54:55:	So there's there's kind of a variety of of reuse
00:54:56 --> 00:54:56:	options.
00:54:56 --> 00:55:00:	I'll say that that words can accommodate and and reward.
00:55:01 --> 00:55:03:	So I hope that kind of gives you a little
00:55:03 --> 00:55:05:	bit of a better sense of what I'm talking about
00:55:05 --> 00:55:06:	a bit.
00:55:06 --> 00:55:08:	Jonah, I want you to follow up with anything I
00:55:08 --> 00:55:09:	missed on.
00:55:10 --> 00:55:10:	Yeah, Now that.
00:55:10 --> 00:55:11:	Thanks Mike, can you hear me?
00:55:11 --> 00:55:12:	OK?
00:55:12 --> 00:55:14:	I did have to switch sound.
00:55:14 --> 00:55:14:	OK, cool.
00:55:16 --> 00:55:16:	Yeah.
00:55:16 --> 00:55:19:	So the, the one thing that we, that we have
00:55:19 --> 00:55:22:	some language that we would sort of prohibit an HDO
00:55:22 --> 00:55:25:	from using is like if, if they want to count
00:55:25 --> 00:55:29:	like a municipal supplied reclaimed water, like a purple pipe
00:55:29 --> 00:55:31:	system, we would not get, we would not let them
00:55:31 --> 00:55:33:	give credit to home for that.
00:55:35 --> 00:55:38:	So we do have sort of AI think a pretty
00:55:38 --> 00:55:41:	wide breadth of we, we would accept if it was

00:55:41 --> 00:55:46:	like a legitimate like local but centralized reuse projects.
00:55:46 --> 00:55:50:	We've not had anyone bring us a what I would
00:55:50 --> 00:55:55:	say robust structures, you know where they could differentiate between
00:55:55 --> 00:55:56:	the two.
00:55:56 --> 00:55:58:	But we have room for it in the program.
00:55:58 --> 00:56:00:	We just don't have none of our HC OS use
00:56:00 --> 00:56:01:	it right now.
00:56:01 --> 00:56:04:	So when we talk reuse, we are in at least
00:56:04 --> 00:56:08:	in the context of a water sense labeled home and
00:56:08 --> 00:56:11:	a home that's used it to get to that 30%
00:56:11 --> 00:56:12:	savings.
00:56:13 --> 00:56:16:	It's only in the context so far of on site
00:56:16 --> 00:56:20:	we use grey water, rain water capture that sort of
00:56:20 --> 00:56:21:	thing.
00:56:21 --> 00:56:23:	And and again, it, it's actually only one of our
00:56:23 --> 00:56:25:	HC OS that currently supports it.
00:56:25 --> 00:56:29:	It's only, it's only H is as Mike mentioned, it's,
00:56:29 --> 00:56:33:	it's not something that that green builder uses for water
00:56:33 --> 00:56:37:	sense certification for, for a variety of reasons.
00:56:37 --> 00:56:41:	So it's, it's there, it's possible.
00:56:41 --> 00:56:44:	It's to be honest, fairly limited in in in application
00:56:45 --> 00:56:48:	and implementation right now, which is probably sort of a
00:56:48 --> 00:56:52:	good microcosm for what the industry is as a whole.
00:56:55 --> 00:56:57:	Clint, do you want to go ahead and unmute and
00:56:57 --> 00:56:58:	ask your question?
00:57:04 --> 00:57:09:	My question, yeah, my question was just with the worst
00:57:09 --> 00:57:09:	score.
00:57:09 --> 00:57:12:	Do you have to, did it give you a separate
00:57:12 --> 00:57:15:	score for the interior, the home versus the exterior?
00:57:16 --> 00:57:19:	As a builder, you know, a good number of times
00:57:19 --> 00:57:22:	we don't landscape the home, so we don't know or
00:57:22 --> 00:57:25:	control what the landscaping will be after the homeowner takes
00:57:25 --> 00:57:26:	control of it.
00:57:27 --> 00:57:29:	There are some cases we do.
00:57:29 --> 00:57:31:	So we, you know, we'd like to do scores for
00:57:31 --> 00:57:34:	both, but I don't know if it combines them into
00:57:34 --> 00:57:37:	one or you have a separate score for each.
00:57:40 --> 00:57:40:	Thanks, Clint.
00:57:41 --> 00:57:44:	Yeah, so the the worst score is all-encompassing of the
00:57:44 --> 00:57:46:	entire property.

00:57:46 --> 00:57:49:	On the rating report, you will see how indoor and
00:57:49 --> 00:57:53:	outdoors broken out as far as estimated usage, but you
00:57:53 --> 00:57:56:	don't get an indoor and an outdoor score.
00:57:56 --> 00:58:01:	Now your question is like really apropos because one of
00:58:02 --> 00:58:05:	the things of share a quick story.
00:58:05 --> 00:58:08:	So the first place this words got implemented was Santa
00:58:08 --> 00:58:11:	Fe, NM and it was put into their residential green
00:58:11 --> 00:58:13:	building code and it was a requirement.
00:58:13 --> 00:58:15:	You had to get a words of 70 or less
00:58:15 --> 00:58:17:	to get a certificate of occupancy.
00:58:17 --> 00:58:18:	I'm sorry, you had to get a permit.
00:58:18 --> 00:58:20:	You had to get a 70 or less certificate of
00:58:20 --> 00:58:21:	occupancy.
00:58:21 --> 00:58:22:	You also had to get a 70 or less.
00:58:23 --> 00:58:25:	And sometimes that early on that question came up, it
00:58:25 --> 00:58:27:	was like, well, what are we going to do?
00:58:27 --> 00:58:30:	We're not putting landscaping in yet, or maybe we're building
00:58:30 --> 00:58:30:	in the winter.
00:58:31 --> 00:58:33:	It wasn't, it wasn't the appropriate time to put in
00:58:33 --> 00:58:34:	landscaping.
00:58:34 --> 00:58:38:	So we came up with methodologies to say, OK, based
00:58:38 --> 00:58:42:	on these situations, then here's what we're going to enter
00:58:43 --> 00:58:44:	into the tool.
00:58:44 --> 00:58:47:	Do you have an irrigation system installed or not?
00:58:47 --> 00:58:50:	Well, that's, that's kind of hinges on, you know, yes
00:58:50 --> 00:58:53:	or no, we're going to irrigate the landscaping or not.
00:58:54 --> 00:58:56:	But then also what's the anticipated landscaping?
00:58:57 --> 00:59:00:	There's a place where the builder or the installer can
00:59:00 --> 00:59:03:	sign off these, an affidavit and say, OK, this is
00:59:03 --> 00:59:06:	what's going to happen when we can finally landscape it.
00:59:08 --> 00:59:12:	So it, I guess to answer your question directly, Clint,
00:59:12 --> 00:59:15:	we figured out a solution that the city of Santa
00:59:15 --> 00:59:18:	Fe found palatable and acceptable.
00:59:19 --> 00:59:22:	We can utilize that solution in other places or they
00:59:22 --> 00:59:25:	can come up with a different solution if a different
00:59:25 --> 00:59:28:	jurisdiction decides they want to handle it differently.
00:59:29 --> 00:59:31:	But, and I don't want to eat up a ton
00:59:31 --> 00:59:33:	of our time here, but but I can kind of
00:59:33 --> 00:59:36:	go in more depth with you on like here's how
00:59:36 --> 00:59:38:	we got to this point and here's how we look
00:59:38 --> 00:59:39:	at this.
00:59:40 --> 00:59:41:	But that's kind of the general overview, if that helps

00:59:41 --> 00:59:42:	any.
00:59:45 --> 00:59:48:	Yeah, and for for watersons labeled homes in in version
00:59:48 --> 00:59:51:	one, we had a sort of hard and fast rule.
00:59:51 --> 00:59:53:	You had to at least landscape the front to be
00:59:53 --> 00:59:55:	considered for the label.
00:59:55 --> 00:59:57:	We're a little bit more flexible on it.
00:59:57 --> 01:00:00:	And in, in version 2, one of the analogies and
01:00:00 --> 01:00:03:	it, it does vary a little bit from HCO to
01:00:03 --> 01:00:03:	HCO.
01:00:03 --> 01:00:06:	They all have their own policy, you know, practices.
01:00:08 --> 01:00:10:	Sometimes it's an example of, you know, if you look
01:00:10 --> 01:00:12:	at say like a hers rate, like an energy rating,
01:00:12 --> 01:00:14:	if there's no refrigerator when you go to rate the
01:00:15 --> 01:00:17:	home, well, we assume the home is going to have
01:00:17 --> 01:00:17:	a refrigerator.
01:00:18 --> 01:00:21:	And so we want to include that in the predicted
01:00:21 --> 01:00:22:	energy use.
01:00:23 --> 01:00:25:	But because we don't know anything about it, it's not
01:00:25 --> 01:00:25:	fair.
01:00:25 --> 01:00:26:	We can't take a measurement on it.
01:00:26 --> 01:00:29:	We can't look at what its energy rating it, what
01:00:29 --> 01:00:31:	its energy factor is or anything like that.
01:00:32 --> 01:00:33:	We're going to assume that it's standard.
01:00:34 --> 01:00:37:	And so one of the things that does happen a
01:00:37 --> 01:00:40:	lot of times, even if you do have the flexibility
01:00:40 --> 01:00:43:	to not landscape the entire lots, it makes the rating
01:00:44 --> 01:00:44:	very rigid.
01:00:45 --> 01:00:48:	So, so sometimes builders will have a hard time getting
01:00:48 --> 01:00:50:	the rating down to where they need to get it
01:00:50 --> 01:00:52:	to because they've got this big plot of land.
01:00:53 --> 01:00:55:	And no matter what you do to the rest of
01:00:55 --> 01:00:59:	the home, we're assuming that that's big plot of land
01:00:59 --> 01:00:59:	is average.
01:01:01 --> 01:01:03:	And like I said, if that's, you know, if you,
01:01:03 --> 01:01:05:	if that's where most of the water use is predicted
01:01:06 --> 01:01:07:	to be, you have a hard time, a hard time
01:01:07 --> 01:01:10:	moving things in the direction that that you want to
01:01:10 --> 01:01:10:	go.
01:01:13 --> 01:01:16:	Yeah, I think, I think that was a great summation
01:01:16 --> 01:01:20:	there, Jonah, because the more data you can supply, the
01:01:20 --> 01:01:22:	more precise it's going to be.
01:01:23 --> 01:01:26:	And we just have to assume, I'll say the worst,

01:01:26 --> 01:01:29:	but like like Jonas said, the standard.
01:01:30 --> 01:01:32:	And then if, if it's something better than that, please
01:01:32 --> 01:01:32:	tell us.
01:01:36 --> 01:01:38:	Blake, do you want to unmute?
01:01:39 --> 01:01:40:	Thanks.
01:01:40 --> 01:01:43:	Blake Aldridge, do you want to unmute and ask your
01:01:44 --> 01:01:44:	question?
01:01:50 --> 01:01:53:	Oh, Blake's mic is not working so I'll ask for
01:01:54 --> 01:01:54:	him, he wrote.
01:01:55 --> 01:01:57:	Does the Green Builder Coalition work nationwide?
01:01:57 --> 01:02:00:	He's in Texas and was not familiar but think it's
01:02:00 --> 01:02:01:	thinks it's greatly needed.
01:02:04 --> 01:02:04:	Thanks, Blake.
01:02:04 --> 01:02:08:	Yeah, we, we are a national organization and we do
01:02:08 --> 01:02:11:	have HCO approval through Water Sensor Homes 2 Point O
01:02:11 --> 01:02:14:	4 the entire US and then WERS if you're, if
01:02:15 --> 01:02:18:	you're not looking the Water Sensor Homes 2 Point O
01:02:18 --> 01:02:22:	route, WERS operates both in the US and we're also
01:02:22 --> 01:02:24:	in a Canadian green building program too.
01:02:25 --> 01:02:29:	So yes, we can certainly help you out in Texas.
01:02:32 --> 01:02:32:	Great.
01:02:32 --> 01:02:33:	Thank you.
01:02:33 --> 01:02:34:	I have a question.
01:02:34 --> 01:02:38:	I'm wondering and it sounds like both of these programs
01:02:38 --> 01:02:39:	are for residential buildings.
01:02:40 --> 01:02:42:	Do you guys have anything in the works for commercial
01:02:42 --> 01:02:43:	buildings go?
01:02:46 --> 01:02:46:	Ahead, Jonah.
01:02:48 --> 01:02:49:	Yeah.
01:02:49 --> 01:02:53:	So we, we you know, obviously recognize that commercial water
01:02:53 --> 01:02:56:	use in commercial buildings is, is important.
01:02:57 --> 01:03:00:	We do have some efforts underway.
01:03:00 --> 01:03:04:	We work substantially with our friends in Energy Star and
01:03:04 --> 01:03:07:	their tool portfolio manager to expand.
01:03:08 --> 01:03:11:	It's used as a tool for tracking water use in
01:03:11 --> 01:03:12:	addition to energy use.
01:03:13 --> 01:03:17:	We also, I think getting pretty close to releasing a
01:03:17 --> 01:03:21:	big update to our commercial best management practices, which is
01:03:21 --> 01:03:25:	a sort of big nice page Turner of a technical
01:03:25 --> 01:03:28:	manual if you need anything to fall asleep to.

01:03:30 --> 01:03:32:	I think probably we hope by the end of this
01:03:32 --> 01:03:35:	month, if not by October, we'll we'll release the the
01:03:35 --> 01:03:36:	new version of of of that.
01:03:37 --> 01:03:40:	What we don't have and probably don't really have on
01:03:40 --> 01:03:44:	the horizon for the immediate future is any sort of
01:03:44 --> 01:03:49:	certification for commercial, commercial facilities or institutional facilities.
01:03:50 --> 01:03:53:	That's maybe just a little bit tougher for us to
01:03:53 --> 01:03:57:	to sort of figure out an infrastructure for energy Stack
01:03:57 --> 01:04:02:	does offer certifications through portfolio manager and has a verification
01:04:02 --> 01:04:04:	process associated with that.
01:04:05 --> 01:04:10:	There's some challenges with applying it to to water mostly
01:04:10 --> 01:04:12:	related around.
01:04:12 --> 01:04:14:	We just, we don't have as much data on water
01:04:14 --> 01:04:17:	use in different types of facilities as we do in
01:04:17 --> 01:04:20:	energy where we have not only these great sort of
01:04:20 --> 01:04:24:	data products like the commercial building energy consumption survey from
01:04:24 --> 01:04:27:	from the from the EIA and other products, but we
01:04:27 --> 01:04:28:	we have them for decades now.
01:04:29 --> 01:04:32:	So we have, it's a not only really detailed data,
01:04:32 --> 01:04:35:	but we have a history of that detailed data helping
01:04:35 --> 01:04:38:	us understand how and why buildings use energy.
01:04:39 --> 01:04:41:	We don't have that for water and it makes it
01:04:41 --> 01:04:43:	a little bit more difficult for us to develop those
01:04:43 --> 01:04:44:	types of tools.
01:04:44 --> 01:04:46:	So we're doing the best we can.
01:04:46 --> 01:04:49:	We have some, we'd like to have more.
01:04:50 --> 01:04:51:	We're working hard to do that for you.
01:04:52 --> 01:04:54:	We're just a little bit limited in terms of our
01:04:54 --> 01:04:56:	the data we have available to and their resources as
01:04:56 --> 01:04:57:	a program.
01:04:59 --> 01:04:59:	Thanks.
01:04:59 --> 01:05:02:	If you can send me Jonah, if you can send
01:05:02 --> 01:05:05:	me the the new manual, I'd love to collect that
01:05:05 --> 01:05:06:	and share it with the group.
01:05:06 --> 01:05:10:	I did read the original one for the water.
01:05:10 --> 01:05:12:	Wise, it was something to fall asleep for I guess.
01:05:13 --> 01:05:13:	It was.
01:05:13 --> 01:05:14:	It's very helpful.
01:05:15 --> 01:05:18:	It's like I said, it's quite detailed, but it's meant
01:05:18 --> 01:05:21:	to be sort of like your go to for information

01:05:21 --> 01:05:23:	on how you save water in these types of facilities.
01:05:25 --> 01:05:26:	Go ahead, Mike.
01:05:27 --> 01:05:31:	We, yeah, we've been getting that question for some time.
01:05:32 --> 01:05:38:	And so the worst tool has the ability to, to
01:05:38 --> 01:05:40:	look at hotels.
01:05:40 --> 01:05:42:	We don't really publicize that a whole lot.
01:05:43 --> 01:05:45:	And the reason that we don't is because there's 2
01:05:45 --> 01:05:46:	problems with hotels.
01:05:47 --> 01:05:50:	One is the commercial laundry, which we don't really have
01:05:50 --> 01:05:53:	the ability to handle that part of it.
01:05:53 --> 01:05:56:	We can do the rooms, but we, the commercial laundry
01:05:56 --> 01:05:57:	is a bit tough.
01:05:57 --> 01:05:58:	And the other one is if the hotel is a
01:05:58 --> 01:05:59:	restaurant.
01:06:00 --> 01:06:03:	Now we are trying to gather some data when it
01:06:03 --> 01:06:06:	comes to both hotels and restaurants.
01:06:08 --> 01:06:10:	But to me, the challenge when it comes to commercial
01:06:10 --> 01:06:13:	is, and I've, and this is I'm just kind of
01:06:13 --> 01:06:16:	regurgitating what I've been told by people smarter than me,
01:06:16 --> 01:06:18:	is what type of commercial building?
01:06:19 --> 01:06:21:	Is it a florist?
01:06:21 --> 01:06:22:	Is it a shoe shop?
01:06:22 --> 01:06:24:	Is it a grocery store?
01:06:24 --> 01:06:26:	Is it a bakery?
01:06:26 --> 01:06:30:	Is it, you know, clothing store?
01:06:30 --> 01:06:32:	Like what is what kind of commercial building are you
01:06:32 --> 01:06:33:	talking about?
01:06:33 --> 01:06:38:	There's so many different types of commercial properties with a
01:06:39 --> 01:06:43:	vast variety of water footprints that it gets tricky to
01:06:44 --> 01:06:47:	try and say, oh, OK, this is this is how
01:06:47 --> 01:06:49:	we can nail this down.
01:06:50 --> 01:06:55:	But hotels and restaurants are something that we're working towards
01:06:55 --> 01:06:59:	and let's say anything is imminent there, but given the
01:06:59 --> 01:07:02:	kind of built in ability to deal with the rooms
01:07:02 --> 01:07:06:	already, we felt that OK that that might be a
01:07:06 --> 01:07:08:	natural step in that direction.
01:07:11 --> 01:07:13:	I think the challenge with resources is true on our
01:07:13 --> 01:07:15:	side too, as far as being able to do some
01:07:16 --> 01:07:16:	of the research.
01:07:17 --> 01:07:21:	I'd love to see a research project on, on some

01:07:21 --> 01:07:26:	of the different water uses in commercial properties 'cause it
01:07:26 --> 01:07:31:	would really help us basically feed our engine to say,
01:07:31 --> 01:07:34:	OK, let's see how this is treated now.
01:07:34 --> 01:07:37:	So that's my my my humble plea.
01:07:40 --> 01:07:44:	That's a great segue to the rest of our conversation.
01:07:44 --> 01:07:46:	Huge round of applause to both of you.
01:07:46 --> 01:07:48:	Thank you for these excellent presentations.
01:07:49 --> 01:07:52:	If folks continue to have questions, please put them in
01:07:52 --> 01:07:52:	the chat box.
01:07:52 --> 01:07:56:	And I'm hoping Jonah and Mike can address those potentially
01:07:56 --> 01:07:58:	in the chat box as they come up.
01:07:58 --> 01:08:02:	I'm going to move on just so that we stay
01:08:02 --> 01:08:03:	on time one second.
01:08:03 --> 01:08:07:	So just to give you an overview of what's coming
01:08:07 --> 01:08:11:	up for the Coalition, our next meeting will be on
01:08:12 --> 01:08:17:	landscaping codes and templates, and we have not yet planned
01:08:17 --> 01:08:19:	exactly who will present.
01:08:19 --> 01:08:21:	So if you'd like to shoot me an e-mail, if
01:08:21 --> 01:08:25:	you're interested in getting involved in this on the planning
01:08:25 --> 01:08:27:	side or speaking side, please do that.
01:08:28 --> 01:08:31:	My e-mail is here on Zoom so you can see
01:08:31 --> 01:08:36:	it, and then we have some other upcoming programming ideas.
01:08:36 --> 01:08:39:	Again, if there's something along these lines or something else
01:08:39 --> 01:08:42:	that you would like to present, please shoot us an
01:08:42 --> 01:08:44:	e-mail and we can add it to the list or
01:08:44 --> 01:08:45:	figure out.
01:08:46 --> 01:08:49:	What we do is we do little planning calls to
01:08:49 --> 01:08:52:	figure out who exactly we think would be a good
01:08:52 --> 01:08:54:	fit for this, so we'll be in touch.
01:08:55 --> 01:08:57:	If anyone would like to also put anything in the
01:08:57 --> 01:08:59:	chat while we're here, please do that.
01:09:00 --> 01:09:04:	In the meantime, I want to give a Sonoran Institute
01:09:04 --> 01:09:08:	a moment to talk about their upcoming growing Water Smart
01:09:08 --> 01:09:10:	workshop in Arizona.
01:09:11 --> 01:09:12:	Waverly, are you there?
01:09:13 --> 01:09:13:	I am.
01:09:14 --> 01:09:16:	Thanks so much, Marianne, and hello, everyone.
01:09:16 --> 01:09:19:	It's great to see you all for our quarterly meeting
01:09:19 --> 01:09:20:	and webinar.

01:09:20 --> 01:09:23:	And thank you so much for the presentations today.
01:09:23 --> 01:09:24:	They were super informative.
01:09:25 --> 01:09:29:	I just wanted to let folks know, particularly folks on
01:09:29 --> 01:09:33:	the call who may be in Arizona or no colleagues
01:09:33 --> 01:09:33:	in Arizona.
01:09:34 --> 01:09:39:	Growing Water Smart is a workshop that the Sonoran Institute
01:09:39 --> 01:09:44:	and the Babbitt Center for Land and Water Policy put
01:09:44 --> 01:09:48:	on in multiple states in the Colorado River Basin.
01:09:48 --> 01:09:53:	And we will be in Arizona January 22nd through the
01:09:53 --> 01:09:58:	24th of next year to host one of our multi
01:09:58 --> 01:09:59:	day workshops.
01:09:59 --> 01:10:05:	That essentially brings folks from multiple sectors, land use planners,
01:10:05 --> 01:10:11:	water resource managers, and local officials together as a team
01:10:11 --> 01:10:16:	to talk about local water challenges and the ways in
01:10:16 --> 01:10:20:	which municipal land use planning can play a role in
01:10:20 --> 01:10:24:	addressing some of those water challenges.
01:10:24 --> 01:10:30:	So just really quickly, applications for local governments and their
01:10:30 --> 01:10:34:	water providers to form a team and apply to attend
01:10:35 --> 01:10:39:	our workshop are due in about one month on October
01:10:39 --> 01:10:39:	6th.
01:10:40 --> 01:10:46:	And we welcome applications from communities in Arizona.
01:10:46 --> 01:10:50:	You can do that through the web link that's on
01:10:50 --> 01:10:54:	the slide here, or I'm also putting it in the
01:10:54 --> 01:10:57:	chat so that you can easily click and go.
01:10:59 --> 01:11:02:	Or you're welcome to e-mail me and our team at
01:11:03 --> 01:11:06:	**** .
01:11:08 --> 01:11:11:	And I guess an additional heads up is that we
01:11:11 --> 01:11:16:	will be opening applications to participate in Growing Water Smart
01:11:16 --> 01:11:21:	workshops in Colorado and in California for next year shortly.
01:11:21 --> 01:11:24:	So if you are in California and you're interested in
01:11:24 --> 01:11:28:	what Growing Water Smart might offer or in Colorado, please
01:11:28 --> 01:11:31:	reach out to us via the e-mail address on the
01:11:31 --> 01:11:31:	slide.
01:11:32 --> 01:11:35:	So I think I'll leave it there for other announcements
01:11:35 --> 01:11:36:	as well, but thank you.
01:11:36 --> 01:11:37:	Thanks, Waverly.
01:11:39 --> 01:11:41:	And then I just want to give you a save
01:11:41 --> 01:11:41:	the date.

01:11:41 --> 01:11:44:	We have a webinar that we're putting on for the
01:11:45 --> 01:11:48:	Appraisal Institute and this is going to be a three
01:11:48 --> 01:11:51:	hour webinar with continuing education credits.
01:11:52 --> 01:11:56:	It's geared towards appraisers to inform them about how they
01:11:56 --> 01:12:00:	should be valuing water as part of their valuations.
01:12:01 --> 01:12:04:	And it will include Julie Wilson McNerney who is on
01:12:04 --> 01:12:05:	this call.
01:12:05 --> 01:12:09:	She is an attorney with Schwab, Williamson and Wyatt and
01:12:09 --> 01:12:12:	she'll be talking about water rights and water laws.
01:12:12 --> 01:12:16:	We'll also have a lot of other speakers.
01:12:16 --> 01:12:19:	I won't list everyone, but we'll include a developer from
01:12:19 --> 01:12:24:	Clarion Partners talking about the specific ROI of water wise
01:12:24 --> 01:12:28:	development and also an appraiser who currently appraise values water
01:12:28 --> 01:12:30:	as part of his appraisal.
01:12:30 --> 01:12:34:	So this is really an educational opportunity on appraisals and
01:12:34 --> 01:12:38:	valuations, which is not currently common, but we're hoping to
01:12:38 --> 01:12:41:	just expand the education on this issue and make it
01:12:42 --> 01:12:43:	much more common.
01:12:43 --> 01:12:45:	So you're welcome to join us for this.
01:12:45 --> 01:12:48:	Once I have a registration link, I'll share it with
01:12:48 --> 01:12:48:	the coalition.
01:12:49 --> 01:12:52:	I think this is a real growing edge for what
01:12:52 --> 01:12:56:	we can do in terms of getting more sectors involved
01:12:56 --> 01:12:57:	in water wise development.
01:12:59 --> 01:13:03:	Finally, I would love to discuss with the group opportunities
01:13:03 --> 01:13:06:	that we can work together on projects.
01:13:06 --> 01:13:10:	We will are currently in fundraising mode, so if you
01:13:10 --> 01:13:12:	or anyone you can think of or know might want
01:13:13 --> 01:13:15:	to fund one of these projects, please let us know
01:13:16 --> 01:13:19:	so that we can actually make them happen, make them
01:13:19 --> 01:13:19:	a reality.
01:13:20 --> 01:13:22:	So we have some ideas already.
01:13:23 --> 01:13:27:	We were thinking about putting together a water wise development
01:13:27 --> 01:13:31:	symposium that we could host and this could include tours,
01:13:31 --> 01:13:37:	panel presentations, sharing best practices, networking nationally and actually Ninjas
01:13:37 --> 01:13:38:	on the line.
01:13:38 --> 01:13:42:	We have a ULI fall meeting in Las Vegas planned
01:13:42 --> 01:13:47:	and we were hoping to put together the symposium as
01:13:47 --> 01:13:50:	part of that big event in Las Vegas.

01:13:50 --> 01:13:52:	Ninja, I don't know if you want to unmute and
01:13:52 --> 01:13:53:	just give a quick pitch for that.
01:13:57 --> 01:13:58:	She's still here.
01:13:58 --> 01:13:59:	Let me check.
01:14:02 --> 01:14:03:	I don't see her.
01:14:03 --> 01:14:05:	So what I'll do is I'll go on to the
01:14:05 --> 01:14:09:	next idea we were thinking, we were talking to the
01:14:09 --> 01:14:13:	Babbitt Center for Land and Water Policy and they suggested
01:14:13 --> 01:14:17:	that there are communities that might really need help with
01:14:17 --> 01:14:22:	putting together a cross sector round table locally between developers
01:14:22 --> 01:14:26:	and public officials to talk through what are some policies
01:14:26 --> 01:14:30:	or incentives or processes that might work better for advancing
01:14:30 --> 01:14:34:	water wise real estate development or other opportunities.
01:14:34 --> 01:14:37:	So we thought maybe we could help host that type
01:14:37 --> 01:14:38:	of thing.
01:14:38 --> 01:14:42:	Another idea is the creation of educational materials that could
01:14:42 --> 01:14:46:	help advance and document market demand for water wise land
01:14:46 --> 01:14:46:	uses.
01:14:47 --> 01:14:50:	We already have case studies in our water wise report,
01:14:50 --> 01:14:53:	but we could go do deeper dives onto the financials
01:14:53 --> 01:14:54:	of that.
01:14:54 --> 01:14:56:	We could do deeper dives on market demand.
01:14:57 --> 01:15:01:	Also, the state of Colorado reached out and they thought,
01:15:01 --> 01:15:03:	well, what if we we hosted more tours of water
01:15:03 --> 01:15:05:	wise developments to inspire folks.
01:15:05 --> 01:15:07:	So these are all ideas.
01:15:07 --> 01:15:09:	I'd love for you guys to unmute and tell me
01:15:10 --> 01:15:12:	what you think about these ideas or other ideas that
01:15:12 --> 01:15:13:	you have.
01:15:14 --> 01:15:18:	Yeah, and I'm not currently looking at the chat box,
01:15:18 --> 01:15:22:	So if you can unmute, tell me what you think.
01:15:34 --> 01:15:35:	No, Marianne.
01:15:36 --> 01:15:36:	Oh, go ahead.
01:15:37 --> 01:15:37:	No, go ahead.
01:15:38 --> 01:15:39:	I'll go after Clint.
01:15:42 --> 01:15:44:	Clint, I saw that you put something in the chat
01:15:44 --> 01:15:44:	box.
01:15:44 --> 01:15:45:	Do you want to unmute?
01:15:48 --> 01:15:52:	Sure, it might not apply to anybody 'cause I didn't

01:15:52 --> 01:15:57:	see anybody mention else that they were from the solitaire
01:15:57 --> 01:15:57:	like me.
01:15:58 --> 01:16:02:	But we tried out as a home builder on a
01:16:02 --> 01:16:04:	few model homes.
01:16:04 --> 01:16:07:	We tried out this new era green sprinkling system that
01:16:07 --> 01:16:11:	kind of is a smart sprinkler head that adjusts the
01:16:11 --> 01:16:14:	length of it throws depending on the you kind of
01:16:14 --> 01:16:17:	map out the area of grass you need to water
01:16:17 --> 01:16:21:	and it throws it precisely to that space without overlapping
01:16:21 --> 01:16:22:	sprinklers and stuff.
01:16:22 --> 01:16:25:	Anyways, we're we're do we have the CEO in town
01:16:25 --> 01:16:29:	tomorrow if there's gonna be from Salt Lake and we're
01:16:29 --> 01:16:31:	showing it in one of our model homes to our
01:16:32 --> 01:16:35:	water Conservancy districts here and some other people.
01:16:35 --> 01:16:39:	So you guys are just one of the few water
01:16:39 --> 01:16:43:	geeks like me that enjoy that kind of stuff.
01:16:43 --> 01:16:47:	So if anybody is around, go ahead and reach out
01:16:47 --> 01:16:50:	to me and I can get you the info.
01:16:50 --> 01:16:54:	But if not you, you can look at their website
01:16:54 --> 01:16:56:	tooairgreen.com.
01:16:56 --> 01:16:57:	It's a pretty interesting thing.
01:16:59 --> 01:16:59:	We tried out.
01:17:00 --> 01:17:02:	But but I I did like the idea of the
01:17:02 --> 01:17:03:	tours.
01:17:03 --> 01:17:07:	I think as a home builder, that always helps to
01:17:07 --> 01:17:13:	see things in person, homes, landscaping especially, to see that
01:17:13 --> 01:17:15:	it can still look good.
01:17:15 --> 01:17:17:	You know, how do you implement it with it looking
01:17:17 --> 01:17:18:	good?
01:17:18 --> 01:17:23:	That appeases homebuyers, appeases cities, all those people that want
01:17:23 --> 01:17:26:	to have input into all those things.
01:17:28 --> 01:17:29:	It's good to see that stuff in person.
01:17:34 --> 01:17:34:	Great.
01:17:34 --> 01:17:35:	Thank you.
01:17:36 --> 01:17:37:	Lindsey, do you want to unmute?
01:17:39 --> 01:17:40:	Sure.
01:17:40 --> 01:17:44:	Hey everyone, just a thought when you're when you mentioned
01:17:44 --> 01:17:48:	the symposium idea, Marianne, as it sounded similar to the
01:17:48 --> 01:17:49:	Next Gen.
01:17:49 --> 01:17:51:	Water Summit, which I'm sure some folks on this call

01:17:51 --> 01:17:53:	have also participated in.
01:17:53 --> 01:17:56:	But it seems that there's a real emphasis there on
01:17:56 --> 01:18:00:	building that public and private sector sort of collaboration around
01:18:00 --> 01:18:04:	water efficient water wise development and lots of interesting sessions
01:18:04 --> 01:18:06:	there over the years.
01:18:06 --> 01:18:09:	So I thought that might be just another option for
01:18:09 --> 01:18:11:	partnership or collaboration.
01:18:11 --> 01:18:14:	I wouldn't be surprised if some folks on this call
01:18:14 --> 01:18:15:	are involved in planning that is.
01:18:18 --> 01:18:18:	Not is anyone in the.
01:18:19 --> 01:18:19:	Call.
01:18:19 --> 01:18:20:	I thought maybe you might.
01:18:20 --> 01:18:20:	Thanks.
01:18:22 --> 01:18:27:	Lindsey, I yeah, I mean, look, our three main audiences
01:18:27 --> 01:18:31:	that we target every year at the at the summit
01:18:32 --> 01:18:38:	is the builders, developers, you know, designers to the building
01:18:38 --> 01:18:39:	community.
01:18:39 --> 01:18:42:	We target policy makers and we also target what we
01:18:42 --> 01:18:44:	call water professionals.
01:18:44 --> 01:18:49:	Those would be landscape architects or landscape designers, irrigation professionals.
01:18:50 --> 01:18:53:	So those are those those are the three main targets
01:18:53 --> 01:18:54:	for our audience.
01:18:54 --> 01:18:57:	And you know, you've got a picture there of I
01:18:58 --> 01:18:59:	believe it's Phoenix.
01:19:01 --> 01:19:04:	You know, we, we run that show out of Santa
01:19:04 --> 01:19:07:	Fe, NM, but it's also a hybrid event so people
01:19:07 --> 01:19:09:	can attend remotely if they want to.
01:19:12 --> 01:19:15:	There's certainly I think a conversation to be had there.
01:19:15 --> 01:19:20:	Mary Ann, as far as that supposing what you're looking
01:19:20 --> 01:19:23:	to do, we may be able to kind of marry
01:19:23 --> 01:19:24:	the two.
01:19:25 --> 01:19:29:	I know also we've taken the approach of really focusing
01:19:29 --> 01:19:33:	on the Colorado River Basin states because they have some
01:19:33 --> 01:19:38:	challenges that some other places don't have, specifically a compact
01:19:38 --> 01:19:41:	that they need to kind of relook at and re
01:19:41 --> 01:19:44:	examine here in the next couple of years.
01:19:46 --> 01:19:50:	So that's also become a part of our effort and
01:19:50 --> 01:19:51:	cause.

01:19:51 --> 01:19:55:	So when you look at public sector, we're seeing a
01:19:55 --> 01:19:59:	little bit of an increased participation from the public sector
01:19:59 --> 01:20:02:	because of of the focus on the Colorado River compact
01:20:02 --> 01:20:03:	coming up here.
01:20:05 --> 01:20:06:	That's great to learn about.
01:20:06 --> 01:20:07:	Yeah.
01:20:07 --> 01:20:10:	I'm wondering, like, what collaboration might look like.
01:20:11 --> 01:20:14:	And I also don't think duplication is a bad thing
01:20:14 --> 01:20:17:	because Uli might be a different audience.
01:20:18 --> 01:20:21:	So I think this Nevada idea might already be moving
01:20:21 --> 01:20:26:	forward for Uli's fall meeting because it's, you know, built
01:20:26 --> 01:20:29:	into ULI already, but it might not be a multi
01:20:29 --> 01:20:30:	year thing.
01:20:30 --> 01:20:33:	So if we could also plug into the Next Generation
01:20:33 --> 01:20:36:	Water Summit, I think that's a great opportunity and we
01:20:36 --> 01:20:38:	can help market it to ULI.
01:20:39 --> 01:20:42:	Hey, Marianne Heath Melton with the Howard Heath Corporation here
01:20:42 --> 01:20:42:	in Phoenix.
01:20:42 --> 01:20:44:	Before that I was in Houston.
01:20:44 --> 01:20:46:	For those of you on the call that may not
01:20:46 --> 01:20:49:	know what we do, we're developing large scale master plan
01:20:49 --> 01:20:49:	communities.
01:20:50 --> 01:20:52:	We have a 37,000 acre property here in the Arizona
01:20:52 --> 01:20:53:	market.
01:20:53 --> 01:20:58:	Obviously in light of water, we're heavily involved in trying
01:20:58 --> 01:21:01:	to bring the public and private side together.
01:21:02 --> 01:21:06:	So working very closely with Arizona Department of Water Resources,
01:21:06 --> 01:21:09:	the Governor's office, I'll be presenting at NFZ, which is
01:21:09 --> 01:21:12:	coming up in I think 2 weeks and then green
01:21:12 --> 01:21:14:	build panel in DC in September.
01:21:14 --> 01:21:17:	So, you know, the more that we can bring the
01:21:17 --> 01:21:20:	right people to the table and the synergies around everything
01:21:20 --> 01:21:22:	concerning water would be great.
01:21:22 --> 01:21:26:	And obviously I've, I've been working very closely with with
01:21:26 --> 01:21:29:	Jonah for the Watersons program, you know, to put that
01:21:29 --> 01:21:32:	in scale, if we do it across our 37,000 acre
01:21:32 --> 01:21:34:	property, that's 100,000 rooftops.
01:21:34 --> 01:21:37:	So we can have meaningful impact, especially in the state
01:21:37 --> 01:21:37:	of Arizona.
01:21:37 --> 01:21:40:	So just just food for thought as you're looking for

01:21:40 --> 01:21:43:	people in, in the region of Phoenix or Arizona.
01:21:44 --> 01:21:45:	Happy to get involved.
01:21:46 --> 01:21:47:	Wonderful.
01:21:47 --> 01:21:47:	Thank you.
01:21:47 --> 01:21:48:	Nice to meet you.
01:21:54 --> 01:21:54:	Great.
01:21:54 --> 01:21:58:	Well, does anyone else have any other ideas or thoughts
01:21:58 --> 01:22:00:	on what you would like to work on as a
01:22:00 --> 01:22:01:	group?
01:22:03 --> 01:22:06:	You know, Marianne, this is Waverly from the Sonoran Institute.
01:22:06 --> 01:22:10:	And just to round out all of the potential bullet
01:22:10 --> 01:22:15:	points, I definitely could see some great synergies in bullet
01:22:15 --> 01:22:20:	points two and three on kind of convening those local
01:22:20 --> 01:22:23:	focus groups and creating educational materials.
01:22:24 --> 01:22:28:	As something that we hear a lot during and shortly
01:22:28 --> 01:22:33:	after our growing Water Smart workshops is that communities want
01:22:33 --> 01:22:37:	to move in a particular direction, but they either lack
01:22:37 --> 01:22:43:	the relationships or have some concerns about whether the development
01:22:43 --> 01:22:47:	community would oppose those those steps or they want to
01:22:47 --> 01:22:50:	do it in a collaborative fashion.
01:22:50 --> 01:22:53:	And so I could see an opportunity there for for
01:22:53 --> 01:22:58:	collaboration and, and offering some of that technical assistance and,
01:22:58 --> 01:23:02:	and likewise with the creation of educational materials.
01:23:02 --> 01:23:07:	I think that it can be difficult to create educational
01:23:07 --> 01:23:12:	materials at a really broad like national scale.
01:23:12 --> 01:23:16:	And like the more localized you can get with tailoring
01:23:16 --> 01:23:21:	some of those educational materials, the the more they might
01:23:21 --> 01:23:21:	be used.
01:23:21 --> 01:23:25:	And so maybe coming up with some sort of an
01:23:25 --> 01:23:31:	application or like collection of interest from communities that might
01:23:31 --> 01:23:37:	want specific educational materials could be a helpful direction to
01:23:37 --> 01:23:38:	go in.
01:23:41 --> 01:23:42:	That's really helpful.
01:23:42 --> 01:23:43:	We really thank you.
01:23:49 --> 01:23:51:	But I think that there's a lot to follow up
01:23:51 --> 01:23:53:	on for all of these ideas.
01:23:53 --> 01:23:55:	And if you guys have other ideas that you know

01:23:55 --> 01:23:59:	could be completely different from these, please e-mail me and
01:23:59 --> 01:24:02:	we'll add it to our list of things that we
01:24:02 --> 01:24:03:	want to work on.
01:24:03 --> 01:24:05:	And what we're going to do is pitch some of
01:24:05 --> 01:24:08:	these ideas or all of these ideas to potential funders.
01:24:08 --> 01:24:11:	Really, a lot of this does come down to whether
01:24:11 --> 01:24:14:	we can support, you know, staff time and any other
01:24:14 --> 01:24:17:	things that might be needed to host these types of
01:24:17 --> 01:24:17:	things.
01:24:18 --> 01:24:21:	If you or anyone, you know, is interested in funding
01:24:21 --> 01:24:24:	any of these ideas, we would definitely love to hear
01:24:24 --> 01:24:24:	from you.
01:24:26 --> 01:24:28:	I think that there's a lot of potential to move
01:24:28 --> 01:24:31:	from, you know, theory to action, and I think a
01:24:31 --> 01:24:34:	group like this could really help with that.
01:24:36 --> 01:24:36:	Yeah.
01:24:36 --> 01:24:38:	Oh, Scott, go ahead and unmute.
01:24:41 --> 01:24:43:	Oh, sorry, I didn't mean to interrupt your train of
01:24:43 --> 01:24:44:	thought, Marianne.
01:24:44 --> 01:24:45:	I was just looking.
01:24:46 --> 01:24:50:	One challenge I've had is trying to think through this
01:24:50 --> 01:24:55:	Nexus of of multiple different things, thinking of encouraging walkable,
01:24:55 --> 01:25:00:	livable, sustainable communities and sort of this new urbanist model
01:25:01 --> 01:25:04:	that adopts some of those things, but not seeing a
01:25:04 --> 01:25:07:	lot of water wise examples in that.
01:25:07 --> 01:25:11:	So I just looked at the Congress for new the
01:25:11 --> 01:25:16:	new Urbanism and they have some project examples on the
01:25:16 --> 01:25:16:	site.
01:25:16 --> 01:25:19:	I was just noting that as a searchable database that
01:25:19 --> 01:25:22:	and it would be nice if maybe there are more
01:25:22 --> 01:25:25:	metrics associated with it, but that was just one one
01:25:25 --> 01:25:28:	thing I brought up in terms of how to display
01:25:28 --> 01:25:30:	case studies across the country.
01:25:33 --> 01:25:33:	Excellent.
01:25:33 --> 01:25:34:	Yes.
01:25:34 --> 01:25:37:	And we do have a database of resilience related strategies
01:25:38 --> 01:25:40:	and drought is one of our categories.
01:25:40 --> 01:25:42:	So my, my hope is that we can post the
01:25:42 --> 01:25:46:	case studies we already have and new case studies to
01:25:46 --> 01:25:49:	our developing Urban Resilience website and I can share the

01:25:49 --> 01:25:51:	link to that as well.
01:25:53 --> 01:25:55:	But that is a project at Database.
01:25:55 --> 01:25:55:	Scott.
01:25:58 --> 01:25:58:	Excellent.
01:26:02 --> 01:26:05:	I guess I'm wondering from Jonah in particular, what would
01:26:06 --> 01:26:08:	be helpful to the Watersense program?
01:26:08 --> 01:26:10:	Can we support your work in any way that you
01:26:10 --> 01:26:12:	think would be particularly helpful?
01:26:16 --> 01:26:18:	Yeah, I appreciate that, man.
01:26:19 --> 01:26:21:	I think I'd echo a lot of what I what
01:26:21 --> 01:26:24:	I hear that you know, there's some of these conversations
01:26:25 --> 01:26:28:	are important, but they're difficult to get the right people
01:26:28 --> 01:26:29:	in their room.
01:26:30 --> 01:26:34:	So I think that is very helpful to supporting our
01:26:34 --> 01:26:35:	work.
01:26:35 --> 01:26:39:	The other thing I'll I'll share is that I think
01:26:39 --> 01:26:43:	at least speaking strictly if I'm from Watersense and sort
01:26:43 --> 01:26:47:	of what, what we can provide, but also more broadly,
01:26:47 --> 01:26:50:	I think there is a lot of good guidance on
01:26:50 --> 01:26:53:	how to build efficient homes.
01:26:54 --> 01:26:57:	There does seem to be, and there's a lot of
01:26:57 --> 01:27:01:	good guidance on how to build, you know, efficient communal
01:27:01 --> 01:27:06:	areas and shared spaces and HOA requirements and, and, and
01:27:06 --> 01:27:07:	things like that.
01:27:08 --> 01:27:11:	I think what is maybe what seems to be missing
01:27:11 --> 01:27:15:	just from conversations with a lot of our municipal partners
01:27:15 --> 01:27:18:	is how you put that together into a policy, right?
01:27:18 --> 01:27:21:	So if you're, if you're developing a policy like like
01:27:21 --> 01:27:24:	Phoenix has done recently in saying this is what we
01:27:24 --> 01:27:27:	consider to be the baseline of where we want you
01:27:27 --> 01:27:28:	to start.
01:27:28 --> 01:27:31:	If you're going to come into to Phoenix and add
01:27:31 --> 01:27:34:	a bunch of homes, which means a bunch of demand
01:27:34 --> 01:27:37:	on water, on our water resources, this is the minimum
01:27:37 --> 01:27:39:	we expect, we expect you to do.
01:27:40 --> 01:27:44:	I think, you know, Watterson's labeled homes, I think was
01:27:44 --> 01:27:48:	very pretty turnkey for them, but I think they had
01:27:48 --> 01:27:51:	to do a lot of work trying to sort of
01:27:51 --> 01:27:55:	figure out what the what concrete requirements they could put
01:27:55 --> 01:27:58:	in for the shared spaces in a in, in a

01:27:58 --> 01:27:59:	development.
01:27:59 --> 01:28:01:	I think the solutions are there, but like I said
01:28:01 --> 01:28:03:	that I don't know that they're necessarily turnkey.
01:28:04 --> 01:28:06:	And I'd also don't know that I want that the
01:28:07 --> 01:28:10:	industry as a whole wants like Watersense to develop a
01:28:10 --> 01:28:13:	set of criteria for like a Watersense labeled community.
01:28:15 --> 01:28:18:	I don't think that's necessarily the the answer, but I
01:28:18 --> 01:28:21:	do think maybe, you know, model codes or model model
01:28:21 --> 01:28:24:	ordinances or even just tool kits that could be sort
01:28:24 --> 01:28:27:	of used to to pull from for that type of
01:28:27 --> 01:28:30:	thing might be might be something that there's a demand
01:28:30 --> 01:28:31:	for.
01:28:34 --> 01:28:35:	That's very helpful.
01:28:35 --> 01:28:36:	Thank you, Jonah.
01:28:36 --> 01:28:38:	Mike, you put something in the chat box.
01:28:38 --> 01:28:39:	You want to mention that quickly?
01:28:43 --> 01:28:46:	Yeah, I, I'll kind of give a plug on behalf
01:28:46 --> 01:28:50:	of AWE, even though I'm just a member of AWE.
01:28:50 --> 01:28:53:	And that is they're going to be doing a third
01:28:53 --> 01:28:57:	residential end use study coming up here and they've asked
01:28:58 --> 01:29:01:	people for, you know, do you want to participate in
01:29:02 --> 01:29:02:	this?
01:29:02 --> 01:29:03:	Do you want to be a part of this effort?
01:29:05 --> 01:29:08:	So that's, that's certainly encouraging to be able to look
01:29:08 --> 01:29:09:	at that again.
01:29:09 --> 01:29:11:	I know the lag between the first and second one
01:29:11 --> 01:29:12:	was like 17 years.
01:29:12 --> 01:29:18:	So this one is coming up sooner than the second
01:29:18 --> 01:29:18:	one.
01:29:20 --> 01:29:22:	My humble plea is that and, and I may end
01:29:22 --> 01:29:26:	up raising my hand and talking to Liesl Hans and
01:29:26 --> 01:29:28:	being a part of that effort.
01:29:28 --> 01:29:32:	But my humble plea would be that they just simply
01:29:32 --> 01:29:36:	do their best to look at more locations and not
01:29:36 --> 01:29:37:	just urban locations.
01:29:37 --> 01:29:39:	So, oh, Lisa's on here.
01:29:39 --> 01:29:39:	Cool.
01:29:40 --> 01:29:41:	They just had a webinar about it.
01:29:41 --> 01:29:42:	So she put something in the chat.
01:29:42 --> 01:29:44:	So, Lisa, I don't know if you want to speak
01:29:44 --> 01:29:47:	up on this 'cause you're going to be way more
01:29:47 --> 01:29:49:	informative than I am, but I didn't want it to

01:29:49 --> 01:29:51:	go silent and and not be talked about.
01:29:52 --> 01:29:53:	Thank you, Mike.
01:29:53 --> 01:29:53:	That's great.
01:29:53 --> 01:29:56:	Yeah, Water Research Foundation is doing an update of the
01:29:56 --> 01:29:59:	residential end uses study and this new version is going
01:29:59 --> 01:30:01:	to have both single family end uses and multifamily.
01:30:01 --> 01:30:06:	So an interesting opportunity to get better insight into what's
01:30:06 --> 01:30:07:	happening there.
01:30:07 --> 01:30:11:	So if you're an organization, especially a utility that's interested,
01:30:11 --> 01:30:14:	and or if if you're a consultant working in this
01:30:14 --> 01:30:16:	space and might want to join up a project team,
01:30:16 --> 01:30:18:	the RFP is getting released next.
01:30:18 --> 01:30:19:	Week.
01:30:19 --> 01:30:23:	On Water Research Foundation site right now there's.
01:30:23 --> 01:30:24:	Just a blurb about it on the.
01:30:24 --> 01:30:26:	Advance notice, but if you want to learn more about
01:30:26 --> 01:30:29:	it, we had a really short webinar with WRF yesterday,
01:30:29 --> 01:30:31:	and we're really excited that there's a new version of
01:30:31 --> 01:30:33:	this that'll be launching here soon.
01:30:33 --> 01:30:36:	So happy to talk more about it with folks as
01:30:36 --> 01:30:36:	they want to.
01:30:40 --> 01:30:40:	Excellent.
01:30:40 --> 01:30:42:	Thank you guys so much.
01:30:43 --> 01:30:44:	We are out of time.
01:30:44 --> 01:30:47:	I encourage you to reach out if you think of
01:30:47 --> 01:30:49:	anything else and we hope to hear from you and
01:30:49 --> 01:30:52:	we look for I'll send a calendar invite for our
01:30:52 --> 01:30:54:	next meeting as soon as we get it scheduled.
01:30:55 --> 01:30:58:	It'll be based on speaker availability, but we always host
01:30:58 --> 01:31:02:	these meetings on Wednesdays at the same time, so I'll
01:31:02 --> 01:31:03:	be in touch.
01:31:03 --> 01:31:04:	Good to see you all.
01:31:04 --> 01:31:05:	Thank you for joining us today find.
01:31:10 --> 01:31:13:	Some of our resources to help the Chamber accomplish their
01:31:13 --> 01:31:13:	goals.
01:31:13 --> 01:31:15:	So I think just with your background.
01:31:17 --> 01:31:17:	Bye, guys.
01:31:17 --> 01:31:18:	Thank you so much, Mike.