



The Impact of Conservation by the AMWUA Cities

Avondale • Chandler • Gilbert • Glendale • Goodyear • Mesa • Peoria • Phoenix • Scottsdale • Tempe

amwua
ONE FOR WATER™

The ten AMWUA cities are committed to wise water management and efficient water use. This is evident by the fact that they collectively provide water to 3.7 million residents, more than half of the state's population, but only use 11% of Arizona's water.

Building a Conservation Ethic

- Since **1987**, the population within Arizona's urbanized areas has grown by **212%** while its gallons per capita per day (GPCD) has decreased by **21%**.
- Since the early **1980s**, landscaping in irrigated public medians and rights-of-way has been restricted to only allow low water-use plants identified in the Phoenix area Regulatory Plant List. Turf has not been allowed in those areas since.
- The AMWUA cities have incorporated the state's regulatory low-water-use plants list into municipal codes, used by HOAs, and embraced by residents, businesses, and the green industry across the Valley.
- The Phoenix area has seen a cultural shift in landscape preferences over time. In the **1970s**, approximately **80%** of single-family properties had majority grass landscapes. Today, that number is less than **9%** in the City of Phoenix.
- Since **1986**, the AMWUA cities have removed more than **15.7 million square feet** of grass, highlighting the continuing shift to low-water landscapes in our desert climate.

Current Efforts Strengthen Conservation Culture

- In **2022**, AMWUA members have collectively incentivized the conversion of **573,334 square feet** of grass, saving at least **11 million gallons of water** – a **75%** increase in grass removed since **2021**.
- Since **2021**, the AMWUA cities have added and enhanced close to **40 programs** tailored to advance water conservation with HOAs, commercial, industrial, and institutional customers.
- Arizona requires municipal water users to have a system loss of no more than **10%**. In **2022**, the AMWUA cities collectively **had an average system water loss of only 5.19%**, well below the **national average of 16%**.
- Since **2022**, the AMWUA cities have added more than **35 new or expanded rebate programs** targeting landscape conversions, efficient indoor fixtures, water-efficient technologies and smart irrigation systems, water use monitoring equipment, and neighborhood grants.

- In **2022**, almost **35,000 residents** attended free classes and workshops about landscape design, plant selection, planting techniques, landscape maintenance, water-efficient irrigation, and the importance of overall water efficiency.
- For decades, AMWUA members have proactively worked to minimize water waste through ordinances and outreach. To further expand those efforts, in **2022**, they issued a combined total of over **108,000 high-water use notifications** to recommend methods to reduce water consumption. This also prompted over **2,000 in-person consultations and site visits** to offer additional assistance.
- With over **106 ordinances** on plumbing requirements, water waste prohibitions, and limitations on grass already in place, member cities continue to add new or modified policies and development standards to ensure smart and sustainable growth.
 - Recent examples include Scottsdale's ordinance prohibiting grass in new residential front yards and the City of Phoenix's adoption of rezoning stipulations, regulations on non-functional turf, requirements for EPA WaterSense certifications, outdoor irrigation, and swimming pool standards.
- The AMWUA cities collectively employ **45 water conservation professionals** who work collaboratively to manage and administer more than **300 water conservation best management practices**.

Additional Conservation Efforts

- The State of Arizona allocated **\$200 million** for conservation programs and projects across the state. The ten AMWUA cities submitted more than **40 applications** targeting turf rebates and removal, advanced metering infrastructure, and water efficiency technologies for a projected yearly water savings of approximately **12,267 acre-feet (nearly 4 billion gallons)**. These efforts are in addition to their existing comprehensive programs, which have been individually funded.
- Several AMWUA cities signed the multi-agency **Colorado River Basin MOU** in **2022** as part of their commitment to increase water efficiency and reduce non-functional grass quantity **by 30%** with drought-tolerant landscaping while maintaining vital urban landscapes that benefit their communities.
- All AMWUA Members are remaining in the current stage of their respective **Drought and Shortage Plans** even though the Colorado River will return to a **Tier 1 Shortage** in **2024**.