



SILICON VALLEY
**WATER CONSERVATION
AWARDS**

3921 E. Bayshore Rd. Palo Alto, CA 94303 phone: (650) 248-8025
www.WaterAwards.org info@WaterAwards.org

NEWS RELEASE
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Contact: Peter Drekmeier
(650) 248-8025

Water Awards to Honor Seven Conservation Heroes

PALO ALTO, CA – While the drought appears to be over for now, the importance of water conservation remains of critical importance as California enters a future full of uncertainty. Climate change threatens to reduce the Sierra snow pack by 12-50% by 2050; at the same time the state's population is projected to grow from 38 to 60 million people. Environmental regulations aimed at protecting water quality and wildlife will further reduce the amount of water available to our thirsty cities and farms, requiring increased efficiency in the use of this precious, but often neglected, resource.

With this in mind, the Silicon Valley Water Conservation Awards Coalition, representing 14 organizations, business networks and water agencies, will present seven awards on World Water Day – March 22. Three businesses, a university, a water agency, a non-profit organization and a couple will be recognized for their outstanding commitment to water conservation.

The Awards, in their third year, recognize groups and individuals whose programs and leadership have advanced water conservation in Silicon Valley (San Mateo County, Santa Clara County and Alameda County from Hayward south).

The 2011 Water Conservation Awards will be presented to the following groups:

Government Agency/Water Utility – Bay Area Water Supply and Conservation Agency

Large Business – Hitachi Global Storage Technologies

Small Business – Brandenburg, Staedler and Moore Mobile Home Communities

Organization – San Jose State University

Greenscape Management – ET Water Systems

Education – Our City Forest

Water Champion – Ken & Sally Coverdell

The Awards will be presented at a ceremony hosted by the Humane Society Silicon Valley (one of last year's winners) in Milpitas on World Water Day – Tuesday, March 22 from 11am–1pm. Former State Assemblymember Ira Ruskin will give the keynote address. Mr. Ruskin's record of environmental leadership has been recognized by numerous awards, including Sierra Club California's 2010 Byron Sher Award for

stewardship of resources, including the conservation, protection and clean up our water supplies. The event is free and open to the public, but space is limited, so people should RSVP to info@WaterAwards.org or (415) 882-7252 ext. 302.

The coalition sponsoring the Awards includes: Acterra, Bay Area Water Supply and Conservation Agency, Clean Water Action, California Native Plant Society, Imagine H2O, Joint Venture: Silicon Valley Network, Santa Clara County Creeks Coalition, Santa Clara Valley Water District, Sierra Club Loma Prieta Chapter, Silicon Valley Leadership Group, Sustainable San Mateo County, Sustainable Silicon Valley, Tuolumne River Trust and Wholly H2o.

Additional information is available at www.waterawards.org

About the Winners:

Government Agency/Water Utility – Faced with a cap on water sales until at least 2018, the **Bay Area Water Supply and Conservation Agency (BAWSCA)**, a public agency representing 26 cities and utilities that purchase water from the San Francisco Public Utilities Commission, created a Water Conservation Implementation Plan in 2009. The Plan includes: 1) high-efficiency toilet (HET) rebates, 2) high-efficiency washing machine rebates, 3) model indoor and outdoor water conservation ordinances, 4) an education and training program for residential landscaping, 5) a WaterWise school curriculum and home water audit kit for elementary school students, and 6) large landscape water audits. In FY 2009/10 alone, the Plan resulted in 14 member agencies adopting some version of the indoor and outdoor water conservation ordinances, issuing 2,515 HET rebates and 6,941 high-efficiency washing machine rebates, supplying 2,903 students with WaterWise home water audit kits, hosting 41 landscape education classes that were attended by more than 900 residential customers, and providing monthly water use budgets for over 800 large landscapes. These efforts resulted in a water savings of approximately 40 million gallons.

Contact: Art Jensen, CEO and General Manager, (650) 349-3000

Large Business – Hitachi Global Storage Technologies treats and reuses approximately 60% of the wastewater generated from its manufacturing rinse operations, using it as evaporative make-up water at the site's cooling towers. This saves approximately 70 million gallons of water per year. A new facilities project is reducing the amount of water used to produce deionized water for manufacturing processes. The initial step involves treating groundwater through multiple First Pass Reverse Osmosis (RO) units, recovering the RO reject and treating it with a new Second Pass RO train. About half of the treated RO reject can be recovered and reused. This adds up to a savings of 37 million gallons of water per year.

Contact: Marian Duncan, Environmental Engineer, (408) 717-5856

Small Business – Brandenburg, Staedler & Moore Mobile Home Communities owns and operates 13 facilities in Silicon Valley, comprising more than 2,700 spaces. Over the past 13 years, they have worked with San Jose Water Company, San Jose Municipal Water Company and the City of Sunnyvale to overcome all barriers to the installation of individual water meters in 12 of their 13 mobile home communities. With financial support from the Santa Clara Valley Water District (SCVWD), they have spent between \$170 and \$200 per space to install submeters, with the SCVWD reimbursing them half of the cost. Once the price of water was separated from rent, conservation became an

individual goal, and savings in water usage ranged from 20 to 30% at their various sites.
Contact: Fran Hirsch, Director of Public Relations, (408) 279-5200 x4109

Organization – For more than a decade, **San Jose State University (SJSU)** has been a leader in water conservation. An early adopter of recycled water for landscape irrigation, indoor plumbing and industrial cooling, the University is on track to reduce its potable water use by more than 45%, from 170 million gallons per year in 2001 to 91 million gallons per year in 2011. Since 2000, SJSU has worked closely with the City of San Jose to use recycled water supplied by South Bay Water Recycling to cool its central plant and irrigate athletic fields. This program has resulted in the conservation of 40 million gallons of potable water annually. In the process, the University has saved more than \$100,000 per year in avoided water and chemical costs. On March 1, 2011 the University celebrated its “first flush” at the Dr. Martin Luther King, Jr. Library, where 87 toilets and 30 urinals began using recycled water. This application alone is projected to offset five million gallons of potable water per year. The University also is retrofitting the irrigation of its entire 88-acre main campus, and by September 2011 recycled water will be applied to an additional 20 acres of turf and landscaping, conserving 39 million gallons of potable water per year.

Contact: Katherine Kao Cushing, Director of Sustainability, (408) 924-6348

Greenscape Management – ET Water Systems has developed a comprehensive irrigation management system that incorporates smart irrigation controllers, wireless connectivity, real-time weather data, cloud-based servers and web services. Using these components, along with constantly updated evapo-transpiration (ET) science and plant irrigation requirements, the ET Water system uses up to 50% less water than conventional controllers. As a result, ET Water saves its many Silicon Valley clients more than 315 million gallons of water per year. In addition to its original award-winning smart controllers, ET Water has released a number of accessories and retrofit products that allow users to convert their conventional landscape irrigation systems into “smart” systems capable of communicating with ET Water’s servers and weather-based irrigation management solutions. HermitCrab, their newest product, can be installed in less than 10 minutes and is priced at approximately 35% of a fully-configured ET Water smart controller.

Contact: Mark Coopersmith, Marketing & Business Development Manager, (415) 383-9004

Education – Our City Forest is a tree planting organization in San Jose dedicated to cultivating a greener, healthier urban environment and a renewed sense of community. Their two educational programs, Planet Tree (geared toward students and Cub Scouts) and Green and Healthy (geared toward high school students and adults), address the need for water conservation. Planet Tree educates children about the importance of native trees and their drought-tolerant nature, and teaches them how they can save water in their homes and at school. Green and Healthy’s free community workshops provide high school students and adult participants with information and resources regarding water conservation, groundwater treatment and ways to make homes more “low flow.” Since 2007, Planet Tree has educated over 3,000 schoolchildren and 500 Boy Scouts, while Green and Healthy has reached more than 300 participants.

Contact: Francie Neukom, Youth Education Coordinator, (408) 998-7337 x108

Water Champion – Ken and Sally Coverdell own and operate Blue Sky Designs, an award-winning landscaping firm, and Blue Sky Farms, a retail nursery and coffee shop

in Half Moon Bay. They are dedicated to educating others about the importance of water conservation and native ecosystems, and practice what they preach both at home and at work. Features that demonstrate the Coverdells' commitment to responsible water use include a 30,000-gallon cistern under the parking lot that collects rainwater for irrigation. A smart controller receives current evapo-transpiration data and then determines water needs for the nursery. Their water conservation efforts have steadily reduced their water consumption from 970,000 gallons in 2000 to 220,000 gallons in 2010.

Contact: Ken Coverdell, Owner, (650) 726-5990