

Water Conservation and Efficiency Program Review

State of Wisconsin

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2. Status of Wisconsin's Water Conservation and Efficiency Goals and Objectives Consistent with the Basin-wide Goals and Objectives:

Wisconsin adopted water conservation and efficiency goals and objectives that are consistent with the Basin-wide goals and objectives. The goals and objectives, which were most recently revised in 2011, can be found on the Department website at:

http://dnr.wi.gov/topic/WaterUse/documents/WDNR_Statewide_WCE_Objectives_2011.pdf

3. Water Conservation & Efficiency Program Overview:

The Wisconsin Legislature ratified the Great Lakes—St. Lawrence River Basin Water Resources Compact in 2007 Wisconsin Act 227. Act 227 contains additional water conservation and efficiency requirements in Wisconsin that go beyond what is required by the Compact. These requirements are codified in §281.346 (8), Wis. Stats., and ch. NR 852, Wisconsin Administrative Code.

The Water Use Section of the Wisconsin Department of Natural Resource's Bureau of Drinking Water and Groundwater developed a statewide water conservation and efficiency program that is based on Wisconsin's adaptation of the Great Lakes Regional Conservation and Efficiency Objectives. The program requires mandatory water conservation and efficiency measures for new or increased withdrawals in the Great Lakes Basin, for any new or increased diversions from the Great Lakes Basin, and for any new or increased withdrawals—statewide—that will result in a water loss averaging more than 2 million gallons per day in any 30-day period. Voluntary water conservation and efficiency measures are encouraged for existing water users throughout the state.

This program is implemented through administrative rules, water use permits, and guidance developed in cooperation with the Public Service Commission of Wisconsin (PSC) and the Wisconsin Department of Safety and Professional Services. Rules implementing the program, primarily ch. NR 852 Wisconsin Administrative Code, establish the necessary components for a water conservation plan and identify water conservation and efficiency measures by water use sector. For withdrawals subject to mandatory water conservation and efficiency, requirements increase as the volume of withdrawal increases. The department is also actively developing the voluntary side of the program through education and outreach opportunities, identifying leaders in water conservation and efficiency in each of the water use sectors, and establishing procedures to improve the water use efficiency and conservation efforts in state government facilities.

In addition, water supply service area plans for public water supply systems must consider water conservation alternatives when identifying options for supplying water. These plans are required by 2026 for all public water systems in Wisconsin serving populations of 10,000 or more; and are required immediately for Great Lakes Basin public water systems serving populations of 10,000 or more and seeking a new or increased withdrawal, and for applicants for diversions of Great Lakes water.

4. Consistency with Regional Objectives:

As shown in the table below, the Wisconsin program is consistent with the regional objectives in the promotion of environmentally sound and economically feasible water conservation measures. More details for each objective are available at http://www.glsregionalbody.org/Docs/Resolutions/GLSLRWRRB_Resolution_6-Conservation-Efficiency.pdf.

OBJECTIVES	LEGISLATIVE OR PROGRAM DESCRIPTION
<ul style="list-style-type: none"> ○ Guide programs toward long-term sustainable water use. 	<ul style="list-style-type: none"> ○ Adoption of Water Conservation and Water Use Efficiency Rules (NR 852), 1/1/2011 <ul style="list-style-type: none"> ○ Water Conservation Plans and Conservation and Efficiency measures required for all new or increased withdrawals in the Great Lakes Basin, all diversions of Great Lakes water, and withdrawals with a water loss of ≥ 2 MGD ○ Water Supply Service Area Planning (§. 281.348), rules still in development
<ul style="list-style-type: none"> ○ Adopt and implement supply and demand management to promote efficient use and conservation of water resources. 	<ul style="list-style-type: none"> ○ Continued expansion of a statewide water conservation and efficiency information network representing all water use sectors ○ Establishing water conservation and efficiency guidance by water use sector ○ Implementing a pilot water use audit and water use efficiency upgrade at Peninsula State Park ○ Required water conservation plans are in place for approximately 100 water use permittees
<ul style="list-style-type: none"> ○ Improve monitoring and standardize data reporting among State and Provincial water conservation and efficiency programs. 	<ul style="list-style-type: none"> ○ Developed a new database for water use data ○ Developed an on-line registration and reporting system, with ongoing system refinement. Over several years, the program may eliminate the option for paper reporting, requiring on-line reporting. For the 2013 water use data reporting period, on-line reporting is available for all registered water uses and paper reports will be mailed for those who choose not to report on-line. Data quality control will improve through on-line system automated quality checks. ○ Water users with mandatory water conservation requirements will be mailed water conservation reporting forms in early 2013 along with the standard water use reporting forms ○ Received grant from USEPA Exchange Network to develop an automated data flow from the WDNR water use database to the Great Lakes Commission and USGS
<ul style="list-style-type: none"> ○ Develop science, technology and research. 	<ul style="list-style-type: none"> ○ Co-funded a project with the Public Service Commission titled “Water Efficiency Potential Study for Wisconsin”, which was completed in late 2011 ○ Funding a project examining golf course water use and water conservation and efficiency practices ○ Funding a project titled “Ecological Limits of Hydrologic Alteration” focused on understanding stress to fish populations due to reduced stream flows ○ Funding a project to develop a hydrogeologic data viewer ○ Ongoing development of research, pilot project, or information needs

<ul style="list-style-type: none"> ○ Develop education programs and information sharing for all water users. 	<ul style="list-style-type: none"> ○ Promotion of 2012 EPA <i>WaterSense</i> Fix-a-Leak, including webpage, promotional video, radio ads, and TV interview appearances ○ Participation in 2012 Wisconsin DNR State Fair Park Exhibit demonstrating efficient faucet aerators, showerheads, and toilets including handouts of <i>WaterSense</i> labeled aerators, leak detection tablets, showerheads, tattoos, jar openers (aerator removal and tightening tool). Attendance at State Fair DNR Park estimated at 120,000 people. ○ Participation in state conferences with displays and presentation for various water use sectors ○ DNR Natural Resources Magazine Article “Every Drop Counts,” February 2012, highlighting <i>WaterSense</i> and Fix a Leak Week ○ Initiated the development of a Wisconsin interagency water conservation and efficiency webpage
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5. Wisconsin Water Conservation and Efficiency Program Implementation Timeline and Status:

Program Element	Status
Goals and Objectives	<ul style="list-style-type: none"> ● Completed - 12/2008 ● Updated for statewide application - 6/2011
Water Conservation Coordinator	<ul style="list-style-type: none"> ● Hired - 7/2009
Administrative rules	<ul style="list-style-type: none"> ● Administrative rule advisory committee convened – 1/2010 ● Adopted Water Conservation and Efficiency rule, NR 852 – 1/2011 ● Drafted Water Supply Service Area Planning rule – 10/2011
Websites	<ul style="list-style-type: none"> ● Established DNR water conservation and efficiency page – 6/2010 ● Developing interagency water conservation and efficiency website - Due 7/2013
Fix a Leak Week Promotion	<ul style="list-style-type: none"> ● Radio, web, and TV presence – Annually in March
Information Network	<ul style="list-style-type: none"> ● Developed water conservation and efficiency information sharing – 5/2011 and ongoing
Wisconsin State Fair	<ul style="list-style-type: none"> ● Promoted water conservation and efficiency – Annually in August
Implementation Plan	<ul style="list-style-type: none"> ● Developed a biannual plan – 9/2011
Water Conservation Plan Requirements	<ul style="list-style-type: none"> ● Integrated requirements into new water use permit review and issuance process – 12/2011
Water Use Audits	<ul style="list-style-type: none"> ● Pilot water use audit project at Peninsula State Park – Began 9/2012

Sector Guidance	• Develop sector specific water conservation and efficiency guidance – Due 7/2013
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Key accomplishments for 2012:

Water Conservation Plan forms were developed for each water use sector and the review and approval of these plans was integrated into the water use permitting process in the Great Lakes Basin. Currently, approximately 100 registered water users have approved water conservation plans.

A new interactive water efficiency display was created for the Wisconsin State Fair. The display showcases water efficient showerhead and faucet fixtures and utilizes a filter and recirculating pump.

Water use reporting was expanded online. About 40% of registered water users reported online and the total response rate (paper and online reporting) exceeded 90%.

The Water Use Section has an application from the City of Waukesha for a diversion of Lake Michigan water to the Mississippi River Basin and is reviewing the required water conservation plan submitted by the City of Waukesha.