

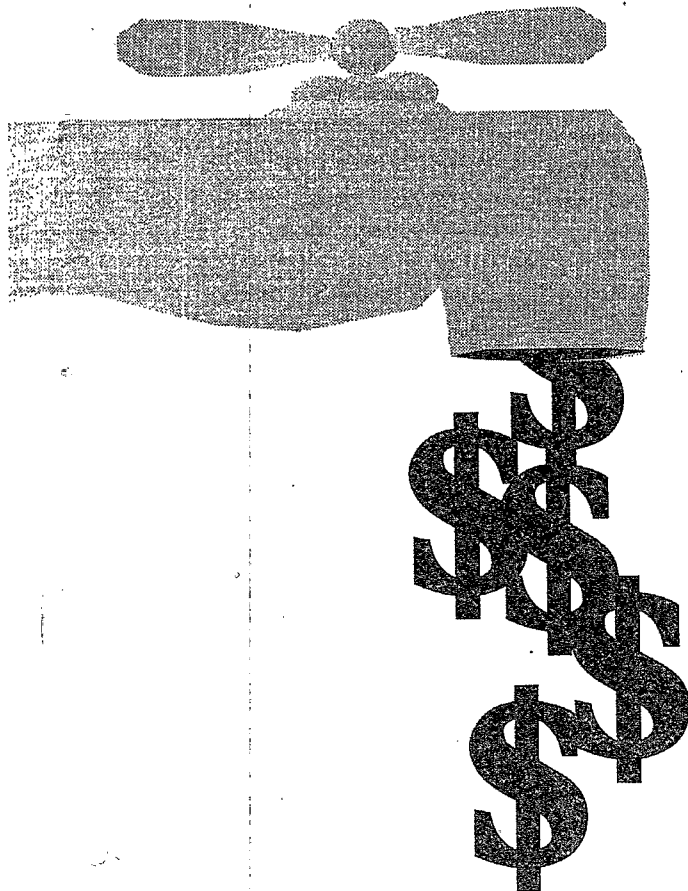


United States
Environmental Protection Agency
April 1991
21W—7004

Office of Water (WH 595)

Yes, You Can

**Two Small Towns
Show How To Save
Money and Water**



Printed on Recycled Paper

MORE INFORMATION FROM:

National Small Flows Clearinghouse

West Virginia University; P.O. Box 6064
Morgantown, WV 26506-6064
Toll Free: 1-800-624-8301

Your EPA Regional Office

Small-Community Outreach & Education (SCORE) Coordinators

- ① **Boston** (Conn., Maine, Mass., N.H., R.I., Vt.)
JFK Federal Bldg.; Boston, MA 02203
617-565-3492
- ② **New York** (N.J., N.Y., P.R., V.I.)
26 Federal Plaza; New York, NY 10278
212-264-8969
- ③ **Philadelphia** (Del., Md., Pa., Va., W.Va., D.C.)
841 Chestnut Bldg.; Philadelphia, PA 19107
215-597-6526
- ④ **Atlanta** (Ala., Ga., Fla., Miss., N.C., S.C., Tenn., Ky.)
345 Courtland St., NE; Atlanta, GA 30365
404-347-3633
- ⑤ **Chicago** (Ill., Ind., Ohio, Mich., Minn., Wis.)
230 S. Dearborn St.; Chicago, IL 60604
312-886-0246
- ⑥ **Dallas** (Ark., La., Okla., Tex., N. Mex.)
1445 Ross Ave.; Dallas, TX 75202
214-655-7130
- ⑦ **Kansas City** (Iowa, Kans., Mo., Nebr.)
726 Minnesota Ave.; Kansas City, KS 66101
913-551-7217
- ⑧ **Denver** (Colo., Utah, Wyo., Mont., N.D., S.D.)
One Denver Place; 999-18th St.; Suite 500;
Denver, CO 80202-2405; 303-293-1560
- ⑨ **San Francisco** (Ariz., Calif., Guam, Hawaii, Nev., Amer
Samoa, Trust Territories of the Pacific)
75 Hawthorne St; San Francisco, CA 94105
415-744-1935
- ⑩ **Seattle** (Alaska, Idaho, Oreg., Wash.)
1200 Sixth Ave.(WD-085); Seattle, WA
98101; 206-553-8575

Produced for the U.S. Environmental Protection Agency, Office
of Municipal Pollution Control; under Contract # 68-C9-0040

LORENA



The challenge. Faced with water shortages, this central Texas town of 1,155 people near Waco realized big savings through an organized effort in 1988 to save water. Lorena served its users through 585 connections.

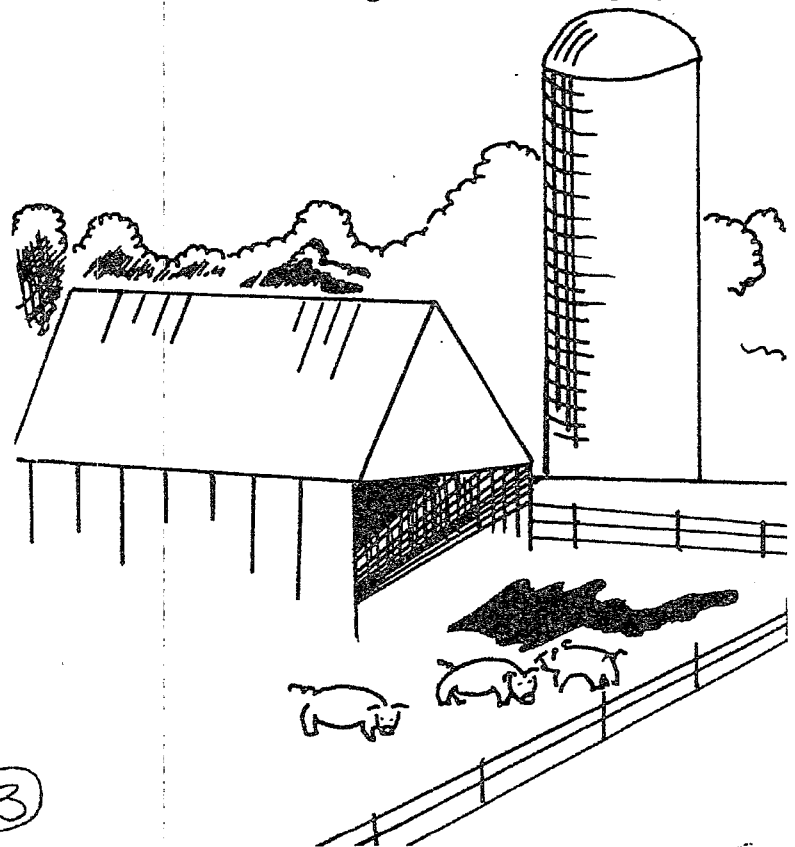
Progressive water rate. A previous conservation effort cut water consumption by one-third. It did this by charging more for higher water usage.

Two new goals. Lorena now aimed to reduce water use by 20 gallons a person per day and to cut the amount of water lost by leaky pipes.

An organized plan. Town officials first identified the town's biggest water users. Next, they developed a water conservation plan. Then they explained it to their citizens. These simple steps are the keys to Lorena's success.

Public education. Two months before the plan took effect, the town sent customers letters that explained the plan and the benefits of saving water. It sent followup information periodically.

Universal metering and meter repair. The town metered all users and began a maintenance program. It



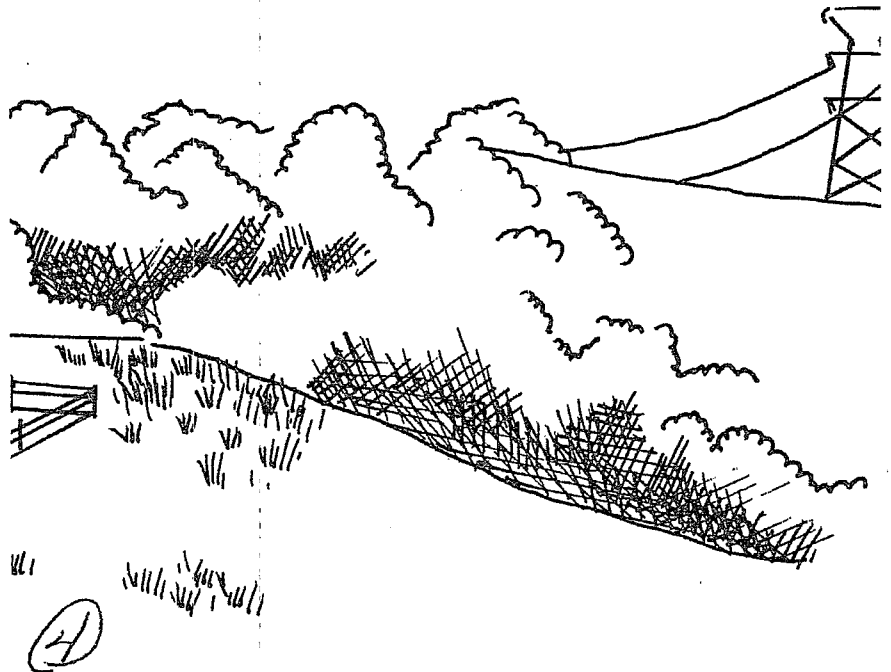
also produced charts that showed the total number of gallons pumped monthly and the quantity per customer. These measures helped cut daily water use by 28 gallons a person.

Leak detection and repair of pipes. Lorena bought modern leak detection equipment. Now it can repair leaks in a matter of hours.

New building code. Lorena adopted a new building code that requires water-saving plumbing fixtures and insulated hot water pipes in all new construction. Now local plumbing and hardware stores stock water-saving toilets and showerheads.

Recycling water. The town plans to use treated wastewater instead of fresh water to irrigate a school athletic field. This will save at least 5 million gallons a year.

Water saved is money saved. Lorena more than met its water conservation goals. Lorena's 585 customers saved an average of \$50 a year—a town-wide savings of \$29,250. Water use was cut dramatically and water lost through distribution pipes was greatly reduced. The Town estimates it saved 6 million gallons the first year. Officials credit the plan's success to their citizens, who worked together to make conservation a normal part of everyday life.



BERN



The challenge. Prolonged drought caused this agricultural community of 220 people in northeast Kansas to adopt water conservation measures in 1989. Using a few simple steps, Bern cut its water use by about 20 percent.

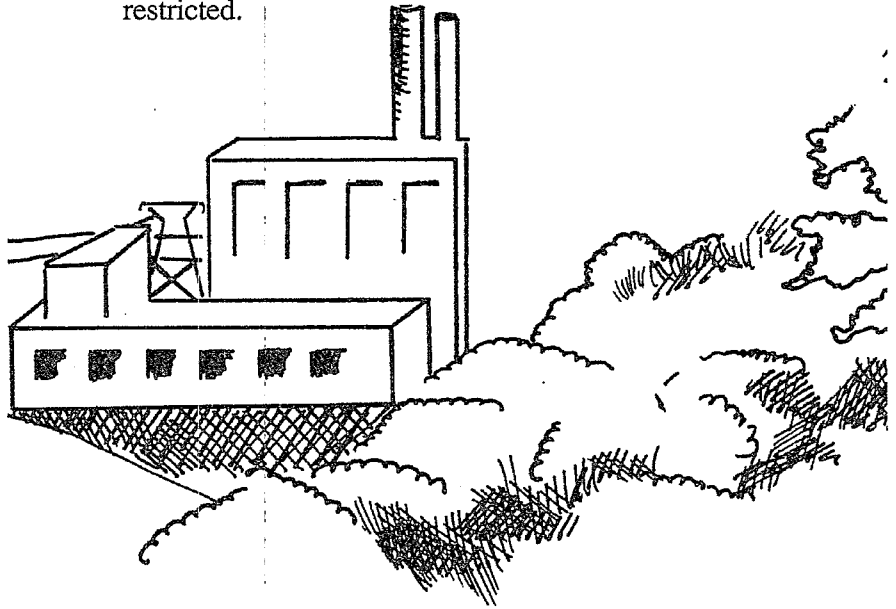
Consumer education. Letters to customers and local newspaper articles explained the need to conserve water and asked everyone in the community to cooperate.

Person-to-person contact. Town officials personally discussed water conservation strategies with three commercial users who account for about half of the town's water use. One was able to cut its water use nearly in half by changing its production process.

Modified livestock cleaning practices. Bern farmers switched from automatic flush systems for cleaning livestock areas to manual ones. This cut their water use in half.

Water rate changes. Higher costs for higher use encouraged conservation.

Restricted use. Lawn watering and car washing were restricted.



Water-saving toilet kits. The Kansas Rural Water Association provided free kits to the town. The kits contained dye tablets to detect leaks and toilet tank bags to reduce water volume.

Water-saving showerheads. These reduced the usual 5-gallon-per-minute flow to 1.8 gallons. The town bought the showerheads and distributed them to users at cost.

Keys to success. Sometimes being small has big advantages. Town officials were able to speak directly with their biggest customers with dramatic results. And residents now understand and are committed to the wise use of the area's most finite resource—water.



YOU CAN MAKE A DIFFERENCE

As a small community official, you wonder how you'll solve your town's water problems. You may face a water shortage or need to expand your water and wastewater facilities. You may feel there is little you can do to make a difference in your town's water and energy needs.

Read how officials in two small towns—perhaps like yours—saved water and money through carefully designed water conservation plans. They reduced energy costs as well because less water was pumped and treated and less heated for home and industrial use. And they did it without significantly changing the life styles or reducing the quality of life of their citizens.

You can make a difference, too. Remember that using water wisely saves money and helps prevent pollution. Then take a new look at how your town uses water. See if the simple steps taken by these two small towns can be the keys to success for your town.

This is a Small Community Outreach & Education (SCORE) publication. SCORE is EPA's wastewater information & technical assistance program for small communities.

