

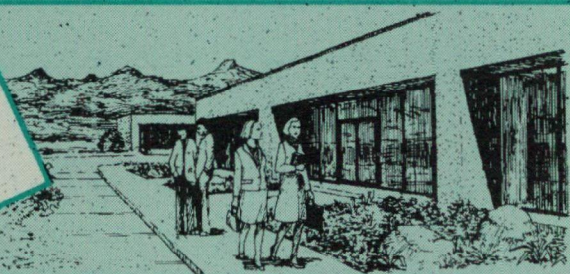
FACT SHEET

EPA908-F-93-005
December 1993



SAVING MONEY BY SAVING WATER AT NEW FACILITIES

Planning for Efficient Water Use



In the business of operating commercial, industrial, and residential facilities, providing high quality at low cost is everybody's goal. Whether you are owner, developer, business operator, or tenant, water conservation should be of interest to you. Why? Because saving water means saving money. Office buildings, motels, manufacturing properties, warehouses, restaurants—no matter what your facility, thoughtful planning today can save dollars for years to come.

What You Should Know About Water

Water will not get cheaper. The most readily-available sources have already been tapped. As demand for water continues to grow, so will its cost and restrictions on its use. All water users will need to become more efficient over time.

**Saving water is good for your
bottom line. By building
efficiencies into your business
operation, you can lower
costs and increase profits.**

The best way to ensure efficiency is to build it in.

Water-conserving alternatives to traditional high-use appliances and practices are now

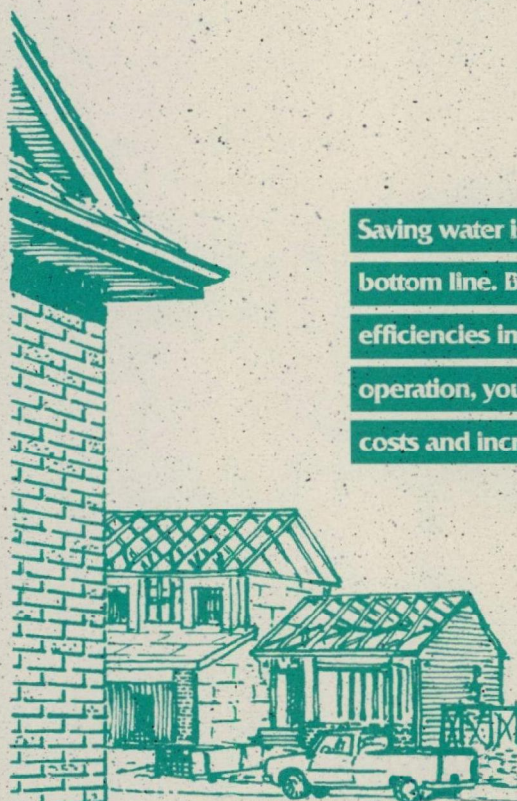
widely available, and at modest cost. Choosing such efficient options guarantees using less water.

Financial rewards of conserving water go a long way. With alternative methods, you can reduce indoor water

use by up to 40 percent and outdoor use by up to 90 percent, as compared to conventional practices. The investments needed are generally reasonable and often have quick paybacks when you incorporate efficiency into your facility during the design and planning stages. Financial assistance from public agencies and water suppliers may be available in your area. In addition, reduced water use often means lower energy and sewage charges, bringing expenses down further.

Examples of Real Savings

Residences: The builder of a 100-unit apartment complex accepted the engineer's recommendation to install ultra-low flush toilets, low-flow shower heads, and modern landscape sprinkler systems and controls. Actual water consumption at the complex turned out to be 20 percent lower than projections for conventional usage.





Careful planning and collaborating with others to develop water efficient designs can save money while conserving natural resources.

Food Services: Eight fast-food restaurants to be built under one roof jointly agreed to purchase modern, water-saving appliances for their public and private restrooms, cooling and dish-washing facilities, floor maintenance, and other water-using activities. Their program, estimated to save 40 percent of conventional usage, qualified for low-interest loans from a local economic development agency, and for subsidies from the water supplier.

Offices: A low-rise office complex and training center installed efficient toilets, sinks, and other water-conserving features, saving 20 percent of projected water use.

Hotels: Specifications for a large resort included low-flow plumbing fixtures throughout guest rooms and recreational/restroom facilities, state-of-the-art heating/ventilating/air conditioning systems to achieve high efficiencies in water use, modern laundry and food service water appliances, and low-water landscape design. Overall savings were projected at 40 percent of anticipated conventional usage.

Planning for Efficient Water Use and Lower Maintenance Costs

1. Analyze the Potential

Estimate water consumption based on conventional usage for your type of business. Identify what measures might work for you (e.g., more efficient plumbing fixtures, xeriscaping your

outdoor areas, controlling hot water use). Then, considering the reductions described above, estimate the range of your potential savings.

2. State your Objectives

What are you working toward—Returns on your investment? Staying within a stated amount of water available? Showing that you've taken responsible steps to conserve? Your engineer can tell you the costs and benefits of various alternatives that conform to local code.

3. Find Help

Ask local utility companies (including water suppliers) for planning information and references, as well as about incentives. Trade groups can provide the names of installers, and professional organizations can refer you to architects and engineers. Manufacturers of water-saving appliances will gladly provide information on the installation, performance, and cost of their products. Seek out plumbing contractors who specialize in low-flow and ultra-low-flow fixtures.

4. Consider the Economics

Ask about conservation programs with financial incentives that can reduce construction costs and generate savings for years. Often, installing low-flow and ultra-low-flow fixtures costs no more than using conventional fixtures. Where additional cost is incurred, the investment is generally paid back in little time, even without incentives. Water, sewer, and energy savings will continue year after year.

5. Get the Job Done Right

Make sure contractors conform to the guidelines you've set for them and for the project. Insist that your plumber rigorously adhere to installation instructions, not only for proper performance but also to ensure that you qualify for applicable incentives. Stay involved—there's no surer way to make a project successful. At the end of the job ask, "Was it done right?" Finally, monitor water consumption and costs to confirm the projected savings.

There's no substitute for water. As the demand for this finite resource increases, so will its cost to the user—you. Those businesses that incorporate water-saving measures into their operations today will have a financial edge tomorrow. Build in water efficiency benefits from the beginning. There's never a better time!



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