

Blue Is the New Green: Tips for Saving Water and Money

by Dan Carney, Marin Municipal Water District Water Conservation Manager

Businesses in Marin spend over \$7 million dollars each year to purchase water and, on average, 15-30% goes to waste because of unseen leaks and overwatered landscapes. Fortunately, there are lots of ways to recapture this lost revenue and add it to your bottom line.

Here's a simple example: If your cost for water is \$1,000 every two months and you reduce your use by 20%, then an investment of \$1,200 in conservation would be paid back in one year. Of course, if you could spend less and save more that would be even better. Here are some low- and no-cost solutions that could help your business save money and water:

- Schedule a **free** water survey. Call our skilled conservation specialists at **(415) 945-1523** to come to your business and complete a Customer Assistance Program (CAP) Survey. CAPs help thousands of customers each year to detect leaks, discover inefficient plumbing fixtures, and reduce landscape irrigation.
- Learn how to read your water meter and check for leaks.
- Participate in MMWD's **free** High-Efficiency Toilet Direct Installation Program (for tank-style toilets in multi-family properties and restaurants only) by calling **(415) 945-1138** or by visiting www.mmwdfreetoilet.com.
- Replace water guzzling urinals or toilets (tank-style) with a high-efficiency model and get a \$100 rebate.
- Get a \$30 rebate for every station on your irrigation controller when you install a smart controller. Smart controllers self-adjust watering times with the weather and, if you have a large landscape area, they can save thousands of gallons of water every day! Contact MMWD at **(415) 945-1527**.
- Restaurants may serve drinking water only upon request, and hotels and other lodging establishments must offer customers the option to decline daily laundering of linens and towels. To help you get out the word to your customers, MMWD is offering free table tents and linen cards while supplies last. To place an order, please email the Water Conservation Department.

When you invest a small amount of time and money in water conservation today, you will add to your bottom-line and help conserve Marin's precious water resources for the future. Visit MMWD and give us a call today!