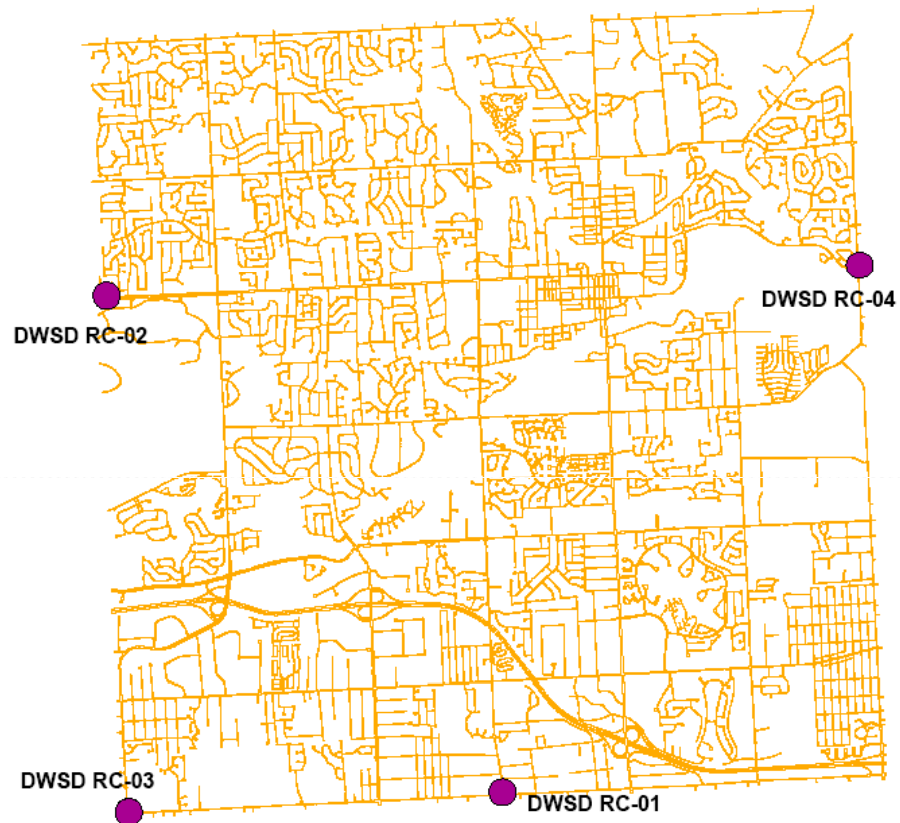


City of Rochester Hills

Water Consumption Campaign

Water Supply

- Customer of the Detroit Water & Sewerage Department (DWSD)
- Supplied via 4 feeds



Water Consumption

- Contract annual consumption:
 - Max Day 23.80 MGD
 - Peak Hour 37.40 million gallons

Year	RH Max Day Usage (Million Gallons Per Day)	RH Peak Hour Rate on Max. Day (Million Gallons Per Day)
2012	18.83	35.97
2011	18.62	32.75
2010	18.50	30.06
2009	17.14	26.95
2008	16.71	30.92
2007	22.37	44.99
2006	22.19	40.20



Water Rates

- Based on:
 - Distance
 - Elevation
 - Consumption
 - Annual
 - Max Day
 - Peak Hour

Water Conservation can actually cause rates to increase

According to the Detroit Water & Sewerage Department, approximately 80% of the costs of running a major utility are fixed. Fixed costs include debt repayment, which comprises 50% of DWSD's overall expenses, and facility costs. The large proportion of fixed costs means that DWSD has to raise its rates 4% for every 5% reduction in water sales.



What Can You Do....

- City Council enacted an ordinance in 2008 regarding automatic underground sprinkler systems:
- Sec. 102-394. - **Restriction.**
 - To conserve **water** and reduce **water** consumption during peak hours, the outdoor **watering** of lawns, gardens, plants, trees, shrubs and other landscape shall be regulated as follows:
 - *Automatic system hours.* Except as permitted in subsection (c), below, outdoor **watering** by means of an automatic or programmable landscape irrigation system may be done only between the hours of midnight to 5:00 a.m., [State of] Michigan time.
- Continue to use water for outdoor watering during the exclusionary period and stagger at the quarter, half or three-quarter hour.

What are we doing...

- News Releases
- Predictive notices to our 100 top water consumers
- Sandwich Boards
- Annual Water Quality Report
- Website

2013 Watering Signs Placement



● - New Locations

Water Signs
proposed sites
15

-Kilborn Rd W. @ Adams	-Cross Creek @ Rochester Rd
-Charlwood @Adams	-Clear Creek @ Tienken
-Palm Aire @ Adams	-Castelbar @ Avon
-Rain Tree @ Adams	-Cumberland @ Hamlin
-Powerhorn @ Adams	-Lake Ridge @ Livernois
-Beacon hill @ Brewster	-Graham @ Auburn
-N.Fairview @ Brewster	- Primrose @ Auburn
-Shagbark @ Walton	

What are we doing...

- Enhancing the campaign..with Stagger Your Start
- This strategy will decrease the sudden pressure drops within the DWSD delivery systems to Rochester Hills and provide a more consistent pressure to our customers.

Do your part...



...don't water on the hour

What are we doing...

Typical Summer Water Use Pattern

