

Overview

The Great Lakes Water Authority's (GLWA) Contract Negotiations Team, in collaboration with Member Outreach's Communication & Education Work Group, collected examples of water use messaging to share with Member Partners who may be considering implementing their own voluntary or mandatory water use management program. Please feel free to use the following example to develop your own community's website message.

Water Use Restrictions

In an effort to reduce instances of low water pressure and help control future water rate increases from our wholesale water provider, the Great Lakes Water Authority (GLWA), [community name] has implemented [voluntary/mandatory] outdoor water use restrictions from Memorial Day through Labor Day.

Water at Night

[Community] urges residents and businesses using automated sprinkling systems to water lawns and landscaping between midnight and 5 a.m. when water use is down and water pressure is up.

Odd / Even Number Water Use System

From Memorial Day to Labor Day each year, residents are [asked to voluntarily/required to] limit outdoor water use to odd / even days, based on the last number in their addresses:

- Residents with addresses ending in odd numbers, 1, 3, 5, 7 or 9, should water lawns and landscaping, fill swimming pools, or wash cars only on odd numbered calendar dates.
- Residents with even number addresses, 0, 2, 4, 6 or 8, are asked to follow the same procedure using even numbered dates.

Shift Water Use to Avoid Peak Periods

In addition, all residents should shift outdoor water use to avoid the hours between 5 - 9 a.m. and 5 - 9 p.m., periods when water consumption is at its peak.

New Landscaping

New landscaping only may be watered whenever needed for the first 21 days after planting.

Why Shift Water Use?

Several factors greatly affect the cost of water for our residents and businesses. The distance from the water treatment plant and the change in elevation from the water treatment plant to our residents are significant factors in our water rates. Unfortunately, these factors cannot be modified.

Use patterns, or more specifically, peak hour usage is another component in determining our water rates. Fortunately, we can effect change in this area. By stabilizing our usage and removing the peaks we experience in the summer months, we can help control future increases in our water rates.

These water use guidelines apply to those residents and businesses that water lawns and landscaping using the public water system. It does not apply to those who irrigate from wells or ponds.

Contact Us

[Community name] would like to thank all our residents and businesses in advance for their cooperation in this important effort. Should you have any questions regarding the restrictions, please contact the [Water Department / Department of Public Works at xxx-xxx-xxxx].

OUTDOOR WATER USE GUIDELINES

You can help reduce instances of low water pressure by following these voluntary guidelines:

- Program automatic sprinkler systems to water between midnight and 5 a.m.
- Stick to odd/even days for outdoor water usage from Memorial Day to Labor Day.
- Avoid outdoor water use during peak periods of 5 a.m. – 9 a.m. and 5 p.m. – 9 p.m.

WATER LAWNS AT NIGHT

Program automatic sprinkler systems to water between midnight and 5:00 a.m.



ODD/EVEN MEMORIAL DAY TO LABOR DAY

Residents and businesses with odd numbered addresses (ending in 1, 3, 5, 7, or 9) are asked to do outdoor watering only on odd numbered dates.

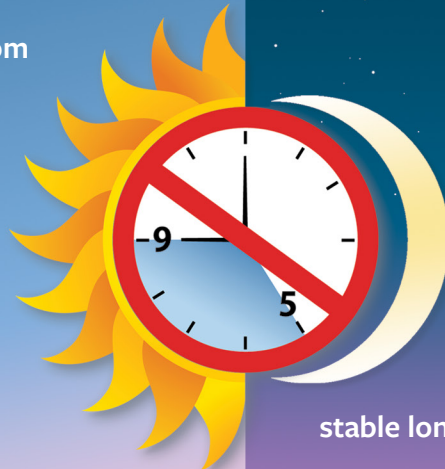
Those with even numbered addresses (ending in 0, 2, 4, 6, or 8) should water lawns, fill swimming pools, wash cars, etc., only on even numbered dates.



SHIFT WATER USE TO AVOID PEAK PERIODS

Our community is a wholesale customer of the Great Lakes Water Authority (GLWA). There are three major factors that GLWA uses to calculate wholesale water rates including:

- the distance the community is from the water treatment plants,
- the elevation of the community relative to the water treatment plants, and
- the maximum daily water demand and the peak hour water demand for each community.



AVOID PEAK PERIODS

5:00 a.m. – 9:00 a.m. and
5:00 p.m. – 9:00 p.m.

By following the odd/even day guidelines and shifting our water use away from the peak periods, we can level out these high water demand factors, contributing to more stable long-term water rates for our customers.

OUTDOOR WATER USE GUIDELINES

You can help control instances of low pressure by following these guidelines:

- 1.** Program automatic sprinkler systems to water between midnight and 5 am.
- 2.** Stick to odd/even days for outdoor water usage from Memorial Day to Labor Day.
- 3.** Avoid outdoor water use during peak periods of 5 am – 9 am and 5 pm – 9 pm.





304



HELP MANAGE WATER USE



**FROM MEMORIAL DAY TO LABOR DAY,
STICK TO ODD/EVEN OUTDOOR WATERING**



Residents and businesses
with odd-numbered
addresses water on
odd-numbered days



Residents and businesses
with even-numbered
addresses water on
even-numbered days

WATER AT NIGHT



Program your automatic sprinkler system to water your lawn between midnight and 5:00 am.



SHIFT WATER USE TO AVOID PEAK PERIODS

By following odd/even day outdoor watering guidelines and shifting water use away from peak periods, you can help manage water pressure.

**5:00 am
to
9:00 am**



**5:00 pm
to
9:00 pm**