

Myths & Facts About Water

Myth: Shortages are a temporary problem

Fact: 40 of 50 States report that they now have or will have water shortages within the next 3 years.

Myth: Water flows uphill toward money.

Fact: By 2020 there will be \$533 billion needed for drinking water & clean water infrastructure needs.

Myth: New growth is already efficient to reduce needs.

Fact: Studies show that new homes are using 12-60% more water than existing homes. And with only 1/2 of the homes that will exist in 2030, that is significantly more usage.

Myth: We manage our irrigation.

Fact: 30 to 60% of urban water usage is for outdoor irrigation. Sprinkler systems are becoming the norm for new home construction. The systems are typically set to the factory default or the initial setup and run on automatic without regard to existing weather conditions. Thus, irrigation is done whether it is needed or not.

Myth: Water efficiency can't produce water.

Fact: Efficiency extends the usage period of existing water, thus allowing for natural regeneration and reducing the need for providing new water sources.

Myth: Water & energy are different problems.

Fact: Water and energy savings go hand in hand. You run one full load of laundry vs. small loads you save the energy and you use less water. Also less energy is used to produce and treat the water because less has to be produced and treated as wastewater.

Myth: Green Buildings will solve our water problems.

Fact: The Green Building movement has been addressing primarily energy needs and CO₂ emissions. Only recently has water been added to the mix.

Myth: The consumer understands.

Fact: The average US consumer is not aware of their own usage amount and is completely unaware of shortage issues, supply problems or economical efficiency opportunities.

Myth: Water is already too expensive.

Fact: The great majority of water is priced on a flat or decreasing scale thereby encouraging more usage. Water that is priced on an increasing scale has been shown to decrease water usage as a total cost incurred.

Myth: Our system has low leaks.

Fact: Water losses exist both in the transmission system as well as throughout the consumer's own water systems. These leaks, seemingly minor can be major consumers of water. Ask any resident that has discovered a small leak in their system how much difference it made in consumption and cost after it is fixed.