

Comment Summary on Wisconsin's Water Conservation and Efficiency Goals and Objectives

From May 15, 2011 through June 15, 2011, the Department held a public comment period on Wisconsin's Water Conservation and Water Use Efficiency Goals and Objectives. The Department received eight comments during this comment period, and those comments and the resulting changes made to the goals and objectives are summarized below.

1. Comment Objective 1:

- a. Water use information should be integrated with other water quality and environmental data for more holistic analytical and decision-making possibilities.
- b. Add additional information about water quality related to water quantity conservation and efficiency.

Response:

- a. and b. Objective 1 was modified to include integrating water use and water quality data where quantity and quality issues are linked.
2. Comment: Change objectives 2, 3, 4 to indicate that the role of water conservation in achieving sustainable water management will differ widely across Wisconsin. Regional conditions that affect water availability and would affect the need for conservation include the source of local supply (surface water or groundwater), storage capacity of a groundwater system, capacity of a surface water treatment facility, population density of the community, and local investment in existing water supply infrastructure.

Response: Objectives 2 and 4 were modified to incorporate this comment.

3. Comments on Objective 2:

- a. Recognize the economic development value of water supply in areas of Wisconsin where sustainable supply exceeds current demand.
- b. Add or strengthen an objective on realistic water pricing that represents the full economic and environmental costs of providing water to customers and communicate with water users and the general public the value of water.
- c. Make a new objective connecting water and energy. Coordinate the water conservation and efficiency program with existing energy efficiency programs. Connect all energy uses of water and all water uses of energy to allow for full economic, environmental, and equity cases for water conservation and efficiency and energy efficiency.
- d. Provide a homeowner incentive to improving groundwater infiltration in groundwater depletion zones, through a property tax credit for residential rain gardens of at least 10 cubic feet, of \$10 per year.

Response:

- a. Objective 2 was modified to include this language.
- b. Objective 2 was modified to include this language.
- c. Objective 2 includes reference to connecting water conservation and efficiency programs with energy efficiency programs.

- d. Objective 2 includes reference to developing incentive programs. This comment will be considered in the implementation of the goals and objectives through the statewide program.

4. Comments on Objective 3:

- a. Consider what kind of technical assistance would be possible from these programs.
- b. Consider various incentives that programs can offer.
- c. Align with the Wisconsin Water Star program and other award programs to highlight superior achievements.
- d. Integrate water conservation and efficiency into existing wellhead and source water protection programs.
- e. Integrate water conservation and efficiency into existing Operator Certification, Capacity Development, NPDES permitting, Capacity, Management, Operations and Maintenance (CMOM), Watershed planning, etc.
- f. Coordinate and partner with Wisconsin Focus on Energy.

Response: These ideas will be considered in the implementation of the Wisconsin water conservation and efficiency goals and objectives.

5. Comments on Objective 4: Leverage the US EPA WaterSense program.

Response: EPA's WaterSense program will be used in the implementation of the state's goals and objectives.

6. Comments on Objective 5: Explore and implement market-based approaches to enable economic relationships that can ensure value and provide benefit to water resources.

Response: This comment is addressed in Objective 2 and will be considered when identifying research projects to advance.

7. General Comments:

- a. Detailed plan needed that shows how the goals and objectives are to be implemented.
- b. Be careful in developing voluntary standards so to not create new mandates or a public that expects the voluntary standards should be met.

Response:

- a. WDNR will develop and share an implementation plan for the goals and objectives.
- b. This comment will be considered in developing the goals and objectives.