



On the Water Front

January 2018 | A Message from John Balliew, P.E., President/CEO

Next stage of conservation focuses on restaurants

In El Paso, conservation is a way of life. Over the past 25 years, water conservation has been a priority for El Paso Water. As a result we have seen total water usage per person decline by 30 percent. It's quite an accomplishment that our community is using less water today than we did in the mid-1990s even though we've added almost 200,000 new residents.

Our conservation program serves as a role model for other communities. The City Conservation Ordinance, adopted in 1991, put in place regulations and enforcement. The Utility also implemented rebates and incentive programs, a leak-detection program to prevent water loss, and K-12 education programs to reach as many young people as possible to stress the importance of conservation in the Chihuahuan Desert.

Over the next decade, El Paso is expected to grow to 1.4 million people. That growth comes with a responsibility to our children, grandchildren and future residents to ensure a sustainable supply of high quality water. To fulfill that responsibility, continued conservation will be essential. El Pasoans currently use 128 gallons per person per day, and we have a goal to reduce that by 2030 to 118 gallons per person per day.

Many of El Paso's past conservation programs were aimed at residential homeowners, with significant gains achieved. To meet future conservation targets, we will expand our focus to include the commercial sector.

Certified Water Partner program

In 2017, we launched our Certified Water Partner program for local businesses. With hospitality and food service industries responsible for 15 percent of total water usage, we decided to first focus on local restaurants.

Our Certified Water Partner program recognizes restaurants that demonstrate best practices in water conservation. We have certified 25 restaurants so far that have met a set of criteria, including use of water efficient kitchen equipment, faucets and toilets, while also protecting wastewater systems with responsible fats and grease disposal.

In addition to recognizing those with leading conservation practices, we are also helping restaurants that don't meet criteria to understand how they can do better to save water. We help them develop a plan to qualify for certification –free of charge. We want these businesses to reach out to us and learn how to conserve water and save money on their bill.

We spotlight our Certified Water Partners on Facebook, Twitter and in the media to thank them for their water-smart practices. We hope more will follow in their footsteps. When you see their photos, or if you see the Certified Water Partner seal in their window, please patronize them and express appreciation to them for their efforts. Together, we can ensure that El Paso has reliable, sustainable water supply for years to come.

[Click here](#) to find a list of participating restaurants or to learn how you can become a Certified Water Partner.



Sous Chef Jason Lucero stands in front of Tabla, one of El Paso Water's Certified Water Partners committed to water conservation.



Look for this seal at participating restaurants.

