

PV council to discuss water use plan

by **Diana Balazs** - May. 5, 2008 11:02 AM
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PARADISE VALLEY - A Paradise Valley Town Council member is proposing an incentive-rebate program to reduce water consumption.

It would [reward](#) property owners who install water-saving devices and/or convert their lawns to desert landscaping.

Mary Hamway will discuss her proposal at 5 p.m. Thursday during a council work-study session at Paradise Valley Town Hall, 6401 E. Lincoln Drive.

Three water providers - Phoenix and two private companies, Arizona American and Berneil, serve the town.

Hamway will suggest a voluntary two-part program:

- The first would offer incentives to residents who are customers of Arizona American only. Hamway said Berneil is not interested in participating and Phoenix does not offer such a program.
- The second would be a rebate program that would be open to all residents because the town would administer it, not the water providers.

Highest per capita water use

Paradise Valley has the highest water consumption per capita in 18 Western states, according to American Water Co., Arizona American's parent. Hamway said the cost of water will continue to rise.

"I want people to take [responsibility](#) for the choices that they've made and the way they live and understand that water just costs more," she said.

The town would create and administer a landscape-conversion program. The town would issue a certificate of completion and the resident could qualify for a rate discount.

Arizona American would provide a water-rate discount, say for five years, to those residents who had met the criteria. It would be funded by a new system-benefit surcharge that Arizona American is proposing in a rate case it just filed.

How rebate program works

The town's program would be modeled after Scottsdale's, which offers the following rebates:

- Plumbing: \$5 for each showerhead that has a flow rate of 2.75 gallons per minute or less, and \$75 for toilets that have a 1.6 gallons per flush.
- Hot water re-circulation: The rebate amount is limited to actual cost (excluding tax) or a maximum of \$200 per system.

- Landscape irrigation controller: Same as above.
- Turf removal for residential customers: A rebate of 25 cents per square foot, up to a maximum of \$1,500.
- Turf removal for commercial and residential common areas: The rebate is calculated based on the cost for conversion and is limited to \$3,000. Rebate amount is figured at 25 percent of the total costs, excluding taxes.