

# Action Implementation Blueprints



## ACTION NAME

**Increase indoor and outdoor water conservation.**

### DESCRIPTION OF ACTION

Water supply and quality are threatened by the impacts of climate change. Concord will provide education, policies, and incentives to increase water efficiency and minimize the use of drinking water for outdoor water use.

### CHAMPION

Concord Public Works - Water and Sewer Division

### IMPLEMENTATION STEPS

### PLANNING CONSIDERATIONS

#### TIME FRAME

#### KEY PARTNERS

1. Conduct Concord water use analysis to assess baseline.

**2020-2021**

- Public Works' Water and Sewer Division
- Concord Municipal Utilities

2. Develop program to encourage residents to complete water efficiency audits and/or upgrade water fixtures and appliances to high efficiency models. Launch new water efficiency and water conservation campaigns for residents on ways to reduce water use at home.

**2020-2021**

- Sustainability
- Public Works' Water and Sewer Division
- Neighborhood associations
- Community organizations
- Schools
- Massachusetts Department of Environmental Protection (toolkits)
- Concord Municipal Utilities (bill inserts)

3. Develop program to encourage rainwater harvesting for irrigation use.

**2021-2022**

- Public Works
- Building Department
- Sustainability

4. Develop policy and plan to retrofit existing Town buildings with low-flow faucet fixtures and metering and require all new municipal construction to incorporate as standard.

**2021-2023**

- Building and Inspections
- Public Works' Water and Sewer Division
- Planning
- Facilities Division

## Increase indoor and outdoor water conservation.



### FINANCING RESOURCES AND MECHANISMS

- MVP Action Grants
- Regional partnerships

#### TRADEOFFS (CHALLENGES/BARRIERS)

- Costs associated with upgrading water fixtures
- New systems may require maintenance and upkeep
- Town Bylaw/Policy adoption
- State Plumbing Code

#### EQUITY CONSIDERATIONS

- Ensure educational materials/outreach are available on multiple platforms including print, online, TV, etc.

#### TRACKING SUCCESS

##### Outputs:

- Water conservation programs
- Water audit results
- Educational materials

##### Outcomes:

- Reduced water consumption
- Increased resilience to drought conditions

#### ENGAGING THE COMMUNITY

- Engage residents on savings benefits as well as positive impacts on local water resources.
- Hold fixture swap days, where still-working fixtures (e.g., models swapped out by upgrades) can be utilized by residents in need of replacements.