

City of Prescott

Long-Term Water Management Plan



2024 Baseline - Conservation

January 2026

Introduction

Conserving water is the responsibility of both the City and the City's water customers. The City works to keep the overall system "water tight," by reducing leaks and system water line breaks, while the customer is mindful of its use, leaks, and the opportunities to use water conserving devices. The City's branded program for water education and outreach is "Water Smart."

Long-term water management planning benefits from the use and review of baseline data. Baseline data is the information that helps explain starting conditions, and recent trends. For this Plan, the baseline year is 2024, and trends are from 2015-2024.

This information sheet will provide an overview of conservation efforts in 2024. It will also introduce the City's current efforts to provide all customers EyeOnWater®! This is an app that can help everyone use water wisely and reduce water loss. *See back page for details.*



prescottwater.com

When you see this Water Smart™ logo you know it is City of Prescott conservation information!

2024 Conservation Outreach

The City enjoys helping water customers reach their conservation goals! Here are some examples of our 2024 outreach.



2024 SciTech Fest at ERAU

Social Media - City website (prescottwater.com), City Facebook (m.facebook.com/cityofprescottaz/)

Public Events - Earth Day, YCCA Home Show, and more!

Print Media Articles/Ads

Presentations to local groups

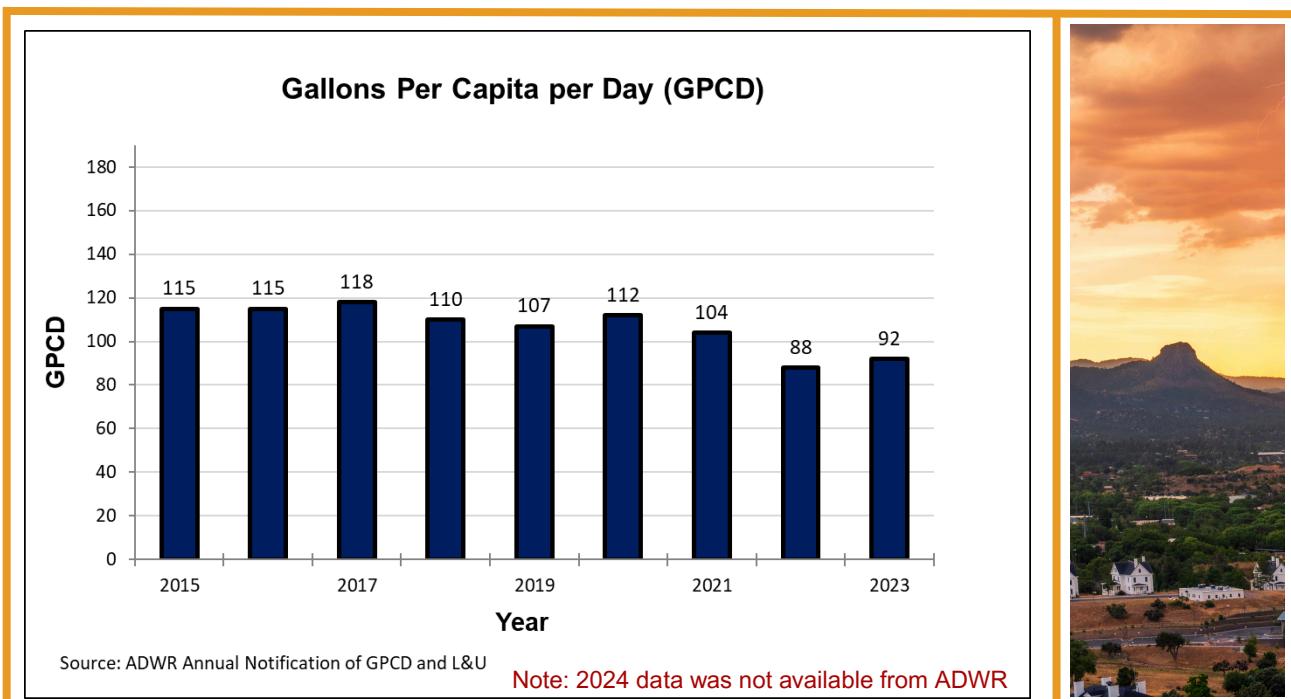
Water Saving DIY (do-it-yourself) Items

Partnerships - Project Wet, ERAU, and more!

Customer Support - 928-777-1405 or email water.resources@prescott-az.gov

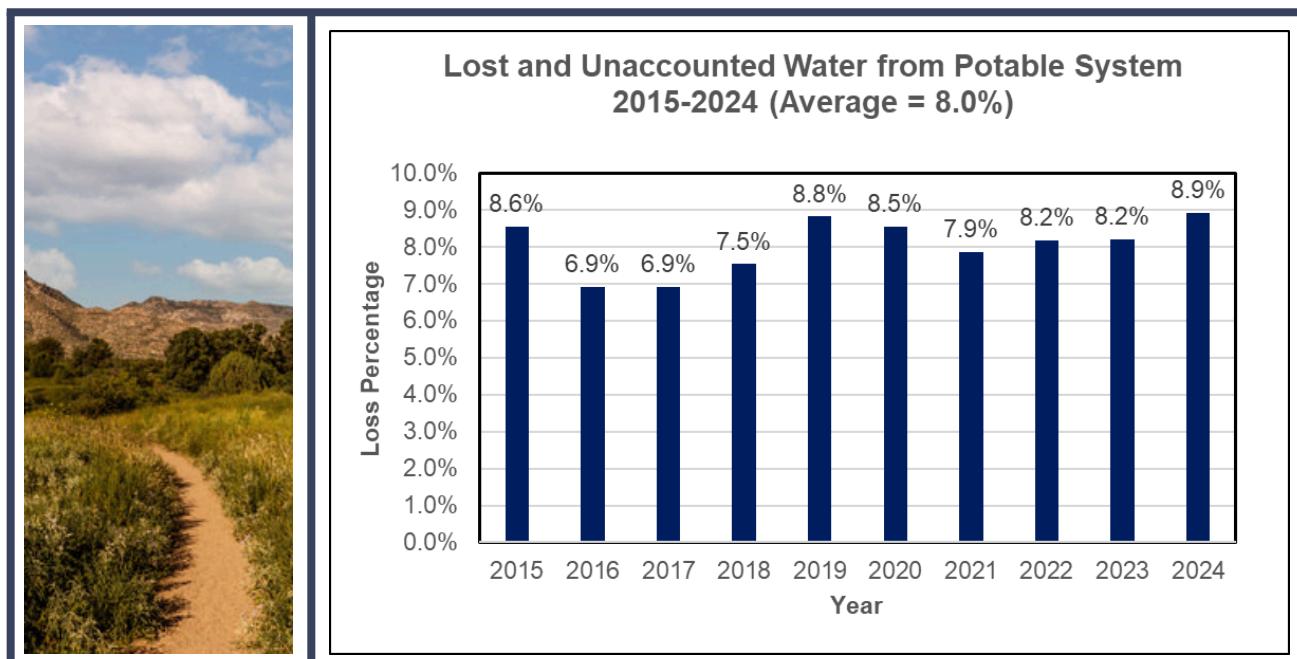
How are we conserving overall?

City of Prescott customers continue a trend of conserving water! The graph below summarizes the community's Gallons Per Capita per Day (GPCD) by year. GPCD is total water used divided by the population served. How low of a GPCD should the community strive to reach? This will be examined as part of the City's Long-Term Water Management Plan.



How do we know if the City's water system is "tight"?

The City operates a potable water and a wastewater system. Keeping both in their best condition possible prevents water losses, and in turn, conserves water. The State of Arizona requirement for the potable water loss percentage, is not to exceed 10%. The City averages an 8% water loss.



Rebates

The City of Prescott's WaterSmart™ conservation incentive program (Prescott City Code 3-10-8) is designed to encourage residents and businesses to conserve water. This program applies to the purchase and installation of devices to retrofit plumbing fixtures with high rates of flow, and to reduce outdoor water use for landscaping purposes. Whether you do the work yourself or hire a contractor, City of Prescott water customers can save money and water.

Rebates Offered in 2024

- Toilets
\$100 - \$150 per unit
(pending the water savings)
- Commercial Urinals
\$100
- Ultra-Efficient Washing Machines
\$200 per unit
- Turf Removal
\$1.00 per sq. ft.
- Rainwater Cisterns
\$0.50 to \$1.00 per gallon of storage (pending the capacity)
- Rain Gardens
\$3.00 per sq. ft of basin footprint
- Water Sense Smart Irrigation Timers
\$75 per unit
- Hot Water Recirculation Systems
\$150 per system
- Septic System Incentive
\$50 per customer

Calendar Year 2024 Rebate Program Participation

Rebate	Unit Count	Amount Rebated	Gallons Saved (Annual)	AF Saved (Annual)
Toilets - 1.28 Single Flush	160	\$18,625	1,199,360	3.7
Toilets - 1.0/1.28 Dual Flush				
Toilets - 1.0 Single Flush				
Urinals				
Ultra Efficient Washing Machines	53	\$10,950	217,300	0.7

	Unit Count	Amount Rebated	Gallons Saved (Annual)	AF Saved (Annual)
Hot Water Recirculation System	22	\$3,000	36,300	0.1

	Sq.Ft Replaced	Amount Rebated	Gallons Saved (Annual)	AF Saved (Annual)
Turf Removal	14,855	\$12,380	408,540	1.3

	Unit Count	Amount Rebated	Gallons Saved (Annual)	AF Saved (Annual)
WaterSense Smart Irrigation Timers	16	\$1,200	121,600	0.4

	Unit Count	Amount Rebated	Gallons Saved (Annual)	AF Saved (Annual)
Rainwater Barrels/Cisterns - up to 75 gallon capacity	1	\$3,465	124,725	0.4
Rainwater Barrels/Cisterns - greater than 75 gallon capacity				
Rain Gardens				

	Amount Rebated	Gallons Saved (Annual)	AF Saved (Annual)
Summary	\$49,920	2,107,825	6.5

Source: Beasley presentation to Subcom on 1/7/2025

Native Landscaping and Drought Tolerant Plants!

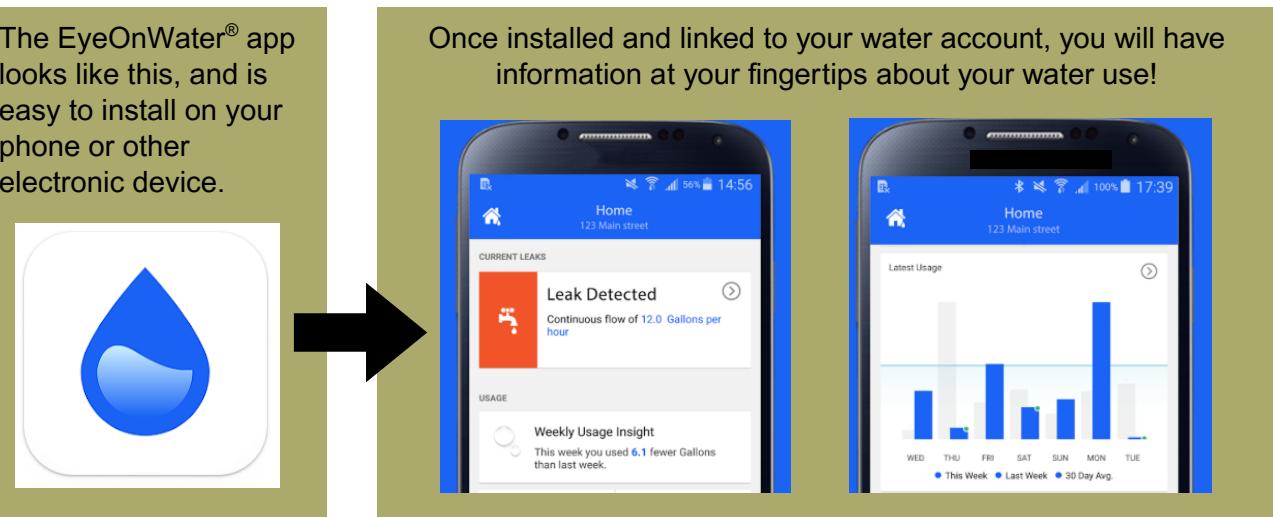
Low-water use plants are great at conserving water and can make your home or business beautiful. Maintaining native vegetation provides habitat for our local animal populations too! For more information, see the City's Plant list at prescottwater.com/wpcontent/uploads/2022/10/Plant-Booklet.pdf



Advanced Metering Infrastructure (AMI) and benefits to you!

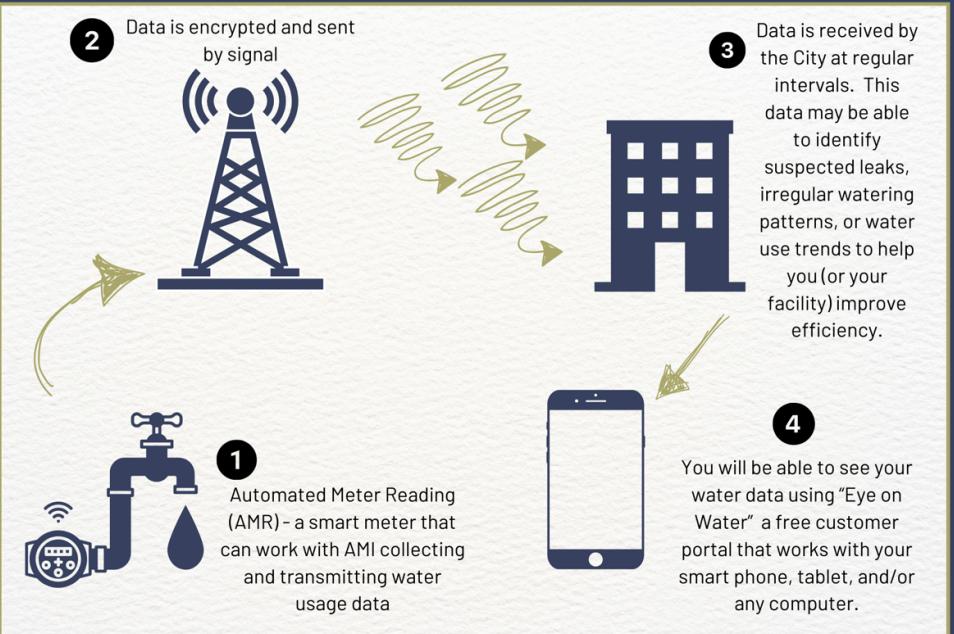
Customers will now be able to track water use daily to identify leaks quickly, and resolve them before large volumes of water are lost! This saves water and saves you money on your water bill. Once your new meter is installed, you can go to the EyeOnWater® app and get started saving water and money.

The EyeOnWater® app looks like this, and is easy to install on your phone or other electronic device.



Once installed and linked to your water account, you will have information at your fingertips about your water use!

How Advanced Metering Infrastructure (AMI) Works



How many new meters were installed in 2024?
4,961

How many people were tracking their water use in 2024?
443

Total number of meters in the City's water service area.
27,018

Meter upgrade completion date
Dec 2029

For more info, go to the City's website, prescott-az.gov/water-ops/how-tos-faqs/ or contact water.operations@prescott-az.gov

For Additional Information:

City of Prescott webpage: prescott-az.gov
Participate Prescott: participateprescott.com