

Enhanced Whatcom Water Alliance Program





Whatcom Water Alliance Partnership Summary

The Whatcom Water Alliance (WWA) is a regional water conservation group comprised of municipalities and public water utilities in Whatcom County, Washington who recognize that regular coordination, collaboration and communication can holistically improve management of local and regional water resources.

The goals of the WWA are to:

- Improve coordination, collaboration and communication among public water utilities in Whatcom County to achieve greater efficiency and effectiveness in delivering retail water services.
- Develop and promote common water conservation programs to enhance the effectiveness of public outreach campaigns in reaching the broadest possible audience.



Whatcom Water Alliance Partnership Summary

Alliance members include:

- Bellingham
- Blaine
- Everson
- Ferndale
- Lynden
- Sumas
- Birch Bay Water and Sewer District
- Evergreen Water District
- Lake Whatcom Water and Sewer District
- Point Roberts Water District
- Columbia Valley Water District
- Whatcom County Water District #2, #7, #13

ENHANCED WHATCOM WATER ALLIANCE PROGRAM

EXTERNAL COMMUNICATION

WEBSITE
MEDIA KIT
HOW-TO VIDEOS

INTERNAL COMMUNICATION

SHARED MATERIALS
COORDINATION
DATA PORTAL

WHATCOM WATER ALLIANCE

YOUTH EDUCATION PROGRAM

4TH GRADE CLASSROOM
EDUCATION

TECHNICAL ASSISTANCE PROGRAM

VOLUNTARY REBATE
PROGRAM



Enhanced Whatcom Water Alliance Program Timeline

PROGRAM ELEMENTS	2021	→ 2022	→ 2023
WEBSITE	DEVELOP/LAUNCH	MAINTAIN	MAINTAIN
DATA PORTAL	DEVELOP/LAUNCH	MAINTAIN	MAINTAIN
MEMBER FACILITATION	MAINTAIN	MAINTAIN	MAINTAIN
OUTREACH STRATEGY	DEVELOP/LAUNCH	IMPROVE/ADAPT	MAINTAIN
REBATE PROGRAM	DEVELOP	LAUNCH	IMPROVE/ADAPT
YOUTH ENRICHMENT	RESEARCH	DEVELOP	LAUNCH



Enhanced Whatcom Water Alliance Program Budget

PROGRAM ELEMENTS	2021	→	2022	→	2023
WEBSITE	\$12,000		\$4,000		\$2,000
DATA PORTAL	\$7,000		\$2,000		\$1,000
MEMBER FACILITATION	\$4,500		\$4,000		\$4,000
OUTREACH STRATEGY	\$22,500		\$20,000		\$13,000
REBATE PROGRAM	\$4,000		\$17,000		\$18,000
YOUTH ENRICHMENT	-		\$3,000		\$12,000
TOTAL	\$50,000		\$50,000		\$50,000
FUNDING SOURCE	WHATCOM COUNTY		WC+WWA		WC+WWA
			WWA \$.30/CONNECTION		WWA \$.40/CONNECTION
			WC \$40,000		WC \$30,000

EXTERNAL COMMUNICATION

WEBSITE

- 302 USERS IN 2021
- 2.3K USERS IN 2022
- 2K USERS IN 2023



MEDIA KIT

- 3 QUARTERLY KITS CREATED IN 2021
- 4 QUARTERLY KITS CREATED IN 2022
- 4 QUARTERLY KITS CREATED IN 2023



[Whatcom Water Alliance Spring 2023 Toolkit](#)

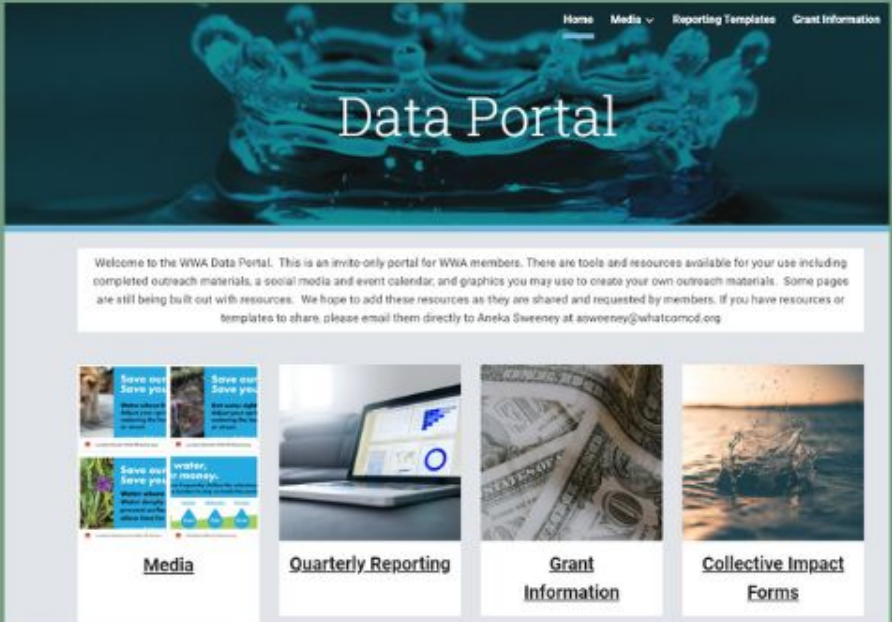
INTERNAL COMMUNICATION

SHARED MATERIALS COORDINATION

4 QUARTERLY MEETINGS PER YEAR

DATA PORTAL

LAUNCHED 2021



Home Media Reporting Templates Grant Information

Data Portal

Welcome to the WWA Data Portal. This is an invite-only portal for WWA members. There are tools and resources available for your use including completed outreach materials, a social media and event calendar, and graphics you may use to create your own outreach materials. Some pages are still being built out with resources. We hope to add these resources as they are shared and requested by members. If you have resources or templates to share, please email them directly to Aneka Sweeney at asweeney@whatcomod.org

Media

Quarterly Reporting

Grant Information

Collective Impact Forms

TECHNICAL ASSISTANCE PROGRAM

REBATE PROGRAM

62 REBATE APPLICATIONS IN 2022

43 REBATE APPLICATIONS IN 2023

798,000 GALLONS OF WATER SAVED

WATER USE EFFICIENCY REBATES

Water conservation rebates are available to all Whatcom County single family homes outside City of Bellingham city limits.

Available Rebates:



High efficiency toilets
Up to \$100 rebate



Irrigation controllers
Up to \$75 rebate



High efficiency clothes washers
Up to \$100 rebate

[See if you qualify today >](#)

WHATCOMWATERALLIANCE.ORG/REBATES



YOUTH EDUCATION

453

4TH GRADE STUDENTS
RECEIVED CLASSROOM
EDUCATION ON WATER USE
EFFICIENCY



Enhanced Whatcom Water Alliance Program Timeline

PROGRAM ELEMENTS	2024 → 2025 → 2026		
WEBSITE & DATA PORTAL	IMPROVE/MAINTAIN	IMPROVE/MAINTAIN	IMPROVE/MAINTAIN
MEMBER FACILITATION	IMPROVE/MAINTAIN	IMPROVE/MAINTAIN	IMPROVE/MAINTAIN
OUTREACH STRATEGY	IMPROVE/MAINTAIN	IMPROVE/MAINTAIN	IMPROVE/MAINTAIN
REBATE PROGRAM	IMPROVE/MAINTAIN	IMPROVE/MAINTAIN	IMPROVE/MAINTAIN
YOUTH ENRICHMENT	INCREASE # OF STUDENTS SERVED	INCREASE # OF STUDENTS SERVED	INCREASE # OF STUDENTS SERVED
DATA COLLECTION & REPORTING	DEVELOP	LAUNCH	IMPROVE/ADAPT
RAINWATER CATCHMENT PROGRAM	RESEARCH	DEVELOP	LAUNCH



Thank you!

Aneka Sweeney
Education & Outreach Manager
Whatcom Conservation District

Justin Clary
General Manager
Lake Whatcom Water and Sewer District

