

# WISE WATER USE REPORT



## Water supply for customers is secure.

With the completion of our newest water treatment plant in 2010, Central Kentucky customers will have access to ample water supply for at least the next 20 to 30 years.

Water supply for our customers can now be served from two different “pools” on the Kentucky River, as well as Jacobson Reservoir in Fayette County. Our newest plant in Owen County and its related facilities were the result of approximately 20 years of rigorous analysis and discussions about solving Central Kentucky’s water supply deficit. Resolution to this issue was critical for meeting residential and commercial customers’ needs today and in the future, and for ensuring that this region is positioned well for continued economic development.

Despite our Central Kentucky customers’ ample new water supply, we at Kentucky American Water have continued our long-term efforts to provide our customers with practical information about wise water use, which supports our company’s overall commitment to environmental stewardship and sustainability.

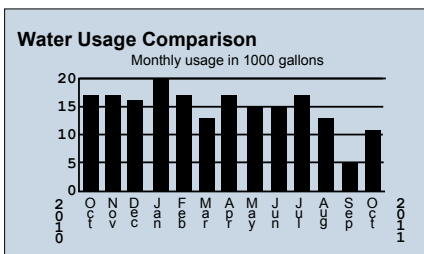
Our conservation outreach includes numerous activities and partnerships that we believe are contributing to the Bluegrass community’s efforts to make our region more “green” than ever before. Here are some examples of our conservation activities since 2010.

**To learn more about any of these efforts, please contact our External Affairs department at (859) 268-6364 or e-mail [kentuckyamericanwater@amwater.com](mailto:kentuckyamericanwater@amwater.com).**

## CUSTOMER NOTIFICATIONS

### Monitoring Usage via Your Water Bill

Our customers can easily monitor their water usage patterns each month by referring to a bar graph on their water bills. The graph indicates the past 12 months of usage. Receiving water bills on a monthly, rather than quarterly, basis also assists customers in identifying unusually high usage patterns in a more timely fashion.



### Conservation Tips included with Bills



Periodically, we include inserts with our customer bills to highlight simple steps customers can take to use water wisely. These inserts are typically sent in the summer and late fall, providing seasonal tips for indoor and outdoor usage and tips on preventing frozen indoor water pipes that can lead to significant damage and water loss.

**WE CARE ABOUT WATER. IT'S WHAT WE DO.**

## MEDIA CAMPAIGNS



Kentucky American Water's media campaigns on wise water use continued in 2010 and 2011. Seasonal tips on indoor and outdoor water use were provided through print and radio campaigns to convey simple strategies to use water more efficiently, from checking for toilet leaks to turning off the tap while you brush your teeth or shave.

In 2010, we conducted a conservation-themed campaign in Rupp Arena using posters in arena restrooms and electronic signage above the arena floor. Each of these signs included different water-wise tips.

### Use Water Wisely in the Restroom At Home and Away



Don't use the toilet as a trash can.

Fix leaky faucets and toilets promptly. Contact Kentucky American Water for a free leak detection kit.

Install low-flow showerheads, toilets and faucet aerators at home. Look for the WaterSense® label.

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## ASSISTANCE FOR LOWER-INCOME RESIDENTS

In 2010 and 2011 Kentucky American Water provided assistance to Community Action Council's WinterBlitz program, whereby more than 60 low-income homes are prepared for the winter months with energy-saving and now water-saving measures.

Kentucky American Water provided low-flow showerheads and faucet aerators for this effort, in addition to volunteer assistance.

In 2011, Kentucky American Water also partnered with Lexington Habitat for Humanity and other sponsors for Habitat's first Green Build home in Fayette County, constructing a home on Shawnee Avenue with numerous green features. Kentucky American Water's sponsorship assisted in covering the cost for water-efficient fixtures in the home, as well as for providing broader outreach about wise water use through social media posts, displays at Habitat's ReStore in Lexington and local home and garden conferences, and by providing conservation information during Habitat partner families' classes.

## RAIN BARREL AND RAIN GARDEN AWARENESS

We have enjoyed a long-standing relationship with Bluegrass PRIDE, a regional environmental education organization celebrating its 10th anniversary in 2011. Recent partnerships with this organization included sponsorship of Bluegrass PRIDE's artistic rain barrel program and community rain barrel and rain garden workshops. Attendees at these workshops receive materials and instruction for building their own rain barrel.





Bluegrass PRIDE outreach on behalf of Kentucky American Water also included placing water conservation kits in Scott County's public library for visitors to check out, so that they can perform audits of their home water usage and gain insight on how to become more water efficient. Each kit includes a rain gauge, drip gauge, flow measuring bag, toilet drip tablets and a home water audit kit booklet.

Kentucky American Water has continued to offer an Environmental Grant Program since 2006 to assist community organizations with environmental projects aimed at protecting watersheds. Since that time, Kentucky American Water has provided nearly \$95,000 for such projects in its service area. Many of the projects receiving grant assistance have included water conservation awareness components in addition to watershed protection efforts.

One of the 2011 grant recipients was the Living Arts and Science Center, which partnered with Bluegrass PRIDE and the Martin Luther King Neighborhood Association on a rain garden and rain barrel project for the Martin Luther King and William Wells Brown neighborhoods in downtown Lexington.

## COMMUNITY EVENTS & SPEAKING ENGAGEMENTS

In 2011, Kentucky American Water launched WaterFest, a new opportunity for people of all ages to tour our treatment facilities and learn about water conservation, watershed management and water treatment. WaterFest attracted over 300 people. We held community open houses at two of our treatment plants in 2010, too.

Kentucky American Water is also a long-standing sponsor and participant of Arbor Day at The Arboretum, Reforest the Bluegrass, Founders' Day at McConnell Springs, and many other community events in the region. These events provide great opportunities to share water quality and water conservation information with the community, as well as to provide items such as rain gauges, leak detection kits, shower timers and children's conservation booklets.

Kentucky American Water is an annual sponsor of River Sweep, an early summer event coordinated by the Ohio River Valley Sanitation Commission for the betterment of the Ohio River and its tributaries. Each year, many Kentucky American Water employees and their family members can be found at Fort Boonesboro State Park, on the banks of the Kentucky River, helping to clear debris from the primary source of water for Central Kentucky customers.



Our team members are also available for speaking engagements at meetings of civic groups, neighborhood associations and other organizations to answer questions about the water service we provide and general information about water conservation.

## LEAK DETECTION BOOKLETS

Leaky pipes and toilets waste thousands of gallons of water each year. Leak detection kits are available at no charge for Kentucky American Water customers. Kits with booklets and leak detection dye tablets may be picked up at Kentucky American Water or provided upon request. A copy of the booklet in PDF form may also be downloaded from the Kentucky American Water website.

## INSPIRING FUTURE CUSTOMERS

### Own It! Video Contest

In 2011, we pursued a unique, viral online video contest with area high school students to engage them in a project related to wise water use. Through a partnership with iHigh.com, a national online high school network based in Lexington, and Group CJ Advertising, Kentucky American Water sponsored the



Own It! video contest in the fall. Contest participants created 30-second videos featuring some aspect of water conservation and posted them to the designated contest page on iHigh.com, with the

winner determined by online voting. The winning team secured first place by earning more than 8,000 votes, with the second place finishers not far behind, earning more than 6,000 votes. Overall the contest garnered more than 30,000 video and online submission views.

### School Presentations and Facility Tours

Our team of water professionals educates students about water conservation and water treatment by participating in science fun days, school presentations, summer camp events, after school



activities and by hosting student groups for tours at our treatment plants. All children who participate in these activities receive fun and educational items about conservation

that can be used in the classroom or at home for additional instruction.

The company also continues to partner with other groups to raise awareness regarding the protection of our water sources, such as our partnership with Trout Unlimited to bring the Trout in the Classroom program to area elementary school students as well as with the Lexington-Fayette Urban County Government and others to sponsor watershed festivals in Fayette County.

## ONLINE OUTREACH

We launched our social media presence in December 2010 with Facebook and Twitter accounts. We frequently post conservation tips on our Facebook page for fans to use and share. The page is also used to highlight company-supported community events and environmental initiatives to further engage customers in their community, water conservation and watershed protection.

**Customers can always find wise water use tips online at our website at [www.kentuckyamwater.com](http://www.kentuckyamwater.com).**



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