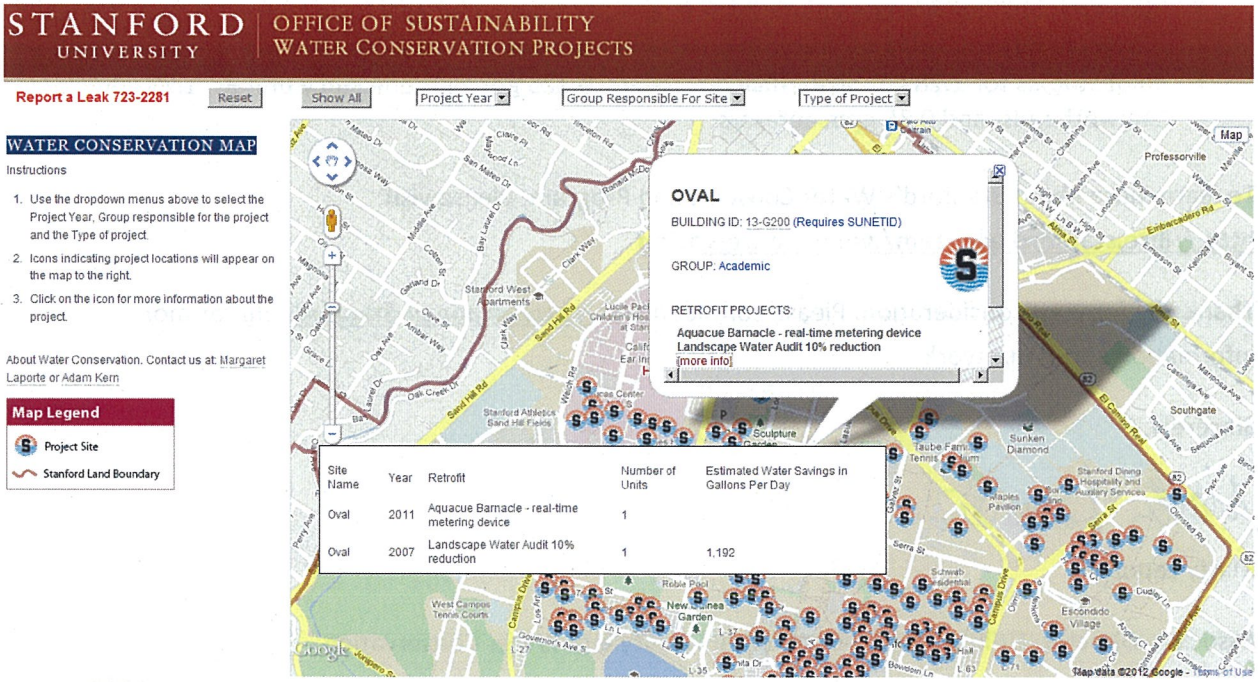
February 13, 2012

To Whom It May Concern:

I manage the Water Conservation Program for Stanford University and I am writing to affirm that Stanford University's Water Conservation Program's Interactive WATER CONSERVATION MAP meets the criteria for an the AASHE STARS Innovation Credit. This innovative new web tool, as shown below, was added to our web site in mid November 2011. Since the map was launched on the Water Conservation website, it has had 1012 hits. The map graphically illustrates locations of all water conservation projects, including the project year, group responsible for site management, and a summary about the type of project completed as well as water savings.



After more than a decade of implementing water conservation projects, Stanford has saved 0.6 million gallons per day or 22% of its domestic water, despite the fact that the campus has grown by more than 1.5 million square feet. Stanford has completed hundreds of indoor retrofits as well as dozens of landscaping and irrigation modifications to increase efficiency. What better way to demonstrate Stanford's cumulative work in water conservation than to display it on an interactive map?

The WATER CONSERVATION MAP clearly documents Stanford's long-term commitment to water conservation and innovation to increase water efficiency. The data had been collected over the years in separate databases and the WATER CONSERVATION MAP integrates the voluminous data and information about the projects in a unified and user-friendly format.

In the past 3 years, we have tested new fixtures and technology for water efficiency. For example, in June 2011, we started a pilot study using new innovative technology for real-time water monitoring to determine the impact of real-time water use information and its affect on water use by campus residents and landscape managers. One landscape pilot study location, The Oval, is highlighted above on the screenshot from the WATER CONSERVATION MAP. The other non-residential locations can be found on the map by selecting *2011* and *outdoor* projects. This map is a great outreach tool to expose the Water Conservation program efforts and achievements. The approach used by Stanford in the WATER CONSERVATION MAP display can easily be adopted by other universities and educational institutions, as well as applied to other types of conservation projects on Stanford's campus.

Other Recent Water Conservation Accomplishments

- 2009 Sustainable Silicon Valley Water Conservation Award
- Since the WATER CONSERVATION MAP 's launch in mid November 2011, the web site has had 1012 visitors
- Research building house vacuum system retrofits from water seal (using once-through domestic water) to oil seal, using no water to create the vacuum
- Pilot studies for 1.28 gpf high-efficiency toilets, 0.125 gpf high-efficiency urinals, 1.75 gpm showerheads, and 0.35 gpm aerators

To learn more about Stanford's Water Conservation Program, please visit:
http://lbre.stanford.edu/sem/water_conservation

Thank you for your consideration. Please contact me at MartyL@Bonair.Stanford.edu for more information about our work.

Sincerely,

Marty Laporte

Associate Director, Utilities for Environmental Quality and Water Conservation