



## Water Conservation Tips

### MnTAP Launches Water Conservation Project in North and East Metro

The Minnesota Technical Assistance Program (MnTAP) located at the University of Minnesota in Minneapolis is pleased to announce the launch of a project to identify water conservation opportunities aimed at industrial water users in the north and east twin cities metro area. The project is supported by the Metropolitan Council with Clean Water Funds and focuses on portions of Anoka and Hennepin Counties, and all of Ramsey and Washington Counties. This area has been defined by the Department of Natural Resources as a groundwater management area in need of attention for maintaining sustainable water supplies. The project includes:

- Identification of industrial water users
- Outreach and awareness raising of the importance of water conservation, including a frequent electronic newsletter with tips for best practices and presentations to area organizations
- Assessments of industrial site water use with recommendations for improvement by MnTAP staff members

Water conservation has received significant attention from agency, public, and media sources in recent years. This project will focus on the impact of industrial water use in a growing Minnesota metro area, and will raise awareness and help identify solutions to maintain sustainable supplies of clean water for all users.

---

### Contact MnTAP for More Information



Let us know if you are interested in getting involved in this water conservation project, at no cost to your business. We welcome your questions and ideas for future newsletter topics, so please send them our way! For questions or further information, contact Mick Jost, MnTAP Program Coordinator and project lead, at 612.624.4694.

The Minnesota Technical Assistance Program acknowledges and appreciates the Metropolitan Council Environmental Services Water Supply Planning Group expertise and project management support of this Clean Water, Land, and Legacy Amendment sponsored project.

MnTAP is a non-regulatory program in the School of Public Health at the University of Minnesota and is funded by the Minnesota Pollution Control Agency.



## Did You Know...

Water may seem like an unlimited resource, especially here in the land of 10,000 lakes. However, there are hidden, real costs to using water. Direct costs that should be added to find the true cost of water usage include:

- Softening
- Heating and/or cooling
- Chemical treatment
- Filtration
- Ultrapurification
- Pumping
- Sewer fees, including strength charges

Indirect costs that may not be readily apparent include:

- Infrastructure maintenance and repair
- Loss of competitive advantage due to non-optimized resource use
- Increased pumping costs due to declining water levels in aquifers
- Legal fees related to environmental remediation
- Company reputation and public perception

Knowing the full extent of water usage and creating a water map to track use can help identify areas for conservation as well as create a benchmark that can be used to measure future improvements. If the water use is not known then cost savings gained by water use reduction cannot be calculated. Talk to the employees involved in water intensive processes and see if there are areas where their experience points to water use reduction through process optimization or best practices implementation.

So, how is your water supply cost related to your processes? We will be exploring costs, energy implications, simple and effective water use alternatives, equipment optimization, and more in technical detail in the coming editions of this e-newsletter, providing helpful tips on how to improve YOUR cost control, water efficiency, and the environmental impact of water resources.



### About MnTAP

A program of the University of Minnesota, MnTAP offers a variety of technical assistance services to help Minnesota businesses implement industry-tailored solutions that maximize resource efficiency, prevent pollution, increase energy efficiency, and reduce costs. Our information resources are available online at <[mntap.umn.edu](http://mntap.umn.edu)>. Please call MnTAP at 612.624.1300 or 800.247.0015 for personal assistance.

© 2014 MnTAP. Reprint only with permission from MnTAP. Available in alternative formats upon request. ♻️ Printed on recycled paper containing a minimum of 100% post-consumer waste.

WTN-1 10/27/14