

Saving water could save local businesses some money

WAUKESHA — Taking a few extra steps to conserve **water** may soon be enough to save local businesses hundreds of dollars through an incentive program offered by the **Waukesha** Water Utility.

The new **water** conservation program will provide incentives for businesses that replace equipment with new technology to save **water** in projects that either couldn't be completed otherwise or would take longer to implement.

The **Water** Utility — which has budgeted approximately \$30,000 for incentives — will send letters to the 50 businesses in **Waukesha** that use the most **water** to explain the program and offer applications to take part.

The program will launch during National Drinking **Water** Week, which lasts from May 3 to May 9.

"Drinking **Water** Week is a perfect time to begin this new incentive program," **Water** Utility Customer Relations Representative Mary Adelmeyer said in a statement, "a time when we celebrate **water** and remind everyone of the importance of protecting and conserving this valuable resource."

Applications must be submitted no later than June 15, and businesses must receive approval for their projects before any new technology is ordered.

Mayor Shawn Reilly will also commemorate National Drinking **Water** Week with a proclamation, and the **Utility** will be posting a "What do you know about H2O?" YouTube video on its website.

"National Drinking **Water** Week is a great opportunity to remind people of the importance of conserving **water** and about some of the programs we have to help them do that," Adelmeyer said.

For more information on the program, visit the **Utility's** website at www.ci.waukesha.wi.us/conservation.

-Matt Masterson, Freeman Staff