Colorado WaterWise
~ The Voice of Colorado’s Water Conservation Community

Frank Kinder
Colorado WaterWise, Co-Chair
Colorado Springs Utilities
719-337-5522
The Colorado WaterWise mission is to promote the efficient use of water by connecting stakeholders, providing resources, and serving as the collaborative leader of urban water use in Colorado.
Colorado WaterWise Board of Directors

- Amy Conklin, Barr-Milton Watershed Association
- Drew Beckwith, Western Resource Advocates (Co-Secretary)
- Becky Fedak, Brendle Group
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- Alyssa Quinn, Platte Canyon Water and Sanitation (Co-Secretary)
- Esther Vincent, Northern Water
- Lindsay Weber, Denver Water
- Lyle Whitney, Aurora Water (Co-Chair)
- Laura Wing, City of Thornton
2013 Strategic Objectives

- Serve as the primary urban water conservation technical resource for professionals in Colorado
- Promote urban water conservation to professionals throughout Colorado
- Ensure Colorado WaterWise’s organizational sustainability and growth
- Participate in the development of urban water conservation policies and integrated resources planning
Strategic Outcomes and Goals

- 100+ Members
- 650+ Stakeholder Contacts
- Host Annual Water Conservation Summit
- Distribute Quarterly Newsletter
- Robust Website
- Tools for Members Only
- Publication of Guidebook (2010)
- Year of Water 2012 Partner (2012)
- Partnership to construct Industrial, Commercial and Institutional User Tool (2013)
- Spearhead “Value of Water” toolkit (2013/14)
- Developing Water-User Calculator (2014)
- Create Smart Phone App for landscape professionals (2014)
Colorado WaterWise

Guidebook of Best Practices for Municipal Water Conservation in Colorado

2010

Funded through a Water Efficiency Grant from the Colorado Water Conservation Board
## Guidebook of Best Practices

### Foundational
- Metering, tiered rates, tap fees, customer categorization
- Integrated resources planning, goal setting, demand monitoring
- System water loss control
- Conservation coordinator
- Water waste ordinance
- Public information and education

### *Outdoor Water Use*
- Landscape water budgets
- Rules and regulations for landscape design, installation and certification of professionals
- Water efficient design, installation and maintenance for all new and existing landscapes
- Irrigation efficiency evaluations

### Indoor Water Use
- Rules for new construction
- High efficiency fixture replacement for residential
- Water evaluations for high water users
- Audits and efficiency improvements
- Practices for residential and commercial sectors

*Outdoor BMPs courtesy of GreenCO*
<table>
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<th>Time</th>
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| 8:15 am - 9:00 am | Welcome & Opening Remarks  
Frank Kinder, Colorado WaterWise Co-Chair |
| 9:00 am - 9:05 am | Registration & Continental Breakfast |
| 9:05 am - 9:35 am | Colorado Water Conservation Board Update  
Becky Mitchell, Colorado Water Conservation Board |
| 9:35 am - 10:15 am | Southeastern Colorado Water Conservancy District’s  
Water Conservation Best Management Practices Toolbox  
Jean Van Pelt, Southeastern Colorado Water Conservancy District;  
Tracy Bouvette, Great Western Institute |
| 10:15 am - 10:45 am | Institutional, Commercial & Industrial Sectors: Tools to Make a Difference  
Becky Fedak, Brendle Group; Russ Sands, City of Boulder |
| 10:45 am - 11:00 am | Morning Break |
| 11:00 am - 11:30 am | "SMART" Landscape Water Management  
Brent Mechem, Irrigation Association |
| 11:30 am - 12:00 pm | Long Term Study on Landscape Irrigation Using Graywater  
Sybil Sharvelle and Larry A. Roesner, Colorado State University |
| 12:00 pm - 1:15 pm | Lunch (provided)  
Exhibits Open |
| 1:15 pm - 1:45 pm | Marketing Conservation  
Social Media: Get the Most from Your Conservation Efforts  
Natalie Stevens, City of Greeley;  
Travis Thompson, Denver Water;  
Patrice Lehnermeier, Colorado Springs Utilities;  
Jason Bane, Western Resource Advocates |
| 1:45 pm - 2:15 pm | Outdoor Water Conservation  
Digital Marketing: Connecting with Your Customers to Get Results  
Matthew Holmes, KMGH TV and Scripps Media |
| 2:15 pm - 2:30 pm | Afternoon Break |
| 2:30 pm - 3:00 pm | Conservation Limits Rate Increases for Colorado Utility  
- How Demand Reductions Can Dramatically Reduce Capital Costs  
Peter Mayer, Water Demand Management;  
Stu Feinglas and Christine Gray, City of Westminster |
| 3:00 pm - 3:45 pm | Revenue Recovery and Conservation: The Art and Science of Sustainable Water Rates  
Tom Ash, Western Municipal Water District |
| 3:45 pm - 4:15 pm | Colorado's Water Plan  
Mike King, Colorado Department of Natural Resources |
| 4:15 pm - 4:30 pm | Door Prizes & Closing Remarks  
Frank Kinder, Colorado WaterWise |
Free Pre-conference Workshop

Constructing Successful Rates: The Art and Science of Revenue and Efficiency

Thursday, Oct 24, 2013
Denver

All are welcome to attend!

www.coloradowaterwise.org

Presented by: Tom Ash
Western Municipal Water District Riverside, California, Rates, Conservation, Customer Service Advisor (Former Univ. of California Water Advisor, Irvine Ranch Water District Conservation Manager)

Today’s water world has created a significant challenge for agencies with respect to recovering the costs of water and water service, while encouraging customers to use less water. Traditional rate design has not kept up with this “new normal.” Agencies now see financial shortfalls year after year as water use declines. Agencies struggle internally with revenues and conservation and externally with mixed messages to customers. The impact is a revenue/conservation/public relations dilemma that puts more stress on public agencies working to provide reliable water supplies in a limited water future.

This workshop will describe a roadmap for developing a successful rate design that meets the agency financial needs, customer expectations and is delivering long-term water use efficiency and revenue stability at a growing number of agencies in the west.

Topics:
What is a successful water rate structure?
The ramifications of rate designs
Constructing successful rates: the art meets science
From rate design to implementation – what it takes to make it happen
Myth busting and a request for your toughest questions

Snacks and refreshments will be provided.

Space is limited so RSVP now at www.coloradowaterwise.org

Join us for our full day workshop!

Friday, October 25, 2013
8:15 a.m. to 4:30 p.m.
A workshop featuring the best water conservation practices in Colorado.
Support • Participate • Network
Register at www.coloradowaterwise.org.
Questions & Answers

www.coloradowaterwise.org

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