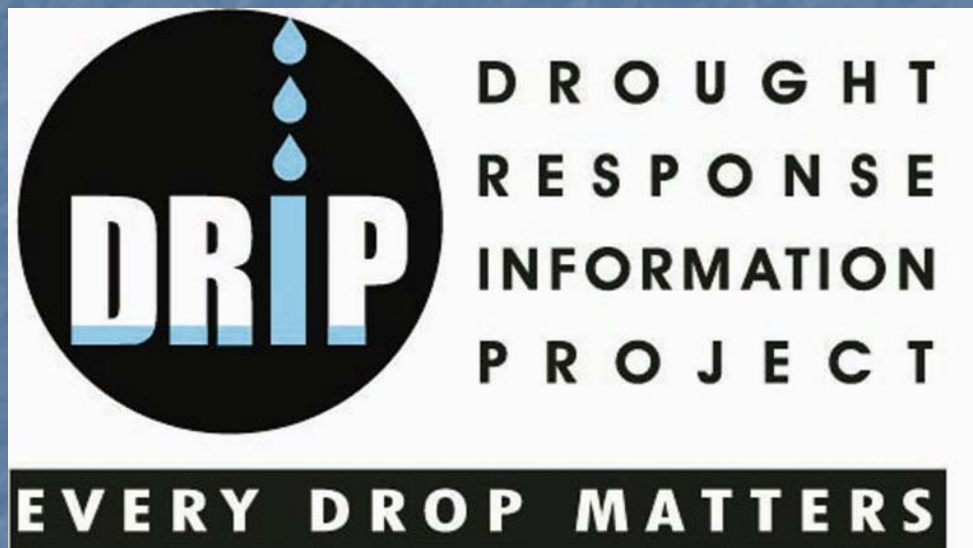


This presentation premiered at WaterSmart Innovations

watersmartinnovations.com

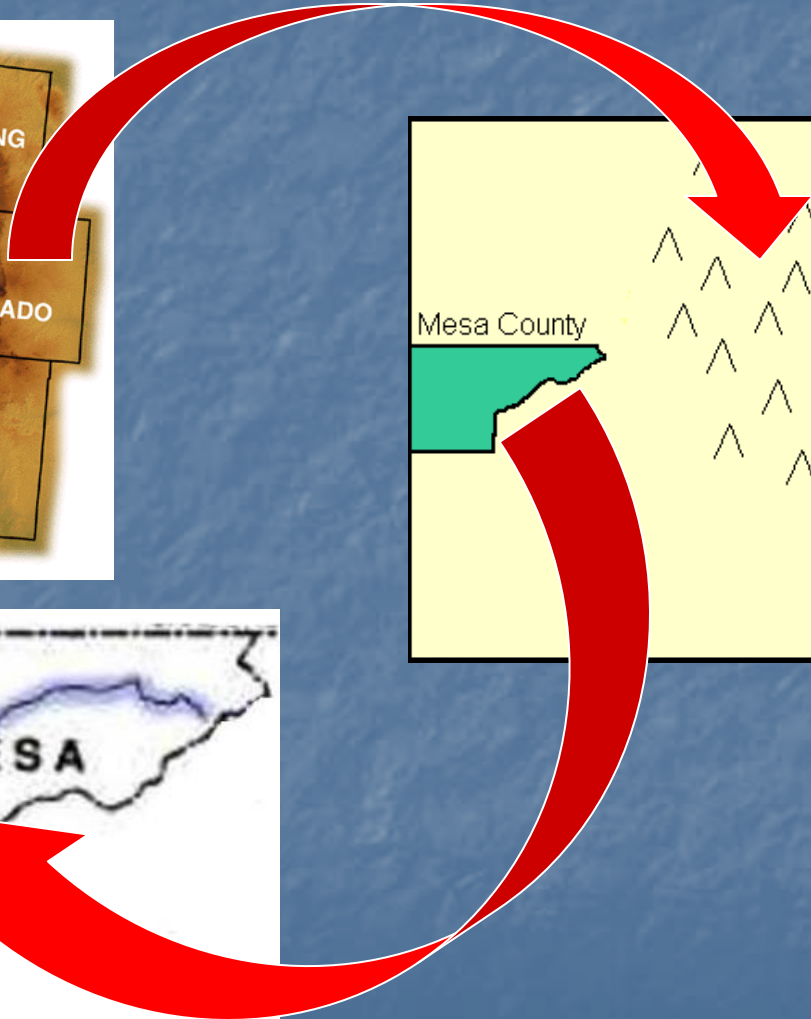
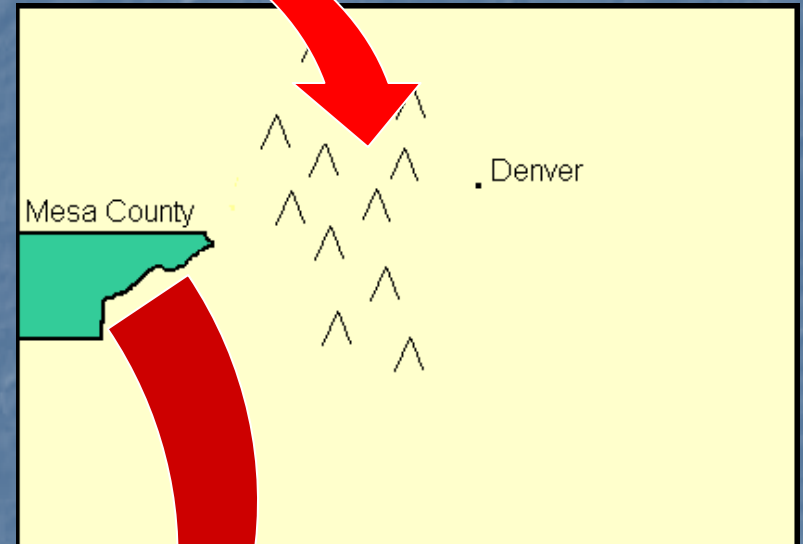


The Grand Valley DRIP



David Reinertsen
Clifton Water District
dreinertsen@cliftonwaterdistrict.org
(970) 434-7328

Where is the Grand Valley?



The Grand Valley of Western Colorado

- The **Grand Valley** is an extended populated valley, approximately 30 miles (48 km) long and 5 miles (8 km) wide, located along the Colorado River in Mesa County in western Colorado.
- The Grand Valley is noted as a major fruit growing region, with a large number of orchards.
- Due to the historical agricultural activities, a 'dual' water delivery system has developed with irrigation water distributed via open canals and laterals from six purveyors, and domestic piped water from four purveyors.

The Grand Valley of Western Colorado



What is DRIP

Drought

Response

Information

Project

Who are the DRIP members?

City of Grand Junction

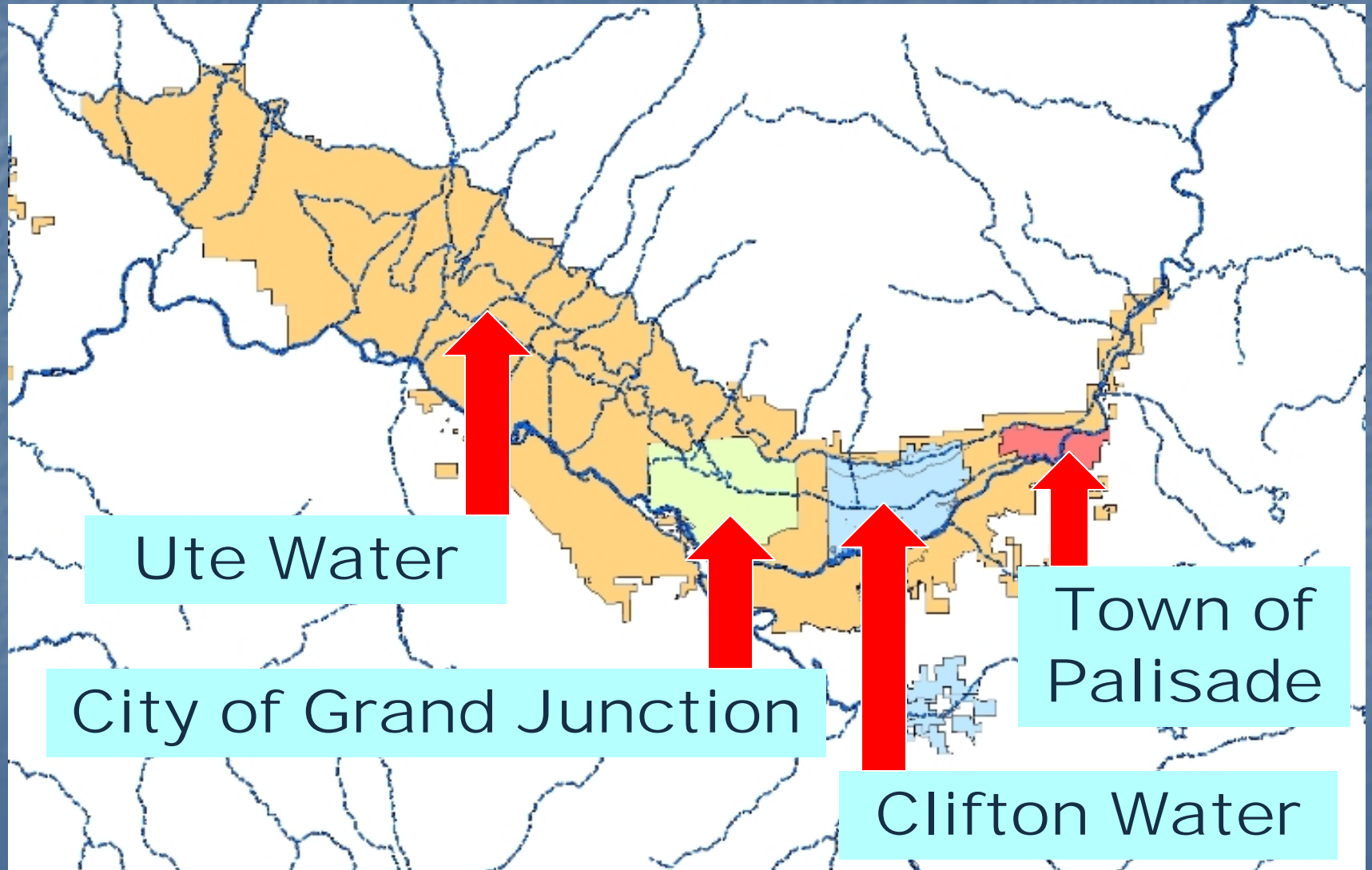
Town of Palisade

Clifton Water District

Ute Water Conservancy District

and the Colorado State University
Extension

Grand Valley Water Providers



The DRIP Mission Statement

*Water for our future means conserving now.
We live in a semi-arid climate where low
precipitation and drought will always be a
part of our environment.*

Use Water Wisely

Grand Valley Drought Response Plan

After 3 years of below average high country snow pack, the state of Colorado was experiencing drought conditions. In 2002, as snow pack levels were approaching 40% of normal with annual Spring runoff coming soon, the four Grand Valley domestic water providers came together to develop a common Drought Response Plan in anticipation of possible water shortages from the irrigation water providers.

Grand Valley Drought Response Plan (cont.)

The Drought Response Plan is based on two stages of drought, each of which is triggered by a combination of Historic User Pool projections, Water Provider storage, or stream flow projections.

If one provider is 'short' then all providers are to respond in the same manner, so that a uniform response is presented in the media.

Stage I Drought Response

Emphasis on on-going water conservation practices. Conditions similar to 2002 Drought, but no immediate impact to area domestic water providers. Statewide drought conditions may or may not exist that affect area irrigators. Voluntary water use reductions anticipated.

Stage II Drought Response

At least one of the four water providers' supply is at or near minimum target levels for either storage or stream flows requiring drastic water conservation measures to ensure domestic water needs. Mandatory water use reductions and drought rate imposed across the valley.

How Does DRIP Get the Water Conservation Message to Our Customers and the General Public?

- Maintain our own Website – www.thedripwebsite.com
- Media (print, radio, television)
- Direct mailings to our customers
- Face to face presentations
- Water bill messages and stuffers
- Children's Poster Coloring Contest
- Annual Children's Water Festival
- Sponsor/participate in Water Conservation Workshops and Conferences
- Participate with funding of the Irrigation Audit Program operated by the Colorado State University Extension

www.thedripwebsite.com

Untitled Document - Windows Internet Explorer

http://www.thedripwebsite.com/

File Edit View Favorites Tools Help

Untitled Document

DRIP DROUGHT RESPONSE INFORMATION PROJECT

EVERY DROP MATTERS

[City of Grand Junction](#)

[Clifton Water District](#)

[CSU Cooperative Extension](#)

[Town of Palisade](#)

[Ute Water Conservancy District](#)

Mission Statement

Water for our future means conserving now. We live in a semi arid climate where low precipitation and droughts will always be a part of our environment.
Use water wisely.

Xeriscape

Information!

Click here for the 2006 Mesa County Irrigation Audit Program Final Report

Done Internet 100%

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Television and Radio Broadcast Media

- Video PSA broadcasts, 30 second spots – updated annually
- Radio PSA broadcasts, 30 and 60 second spots, updated annually
- Both PSA types run through an ad purchase plan.
- Inside Mesa County – Three-part series produced on the Mesa County local public access station. Series identified ways to save water around the house.
- Radio call-in shows
- Television and radio spot interviews

Grand Junction Daily Sentinel Article Examples

The Daily Sentinel • Saturday, August 25, 2007

Water waste can cause your pocketbook to leak

By DALE TOOKER
Special to the Sentinel


Many people don't realize how much water costs until water rates increase or they have a leaky toilet which makes their bills suddenly spike.

In the Grand Valley, most water utilities charge a base rate for a minimum number of gallons used, and the price increases with more water use.

revenue lost from less water being sold.

To understand this problem, it helps to examine water-rate structures, which are usually built using a "cost-of-service analysis." This method determines exactly how much it costs to take water from the source and deliver it to the customer.

Projected water usage and the cost-of-service analysis are also used to develop the rate structure that is designed to cover



12B The Daily Sentinel • Saturday, August 11, 2007

Despite monsoon rains, drought still lingers

By TERRY FRANKLIN
Special to the Sentinel

The latest U.S. Drought Monitor update, published Aug. 2, shows Western Colorado rates between moderate drought conditions and abnormally dry conditions.

What does that really mean



as the end of summer and beginning of fall. But residents cannot forget that the valley just went through more than a month of numerous 100-degree temperature days with little or no moisture. The valley's farmers and ranchers are barely halfway through the normal irrigation season

residents live in a semiarid desert environment and need to keep in mind that water is a precious resource.

Residents need to continue to use all the water-saving tips that DRIIP has promoted during the past four years.

For more water-saving ideas and news, visit www.drip.com

7/2/2005

Xeriscape: It's not just cow skulls and cacti

By CURTIS SWIFT
Special to the Sentinel

If you're wondering how you can save water and have a nice, green lawn at the same time, xeriscaping is a good idea.

gation system, and providing proper maintenance to ensure your plantings remain healthy.

Obviously, new sites need to start with a good landscape design. More mature land-

6/11/2005


Today's low-flush toilets can save water, money

By DAVID REINERTSEN
Special to the Sentinel

Your family uses more water in the bathroom than in any other place of your home. For this reason, the bathroom is one of the first places you should look for wasteful water use, and money you're literally flushing down the toilet.

Toilets account for 26.7 percent of all indoor water use, according to a 1999 study of 14 cities by the American Water Works Association Research Foundation. Replacing an old toilet

Grand Junction Free Press Advertisement Examples



DROUGHT
RESPONSE
INFORMATION
PROJECT

EVERY DROP MATTERS

It's Time To Rip Your Strip!








Do you have Useless Strips of Grass (USGs)?

You know, the green strips around parking lots that get overwatered so the sprinklers end up floodig the asphalt.

By replacing 6,000 square feet of lawn with drought-tolerant plants, you can save 90,000 gallons of water each year (about \$135).

Check out www.ripourstrip.com and take the pledge to stop wasting water on USGs. Or, take this opportunity to encourage your neighbors to rip their strips.

Arm yourself with water-saving info at
www.thedripwebsite.com



DROUGHT
RESPONSE
INFORMATION
PROJECT



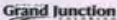


EVERY DROP MATTERS

NIPPING WATER-WASTING HABITS IN THE BUD

*Sometimes we don't know better - other times we just don't care.
But changing bad habits is key to saving water in the long run.
Here are some ideas of how you can stop wasting water.*

- **Bad Habit:** Watching your sprinkler make cool designs on the sidewalk.
- **Fix:** Adjust your sprinkler heads so they aim for what needs to be watered. We have yet to see a good harvest from cement.
- **Bad Habit:** Flushing the toilet after throwing a piece of lint in it.
- **Fix:** Don't use your toilet for trash. Seventy-five percent of water used indoors is consumed in the bathroom. Only flush the toilet if you can't live with what's in it.
- **Bad Habit:** Running water while you shave or brush your teeth.
- **Fix:** Turn it off! This is a good thing to teach children who are just learning to brush their teeth.

For more water-saving tips, visit <http://www.thedripwebsite.com>



Other Advertisements



**Conserve water?
Brilliant idea.**

Here in the Grand Valley, water is one of our most precious resources. We need water to keep our Valley and our economy growing.

Smart water use means a better future for everyone.

For more information, please visit the Drought Response Information Project website at:

www.thedripwebsite.com



**Bottom line:
It won't last forever.**

Here in the Grand Valley, water is one of our most precious resources. We need water to keep our Valley and our economy growing.

Smart water use means a better future for everyone.

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Examine your flowcharts.

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www.thedripwebsite.com



Direct Customer Mailings

**Grand Valley
Drought & Water
Conservation**

**Importance of
conservation and tips to
help conserve water**

The Grand Valley normally has sufficient water. But drought has made the desert a constant reality of life and it is only a matter of time until it is a way of life. We know that if this drought continues, there will be a change. This is caused by the warming, air thickening, and drying that has taken place in the West.

Who provides drinking water and irrigation water in the Grand Valley?

Here is a list of the domestic suppliers-those that provide your drinking water. . .

- Ute Water Conservancy District, areas of the Grand Valley not served by the City, Palisade or Clifton
- Clifton Water District, east of Grand Junction, west of Palisade
- City of Grand Junction, central core of the Grand Valley
- Town of Palisade

Here is a list of the irrigation providers. . .

- Grand Valley Water Users Association
- Grand Valley Irrigation Company
- Orchard Mesa Irrigation and Drainage District
- Palisade Irrigation District
- Mesa County Irrigation District
- Redlands Water and Power Company

Dear Grand Valley residents:

The Water Providers of the Grand Valley wish to take this opportunity to tell you about the water situation here in the Grand Valley.

An objective is to communicate our concerns about the conditions of the drought and to explain you, our customers, and shareholders, about the condition of the Grand Valley water supplies. The Grand Valley is in an arid/semi-arid area with its water coming from many sources in the Grand Valley as well as from the Colorado and Gunnison River basins. For many years water users have to ensure that there would be sufficient water for the Grand Valley. The Grand Valley was successful in this effort. We expect to have sufficient water supplies for drinking water and for irrigation. However, continued sufficient supplies are dependent on our weather and the more water we will have in storage going into the winter and for next summer.

We are in the worst drought since 1934, but don't have less than since 1934. We have had no water supplies. We have added more storage, developed additional water rights, interconnected the domestic water systems for our mutual protection, and understood our local systems. We hope to increase your awareness of these activities. We wish to inform you that we are managing the water in the best of our ability but many things can be done to help all the water providers avert their disaster.

We are making that you need the smallest we have prepared for your use and that you consider the following water conservation measures listed in this Daily Survival Supplement.

Thank you for your help.
We are all in this together.

Sincerely,
The Water Providers of the Grand Valley

Palisade Day 1937

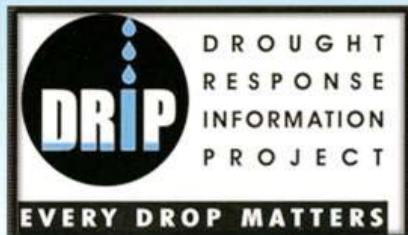
Face to Face Presentations

- Local Service Group Organizations
(Rotarians, Lions Club, Kiwanis)
- Homeowner's Associations
- Realtor Groups
- Church Groups
- School Classroom Presentations

Face to Face Presentations Downtown Farmers Market



Customer Water Bill Stuffers



DROUGHT RESPONSE INFORMATION PROJECT

The four water utilities, Grand Junction, Palisade, Clifton and Ute Water along with CSU Cooperative Extension, have created the Drought Response Information Project, or DRIP. For more information visit our website at www.thedripwebsite.com

MISSION STATEMENT







Water for our future means conserving now. We live in a semi-arid climate where low precipitation and drought will always be a part of our environment. **Use water wisely.**



Visit
www.thedripwebsite.com

EVERY DROP MATTERS

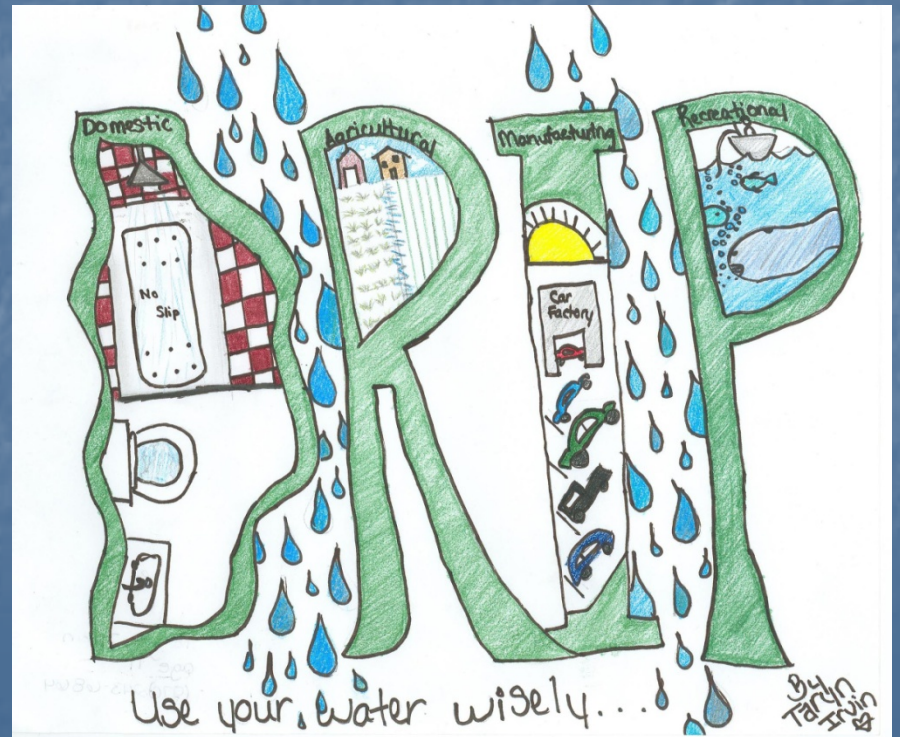
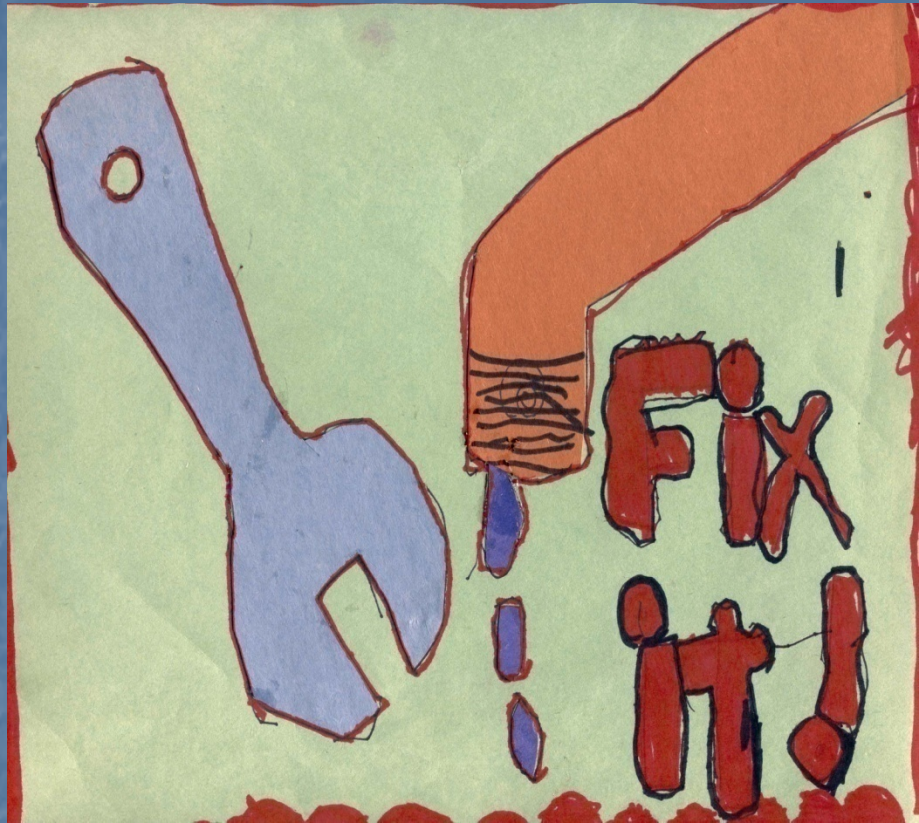


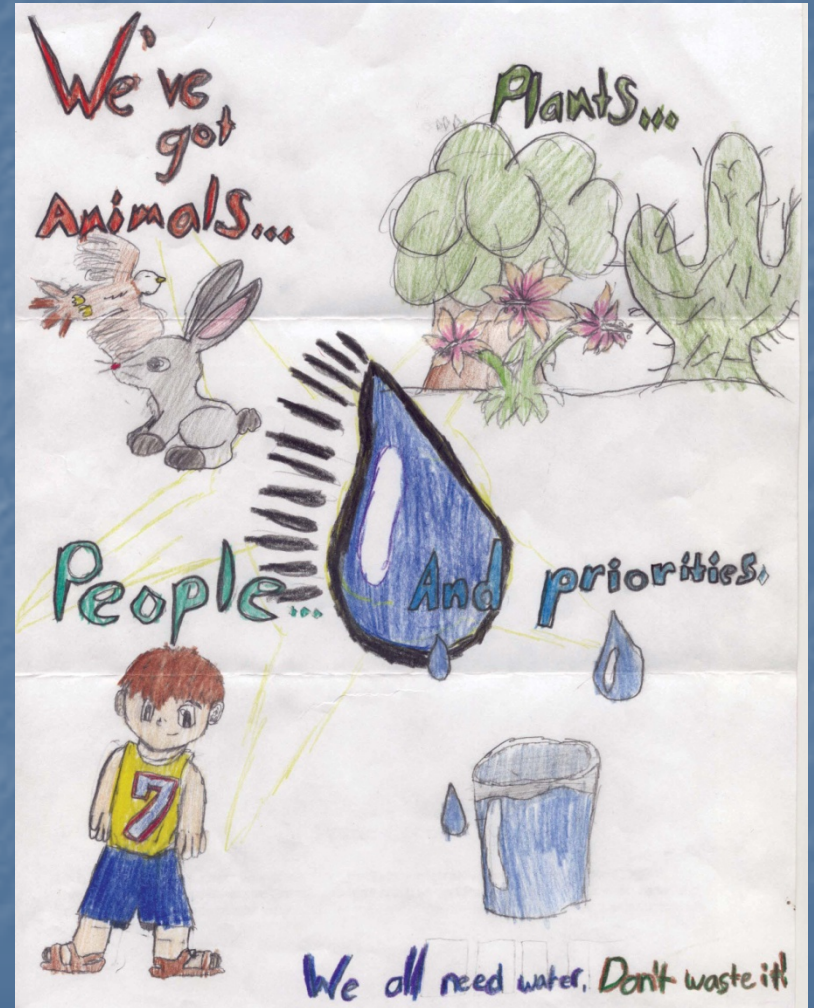
-  **INTERNET RESOURCES** - Water saving tips as well as facts about the history of drought in Colorado and interesting facts about issues.
-  **WATER CONSERVATION TIPS** - Do's and Don'ts of water conservation.
-  **PUBLIC EDUCATION** - Campaign proclamation to alert public to the need to conserve water.
-  **WATER CONSERVING LANDSCAPES** - Encourage Xeriscaping and low-water consumption practices.
-  **DROUGHT RESPONSE PLAN** - Initiate **DRIP** to provide public education through all sources of media on why and how to reduce per capita consumption.
-  **MONITOR DROUGHT RESPONSE EFFECTIVENESS** - Monitor recommended adjustments as needed to the city councils and governing boards, report to the public regularly.

Annual Children's Poster Contest

Every year, in conjunction with the Grand Junction Free Press newspaper, DRIP sponsors a poster coloring contest for local youth with the winners receiving a free season pass to Grand Junction's Lincoln Park Pool in three age categories:

- 7 and below
- 8 to 12
- 13 and above





Annual Children's Water Festival

- 2008 was the 15th Annual Festival
- Aimed at the 5th Grade Level
- Over 2,000 students and teachers participated in 2008
- Over 40 Sponsors and 256 Presenters



Participation in Workshops and Seminars

- Grand Junction Water Conservation Workshop
- Local Irrigators Trade Association Workshops
- Annual Landscapes West Convention
- Annual Home and Garden Show

Colorado State University Extension Irrigation Audit Program

- Program has been in place for four years (2005 - 2008)
- Trained irrigation specialists evaluate sprinkler head sizing, spacing, application rates and provide written report for noted corrective measures.
- Cost to the customer is \$75 for each ½ acre of lawn/planting beds.
- Of the problems identified, the largest single problem was overwatering – on average, lawn areas are being overwatered by 40%.
- Over 75 acres have been audited.
- Based on the final reports, approximately 171 AF annually could be saved if all recommendations were followed on those parcels evaluated.

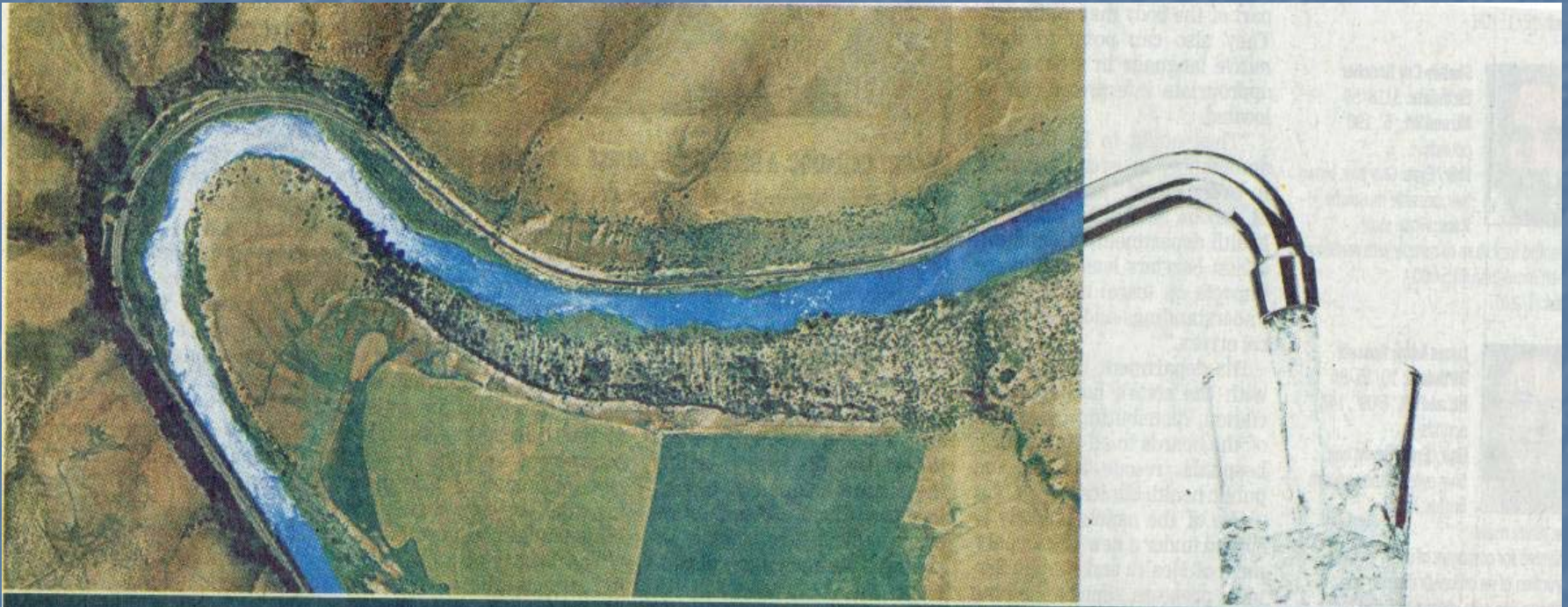
Irrigation Audits



Other Local Water Conservation Efforts

- Grand Valley/Lower Gunnison Basin Wise Water Use Council
- Colorado River Water Conservation District
- Grand Valley Irrigators

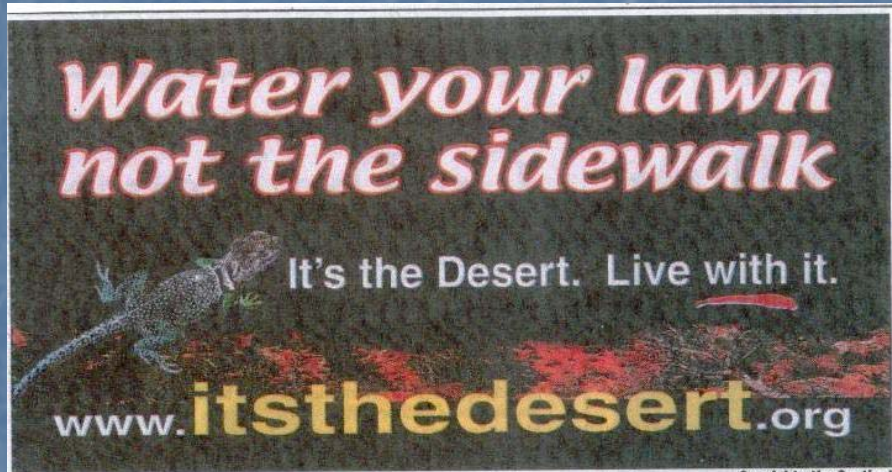
Colorado River Water Conservation District



CONSIDER THE SOURCE. PROTECT OUR WATER.



Grand Valley Irrigators



**Water your lawn
not the sidewalk**

It's the Desert. Live with it.

www.itsthedesert.org

Special to the Sentinel

WATER PURVEYORS HAVE SPRINKLED billboards such as these around the Grand Valley recently in the hope that residents will remember that the area is in a drought and will try not to squander the precious resource.

Campaign aims to flood valley with water conservation pleas

By **GARY HARMON**
The Daily Sentinel

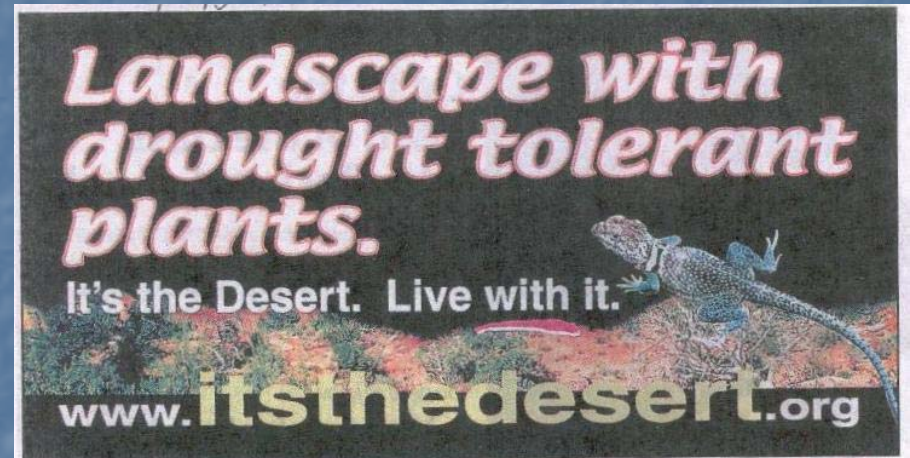
Snow still lingers on the peaks and the Colorado River is begin-

District, banded together with Colorado State University Extension Service to campaign for water conservation throughout the summer:

said Curtis Swift of the service. "Lots of people over-irrigate," Swift said.

Audits are \$25 per acre.

The service



**Landscape with
drought tolerant
plants.**

It's the Desert. Live with it.

www.itsthedesert.org

Learn to live with the desert and conserve water

By **RITA CRUMPTON**
Special to the Sentinel

You may have seen billboards lately with the message, "It's

job, and it will become more challenging as the valley grows.

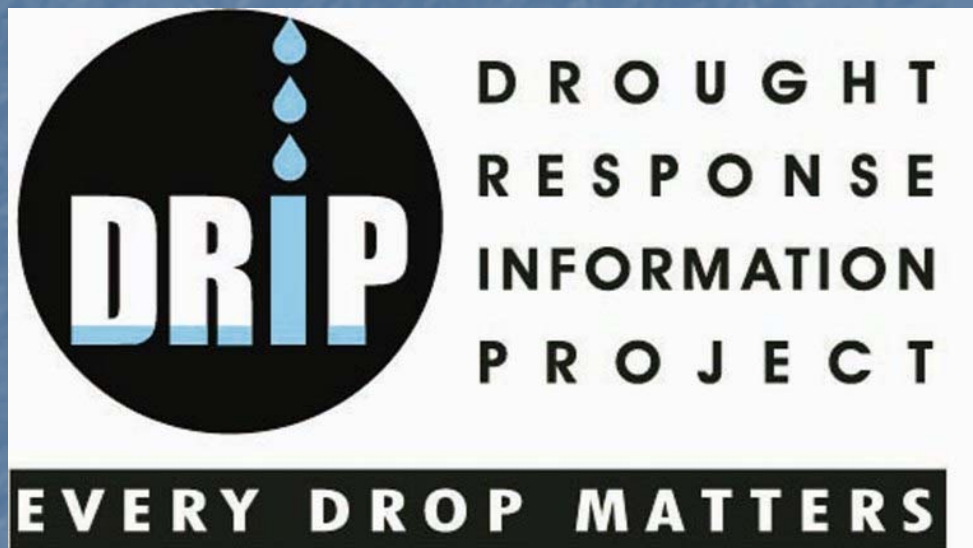
Why does this matter? If irrigation canals dry up and can't deliver water across the

are working hard to cooperate and make it possible for each other to meet demands on the individual water systems.



EVERY DROP MATTERS

The Grand Valley DRIP



David Reinertsen
Clifton Water District
dreinertsen@cliftonwaterdistrict.org
(970) 434-7328