

This presentation premiered at WaterSmart Innovations

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Outreach: Water Efficient Landscaping & Conservation Incentive Programs

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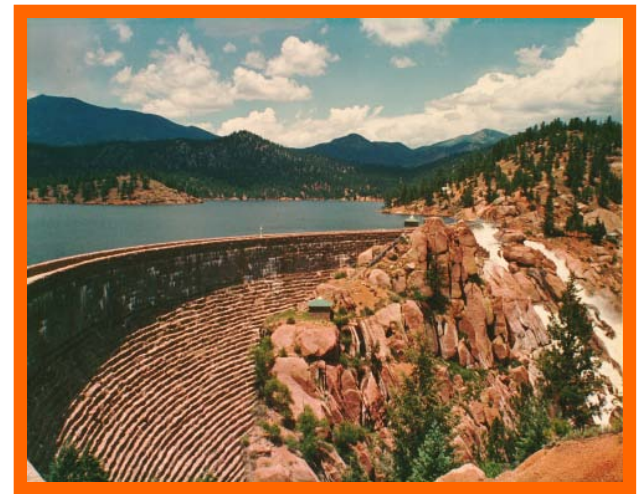
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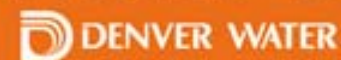
Overview of Denver Water



- Responsible for the collection, storage, quality control and distribution of drinking water to nearly one-fourth of all Coloradans
 - 1.3 million people
 - 50% Inside Denver
 - 50% Suburbs
- Independent Agency of City & County of Denver
- About half of water supplied to customers is used outdoors
- Average irrigation rate is \$4.00/1,000 gallons



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Conservation Plan Goals

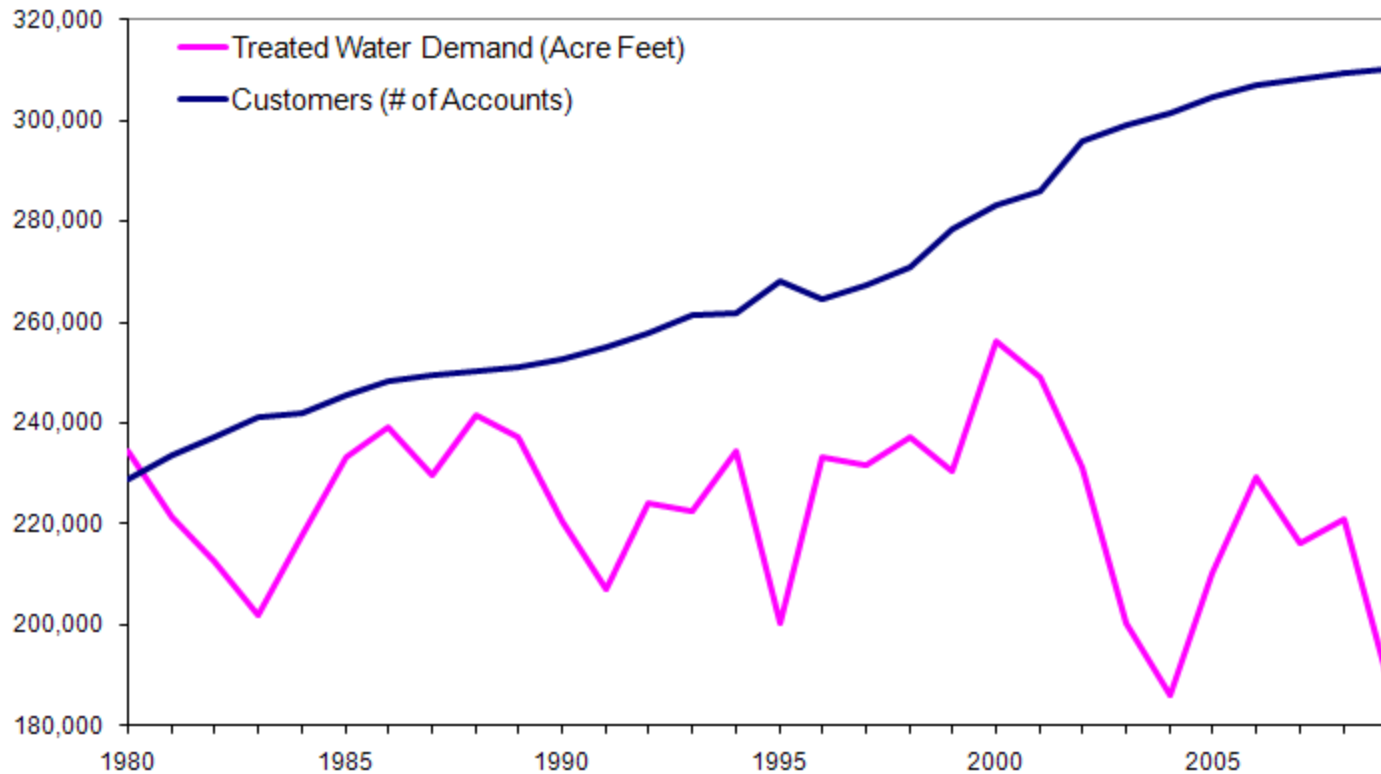
- Ability to provide long-term, reliable supplies rests on three strategies: conservation, recycled water and developing new supplies.
 - Reduce water consumption by 39,400 AF by 2016
 - This is an overall 22% reduction in consumption from pre-drought (2001) usage

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Annual Treated Water Demand and Customer Growth



*Even though drought restrictions were lifted in 2004, post-drought demand has stayed below pre-drought levels. It is not yet known whether these savings are permanent or temporary. Denver Water's new conservation plan is designed to make these savings permanent.

Drought (2002-2004)

*Drought Shadow / Conservation (2005-2009)


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2010 Outdoor Programs & Rebates

Irrigation Audit	FREE
Annual Water Use Report (Large Irrigators)	FREE
Weather-Based ET controllers	25% material cost
Rotary Nozzles	\$5 / nozzle
Rain Sensor (Wired)	\$25
Rain Sensor (Wireless)	\$50
Irrigation Efficiency Program	\$21.50/1000 gal.

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Irrigation Efficiency Program

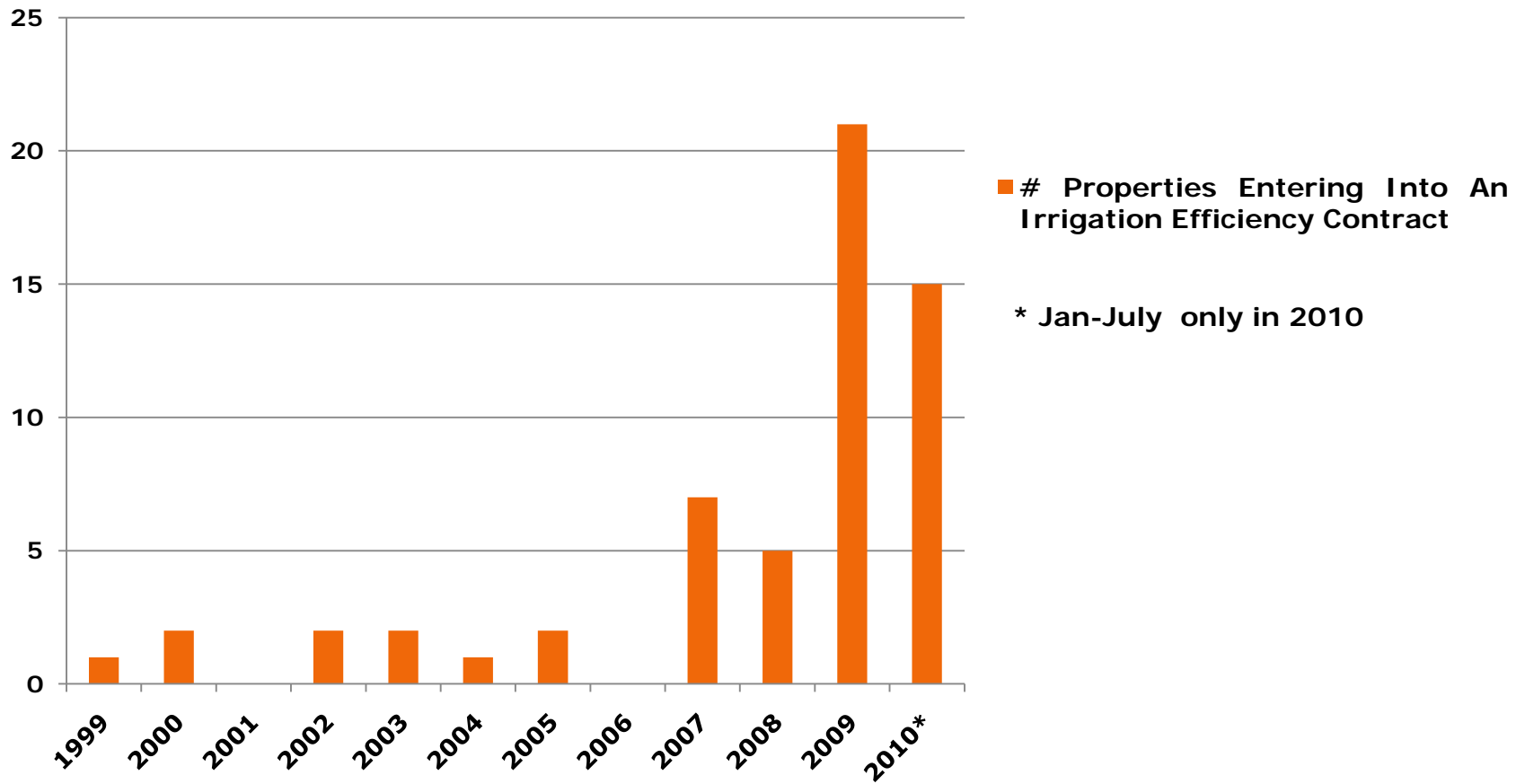


- Customer installs irrigation and/or landscape upgrades to save water (reviewed & approved by Denver Water)
- Must have at least 3 acre feet of estimated savings
- Denver Water gets into a 5 year contract with the property
- Denver Water Pays \$7,000 per acre foot of actual water saved for a 5 year period

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Properties Entering Into Irrigation Efficiency Contract



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Challenges

- Layers upon layers of people that play a role in landscape water use. How do we reach them all?
- Communication and trust barriers
- Customers with unrealistic expectations & clashing goals
- Idealistic message, but not enough practical information available to spur action

The bottom of the slide features a blue and orange banner. The left and right sides show a close-up of water splashing. The center is a solid orange bar containing the slogan and logo.

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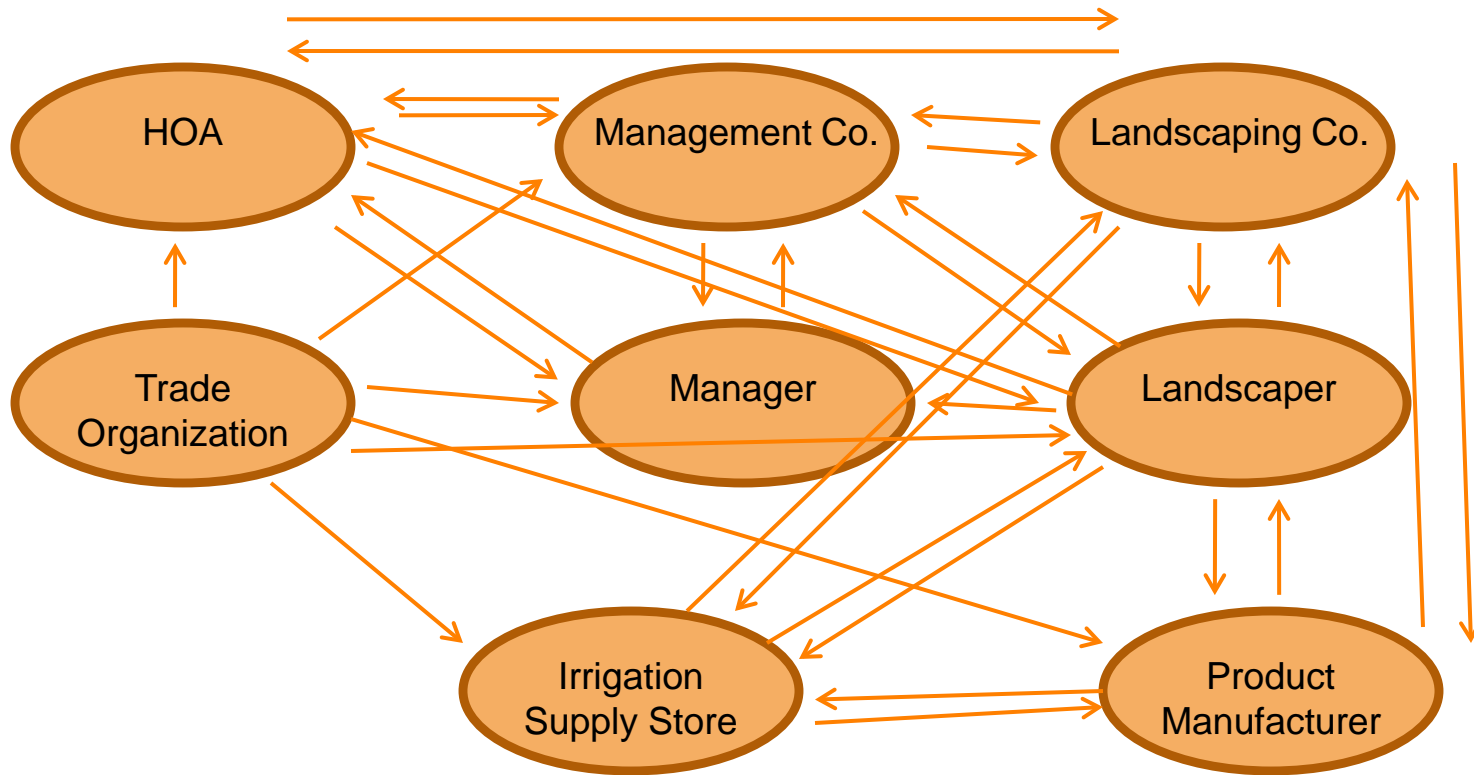
Peeling Away the Layers

- Community Manager, HOA Board, Landscaping Company, Irrigation Supply Store, Product Manufacturer
- Pro-active approach
- Start with one group, then get to the other groups via referrals (they likely already have established relationships with the other groups)
- Had success starting with any of the above groups—working different approaches at the same time



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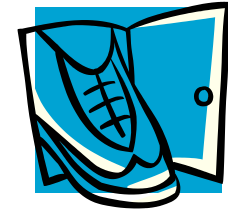
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Foot In the Door Resources




- **Community Associations Institute (CAI)** is a national organization dedicated to fostering vibrant, competent, harmonious community associations. For nearly 40 years, CAI has been the leader in providing **education** and **resources** to the **volunteer homeowners** who govern community associations and the **professionals who support them**. Our members include community association volunteer leaders, professional managers, community management firms and other professionals and companies that provide products and services to associations.

- Almost 60 local chapters and over 30,000 members nation-wide



- www.cai-online.org (national) with separate local chapter websites (e.g. www.hoa-colorado.org)


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Benefits

- Access to dozens of management companies, community managers, HOAs, landscaping companies, and other service providers
- Extremely targeted marketing and outreach opportunities
- Newsletters to all members with water efficiency articles
- “Lunch and Learn” and “Wake-up Call” for managers with incentive programs and efficient landscaping as topic
- Spoke at staff meetings of numerous management and landscaping companies (8-30 people each time)
- Despite wide-spread recognition of marketing campaign and residential incentive programs, VERY few people in these groups knew about outdoor incentives for HOA's

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Use Only What You Need Campaign



Improving Communication & Building Trust

- Stakeholder groups were able to call me directly with their questions (Removing the “red tape”) 
- Awareness of information that we could provide sky-rocketed
- Denver Water as information provider
 - HOA feeling like a company was “selling them” on a product
 - Instead HOA has data available to show whether or not proposed water efficiency project makes sense to implement
 - Greatly appreciated by the landscaping companies as well because it helps them make their case
- Irrigation Supply Stores, Product Manufacturers and Landscaping Companies realizing that our programs can provide business growth opportunities 

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Creating Realistic Expectations

- HOA wants immaculate landscape, but doesn't want to pay for maintenance necessary to keep system up to par, nor are they willing to accept high water bills
- Huge educational effort that has to be on-going
- Fostering realistic expectations and trust




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**Doing something simply because
"it's the right thing to do" is not
always enough to make people act**

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Annual Water Use Report for:
**PROPERTY XYZ
DENVER CO**

2009 IRRIGATION REPORT	
2009 Consumption (Gallons)	4,032,000
Total Irrigated Area (Sq Feet)	166,175
Gallons of Water Used per Sq. Foot (GPSF)	24

Weather Adjusted Consumption Rating
Gallons Per Square Foot (GPSF)

- <= 14 : EFFICIENT IRRIGATION
- 15 - 20 : MODERATELY INEFFICIENT
- >= 21 : SEVERELY INEFFICIENT

Based on 2009 Weather Factor of .78 (wet year)

Legend

- CONTROLLER
- ⊠ BACKFLOW



2008 Ortho Image

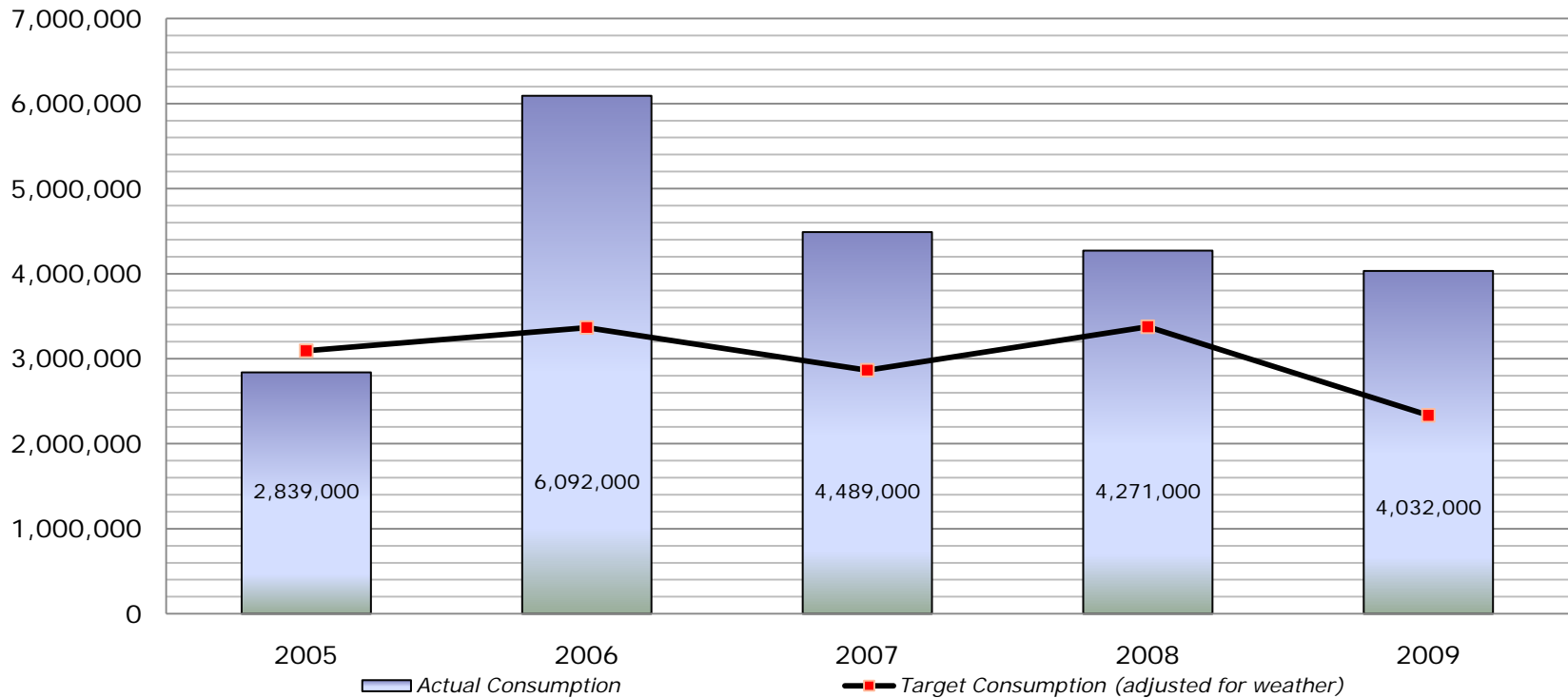
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DENVER WATER CONSERVATION SECTION
MAP DATE: JULY 26, 2010
MAP SOURCE: T\OUTDOORAUDITS

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Property XYZ, Denver CO.



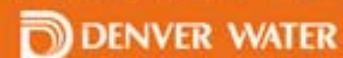
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PROPERTY XYZ, DENVER CO.

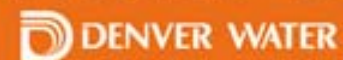
BASELINE (AVERAGE OUTDOOR USE 2005-2009)	4,344,600 GALLONS
WEATHER NORMALIZED BASELINE (AVERAGE WEATHER NORMALIZED OUTDOOR USE 2005-2009)	4,354,475 GALLONS
IRRIGATED AREA	166,175 SQUARE FEET
GALLONS PER SQUARE FOOT AVERAGE (WEATHER NORMALIZED BASELINE/IRRIGATED AREA)	26 GPSF
HISTORICAL GALLONS PER SQUARE FOOT GOAL	18 GPSF
POTENTIAL ANNUAL SAVINGS IN GALLONS (GPSF AVERAGE - GPSF GOAL) * IRRIGATED SQUARE FEET	1,363,325 GALLONS
POTENTIAL ANNUAL WATER BILL SAVINGS (AT \$4.01 / 1,000 GALLONS)	\$5,467
POTENTIAL IRRIGATION EFFICIENCY CONTRACT PAYMENTS (AT \$21.48 / 1,000 GALLONS PRO-RATED OVER 5 YEARS)	\$29,284

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PROPERTY XYZ, DENVER CO.						
YEAR	OUTDOOR USE (gallons)	WEATHER FACTOR	WEATHER NORMALIZED OUTDOOR USE (gallons)	ACTUAL ANNUAL GPSF USED	WEATHER ADJUSTED ANNUAL GPSF GOAL	ANNUAL GPSF POTENTIAL SAVINGS
2005	2,839,000	1.03	2,756,311	17	19	-2
2006	6,092,000	1.13	5,391,150	37	20	17
2007	4,489,000	0.96	4,676,042	27	17	10
2008	4,271,000	1.13	3,779,646	26	20	6
2009	4,032,000	0.78	5,169,231	24	14	10

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WEATHER FACTOR

= "1" is an historically average weather year for the Denver area

< "1" is cooler and wetter than average for the Denver area

> "1" is hotter and drier than average for the Denver area

WEATHER NORMALIZED OUTDOOR USE

This is a representation of how much the property *would have irrigated* had it

GALLONS PER SQUARE FOOT (GPSF)

The amount of water applied to one square foot of turf in an irrigation season

= "18" is an historically average weather year for the Denver area

< "18" is cooler and wetter than average for the Denver area

> "18" is hotter and drier than average for the Denver area

ACTUAL ANNUAL GPSF USED

This number represents how many gallons of water per square foot of turf were *actually applied* to the landscape in the corresponding year.

WEATHER ADJUSTED ANNUAL GPSF GOAL

This number represents how many gallons of water per square foot of turf *should have been applied* to the landscape based on weather for the corresponding year. Applies the annual weather factor to the historical GPSF requirement of 18. Assumes average distribution uniformity is 75%.

ANNUAL GPSF POTENTIAL SAVINGS


Difference between how much was applied in a given year compared to how much should have been applied in that same year. Multiply the GPSF potential savings over the entire irrigated area to determine annual savings in gallons



Keep in Mind...

- Fielding questions and referring customers to appropriate department or person
- Other stakeholders out promoting the program- increases participation, but some inaccurate information inevitably surfaces somewhere
- Enough initial interest has to exist for groups to be willing to go through data collection process
- Must be very clear that we do not endorse any specific product, person or company
- Framework for continued communication must be developed if not already in existence (water use updates)

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Keep in Mind Cont...

- Things can move very slowly- HOA's have monthly, bi-monthly or quarterly meetings
- Expect evening meetings!
- Expect records and specific property information to be hard to come by at times. Will require follow-up
- The way HOA's were set-up, what they are responsible for & the way they are managed can vary a lot from association to association
- People are BUSY! Being pro-active and persistent is necessary

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