

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Branding Watershed Sustainability



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& Russ Sands

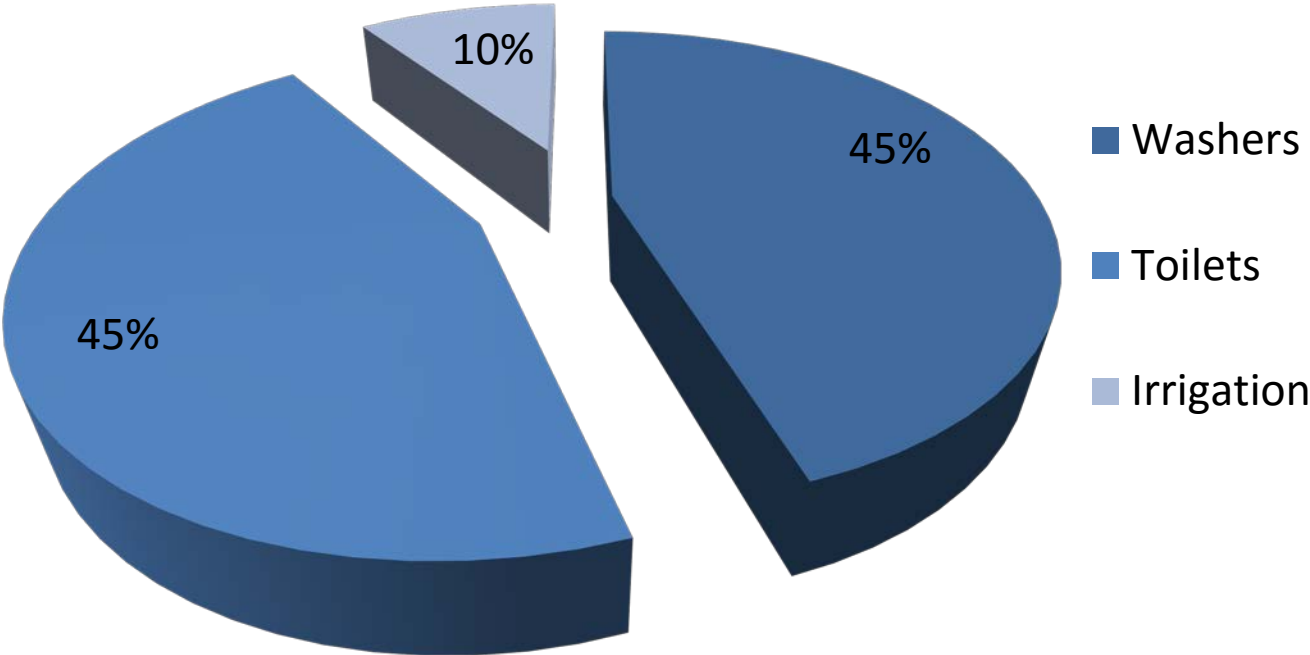
# THE CITY OF BOULDER (COB)

- **23 years of Water Conservation**
- **Population 110,000**
- **3 Separate Utilities**
  - **Wastewater**
  - **Stormwater/ Flood**
  - **Water**



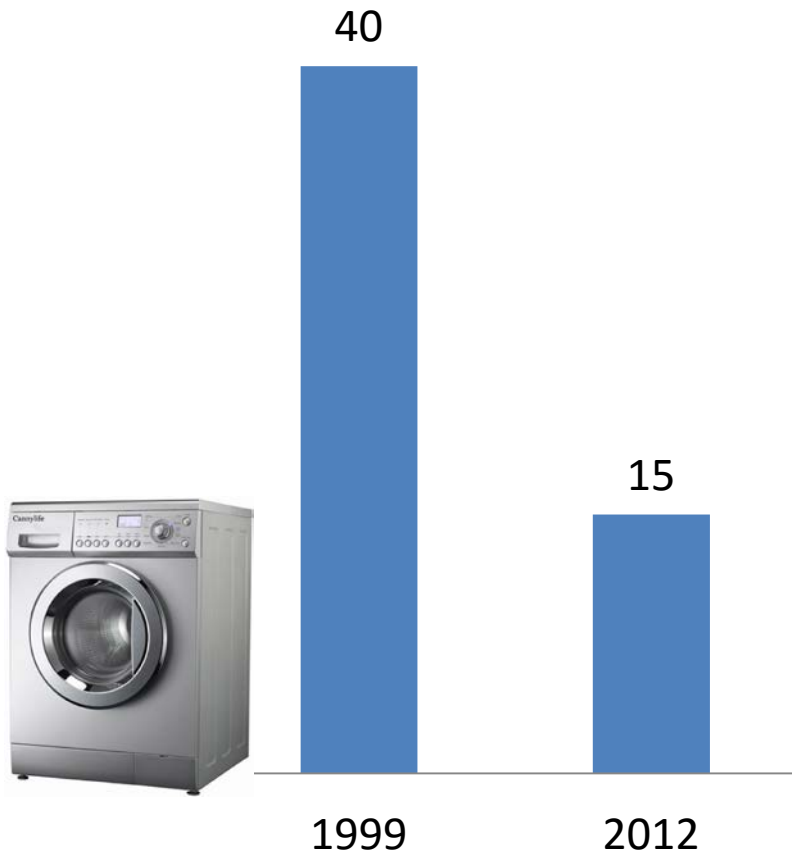
# PROGRAM ANALYSIS

REBATES

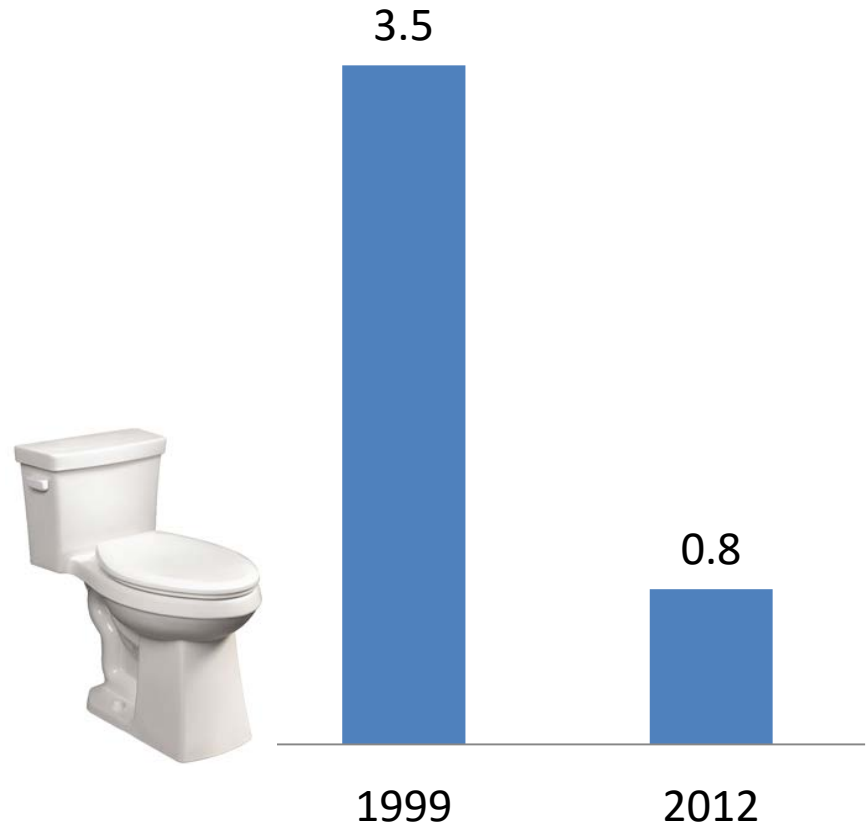


# INDOOR TRENDS

## Gallons per Load



## Gallons per Flush

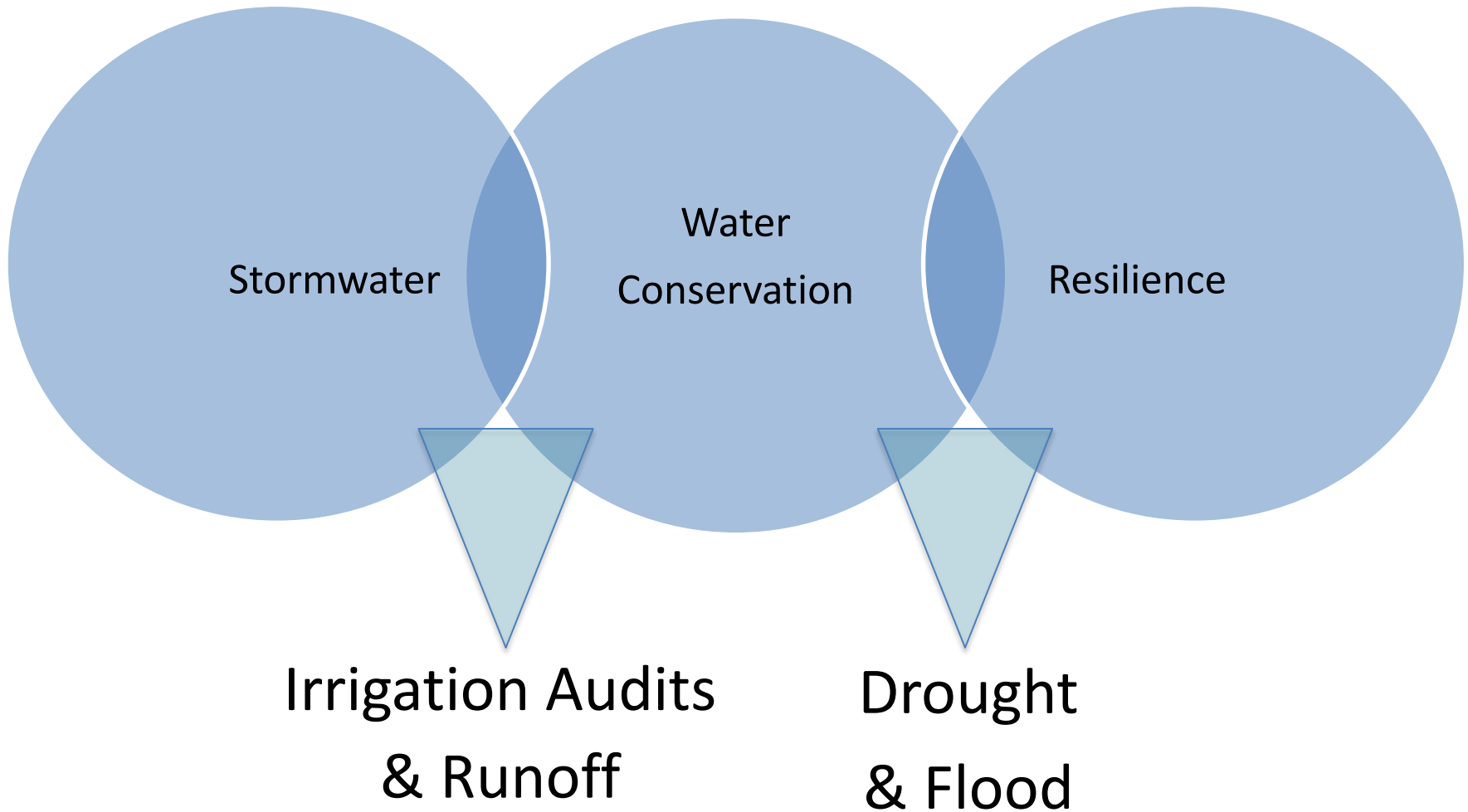


# OTHER TRENDS

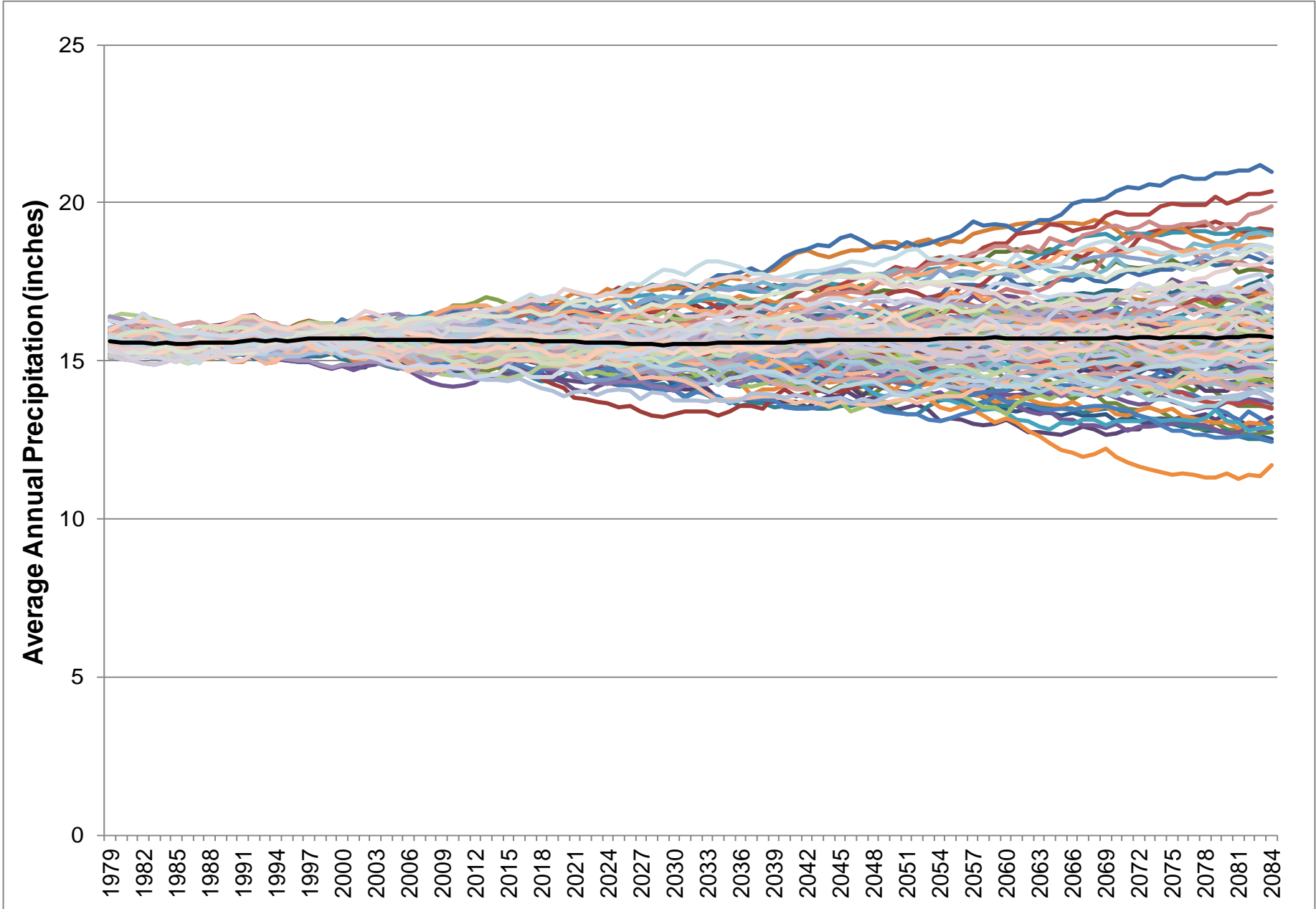
- INDOOR
  - Shower use is flat
  - Energy partnerships?
- OUTDOOR
  - Irrigation use is significant
  - Other partnerships?



# Watershed Sustainability

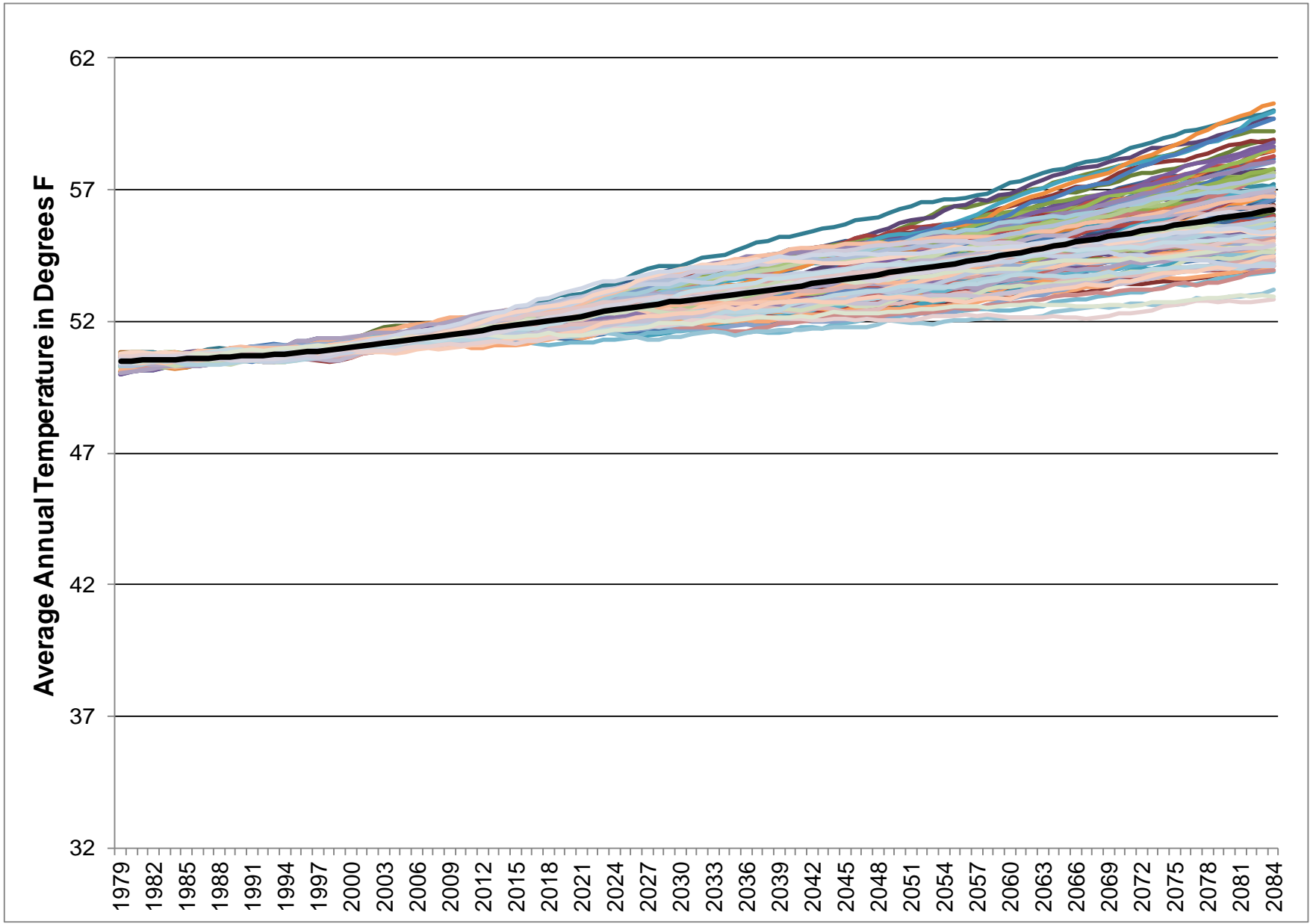


# Precipitation Trends

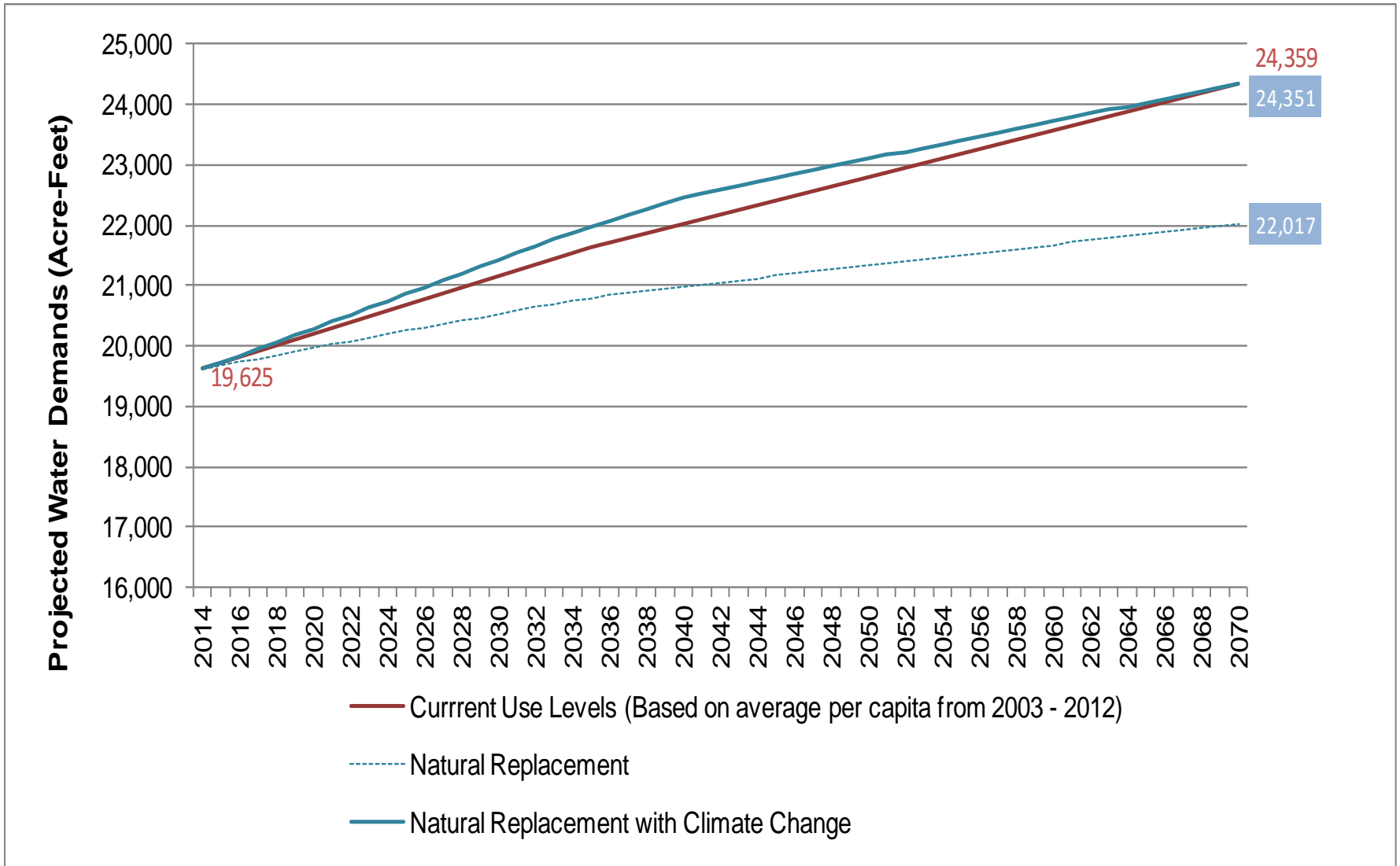




# Temperature Trends



# Population, Passive Savings & Climate



# Services vs. Rebates

- Ended Rebates in 2012
- Services:
  - Garden-in-a-Box
  - Slow-the-Flow
  - Xeriscape Seminars



What bigger impacts can we have?



# Building Partnerships

- Broaden the message!
- Added benefits?
  - Trees
  - Soils
  - Heat Island
  - Other?
- Water conservation is included in discussions around the city!



Making the Case for Watershed Sustainability

# **CASE STUDIES**

# Case Study: NUTRIENTS

- Irrigation Audits
- Outreach Materials
- Seminars



## Green Is The New PiNK

Go easy on the fertilizer!

Phosphorous, Nitrogen and Potassium (P-N-K) from fertilizers pollute streams.

**IT HARMS STREAMS**  
Excess nutrients in streams, like phosphorus and nitrogen, increases algae growth which can hurt fish and lead to dead zones.

**IT RUNS OFF**  
Just like rain and snowmelt, overwatering can wash nutrients off of yards and into storm drains which lead directly to creeks!

**IT ADDS UP**  
Nutrients negatively impact more than **280** miles of Colorado streams.

[www.KeepItCleanPartnership.org](http://www.KeepItCleanPartnership.org)

KEEP IT CLEAN  
TOGETHER WE CAN MAKE A DIFFERENCE



An aerial photograph showing a coastal region. The land is a patchwork of green and brown fields. A large, irregular area of the water is covered in a thick, bright green algal bloom. The text '2014' is overlaid in large white font on the left side of the image.

2014

ALGAE BLOOM  
SHUTS DOWN  
WATER SUPPLY

# 60%

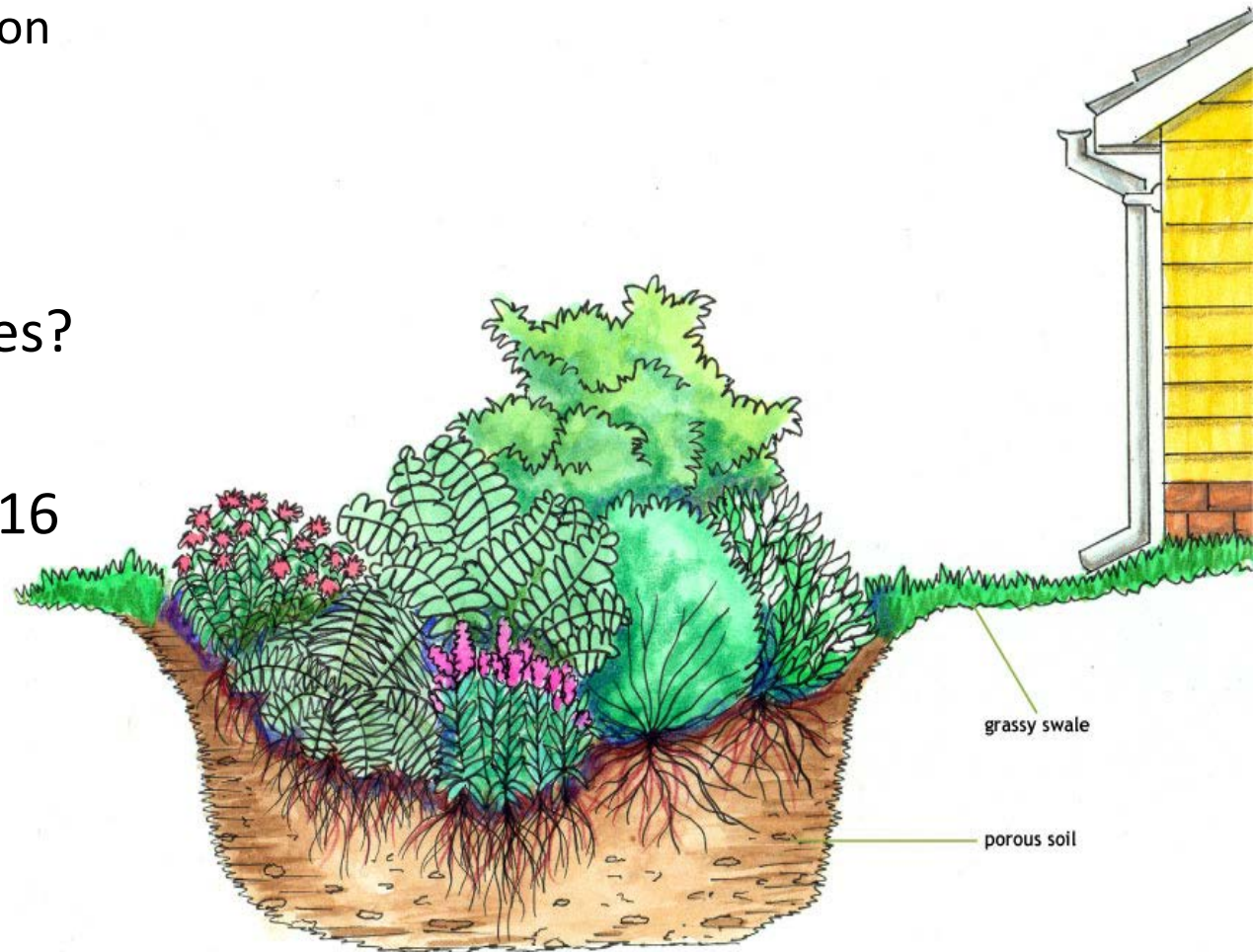
OF NITROGEN  
PUT ON LAWNS  
ENDS UP IN CREEKS.





# CASE STUDY: RAIN GARDENS

- Meet multiple goals:
  - Water Conservation
  - Flood Mitigation
  - Stormwater
- ROW Opportunities?
- Pilot Slated for 2016





UP TO

90%

OF POLLUTANTS  
CAN BE REMOVED  
BY RAIN GARDENS.

# CASE STUDY: RESILIENCE AUDITS

- “Drought Busters” Concept
- Flood Audits?
- Resilience Assessments
- Metrics for Personal Resilience

# Why Watershed Sustainability?

- Names are Powerful
- Diversify Workload = Increased Resources
- Add Value
  - 2 for 1 on Outreach
  - Make Your Message Their Message!
  - Tie into “Hot Topics”
- Holistic Approach from “Stream to Tap to Stream”



QUESTIONS?

COMMENTS?

