

colorado
waterwise



ANNUAL REPORT 2017

A YEAR OF ACCOMPLISHMENTS

CONNECTING STAKEHOLDERS,
PROVIDING RESOURCES, AND
SERVING AS THE COLLABORATIVE
LEADER IN THE EFFICIENT USE OF
URBAN WATER IN COLORADO.

2017 Marks a Successful Year for CWW!

BY AMELIA NUDING AND FRANK KINDER, COLORADO WATERWISE CO-CHAIRS

COLORADO WATERWISE WRAPS UP 2017 AS A YEAR OF GROWTH, CONNECTIVITY, AND NEW PROGRAMMING.

Colorado WaterWise provides great opportunities to connect with colleagues in the water efficiency world, from utilities, to engineers, to non-profits, to manufacturers, and others simply interested in saving water. Our Board of Directors enjoy providing unique and productive professional development opportunities with collaboration on projects that help move water efficiency forward. Our new Project Coordinator, Melissa Brasfield, has been a terrific help and you may interact with her when working with Colorado WaterWise.

In October, we held our Annual Symposium at Lowry Conference Center. To maintain affordability and access, we've changed locations and keep costs down, while ensuring high quality presenters, vendors and attendees like you. This year's event was well attended and we received rave reviews on the survey. New this year was our Petcha Kutcha - five 5 minute presentations. This condensed format fits different topics together in a fun, fast-paced setting that forces presenters to get right to the point and have fun as well. We'll definitely pursue this format again as it allows a wide variety of information from different people, and it keeps your attention. Rick Shultz from Castle Rock had the crowd laughing with his greatest photos of landscapes gone wrong, allowing us to laugh at the fun we get to have in this industry. Others shared cool innovations in the conservation world, from the Mile High Youth Corps' trade-building employment format for young people who learn to do efficiency upgrades, to Colorado Springs Utilities' WaterWise Neighborhood.

This year's Gardener Award went to Westminster's Stu Feinglas. In a touching ceremony, Liz Gardener spoke to the evolution our industry has undergone and the fine people who've helped make it happen. We have pioneers in Colorado who've created innovative programs and are mentors to all of us. Stu's achievements include progressive tap fee structures that have served to educate and inspire other municipalities, and his lookback study with Water Demand Management that demonstrated the significant, real-world savings conservation has provided to his community.

Thank you for reading our Annual Report and we look forward to connecting with you in 2018!



Amelia Nuding



Frank Kinder

9th Annual Water Conservation Symposium

EDUCATIONAL NETWORKING EVENT FOR WATER INDUSTRY PROFESSIONALS.



Keynote speaker, Kelly Latham from Water for People, inspired us with stories of how they develop sustainable water supplies for communities in developing countries

Recognized Stu Feinglas (left), City of Westminster, with the Colorado WaterWise Gardener Award for a career of conservation firsts, wins and industry-leading projects

Survey says - Overall rating of 4.7 out of 5

“The presentations provoked great questions and conversations. Great takeaways!”

“The Symposium was better than the WaterSmart Innovations conference in Las Vegas!”

TOPICS FOCUSED ON LANDSCAPE WATER EFFICIENCY

From Grant to City Wide Rollout: Empowering Customers with Data and insights

- Dominique Gomez, WaterSmart

Youth Play a Key Role in Conservation

- Amanda Mathias, Mile High Youth Corps

The Hidden Reservoir: Diversifying Water Supply Through Land use Planning

- Becky Fedak, Brendle Group

On October 24, 2017, the 9th Annual Water Conservation Symposium hosted 91 speakers and attendees – a good mix of water providers, consultants, vendors, universities and non-profit organizations. Symposium presentations are available on coloradowaterwise.org.

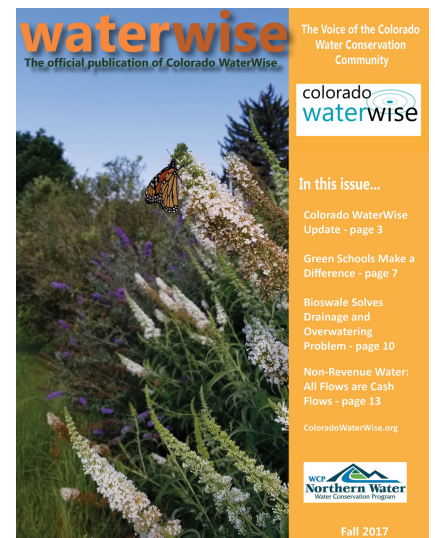
Lunch 'n Learn Events, Webinar Series

These free events provide information sharing and networking opportunities for members and non-members during the year. Presentations are available to members on coloradowaterwise.org.

- Beyond the Controller by Rachio
- Keep Austin Wired - How Data Saved Austin Water 41 Million Gallons by Robb Barnitt, CEO, Dropcountr (also webinar)
- RESNET's new construction water efficiency rating system (WERS) webinar
- Water Loss webinar
- Turf Replacement Program in Lafayette, CO webinar

Newsletter

Quarterly newsletters discuss current water conservation Best Management Practices, case studies, programs and events. This year's themes covered Landscape and Irrigation, Innovation and Collaboration, Education and Lessons Learned. Newsletters are a member benefit.



Live Like You Love It Communication Toolkit

PROVIDES A PROFESSIONALLY DESIGNED PUBLIC COMMUNICATION TOOLKIT TO MEMBERS AND PARTNERS.

- New materials: Graphic elements, re-designed GreenCO factsheets, 14er factsheets (Spanish), website shopping cart and Partner portal
- Developed #Hike4Water social media contest with Water Education Colorado
- Launched Live Like You Love It wholesale and retail shopping cart for campaign branded materials
- Promoted #Hike4Water contest at the Lavender Festival at Denver Botanic Gardens at Chatfield



Member Survey

You Spoke, We Listened

What roles would you like for Colorado WaterWise to play in the future?

Technical resource; provider of tools; convener of conservation organizations, industries and utilities

Which of the following Colorado WaterWise programs and resources are useful to you and your organization?

Annual Conservation Symposium, Water Conservation Best Practices, Xeriscape Colorado info, Newsletter, Live Like You Love It Toolkit, Lunch 'n Learns

What topics would be of most interest to you at the Annual Symposium?

Case studies, customer education and outreach, utility programs from other regions, local utility practices and lessons learned.

Which ways of connecting do you most prefer?

In person events, webinars and email listserve

FINANCIAL SUMMARY

Total Assets in December 2017: \$104,088

Expenses \$40,573



Income \$59,010



Thank You to Our 2017 Members and Partners!

LIVE LIKE YOU LOVE IT PARTNERS (\$2,000 AND UP)

Greeley Water
Loveland Water & Power
Northern Water

LARGE UTILITY MEMBERS (\$1,500)

Aurora Water
Colorado Springs Utilities
Fort Collins Utilities
Fountain Utilities
Greeley Water
Loveland Water and Power
Northern Water
Thornton Water

MEDIUM UTILITY MEMBERS (\$1,000)

Castle Rock
Green Mountain Water & Sewer,
Security Water & Sanitation
District
Englewood Utilities
South Adams County Water &
Sewer District

INDUSTRY PARTNERS (\$500 - \$1,000)

Associated Landscape Contractors
of Colorado
Cavanaugh & Associates
Dropcountr
WaterSmart Software

SMALL UTILITY MEMBERS (\$500)

Breckenridge Water
Brighton
Cortez
Eagle River Water & Sanitation
District
Firestone
Fountain Creek Watershed
Frederick
Left Hand Water District
Little Thompson Water District
Platte Canyon Water &
Sanitation District
Willows Water District

BASIC MEMBERSHIP (\$250)

Adams County
AquaSan Network
Brendle Group
Central Colorado Water
Conservancy District
Metropolitan University OWOW
Center
Pueblo Board of Water Works
Resource Central
Special District Association of
Colorado
Water Demand Management
Water Research Foundation
Welby Gardens
Western Resource Advocates
Westminster

Find current news, events and membership details at coloradowaterwise.org. To become a Colorado Water - Live Like You Love It Campaign Partner, visit lovecoloradowater.org

Colorado WaterWise is a non-profit, 501(c)3 organization.

We welcome your questions and feedback. Contact us at admin@coloradowaterwise.org. 5