



**ANNUAL  
REPORT  
2020**

colorado  
**waterwise**

# SURVIVING AND THRIVING

It was a really hard year in America. We suffered through the pandemic, economic collapse, school closings, massive wildfires and political upheaval. Let's take some space to thank the heroes: the health care workers, fire fighters, and front-line workers who helped us while exposing themselves to great risk. We don't know where we'd be without you.

Many nonprofit organizations have suffered, and here at CWW we were concerned about declining membership and non-member participation. Instead, we are thrilled to report that our water conservation community banded together and thrived. With the help of our dedicated board of directors, talented staff and our passionate members, we did what we do best: enacted creative solutions for a big problem.

Normally we pull together during a drought to reduce water use. This time, our community came together to help programs thrive in the face of limited staff, limited budgets and huge helpings of uncertainty and risk. We utilized our collective creative skills and flexibility. CWW moved entirely online. We launched a new website, held webinars and pivoted to a remote, low-cost Symposium that achieved high attendance. Our Live Like You Love It steering committee provided new educational materials and began work on a promotional video. We launched a statewide water conservation study that received data from 94 Colorado utilities (report available in 2021).

This past autumn, unseasonably high temperatures and low precipitation raised our eyebrows. Observation turned into concern as winter failed to bring significant precipitation, and now we're in regional discussions on storage and drought messaging. We hope the stronger relationships forged during the pandemic will strengthen the cooperation of communities in spreading drought education to all Coloradans.

Thank you for your interest in and support of Colorado WaterWise.

Diana Denwood and Lyndsey Lucia  
2020 Colorado WaterWise Co-Chairs



# Mission

Addressing the state's water challenges by improving water efficiency through diverse community connections, innovative solutions and valuable member resources

## Core Principles

**Leadership:** We empower Colorado to be a leader in water efficiency.

**Collaboration:** We nurture collaboration in the water community.

**Education:** We raise awareness of the importance of water for today and tomorrow.

**Innovation:** We build and share resources.

**Stewardship:** We foster the next generation of water stewards.

# 2020 PROGRAMS

## VIRTUAL ANNUAL SYMPOSIUM

Over three weeks in mid-October, the 12th Annual Water Conservation Symposium hosted more than 100 speakers and attendees – a good mix of water providers, consultants, vendors, universities, college students and non-profit organizations.



Following the session on October 27, we hosted a virtual happy hour and Halloween costume contest. It was great to see both old and new faces join us for this networking opportunity.

## SESSION TOPICS INCLUDED:

- System-wide technologies: real-world review of AMI and Leak Detection systems
- Managing water in the headwaters of Colorado
- Supporting water resources through alternative water supplies
- Introduction to landscape and irrigation certification programs in Colorado
- Understanding water conservation efforts across Colorado
- Advancing Water Efficient Landscape Ordinances: What's been done and where do we go next?

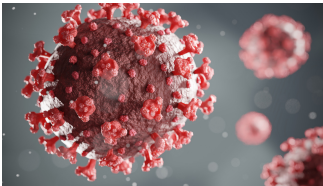
Colorado WaterWise members can access recordings on the website.

# 2020 PROGRAMS LUNCH 'N LEARN AND WEBINAR SERIES

These free events provide information sharing and networking opportunities for members and non-members during the year. Recordings of presentations are available to Colorado WaterWise members on [coloradowaterwise.org](http://coloradowaterwise.org) in the Resources section.

While COVID-19 prevented us from meeting in person, we were still able to host four well-attended, virtual events.

## Topics included:



Adapting Colorado's municipalities' water efficiency programs in light of COVID-19



Ensuring Equity in Colorado Water Utility Management



Water Management with Climate Change, Drought and Fires.



Greeley's Landscape Irrigation Auditor App

**250+**  
**REGISTRATIONS**

# waterwise

The Voice of the  
Colorado Urban Water  
Conservation Community

The official publication of Colorado WaterWise

## In this issue...

**PAGE 4**  
Green Roofs  
We Interview Dr. Jennifer  
Boussetot

**PAGE 7**  
Fort Collins'  
Commercial Audits

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## In this issue...

**PAGE 5**  
Calsense  
Smart Solutions for a  
Thirsty World

**PAGE 8**  
Alliance for Water  
Efficiency Resources

**PAGE 11**  
Lawn Removal Pilot  
from Resource Central

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## In this issue...

**PAGE 6**  
Shifts in Water Use  
During a Pandemic

**PAGE 8**  
High Resolution AMI  
Engaging Customers

**PAGE 10**  
Greywater Pilot  
in Stapleton

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## In this issue...

**PAGE 5**  
Daily Watering Guide  
Fort Collins' Web Tool

**PAGE 6**  
Water as a Municipal  
Growth Limiting  
Factor

**PAGE 8**  
Aurora's Greatscapes

**PAGE 11**  
Water Use in the CI  
Sector  
WRF Study Findings

**PAGE 14**  
Denver Urban  
Gardens Grow Food  
and Community  
Stories from Aurora's  
Community Gardens

colorado  
waterwise

Spring 2020

## FOUR ARTICLE-PACKED NEWSLETTERS

We covered a plethora of topics!

Updates on COVID-prompted program changes

New technologies and tools such as the data management tool, ConserveTrack

Water conservation recognition and awards including the Alliance for Water Efficiency's G480 Certification Leaderboard

New water conservation programs such as Resource Central's new turf removal program

Legislative updates

Book reviews

CWW happenings

Sterling Ranch water-efficient residential development

AMI data

WaterSmart grants

Commercial/Industrial conservation

Rain gardens

PAGE 06 | 2020 PROGRAMS

# 2020 PROGRAMS

# COLORADO WATERWISE

# WEBSITE UPDATES

Our new website is more engaging for the conservation professional and Colorado resident alike. It has bolder messaging, more information, a bright new palette, and photos that reflect the diversity of Colorado.

The screenshot shows the Colorado WaterWise website homepage. At the top left is the logo for "colorado waterwise" with a stylized water drop icon. To its right is the main heading "We Are Colorado WaterWise" in a bold, teal font. Below this heading is a tagline: "Addressing the state's water challenges by improving water efficiency through diverse community connections, innovative solutions and valuable member resources". In the top right corner, there is a "LOG IN" link and a user profile icon. A horizontal navigation bar contains the following links: HOME, ABOUT US, LEARN ABOUT CO WATER, LIVE LIKE YOU LOVE IT, NEWS & EVENTS, RESOURCES, MEMBERSHIP, and DONATE. Below the navigation bar is a large banner featuring a water cycle diagram on the left and an orange box on the right that says "NEW! Now Available to ALL UTILITY and INDUSTRY MEMBERS" and "Live Like You Love It Full Toolkit". Underneath this banner is a dark blue section with a background of red roses and the text "Conservation During COVID News & Resources". The next section is a blue box on the left with the text "Annual Water Conservation Symposium" and "Thank you for joining us! CWW member access to recordings is now available." on the right is a photo of a symposium. Below that is a dark purple section titled "Upcoming Events:" with a list of events: "Tap Into Resilience: WaterNow Alliance Virtual Summit" (Tuesday, April 06, 2021 | Online), "April Board Meeting" (Thursday, April 08, 2021 10:00 AM | Zoom), and "Habitat Hero: Native Plant Outreach Live Blog" (Saturday, May 01, 2021 | Online). A "See All Events" link is also present. To the right of the text is a blue water filter. The final section features a photo of a man in a suit adjusting his glasses while looking at a laptop, with a green box on the right titled "News and Jobs" containing the text "Learn more about available jobs within the water industry as well as the latest news".

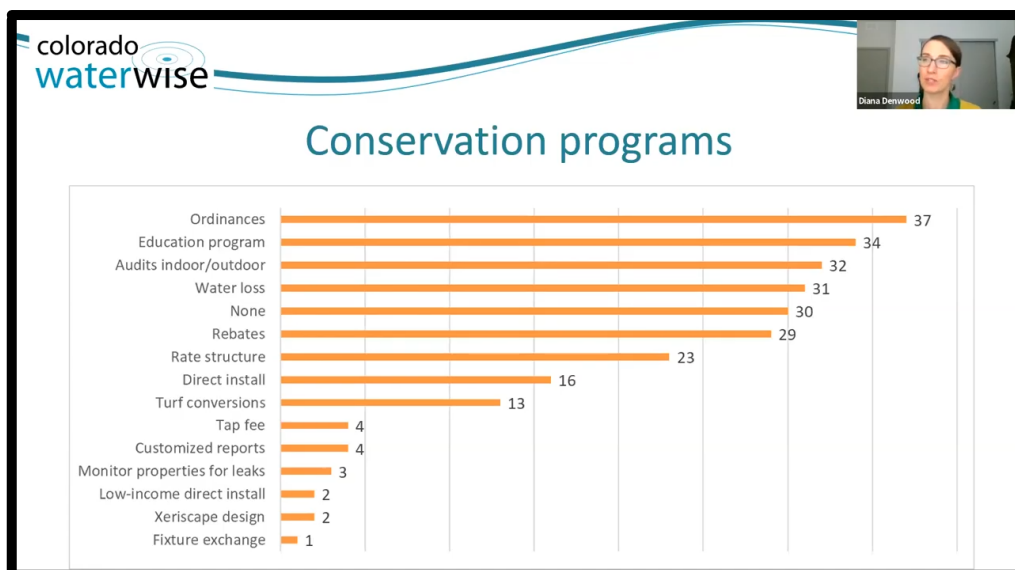
# 2020 PROGRAMS DATA AND TOOLS

The Data and Tools committee was hard at work in 2020 preparing two big projects described below. This work will continue into 2021 with additional reports and initiatives.

Organized the “Introduction to landscape and irrigation certification programs in Colorado” session at the annual symposium to help attendees understand the different programs that are available.



Shared preliminary findings at the annual symposium from our “State of Urban Conservation Programs in Colorado” pilot project.





# 2020 PROGRAMS

## LIVE LIKE YOU LOVE IT



### PROFESSIONALLY DESIGNED PUBLIC COMMUNICATION TOOLKIT

- 10+ Fact Sheets
- 3+ Ads
- 60+ Icon Graphics Library
- 20+ Social Media posts and images
- 3+ Templates
- Plus many more resources

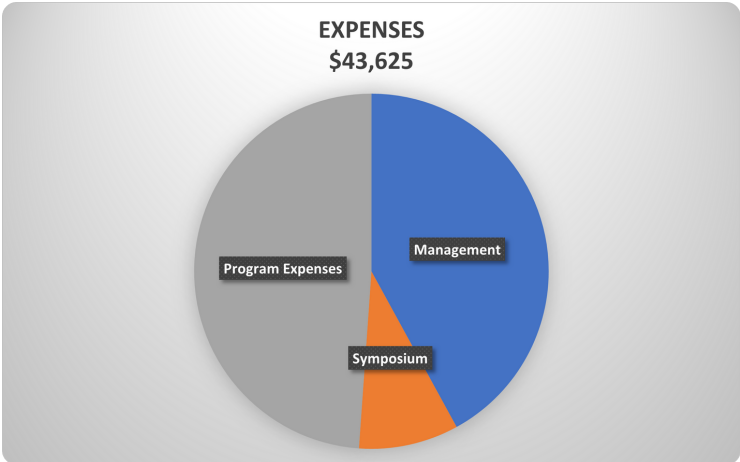
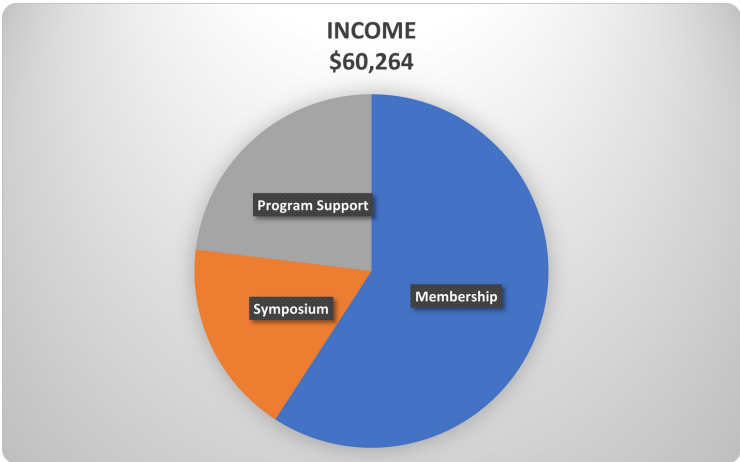


Learn more at  
[LoveColoradoWater.org](http://LoveColoradoWater.org)

# COLORADO WATERWISE FINANCIAL OVERVIEW

Colorado gains all their operating funds through annual membership and the Annual Symposium event. As a small non-profit, we are able to keep expenses low allowing us to do even more with our member driven income.

In 2020, Colorado WaterWise transferred our savings account to Clean Energy Credit Union. This account transfer allowed Colorado WaterWise to align our reserve funds and overall finances even closer with our Core Principles. Clean Energy Credit Union is able to use these deposits to extend low-interest lines of credit to those interested in borrowing to make clean energy upgrades including solar, building envelope upgrades, and even purchasing electric vehicles and bikes



# 2020 BOARD MEMBERS THANK YOU!

Lance Ackerman, Colorado Spring Utilities

John Berggren, Western Resource Advocates

Brad Brady, Yearout Energy

Courtney Black, INTERA

Diana Denwood, Aurora Water

Don Drews, Courageous Marketing

Katie Helm, City of Fountain

Tyler Kesler, Town of Erie

Lyndsey Lucia, Northern Water

Eric Olson, Fort Collins Utilities

Ruth Quade, City of Greeley

Alyssa Quinn, Platte Canyon Water & Sanitation

Matthew (Quint) Redmond, Agriburbia

Thomas Riggle, Centennial Water

Lindsay Rogers, WaterNow Alliance

Amy Volckens, Brendle Group

Laura Wing, Thornton Water

# COLORADO WATERWISE THANK YOU MEMBERS!

## Live Like You Love It Partners

Greeley Water • City of Longmont • Northern Water • Town of Erie • South Platte Basin Round Table

## Large Utility Members

Aurora Water • Centennial Water and Sanitation • City of Fort Collins • City of Fountain • City of Greeley • Colorado Springs Utilities • City of Longmont • City of Thornton • Loveland Water and Power • Northern Water

## Medium Utility Members

City of Golden • Town of Castle Rock • East Cherry Creek Valley • Platte Canyon Water & Sanitation • Pueblo West Metropolitan District • Southwest Metropolitan District

## Small Utility Members

Bancroft-Clover Water & Sanitation • Town of Breckenridge • City of Cortez • Eagle River Water & Sanitation District • Little Thompson Water District • Willows Water District

# COLORADO WATERWISE THANK YOU MEMBERS!

## Industry Members

AIQUEOUS • Cavanaugh & Associates • ConserveTrack  
Rain Bird • Water Systems Optimization • Metron-Farnier •  
WaterSmart

## Basic Members

AgriBurbia • Alliance for Water Efficiency • AquaSan Network •  
Brendle Group • City of Brighton • City of Westminster •  
Consilium Design • Courageous Marketing • Headwaters  
Institute • INTERA • Resource Central • Water Demand  
Management • WaterNow Alliance • Western Resource  
Advocates • Yearout Energy Services

*Thank  
you!*

Find current news and events  
and find out about membership  
at [coloradowaterwise.org](http://coloradowaterwise.org).  
Colorado WaterWise is a non-  
profit, 501(c)3 organization.



[@LoveColoradoWater](https://twitter.com/LoveColoradoWater)

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