



**ANNUAL
REPORT
2023**

colorado
waterwise

GROWING AND SHARING

2023 was an exciting year for Colorado WaterWise (CWW). We brought in six new board members, making our organization even more diverse. With the addition of these fantastic people, our board is now 19 strong!

At a high level, we were able to continue projects and add new initiatives such as:

- Adding a new DEI committee to the organization. The committee will work to provide guidance, support, resources, and recommendations to CWW staff, board, and committees on including diversity, equity, inclusion, justice, and anti-racism practices into Colorado WaterWise events, initiatives, and educational material.
- Continued work on the 2024 Guidebook of Best Practices for Municipal Water Conservation in Colorado. Originally published in 2010, the new guidebook will be available both in a user-friendly PDF and an online webpage. Keep an eye out in 2024 for the final product!
- Our Educational Events Committee hosted a handful of free webinars and in-person events in 2023 designed to keep you in the know on a variety of relevant water-related topics.
- CWW hosted its Annual Symposium on October 24, 2023, with nearly 150 attendees! We heard from some amazing presenters and loved seeing so many new and returning faces.
- LLYLI once again produced new material for our members, including new social media posts for artificial turf, an HOA toolkit, and all new infographics. Watch for new material coming in 2024.

The year 2023 was an exciting and impactful one for Colorado WaterWise, which could not have been accomplished without your generous support, service, and participation. We encourage you to help CWW make an even greater impact for water conservation in Colorado by your continued involvement and commitment to our shared mission in 2024.

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

Brad Brady and Alyssa Quinn

2023 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.

2023 PROGRAMS

ANNUAL SYMPOSIUM

We loved seeing so many familiar and new faces at the 2023 Annual Water Conservation Symposium! We had a full house at Tivoli Turnhalle, with 145 symposium attendees, including 12 students.

There was a great lineup of speakers who shared relevant and timely updates on the status of water conservation across Colorado.

We continued the conversation at the happy hour following the event, carrying on with our new Happy Hour tradition.

Colorado Springs Utilities received the Gardener Award celebrating their Native Grass Initiative.



SESSION TOPICS INCLUDED:

- Advancing Water Equity in Disproportionately Impacted Communities.
- What's new with the One World One Water Center?
- Dynamic Landscapes – Benefits Beyond Water Savings.
- Cashing in: What Happens When You Fund Water Efficiency.
- Updating Colorado Best Practices Guidebook: Where are we?
- From the Colorado River to the Kitchen Sink: Trends in Residential Water Use.
- Discover the Turf Less Traveling: Non-Functional Turf Mapping in the Colorado River Basin.

THANK YOU!
TO OUR GENEROUS SPONSORS

PLATINUM



GOLD



SILVER



THANK YOU!

TO OUR GENEROUS SPONSORS

BRONZE



2023 PROGRAMS

EDUCATIONAL EVENTS

These free events provide information-sharing and networking opportunities for members and non-members throughout the year. Recordings of presentations are available to Colorado WaterWise members on coloradowaterwise.org in the Resources section.

We were excited to host six educational events in 2023, four events were bilingual webinars and two were in-person tours.

Topics included:



Pathways to an Equitable Future in Water Conservation Webinar



Live Like You Love It®: What is it and how can my organization benefit from it? Webinar

Glenwood Springs Water & Fire Resiliency Tour



Northern Water Conservation Garden Tour

Pooling Resources: Learning from Collaborative Water-Sharing Agreements in Colorado Webinar



Dynamic Landscapes: Benefits Beyond Water Savings Webinar

312+
REGISTRATIONS FOR
THE 2023 EVENTS



ARTICLE-PACKED NEWSLETTERS

Statewide turf substitute program
 Career fair in Loveland

History of Castle Rock Water

Resource Central helps Marshall Fire victims

Life after G3

AMI in proactive outreach

Rachio Smart Hose Time

Tahoma 31 Bermudagrass

Fire Wise Horticulture

Payment Assistance at Castle Rock Water

Broomfield Landscape Ordinance

CWCB Turf Replacement Funding

Northern Water's Conservation Garden

SimpleSUB Water System

Commercial, Industrial and Institutional Water Users

Alliance for Water Efficiency's Inaugural Symposium

2023 PROGRAMS DATA AND TOOLS

In 2023, the momentum of the Best Practice (BP) Guidebook Update continued. The project team, consisting of WaterDM, Brendle Group, and INTERA, undertook a series of stakeholder meetings from March to December. These meetings, totaling six (four online and two in-person), were designed to ensure a comprehensive and inclusive update, addressing key elements such as guidebook organization, input on best practices, supporting resources, and case study identification.

The success of these meetings was evident, with over 90% of respondents rating them as "Very Good" or "Excellent."

By May 2023, the project team had consolidated the diverse stakeholder input into specific Best Practices categories. Recognizing the significance of outdoor water use, a fifth stakeholder meeting in July 2023 was centered around this theme, attracting nearly 100 participants.

The seven best practice categories to be included in the guidebook are:

-  Planning and Implementation
-  Rates and Charges
-  Measurement and Data
-  Codes and Regulations
-  Education and Communication
-  Indoor Water Use
-  Outdoor Water Use

2023 PROGRAMS DATA AND TOOLS

Each best practice is structured similarly with a clear definition and includes:

- Summary of major benefits.
- Regulatory requirements.
- Key concepts/steps.
- Costs and benefits.
- Examples and case studies.
- Resources.
- Cost-effectiveness considerations.

In December 2023, the sixth and final stakeholder meeting was held with over 60 attendees who provided valuable insights to help guide the project team forward and fill in the gaps.

The collaborative approach employed by the team, both in-person and online, underscored a commitment to inclusivity and a dedication to gathering diverse perspectives. Looking ahead, the team is working to integrate the gathered insights into the updated guidebook, set for release in the fall/winter of 2024. This ensures that the guidebook reflects both stakeholder perspectives and the latest best practices and technologies in water conservation.



2023 PROGRAMS

LIVE LIKE YOU LOVE IT®

COLORADO WATER
LIVE LIKE YOU LOVE IT

TRANSFORM YOUR YARD TO A COLORADO LANDSCAPE

Why should I replace part of my lawn?



LAWNS ARE WATER HOGS

Lawns use up to 50% of a household's daily water use. Replacing a portion of your lawn is one of the best things you can do to save water.



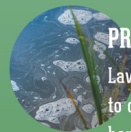
THERE ARE BETTER ALTERNATIVES

The thirsty lawn species most commonly seen in Colorado typically use 5x more water than native and water-wise landscape alternatives.



LUSH LAWNS DON'T SUIT COLORADO

Most areas of your lawn are non-functional and simply aesthetic. It's a bad look for a semi-arid state like Colorado.



PROTECT OUR ENVIRONMENT

Lawns use chemicals like fertilizer that are harmful to our environment - polluting local waterways and harming living organisms.



WATER IS SCARCE

Our water supplies are becoming more and more constrained due to drought/climate change, population growth and other factors. It's time to start making changes to preserve our water resources.

PROFESSIONALLY DESIGNED PUBLIC COMMUNICATION TOOLKIT

12+ Fact Sheets

3+ Ads

60+ Icon Graphics Library

Stock Photography

75+ Social Media Posts and Images

3+ Bill Inserts

3+ Templates

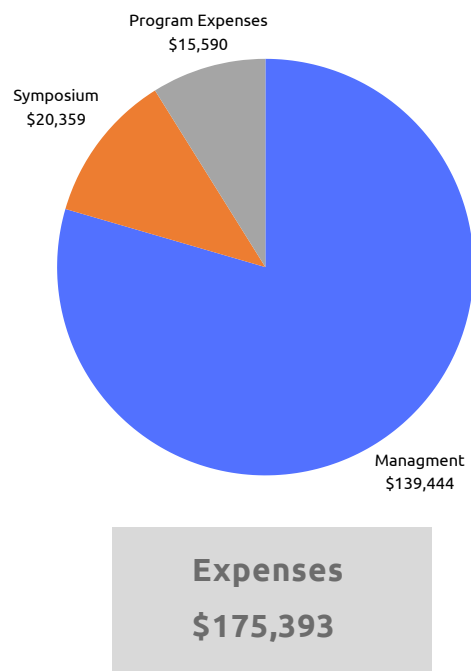
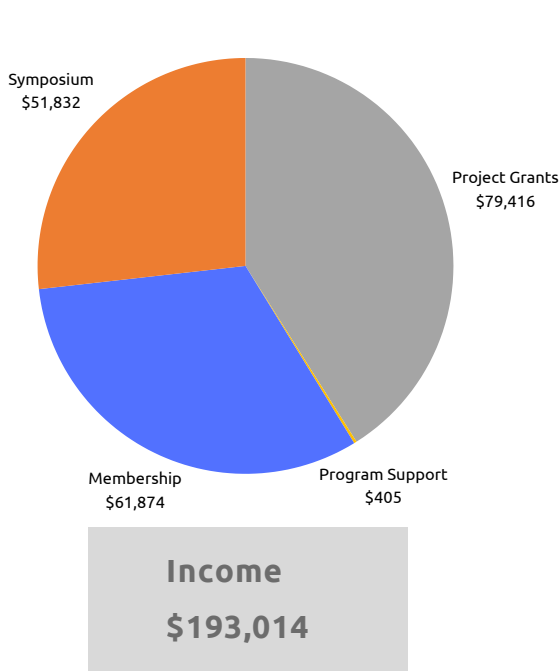
Plus many more resources

Learn more at
LoveColoradoWater.org

COLORADO WATERWISE FINANCIAL OVERVIEW

Colorado WaterWise 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.

Colorado WaterWise was successful in securing grant funding for a comprehensive update to the Best Management Practices Guidebook. With CWW matching funds, this Colorado Water Conservation Board grant ensures members have access to the most current information on conservation programs and initiatives. Utilizing Colorado consultants with proven leadership on these important issues, the finalized update will be a product that is local, relevant, and encompasses the many water conservation challenges facing our members.



2023 BOARD MEMBERS THANK YOU!

Victoria Arling, WaterNow Alliance

Brad Brady, Yearout Energy

Courtney Black, INTERA

Diane Block, Colorado Springs Utilities

Elisabeth Bowman, Resource Central

Katie Duke, City of Golden

Katie Helm, City of Fountain

Dylan King, Town of Erie

Lyndsey Lucia, Northern Water

Abbye Neel, Brendle Group

Eric Olson, Fort Collins Utilities

Ruth Quade, City of Greeley

Alyssa Quinn, Platte Canyon Water & Sanitation

Matthew (Quint) Redmond, Agriburbia

Lindsay Rogers, Western Resource Advocates

Jessica Thrasher, Colorado Water Center

Laura Wing, Thornton Water

Tim York, Aurora Water

COLORADO WATERWISE THANK YOU, MEMBERS!

Large Utility Members

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

Medium Utility Members

City of Aspen • City of Golden • Town of Castle Rock
East Cherry Creek Valley • Town of Frederick
City of Grand Junction • City of Northglenn • City of Lafayette
Platte Canyon Water & Sanitation
Pueblo West Metropolitan District
Roxborough Water and Sanitation
South Adams County Water and Sanitation • Southwest
Metropolitan District

Small Utility Members

Town of Breckenridge • City of Cortez • Cottonwood Water &
Sanitation • Eagle River Water & Sanitation District
City of Evans • City of Gunnison • Inverness Water and Sanitation
City of Lakewood • Little Thompson Water District
Pinery Water District • South Metro Water Supply Authority
Town of Monument • Town of Windsor • Willows Water District

COLORADO WATERWISE THANK YOU, MEMBERS!

Industry Members

ConserveTrack • ELEMENT Water Consulting • Iconergy
Inman Interwest • Rain Bird • Resource Central
Water Systems Optimization • Metron-Farnier • WaterSmart

Basic Members

Agriburbia • Alliance for Water Efficiency
Barr Lake & Milton Reservoir Association • Brendle Group
City of Brighton • City of Westminster
Colorado Stormwater Center • Colorado Water Center
Consilium Design • Courageous Marketing • INTERA
Martin and Wood Water Consultants • Sierra Club
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.
Colorado WaterWise is a non-
profit, 501(c)3 organization.



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