



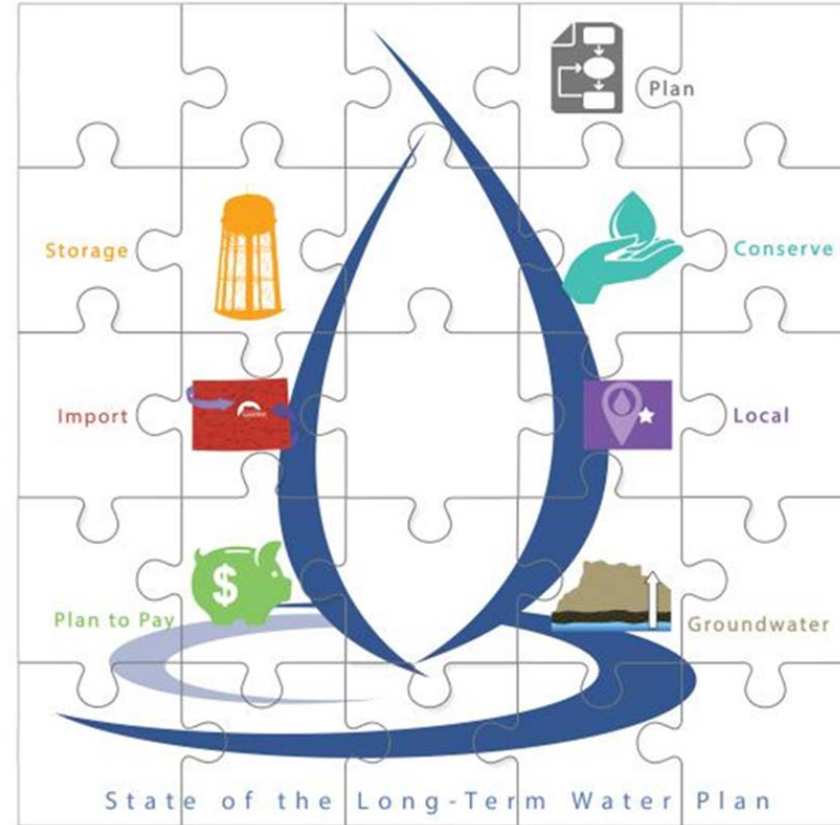
EXPLORING WATER CONSERVATION STRATEGIES
SOUTHWESTERN WATER CONSERVATION
DISTRICT ANNUAL MEETING

APRIL 2, 2015



CURRENT CASTLE ROCK STRATEGIES

- Water Conservation Master Plan
- Development -specific Water Efficiency Plans / Incentives
- Water Budget Rate Structure
- Leak Detection / Non-Revenue Water Audit Program
- Water Use Management Plan
- Water Monitor Program
- Outdoor Watering Schedules Program
- 0.67 Tap Program
- Smartscape Renovations
- Irrigation Upgrade Rebates
- Slow the Flow Audits
- Public Right-of-Way Retrofits
- Water Wiser Classes
- Landscaper Classes/Registration
- Landscape and Irrigation Performance Standards & Criteria
- Website CRconserve.com
- “You Live Here – They Live There” and other outreach campaigns
- In-classroom Programs
- Water Ambassador Program through SMWSA



DEVELOPMENT SPECIFIC WATER EFFICIENCY PLANS

- Key Plan Components
 - Design guidelines
 - Education
 - Third party verification / certification
 - Monitoring & enforcement
- Incentives
- Expected Savings



*Setting a good example
Reveille grass at Festival Park*



WATER BUDGET RATE STRUCTURE

- Benefits
 - Promotes water efficiency
 - Equitable
 - Affordable for essential use
 - Provides revenue stability
 - Connects land use to water
- Started 2008/2009
- Rate Structure
- Impact in Castle Rock

Irrigation Season (consumption April 1 through October 31)				
<i>Reflected on bills May through November</i>				
Class	Block 1 AWMC	Block 2 Irrigation	Block 3 Excess	Block 4 Surcharge >40kgals
Residential	\$2.75	\$5.39	\$8.08	\$8.08
Multi-family (Indoor use only)	\$2.75	N/A	\$3.48	N/A
Multi-family with irrigation	\$2.75	\$4.58	\$6.87	N/A
Commercial (Indoor use only)	\$2.75	N/A	\$3.71	N/A
Commercial with irrigation	\$2.75	\$4.63	\$6.95	N/A
Greenbelt (Irrigation)	N/A	\$7.39	\$11.08	N/A

Winter Season (consumption November 1 through March 31)				
<i>Reflected on bills December through April</i>				
Class	Block 1 AWMC	Block 2 Irrigation	Block 3 Excess	Block 4 Surcharge >40kgals
Residential	\$2.75	N/A	\$5.39	\$8.08
Multi-family (Indoor use only)	\$2.75	N/A	\$3.48	N/A
Multi-family with irrigation	\$2.75	N/A	\$4.58	N/A
Commercial (Indoor use only)	\$2.75	N/A	\$3.71	N/A
Commercial with irrigation	\$2.75	N/A	\$4.63	N/A
Greenbelt (Irrigation)	N/A	N/A	\$11.08	N/A

SMARTSCAPE RENOVATIONS

- Program Elements
 - Rebate \$1/SF up to 1,500 SF
- Program Success
- Savings
- Related program – Public ROW



LANDSCAPER REGISTRATION PROGRAM

- Program Elements
 - Qualifications
 - Application
 - Annual Seminar
 - Testing
 - Renewal
- Program Success
- Savings



What is wrong here?



Bad Install



Good Install

EDUCATION

- Xeric Design Workshops
- Water Wiser Classes
- Winterizing your lawn
- Landscape professional seminars
- Water Ambassadors Program



*Setting a good example
Our new Plum Creek Water Purification Facility*

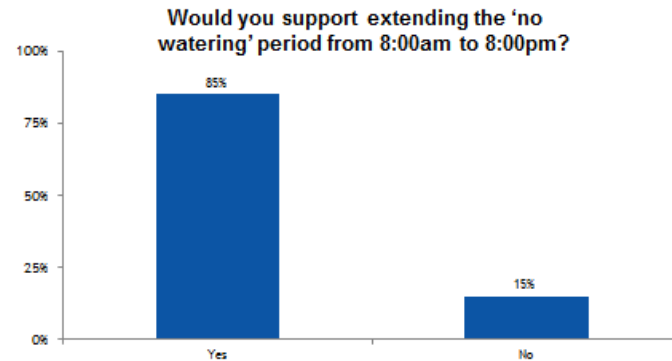
DISCOVER CRCONSERVE.COM

The screenshot shows the homepage of the Castle Rock Water Wiser website. At the top, there are links for 'Email' and 'Print', and a 'Personalize your Water Wiser!' section with 'sign in' and 'create an account' buttons. Below this is a banner with the 'CASTLE ROCK water WISER!' logo and five images: a river, a garden, a road, a faucet, and a hose. A navigation bar contains 'LEARN TO CONSERVE', 'OUR WATER', 'XERISCAPE CR', and 'EDUCATION'. The 'LEARN TO CONSERVE' section features a weather widget for 'Meadows >>' showing 60°F, wind E/NE 10mph, and ET 0.14. A notice states that watering restrictions have ended for 2011. There are buttons for 'Water Billing', 'Report A Concern', and 'Contact Us'. The 'OUR WATER' section is titled 'Smartscape Solutions for Your Home and Lawn' and includes a 'Create an account to:' section with a list of benefits: 'Personalize your watering schedule', 'Display more specific weather data', and 'Create a xeric plant shopping list'. It also has a 'Planning a home remodel or landscape project?' section with links for 'Fixtures for Inside Your Home', 'Outdoor Watering Systems', and 'Xeric Landscaping'. The 'XERISCAPE CR' section is titled 'Four Everyday Water Conservation Tips' and lists: 'Water your landscape longer but less often.', 'Learn to read your meter to detect leaks.', 'Turn off the water while brushing your teeth.', and 'Choose xeric (low water) plants for your landscape.' There is also a link for 'More simple habits for good >'. The footer contains links for 'Home', 'Contact Us', 'Sitemap', 'Accessibility', 'Medulla', 'WebKit', and 'Copyright Notice', along with the address 'Town of Castle Rock Water - 175 Kellogg Court Castle Rock, CO 80109'.

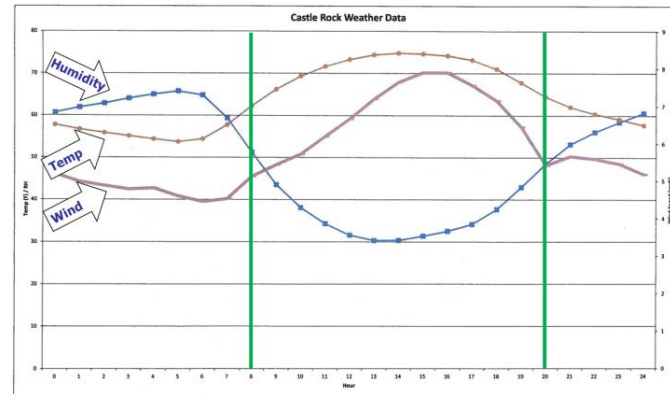
WATER CONSERVATION MASTER PLAN UPDATE

- Customer Outreach
 - Focus groups
 - Online survey
 - Commissions
 - Marketing
- Interesting Input
 - Watering hours
 - Water Wiser classes
 - Website
 - Slow the flow audits
- Updated Goal
- New programs

There is very strong support for extending the 'no watering' period. Those who do not support extending the period typically see it as too restrictive or counter to their patterns.



CONNECT
INSIGHTS



THE WAY FORWARD

- Incentivizing good behavior - Rates and fees
- Advanced Metering Infrastructure
- "Edutainment"
- Continued experimentation with local best management practices

