

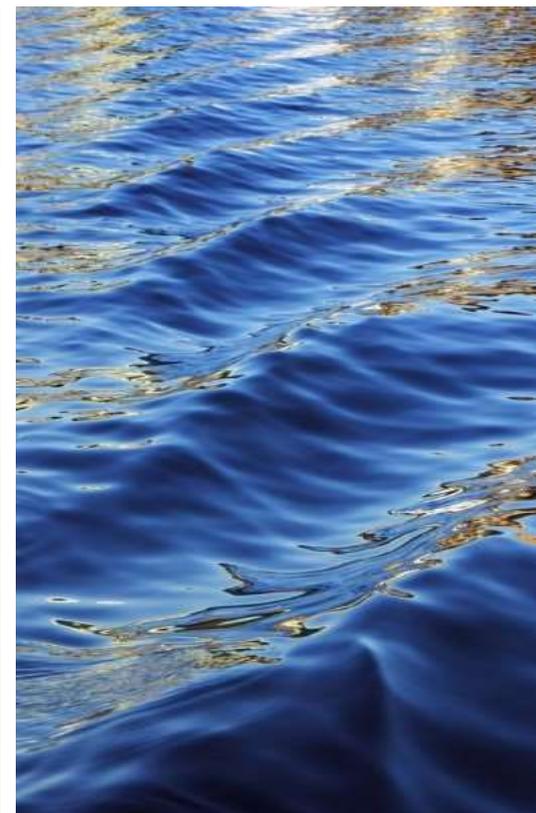


# Working Together to Conserve

Kate Gardner, Senior Water Programs Manager



CENTER FOR  
**ReSource**  
CONSERVATION



# CRC Overview

## CRC Mission

- To empower our community to conserve natural resources.

## CRC History

- 35 year old nonprofit organization, founded by concerned citizens in 1976

## CRC Program Areas

- Water
- Energy
- Waste

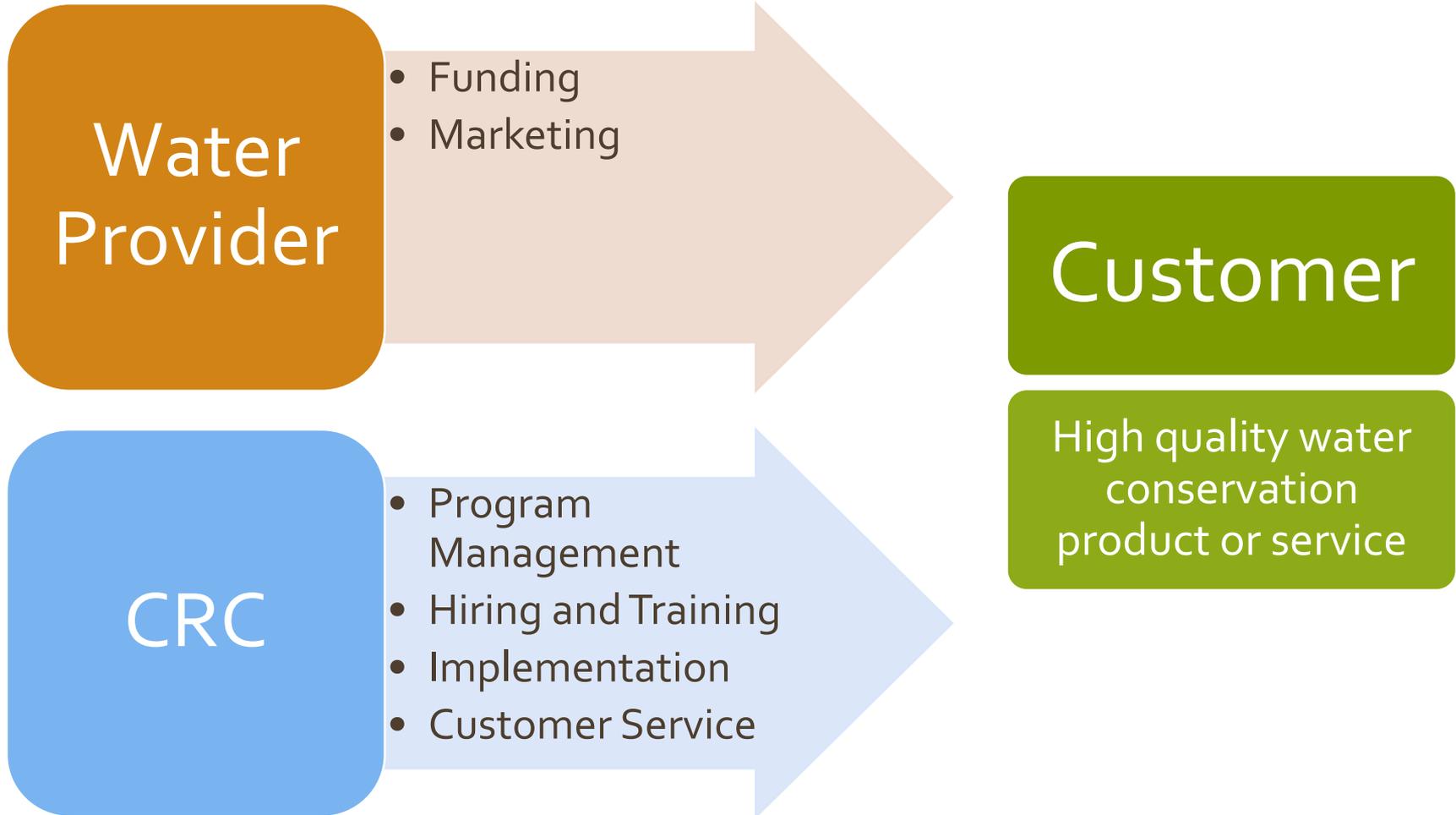


## CRC Water Overview

- We run programs to empower our community to conserve water.
- Programs help Colorado residents conserve water and help water providers meet conservation goals.



## How it works



# Flagship Program: Slow the Flow Colorado



- Partner with 24 water utilities
- Offer free irrigation inspections to residences, HOAs, and commercial properties
- Over 12,000 audits performed since 2004 (2,400 performed in 2013)

**SLOW** the **FLOW**  
COLORADO

# Turn-Key Program

- Program partners pay CRC a set fee based on the number of audits CRC will perform
- Program partner is responsible for marketing the program and providing participant water use data
- CRC handles virtually all other aspects of the program
- Ability to handle changes in demand and move staff where need is greatest



## Garden-In-A-Box

- Pre-planned, expertly designed xeriscape gardens
- Easy way to learn about and install low-water use landscape
- Garden kits come with perennial plants, a plant-by-number design, plant information and a planting and care guide
- Gardens are affordable – plants alone are sold at 50% of retail cost
- Utilities sponsor the program, allowing their residents to receive an additional discount.



## Garden-In-A-Box Program Structure

- Gardens are retailed throughout Front Range and distributed at convenient pickup locations
- Utilities can choose to sponsor the program and have their residents receive an additional discount, guaranteed gardens and a pickup location
  - Turnkey program – partners help secure distribution sites and market the program. CRC handles all other aspects of implementation



# Indoor Water Audits



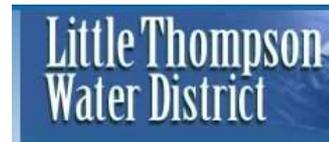
- Initiated in 2010
- Currently in partnership with 5 municipalities
- 1,000 audits performed to date
- Program includes
  - Flow rate and leak tests on all fixtures
  - Installation of low-flow aerators and showerheads (with customer permission)
  - Prioritized list of suggested changes, along with financial and water conservation impact
- Calculator can be customized for individual rate structures and rebate programs

## Water-Wise Landscape Seminar Series

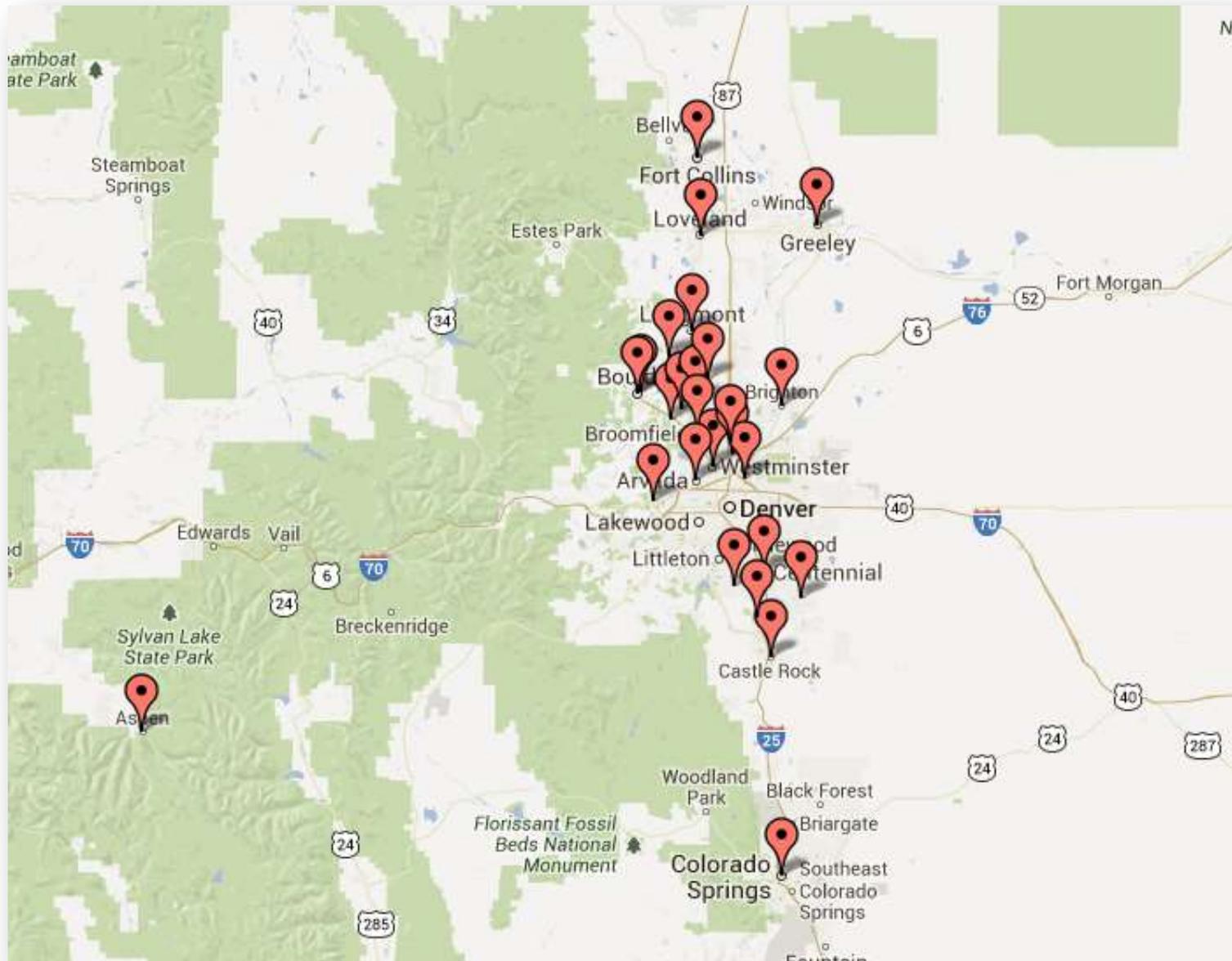
- Approximately 10 seminars offered annually.
- Seminars scheduled in mid-April “seminar week”
- Innovative topics and expert speakers
- CRC handles all program logistics and paid media marketing
- Average of 40 attendees per seminar



# 2013 Municipal Partners



# Where We Work



\*Not pictured: Gillette, WY

# What Water Providers are Saying

- “The Center for ReSource Conservation provides water conservation programs that are a tremendous value and service to our water customers. The CRC staff is knowledgeable, professional and great to work with. Their programs are an essential piece of our overall water conservation efforts!”

-City of Thornton

- “The City of Westminster has worked with the CRC since 2005... Westminster residents often contact me to express their satisfaction with each program. I am still waiting for my first complaint.”

-City of Westminster

- “Working with the CRC has enabled us to offer a broad spectrum of programs to our water customers to promote conservation. The programs are a good value and very well received by the community.

-City of Golden

- “We would love to share our experience regarding the irrigation audits. Not only did this program help to conserve water but it also helped in developing a relationship with our customers.”

-North Table Mountain Water and Sanitation District

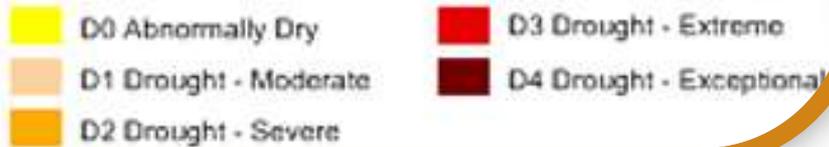
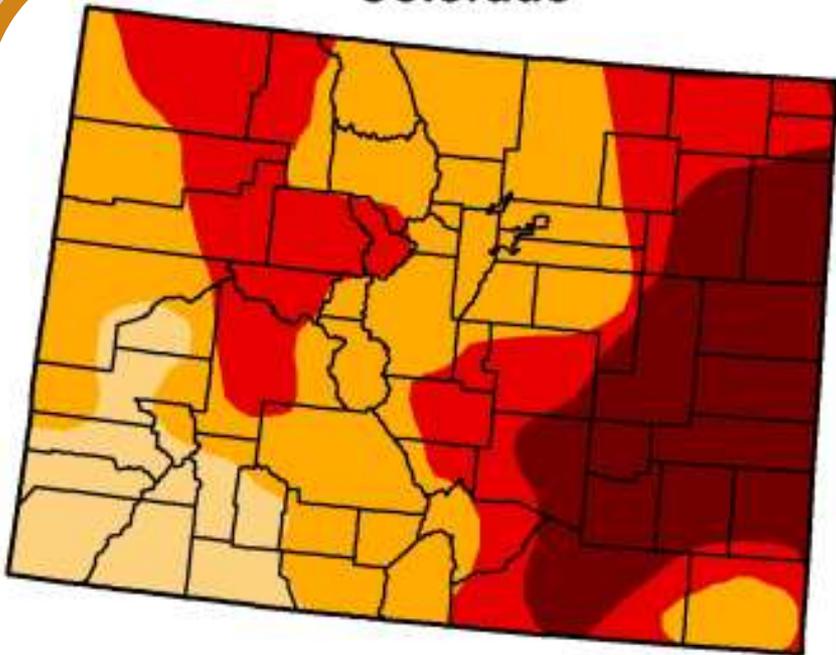
# Challenges

- Communication
- Marketing
- Managing Multiple Partners Needs



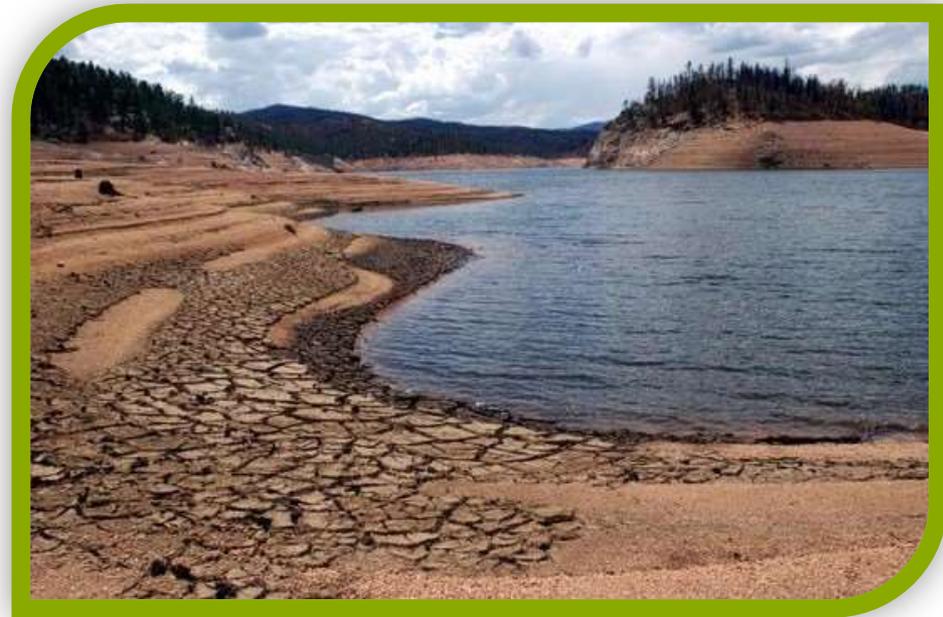
## 2013- A year of extremes

### Colorado



## CRC and Municipal Partnership in Drought Prep

- Creation of Drought Busters Program
  - Educate about watering restrictions
  - Leak checks: Indoor and Outdoor
  - Help homeowners adhere to restrictions
- Gave municipalities ability to implement drought time conservation programs- if necessary
- No need for providers commit to hire or train extra staff
- Ability to mobilize quickly- pivot to focus on core programs



## CRC and Municipal Partnership in Flood Recovery

- CRC was back up and performing audits just a few days after the 2013 flood
- Allowed water providers to focus on flood recovery and outreach
- Given the distribution of the flood, many individuals were still very interested in receiving an audit





## Conclusion

- The CRC is a nonprofit that partners with water utilities to offer turn-key water conservation programs – helping the utility meet their conservation goals, engage customers and save water.
- These partnerships allow the programs to continue even in challenging times such as during droughts and floods.
- This model that the CRC has created is an important component of the state of Colorado's water conservation efforts and is adaptable to water providers on the Western Slope and beyond. Efforts should be made to expand this model to communities across the state that are all working to conserve Colorado's water resources.