

## Colorado WaterWise Board Meeting

Thursday, August 8, 2019

Fort Collins Utilities; 222 Laporte Ave, Fort Collins, CO

10:00 a.m. – 12:00 p.m.

P: Called-in via phone  
X: Attended in-person

### Board:

X	Amelia Nuding	Western Resource Advocates	amelia.nuding@westernresources.org
	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
P	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
X	Courtney Black	Intera	CBlack@intera.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
X	Eric Olson	City of Fort Collins	eolson@fcgov.com
P	Katie Helm	City of Fountain	khelm@fountaincolorado.org
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
	Quint Redman	Agriburbia	qredmond@agriburbia.com
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
P	Thomas Riggle	City of Centennial	triggle@highlandsranch.org
X	Tyler Kesler	Boulder County	tkesler@bouldercounty.org
X	Melissa Walford	CWW Board Staff	admin@coloradowaterwise.org

### Guests:

Jessica – Evoque Communications  
Charlie Kyger – Rain Bird  
Lindsay Roger – Water Now Alliance  
Nicole – Parker Water & Sanitation District

### **Call to Order**

Lyndsey called the meeting to order at 10:08 AM

### **Board Business and Action Items**

Approval of July Board Minutes. Diana motions, Ruth seconds. July minutes are approved.

### **ALCC Sustainable Landscape Initiative**

ALCC has created and is about to release their Sustainable Landscape Management best practices guide. They are looking for help with promoting and getting endorsements for the guide. Eric and Ruth were contributors to the manual. The idea started in Arizona for landscape companies to have tasks given to staff showing how to properly maintain various plants. Eric mentioned that he may end up being an instructor of the manual. The initial guide in Arizona took about 4 years to get traction. Diana said this topic would be a great addition to a webinar going over the various landscape management certifications options. Lyndsey mentioned that Northern Water is working with ALCC to host a class specific to this manual as well as other certifications in order to offer various options to contractors to increase education on proper landscape management. Colorado WaterWise will stay tuned for the final plan and Amelia will share a draft or final document when it is available. ALCC is also designing this guide to be adapted by HOAs and utilities as a guideline for future management.

## **For the Love of Colorado: Meeting Review**

About a month ago, Natalie and Jessica met with Jennifer, at Western Resource Advocates, who is serving as communication lead on the “For the Love of Colorado” campaign in order to get more information and understand the goals of the campaign. The organization is not very formalized and currently working with various utilities and non-profits who are share the goal of funding the water plan. The only outreach to the public they have done it at the Outdoor Retailers showcase. Their campaign is on hold until after the November elections so not to be confused or thought to be connected or supporting Proposition DD. They have also had some funding issues. The organization is open to having more partners to increase exposure of the campaign.

Tim W. has been hired as the coalition director to reach out to potential organizations for support. Natalie and Jessica discussed Colorado WaterWise and the work we have done with the LLYLI campaign. Jennifer acknowledged that we have some similar goals and said we may consider collaborating on a piece together. The committee has a monthly call mostly with the NGOs and Jennifer will bring up a potential collaboration with CWW soon.

Natalie and Jessica also brought up the Sustainable Denver Summit and Jennifer said that participation in that event would be a question for Tim. Diana thinks it's worth collaborating with them. They did discuss some of the confusion between their campaign and LLYLI and she said LLYLI was not something they had heard of before now. Lindsay mentioned that Water Now Alliance is a part of this organization to get feedback from their members and wanted to share that they are not endorsing the plan for how to fund the water plan but just the idea of funding the water plan. Tyler asked if we want to be attached to this and what that would entail. Laura mentioned that her hesitation in endorsing this campaign is around the negative messaging that is shown in the campaign. Diana did mention that we would all need to go back and discuss this with our organizations and then we would need to vote on any potential participation. We also need to discuss how to better differentiate between the two brands and campaigns moving forward.

## **State of Colorado Conservation Project – Database**

Diana met with Amelia, Tyler, Thomas, Charlotte, and Adam Waters to review the database work completed to date. The group also discussed possible additional survey questions to ask to add to the database information. Diana reminded everyone that the goal of this is to collect CWCB's 1051 data and translate that into something useful for water utilities across the state. Amal was able to do phase 1 of the project and collect the data into a central database file. This file has been made into a searchable database but there is a considerable amount of out of date information with this data set.

The group began to brainstorm ideas on what information is missing from the database and how valuable the information is to utilities. Amelia asked what the end goal is for the project and Diana said that it is a snapshot of what people are doing on water conservation and efficiency across Colorado. Katie thought this tool could provide detailed information about savings and successes from various water efficiency programs. Diana mentioned we are not doing the internal analysis or quantitative analysis, this will just be the data repository. Lyndsey asked if information on who offers rebates and the success of those rebates would be beneficial. Laura suggested a listing of what programs are being used and the costs associated with the programs. Katie added that information on outreach methods and staff time spent would also be helpful. Courtney added that information on how water provider are marketing conservation to the public, how they are explaining increases in water rates, and frequency would be a nice addition.

Diana mentioned that Kevin is in the process of hiring someone to do QA/QC of the 1051 database and he is hoping to have the information available this fall. **If the board has additional ideas for information to gather in the survey, they can email Diana and Tyler.**

## **#Bike4Water Campaign**

Each board member that staffed a both provided a recap of their location.

- Ruth was at Green Earth Brewing and did not have a great turn out likely due to the hot weather. Idea for future event: Potentially tag the event onto Bike to Work day or possibly combined with Earth Day. Attendance: talked with 10 people with 0 mentioning they were there specifically for the event.
  - o Thomas mentioned that Earth Day 2020 is the 50<sup>th</sup> Anniversary and it will be a big deal in Denver. Earth Day 2020 is Wednesday, April 22 and will likely include a march on that day with events happening that whole week.

- Courtney was at Endo Brewery and did not have a huge turnout. She said it was a very slow day at the brewery and only had 2 people there for the specific event.
- Eric was at Odell. He talked with at least 80 people with about 16-18 people specifically for the event.
- Katie was at Bristol Brewing. She talked with 108 people with 17 specifically for the event.
- Diana was at Great Divide and noted a lot of people were visiting the brewery but the set up did not have her in a great location. She talked with 74 people with 12 specifically for event.
- Laura and Alyssa were at Breckenridge and talked with 55 people with about 5 specifically for the event.
- Jessica was at Upslope which she noted did not have a good location for flow of traffic. She talked with about 18 people and noted that people were not outgoing at the table.

#### General Feedback

- The social media contest only had 21 entries. So we may want to reconsider hosting the contest via social media.
- There were no social media check ins for Endo and Green Earth Brewing. Many noted that it was difficult to figure out and many visitors did not have social media or did not want to post on their social media for a contest.
- Many people noted that the location of the table within the brewery is very important to increase foot traffic past your table.
- We will want to consider the timing of the event for future years. August is probably too hot to host an event like this. We may consider hosting it in connection with Bike to Work day which happens in June.

Natalie and Jessica will provide a formal written report and list of recommendations.

#### Symposium Update

We are doing well with sponsors but if you have additional contacts please follow up in the next week so we can begin to get the program designed. We still have openings for Pecha Kucha so fill those forms out or share with folks that might want to submit a topic. Early bird registration ends in about a month and half. If you have not registered, please do so soon. The committee had not met for the month so not much had changed or developed, and we will likely have a larger update in September.

#### Water Now Alliance: Tap into Resiliency

Lindsay provided handouts to the group and gave a presentation on the Tap into Resiliency program. Water Now Alliance determined that 95% of utility spending is spent locally. Water Now Alliance was founded in 2015 and currently has 70 members with 50 members along the front range. Tap into Resilience is a new initiative to advance investment in localized, onsite and distributed water strategies. This covers all the avenues that a utility would spend their money. The “financing fix” component of the initiative would spread the cost of a program over multiple years instead of having to raise rates to cover the cost of a program immediately. There is a benefit to big projects such as it being more affordable, less time intensive, and provide visibility. The toolkit was published in July with lots of support of their partners. The toolkit includes a portal for water managers to research possible programs to initiate. Lindsay walked through the toolkit program with the group. This tool is a great resource for utilities, and Water Now Alliance would love feedback on the toolkit. They are also looking for additional case stories to share so if any board members have ideas, please let Lindsay know.

Tyler asked what the relationship is with the experts. Water Now Alliance experts have been working with them for several years and these are pro bono opportunities for the companies. Their relationship with the Alliance for Water Efficiency is a strong working relationship but each have a slightly different membership base.

#### Review of Member Benefits

This was skipped due to time limitations.

#### Membership Committee Update

Amelia recapped the work going on with the membership committee. We have updated prospect email templates for 2019 and made them more evergreen. We used the prospect template to revise our renewal emails as well. We have cleaned up the prospect member list and continue to update following each webinar and lunch 'n learn event. A solicitation email has been sent to industry and basic members. And the utility solicitation email will be getting sent out soon. We are developing an annual task list/calendar which will provide a path forward and detail how the year is structured which will be helpful for

new committee members who join each year. Melissa is also following up with Lunch 'n Learn and Webinar attendees that are not members to engage with them.

**Wrap up and adjourn**

Lyndsey adjourned the meeting at 11:45 PM.

Submitted by:

Melissa Brasfield