**Strawman Project Analysis**

***This template is used by CWW Board members and others to propose projects for the organization to consider. It helps complete ideas before they are brought forward and serves as reference for development, implementation and review.***

1. **Program Name:** Outdoor Water Management Roundtable
2. **Basic Description: (*This is a quick description of the idea. 2-4 sentences.)***

*Note to Board: This is a rough draft and I look forward to lots of good input to develop it further.*

The roundtable event(s) will be conducted over a few months’ time, and will provide a forum for utilities to identify their priority needs related to outdoor water management. After priority needs are identified, the group will work on developing solutions that meet those needs. The goal is to leverage the individual resources that water providers, the landscaping industry and water efficiency professionals possess into one or more coordinated effort that help multiple entities advance outdoor water efficiency.

See fuller description at the bottom of this document.

1. **Timeline:** 6 months for roundtable event(s).
2. **Budget Required and Funding Sources Needed:**

The Roundtable process will require minimal funds – only those that are necessary for hosing a meeting, which could include space and food. Often space can be donated, and CWW funds could be used to provide lunch once or twice (~$500?). Alternatively we can look to our individual organizations, or ask for $15 per person so that we can provide lunch. Or, the roundtable sessions could be conducted in 2-3 hour sessions, avoiding the lunch hour. Or possibly some sessions could be conducted via webinar.

Normally this type of event would be run by a professional facilitator, but Amelia Nuding will fill that role for free, hopefully with the help of one or more members/board members. I have a lot of experience running workshops, and have learned a good deal from facilitators I’ve hired. I have also identified some good on-line resources and personal contacts who can advise me.

1. **Target Market** ***Who the project is addressing. Can be multiple audiences****.* 
   1. All customers - No
   2. Residential indoor - No
   3. Residential outdoor - Yes
   4. Commercial indoor - No
   5. Commercial outdoor - Yes
   6. New construction - Yes
   7. Other
2. **Does the project meet the following criteria and has each step been addressed before submission? Y/N/?**
3. Advances the CWW Mission to promote efficient use of Colorado’s water. **Y/**N/?
4. Meets the needs of at least one – but preferably more than one - CWW member. **Y**/N/?
5. Fulfills a need that cannot be met (or will not be met in the near term) by another entity.  **Y**/N/?
6. Has an advocate/sponsor/champion on the Board. **Y/**N/?
7. Costs are estimated with example budget attached. [Y/Y, Y/N,NN]  **Y**/N/?
8. Funding sources have been identified, but reserves may also be considered.  **Y**/N/?
9. **Describe how it fills each step above: Provide explanation for 4. A-F above.** 
   1. Yes, the goal is to identify needs related to outdoor water efficiency, and ultimately develop tools/resources needed.
   2. I think so - anyone? Bueller?
   3. The point of this work is to determine what needs are unmet.
   4. Yes – Amelia Nuding
   5. Yes, estimated ~500 for food, depending on number of attendees and number of events. Depending on our format, this cost could be avoided.
   6. This will require discussion.
10. **List Pros *What’s good about the idea.***

**(Politically acceptable, likely to succeed, untapped market, significant savings potential, etc.)**

Outdoor water management has some of the greatest potential to save water. While the challenges that utilities face are numerous, they are also common to many utilities.

Also, there are already many existing resources to help with outdoor water management, and perhaps simply better utilization of those resources would be a relatively easy/inexpensive outcome. Alternatively, we could identify a need that is as of now unmet by any existing resources, and this could become a 2019 CWW project or partnership effort.

Based on Amelia’s experience designing and facilitating workshops, I am highly confident that a good structure will be developed.

1. **List Cons (Politically unacceptable, unlikely to succeed, saturated market, little savings potential, etc.)**

There aren’t many cons to undertaking the roundtable process, unless it turns out to be a fruitless process, in which much time and effort will not have been well spent.

And, while I believe a successful outcome is likely, a successful outcome is not guaranteed. A successful outcome would involve identification of discreet set of needs to be met, and a plan to meet those needs. The needs could be too diverse (existing vs. new, residential vs. large irrigated areas), or the plan to meet the needs could be unclear (e.g. lack of champion), expensive (e.g. certifications/trainings), or politically difficult (e.g. required landscaper certification, landscape standards).

1. **What resources are needed to maintain this projects (or the outcomes from this project) over time, and what is the plan for providing the necessary resources to ensure appropriate long-term maintenance, and funding required?**

The short term plan is a convening of utilities, and this will require time commitment from the project champion, and hopefully one or more other board members.

To enact any of the recommendations that result from this roundtable (i.e. long term maintenance) , this will take time, effort and possibly funds in 2019. But it’s difficult to say what those recommendations will be or what it would imply for 2019. Any activity proposed to be undertaken by CWW as a result of the roundtables should undergo another strawman process.

1. **Does this project have collaborative partners? If so, will you prepare a Partnership MOU for board approval?**

Not yet. I would like to discuss the role of brining in non-utility stakeholders (such as ALCC/Green CO) into this initial dialogue at some point in the process.

1. **Does the project require copyrighting and/or trademarking?**

No.

1. **Will consultants be needed?  If so, will you be preparing a Consultant Contract and obtain and an Intellectual Property Agreement for board approval.**

No.

**Outdoor Water Management Roundtable – Project Description (Rough Draft)**

1. Invite member and non-member(?) utilities to join a roundtable discussion on how to help utilities achieve more water efficiency in outdoor landscaped areas.
2. Convene utilities to identify the challenges they face related to water efficiency in outdoor watering, in the residential and ICI sectors, in new and existing construction. Delve into: What are the barriers to implementing water efficiency measures in the following categories?

**Table 1.** Utility Challenges in Outdoor Water Efficiency

|  |  |  |  |
| --- | --- | --- | --- |
|  | Existing Construction | New Construction | Other (multiple categories or none) |
| Residential |  |  |  |
| Large Areas (ICI, HOA) |  |  |
|  |  |  |

1. Develop a process to pick the priority issues, e.g. via dot voting, or small group issue prioritization. We may want to subdivide the group into municipal utilizes (i.e. those with land use authority), utility size, or other categorization.
2. In groups, develop strategies to address the top priority issues

Develop metrics to evaluate the strategies, such as:

* How significant are the potential water savings?
* How expensive is it?
* How much community support is there for this?
* How much political support is there to changing this?
* Is this solution widely applicable statewide?

1. Pick top strategies, and develop action steps to realizing them. This could include identifying a champion, reaching out to stakeholders and/or potential partners, applying for grants funds, etc.

**Time frame**

* This could be completed in a one day session, or in 2-3 two hour sessions (or something like that).
* What is the ideal timing? Up for discussion.