



## Using Colorado WaterWise to Achieve Water Efficiency in a Changing Climate

### Overview

Colorado WaterWise provides various resources to the Colorado water conservation community. These include a forum to share ideas on successful programs, technical tools, access to regional water efficiency experts and State officials, and professional networking and educational opportunities. The organization's mission is to foster education and technology innovation by connecting stakeholders invested in water efficiency in Colorado. Examples of innovative water conservation products developed by WaterWise include a guidebook of best practices for municipal water conservation in CO, a smartphone app for finding water conservation related regulations, a communications toolkit for utilities and other partners, and utility water loss training workshops. These efforts, combined with State legislation that will phase out all non-WaterSense labeled fixtures by September 2016, help attain lasting water efficiency in Colorado.

### Background

Long-term water efficiency planning is needed to extend Colorado's water supply given current drought conditions and projected long-term reduction in precipitation as a result of climate change. The Statewide Water Supply Initiative (SWSI) calls for integrating water efficiency into local water resource planning to achieve overall water resource management goals.

As part of the State's effort to increase water efficiency, Colorado enacted landmark legislation requiring the sale of plumbing fixtures meeting WaterSense standards for lavatory faucets, toilets, urinals and showerheads by September of 2016 ("[Phase in High-Efficiency Water Fixture Options](#)," [Senate Bill 14-103](#)). The legislation was adopted to improve water efficiency in the State by reducing flow rates and flush volumes. The legislation was championed by the WaterSense partner Denver Water and supported by a coalition of more than 40 WaterSense partners and stakeholders throughout the State. Supporters estimate the replacement of existing lavatory faucets, showerheads, and toilets with WaterSense labeled fixtures will save Colorado 13 billion gallons water by 2050.

**Program Partners:** Colorado Water Conservation Board (CWCB), Colorado WaterWise, Colorado Department of Health and Environment, US EPA WaterSense

**State Agency Contact:** Alyssa Quinn, Colorado WaterWise, (303) 979-2333, [alquinn@plattecanon.org](mailto:alquinn@plattecanon.org)

**Project Date:** 2007



### Using Colorado WaterWise to Achieve Water Efficiency

Water efficiency projects under [Colorado WaterWise](#) are helping water providers identify innovative and timely conservation programs to help secure the State's future water supplies. WaterWise members include representatives from utilities, universities, city government, non-profits, private industry, municipalities, and the CWCB. Much of the success of WaterWise results from outreach and [education efforts directed at utilities and their customers](#). Colorado WaterWise provides members with educational resources such as newsletter updates, [social media](#) outlets, a communications toolkit for members, and best management practices case studies on their [website](#).

**Water Communication Toolkit:** WaterWise, with support from the CWCB, is providing informational materials to build public awareness around the value of Colorado's water and the importance of conservation as part of their education campaign, [Colorado Water: Live Like You Love It](#). The toolkit provides tools

and resources for water stakeholders to help communicate the importance of water, focusing on conserving water, caring about water quality, and committing to learn about water as a critical resource. The main messaging of the voluntary program asks the



public to “Conserve, Care and Commit” to their local water supplies. The toolkit contains tips, videos, fact sheets and a communications plan to help educate the public. An educational fact sheet is provided on each of the three key “C’s” of the kit. All materials are co-brandable to be specifically tailored and distributed to community water users. WaterWise is currently partnering with the Colorado Stormwater Coalition to expand their water quality component of the toolkit.



**H2ORegsCO Smartphone App:** This App helps promote outdoor water efficiency by connecting water providers with the contractors and landscape professionals working within their jurisdictions. Utilities across the State have uploaded information and data specific to their service area into [the App](#) as a single, easily accessible tool. Landscapers and contractors are able to search by zip code to find utility codes, ordi-

nances, restrictions and procedural information applicable to their work sites. Updates or changes to these utility guidelines will activate an alert to the user signifying a change has been made. The App is helping water suppliers, landscape professionals and homeowners alike in supplying and receiving timely and important outdoor water use information.

**Water Loss Audit Training:** Five different hands-on trainings are being held by WaterWise throughout Colorado on the AWWA M36 Water Auditing and Loss Control Methodology for water system improvements. Participants are taught how to strategically apply the methodology, conduct reliable audits and component analysis, and interpret the data to improve water loss performance. Participants will also learn the fundamentals for water loss accounting and water loss management to operate water systems that run more efficiently. Watch the precursor training webcast, which discusses basic concepts of water auditing, [here](#).

**Water Conservation Best Practices:** WaterWise released the [Guidebook of Best Practices for Municipal Water Conservation in Colorado](#) as a planning tool containing proven water planning, management, and efficiency measures designed to deliver water savings. The *Guidebook* contains 14 best practices that cover water systems and utilities, outdoor and landscape irrigation, and residential and non-residential indoor water conservation. Specific details on each practice include implementation techniques, cost estimates, anticipated water savings, and barriers and challenges. Colorado’s water providers can use the *Guidebook* to obtain descriptions of specific water conservation measures and case studies, program elements, regulations, policies, and procedures to implement in their own conservation programs.

Providers can also select the most appropriate conservation practices to include in their water conservation plans, which are submitted to the CWCB. The *Guidebook* helps water managers develop more effective water conservation programs to help ensure the State’s future water supply. Aside from the State’s legal commitment to water efficiency and conservation, Colorado’s WaterSense partners are a strong demonstration of how collaboration and education can achieve the State’s long-term goals for using water resources efficiently.

