

Final Report
Water Conservation Workshops conducted under the
HB 05-1254 Water Efficiency Grant Program

September 18, 2006

Submitted by:

Great Western Institute

Table of Contents

Section 1 – Overview of Workshops

Section 2 – Exit Surveys

Section 3 - Recommendations

Attachments

- List of Attendees

- Original Exit Surveys

- CD with Workshop Presentations, Attendee Database and Survey Results

Section 1

Overview of Workshops

Water Conservation Workshops were conducted during the period May to August 2006 at locations in Douglas County, Pueblo, Alamosa, Gunnison and Glenwood Springs. These workshops were conducted to provide an arena for water utilities, special districts, other water providers and those with an interest in Colorado's water to:

- Develop a consistent set of definitions and nomenclature regarding water conservation, water use efficiency and wise water use;
- Learn about what constitutes meaningful water conservation planning and implementation from a practical, economic, political, and legal perspective;
- Educate water planners regarding state and other resources available to provide technical, financial, and other assistance to those looking to develop and implement more meaningful water conservation programs; and
- Share information and stories regarding past successes and failures regarding water conservation, water use efficiency, and wise water use that have occurred on a local level across the state.

The key messaging that was included in the “Save the Date” announcements, as well as in the announcement of each of the individual workshop programs included the following:

Why Attend the Workshop?

- To help facilitate the ongoing dialogue between and among water users, elected officials, and interested citizens
- To discuss the components of proper water conservation planning
- To provide valuable information to the community on the economics and current practices regarding water conservation planning and implementation
- To provide an opportunity for local water users and providers to share their experiences and recent lessons learned
- To promote more visibility and understanding of local conservation efforts across the state.

Who is Invited?

Water utility managers; elected and appointed officials; water resource managers; directors of special districts and home owners associations; consultants; Statewide Water Supply Initiative (SWSI) and Interbasin (1177) Basin Roundtable Members; and anyone with a strong interest in water conservation.

What Will Be Covered?

Day One (one half day from 1 to 4:30 pm)

- The language of water conservation (including what is and what is not water conservation)
- The “nine steps” of water conservation planning integrating water supply and demand management
- The Colorado Water Conservation Board (CWCB) Water Conservation Planning Guidance Document
- The State's requirements for water conservation planning
- Review of CWCB Grant Programs

Day Two (one full day from 9 to 4:45 pm – lunch provided)

- Presentations by local organizations and individuals regarding current water conservation practices – opportunities, challenges and lessons learned
- Presentations by regional researchers and practitioners regarding the “dollars and sense” of water conservation
- Interactive panel discussions with elected officials, water managers and other key local stakeholders regarding opportunities and challenges
- Lots of time for audience questions and dialogue with the speakers and panelists

Table 1 summarizes relevant information regarding the individual workshops, including date conducted, number of attendees and primary meeting sponsor(s). A total of 164 individuals attended the five workshops.

The local sponsors for each workshop provided the meeting place and food and refreshments during the workshops, supported local media engagement and announcements, and assisted with identifying and engaging the local speakers and the target audience.

Each workshop was also sponsored by the combined support of the Colorado WaterWise Council, which provided person power in the form of developing agendas, engaging speakers, and making presentations. Select members of the Colorado WaterWise Council, Western Resource Advocates and Great Western Institute also provided assistance in developing and preparing workshop notebook copies as part of the in-kind match on the project.

At final tally, the in-kind and cash contribution provided by the various project sponsors came to 37% of the overall project cost.

Table 1 – Summary of Water Conservation Workshop Logistics

Location	Date	Number of Attendees	Local Sponsor(s)
Douglas County	May 15 and 16	37	Douglas County Water Resources Authority, Douglas County Commissioners, South Metro Water Supply Authority
Pueblo	June 26 and 27	24	Southeastern Colorado Water Conservancy District
Alamosa	July 10 and 11	46	Rio Grande Basin Round Table
Gunnison	July 24 and 25	27	Western State College
Glenwood Springs	August 7 and 8	30	Colorado River Water Conservation District, Eagle River Water & Sanitation District

A listing of the specific agendas developed for each workshop is provided in Attachment A. Attachment B presents a listing of the attendees for each of the five workshops.

A summary of the background of the attendees is provided in Table 2.

Table 2 – Summary of Types of Organizations in Attendance

Organization Type in Attendance	Number in Attendance
City/Town > 10,000	16
City/Town < 10,000	14
Special District > 10,000	14
Special District < 10,000	11
County Planning	7
Water Conservation/Conservancy District	13
Elected Officials	15
Legislative Staff	4
Non-Profit	19
Consultant	16
Press	3
Other	34

These attendees also include 31 members of the 1177 Round Tables and/or the SWSI Basin and/or Technical Round Tables.

Section 2

Exit Surveys

An important component of the workshops was the collection of exit survey information. The exit survey was designed to collect information regarding attendee contact information and organization, and organizational need with respect to three key areas related to water conservation planning and implementation:

- Information
- Technical assistance
- Financial

These three areas were further segmented into needs related to specific water conservation planning and implementation issues as follows:

A summary of the key elements of the exit surveys is provided below. The “raw” surveys have been provided to the CWCB under separate cover.

To begin with, the exit survey was completed by over 70% of the workshop attendees, in that 114 surveys were completed. The aggregated response of all the surveys found that the average response for every category of need trended toward having a need rather than having no need since the averaged numeric response for question asked was less than 3. The greatest identified needs statewide were indicated by the survey results as follows (in order of need):

- Information on water conservation measures and programs
- Technical support on implementing educational programs
- Technical support on implementing program communications, publicity and messaging
- Financial support for water conservation program implementation
- Technical support on implementing outdoor watering programs
- Information on water conservation planning
- Financial support for water conservation planning

For these responses, about 70 percent of the respondents indicated a need level of a 1 or a 2.

Overall, informational needs are the greatest based on survey responses, followed closely by financial assistance.

To further understand the nature of the needs described by the respondents, the survey results were segmented by the size of the town or city housing the organization. Admittedly, this segmentation would be better aligned to the size of the population served by any individual organization, however tying the perception of need to locality did help to differentiate the responses. To this point, the responses were segmented into those surveys from organizations and individuals located in cities and towns with greater than and less than 10,000 inhabitants, with the following results.

Not surprisingly, the needs of those in small communities are more acute than the needs for large communities based on the survey responses – in that the average responses were numerically lower for the small communities. Figures 1 and 2 present the results of the surveys for both the large and small communities, respectively.

For those respondents living in locations **with greater than 10,000 inhabitants** the greatest needs were identified to include:

- Information for water conservation planning
- Information for water conservation implementation (about 70% of the respondents from this segment responded with either a 1 or a 2 for both questions related to informational needs).
- Technical support for implementing outdoor watering programs
- Financial support for water conservation program implementation

For those respondents living in locations **with less than 10,000 inhabitants** the greatest needs were identified to include:

- Technical support on implementing educational programs
- Technical support on implementing program communications, publicity and messaging
- Financial support for water conservation program implementation
- Financial support for water conservation planning

For both categories related to financial need, nearly 65% of respondents from this segment responded with a 1 or 2, and over 50% responding with a 1.

Figure 1 – Average Response for Respondents from Large Cities and Towns

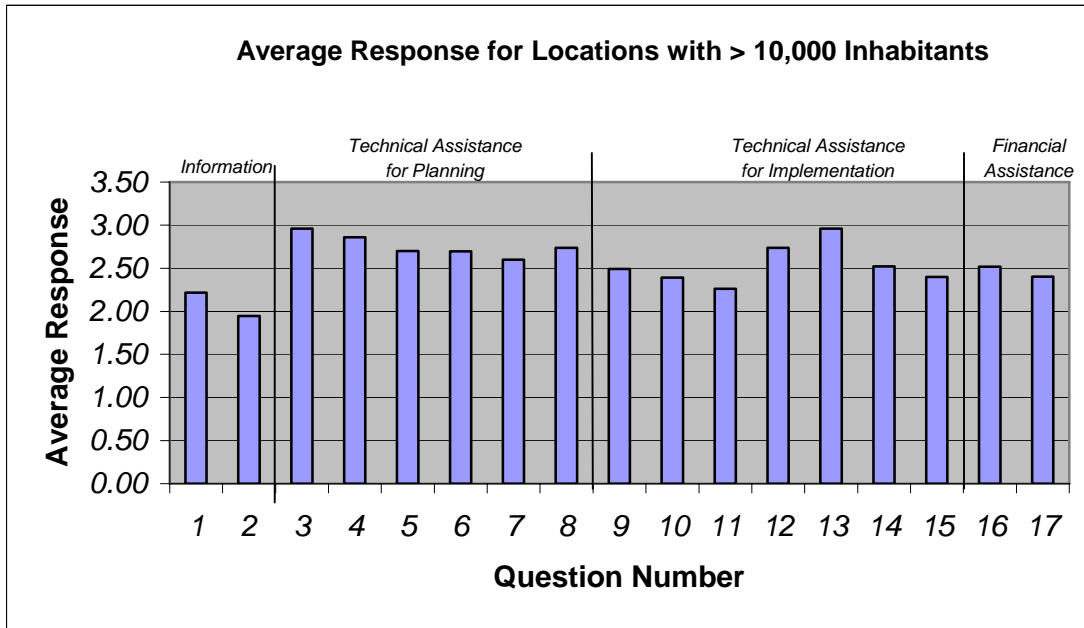
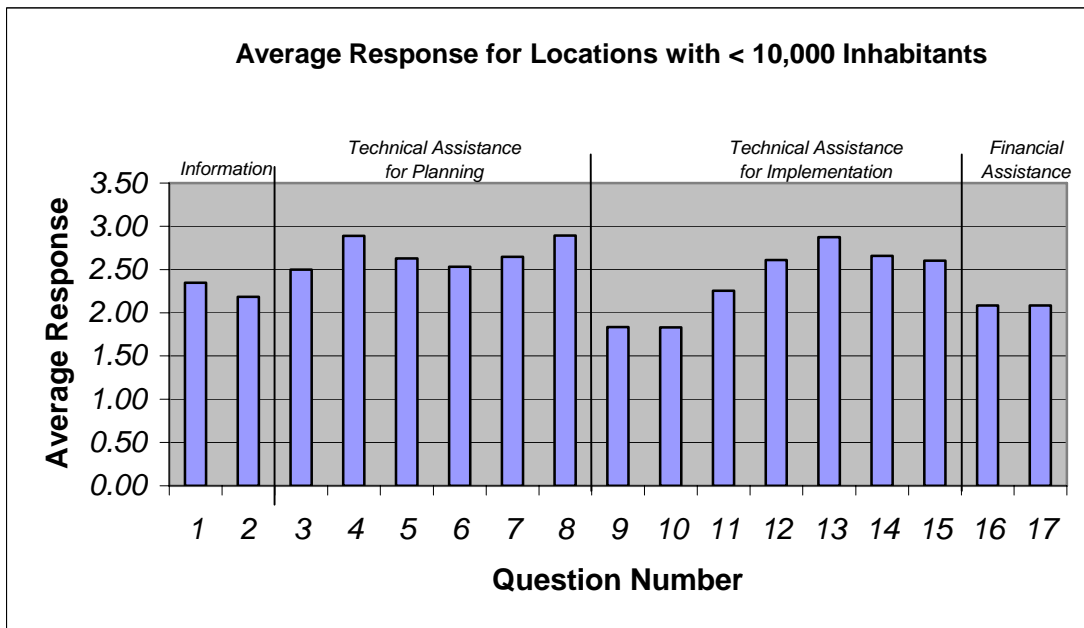


Figure 2 – Average Response for Respondents from Small Cities and Towns



Section 3

Recommendations

The success of the workshops provided insight into additional activities that the CWCB should consider:

- Continuing to support the Water Conservation Workshops being conducted by Colorado-based non-profits, water utilities, special districts and water conservancy districts in geographies not previously accessed – including, but not limited to, the North Front Range, Grand Valley, Upper Colorado, Yampa and White River basins and in and near Durango – as these efforts support local water conservation planning and implementation, the 1177 round table dialogue and processes, and the SWSI Phase II efforts.
- Supporting the ongoing water conservation policy dialogue currently occurring as part of the Water Conservation Workshops through the administration and performance of the Office’s various legislative mandates.
- Using information and outcomes obtained during the implementation of the workshops to support legislation that assists the Office in the performance of its legislative mandates.