

Application for Colorado Water Conservation Board Water Efficiency Grant: Virtual Water Conservation Tour Website

Applicant: Town of Castle Rock
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The Town of Castle Rock (Castle Rock) developed a Water Conservation Plan that was approved by the Colorado Water Conservation Board (CWCB) in December 2006. One of the goals set forth in that Plan is to reduce current and future water demands. In an effort to meet this goal and increase water conservation, Castle Rock proposes to develop a Virtual Water Conservation Tour Website (Conservation Tour Website). This educational tool will provide information on Castle Rock's conservation program, real-time weather data, and specific information on indoor and outdoor water saving products and practices that can directly be used by the website visitor to save water.

This Conservation Tour Website will provide several key water conservation benefits to Coloradans, including:

- Castle Rock's conservation goals call for creating a community culture that embraces water conservation as a "way of life." Castle Rock's Conservation Tour Website will promote water conservation and provide detailed information on specific indoor and outdoor water saving products and practices.
- The application of the information provided on the Conservation Tour Website will contribute to the reduction in water demands in Castle Rock. This will assist Castle Rock in meeting the aggressive water conservation goals outlined in its Water Conservation Plan.
- Castle Rock is located in South Metro area, which has been identified as one of the key "gap" areas in the Statewide Water Supply Initiative (SWSI). By offsetting potable water use, this project will directly reduce demands on non-renewable Denver Basin groundwater resources. That in turn provides local and regional benefits by better managing the aquifer as a long-term source of supply and drought reserve.
- The Conservation Tour Website will not only educate Castle Rock customers on water conservation, but will also provide an informational resource to the general

public. People throughout the State of Colorado and elsewhere will be able to access the website for specific information on indoor and outdoor water conservation practices and products. Castle Rock will encourage other communities and agencies to provide a link to the Conservation Tour Website on other sites and seek other ways of maximizing the public's exposure to this site.

- The technical coding of the Conservation Tour Website will be easily transferable. Other water providers interested in developing a similar conservation tour website will be able to use the basic coding of Castle Rock's website as a template to develop and customize their own conservation websites. This template will greatly enhance website development efficiency and provide an incentive for other water providers to adopt a similar conservation website.

This document is an application for a CWCB grant in the amount of \$31,875 in support of the development of the Conservation Tour Website. This application was developed in accordance with CWCB's "Guidelines for the Water Efficiency Grant Program."

This grant application includes the following major sections:

- Section 1: Town of Castle Rock Water Demands and Supplies
- Section 2: Water Conservation
- Section 3: Conservation Tour Website Overview
- Section 4: Scope of Work
- Section 5: Project Schedule
- Section 6: Budget Cost Estimate

1.0 Town of Castle Rock Water Demands and Supplies

Castle Rock is approximately 30 miles south of Denver, in central Douglas County. Castle Rock provides water supply and wastewater collection services to approximately 44,000 residents and commercial users. Attachment A provides a copy of Castle Rock's charter.

1.1 Historical Water Use

Annual Water Use

The amount of retail water consumed by Castle Rock's customers from 2002 to 2007, along with the number of homes within Castle Rock, is provided in Figure 1. Although the number of homes within Castle Rock has grown steadily during this period, customer water usage declined by 165 acre-feet per year (AFY) from 2002 to 2003 and usage in 2004 remained relatively low at 5,077 AFY. This is likely attributable to customers' response to regional drought awareness campaigns, Castle Rock's efforts to encourage conservation, and an abnormally wet year in 2004, which reduced the need for irrigation. Demands have generally increased since 2004, responding to growth and drier conditions. However, Castle Rock customers used about the same amount of water in 2007 as 2006, despite an increase in housing.

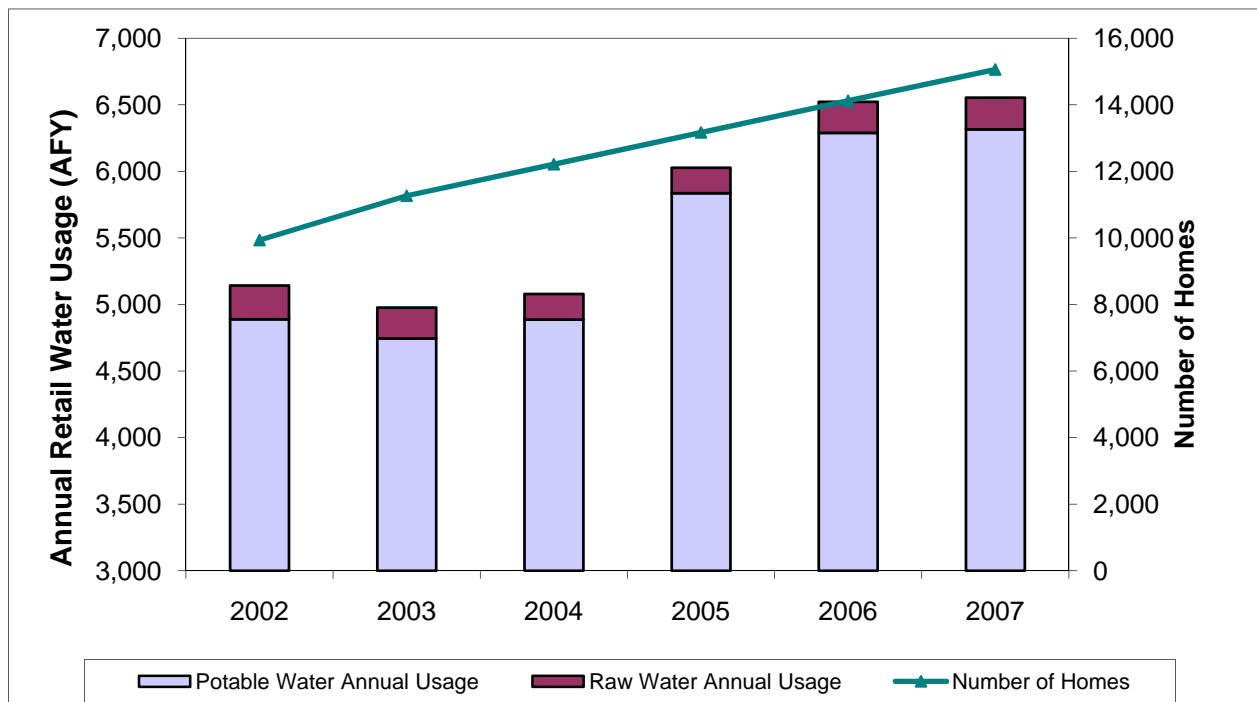


Figure 1: Historical Annual Retail Water Usage and Number of Homes

Note: The raw water consists of Denver Basin groundwater used for the irrigation of Red Hawk Ridge Golf Course.

Annual Per Capita Water Demands

Estimates of per capita water demands (gallons per capita per day, or gpcd) are shown in Figure 2. As shown in the equation below, per capita demands for the service area were estimated by dividing the retail annual potable water use by Castle Rock's population.

$$\text{Per Capita Water Demands (gpcd)} = \frac{\text{Retail annual potable water use (gal/year)}}{\text{Total population} \times 365 \text{ days/year}}$$

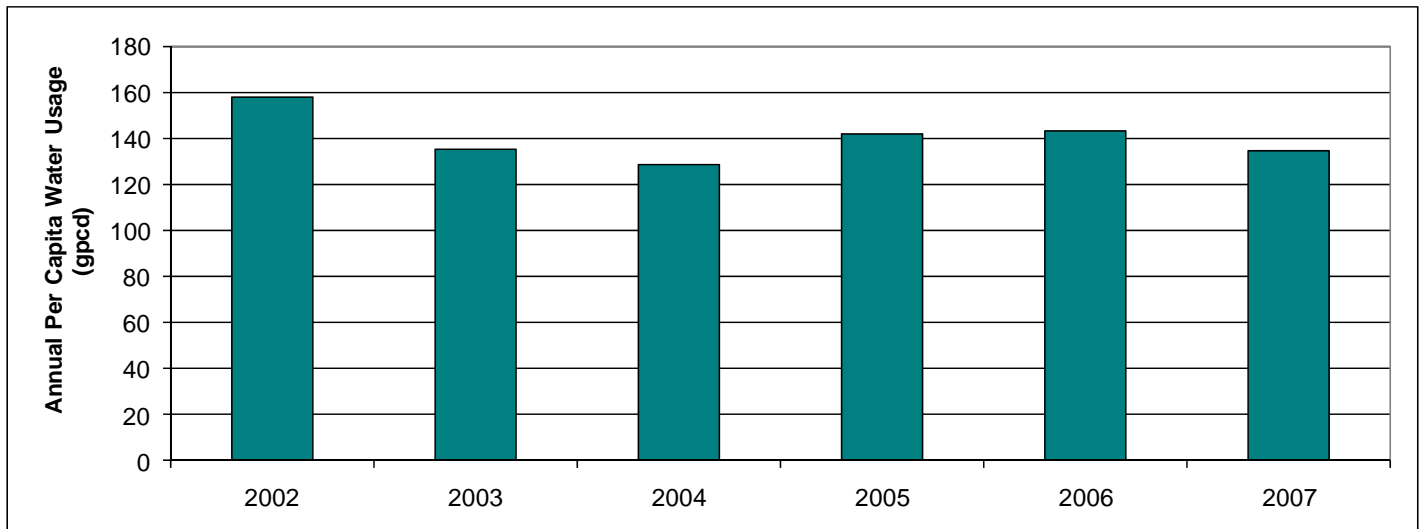


Figure 2: Per Capita Water Demands

Similar to the annual water usage data presented in Figure 1, per capita water demands in 2003 and 2004 were relatively low. As previously discussed, the decrease in per capita water usage was likely attributable to the regional drought awareness campaigns, Castle Rock's efforts to encourage conservation, and an abnormally wet year in 2004. Per capita demands increased slightly in 2005 and 2006 then fell in 2007. They have not returned to 2002 per capita water demand levels, indicating that conservation programs and community awareness are providing effective conservation benefits.

Water Use by Customer Type

Table 1 lists Castle Rock's current customer billing types and annual retail water use by customer type for 2002 through 2007. These data indicate that single family residential customers are Castle Rock's largest water users followed by irrigation and commercial.

Table 1: Billed Annual Water Use by Customer Type

Billing Rate Category	Customer Type	Annual Water Use (AFY)					
		2002	2003	2004	2005	2006	2007
Potable Single-family Residential	Single family homes	2,913	2,863	2,821	3,324	3,803	3,887
Potable Multifamily Residential	Residential housing with multiple dwelling units such as apartments, condominiums, and townhomes	412	428	452	478	514	495
Potable Commercial	Commercial meters that handle indoor and outdoor needs	1,160	1,027	1,050	1,172	892	753
Potable Irrigation	Irrigation Only	404	280	335	432	777	1,086
Potable Bulk	Water that does not flow through a permitted tap such as fire hydrants or water filling stations for construction	0	147	227	430	303	94
Denver Basin Raw Water	Irrigation of Red Hawk Ridge Golf Course	254	233	192	191	233	239
Total Annual Usage		5,143	4,978	5,077	6,027	6,522	6,554

1.2 Projected Population and Water Use

Table 2 shows the historical and projected number of homes and population assuming 2.78 people per home ¹ from 1990 to buildout in 2027. Castle Rock's population at buildout is projected to reach 100,000 assuming an annual increase of 4.3 percent².

Table 2: Estimated Population

Year	Projected Annual Growth (%)	Estimated Population	Estimated Number of Homes
2002	N/A	27,622	9,936
2003	N/A	31,321	11,267
2004	N/A	33,956	12,214
2005	N/A	36,613	13,170
2006	N/A	39,263	14,123
2007	6.7	41,874	15,063
2008	6.1	44,412	15,976
2009	5.5	46,844	16,850
2010	4.3	48,858	17,575
2011	4.3	50,959	18,331
2012	4.3	53,150	19,119
2013	4.3	55,436	19,941
2014	4.3	57,820	20,799
2015	4.3	60,306	21,693
2016	4.3	62,899	22,626
2017	4.3	65,604	23,599
2018	4.3	68,425	24,613
2019	4.3	71,367	25,672
2020	4.3	74,436	26,776
2021	4.3	77,636	27,927
2022	4.3	80,975	29,128
2023	4.3	84,457	30,380
2024	4.3	88,088	31,686
2025	4.3	91,876	33,049
2026	4.3	95,827	34,470
2027	4.3	100,000	35,971

¹ Source: U.S. Census Bureau (2000) estimation of number of people in a single-family residential home for Castle Rock.

² Source: Town of Castle Rock. 2006. Engineering Memorandum: Adoption of Ordinances for Proposed Water Resources System Development Fees and User Charges to Support the Water Resources Strategic Master Plan – First Reading. February 14, 2006.

Figure 3 shows projected annual potable and raw water demands through buildout, without conservation. Total potable annual water demands are estimated to increase by approximately 11,200 AFY from 2007 to buildout with a potable water demand of 18,740 AFY at buildout. Raw water demand is anticipated to remain at 260 AFY, assuming continued use of untreated Denver Basin groundwater for irrigation of the Red Hawk Ridge Golf Course.

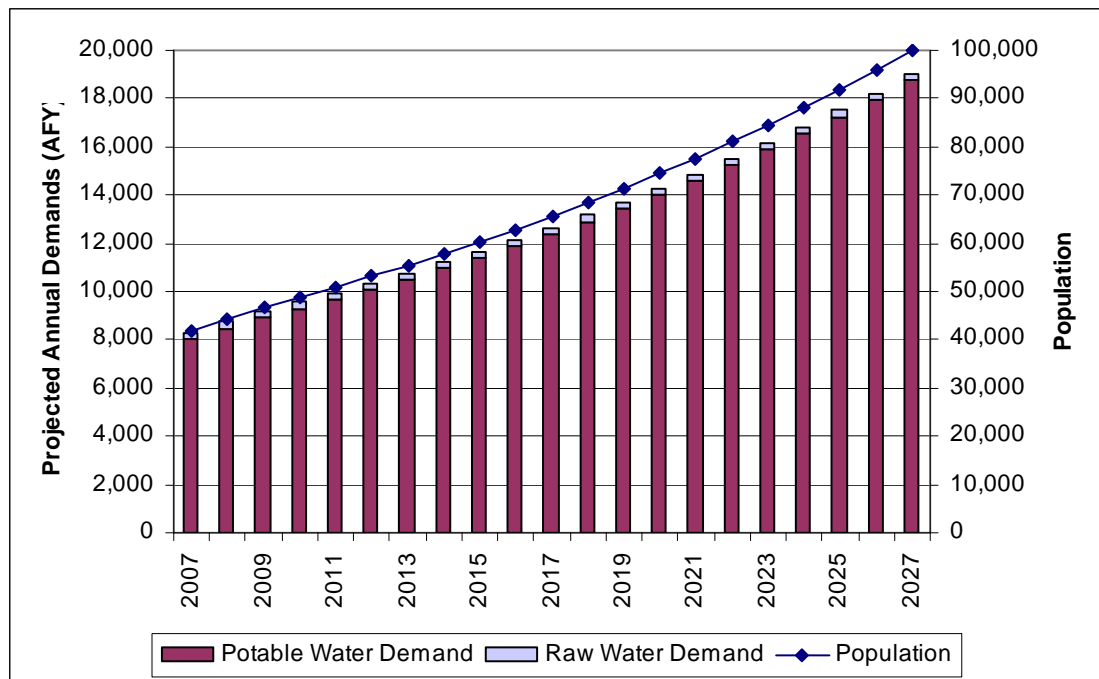


Figure 3: Projected Annual Water Demands

1.3 Water Supplies

Castle Rock currently relies on 49 Denver Basin groundwater wells for its potable water supply. The Denver Basin, which supplies water to much of the south metro area and northern El Paso County, is a non-renewable basin. Although Castle Rock can currently meet its water supply needs, it is projected that continued use of Denver Basin groundwater as the primary source of south metro area water providers would result in a continued decline of groundwater levels. This is attributed to the growing population and to the regional dependence on groundwater. In that event, it is anticipated that the costs to maintain groundwater production rates (e.g., redrilling wells; increased pumping energy requirements) to meet demands will escalate to the point that this source is no longer economically viable.

Castle Rock's Water Resources Strategic Master Plan outlines its preferred future water supply alternative as a mixture of Denver Basin groundwater (17 percent by 2055), Castle Rock's Plum Creek alluvial rights (9 percent by 2055), water reuse (29 percent by 2055), and imported surface water (45 percent by 2055). The following actions were recommended in that plan:

- Implementation of a water conservation plan
- Full development of Castle Rock's current water rights
- Full use of the water rights from reclaimable water Castle Rock is entitled to use
- Working in partnership with other South Metro providers to import surface water to reach an overall water supply mix of renewable and reusable water that is 75 percent sustainable
- Development of reservoir storage to maximize efficient management of water supply
- Maintenance and development of Castle Rock's Denver Basin groundwater supply to meet the demands of continuing growth in the short term, and to provide reliability and a smaller supply role in the long term
- Development of a financing plan to generate capital funds required for transitioning to a sustainable supply ³

Although the overall mixture of supplies has been identified, specific water sources and storage options are still being developed. These efforts include participating in the South Metro Water Supply Authority's Mid-Term Project Plan, Rueter-Hess Reservoir enlargement, and Chatfield Reservoir reallocation projects. Additionally, water conservation will play a significant role in ensuring adequate future water supplies.

2.0 Water Conservation

2.1 Historical Conservation Water Savings

Castle Rock has promoted water conservation since the 1980s, including development and implementation of a comprehensive water conservation program in 1996. The Town also began to implement a variety of additional conservation measures in 2004. Water savings relative to the 1996 plan through 2005 reflected a savings of nearly 5 percent per capita per day. Because of the wet conditions observed in 2004, it is difficult to precisely quantify the water savings associated with Castle Rock's conservation programs. Table 3 provides estimated annual water savings from 2004 to 2007 for conservation measures where savings could be quantified. These include rebates for 3-day irrigation timers, smart controllers, and high efficiency clothes washers.

³ Source: Town of Castle Rock. 2006. Water Resource Strategic Master Plan.

Table 3: Estimated Annual Water Savings

Rebate	Rebate Amount	User Category	Assumptions	2004		2005		2006		2007	
				Number Rebates	Water Savings (kgal/yr) ^{1,2}	Number Rebates	Water Savings (kgal/yr) ^{1,2}	Number Rebates	Water Savings (kgal/yr) ^{1,2}	Number Rebates	Water Savings (kgal/yr) ^{1,2}
3-Day Irrigation Timer ¹	\$25	Residential	2% Savings per Timer	13	6.8	2	9.0	8	5.2	0	5.0
Smart controller ^{1,3}	Up to \$300	Residential	5% Savings per Controller	0	0	0	0	23	37.3	5	15.2
High Efficiency Clothes Washer (WUF of 6.0 or less)	\$200	Single Family Residential	Low Usage Washer = 25 gal/wash Average Washer = 40 gal/wash Average 7 washes per week	0	0	0	0	446	2,435.2	669	6087.9
Total				13	6.8	2	9.0	476	2,477.0	674	6108.1

¹ The average outdoor water usage for a single family home and large irrigator was estimated for May-October using retail billing data. This average outdoor water usage was multiplied by the percentage of assumed water savings to estimate annual outdoor water savings.

² Estimated annual water savings achieved via each rebate were assumed to be cumulative. Hence, the 2007 water savings estimates include the estimated water savings of rebates purchased in 2004 through 2006.

³ Adjusts irrigation based on weather parameters.

2.2 Water Conservation Plan Goals and Objectives

Castle Rock's 2006 Water Conservation Plan established the following goals:

- *Reduce current and future water demands* – Castle Rock recognizes that current demand includes reducing water use through increased efficiency, especially in areas such as landscape irrigation. By optimizing water use efficiency, current and future water use demands can be dramatically reduced.
- *Create a community culture that includes water conservation* – In order for a conservation plan to be effective it is necessary for Castle Rock, in all areas of the community; commercial and residential customers, to understand why conservation is essential to the community mindset. Efficient water use needs to be a part of all aspects of community planning, development, and management.
- *Ensure financial stability* – It is important for the protection and enhancement of community investments to provide adequate water supplies at reasonable cost for today and in the future.

Specific objectives were established to further define the water use goals.

- Reduce average water consumption 18 percent over 5-year average use (165 to 135 gpcd)
- Reduce peak water consumption
- Preserve/enhance Castle Rock's landscape architecture

3.0 Conservation Tour Website Overview

Information on Castle Rock's water conservation program has been posted on Castle Rock's town website for the past 5 years. This has proven to be an effective means to distribute conservation information to customers. The Conservation Tour Website will significantly enhance Castle Rock's distribution of water conservation information by increasing the amount and types of conservation information available electronically, illustrating conservation tools and measures in a much more visual and understandable way.

3.1 Conservation Tour Website Objectives

Castle Rock plans to design and develop the water Conservation Tour Website to meet the following objectives:

- Educate the public on the importance of water conservation, Castle Rock's conservation program, and provide detailed information on water saving products and practices.
- Provide an interactive interface where the user has the ability to navigate the site and catalog information in a customized database based on individual interests. This database may be printed out and used to assist the user in the purchase of water saving product(s) and implementation of indoor and outdoor conservation practices.
- Provide a user-friendly interface for the website administrator(s) to maintain and update the website content and functions as well as monitor user activity.
- Incorporate a technical design that enables the general coding to be easily transferable to other water providers. This coding framework could be used as a template by other water providers to develop their own customized conservation tour websites.

3.2 Conservation Tour Website Layout and Features

This section provides information on the conceptual design of the Conservation Tour Website and the key administrative features.

3.2.1 Conceptual Design

Figure 4 illustrates the conceptual design of the Conservation Tour Website showing the general organization and layout. The user will have the opportunity to navigate the following five branches of information from the Conservation Tour Website homepage:

- *Local Weather* - Provides real-time weather data and landscape irrigation recommendations. A link to access real time and historical evapotranspiration (ET) & weather data from several weather stations located around Castle Rock. A

visitor to the site could select the weather station of choice from a Town map and view current conditions as well as historical information.

- *Castle Rock's Conservation Program* - Describes the conservation measures and programs Castle Rock is implementing to conserve water
- *Indoor Water Use* - Provides information on indoor water saving practices and products. This informational branch is oriented to the user that prefers to view information in lists and tables.
- *Outdoor Water Use* - Provides information on outdoor water saving practices and detailed information on specific plants and outdoor products. This informational branch is also oriented to the user that prefers to view information in lists and tables.
- *Water Saving Model Home* - Provides the same conservation information as presented in the indoor and outdoor water use branches, but in a more visual format.

As shown in Figure 4, information will be provided in increasing detail as the user progresses through each branch. At the terminus of each branch, the user will have the opportunity to develop a customized database to store specific information of interest as denoted by the red box in Figure 4. This information includes local weather data and details on specific indoor appliances and fixtures as well as on outdoor plants and irrigation equipment. Users will be able to log onto the website and obtain access to their customized databases at anytime to make new additions/changes and to print the information on hardcopy.

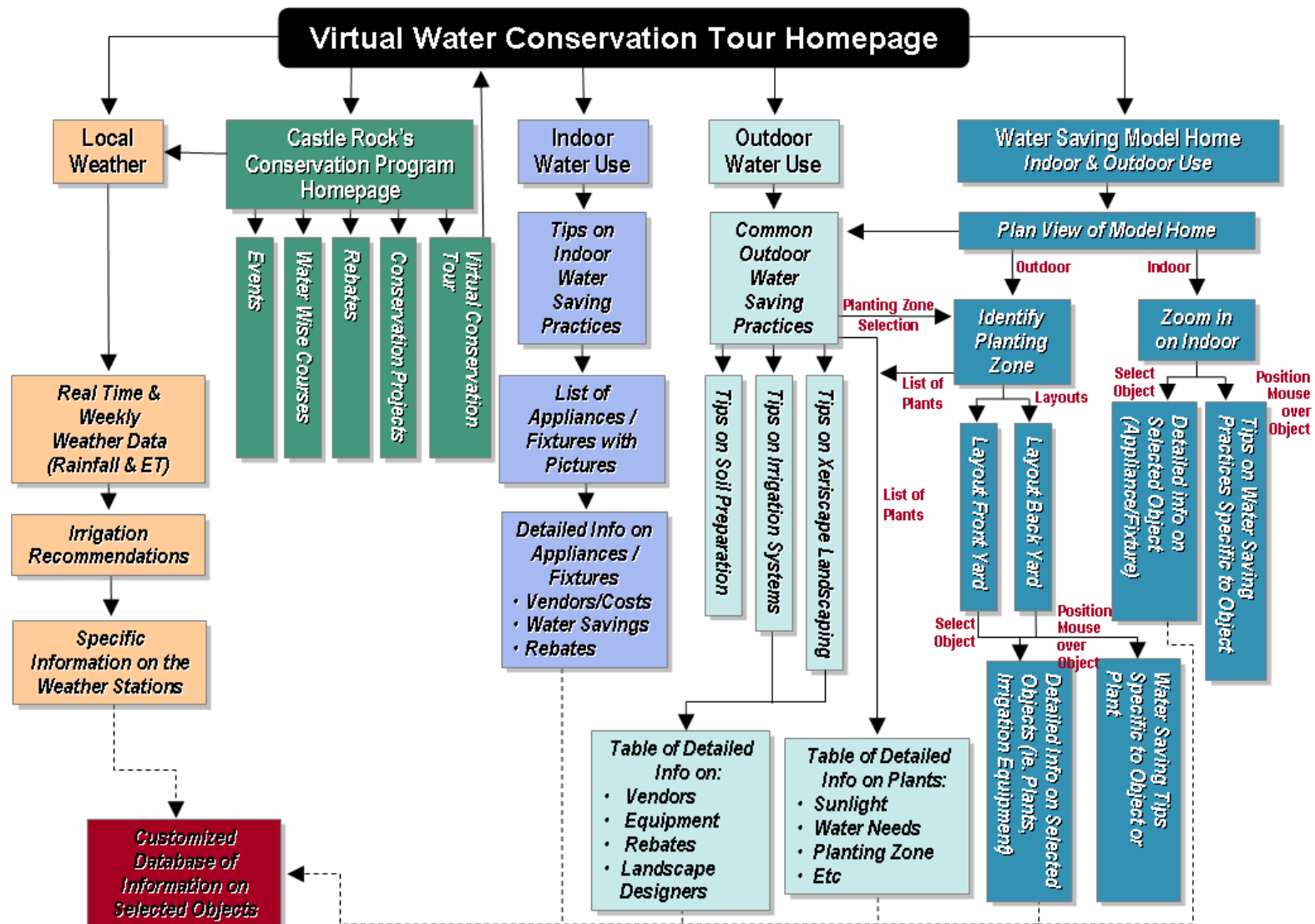


Figure 4: Conceptual Layout of the Virtual Water Conservation Tour Website

The remainder of this section discusses each of the five informational branches.

Local Weather

Castle Rock is installing several local weather stations that will provide real-time rainfall, temperature, humidity, wind speed, wind direction, snow depth, and ET data useful in quantifying local irrigation needs. This real-time data will be provided on the Conservation Tour Website under the local weather informational branch. Users will be able to make decisions about when and how much to irrigate by viewing the ET value which will be automatically updated daily. By making the weather data available on the conservation website, it will be more readily accessible to the public and directly linked to water usage so that real-time water use decisions can be made by the public.

Castle Rock's Conservation Program

The Castle Rock conservation program informational branch will provide specific information on the conservation measures and programs that Castle Rock is implementing. This will include a schedule of Water Wiser workshops, Lunch & Learn programs, visits to schools, and other conservation oriented events and information on Castle Rock's rebate program, water restrictions, and other water conservation projects. Links will also be provided to Castle Rock's Water Conservation Plan and Water Resources Strategic Master Plan.

Indoor Water Use

There are a variety of ways customers may conserve water within the home. The indoor water use informational branch will describe various indoor water conserving practices as well as water efficient appliances and fixtures. A comprehensive matrix of the appliances and fixtures with associated pictures, retail costs, manufacturers and vendors, and estimated water savings will be provided. Rate-of-return estimates will be posted, in order to demonstrate to the public the financial savings that can be realized through implementation of water-saving appliances and fixtures. Links to other sites appropriate for indoor water conservation (e.g. CWCB, EPA Water Sense, fixture manufacturers' websites) will also be provided.

Outdoor Water Use

Landscape irrigation comprises well over 50 percent of summertime municipal water system demands in Colorado. Substantial water savings may be achieved through the implementation of water wise landscaping and irrigation techniques. The outdoor water use informational branch of the website will introduce water wise outdoor practices and provide the user an opportunity to navigate to items of further interest including tips on soil preparation, irrigation systems, and xeriscape landscaping. Detailed information on plants, irrigation products, recommended landscape designers/contractors, and specific vendors will also be provided. Links to other sites appropriate for outdoor water conservation (e.g. CWCB, EPA Water Sense, irrigation manufacturers' websites) will also be provided.

Water Saving Model Home

As previously mentioned, the water saving model home informational branch will provide the same information as the indoor and outdoor water use branches, but in a more visually enhanced manner. This will appeal to children and visual learners who receive information most effectively through figures and objects rather than through text and tables. A plan view of a model home and outside lot will be presented. The user will have the option of navigating to outdoor or indoor water use information by selecting the inside floor plan or outdoor lot.

Users that select the outdoor lot will be able to view a variety of landscape features and xeriscape plants that are most conducive for the user's location of residence. By showing the visual appeal of a well-planned low-water use landscape, website visitors may be more likely to seek out low water use plants and landscape designs. The user's location of residence will be identified through a map of Castle Rock's neighborhoods and 5 planting zones delineated by elevation and aspect will be able to select their planting zone based on their location of residence and obtain a list of plants conducive for that specific zone. This list will contain pictures of the plants, suggested vendors, and tips on the care of the plants such as recommended watering, planting space, soil preferences, etc. As shown in Figure 4, users will also have the option of selecting example xeriscape design layouts of a front yard and backyard specific to each planting zone. The cursor may be moved over specific plants and/or objects (e.g., irrigation equipment) where a window will pop up providing water conservation tips specific to that object. Plants may also be selected to obtain detailed information on soil preferences, planting space, water needs, etc.

Users selecting the indoor floor plan will be directed to a more detailed floor plan layout. Users will be able to zoom in on the floor plan and move the cursor over specific objects (fixtures and appliances) where a window will pop up providing water conservation tips specific to that object. Water efficient appliances and fixtures will be able to be selected (clicked on) for additional information on local vendors, estimated water savings, costs, return on investments, etc.

3.2.2 Administrative Features

The Conservation Tour Website will include several key administrative features in order to optimize the website's operability and meet the objectives described provided in Section 3.1. These include the following:

- *User-friendly administrative interface* – The administrator(s) will be able to update and maintain the website without needing any detailed programming skills. This includes activities such as updating the schedule of conservation events and modifying text and tables. The administrator(s) will also be able to add or remove pictures, web links, and objects such as specific plants and appliances/fixtures without having to change the website code.

- *Monitoring* – The Conservation Tour Website will use an analytics tracking software such as Google Analytics to record metrics such as:
 - The number of users that have accessed the site within a specified period of time;
 - The website's bounce rate;
 - Return visitors;
 - Page views per visit;
 - Individual page selection; and,
 - Number of document downloads (PDF brochures, newsletters, etc.).

This will enable the administrator(s) to track the number of users, assess the popularity of the website, monitor which information on the site is being used the most, and how many people are actually “mining” the site for data rather than just looking at the opening page. The website will also require users to log onto the website and provide an email address. This email address will be automatically stored, enabling the administrator(s) to correspond with users via email and further assess the educational value of the website such as sending updates to users about upcoming conservation classes and programs. Task 4 in Section 4.2 provides more details.

- *Transferability* - The technical coding of the general framework of the Conservation Tour Website will be easily transferable. Water providers expressing an interest in developing a similar website will be able to use Castle Rock's basic website coding as a template to develop and customize their own conservation tour websites. This enhances the development efficiency of similar conservation tour websites and provides an incentive for other water providers to develop their own websites. Other communities and the CWCB will also be encouraged to provide a direct link to the Castle Rock website, increasing the range of public exposure to the website's conservation options and visual displays.

3.3 Conservation Plan and Water Savings

The proposed Conservation Tour Website will enhance conservation awareness throughout the local community and educate users on indoor and outdoor water savings products and practices. Castle Rock anticipates that the Conservation Tour Website will lead to an estimated savings of 13.7 million gallons of water use per year⁴. These savings are anticipated to be generated through a combination of indoor and outdoor water use reductions, increasing the penetration of Castle Rock's water conservation public information campaign into the community.

Contributors to the water savings may include the following:

- **Increased awareness of and participation in existing rebate programs.** A 20 percent increase in high-efficiency washing machine rebates (over 2007 levels) would translate to anticipated savings of 730,000 gallons in the first year, with cumulative savings increasing to 3.7 million gallons per year in the fifth year. Savings would continue and increase in subsequent years with ongoing use of previously-purchased high-efficiency washers and additional rebates and purchases each year.
- **Reduction in outdoor water usage.** Outdoor water usage makes up approximately half of Front Range municipal demands each year. For residential customers that adopt outdoor water conservation practices learned from the website, an assumed 10 percent reduction in outdoor water use would translate to an estimated 5 percent overall annual water reduction in their water use. If 1,000 residential households implement measures that achieve these savings, water savings of over 8 million gallons per year can be anticipated.
- **Other water use changes.** Other behavioral water use changes can be anticipated, through conservation-minded efforts such as turning off faucets when not in use, taking shorter showers, etc. While difficult to quantify, additional savings can be anticipated.

Although direct prediction and numerical measurement of the conservation effects of educational tools and resources is difficult, the electronic nature of this program makes it available to a vast majority of Castle Rock citizens and businesses. This will assist Castle Rock in meeting its conservation goal to reduce current and future water demands, ⁴particularly in areas such as landscaping. Together, this will contribute to Castle Rock's achievement of its targeted water savings objectives of 18 percent over a 5-year average use (165 to 135 gpcd) as outlined in Castle Rock's Water Conservation Plan. Additionally, the Conservation Tour Website coincides with Castle Rock's conservation goals that call for creating a community culture that includes water conservation. This project's contributions to water savings can be extended beyond Castle Rock by making it available to communities throughout the state as a web site link, or by providing other communities access to the source data and allowing them to adapt it for their own use.

⁴ Assumes 25% of 2009 households will view and implement recommendations from the website, which will translate to a 2% ongoing annual water saving for those households. 16,850 households x 25% participation x 0.5AFY/household x 2% water saving = 13.7 million gallons/year.

4.0 Scope of Work

Castle Rock plans to contract with Medulla to design and develop the Conservation Tour Website. Medulla's proposal is provided in Attachment B. This scope of work outlines the major tasks, roles, and responsibilities of each party involved and the deliverables. The anticipated schedule and project budget for each of these tasks is provided in Section 5.0 and 6.0, respectively.

4.1 Project Tasks

The following tasks outline the major actions needed to develop the website. The roles and responsibilities of each participant and deliverables for each task are also provided. Table 4 at the end of this section outlines the specific responsibilities, labor rates, and anticipated level of effort for all participants involved.

Task 1 - Design of the Conservation Tour Website

Purpose

This task involves the design of the Conservation Tour Website.

Roles and Responsibilities

Castle Rock plans to work with Medulla to develop a final design of the Conservation Tour Website. Castle Rock will provide the basic conceptual framework of the website and work with Medulla in refining the technical aspects of the design. Table 4 at the end of this section outlines the specific responsibilities, billing rates, and anticipated service time for each party.

Deliverables

Medulla will provide a draft design document for Castle Rock's review followed by a final design incorporating Castle Rock's feedback.

Task 2 - Development of the Conservation Tour Website

Purpose

This task involves the development of the Conservation Tour Website.

Roles and Responsibilities

Castle Rock plans to contract with Medulla to develop the Conservation Tour Website. Castle Rock will provide pictures and other specific information needed for incorporation into the website. Medulla will develop the website in accordance with the final design and with Castle Rock's continued guidance and oversight. This includes coding, testing, and any necessary revisions. Table 4 at the end of this section outlines the specific responsibilities, billing rates, and anticipated service time for each party.

Deliverables

Medulla will provide the final version of the Conservation Tour Website to Castle Rock following testing and any necessary revisions.

Task 3 – Public Advertisement Campaign

Purpose

This task involves the implementation of a public advertisement campaign to promote the Conservation Tour Website. Information promoting the Conservation Tour Website will be distributed to the public through local television programs, local newspapers and publications, Castle Rock's town homepage, water-wise workshops, and through the distribution of pamphlets and presentations at local Castle Rock sponsored events.

Roles and Responsibilities

Castle Rock's community relations department will take the lead in coordinating and developing the materials needed for public advertisement of the Conservation Tour Website. Table 4 at the end of this section outlines the specific responsibilities, billing rates, and anticipated service time for each Castle Rock staff member.

Deliverables

Castle Rock will distribute information promoting the Conservation Tour Website using the following media:

- *Local newspapers* – Castle Rock will seek to have an article published in the local newspaper (Douglas County News-Press) and Your HUB (a division of the Denver Newspaper Agency) on an annual basis
- *Douglas County Channel 8* – Advertise the Conservation Tour Website on Douglas County Channel 8 on a periodic basis
- *Castle Rock View* – Develop a TV program on the Conservation Tour Website and show this program once a month on Castle Rock's local TV show, Castle Rock View.
- *Town's website* – Post information on the Conservation Tour Website and a link to the website
- *Brochure* – Develop a brochure on the Conservation Tour Website that will be available at Castle Rock offices as well as distributed at local events and Castle Rock sponsored water-wise workshops
- *Water-wise workshop* – Provide several computer workstations at the water-wise workshops where attendees may access the website and gain familiarity with its components and applications
- *Other Castle Rock published communications* – Publish information in the Town Talk newsletter, which is distributed monthly to all water customers; the Outlook newsletter, which is distributed quarterly; and homeowners association (HOA) newsletters.

- *Other community presentations* – Present information at schools, local and regional community agencies, Castle Rock Council meetings, and Castle Rock sponsored Lunch & Learns

Task 4 – Monitoring of Conservation Tour Website Participation

Purpose

The effectiveness of the Conservation Tour Website will be evaluated on a quarterly basis. This task involves the monitoring activities needed to measure the participation and educational value of the website⁵.

Roles and Responsibilities

Castle Rock plans to collect as much of the following monitoring data is easily available using analytics tracking software:

- *Number of users* – The website will automatically record the number users that access the website on a monthly basis and the number of hits per user.
- *Bounce rate* – The website will record whether a visitor remains at the website and views other pages or simply looks at the page and then leaves.
- *Return visitors* – The website will record which visitors return to the site more than once.
- *Page views per visit* – The website will record the number of pages each visitor views while at the website.
- *Individual page selection* – The website will record how often pages are visited.
- *Number of document downloads* (PDF brochures, newsletters, etc.) – The website will record which and how many times an available document is downloaded by a visitor.
- *Website changes* – Changes made to the website and timing of when these changes go live.
- *Public promotion* – Activities involved with the website promotion campaign and the timing of these activities.
- *Surveys* – Questionnaires on the website's usability and quality of information provided. These questionnaires will be emailed to each first-time user.

Castle Rock plans to evaluate this information on a quarterly basis to determine how effective the website is in promoting water conservation. Trends among the number

⁵ All budgetary information presented in Section 6 assumes a two-year public education campaign.

of website hits, specific website promotion activities, website modifications, and other metrics will be assessed and used to identify any specific promotion activities/ website changes that notably increased public participation. Responses from the questionnaires will be used to further enhance the website's usability and content.

Deliverables

Quarterly evaluations will be conducted to qualitatively measure the effectiveness of the website for the first 2 years of implementation. Following these 2 years, Castle Rock will reassess the frequency of evaluations needed and produce a report summarizing the monitoring results.

Task 5 - CWCB Grant Development and Status Reports

Purpose

This task involves the development of a 50 percent, 95 percent, and a final completion status report to CWCB per the CWCB Water Efficiency Grant Requirement. Although this task is a part of the overall project, its costs are not included in the project budget submitted to CWCB for grant funding (Table 6).

Roles and Responsibilities

Castle Rock has engaged Camp Dresser & McKee Inc. (CDM) to develop this grant application. CDM would also prepare the status reports and Castle Rock would review these reports prior to submittal to CWCB.

Deliverables

Status reports submitted to the CWCB at 50 percent, 95 percent, and final project completion.

4.2 Project Personnel and Roles

Table 4 presents a list of project personnel, their rates, and role in this project. These rates and roles will be used in generating the costs presented in Table 6.

Table 4: Roles and Responsibilities

Party	Person	Position	Rate	Role
Town of Castle Rock - Utilities Department	Rick Schultz	Water Conservation Specialist	\$33.65/hr	Interface with other Town staff and Board members
				Coordinate and provide feedback on the design and development effort with Medulla
				Administer all contract and payments with Medulla
				Coordinate public education effort with Billie Owens and Karen McGrath
				Coordinate the collection of all data needed for the development of the Conservation Tour Website
				Coordinate website monitoring effort
	Billie L. Owens	Utilities Program Analyst	\$40.26/hr	Assist Rick Schultz with the data collection and public education effort
				Assist Rick Schultz with the Conservation Tour Website monitoring
				Provide feedback on the design and development of the Conservation Tour Website
Town of Castle Rock - Community Relations	Karen McGrath	Public Relations Manager	\$32.45/hr	Work with Rick Schultz and Billie Owens in developing the materials and activities needed for the public education effort
				Publication on the Conservation Tour Website in the local newspapers and other local publications
				Work with the local TV stations to develop a TV promotion on the Conservation Tour Website
				Add information and a link to the website on Castle Rock's town homepage
				Incorporate information on the website in the water-wise workshop education materials and coordinate the setup of computer workstations for class sessions
				Develop a brochure on the Conservation Tour Website to be distributed at town events
				Coordinate presentations on the Conservation Tour website at local community events
Town of Castle Rock - Development Services	Dan Staley	Development Services Long Range Planner	\$40.26/hr	Research and provide technical information on the plant lists, plant selection, and landscape zones for incorporation into the website
				Conduct thorough review/testing of the plant information posted on the website
Town of Castle Rock - Utilities Department	Ruth Stadler	Water Conservation Plan Reviewer	\$29.38/hr	Assist Dan Staley in researching the technical information on plant lists, plant selection, and landscape zone
Medulla	Denise Dambrackas	Owner	n/a	Work with Medulla staff in designing and developing the Conservation Tour Website
				Coordinate the data collection effort with Rick Schultz
				Receive feedback from Rick Schultz on specific features to be incorporated into the final version of the website

5.0 Project Schedule

The preliminary project schedule identifying key activities and milestones is presented in Table 5. These dates are contingent on the timing of the receipt of the grant funds. All work conducted prior to the CWCB grant purchase order will be paid by Castle Rock as a portion of their match.

Table 5 Preliminary Project Schedule

Task	Anticipated Completion**
Project Kickoff	January 2010
Final design completed	February 2010
Basic coding for the Conservation Tour Website completed	March 2010
50% Completion Report is Submitted to CWCB	March 2010
Medulla incorporates all data provided by Castle Rock into the website	April 2010
Testing and coding completed	April 2010
Website is launched	April 2010
95% Completion Report is Submitted to CWCB	September 2010
Public education campaign is initiated*	July 2010
Website monitoring is initiated*	July 2010
Evaluate public education campaign and website monitoring	End of 2012
Final Completion Report is Submitted to CWCB	End of 2012

*The specific public education and website monitoring activities are listed in Section 4.1. These activities will be implemented for two years and then evaluated to characterize their effectiveness. The budget presented in Table 6 assumes a two-year implementation period.

** Anticipated completion dates are subject to change based on approval of CWCB grant funding and the processing date of an associated purchase order. All work conducted prior to the CWCB grant purchase order will be paid by Castle Rock as a portion of their match.

6.0 Budget Cost Estimate

The budget cost estimate is provided in Table 6. This estimate provides information on Castle Rock's in-kind contributions (i.e., staff time and capital expenditures), and anticipated allocation of costs based on the requested grant funding from CWCB. The total CWCB grant funding request is \$31,875. Costs for the final design and development of the Conservation Tour Website were estimated by Medulla and are shown in their proposal provided in Attachment B.

Table 6 Estimate of Costs and Cost-Sharing Allocation

Task	Description	Consultant	Castle Rock Staff Hours and Costs									Funding Sources			
			Water Conser- vation Specialist	Utilities Program Analyst	Commu- nity Relations	Develop- ment Services Long Range Planner	Water Conser- vation Plan Reviewer	IT Analyst	GIS Specialist	Total Staff Hours	Staff Labor Costs	CWCB Grant	Castle Rock (Cash Funds)	Castle Rock Match (In-kind Services)	Total
		Medulla													
	Rate/hour	n/a	\$38.63	\$40.26	\$32.45	\$40.26	\$29.38	\$40.84	\$35.91	n/a	n/a	n/a	n/a	n/a	n/a
1.0	Design of the Conservation Tour Website	\$10,625	20	10	5	0	0	0	0	35	\$1,337	\$7,969	\$2,656	\$1,337	\$11,962
2.0	Development of the Conservation Tour Website	\$31,875	40	60	5	15	15	4	8	147	\$5,618	\$23,906	\$7,969	\$5,618	\$37,493
3.0	Public Advertisement Campaign*	\$0	30	50	200	0	0	0	4	284	\$9,806	\$0	\$0	\$9,806	\$9,806
4.0	Monitoring of Conservation Tour Website Participation*	\$0	80	120	0	0	0	4	0	204	\$8,085	\$0	\$0	\$8,085	\$8,085
Total		\$42,500	\$ 6,567	\$ 9,662	\$ 6,815	\$ 604	\$ 441	\$ 327	\$ 431	-	\$24,846	\$31,875	\$10,625	\$24,846	\$67,346

* The specific public education and website monitoring activities are listed in Section 4.1. These activities will be implemented for two years and then evaluated to characterize their effectiveness. This budget assumes a two-year implementation period.

Cost Share Calculation:

Total Project Costs – \$67346

Castle Rock contribution – \$35471 (cash plus in-kind)

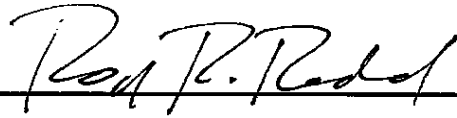
Total Castle Rock contribution as a percent of total cost - 53%

Total CWCB Grant contribution – \$31,875

7.0 Certification

The Town of Castle Rock submits this application to the Colorado Water Conservation Board for state funding assistance for design and development of a Water Conservation Tour Website through the CWCB Water Efficiency Grant Program. I certify that the Town of Castle Rock has the financial and staff capacity to execute its share of this project.

Respectfully submitted this 17th day of December, 2009.

A handwritten signature in black ink, appearing to read "Ron R. Redd", is written over a solid black horizontal line.

Ron R. Redd
Utilities Director
Town of Castle Rock

Attachment A
Charter for the Town of Castle Rock,
Colorado

CHARTER

for the

TOWN OF CASTLE ROCK, COLORADO

as proposed by the

HOME RULE CHARTER COMMISSION

July 1, 1987

Published by
COLORADO CODE PUBLISHING COMPANY

Fort Collins, Colorado

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Certificate of Final Adoption

The members of the Charter Commission of the Town of Castle Rock, Colorado, hereby submit to the Board of Trustees and to the voters a proposed Home Rule Charter which has been framed in conformity with Article XX of the Colorado Constitution and the Municipal Home Rule Act of 1971, as amended.

The Commission members have sought to prepare a Charter which ensures that the government of the Town remains accountable to the citizens while providing a structure for quality government. In preparing this Charter, the Commission members have not limited themselves to a consideration of the present, but have considered the future needs of the Town, envisioning continued growth and progress.

In keeping with these principles, the Charter vests all policy-making and legislative powers in the Town Council composed of seven Councilmembers elected by district for two-year staggered terms. A Mayor is selected by the Council from its membership after each regular election.

The Commission members recognize that the Charter is a document of limitation on the home rule powers available to the Town and its Citizens, and so have sought to include in the charter important protections for the citizens. Provisions for initiative, referendum, and recall are included. Other protections include a mandatory public hearing on the proposed budget and on the proposed five-year capital program each year, an annual independent audit, limitations on annual property tax revenue increases, a mandatory election to approve increases in sales and use tax rates, and limits on the incurring of general obligation debt.

Other matters covered in the Charter include Council procedures, powers and duties; legal and judiciary; methods of Council action by ordinance, resolution and motion; elections; finance and budget; taxation; borrowing; improvement districts; franchises; boards and commissions; and transitional provisions.

It is hoped that the proposed Charter, while containing compromises reached during lengthy Commission deliberations, provides a structure for quality government in the Town of Castle Rock for now and the future.

ARTICLE I

Name, Boundaries, Powers, and Form Of Government

Section 1-1	Name, Boundaries
Section 1-2	Powers of the Town
Section 1-3	Form of Government
Section 1-4	Eminent Domain

Section 1-1. Name, Boundaries.

The municipal corporation now existing as the "Town of Castle Rock" shall remain and continue to be a body politic and corporate under the same name and with the same boundaries until lawfully changed.

Section 1-2. Powers of the Town.

The Town shall have all the power of local self-government and home rule and all power possible for the Town under the Constitution of the State of Colorado. The Town shall also have all powers granted to municipalities by the laws of the State of Colorado. The enumeration of specific powers in this Charter shall not be considered as limiting or excluding any other power. All powers shall be exercised in the manner set forth in this Charter or, if not provided for in this Charter, in such manner as shall be provided ordinance or resolution.

Section 1-3. Form of Government.

The Town shall operate under the Council-Manager form of government.

Section 1-4. Eminent Domain.

The Town shall have all powers of eminent domain, within and without the limits of the Town, for all municipal purposes whatsoever. (Added by Ord. 97-37, 10-7-97 election)

ARTICLE II

Town Council

Section 2-1	Powers of Council
Section 2-2	Council Membership
Section 2-3	Terms
Section 2-4	Qualifications
Section 2-5	Mayor
Section 2-6	Vacancies
Section 2-7	Oath of Office

Section 2-1. Powers of Council.

The governing body of the Town shall be the Town Council. The Council shall have all the legislative powers and functions and all other powers possessed by the Town and not conferred by this Charter on others.

Section 2-2. Council Membership.

The Town Council shall consist of seven Councilmembers, each of whom shall be elected from the district in which he or she resides.

Section 2-3. Terms.

(a) The Councilmembers shall be elected for two-year overlapping terms. Four Councilmembers shall be elected at one regular election and three Councilmembers shall be elected at the subsequent regular election.

(b) The Councilmembers shall take office at the first regular meeting following their election and compliance with Section 2-7 and shall continue in office until their successors have been elected or appointed as provided in this Charter and have complied with Section 2-7.

(c) The Town Council shall hold an organizational meeting at the first regular meeting following the regular election. (Amended by Ord. 97-36, 10-7-97 election)

Section 2-4. Qualifications.

Each Councilmember shall be, at the time of nomination and election, or at the time of appointment, a registered elector of the Town and a citizen of the United States, and shall be a resident of the Town or of territory annexed to the Town for twelve consecutive months immediately preceding such election or appointment. In addition, each Councilmember shall be, at the time of nomination and election, or at the time of appointment, and throughout the term of office, a resident of the district from which elected or appointed. No Councilmember shall be a paid employee of the Town during the Councilmember's term of office.

Section 2-5. Mayor.

(a) At the organizational meeting provided for in Section 2-3(c), the Council shall elect by majority vote of the entire Council one of its members as Mayor and one of its members as Mayor Pro-tem. The Mayor and Mayor pro-tem shall serve until the next organizational meeting unless removed by a majority vote of the entire Council.

(b) The Mayor shall preside at meetings of the Council and shall exercise such powers and perform such other duties as are conferred upon the Mayor by this Charter or the ordinances of the Town. The Mayor shall have all of the powers and responsibilities of a Councilmember. The Mayor shall be recognized as the head of the Town government for all ceremonial and legal purposes and shall execute and authenticate legal documents requiring the signature of the Mayor.

(c) The Mayor pro-tem shall perform the duties and have the powers of the Mayor when the Mayor is unavailable.

(d) If the office of Mayor or Mayor pro-tem becomes vacant, the Council shall elect a successor for the unexpired term.

Section 2-6. Vacancies.

(a) A Councilmember shall continue to hold office until a successor has been elected or appointed as provided in this Charter and has complied with Section 2-7. A vacancy in the office of Councilmember exists when the Councilmember is recalled, dies, is judicially declared incompetent, resigns, ceases to be a resident of the Town, ceases to be a resident of the district from which elected or appointed except as provided in Section 4-5(c), or is convicted of a felony.

(b) Within thirty days after a vacancy occurs, the Council shall appoint a person to fill the vacancy until the next regular election. At that election a successor shall be elected for the unexpired term, if any, of the vacant position. The person appointed shall serve until the successor is elected and has complied with Section 2-7. The appointment shall be by majority vote of all remaining members of the Council. The Council shall not be required to appoint a person to fill a vacancy if the next regular election will be held within ninety days after the vacancy occurs.

Section 2-7. Oath of Office.

Before assuming office, every Councilmember shall take and file with the Town Clerk or other designated person an oath or affirmation to support the Constitution of the United States, the Constitution of the State of Colorado, and the Charter and ordinances of the Town, and to faithfully perform the duties of the office.

ARTICLE III

Town Administration

- Section 3-1 Town Manager
- Section 3-2 Absence of Town Manager
- Section 3-3 Powers and Duties
- Section 3-4 Other Offices
- Section 3-5 Relationship of Council to Administrative Service

Section 3-1. Town Manager.

The Council shall appoint a Town Manager within a reasonable time after a vacancy occurs in the position. The Town Manager shall be the chief administrative officer of the Town. The Town Manager's appointment shall be at the pleasure of the Council and shall be at a salary to be fixed by the Council. The appointment or removal of the Town Manager shall require a majority vote of the entire Council. The Town Manager shall be appointed solely on the basis of professional and administrative qualifications. The Town Manager shall reside within the Town while holding the position. No Councilmember shall be appointed Town Manager during the term for which the Councilmember was elected, nor within one year after the expiration of the Councilmember's term.

Section 3-2. Absence of Town Manager.

The Council may appoint an acting Town Manager during the period of vacancy in the office, or during the absence of the Town Manager. During the period of such appointment, the acting Town Manager shall have all of the Town Manager's powers and duties.

Section 3-3. Powers and Duties.

(a) The Town Manager shall be responsible to the Council for the proper administration of the matters placed in the Town Manager's charge. Except as otherwise provided by this Charter or by ordinances not inconsistent with this Charter, the Town Manager's responsibilities shall include the following:

(1) Enforcement and administration of the ordinances and other enactments of the Town, and of the terms and conditions imposed in favor of the Town in any contract or franchise;

(2) The hiring, suspension, transfer and removal of Town employees, except that the appointment, suspension, transfer, or removal of any person designated as a department head shall require the Council's approval;

(3) Annual preparation and submission to the Council of a proposed budget and capital program as provided in this Charter, and administration of the same after their adoption;

(4) Preparation and submission to the Council, as of the end of the fiscal year, of a complete report on finances and administrative activities of the Town for the preceding year, and the provision of such other reports concerning the affairs of the Town as the Council may require;

(5) Advice and recommendations to the Council of the present condition and future needs of the Town;

(6) With Council approval, the establishment, consolidation, or abolition of Town departments;

(7) Supervision and control of Town departments except as otherwise provided in this Charter;

(8) Attendance at Council meetings and participation in discussions with the Council in an advisory capacity;

(9) Establishment of a system of accounting and auditing for the Town which shall reflect, in accordance with generally accepted accounting principles, the financial condition and financial operation of the Town; and

(10) Performance of such other duties as required by this Charter, or as required by the Council and not inconsistent with this Charter.

Section 3-4. Other Offices.

(a) The following offices are hereby created:

(1) The Town Clerk, who shall be custodian of the Town seal, shall keep a journal of Council proceedings, and shall record in full all ordinances, resolutions, and motions. The Town Clerk

shall have power to administer oaths and take acknowledgement under seal of the Town, and shall perform such other duties as required by this Charter, or as required by the Council or the Town Manager and not inconsistent with this Charter.

(2) The Police Chief, who shall be responsible for planning and directing the work of the police department, and shall perform such other duties as required by this Charter, or as required by the Council or the Town Manager and not inconsistent with this Charter.

(3) The Fire Chief, who shall be responsible for planning and directing the work of the fire department, and shall perform such other duties required by this Charter, or as required by the Council or the Town Manager and not inconsistent with this Charter.

(b) Except as may otherwise be provided in this Charter or by ordinance, every officer of the Town shall serve at the pleasure of the Council. Every appointment of an officer shall be on the basis of the qualifications of the appointee. The appointment or removal of an officer shall require a majority vote of the entire Council.

(c) The Council may require the bonding, at the Town's expense, of any officer or employee prior to the commencement of the duties of the office or position.

(d) Before assuming office, every officer of the Town shall take and file with the Town Clerk or other designated person an oath or affirmation to support the Constitution of the United States, the Constitution of the State of Colorado, and the Charter and ordinances of the Town, and to faithfully perform the duties of the office.

Section 3-5. Relationship of Council to Administrative Service.

No Councilmember shall direct or request the appointment of any person to, or removal from, employment by the Town Manager or in any manner take part in the appointment or removal of employees in the administrative service of the Town, except as otherwise provided in this Charter. Except for the purpose of inquiry, or to guide presentations of matters to the Council during its meetings, the Council and its members shall deal with that portion of the administrative service for which the Town Manager is responsible solely through the Town Manager, and neither the Council nor any Councilmember shall give orders to any employee of the Town either publicly or privately.

ARTICLE IV

Elections

- Section 4-1 Laws Governing Elections
- Section 4-2 Regular Elections
- Section 4-3 Special Elections
- Section 4-4 Election Commission
- Section 4-5 Districts

Section 4-1. Laws Governing Elections.

Town elections shall be governed by state statutes contained in the Colorado Municipal Election Code, as from time to time amended, except as otherwise provided in this Charter or by ordinances not inconsistent with this Charter. All regular and special elections shall be nonpartisan.

Section 4-2. Regular Elections.

A regular election shall be held in each year on the first Tuesday of April. (Amended by Ord. 97-36, 10-7-97 election)

Section 4-3. Special Elections.

Special elections shall be held on any Tuesday designated by the Town Council. No special election shall be called within sixty days before the date thereof. No special election shall be held within the one hundred twenty days before a regular election. The ordinance calling a special election shall set forth the pose of the election.

Section 4-4. Election Commission.

(a) An Election Commission is hereby created consisting of five registered electors of the Town. During their terms of office, the members shall not be Town officers, Town employees, or candidates for elective Town office. The members shall be appointed for staggered terms of three years by the Council at the organizational meeting following the regular election. The Election Commission shall elect a Chairman from its members.

(b) The Election Commission shall have charge of all activities and duties required of it by this Charter and by ordinances relating to the conduct of elections in the Town. In any case where election procedure is in doubt, the Election Commission shall prescribe the procedure to be followed.

(c) The Election Commission shall provide procedures for establishing proof of residency where there is a question of residency of a person who is registered to vote.

(d) The Election Commission shall provide for ballots or voting machines, for determination of the winner by lot in the event of a tie vote, for canvass of returns, and for issuance of appropriate certificates.

(e) The Election Commission shall have the power to adopt reasonable rules and regulations not inconsistent with the Constitution of the State of Colorado or the Charter and ordinances of the Town. (Amended by Ord. 97-37, 10-7-97 election; amended by Ord. 2004-41, 11-2-04 election)

Section 4-5. Districts.

(a) The Town is hereby divided into seven districts the boundaries of which shall be established and changed as provided in this Charter by the Election Commission. Districts shall be contiguous and compact wherever possible. All districts shall have approximately the same number of registered electors, as determined by the number registered to vote no later than ninety (90) days prior to and no earlier than one-hundred (100) days prior to the date of a regular election that is subject to the provisions of Subsection (b) of this Section. Prior to such designated regular election, the number of registered electors in the district with the lowest number of registered electors shall not be less than eighty-five percent of the number of registered electors in the district with the highest number of registered electors.

(b) Not later than sixty (60) days before the regular election in every third year, the Election Commission shall change the boundaries of districts if necessary to meet the requirements of Subsection (a) of this Section.

(c) No change in district boundaries shall create a vacancy during the term of any Councilmember in office at the time of the change. (Amended by Ord. 97-37, 10-7-97 election; amended by Ord. 2004-12, 11-2-04 election)

ARTICLE V

Legal and Judiciary

Section 5-1 Town Attorney

Section 5-2 Municipal Court and Municipal Judges

Section 5-1. Town Attorney.

(a) The Council shall appoint a Town Attorney to serve at the pleasure of the Council. The appointment or removal of the Town Attorney shall require a majority vote of the entire Council. The Town Attorney shall be at all times while serving as Town Attorney an attorney-at-law admitted to practice law in the State of Colorado, and shall have a minimum of five years experience in the active practice of law at the time of appointment. The Town Attorney shall be the legal representative of the Town, shall advise the Council and officers of the Town in matters relating to their official powers and duties, and shall perform such other duties as Council may direct.

(b) The Council may on its own motion or upon request of the Town Attorney employ special counsel.

(c) The Council shall establish compensation for the Town Attorney and shall approve in advance the compensation of special counsel.

(d) The Town Attorney shall have the authority to appoint, promote, suspend, transfer, and remove Town employees in the office of the Town Attorney, subject to the provisions of any personnel policies adopted by the Council.

Section 5-2. Municipal Court and Municipal Judges.

(a) Except as may otherwise be provided by this Charter or by ordinance:

(1) The municipal court existing on the effective date of this Charter shall continue as the municipal court for the Town, with jurisdiction over all matters arising under the Charter, ordinances and other enactments of the Town; and

(2) The appointment, removal, term of office, powers and duties of municipal judges, and all other matters relating to municipal judges and to the municipal court, shall be as set forth in those state statutes, as from time to time amended, applicable to municipal judges and municipal courts.

(b) Every municipal court judge shall throughout the term of office be an attorney-at-law admitted to practice law in the State of Colorado, and shall have a minimum of five years experience in the active practice of law at the time of appointment.

(c) The Town Council shall appoint a presiding municipal judge who shall be the chief administrative officer of the municipal court. The presiding municipal judge shall have the authority

to appoint, promote, suspend, transfer, and remove employees of the municipal court, subject to the provisions of any personnel policies adopted by the Town Council.

ARTICLE VI

Council Procedures

- Section 6-1 Meetings
- Section 6-2 Quorum; Adjournment of Meeting
- Section 6-3 Voting

Section 6-1. Meetings.

(a) The Council shall establish by ordinance a schedule of regular meetings and procedures for holding special meetings.

(b) All persons, including Town employees, shall have a reasonable opportunity to be heard during regular and special meetings of the Council under such procedures as the Council may prescribe.

(c) All regular and special meetings of three or more members of the Council and of any board, commission, agency, or authority of the Town shall be open to the public, except that any Council meeting may be recessed by an affirmative vote of two-thirds of the entire Council and closed to the public for the following purposes only:

(1) To determine a position relative to issues subject to negotiation, to receive reports on negotiation progress and status, to develop strategy, and to instruct negotiators;

(2) To consider the acquisition or disposal of property if, in the judgment of the members, premature disclosure of information might give any person an unfair competitive or bargaining advantage;

(3) For matters of attorney-client privilege;

(4) For matters required by federal law or nonsuperseded state law to be kept confidential, except that a public announcement shall first be made of the federal or state law which forms the basis of the confidentiality requirement;

(5) For matters critical to the personal safety of the members and for matters involving the protection and security of Town property;

(6) Personnel matters, unless the subject employee requests a public meeting; and

(7) To consider additional matters which, by statute or court decision, can be excluded from the open meeting requirements of those state statutes, as from time to time amended, which would apply to the Town but for the adoption and provisions of this Charter.

(d) The topic for discussion of any closed session shall be stated in the motion calling for closure. Except to the extent specifically permitted in this Section, no formal action, no final policy decision, no resolution, rule, ordinance, or regulation, and no action approving a contract or calling

for the payment of money, shall be adopted or approved at any session closed to the public. (Amended by Ord. 97-37, 10-7-97 election)

Section 6-2. Quorum; Adjournment of Meeting.

A majority of the members of the Council holding office at the time shall be a quorum and necessary for the transaction of business at all Council meetings. In the absence of a quorum a lesser number shall adjourn any meeting to a later time or date.

Section 6-3. Voting.

(a) A vote shall be taken on all ordinances, resolutions and motions. Except where otherwise specified in this Charter, every ordinance shall require a majority vote of the Councilmembers holding office, for final passage, and resolutions and motions shall require a majority vote of the members voting thereon if a quorum is present.

(b) Except as otherwise required by this Section, each Councilmember who is present shall vote on all ordinances, resolutions, and motions.

(c) No Councilmember shall vote on any question concerning such Councilmember's conduct. On such question such Councilmember shall abstain from voting after stating the reason for the abstention.

(d) No Councilmember shall vote on or participate in any discussion on any question with regard to which such Councilmember has a conflict of interest pursuant to an applicable state statute, or as otherwise defined by ordinance. On such question such Councilmember shall abstain from voting after disclosing publicly the nature of the interest. (Amended by Ord. 97-37, 10-7-97 election)

ARTICLE VII

Ordinances, Resolutions and Motions

- Section 7-1 Prior Town Legislation
- Section 7-2 Action by Ordinances, Resolutions and Motions
- Section 7-3 Procedure for Adoption and Effective Dates of Ordinances
- Section 7-4 Codification of Ordinances

Section 7-1. Prior Town Legislation.

All ordinances, resolutions, rules and regulations of the Town which are not inconsistent with this Charter, and which are in effect on the effective date of this Charter, shall continue in full force after the effective date of this Charter until repealed or amended. The provision of any ordinance, resolution, rule or regulation which conflicts with this Charter is hereby repealed.

Section 7-2. Action by Ordinances, Resolutions and Motions.

(a) The Council shall act only by ordinance, resolution, or motion. The Council may select the appropriate form for its action, except where a particular form of action is required by this Charter.

(b) In addition to any other acts required by this Charter to be taken by ordinance, those acts of the Town Council shall be by ordinance which:

- (1) Impose or increase rates for services provided by Town-owned utilities;
- (2) Create a debt or authorize the borrowing of money;
- (3) Make an appropriation;
- (4) Impose, increase or decrease any tax;
- (5) Establish any regulation for violation of which a fine or jail sentence penalty may be imposed;
- (6) Place any direct burden upon or directly limit the use of private property; or
- (7) Call a special election.

Section 7-3. Procedure for Adoption and Effective Dates of Ordinances.

(a) The procedure for the adoption, and the effective dates, of ordinances shall be as set forth in the state statutes applicable to cities, as from time to time amended, except as otherwise provided in this Charter or as provided in ordinances not inconsistent with this Charter. Prior to the adoption of any ordinance, except an ordinance which is necessary for the immediate preservation of the public peace, health or safety and which contains a statement of the reasons therefor, the proposed ordinance shall be published by title in a newspaper having general circulation in the Town along with a notice containing a summary of the subject matter of the proposed ordinance and identifying the location where the entire text of the proposed ordinance is available for public inspection. Following adoption, every ordinance shall be published by title in a newspaper having general circulation in the Town along with a notice containing a summary of the subject matter of the ordinance and identifying the location where the ordinance is available for public inspection.

(b) Unless otherwise provided by ordinance:

(1) No vote of the Town Council shall be required to introduce or read any proposed ordinance; and

(2) An ordinance may be both introduced and adopted during the same meeting of the Council.

(c) The enacting clause of all ordinances shall be as follows: "It is ordained by the Town Council of the Town of Castle Rock, Colorado:".

Section 7-4. Codification of Ordinances.

The Town Council shall cause those ordinances and resolutions of the Town shall cause those ordinances and resolutions of the Town to be codified which are, in the Council's opinion, of a general and permanent nature, and such codification shall be maintained in as current a form as reasonably possible. In establishing the procedures permitted by Section 7-3, the Council may provide, among other matters, that ordinances and resolutions which are codified may be amended or

repealed by reference to the Code rather than to the originally enacted ordinance or resolution. Copies of the Town Code shall be available to the public for inspection and for purchase.

ARTICLE VIII

Water Rights

- Section 8-1 Powers
- Section 8-2 Dedication of Water Rights

Section 8-1. Powers.

The Town shall have the power to buy, sell, condemn, exchange, lease, own, control, and otherwise deal in water rights.

Section 8-2. Dedication of Water Rights.

Any person annexing land to the Town shall dedicate to the Town, at the time of annexation, all water rights appurtenant to such land, on such terms and conditions as are prescribed by ordinance. (Amended by Ord. 97-37, 10-7-97 election)

ARTICLE IX

Budget Control and Finance

- Section 9-1 Fiscal Year
- Section 9-2 Submission of Budget and Budget Message
- Section 9-3 Budget Message
- Section 9-4 Budget Contents
- Section 9-5 Capital Program
- Section 9-6 Council Action on Budget
- Section 9-7 Contingent Expenditures
- Section 9-8 Council Action on Capital Program
- Section 9-9 Availability of Budget and Capital Program
- Section 9-10 Supplemental Appropriations
- Section 9-11 Emergency Appropriations
- Section 9-12 Reduction of Appropriations
- Section 9-13 Transfer of Appropriations
- Section 9-14 Limitation-Effective Date
- Section 9-15 Lapse of Appropriation
- Section 9-16 Administration-Work Programs and Allotments
- Section 9-17 Administration-Payments and Obligations Prohibited
- Section 9-18 Independent Audit

Section 9-1. Fiscal Year.

The fiscal year of the Town shall begin on the first day of January and end on the last day of December.

Section 9-2. Submission of Budget and Budget Message.

No later than forty-five days prior to any date required by the state statutes for the certification to the county of the tax levy for the ensuing year, the Town Manager shall submit to the Council the proposed budget for the ensuing fiscal year and an accompanying message.

Section 9-3. Budget Message.

The Town Manager's message shall explain the proposed budget both in fiscal terms and in terms of work programs. It shall outline the proposed financial policies of the Town for the ensuing fiscal year, describe the important features of the budget, indicate any major changes from the current year in financial policies, expenditures and revenues, together with the reasons for such changes, summarize the Town's debt position, and include such other material as the Town Manager deems desirable or which the Council may require.

Section 9-4. Budget Contents.

(a) The proposed budget shall provide a complete financial plan of all Town funds and activities for the ensuing fiscal year and, except as required by this Charter, shall be in such form as the Town Manager deems desirable or the Council may require. In organizing the proposed budget, the Town Manager shall classify expenditures by fund, organization unit, program, purpose or activity, and object. The proposed budget shall begin with a clear general summary of its contents, shall be so arranged as to show comparative figures for actual and estimated income and expenditures of the preceding fiscal year, and shall indicate in separate sections:

(1) Anticipated revenues classified as cash surplus, miscellaneous revenues, and amount to be received from property tax; cash surplus being defined for purposes of this Article as the amount by which cash is expected to exceed current liabilities and encumbrances at the beginning of the ensuing fiscal year;

(2) Proposed expenditures for current operations during the ensuing fiscal year, detailed by offices, departments and agencies in terms of their respective work programs, and the method of financing such expenditures;

(3) A reasonable provision for contingencies which shall not be available for expenditures except as provided in Section 9-7;

(4) Required expenditures for debt service, judgments, cash deficit recovery and statutory expenditures;

(5) Proposed capital expenditures during the ensuing fiscal year, detailed by offices, departments and agencies when practicable, and the proposed method of financing each such capital expenditure; and

(6) Anticipated net surplus or deficit for the ensuing fiscal year for each utility owned or operated by the Town and the proposed method of its disposition. Subsidiary budgets for each such utility giving detailed income and expenditure information shall be attached as appendices to the budget.

(b) The total of proposed expenditures and provision for contingencies shall not exceed the total of estimated revenue.

Section 9-5. Capital Program.

(a) The Town Manager shall prepare and submit to the Council a proposed five-year capital program at least two months prior to the final date for submission of the proposed budget.

(b) The proposed capital program shall include:

(1) A clear general summary of its contents;

(2) A list of all capital improvements which are proposed to be undertaken during the five fiscal years next ensuing, in order of recommended priority, with appropriate supporting information as to the necessity for the improvement;

(3) Cost estimates, method of financing and recommended schedules for each such improvement; and

(4) The estimated annual cost of operating and maintaining the facilities to be constructed or acquired, and the proposed method of financing such costs.

(c) The information required in this Section may be revised or extended each year with regard to capital improvements still pending or in process of construction or acquisition.

Section 9-6. Council Action on Budget.

(a) A public hearing on the proposed budget shall be held by the Council on any date at least fifteen days prior to the final day established by law for the certification of the ensuing year's tax levy to the county. Notice of the time and place of such hearing shall be published in a newspaper having general circulation in the Town one time at least five days prior to the hearing.

(b) After the public hearing, the Council may adopt the budget with or without amendment. In amending the budget, it may add or increase programs or amounts and may delete or decrease any programs or amounts, except expenditures required by law or for debt service or for estimated cash deficit, provided that no amendment to the budget shall increase the authorized expenditures to any amount greater than the total of estimated revenue.

(c) The Council shall adopt the budget by ordinance on or before the final day established by law for the certification of the ensuing year's tax levy to the county. If it fails to adopt the budget by that date, the amounts appropriated for the current operation for the current fiscal year shall be deemed adopted for the ensuing fiscal year on a month-to-month basis, with all items in it pro-rated accordingly, until such time as the Council adopts the budget for the ensuing fiscal year.

(d) Adoption of the budget constitutes appropriations of the amounts specified therein as expenditures from the funds indicated and constitutes a levy of the property tax therein proposed.

Section 9-7. Contingent Expenditures.

Appropriations for contingencies may not be expended or transferred except pursuant to ordinance.

Section 9-8. Council Action on Capital Program.

A public hearing on the proposed capital program shall be held by the Council on a date no later than the date of the public hearing on the proposed budget for the ensuing year. The Council may hold the public hearings on the capital program and on the budget at the same time. Notice of the time and place of such hearing shall be published in a newspaper having general circulation in the Town one time at least five days prior to the hearing. The Council shall adopt the capital program by resolution with or without amendment after the public hearing and on a date no later than the date of adoption by the Council of the budget for the ensuing year.

Section 9-9. Availability of Budget and Capital Program.

Copies of the budget and the capital program as adopted shall be made available to the public for inspection and acquisition.

Section 9-10. Supplemental Appropriations.

If during the fiscal year, the Town Manager certifies that there are available for appropriation revenues in excess of those estimated in the budget, the Council may by ordinance make supplemental appropriations for the year up to the amount of such excess.

Section 9-11. Emergency Appropriations.

To meet a public emergency which the Council's judgment may affect life, health, property or the public peace, the Council may by ordinance make emergency appropriations. To the extent that there are no available unappropriated revenues to meet such appropriations, the Council may by ordinance authorize the issuance of emergency notes, which may be renewed from time to time, but the emergency notes and renewals of any fiscal year shall be paid not later than the last day of the fiscal year next succeeding that in which the emergency appropriation was made.

Section 9-12. Reduction of Appropriations.

If at any time during the fiscal year, it appears probable to the Town Manager that the revenues available will be insufficient to meet the amount appropriated, The Town Manager shall report to the Council without delay, indicating the estimated amount of the deficit, any remedial action taken, and recommendations as to any other steps to be taken. The Council shall take such further action as it deems necessary to prevent or minimize any deficit and for that purpose it may by ordinance reduce one or more appropriations.

Section 9-13. Transfer of Appropriations.

At any time during the fiscal year, the Town Manager may transfer part or all of any unencumbered appropriation balance among programs within a department, office or agency and, upon written request by the Town Manager, the Council may by resolution transfer part or all of any unencumbered appropriation balance from one department, office, agency or object to another.

Section 9-14. Limitation-Effective Date.

No appropriation for debt service may be reduced or transferred, and no appropriation may be reduced below any amount required by law to be appropriated or by more than the amount of the unencumbered balance thereof. A supplemental, emergency, reduced, or transferred appropriation

made pursuant to Sections 9-10, 9-11, 9-12, or and 9-13 may be made effective immediately upon adoption.

Section 9-15. Lapse of Appropriation.

Every appropriation, except an appropriation for a capital expenditure, shall lapse at the close of the fiscal year to the extent that it has not been expended or encumbered. An appropriation for a capital expenditure shall continue in force until the purpose for which it has been made has been accomplished or abandoned; the purpose of any such appropriation shall be deemed abandoned if three years pass without any disbursement from or encumbrance of the appropriation.

Section 9-16. Administration-Work Programs and Allotments.

The Town Manager shall require each department, office and agency to submit work programs for the ensuing fiscal year showing the requested allotment of its appropriation by at least quarterly periods throughout the year. The Town Manager shall review and authorize such allotments with or without revision as early as possible in the fiscal year. The Town Manager may revise such allotments during the year if the Town Manager deems it desirable and shall revise them to accord with any supplemental, emergency, reduced or transferred appropriation made pursuant to Sections 9-10, 9-11, 9-12, or 9-13.

Section 9-17. Administration-Payments and Obligations Prohibited.

No payment shall be made or obligation incurred against any allotment or appropriation except in accordance with appropriations duly made and unless the Town Manager first certifies that there is a sufficient unencumbered balance in such allotment or appropriation and that sufficient funds therefrom are or will be available to cover the claim or meet the obligation when it becomes due and payable. Any authorization of payment or incurring of obligation in violation of the provisions of this Charter shall be void and any payment so made illegal; such action shall be cause for removal of any person who knowingly authorized or made such payment or incurred such obligation, and such person shall also be liable to the Town for any amount so paid. However, except where prohibited by law, nothing in this Charter shall be construed to prevent the making or authorizing of payments or making of contracts for capital improvements to be financed wholly or partly by the issuance of bonds, or to prevent the making of any contract or lease providing for payments beyond the end of the fiscal year, if such act was made or approved by ordinance.

Section 9-18. Independent Audit.

The Council shall provide for an independent annual audit of all Town accounts and may provide for such more frequent audits as it deems necessary. Such audits shall be made by a certified public accountant or firm of such accountants who have no direct personal interest in the fiscal affairs of the Town government, or of any Councilmember, or of any other officer of the Town. The Council may, without requiring competitive bids, designate such accountant or firm annually or for a period not exceeding three years, provided that the designation for any particular fiscal year shall be made no later than thirty days after the beginning of such fiscal year.

ARTICLE X

Municipal Borrowing

Section 10-1	Forms of Borrowing
Section 10-2	Short-term Securities
Section 10-3	General Obligation Securities
Section 10-4	Revenue Securities
Section 10-5	Refunding Securities
Section 10-6	Limitations
Section 10-7	Tabor Amendment Compliance

Section 10-1. Forms of Borrowing.

(a) The Town may borrow money and issue the following securities to evidence such borrowing:

- (1) Short-term securities;
- (2) General obligation bonds and other like securities;
- (3) Revenue bonds and other like securities;
- (4) Local improvement district bonds and other like securities;
- (5) Any other lawfully recognized security.

Section 10-2. Short-term Securities.

The Town may, by ordinance and without any election, borrow money in anticipation of the collection of taxes or other revenues and issue short-term notes or other securities to evidence the amount so borrowed. Any such short-term securities shall mature before the close of the fiscal year in which the money is so borrowed.

Section 10-3. General Obligation Securities.

Except as provided in Section 10-2, Section 10-4, Section 10-5, and Article XI, no bonds or other evidence of indebtedness payable in whole or in part from the proceeds of general property taxes or to which the full faith and credit of the Town are pledged, shall be issued until the question of their issuance has been submitted to a vote of the registered electors at a regular or special election and approved by a majority of those voting on the question. However, such securities issued for acquiring water and rights thereto, or acquiring, improving or extending a municipal water system, or otherwise supplying water services, may be issued without an election, subject to a timely referendum, if one is filed in accordance with the procedures and requirements set forth in this Charter, notwithstanding any emergency declaration in this ordinance.

Section 10-4. Revenue Securities.

The Town may, by ordinance and without any election, borrow money and issue securities made payable solely from any revenues other than the proceeds of the general valorem property tax, including, without limiting the generality of the foregoing, revenues derived from the operation of the

project or capital improvement acquired with the securities proceeds, or from any other projects or improvements, from any Town-imposed fees, from the proceeds of any sales, use, excise or other tax (other than a general ad valorem property tax), from the proceeds of any revenue received by the Town from the State or any other governmental entity, or from any part or combination of such sources. Interim securities not payable from a general ad valorem property tax may be issued without an election in anticipation of the securities described in this Section and may be made payable in whole or in part from the proceeds of the anticipated securities.

Section 10-5. Refunding Securities.

The Council may, by ordinance and without any election issue refunding bonds or other like securities for the purpose of refunding and providing for the payment of any outstanding bonds or other like securities of the Town as the same mature, or in advance of maturity by means of an escrow or otherwise. Such refunding securities may be issued in such amounts as the Council deems necessary to accomplish the purpose of the refunding.

Section 10-6. Limitations.

All securities issued pursuant to the provisions of this Charter shall be sold at public or private sale to the best advantage of the Town at, above or below par. Securities may contain provisions for calling the same at designated periods prior to the final due date, with or without the payment of a prior redemption premium.

Section 10-7. Tabor Amendment Compliance.

In the event any language in this Article X is in direct conflict with Colorado Constitution, Article X, Section 20, the language of Colorado Constitution, Article X, Section 20 shall prevail. (Added by Ord. 97-37, 10-7-97 election)

ARTICLE XI

Improvement Districts

- Section 11-1 Power to Create Districts
- Section 11-2 Improvement District Securities, Pledge of Credit
- Section 11-3 Reserved
- Section 11-4 Payment of Securities
- Section 11-5 Reserved

Section 11-1. Power to Create Districts.

(a) The Council shall have the power to create local improvement districts within the Town and to contract for, construct, acquire or install local improvements of every character within the districts, to assess the cost thereof, wholly or in part, upon the property benefited in such districts, and to issue local improvement bonds therefor.

(b) The Council shall, by ordinance and consistent with this Charter, prescribe the method and manner of creating the districts, constructing or otherwise acquiring the improvements, letting contracts therefor, issuing and paying bonds for the construction, acquisition or installation of such improvements, including the costs incidental thereto, for assessing the costs thereof, the procedure for

protesting the creation of a district, and for all other things in relation to local improvement districts. At a minimum, the ordinance shall require that:

(1) Written notice of a public hearing on the creation of any district shall be mailed to the last known address of the last known record fee title owners of all lands to be included in the district;

(2) Except when a district is created by petition, the question of creation of a district and of the method for assessing the costs thereof shall be subject to an election of the record fee title owners of the lands within the district if a petition requesting an election is signed by such owners comprising at least ten percent of the units proposed to be used for assessing the costs within the district;

(3) At any election required by paragraph (2) of this Subsection (b), each record fee title owner shall have one vote for each of the units proposed to be used for assessing the costs within the district;

(4) A district shall not be created pursuant to any election required by paragraph (2) of this Subsection (b) unless:

(a) The record fee title owners who voted in the election own a total of at least fifty percent of the lands to be included within the district;

(b) The record fee title owners who voted in favor of the creation of the district comprise at least a majority of the units to be used for assessing the proposed costs within the district; and

(c) Sixty-six and two-thirds percent of the record fee title owners who voted in the election voted in favor of the creation of the district; and

(5) In a creation of a district by a petition, the petition shall be signed by record fee title owners comprising at least sixty-six and two-thirds percent of the units to be used for assessing the proposed costs within the district.

Section 11-2. Improvement District Securities, Pledge of Credit.

Securities for any local improvement district payable from special assessments, which payment may be additionally secured as provided in this Charter and in ordinances not inconsistent with this Charter, shall not be subject to any debt limitation or affect the Town's debt-incurring power, nor shall such securities be required to be authorized at any election; and such securities shall not be held to constitute a prohibited lending of credit or donation, or to contravene any provision of the Constitution or State statutes, or any Charter limitation or restriction.

Section 11-3. Reserved.

Prior Section 11-3, Transfer of Unencumbered Money, was deleted by Ordinance 97-37, 10-7-97 election.

Section 11-4. Payment of Securities.

In addition to any other provisions for payment, whenever there have been paid and cancelled three-fourths of the securities issued for a local improvement district, and for any reason the remaining assessments are not paid in time to redeem the final securities for the district, the Town

shall, if so provided in the ordinance authorizing such securities, pay the securities when due and reimburse itself by collecting the unpaid assessments due the district.

Section 11-5. Reserved.

Prior Section 11-5, Pledge of Property Taxes or Full Faith and Credit, was deleted by Ordinance 97-37, 10-7-97 election.

ARTICLE XII

(Reserved)

ARTICLE XIII

Taxation

- Section 13-1 Authority to Levy Taxes
- Section 13-2 Limitations on Future General Property Taxes
- Section 13-3 Limitations on Sales and Use Tax Rate
- Section 13-4 Limitations on Other Taxes

Section 13-1. Authority to Levy Taxes.

Subject to the provisions of this Charter, the Council may by ordinance levy and collect taxes for municipal purposes.

Section 13-2. Limitations on Future General Property Taxes.

(a) Except as provided in Subsections (b) and (c) of this Section, the annual general ad valorem property tax levied by the Town shall levy no more than the amount of revenue that was levied in the preceding year plus five and one-half percent, except to provide for the payment of securities issued pursuant to Articles X or XI and payable from general property taxes and interest on such securities, or for the payment of any contractual obligation which has been approved by a majority of the registered electors of the Town. In computing the limit, the following shall be excluded:

(1) The increased valuation for assessment attributable to annexation or inclusion of additional land, the improvements thereon, and personal property connected therewith within the Town for the preceding year;

(2) The increased valuation for assessment attributable to new construction and personal property connected therewith within the Town for the preceding year;

(3) The increased valuation for assessment attributable to increased volume of production for the preceding year by a producing mine if said mine is wholly or partially within the Town and if said increase in volume of production causes an increase in the level of services provided by the Town; and

(4) The increased valuation for assessment attributable to previously legally exempt federal property which becomes taxable if such property causes an increase in the level of services provided by the Town.

(b) If the state statutes which place an annual limit on general ad valorem property tax revenue increases, and which would apply to the Town except for the adoption of this Charter, are amended to provide for a lower percentage limit than the five and one-half percent limit provided for in Subsection (a) of this Section, the lower percentage limit shall apply.

(c) The annual percentage limit on property tax revenue increases imposed pursuant to Subsections (a) or (b) of this Section may be exceeded only if approved by a majority of the registered electors of the Town voting thereon at a regular or special election.

Section 13-3. Limitations on Sales and Use Tax Rate.

No increase in the Town's sales or use tax rate, or extension of the period for which a temporary rate increase is effective shall take effect until approved at a regular or special election by a majority of the registered electors voting thereon. The limitation of this Section shall not be construed to otherwise limit the authority of the Town Council, without any election, to provide for the administration of, amend, revise, limit or take any other action affecting the Town sales or use tax. (Amended by Ord. 2004-43, 11-2-04 election)

Section 13-4. Limitations on Other Taxes.

Any taxes which the Town Council may adopt shall be initially adopted, and the rate of the tax increased or decreased, only by ordinance which shall be subject to a timely referendum, if one is filed in accordance with the procedures and requirements set forth in this Charter, notwithstanding any emergency declaration in the ordinance.

ARTICLE XIV

Franchises and Permits

Section 14-1 Present Franchises

Section 14-2 New Franchises and Renewals

Section 14-3 Revocable Permits or Licenses

Section 14-1. Present Franchises.

All franchise ordinances and agreements of the Town in effect on the effective date of this Charter shall remain in force in accordance with their respective terms and conditions unless earlier modified by another franchise.

Section 14-2. New Franchises and Renewals.

(a) No franchise shall be granted or renewed for a longer period than ten years.

(b) Any franchise and any renewal of or amendment to a franchise shall be granted by the Town Council by ordinance. Any ordinance granting, renewing or amending a franchise shall be subject to a timely referendum, notwithstanding any emergency declaration in the ordinance, if one is filed in accordance with the procedures and requirements set forth in this Charter. If such an election is ordered, the grantee of such franchise shall deposit the cost of the election with the Town Clerk in an amount determined by the Town Clerk.

(c) The Council shall establish by ordinance procedures, terms, fees, compensation, conditions, and other matters related to the granting of franchises.

Section 14-3. Revocable Permits or Licenses.

The Town may grant a permit or license at any time for the temporary use or occupation of any street, alley, other public way, or Town-owned place. Any such permit or license shall be revocable by the Town at any time and without cause, whether or not such right to revoke is expressly reserved in the permit or license.

ARTICLE XV

Initiative, Referendum and Recall

Section 15-1	Initiative
Section 15-2	Referendum
Section 15-3	Recall
Section 15-4	Council Referendum
Section 15-5	Prohibited Action by Town Council
Section 15-6	Withdrawal of Petition

Section 15-1. Initiative.

(a) The initiative power is hereby extended to the Town's registered electors as to ordinances of every character, including legislative and administrative ordinances. Any initiated measure shall be in the form of an ordinance. The measure shall be initiated pursuant to the procedures set forth in this Charter and in those state statutes, as from time to time amended, which do not conflict with this Charter and which establish procedures for a municipal initiative.

(b) An initiative petition shall be signed by registered electors of the Town equal in number to at least ten percent of the total number of electors of the Town registered on the date the form of the petition is approved by the Town Clerk. No signature on an initiative petition shall be valid if signed on a date prior to the date the form of the petition is approved by the Clerk or if signed on a date more than ninety days prior to the date the signed petition is filed with the Clerk.

Section 15-2. Referendum.

(a) The referendum power is hereby extended to the Town's registered electors as to ordinances of every character, including legislative and administrative ordinances, but not to any ordinance which is necessary for the immediate preservation of the public peace, health, or safety unless otherwise provided in this Charter. The ordinances to which the referendum power is extended may be referred pursuant to the procedures set forth in this Charter and in those state statutes, as from time to time amended, which do not conflict with this Charter and which establish procedures applicable to a municipal referendum.

(b) A referendum petition shall be signed by registered electors of the Town equal in number to at least five percent of the total number of electors of the Town registered on the date the form of the petition is approved by the Town Clerk.

Section 15-3. Recall.

(a) Any person holding elective office, including the office of Councilmember, may be recalled at any time after six months in office, pursuant to the procedures set forth in this Charter and in those state statutes, as from time to time amended, which do not conflict with this Charter and which establish procedures for the recall of municipal elective officers.

(b) A recall petition shall be signed by registered electors of the district from which the incumbent sought to be recalled was elected. The signers shall number at least twenty-five percent of the entire vote cast at the last preceding election for all candidates for the office which the incumbent sought to be recalled occupies. For the purpose of this Section, the "last preceding election" shall be the last preceding election at which the person sought to be recalled was elected to office, unless the person sought to be recalled was appointed to fill a vacancy, in which event it shall be the last preceding election at which the person who created the vacancy was elected to office.

(c) No signature on a recall petition shall be valid if signed on a date more than thirty days prior to the date the signed petition is filed with the Clerk.

(d) No recall election shall be held if the person sought to be recalled occupies one of the offices to be filled at a regular election which is scheduled within ninety days after submission of the recall petition.

(e) After one recall petition and election, no further petition shall be filed against the same person during the term for which such person was elected or appointed, unless the signers number at least fifty percent of the votes cast at the last preceding election for all candidates for the office held by such person, the number to be determined in the manner described in this section.

(f) Except as to requirements contained in this Charter and in the state statutes, as from time to time amended, applicable to the recall of municipal elective officers, the form, content, approval and other petition requirements in the municipal initiative statutes, as from time to time amended, shall apply as nearly as practicable to recall petitions.

Section 15-4. Council Referendum.

The Town Council shall have the power to submit to a vote of the registered electors, any proposed or adopted ordinance or any question, without receipt of any petition.

Section 15-5. Prohibited Action by Town Council.

(a) No initiated ordinance adopted by the voters may be substantively amended or repealed by the Town Council during a period of six months after the date of the election on the initiated ordinance, unless the amendment or repeal is approved by a majority of the registered electors voting thereon.

(b) No referred ordinance repealed by the voters may be readopted by the Town Council during a period of six months after the date of the election on the referred ordinance, unless the readoption is approved by a majority of the registered electors voting thereon.

Section 15-6. Withdrawal of Petition.

An initiative, referendum, or recall petition may be withdrawn at any time prior to the twentieth day preceding the day scheduled for a vote by filing with the Town Clerk a written request for withdrawal signed by all persons who are designated in the petition as representing the signers on matters affecting the petition. Upon filing of such request, the petition shall have no further force or effect and all proceedings thereon shall be terminated.

ARTICLE XVI

Miscellaneous Provisions

- Section 16-1 Boards and Commissions
- Section 16-2 Severability of Charter Provisions
- Section 16-3 Interpretation
- Section 16-4 Definitions

Section 16-1. Boards and Commissions.

All Town boards, commissions, and authorities, existing on the effective date of this Charter, shall continue until changed by action of the Council. The Council may, by ordinance, create, revise or abolish such boards, commissions, and authorities as it deems necessary or desirable, except that solely advisory boards, commissions, and authorities may be created, revised or abolished by resolution or motion. Boards, commissions, and authorities created by the Council shall have such powers and duties as the Council may from time to time provide.

Section 16-2. Severability of Charter Provisions.

If any part of this Charter, or the application thereof to any person or circumstance, is found invalid by a court, such invalidity shall not affect any remaining part of the Charter which can be given effect without the invalid part and to this end this Charter is declared to be severable.

Section 16-3. Interpretation.

(a) Where any question exists as to the meaning of any portion of this Charter, it shall be interpreted consistently with the Charter's purpose to reserve to the Town of Castle Rock and its citizens the broadest possible powers of home rule and local self-government available under the Constitution of the State of Colorado, as limited only by the specific language of this Charter.

(b) Except as otherwise specifically provided or indicated by the context, all words used in this Charter indicating the present tense shall not be limited to the time of the adoption of this Charter, but shall extend to and include the time of the happening of any event or requirement for which provision is made. The singular number shall include the plural, and the plural shall include the singular.

Section 16-4. Definitions.

As used in this Charter, the following words shall have the following meanings unless the context otherwise indicates:

- (a) "Board of Trustees": Board of Trustees of the Town of Castle Rock, Colorado.

- (b) "Constitution": Constitution of the State of Colorado, as from time to time amended.
- (c) "Council" or "Town Council": Town Council of the Town of Castle Rock.
- (d) "Officer" or "Officer of the Town": Each member of the Town Council, the Town Manager, the Town Attorney, each municipal judge, each member of a Town board, commission, or authority, and each other person designated in this Charter or by ordinance as an officer of the Town.
- (e) "Qualified elector": A person who is qualified to register to vote pursuant to Section 4-1 of this Charter.
- (f) "Registered elector": A qualified elector who has registered to vote pursuant to Section 4-1 of this Charter.
- (g) "Regular election": The election held each year on the first Tuesday of April.
- (h) "State statutes": The statutes of the State of Colorado, as from time to time amended.
- (i) "Town": Town of Castle Rock, Colorado. (Amended by Ord. 97-36 & Ord. 97-37, 10-7-97 election)

ARTICLE XVII

Transition Period

Section 17-1	Purpose
Section 17-2	Effective Date of Charter
Section 17-3	Continuation of Present Council
Section 17-4	First Election After Adoption of Charter
Section 17-5	First Districts
Section 17-6	Council Duties
Section 17-7	Saving Clause
Section 17-8	Transition to April Regular Election
Section 17-9	Transition – Election Commissioners' Terms of Office
Section 17-10	Transition to Tri-annual Review of District Boundaries

Section 17-1. Purpose.

The purpose of this Article is to provide for an orderly transition from the present Town government of Castle Rock to a home rule government under the provisions of this Charter. The provisions of this Article shall constitute a part of this Charter only to the extent necessary to accomplish that purpose.

Section 17-2. Effective Date of Charter.

This Charter shall become effective immediately upon filing of the Charter with the Secretary of State of Colorado, following voter approval.

Section 17-3. Continuation of Present Council.

The Board of Trustees in office on the effective date of this Charter shall become members of the Town Council and shall continue to serve and carry out the functions, powers and duties of their offices until their successors have been elected as provided in Section 17-4 and have complied with Section 2-7.

Section 17-4. First Election after Adoption of Charter.

Notwithstanding any other provision of this Charter to the contrary, the first regular election after the adoption of this Charter shall be held on November 17, 1987. At that election seven Councilmembers shall be elected, one from each of the districts established pursuant to Section 17-5(b) of this Charter. The time of taking office shall be as provided in Section 2-3(b). Three of the Councilmembers so elected shall continue in office until their successors have been elected at the 1988 regular election and have complied with Section 2-7. The Councilmembers shall cast lots to determine the terms of their offices. At each succeeding regular election after the 1987 regular election, Councilmembers shall be elected as provided in Section 2-3.

Section 17-5. First Districts.

(a) At a regular or special meeting which shall be held within ten days after the effective date of this Charter, the Council shall appoint the Election Commission members provided for in Section 4-4 of this Charter. The members so appointed shall continue in office until their successors have been appointed at the organizational meeting provided for in Section 2-3(c) following the 1987 regular election and have complied with Section 3-4(d).

(b) Within twenty days after the effective date of this Charter, the Election Commission shall fix the initial boundaries of the districts provided for in Section 4-5 of this Charter.

Section 17-6. Council Duties.

(a) In addition to any specific requirements of this Article, the Town Council shall proceed with due diligence to implement the requirements of the Charter and is authorized to take all action necessary to accomplish the orderly transition from the present Town government to a home rule government under the provisions of this Charter.

(b) Except as otherwise specifically provided in this Charter, all officers and employees of the Town may continue in the office or employment which they held prior to the effective date of this Charter, as though they had been appointed or employed in the manner provided in this Charter, and they shall in all respects be subject to the provisions of this Charter.

Section 17-7. Saving Clause.

Neither the adoption of this Charter nor the repeal of any ordinance or resolution of the Town in conflict with the Charter shall be construed to destroy any property right, contract right, or right of action of any nature or kind, civil or criminal, vested in or against the Town. The adoption of the Charter shall not be construed to affect any such right between the Town and any person.

Section 17-8. Transition to April Regular Election.

Notwithstanding any other provision of this Charter to the contrary:

(a) The Town shall continue to have an October regular election in 1997 and 1998 pursuant to Sections 4-2 and 16-4(g) (as said sections existed prior to their amendment at the October, 1997 regular election).

(b) The first April regular election pursuant to Sections 4-2 and 16-4(g) (as said sections were amended at the October, 1997 regular election) shall take place in April, 1999.

(c) Any member of the Town Council who was elected in October, 1996 shall hold office until January, 1999, any member of the Town Council who was elected in October, 1997 shall take office at the first regular Town Council meeting in January, 1998 and shall hold office until April, 2000, and any member of the Town Council who was elected in October, 1998 shall take office at the first regular meeting in January, 1999 and shall hold office until April, 2001.

(d) The Town Council is hereby authorized to take such actions as are necessary to effect an orderly transition to an April regular election commencing in 1999. (Added by Ord. 97-36, 10-7-97 election)

Section 17-9. Transition – Election Commissioners' Terms of Office.

Notwithstanding any other provision of this Charter to the contrary, the term of office of any member of the Election Commission provided for in Section 4-4(a) may be shortened or lengthened as specified by the Town Council to achieve the staggered terms of office required by said Section 4-4(a). (Added by Ord. 97-37, 10-7-97 election; amended by Ord. 2004-11, 11-2-04 election)

Section 17-10. Transition to Tri-annual Review of District Boundaries.

Notwithstanding any other provision of this Charter to the contrary, the first tri-annual review of the district boundaries pursuant to Section 4-5(a) and any required adjustment of district boundaries pursuant to Section 4-5(b) shall first be undertaken with the 2007 regular municipal election. Sections 4-5(a) and 4-5(b) shall not be applied to the regular elections in 2005 and 2006, and the district boundaries as they exist on adoption of this Section 17-10 shall remain in place for the 2005 and 2006 elections. (Added by Ord. 2004-42, 11-2-04)

CHARTER COMMISSION

CERTIFICATE OF FINAL ADOPTION

We, the undersigned, representing the present members of the Castle Rock Charter Commission, duly elected by the Citizens of Castle Rock, at a special election held on March 2, 1987, to frame a Home Rule Charter for the Town, do hereby certify that the foregoing is the Proposed Charter as finally approved and adopted by the members of the Commission on the 29th day of June, 1987 for submission to the Board of Trustees and to the citizens of Castle Rock.

Dated this 1st day of July, 1987.

/s/ Stanley D. Mikelson, Co-Chairman

/s/ Earl L. Dazey

/s/ James B. King, Co-Chairman

/s/ Patricia A. Bradley

/s/ Jerry Brock

/s/ F. Dan Burgess

/s/ Kenneth Burges

/s/ Rex W. Cook

/s/ Clifford L. Orr

/s/ Joan S. Osthoff

/s/ Harry E. Roemer

/s/ Keith A. Worley

/s/ George L. Elsner

/s/ William P. Fleming

/s/ Arlie L. Gordon, Sr.

/s/ Darrell J. Gubbels

/s/ Barbara Hall

/s/ Charles H. Miller

/s/ William H. Schechter, Jr.

/s/ Richard E. Temple

/s/ Ginger F. Washburn

Attachment B

Medulla Proposal

**The Town of Castle Rock
Water Conservation Website**
presented by



Preliminary Project Proposal
with Cost and Time Estimates

October 27, 2009

IN THIS DOCUMENT

GOALS OF THE SITE
OVERVIEW
THE USER
THE ADMINISTRATOR
OUR PROCESS
TECHNICAL CONSIDERATIONS
COST AND TIME ESTIMATES

GOALS OF THE SITE

1. Inform the public about
 - the importance of water conservation.
 - local events related to water conservation.
 - products for both inside and outside the home to assist with water conservation and planning.
2. Allow the public to identify the unique area they live in to
 - identify what outside-the-home products work best in their specific area.
 - view data from their closest weather station.
3. Allow the public to setup a username and password to
 - remember the unique area they live in.
 - hold information on products they've expressed interest in, during previous sessions.
4. Develop an administrative process that
 - presents an easy, straight-forward interface for administrators to manage site content and functions.
 - can accommodate new communities as participants in the system.

AN OVERVIEW

From discussions with our contacts, it is our understanding that a stand-alone website is desired that will act as an ongoing tool to inform and educate the residents of the Town of Castle Rock about the importance of water conservation and planning.

Using both traditional navigation and an interactive, graphical model, the user will be able to find household appliances and other products that can aid towards the goal of conservation inside their homes. For water conservation outside the home, the site will demonstrate methods, such as learning what plants and landscaping work best for the area in which they reside, as well as products that can assist in their maintenance, all with informative details and lists of manufacturers or retailers, which will be listed based on the proximity to their home and prioritized by criteria specified by the city, such as EPA participation. As users browse the site, they will be able to flag items of interest by adding them to a personal list for later retrieval and printing.

A Content Management System will be developed to allow authorized administrators a way to maintain the site via a browser without any special skills needed. A final feature of the site will be a CMS module to help create complete, new sites for other communities by using the same back-end and "templating" system, but with the interface and data customized to their unique environmental qualities.

THE SITE FROM A USER'S PERSPECTIVE

We begin with this description, because any successful site must take the user's considerations into account first. By describing what the user will see and how they will interact with the site, more can be learned about the functional requirements that the site will be built to address. The needs of the site administrators will come later, as these will usually be behind the scenes and hidden from the user. To restate this, no amount of administrator functionality will matter because the site must first and foremost be of value to the end user.

So, for this section, put yourself in the place of a site user. We will go through the site starting with the typical entrance to a site: the Home page. Here the user is presented with the design of the site, and is introduced to what is called the primary and secondary navigation. Primary elements are the paths to the main aspects or focal points of your site, while secondary elements are items which all sites should have, or that support the primary elements.

Based on our discussions to date, the primary elements will include the Wise Water Model Home (an interactive means of navigating the main content of the site), Inside the Home, and Outside the Home. The secondary elements will include Home, Calendar, Contacts, Water Smart and Links. It should be noted that much of the content will be cross-category, meaning that the same information can be reached in various ways. This allows the user to navigate the site in a way that is most natural or makes the most sense to them, without missing or not finding the information they need. An example of this is seen where a site user can find all the information about a particular drip irrigation system using this the Model Home navigation method just as they would by following the Outside the Home method. While the Model Home method would appeal to someone planning a complete home and garden makeover, the Outside the Home method may appeal to someone just looking for a specific type of plant.

Before we discuss this further, let's look at what primary data we have to provide the user with in the first place. Inside the home, we will have data about sinks, toilets, dishwashers, hot water heaters—any appliance related to water usage. We will have photos, specifications, brands, manufacturers, contractors and other detailed information on each item. Outdoors, we will have data about plants and vegetation, landscaping materials, irrigation systems, soil types and usage, and the same type of supporting information. Our goal is to provide all this information to the user in a meaningful, clear manner.

For the Inside the Home and Outside the Home sections, this is easily done using traditional website navigation techniques. There are many ways to break down and categorize the information, with one possible example being this:

Inside the Home > The Bathroom > Showers > Low-Flow Shower Heads

These two primary sections will function very similarly, however the Outside the Home section will require a further step in logic. The community this site is geared towards covers several areas or "zones" that differ with regards to plant life, water usage and so on. The user will have the ability to select the zone that their home resides in, and have any further items presented on the site filtered down to only include those which are optimal to that zone.

At this point, the user has been presented with all the photos and other information we have regarding this type of product. The user can now add this item to their personal list, much like a shopping cart. They can continue on throughout the site, adding items of interest. At the end of their visit, they

can view their “cart” with all items added and print those out if desired. They can also remove items from their “cart”, as well as pull up their “cart” with all items intact upon a later visit to the site.

The “cart” page will also function as a profile page, remembering not only the items in their “cart” but also the zone they live in. It will also display weather information from the community weather station closest to their home. A simple calculator feature will display a visual depiction of the average amount of water saved annually by purchasing the items in their “cart”. This feature will provide added incentive for the user to follow through with purchasing and installing those items.

Both the zone information and the user’s item “cart” are based upon the use of browser “cookies”, a small number automatically stored on the user’s computer which ties it to these customized options.

We have described how two of the primary categories will function. Let’s look at the third primary option: the Water Wise Model Home. As stated earlier, the information found by traveling this route is the same as the other two primary routes, just presented to the user in a different way. This path will be interactive, and make use of the Adobe Flash technologies, which is installed on 98% of all internet-capable computers. We see the starting point of this being a 2D, top-down view of a home and lot. As the user mouses over areas, they may highlight or have other information display dynamically. As a user clicks on a highlighted item, they will zoom in closer for greater detail. For example, if they click on the back yard, they will zoom in and be presented with the lawn, trees, edging plants, a garden, and so on. Clicking on the lawn may bring up different types of grass for their zone, or perhaps irrigation systems. This all depends on what the final set of information we have to make available, but the idea is understood. Again, the user will be able to view all the detailed information as with the other two paths, once they have “zoomed in” far enough to see a specific product. The user will also be able to add selected items to their cart.

Now, let’s turn to the secondary navigation elements. Keep in mind that secondary doesn’t imply that something is any less important - it is just a means of separating content into logical categories in order to present the site to the user in a useful and easily digested manner. We will of course need a way to Contact the Utilities Department of the town. FAQs can be provided. A Calendar to inform users of events, seminars, workshops or other scheduled dates should be provided. Links and contact information of contractors in the area, links to manufacturers of items found on the site, and other similar information should be provided as well. Water Smart can contain information on how to read a meter, detect leaks in the home, and any other educational information.

Since this document is an initial proposal, please understand that we do not yet know all the data we will have to build the site with, nor a complete set of all the features and functions that may need to be present in the final product. It is our hope that we are conveying an understanding of the scope of the site in the broadest sense. Later in this document, we discuss our methods of development, and the steps we will be taking even before that happens. We understand that new features and data may be added as this process continues, so if you as the client come across a new idea or if we have not covered something here—don’t fret!

THE SITE FROM AN ADMINISTRATOR’S PERSPECTIVE

Here we will show how an administrator will interact with the site. Again, we know that providing information about water conservation to the public is the focus, but we want to be of service to the administrators of this site as well.

First of all, the administrator will probably want to share their powers. This is done by creating

additional administrator accounts and granting powers to them. Administration is a permissions-based activity, so there needs to be a method to manage these other administrators and determine what they can do. This is accomplished by giving administrators a Username and a Password, which they will use that to log in to the site and perform their duties. Next, these duties (or powers) are granted either by assigning them to a group which has a certain collection of powers already, or by applying certain powers to the administrator's account directly. For example, one administrator will have the power to do anything at all (this is usually who can grant administrative accounts to others), while another may only have the power to add product to the system. The latter admin account could belong to the "products only" group, or it could be a single account with just product access applied. Adding products to the system is done by simply logging in (with proper permissions) and entering the relevant information. This will include the product name, photo, description web link, contractor information and so on. A zone or zones may be associated with a product so that if a user specifies the zone they reside in, on those product matching their zone is shown to them. We will cover the zones in a bit. A separate part of product administration reflects the sub-categories found on the site (for example: Sprinkler Systems would be a sub-category of Outdoors). New product subcategories can be created, modified or deleted, and the products can be associated with these sub-categories. These are objective designations to be made by the administrators, but its use is to target the user with information relevant to their interests. Any number of sub-categories can be created, and a bit later we will discuss how these administrative categories are associated with the actual site categories.

Each product listing will have a "publish" checkbox, so that their listing can be turned off or removed from the site, while still keeping data intact. We also suggest an additional checkbox to be used as a "preferred" or designated product. This feature can be used to force a product to the top of the list, or to call them out in other ways from the rest of the pack. This can come in handy if listings are provided for free, but a sponsorship or some other support from the product manufacturer warrants their elevated listing status. The product listings will show up on the pages of the site where they are a match for the category being viewed. For example, a drip irrigation system would be checked as belonging to border plants and gardens, and will show up under both those sub-sections on the site.

We have covered users and product administration. Now let's look at calendar items. Certainly on the home page, but perhaps throughout the site, will be areas where workshop dates and other timely event information will be displayed. There will be an admin area for these events where information is entered. Note: the admin areas are called "modules" and are treated as separate sections – additional functionality can be added to the site at a later date by developing and installing a new module. To allow for many entries and a limited amount of display space, calendar will be trimmed to display the next upcoming events, but each entry can be marked for priority so that they always show up.

Let's look at general page administration now. Pages that do not have their content being pulled from an event or product listing will be found within an admin module showing all the other site pages in a list - such as the home page or any other main page. By clicking on the page in question, the administrator can enter or modify the copy for that page. We should note that all text-entry activities in the administration areas use a Word-like toolbar directly within the browser. This allows for text styling, photo uploads, hyperlinks and so on to be entered, without any special web skills. If the administrator has ever used a text editor before, they will feel right at home maintaining the entire site.

New pages and new secondary navigation items can also be added from the admin center. As part of the initial development, we must decide what the top-level categories will be. Since these categories will serve as a foundation, they will remain fixed and any new pages or other content added to the site will belong to these categories or a subset of them. To illustrate, let's say that Inside the House

will be a fixed, top-level category. This cannot be easily changed by the administrator (coding and low-level development is needed to change this), but they can easily add sub-categories to Inside, such as Bathrooms or Kitchens. If the admin needs to create a new page for faucets, they will create the page, and associate that page to the Inside category, and the Kitchen and Bathroom sub-categories. The system will place this page in the proper category, and add a link to the sub-navigation automatically.

What if there is a need to have the site viewers create accounts or sign up for email notices? There can be a site user administration area to handle them, if this is deemed of value. The administrator can view all the registered users and view metrics about them, such as frequency of visits, indicated interests, viewed pages or events and the lists they have signed up for. Data shown here can be used for the loyalty program for rewarding user participation. Any other demographic info gathered can be used as the administrator sees fit, but you should only use the data in accordance with a publicly stated privacy policy.

The pages of the site will be shown using a set of templates, each dependent on the content and location of the page. Templates control the layout of the page, the position of the elements and even the colors and graphics that the pages uses. There are usually at least two templates on a given site, a home page template and one for the inner pages. While a cohesive look and feel will be designed and used throughout the site, the templates will keep the experience consistent and useful to the user. Templates can be used to change the entire visual appearance of the site without code changes. The power of this would be that, for example, in the spring the user will see the site maybe in green hues, with images of flowers and blue skies. In the fall, fiery reds and falling leaves. A use such as this can keep the site interesting and fresh for the user. Another powerful use of templates is the ability to re-brand the site for other communities which may want to have a water conservation site of their own.

This leads us to the final administration module – other community sites. In our conversations to date, it was mentioned that other communities beyond Castle Rock may want to participate in this system. While there will be some development work involved, our plan is to make “building” an entire new site a very quick and cost-effective process. A new set of templates needs to be coded, some new data entered, and the domain and hosting set up, but essentially all the functionality is reused on the back end most of the data is the same, and in a matter of hours a whole new town can be up and running their own version of the water conservation site.

Let us cover this a bit further, from a technical standpoint. First, consider that the site content stored in the database is divided into two types: common and local. An example of common data would be the actual products; plants, faucets, etc. Local data would be contact information, phone numbers, city/township logos, design elements and the like.

As covered previously, common product data is flagged with proper zone applications, if needed. As new systems come online, only the data relevant to them is pulled up. Along the same lines, any new product information entered into the system will automatically be made available to all, both the pre-existing sites as well as any future sites.

All other site functionality is common, meaning every city or town that wants to have a site of their own shares the same back-end, server side functionality. They also share all the common data, except for data relevant to a particular zone that does not fall within the borders of the town's geographic reach. Other than that, local data would be the only difference between them.

From the user's end, each site will appear to be fully independent from any other site. Each will have

their own unique domain name (URL), their own design (although a default look-and-feel template will be available), their own logos and branding, and of course their own local information. The user may notice the common navigation structure and ultimately some of the same data as well, but this is not a user issue since they will be getting the information they need. I point this out more from the town's perspective, so they understand they are really getting their own site, but also getting a huge cost savings by sharing the functionality development, server hosting and data storage and management with other communities across the state or even the nation.

Again, we ask that you please understand this document is provided as a top level description of the site's features and functions as we propose them. This is detailed enough to provide a cost estimate and a timeline, but does not provide complete detail. Continue reading to learn about our proposal, development and delivery process. If you have any questions or comments about the above descriptions or anything else in this document, please give us a call!

ABOUT THE DEVELOPMENT PROCESS

This document serves as an overview, a top-level look at what the site needs to do and how users and administrators will interact with it. This is typically enough information to provide a cost estimate and development timeline. If we should make it to the final phase of consideration, we will work with the client to hone down the features and further define last-minute items or other issues that may have come to light. Once these are known and agreed to, both parties will sign a work agreement, stating the intent for services. Our next step is to create what is called a Development Document. This is a very thorough text, similar to what you have seen here, but describes in great detail exactly what the features are, how they work and how they will be developed and implemented. This will serve as the blueprint for the rest of the project. Both the client and the developers know exactly what needs to be done, at any step in the process, by consulting the Development Document. Very rarely will the Dev Doc bring up any unforeseen or additional costs, but it is a crucial step in proper development. The Dev Doc also determines the actual development timeline.

Once the Dev Doc is complete and in mutual agreement, both parties will sign off on it and a contract showing the final price and project scope is created and signed. It is understood that any deviations from the Dev Doc can result in cost adjustments, and any such adjustments must be agreed to and signed off by both parties before any other work can continue. To restate, this is very rare and usually only happens when a new feature needs to be added to the system.

Upon signing of the contract, a payment schedule is provided. This is done in thirds, with the first 1/3 of project price due at contract signing. Development work will begin immediately, and will be completed in a prompt and timely matter in accordance with the Dev Doc and the timeline. Major milestones will be determined, and meetings or reviews will be scheduled around these if needed. Usually at a midpoint milestone the second 1/3 payment will be due.

Once the project reaches a beta stage, selected users and administrators will have full access to the system for testing and debugging purposes. We make access to the development system available to the client as soon as there is enough working structure to warrant it. Once beta is cleared, the site is rolled out to public access and final post-launch testing is done. The final 1/3 payment is now due.

We provide support for any code problems with the site for one full year. If hosting is done through us, technical support will continue for the length of the hosting contract. If hosting is done elsewhere, maintenance contracts can be created and agreed to. This will depend upon the host environment and their capabilities, but we strive to always provide the most robust support possible.

TECHNICAL CONSIDERATIONS

Our proposed solution includes a relational database and a template-driven web application to allow for complete web-based administration. This system will provide the main administrator's effortless maintenance of the entire system, and also allows lesser administrators access to only the portions of the website they need. We develop utilizing cross-platform code and software wherever possible. This is to keep site hosting options open to a variety of hardware and operating systems. Unless specifically identified, all software is either open-source or custom written, meaning expensive software licenses will never have to be maintained.

We strongly suggest this open-source approach for both website software and databases. Our proposed solution utilizes PHP, which provides the most flexible solution for hosting on a wide variety of platforms, and any relational database management system (RDBMS) can be used with minimal changes to the software running the application.

DATABASE RECOMMENDATIONS: MySQL is an extremely reliable open source RDBMS providing a cost-free solution that is both reliable and scalable for long-term growth.

WEBSITE PROGRAMMING: PHP is a powerful, cross-platform programming solution and is the most widely used, accounting for over 40% of the web applications on the Internet. By using PHP and one of the above databases, our solution can run on virtually any server, including Microsoft Windows, Linux or Mac OS X.

HOSTING: We offer hosting through our partners at WebKit. This water conservation site and other community sites could be hosted at \$50/mo per site or we can host at a given city's data center of choice. We can also offer to set up and manage a dedicated VPS server for this project that will easily serve all of the installs and traffic, prices start at \$149/mo. and increase per space and bandwidth usage.

LICENSING: We will be using a software system called Mercury, which does incur a licensing fee. The fee for use of this software on the first site is covered by this estimate. Additional deployment would incur additional licensing fees of \$500/ea. An umbrella licensing fee of \$2,000 can be purchased now, which would cover all future deployments for communities within the state of Colorado.

COST ESTIMATE: \$42,500

This will include the Development Document, all coding, design and design integration, Flash development, data integration and final delivery and launch of the site, including post-launch maintenance.

TIME ESTIMATE: 120 DAYS

This estimate spans the beginning of Development Document work to the launch date. Design work, coding and ongoing testing will all take place in concurrently. Delayed data delivery and/or feature revisions can prolong the project timeline. If ideal progress is made with both content and code development, delivery can take place in a minimum of 90 days.

We thank you for the opportunity to present this proposal. We understand that finding the right team to undertake such a project can be a daunting and difficult decision. Our hope is that this proposal will help to bring some comfort to your decision making. If there are any questions, comments or further explanations needed, please do not hesitate to contact us!

Sincerely,

A handwritten signature in cursive script, reading "Denise Dambrackas".

Denise Dambrackas
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dD@medullastudio.com
<http://medullastudio.com>