

**Town of Castle Rock  
Virtual Water Conservation Tour Website  
50% Completion Report  
December 2010**

Grant Recipient: Town of Castle Rock  
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As described in the Application for Water Efficiency Grant, the Town of Castle Rock (Castle Rock) is developing a Conservation Tour Website that 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 visual and understandable way.

This 50% Completion Report document is in partial fulfillment of CWCB's Water Efficiency Grant Program requirements. A summary of the project status, success of meeting identified goals and objectives, preliminary findings and obstacles, and project modifications are discussed below.

**Project Status**

Castle Rock has completed the following tasks as of December 2010:

- Completed the Design of the Conservation Tour Website (Task 1); and
- Initiated Development of the Conservation Tour Website (Task 2).

Castle Rock plans to complete the rest of Task 2 (Development) by early 2011. Follow-up tasks (Task 3 – Public Advertisement Campaign; Task 4 – Monitoring of Conservation Tour Website Participation; and Task 5 – Status Reports) will be completed following Task 2. The bullets below provide more information on each in-progress task and any necessary schedule revisions.

- Task 1 included contracting with a web designer. During the fall and winter of 2007, as part of the original grant application process, Castle Rock Water Conservation and Communications staff worked with Xcel Technologies to develop the concepts and cost estimates for the conservation website. The original application was submitted in January, 2008. There were some unanticipated delays in the review of the application. It was unclear at this point if the CWCB was going to be able to fund any grant applications. Castle Rock received a letter mid October, 2008 outlining a funding hurdle within the CWCB, stating that no applications were going to be reviewed or approved until the problem could be resolved. The application was re-submitted at the end of

October, 2008. It was felt that by re-submitting we could be at the top of the queue once the funding questions were resolved. At the end of December, 2009, Castle Rock was notified that the review was complete, and the grant had been awarded. At this point, Xcel Technologies was no longer available. Castle Rock now had to start the process over with a new web designer. Work could not proceed with a new designer until the purchase order was received. The purchase order was received toward the end of January, 2010. Medulla was selected as the new designer and they were brought up to speed. Castle Rock provided the basic conceptual framework of the website and worked with Medulla in refining the technical aspects of the design. Medulla provided a draft design document for Castle Rock's review followed by a final design that incorporated Castle Rock's feedback. Medulla's initial proposal was received in February, 2010. It was determined that they could complete the project within the same budget, and the more formal design process began. This design process took the next couple months, which led directly into the 2010 landscape and irrigation season. Unfortunately, given Castle Rock's limited water conservation resources, work came to a standstill until the fall of 2010 when the landscape and irrigation season came to an end and work could begin again.

- Task 2 involves Medulla developing the Conservation Tour Website. Castle Rock is providing pictures, text, a complete plant list developed for the local climate, and other specific information needed for incorporation into the website. Medulla is working on the development of the website in accordance with the final design and with Castle Rock's continued guidance and oversight. This task will include coding, testing, and any necessary revisions. Medulla will provide the final version of the Conservation Tour Website to Castle Rock following testing and any necessary revisions.
- Task 3 includes distributing information to the public regarding the Conservation Tour Website. This information will be distributed using various methods (water conservation website, local TV shows, local newspaper, and water wise community classes). This task will take place once the website is developed and launched. It is anticipated that Task 3 will begin in the first quarter of 2011.
- Task 4 involves monitoring of the Conservation Tour Website to evaluate how effective the website is in promoting water conservation. Trends among the number of website hits, specific website promotion activities, website modifications, and other metrics will be assessed quarterly and used to identify any specific promotion activities/ website changes that notably increased public participation. This effort will take place over the year and a half following the launch of the Conservation Tour Website.
- Task 5 includes the completion of 50%, 95%, and final completion reports per CWCB Water Efficiency Grant Requirements. This 50% status report was initially scheduled for completion in March 2010; the 95% status report by September 2010; and, the final completion report by the end of 2012. Minor changes to this schedule are reflected in Table 1.

**Table 1: Project Schedule**

<b>Task</b>	<b>Anticipated Completion**</b>	<b>Revised Completion Date</b>
Project Kickoff	January 2010	February 2010
Final design completed	February 2010	February 2010
Basic coding for the Conservation Tour Website completed	March 2010	March 2010
50% Completion Report is Submitted to CWCB	March 2010	December 2010
Medulla incorporates all data provided by Castle Rock into the website	April 2010	December 2010
Testing and coding completed	April 2010	First Quarter 2011
Website is launched	April 2010	April, 2011
95% Completion Report is Submitted to CWCB	September 2010	March 2011
Public education campaign is initiated	July 2010	First Quarter 2011
Website monitoring is initiated	July 2010	First Quarter 2011
Evaluate public education campaign and website monitoring	End of 2012	End of 2012
Final Completion Report is Submitted to CWCB	End of 2012	End of 2012

\*\* Anticipated completion dates were developed based on anticipated 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.

## **Goals and Objectives**

Castle Rock plans to use 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.

The final completion report will provide more documentation on how this project is helping Castle Rock meet these goals.

## **Preliminary Findings and Obstacles**

To date, there have been no major obstacles for this project other than a delay in the schedule. The purchase order was received from CWCB in late January 2010 and work began shortly thereafter.

## **Project Modifications**

No project modifications have occurred, other than the revised schedule.

## **Summary**

Castle Rock has successfully completed the selection of a web designer, the design, and initial development of the Conservation Tour Website. Work will continue over the next few months to launch the website, inform the public about the content of the website, and to monitor its use.