



CENTER FOR
ReSource
CONSERVATION

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Kevin Reidy, Genoveva Deheza, Deborah Burrell
Office of Water Conservation and Drought Planning Section
Colorado Water Conservation Board
1313 Sherman St, Room 721
Denver, CO 80203

Dear Mr. Reidy, Mrs. Deheza, and Mrs. Burrell,

**Status report for Center for ReSource Conservation Slow the Flow Indoor Audit Program
PO# OE PDA 10000000115**

As of March, 2011, the CRC's Indoor Water Audit Program has reached its 75% of completion benchmark. Below is a synopsis of successes and challenges encountered on the project to date.

Overall, the project has gone fairly smoothly. We began performing indoor water audits on July 15th, 2010, and have completed 184 audits through March 18th, 2011. Tasks one and three under the grant are fully complete. Tasks two and four are both over 80% complete, and task five is roughly 45% complete.

As discussed in our 50% progress report, most aspects of the program have gone smoothly. Program development, hiring, training, data collection and surveying have all gone well, and the project is within budget. We have been able to do some parts of the program better than we had intended; for example, we have incorporated an in-depth water use calculator into both our homeowner education and data collection efforts.

Demand for indoor water audits has still been weaker than we had planned, and continues to delay the project. Through March 18th, 2011, we have received 209 requests for indoor audits. Relatively little marketing for the program reached customers in January and February; water bill inserts have started again in early March, and our demand is picking back up. For this reason, we would like to request a timeline extension for the grant. The timeline would extend the completion date of the grant from March 31st, 2011 to April 30th, 2011.

The down time during January and February has allowed us to make significant progress on task five. We have built a database of information from audits, and called all of our audit customers from 2010 with follow-up surveys. During these months, we have also worked with new utilities to grow the program. These include the City of Longmont and Centennial Water and Sanitation District. We have signed a MOU for 2011 with Longmont, and are talking with Centennial about the program. We will include details on these partnerships with our final program report.

In the pages that follow we have included a revised timeline for the project and a detailed narrative describing progress under each task. We thank you for your support of the project.

Respectfully Submitted

Jeff Woodward
Center for ReSource Conservation
Water Division Director

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Progress Summary and Proposed Timeline Revision

Task	Deliverables	Original Deadline	Revised Deadline	Percent Complete, 3/18/2011
Task 1: Develop the Program	Audit database and online scheduling system. Complete training agenda.	7/15/2010	7/15/2010	100%
Task 2: Market and Advertise the Program	225 indoor water audit requests.	10/1/2010	3/31/2011	88%
Task 3: Hire and Train Program Staff	Audit staff hired and trained.	7/22/2010	7/22/2010	100%
Task 4: Perform Audits	225 indoor audits performed.	11/15/2010	4/15/2011	82%
Task 5: Data Analysis and Reporting	Customer survey completed. Program reports provided to partner utilities and the general public.	12/15/2010	4/30/2011	45%

The CRC will provide the final report to the CWCB by April 30th, 2011.

Detailed Narrative

A detailed account of project progress follows. Non-italicized text is the project narrative from the original grant. Italicized text under each task describes task progress.

Task 1: Develop the Indoor Audit Program - *Complete*

Task 1 includes everything required for the program to bring it from an idea into a program that is ready to be advertised and ready to hire and train an auditor. These include:

- Develop auditor training agenda and presentations
- Perform test audits to test procedures and systems
- Build a database for audit information
- Create scheduling systems for audits
- Purchase equipment and materials for the auditor

Task 1 includes the following deliverables:

- A training agenda
- Audit database
- Online scheduling tool

The CRC anticipates Task 1 will be completed by July 15th, 2010.

All deliverables on this task are complete.

Task 2: Market and Advertise the Program – *In Progress*

In order for an indoor audit program to be successful, potential participants need to be aware of and excited by the program. In task 2, the CRC will develop marketing materials for the program and will work with partner utilities to advertise the program to their customers. Steps involved include:

- Design marketing materials
- Design an indoor water audit section of the CRC's website
- Coordination between the CRC and partner utilities to facilitate advertising
- Advertising of the program by partner utilities to their customers

Task 2 includes a deliverable of 225 audit requests. While the bulk of the work for Task 2 will occur in May through July of 2010, the CRC anticipates final completion of the task by October 1st, 2010; some utilities may do a final round of marketing in the early fall of 2010.

Creating demand and getting request for audits has been one of the larger challenges of this program. Over the past few months the number of request has dropped dramatically due to lack of water bill marketing. We have worked with our utility partners closely regarding this issue and they have indoor audit information going out in their March water bills. With the first of three rounds of marketing already in homes, we have seen a significant increase in requests and appointments scheduled. We anticipate a similar increase throughout the month of March.

As of March 18, 2011, we have received 209 indoor audit requests, or about 93% of the deliverable. Due to our realization that we will need slightly more than 225 audit requests in order to perform 225 audits, we believe we have about 88% of the requests needed to fulfill the grant. Based on the increased marketing which has resulted in more requests, we anticipate Task 2 being completed by March 31st.

Task 3: Hire and Train Program Staff - *Complete*

In this task, the CRC will hire and train staff for the program. These staffers include a water conservation technician to perform the audits and a conservation associate to schedule the audits. Technician training will be one to three days long. CRC staff will conduct most of the training, but the CRC may bring in outside experts to assist with certain topics.

Task 3's deliverables include one staffer who is trained and capable of performing high-quality irrigation audits and one staffer hired and trained to schedule audits. The CRC anticipates that Task 3 will be completed by July 22nd, 2010.

All deliverables for this task are complete.

Task 4: Perform Audits – *In Progress*

Task 4 involves several mini-tasks:

- Recording requests for audits
- Contacting customers to schedule audits

- Gathering water use information from utilities for each customer
- Performing audits on-site with customers
- Collecting audit data
- Managing program staff

Task 4's deliverable includes 225 completed indoor water audits. The CRC anticipates that this task will be complete by November 15th, 2010.

We are still in the process of completing this task. As of March 18th, 2011, we have completed 184 audits, or roughly 82% of the deliverable. We have an additional 19 audits scheduled, and are scheduling more requests as they come in. We anticipate completing all audits by April 15th.

Overall, this task is going fairly smoothly. We have streamlined our auditing process and are now working on small ways to increase our impact on homeowners through fine-tuning the educational aspects of our service.

Task 5: Data Analysis and Reporting – In Progress

The Slow the Flow Indoor Water Audit program includes a significant data collection component to aid partner utilities in understanding the customers and targeting conservation programs. In Task 5, the CRC will compile and analyze data collected during audits, perform a customer feedback survey, and write program reports based on this data. The CRC anticipates providing one report to each partner utility containing data from their customers for each year that the program is performed and one general report containing all data collected during the program. The CRC will make the general report available to the water conservation community and will make efforts to present its findings.

The CRC anticipates that the data collected and analyzed will include the following:

- Basic demographic data about each home
- Number, type, and flow rate of fixtures found at each home
- Water savings potential from fixture replacements at each home
- Fixture replacements performed on-site at each audit
- In partnership with staff at some partner utilities, rebates applied for by indoor water audit customers
- Leaks and other problems found at each home
- At the end of the first year of the program, results of a follow-up survey of audit customers

The follow-up survey will consist of a phone survey of indoor audit customers conducted after audits are completed for the year. The survey will include customer satisfaction questions and questions related to the impact of the program.

Task 5's deliverables include a completed customer survey, a program report provided to each partner utility, and a program report made available to the CWCB and the general public. The CRC anticipates that Task 5 will be complete by December 15th, 2010.

We have used the delay in audit requests to do significant work on Task 5. Starting in January we began building our database for all the audit information collected in 2010. We went through each electronic audit form, cleaned and updated them to the latest version and using a computer

program loaded all audit information into a single database which can be sorted and queried during the reporting process.

Another main focus of the last few months has been completing the follow-up phone surveys. As of March 18th, all homeowners who received an audit in 2010 have been called at least twice and we have spoken with 58 people for a response rate of 35%. We will begin contacting 2011 customers soon.