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MEMORANDUM

TO: Ben Wade, Water Conservation Coordinator, Colorado Water Conservation Board (CWCB)

FROM: Shannon Ullmann, PE, SGM, Inc.

CC: Dick Duessen, Utility Director, City of Rifle
Kevin Reidy, Water Conservation Technical Specialist, CWCB

DATE: April 17, 2012

RE: City of Rifle Water Efficiency Grant – Interim Progress Report (2)

The City of Rifle's (the City) Water Conservation Plan is being implemented per its June 2010 Water Efficiency Grant Application to CWCB. The purpose of this memorandum is to document progress to CWCB and provide feedback regarding the proposed plan's goals and objectives. As identified in the Grant Application, the City identified six water conservation measures and programs to implement. These measures are identified as Tasks 01-06 in this memorandum and progress is described in the following text.

Task 01: Establish Landscaping and Irrigation Design Requirements for New Development

Task 02: Establish High-Efficiency Indoor Plumbing Fixture Design Requirements for New Development

Scheduled completion: Jul. 2012

Estimated completion to date: 70%

City staff and attorney have worked together to draft updates to the City's standards through:

- 1) Update to PUD Standards
- 2) Revision of Outdoor Commercial and Multi-Family Landscaping Standards
- 3) Update to the Indoor Standards

Planners and staff will implement these changes to the City's Land Use Code and Building Code. All new standards will be incorporated as part of the City's proposed Resource Efficiency and Renewable Energy Measures. In addition to meeting residential Energy Star Standards (or the commercial equivalent), the updates/changes will include the following requirements:

- PUDs will be required to submit landscape plans, developed by a certified landscape architect that incorporate seven code-identified water conservation principles for Colorado Xeriscaping.
- New development for individual single family residents will no longer be required to follow specific turf-grass and plant minimums, but will be required to amend soil such that vegetation will require less water.
- Multi-Family and Commercial developments will follow existing codes for vegetative ground cover with additional standards for soil amendments, irrigation systems and post-installation audit-certification.

- Building Code changes will include requirements for labeled appliances and fixtures.

Draft standards are currently under review by the City's attorney and will be completed by the end of May.

City staff has been working to identify stakeholders as part of Tasks 1.2 and 2.2 in the City's Grant Application. Due to timing of recent PUDs (virtually none), staff now face a challenge, as there are few individuals interested in providing feedback. The city will provide public comment period and solicit feedback from specific parties that they believe will be affected by the changes. However, the City does not expect to garner a great deal of input from those individuals. As such, completion for tasks 1.6-1.11 and 2.6-2.11 will likely be faster than anticipated. City staff expects to have the updates adopted by City Council in July 2012.

Task 03: Create a Water Efficiency Web Site

Scheduled completion: complete

Estimated completion to date: 100%

SGM has worked with City staff to create an updated/overhauled edition of the water conservation website. A Water Conservation Page on the City's website had been created prior to initiation of this implementation plan. SGM worked with City Staff to identify content and create structure. City staff then worked with CivicPlus and in-house web administrators to implement those changes. While some content was not able to be incorporated into the website at this time (such as youtube videos and some photographs) due to the nature of the City's contract with CivicPlus, text and tabular data as well as links to important resources were installed.

City staff and SGM have been using this portal for advertising, application download and product specifications for its two rebate programs with success. The City updates and adds content regularly and anticipates doing so for the long term. Thus, while the site is a work in progress, it is fulfilling the City's needs as a platform for broadcasting relevant water conservation information to its customers.

Task 04: Create a City Facility Water Efficient Plumbing Fixture and Appliance Policy

Scheduled completion: Jul. 2012

Estimated completion to date: 75%

In follow up to Tasks 1 & 2, City staff has drafted proposed changes to the Municipal Code related to purchasing and definitions of "WaterSense" and "EnergyStar." This policy is under review by City Attorney and will run through review, Council presentation and adoption in parallel with code revisions associated with Tasks 1 & 2, with the exception of stakeholder distribution.

City Staff expects to have the updates adopted by City Council in July 2012.

Task 05: Launch a "Smart" Irrigation Controller Rebate Program for Existing Residential Water Customers

Scheduled completion: Dec. 2012

Estimated completion to date: 75%

The City of Rifle launched the Rifle RAIN (Rebates & Audits for Irrigation Networks) Program in May of 2011 and ran through October. The City's grant-identified goal was to distribute rebates to 60 residential customers, including:

- Free irrigation audits for all sixty
- Group1: Twenty customers would receive a \$100 rebate for implementing audit-identified improvements
- Group2: Twenty customers would receive \$100 for improvements & \$100 for a new irrigation controller
- Group3: Twenty customers would receive \$100 for improvements, \$200 for a new irrigation controller and SMART Rain Sensor

At the end of the 2011 irrigation season the City had completed the following:

- Accepted twenty-five applications
- Performed twenty-two audits
- Distributed ten rebates to Group 1 customers
- Distributed two rebates to Group 2 customers
- Distributed four rebates to Group 3 customers (two of which already had applicable irrigation controller)

Precipitation and cool spring and early summer temperatures resulted in lower than expected customer turnout for the program in the 2011 season. SGM coordinated with CWCB, City Staff and the designated irrigation auditor to extend the program into the 2012 irrigation season. The City will begin the 2012 Rifle RAIN Program season by first undertaking advertising for this season. A bill stuffer was created for the upcoming (May 2012) water bill. SGM, on behalf of the Water2012 campaign, is also working with the City's library to further advertise the program during the library's Water2012 Campaign in early May through speaking and presentation events and providing flyers and handouts to residents during the campaign. Given expenses related to periodical advertising, the City will see how the program unfolds in the early stages of this low snow-pack year before advertising in the newspaper.

Task 06: Launch a Rebate Program for High-Efficiency Toilets and Clothes Washers for Existing Water Customers

Scheduled completion: Dec. 2012

Estimated completion to date: 50%

The City launched the indoor appliance rebate program in October 2011. The City developed applications, rebate-eligible product lists and rebate disbursement policy. SGM worked with City staff through the initial stages of the program, accepting and reviewing applications, setting appliance installation inspection goals and distributing rebates. In December, staff indicated that they felt confident to self-manage the program and have been doing so, successfully, since that time.

The City's goal was to distribute rebates for 75 toilets and 50 clothes washers. At the close of March, 2012 (5-months since the program's launch), 27 toilet rebates and 19 clothes washer rebates have been distributed. Advertising for the program includes:

- Flyer postings at City Hall, the Library and local appliance vendors
- Bill stuffers
- Newspaper article (no advertising)

Staff indicate that interest has began to wane since the program's launch, and SGM is working with staff to "double up" its advertising efforts for this program with the re-launch of the RifleRAIN program.

As the City approaches the third quarter of 2012, SGM will work with CWCB and City Staff to finalize the rebate tally and identify next steps for the program.

Task 07: Project Management

Scheduled completion: Dec. 2012

Scheduled submission of Final Report: Jan. 2013

Estimated completion to date: 75%