



The Voice of the Colorado Water Conservation Community

**MEMORANDUM**

**To:** Ben Wade, Colorado Water Conservation Board

**From:** Lyle Whitney, Colorado WaterWise Board

**Date:** February 10, 2015

**Subject:** 50% Progress report for Colorado WaterWise Smartphone Application for Utility Codes, Ordinances and Procedures

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Colorado WaterWise (CWW), with assistance from Halperin Creative, Inc., is developing a Smartphone and desktop application (App) to consolidate and house extensive utility code, ordinance and procedural information into a single application. The App will display the most current information regarding outdoor water-use for both landscape construction and maintenance practices in a few simple clicks.

The App will provide an informational vehicle for utilities to communicate with landscape field professionals in need of information. The App will provide a convenient one-stop shop for people who need mobile or desktop access to this information.

The project is currently a little over 50% complete.

**Project Update**

Since approval of the project in 2014, CWW board members (CWW Team) have met with a working group several times to develop content for the App. This working group consists of the following:

Lyle Whitney, CWW and Aurora Water  
Lindsay Weber, CWW and Denver Water  
Brenda O'Brien, CWW  
Kristen Fefes, Associated Landscape Contractors of Colorado (ALCC)  
Meghan Tallman, ALCC  
Donna Ralston, Colorado Arborists and Lawn Care Professionals (CALCP)

These meetings were held to develop material for the App as well as determine the final design concept for the App (Appendix A).

At this time Halperin Creative, Inc. is building the App based on the working group's inputs. They are currently designing a tablet version, which will then translate into a desktop version of the App. Each version will enable professionals, utilities, and homeowners to utilize the App on a medium best suited for each situation. The App version will be a light rendition while the desktop version

will provide more detail. Aurora Water has given language to Halperin Creative, Inc. so that they can populate fields to test the design.

Other components for the App are being developed as well. These include the Alerts structure, which will allow users to receive customized alerts based on the utilities they select as relevant. Halperin Creative, Inc. is also in the process of developing training materials for the users of the App (Utilities). These training guides will inform and educate the Utilities on how to set up their profiles, input information and send out alerts as needed.

### **Project Implementation and Next Steps**

This project is relatively on schedule and currently CWW is drafting an article for its newsletter as a means to promote the App and to encourage Utilities to sign up for the App. A marketing plan will be developed and focus groups will be convened to finalize the App. While these focus are currently behind schedule, this should have no impact on the final deadline for the App's release. The revised Gantt Chart for the project is included in Appendix B.

### **Budget Summary**

The App development grant project's budget is on track. Below is the original budget and the budget at this point. No category has gone over budget.

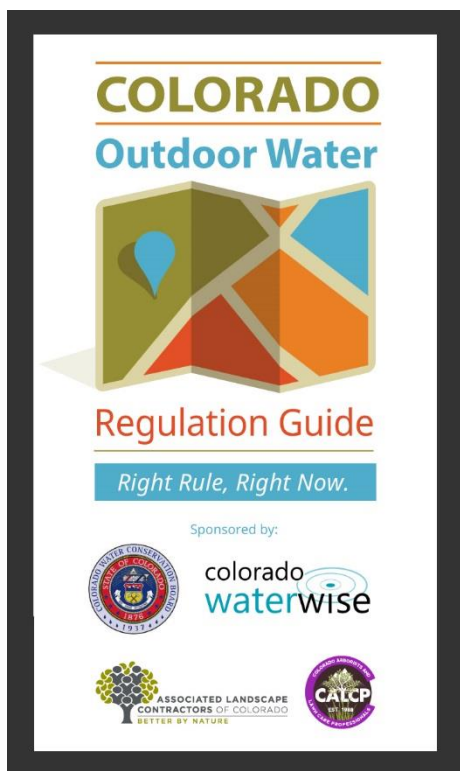
The original budget (Please note, that the total is off by \$1 (less) due to rounding that did not show up in the original Excel spreadsheet).

Task	Halperin Creative, Inc. (\$)	Halperin Creative, Inc. Hours	CWW (\$)	CWW Hours	CWCB Grant (\$)	CWW (Inc. Partners) (\$)	CWW In-Kind	Total Cost
Discovery and Identity	\$3,800	40	\$960	18	\$1,940	\$2,685	\$135	\$4,760
App Design and Development	\$17,000	178.95	\$2,050	44	\$16,000	\$1,385	\$1,665	\$19,050
Create User Profiles	\$1,800	13.95	\$180	4	\$1,755	\$0	\$225	\$1,980
Develop Training Materials	\$1,250	13.16	\$450	10	\$1,250	\$0	\$450	\$1,700
Marketing and Implementation	\$4,799	50.52	\$1,375	27	\$3,299	\$2,380	\$495	\$6,174
Reporting and Analysis	\$0	0	\$4,440	88	\$0	\$2,640	\$1,800	\$4,440
<b>TOTAL</b>	<b>\$28,649</b>	<b>296.58</b>	<b>\$9,455</b>	<b>191</b>	<b>\$24,244</b>	<b>\$9,090</b>	<b>\$4,770</b>	<b>\$38,104</b>

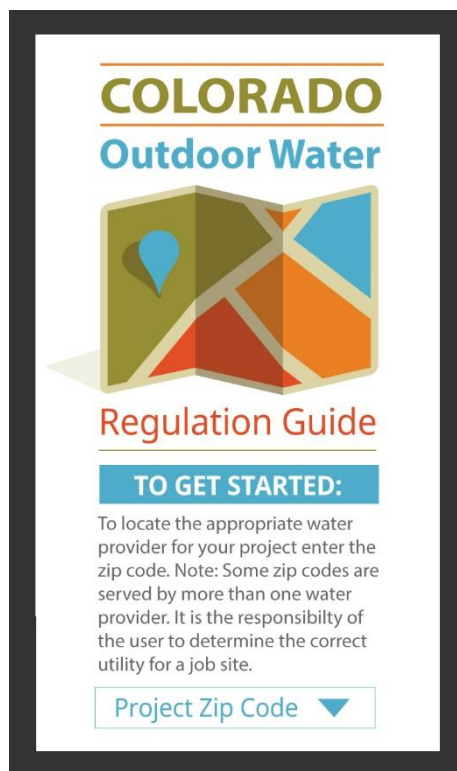
Money used by the 50% Report mark of the project timeline.

Task	Halperin Creative, Inc. (\$)	Halperin Creative, Inc. Hours	CWW (\$)	CWW Hours	CWCB Grant (\$)	CWW (Inc. Partners) (\$)	CWW In-Kind	Total Cost
Discovery and Identity	\$3,800	40	\$847	16.5	\$1,860	\$2,210	\$270	\$4,647
App Design and Development	\$13,200	138.95	\$450	10	\$13,200	\$0	\$450	\$13,650
Create User Profiles	\$0	0	\$0	0	\$0	\$0	\$0	\$0
Develop Training Materials	\$0	0	\$0	0	\$0	\$0	\$0	\$0
Marketing and Implementation	\$0	0	\$0	0	\$0	\$0	\$0	\$0
Reporting and Analysis	\$0	0	\$0	0	\$0	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$17,000</b>	<b>178.95</b>	<b>\$1,297</b>	<b>26.5</b>	<b>\$15,060</b>	<b>\$2,517</b>	<b>\$720</b>	<b>\$18,297</b>

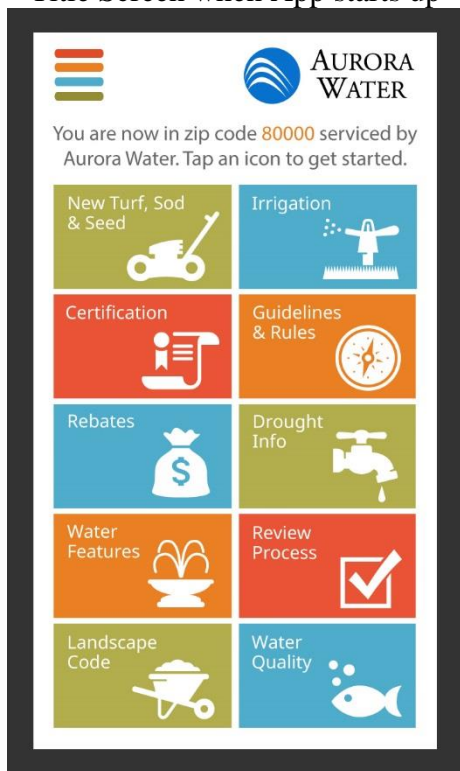
## Appendix A – App Screenshots



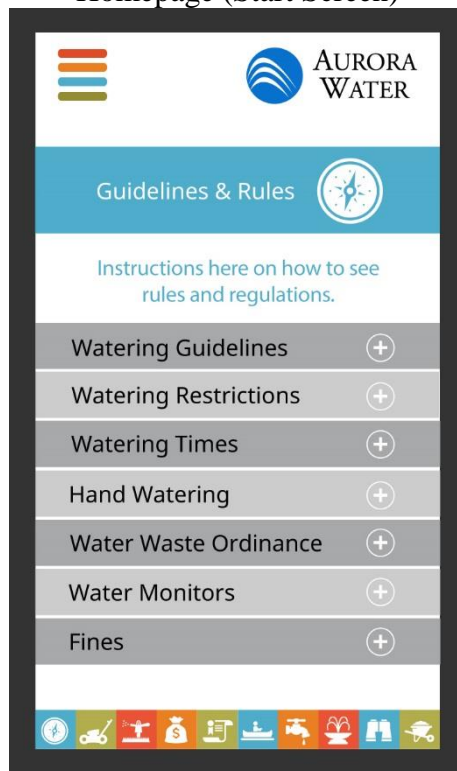
Title Screen when App starts up



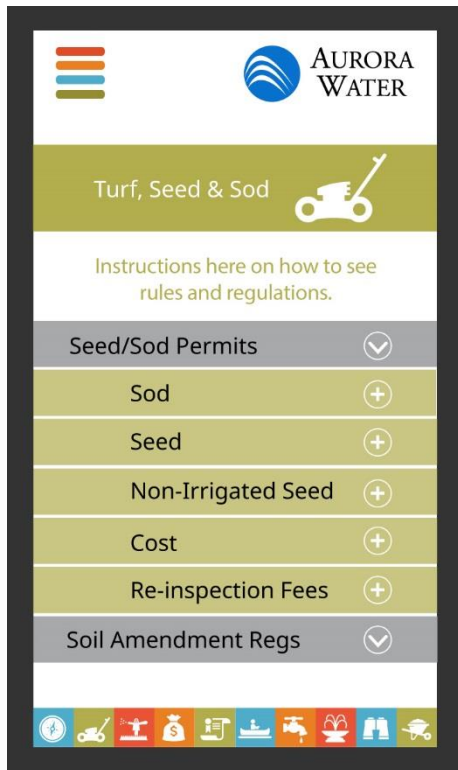
Homepage (Start Screen)



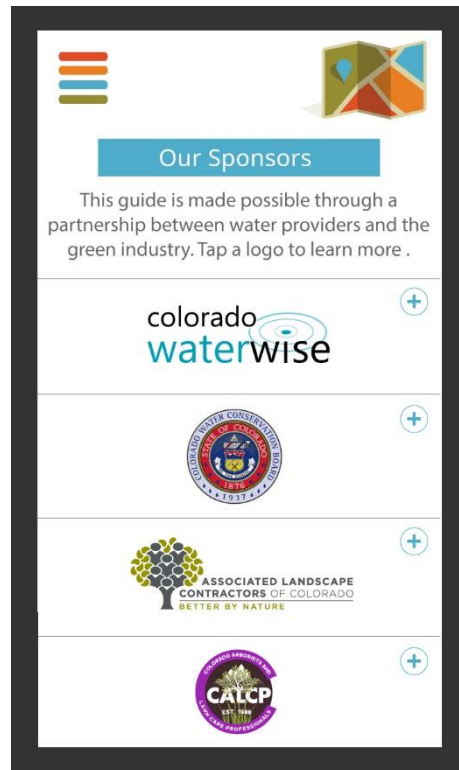
Icons Main Screen – shows organization



Example of Details under each "bucket"



Another example of detail within “buckets”



Sponsor Page



Example of sponsor details

## Appendix B – Revised Timeline

