



The Voice of the Colorado Water Conservation Community

MEMORANDUM

To: Ben Wade, Colorado Water Conservation Board

From: Lyle Whitney, Colorado WaterWise Board

Date: June 3, 2015

Subject: 75% Progress report for Colorado WaterWise Smartphone Application for Utility Codes, Ordinances and Procedures

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 over 75% complete.

Project Update

Since February, the final structure of the smartphone app (app) has been completely developed. Other features have been finalized as well. The Alerts system has been completed and training materials and marketing materials are in the final stages. The development and release of the app has been delayed for several reasons. The following items illustrate the progress and what has happened since the 50% report.

The working group for the app since the 50% report has primarily been:

Lyle Whitney, CWW and Aurora Water
Frank Kinder, CWW and Colorado Springs Utilities
Lindsay Weber, CWW and Denver Water
Brenda O'Brien, CWW

1. Location: The partners revisited the idea of location within the app. Questions came up regarding the best way to insure that the contractors out in the field knew which utility's jurisdiction they were in. GPS location vs zip code was discussed and per original reasons, zip codes were kept and it was determined that as part of the marketing of the tool, CWW will need to promote the idea of asking customers who their water provider is.

2. Focus Group: A focus group of utilities was held to determine a marketing strategy. Unfortunately, there was a small turnout due to a bad snowstorm. However, good ideas were collected and a marketing plan has been developed (See #5 below).
3. Denver Water: Denver Water's service area is extremely complicated. Because Denver Water is not associated with a town like Aurora or Thornton, some concern came up with their ability to put enough information into the app to be worth marketing. In working closely with Jeff Tejral, Manager of Water Conservation we determined that Denver Water could populate their water restrictions, rebates, etc. for now and that this would be a great opportunity to develop partnerships with the cities and towns under them to have them add in landscape code and those items that are not under Denver Water's purview. While recognizing that this will take time and possibly years, the app is a long-term tool and that even putting in watering restrictions and permit information in the meantime will provide usefulness to the tool.
4. Data Entry: Data entry proved to be intimidating to some utilities, so time was spent on developing a spreadsheet that could be used to add data to and then imported into the app. This took considerable time but proved, in the end, to be extremely useful in getting utilities over the hump of inputting data. Once CSU entered their data and realized that it wasn't nearly as much effort as initially expected, they have been a huge advocate for the app.
5. Marketing/Training: A training video was created and then scrapped as it proved to not be useful. However, a written training guide on how to enter data was developed and is in final draft stages now. Also, Halperin Creative has developed a detailed and thorough marketing plan for the tool that is also in final draft stages. This plan will be vetted and finalized at the next CWW board meeting on June 11th.
6. Goals: The original tentative goal, though not stated in the application was to enroll 20 utilities into the app along the Front Range in the initial stage and then to convince more utilities across the state to use the app. In an effort to do so, the board has taken on a more significant role in inputting and collecting data than initially predicted. CWW also waived the \$100 one-time fee because it was deemed a hurdle in getting utilities to use the app. Of the 20 initial utilities CWW has contacted or gotten verbal pledges from a majority of the utilities. This list is included in Appendix A.

Project Implementation and Next Steps

This project behind schedule but CWW is presently marketing the app and recruiting participants. Rollout of the app will occur in two parallel phases. CWW will continue to enroll single entities primarily on the Front Range while Denver Water works on its efforts through its multiple customer types. CWW will be holding a Lunch-n-Learn on June 11th for utilities to show them how to enter their information and how to market the app to professionals who work in their areas. A possible second Lunch-n-Learn will be held based on the success of the June 11th event. A revised Gantt Chart for the project is included in Appendix B.

Metrics will be analyzed by downloads of the app and hits to the mobile site. Also, CWW will look at the number of utilities that they provide one-on-one assistance to.

Budget Summary

The App development grant project's budget is on track. Below is the original budget and the budget at this point. While no category has gone over budget in regards to cost, in-kind work from the board and Staff time have gone over, especially in the Marketing and Implementation category. As mentioned above, this is because CWW decided to take on a more active role in collecting and entering data for utilities. This has no impact on CWCB's contribution to the project.

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 and 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	18.95	\$180	4	\$1,755	\$0	\$225	\$1,980
Develop Training	\$1,250	13.16	\$450	10	\$1,250.00	\$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
TOTAL	\$28,649	302	\$9,455	191	\$24,244	\$9,090	\$4,770	\$38,104

Money used by the 75% Report mark of the project timeline. The budget has gone over for in-kind hours and CWW Staff hours. CWCB grant funding remains within budget.

Task	Halperin Creative, Inc. (\$)	Halperin Creative, Inc. (Hours)	CWW (\$)	CWW Hours	CWCB Grant (\$)	CWW and Partners (\$)	CWW In-Kind (\$)	Total Cost
Discovery and Identity	\$3,800	40	\$1,613	33.5	\$1,940	\$1,860	\$1,035	\$4,835
App Design and Development	\$17,000	178.95	\$2,565	57	\$16,000	\$1,000	\$2,565	\$19,565
Create User Profiles	\$1,800	18.95	\$1,305	29	\$1,800	\$0	\$1,305	\$3,105
Develop Training	\$0	0	\$675	15	\$0.00	\$0	\$675	\$675
Marketing and Implementation	\$1,900	20	\$4,230	104	\$2,900	\$2,025	\$2,205	\$7,130
Reporting and Analysis	\$0	0	\$720	16	\$0	\$2,640	\$720	\$3,360
TOTAL	\$24,500	258	\$11,108	255	\$22,640	\$7,525	\$8,505	\$38,670

Appendix A – Potential Participating Utilities

No	Utility	Contact	Smart Phone App Status					
			CWW Staff Assigned	Complete	Invited	Profile Created	In progress	Nothing Yet
1	Aurora	Lyle	Lyle	x				
2	Fountain	Rose-Marie					x	
3	Security	Rose-Marie						x
4	Widefield	Rose-Marie						x
5	Thornton	Laura	Laura				x	
6	Loveland	Lindsey					x	
7	Pueblo	Paul Fanning	Frank					x
8	Greeley	Ruth	Ruth				x	
9	Boulder	Russ			x			
10	Fort Collins	Laurie						x
11	Castle Rock	Rick Schultz	Lyle		x			x
12	Highlands Ranch	Jon Klassen	Lyle		x			x
13	Denver	Team			x			
14	Platte Canyon	Alyssa						x
15	Longmont							x
16	CSU	Frank	Frank				x	
17	Westminster	Stu				x		
18	Parker							x
19	Monument							x
20	Evans		Ruth					x
21	Windsor		Ruth					x
22	Milliken		Ruth					x
23	Brighton		Laura					x
24	Golden		Laura					x
25	Englewood		Frank					x
26	Littleton Thompson		Ruth					x
27	Berthoud		Ruth					x
28	Arvada		Frank					x
29	Lafayette							x
30	Louisville							x
31	Grand Junction							x

Appendix B – Revised Timeline

[illegible]