



The Voice of the Colorado Water Conservation Community

MEMORANDUM

To: Ben Wade, Colorado Water Conservation Board

From: Lyle Whitney, Colorado WaterWise Board

Date: October 1, 2015

Subject: Final 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 100% complete.

Project Update

Since June, CWW has completed the Smartphone Application, the Colorado Outdoor Water Regulation Guide. The app can be downloaded at both the iTunes Store and the Google Play Store. A mobile site has also been created that can be accessed via a desktop at m.h2oregsco.org. A Lunch and Learn was held on June 11th, to help spread the word and educate utilities on how to enter data into the app and use the interface.

Much of the effort has been focused on working with utilities to get their data entered. Much more time has been allocated to this effort than originally planned and is all in-kind work by the board. Of the 20 utilities that we had set ourselves as a goal (unofficially), 16 have signed up and entered data into the dashboard. Denver Water, one of the more difficult utilities to work with, due to the large number of cities they provide water to, has entered their into the app and will continue to add landscape regulations as they reach out to the various planning departments of the cities under their jurisdiction. The 16 utilities participating so far are:

Aurora Water
Centennial Water and Sanitation District
City of Boulder
City of Fort Collins

City of Fountain
City of Greeley Water & Sewer
City of Thornton
City of Westminster
Colorado Springs Utilities
Colorado Watershed Assembly
Denver Water
Eagle River Water and Sanitation
Loveland Water and Power
Town of Breckenridge
Town of Castle Rock
Ute Water Conservancy District

While CWW did not meet the goal of 20 utilities, the 3 largest utilities are participating which covers a significant portion of the Front Range population. In the meantime, CWW will be using the offseason to create a marketing effort to spread the word about the app so that many more utilities can have their data out there by the start of the growing season in 2016.

1. Collateral: CWW and Halperin Creative, Inc. created collateral to give to utilities when they want to begin the process of entering data into the app. These materials include an SOP with clear guideline on how to use the dashboard (H20RegsCO_GettingStarted.pdf), a screen capture with the utilities login information, and a marketing matrix to help the utility understand how to best market the app to the professionals in their area as well as to help the utility fully understand the purpose and the best use of the app (H20RegsCO_Marketing Matrix_Draft19May15.pdf). These documents are in Appendix A.
2. 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. 16 utilities have participated and entered data into the app.
3. Metrics: So far, the app has been downloaded 83 times with minimal marketing. By next year, this number will jump considerably as more utilities use the app and professionals hear about it. While it is hard to determine the success of the app at this point in time, with continued advertising, it should continue to see more use.

Next Steps

While the project fell behind schedule, the app has been completed and has 16 participating utilities. CWW and its partners (ALCC and CALCP) will continue to market the app to utilities and begin to push the app out to professionals who would use it in the field. Even though future marketing is outside the scope of the grant, CWW will present the app at the 2016 ProGreen Expo. A revised Gantt Chart for the project is included in Appendix B.

Also, CWW will continue to look at the number of utilities that they provide one-on-one assistance to as well as monitor site and app metrics.

Budget Summary

The App development grant project's budget is on track. Below is the original budget and final 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 Final 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	\$1,900	\$2,565	\$20,465
Create User Profiles	\$1,800	18.95	\$1,305	29	\$1,755	\$45	\$1,305	\$3,105
Develop Training	\$1,250	13.16	\$2,475	55	\$1,250	\$0	\$2,475	\$3,725
Marketing and Implementation	\$4,798	50.5	\$4,230	200	\$3,299	\$4,524	\$6,525	\$14,348
Reporting and Analysis	\$0	0	\$1,530	34	\$0	\$0	\$1,530	\$1,530
TOTAL	\$28,648	302	\$13,718	409	\$24,244	\$8,329	\$15,435	\$48,008

Appendix A – Marketing and Introductory Collaterals



Colorado Outdoor Water Regulation Guide Marketing Matrix

Goal

To be established as the state of Colorado's official resource for comprehensive water and landscape rules, thereby increasing water conservation and efficiency

Objectives

- Secure provider participation
- Motivate contractor participation
- Increase awareness among industry, government and public

Strategies

- Demonstrate ROI for providers
- Demonstrate benefits for contractors
- Encourage collaboration between providers and cities

Major Tactics for Marketing Communications

- Create "Time Saved" themed campaign
- Create "Toolbox" themed campaign

Major Tactics for Marketing Communications: "Extra Time" Campaign

Campaign Concept (For Providers)

Your job just got a whole lot easier. It's no longer necessary to update your data in a variety of places, field phone calls from contractors or hold multiple meetings to educate landscape professionals about watering guidelines and restrictions; drought information; permitting and plan review requirements etc. Now, you can upload all your water and landscape rules to the [Colorado Outdoor Water Regulation Guide](#) for a one-time fee of \$100. Then, just perform occasional maintenance to keep the information current. With the [Colorado Outdoor Water Regulation Guide](#), you can ensure contractors get the *Right Rule, Right Now™*.

Campaign Concept (For Contractors)

Don't waste time looking up rules, attending meeting and making calls. Now, all the water and landscape rules you need are in one place—the [Colorado Outdoor Water Regulation Guide](#). Find information about certifications and licensure; permitting and plan reviews; and watering and land use guidelines, so you can plan ahead to get the job done right the first time. With the [Colorado Outdoor Water Regulation Guide](#), you can get the *Right Rule, Right Now™*.

Campaign Messages: "What Will You Do with Your Extra Time?" | "Go Ahead—Watch the Grass Grow" | "One and Done" | "Put Technology to Work for You" | "Take Back Your Time" | "Right Rule, Right Now"

Campaign Creative: Person (adoringly) watching grass grow, Person kicking back with extra leisure time



Colorado Outdoor Water Regulation Guide Marketing Matrix

Deliverable by Channel	Strategic Purpose	Target Market	Implementation / Benefit Message	Timing/Metrics
Email Blast to providers	Promote Colorado Outdoor Water Regulation Guide as a timesaving tool that will make it easier for providers to disseminate water and landscape rules and increase water conservation.	Providers CWCB Water Conservation staff Cities and municipalities	Assign staff member to manage subscriptions. The Colorado Outdoor Water Regulation Guide saves time and promotes water conservation because: <ul style="list-style-type: none"> Providers only have to upload information once and then update it as needed. It requires fewer staff hours—fewer people required to field phone calls, hold meetings and go door-to-door. It reduces water waste by empowering contractors with accurate rules and regulations when they need them. 	ASAP Metrics: Email opens; Shares, Number of providers that participate
Email Blast to contractors	Promote Colorado Outdoor Water Regulation Guide as an essential tool for contractors to do their jobs better and faster.	Contractors Landscape Companies	Send to lists obtained through associations, trainings/classes, tradeshow, etc. The Colorado Outdoor Water Regulation Guide saves time because: <ul style="list-style-type: none"> You don't have to make phone calls and search online to find the information you need. You won't have to make extra trips to water providers to get permits or for plan reviews. You can plan ahead and streamline your project and potentially save money You will be able to get rules right on the job site as issues or questions arise. 	Once app has critical mass of provider participation Metrics: Email opens; # referrals that lead to downloads from this source (use iTunes and Android analytics)



Colorado Outdoor Water Regulation Guide Marketing Matrix

Social media	Inform landscape professionals and landscape companies about the features and benefits the Colorado Outdoor Water Regulation Guide.	Contractors Landscape Companies	<p>Assign staff member to manage social media.</p> <p>Regularly post content to social media with campaign messages about the app and link to iTunes/Google Play where they can download app as well as got to the mobile website.</p> <p>Get testimonials from people using the app about how it has saved them time and helped them be more productive.</p> <p>Show screenshots of the app and share examples of timesaving information to be found there.</p> <p>Offer link to the mobile site for faster access or for users without smartphones.</p>	<p>ASAP</p> <p>Metrics: Use custom links to track # referrals that lead to downloads from these sources (use iTunes and Android analytics); monitor traffic to website from social media</p>
Point of Purchase	Increase the app's credibility among landscape professionals through endorsements by companies they trust—suppliers, big box stores, etc.	Contractors Landscape Companies Homeowners	<p>Assign staff member to manage relationships.</p> <p>Approach companies about promoting the app in their stores and communications (emails, websites, social media etc.).</p> <p>Create marketing collateral with the campaign messages/creative for these companies to share.</p> <p>Offer link to the mobile site for faster access or for users without smartphones. Use QR codes for quick, trackable access.</p>	<p>Once app has critical mass of provider participation</p> <p>Metrics: Use QR codes or campaign codes to track # referrals that lead to downloads from these sources (use iTunes and Android analytics)</p>



Colorado Outdoor Water Regulation Guide Marketing Matrix

Websites	Increase the app's credibility among landscape professionals through endorsements by organizations they trust and look to for information—associations, water providers, city governments etc.	Contractors Landscape Companies	<p>Assign staff member to manage website relationships.</p> <p>Approach organizations about promoting the app on their websites.</p> <p>Create content with the campaign messages for these organizations to share. Content can be in the form of banners or inline copy.</p> <p>We recommend providers create a simple landing page for the app on their sites with links to download the app as well as to the mobile site for instant access.</p>	<p>Once app has critical mass of provider participation</p> <p>Metrics: # referrals that lead to downloads from these sources (use iTunes and Android analytics)</p>
Meetings/Events	Increase the app's credibility among landscape professionals by sharing it as a resource during meetings, conferences and events such as AWWA, etc.	Contractors Landscape Companies Providers	<p>Assign staff member to manage meetings and events.</p> <p>Identify relevant trainings and meetings in your service area and provide information to the meeting/event host about the app with the campaign messages.</p> <p>Build relationships through credible speakers who can talk about their success with the app and its features and benefits.</p> <p>Have collateral on hand with mobile link and link to info site (www.H2ORegsCO.org) to download app.</p>	<p>Once app has critical mass of provider participation</p> <p>Metrics: # referrals that lead to downloads from these sources (use iTunes and Android analytics)</p>



Colorado Outdoor Water Regulation Guide Marketing Matrix

Tradeshows	Increase the app's credibility among landscape professionals by sharing it as a resource during industry tradeshows.	Contractors Landscape Companies	<p>Assign staff member to attend trade shows who is conversant in the app, its features and benefits.</p> <p>Identify relevant tradeshows in your service area and provide information to the meeting/event host about the app with the campaign messages.</p> <p>Build relationships through credible speakers who can talk about their success with the app and its features and benefits.</p> <p>Have collateral on hand with mobile link and link to info site (www.H2ORegsCO.org) to download app.</p>	<p>Once app has critical mass of provider participation</p> <p>Metrics: # referrals that lead to downloads from these sources (use iTunes and Android analytics)</p>
Direct mail Bill inserts, newsletters	Increase awareness about the app stating its features and benefits by including information about in direct mail pieces.	Contractors Landscape Companies	<p>Assign staff member to oversee creative and execution.</p> <p>Send direct mail to lists obtained when permits are pulled, to homeowners as bill inserts and along with newsletters.</p> <p>Include links to both mobile site and to info site (www.H2ORegsCO.org) to download app.</p> <p>The Colorado Outdoor Water Regulation Guide saves time because:</p> <ul style="list-style-type: none"> You don't have to make phone calls and search online to find the information you need. You won't have to make extra trips to water providers to get permits or plan reviews. You can plan ahead and streamline your project potentially saving money. You will be able to get rules right on the job site as issues or questions arise. 	<p>Once app has critical mass of provider participation</p> <p>Metrics: # referrals that lead to downloads from this source (use iTunes and Android analytics)</p>



Colorado Outdoor Water Regulation Guide Marketing Matrix

Major Tactics for Marketing Communications: “The Modern Contractors’ Toolbox” Campaign

Campaign Concept (For Providers)

What’s in the modern contractors’ toolbox? A smartphone. When you upload your information to the [Colorado Outdoor Water Regulation Guide](#), you are empowering contractors with the information they need to follow current rules and regulations and helping them to reduce water waste and increase conservation and efficiency. Upload your data to the app, and give contractors *Right Rule, Right Now™*.

Campaign Concept (For Contractors)

What’s in the modern contractors’ toolbox? A smartphone. And, with the [Colorado Outdoor Water Regulation Guide](#), your phone just got even smarter. This app is a one-stop-shop where you can find the landscape and water rules and regs in an instant, and it’s absolutely free to download. You will be prepared for every job when you can get the *Right Rule, Right Now™*.

Campaign Messages: “No excuses. Get the job done right the first time.” | “Have all the tools to get the job done.” | “Fast and accurate rules at your fingertips” | “Right Rule, Right Now”

Campaign Creative: Toolbox with smartphone prominently shown

Deliverable by Channel	Strategic Purpose	Target Market	Implementation / Benefit Message	Timing/Metrics
Email Blast to providers	Promote Colorado Outdoor Water Regulation Guide as a timesaving tool that will make it easier for providers to disseminate water and landscape rules and increase water conservation.	Providers CWCB Water Conservation staff Cities and municipalities	Assign staff member to manage subscriptions. The Colorado Outdoor Water Regulation Guide is an essential tool for the modern contractor because: <ul style="list-style-type: none">It reduces water waste by empowering contractors with accurate rules and regulations when they need them.It is a one-stop-shop for water and landscape rules and regulations, so they are equipped to do their jobs with less support from you.	ASAP Metrics: Email opens; Number providers that participate



Colorado Outdoor Water Regulation Guide Marketing Matrix

Email Blast to contractors	Promote Colorado Outdoor Water Regulation Guide as an essential tool for contractors to do their jobs better and faster.	Contractors Landscape Companies	<p>Send the email to lists obtained through associations, trainings/classes, tradeshow, etc.</p> <p>The Colorado Outdoor Water Regulation Guide saves time because:</p> <ul style="list-style-type: none"> You are empowered with information to get the job done. You can make more accurate bids and offer a higher level of service to clients. You will have accurate rules and regulations right at your fingertips. 	<p>Once app has critical mass of provider participation</p> <p>Metrics: Email opens; # referrals that lead to downloads from this source (use iTunes and Android analytics)</p>
Social media	Inform landscape professionals and landscape companies about the Colorado Outdoor Water Regulation Guide.	Contractors Landscape Companies	<p>Assign staff member to manage social media.</p> <p>Regularly post content to social media with campaign messages about the app and link to iTunes/Google Play where they can download app as well as to the website.</p> <p>Get testimonials from people using app about how it has saved them time, helped them be more productive.</p> <p>Show screen shots of the app and share examples of the type of timesaving information found in the app.</p>	<p>ASAP</p> <p>Metrics: # referrals that lead to downloads from these sources (use iTunes and Android analytics); traffic to website from social media</p>



Colorado Outdoor Water Regulation Guide Marketing Matrix

Point of Purchase	Increase the app's credibility among landscape professionals through endorsements by companies they trust—suppliers, big box stores, etc.	Contractors Landscape Companies Homeowners	<p>Assign staff member to manage relationships.</p> <p>Approach companies about promoting the app in their stores and communications (emails, websites, social media etc.).</p> <p>Create marketing collateral with the campaign messages for these companies to share.</p> <p>Offer link to the mobile site for faster access or for users without smartphones. Use QR codes for quick, trackable access.</p>	<p>Once app has critical mass of provider participation</p> <p>Metrics: # referrals that lead to downloads from these sources (use iTunes and Android analytics)</p>
Websites	Increase the app's credibility among landscape professionals through endorsements by organizations they trust and look to for information—associations, water providers, city governments etc.	Contractors Landscape Companies	<p>Assign staff member to manage website relationships.</p> <p>Approach organizations about promoting the app on their websites.</p> <p>Create content with the campaign messages for these organizations to share. Content can be in the form of banners or inline copy.</p> <p>We recommend providers create a simple landing page for the app on their sites with links to download the app as well as to the mobile site for instant access.</p>	<p>Once app has critical mass of provider participation</p> <p>Metrics: # referrals that lead to downloads from these sources (use iTunes and Android analytics)</p>



Colorado Outdoor Water Regulation Guide Marketing Matrix

Meetings and Events	Increase the app's credibility among landscape professionals by sharing it as a resource during meetings, conferences and events such as AWWA, etc.	Contractors Landscape Companies Providers	<p>Assign staff member to manage meetings and events.</p> <p>Identify relevant trainings and meetings in your service area and provide information to the meeting/event host about the app with the campaign messages.</p> <p>Build relationships through credible speakers who can talk about their success with the app and its features and benefits.</p> <p>Have collateral on hand with mobile link and link to info site (www.H2ORegsCO.org) to download app.</p>	<p>Once app has critical mass of provider participation</p> <p>Metrics: # referrals that lead to downloads from these sources (use iTunes and Android analytics)</p>
Tradeshows	Increase the app's credibility among landscape professionals by sharing it as a resource during industry tradeshows.	Contractors Landscape Companies	<p>Assign staff member to attend trade shows who is conversant in the app, its features and benefits.</p> <p>Identify relevant tradeshows in your service area and provide information to the meeting/event host about the app with the campaign messages.</p> <p>Build relationships through credible speakers who can talk about their success with the app and its features and benefits.</p> <p>Have collateral on hand with mobile link and link to info site (www.H2ORegsCO.org) to download app.</p>	<p>Once app has critical mass of provider participation</p> <p>Metrics: # referrals that lead to downloads from these sources (use iTunes and Android analytics)</p>



Colorado Outdoor Water Regulation Guide Marketing Matrix

Direct mail Bill inserts, newsletters	Increase awareness and state benefits of the app by including it in direct mail pieces.	Contractors Landscape Companies	<p>Assign staff member to oversee creative and execution.</p> <p>Send direct mail to lists obtained when permits are pulled, to homeowners as bill inserts and along with newsletters.</p> <p>The Colorado Outdoor Water Regulation Guide saves time because:</p> <ul style="list-style-type: none">• You are empowered with information to get the job done.• You can make more accurate bids and offer a higher level of service to clients.• You will have accurate rules and regulations right at your fingertips.	<p>Once app has critical mass of provider participation</p> <p>Metrics: Use QR codes or campaign codes to track # referrals that lead to downloads from this source (use iTunes and Android analytics)</p>
--	---	---------------------------------------	--	--



Colorado Outdoor Water Regulation Guide

GETTING STARTED

Welcome to the [Colorado Outdoor Water Regulation Guide](#), an innovative, first of its kind application that gives instant access to accurate and current landscape and water rules for landscape professionals, empowering them with knowledge in the field plus giving water providers a more efficient means to distribute valuable water efficiency information to them.

As a new water provider follow these simple steps to get started:

1. Log in to the app with the username and password provided to you by Colorado WaterWise at: <http://h2oregsco.org/admin/>
2. Click on “Water Provider” and enter in your contact details and upload your logo by clicking on the pencil icon. Click “Save” once finished.

Water Provider [List Water Providers](#)

Simple [Save](#)

Water Provider Information

Provider Name:

Phone:

Email:


Representative First Name:

Representative Last Name:

Username:

Password:

Logo:
Acceptable Logo Formats: .jpeg, .png

 **AURORA WATER**

Note: The phone number and email address listed will correspond to the app contact icons.



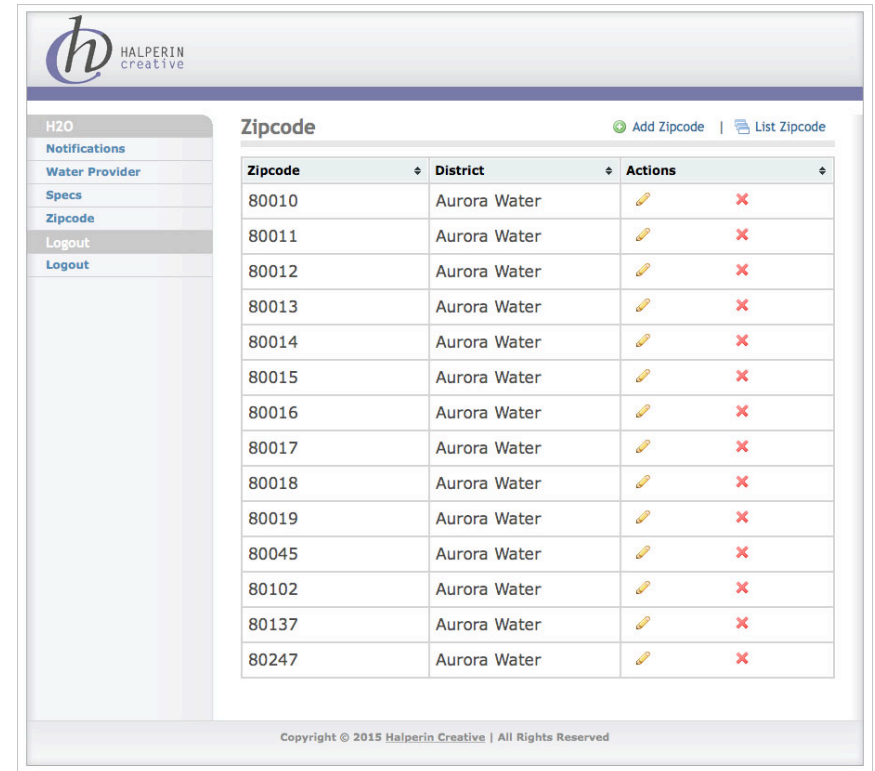
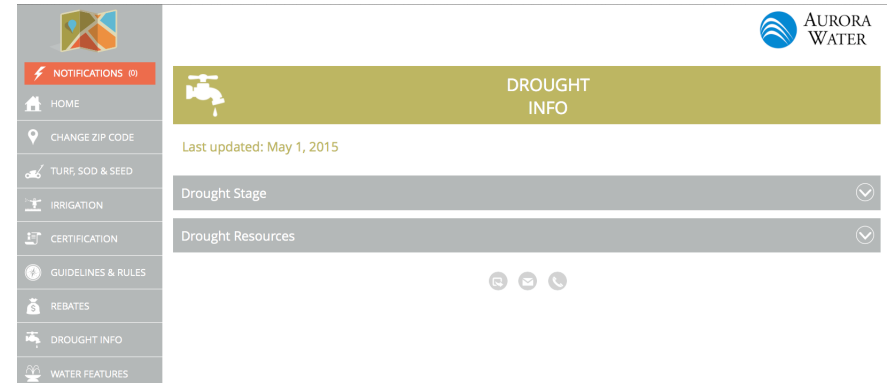
Colorado Outdoor Water Regulation Guide

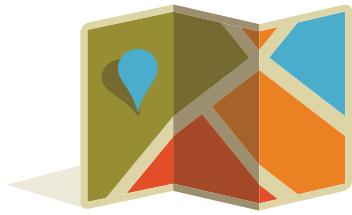
3. Enter your data by clicking on “Specs.” To add a specification click on the “Add Spec” link at the top. That will bring up a new window.
4. In that window will be two drop down menus. The first is the “Category” menu that matches the categories in the app. Choose the category you wish to populate, e.g. “Irrigation Permits.”
5. The second drop down menu, “District” should default to your water provider.
6. Type your information in the text field labeled “Content” and click “Save” once finished.
7. If you want to have bulleted text, highlight it and select the “insert bullets” button (circled in red).
8. For consistency, keep all text in the default “paragraph” style.



Colorado Outdoor Water Regulation Guide

9. Note: Any text placed in the main icon category (e.g. Irrigation, Certification, etc.) will appear below the title bar. This is a good place to let app users know the date of the last update. (See example to the right.)
10. Once you have entered all your data click on the “Zipcode” link.
Associating zip codes with a water provider will make content available to the public. Do this step last after you have proofread all copy.
11. To see your content on the mobile site go to:
<http://m.h2oregsco.org>





Colorado Outdoor Water Regulation Guide

12. You can send out notifications to app subscribers to alert them about changes to rules and regulations. To do this click on the “Notifications” link. This will open a new window.
13. Select “Add Push” to create a new alert. The area marked “Title” is the place to name your notification. It will not appear to the app user.
14. In the field marked “Message” place the subject line of your notification, e.g. “New Drought Stage.”
15. Place the content of your notification in the “Rich Message” field. **Note: Alerts will be sent to users upon clicking “Save.”** We recommend limiting the use of notifications to essential messages.

Questions or comments?

Contact: frani@halperincreative.com.

The screenshot shows the Halperin Creative web interface. On the left is a sidebar menu with the following items: H2O, Notifications (highlighted), Water Provider, Specs, Zipcode, Logout, and Logout. The main content area is titled "Push Notification" and includes a "Simple" tab and a "Save" button. Below the tab is a "Push Information" section with fields for "Title:" and "Message:". Below these is a "Rich Message:" section with a rich text editor toolbar containing various icons for text formatting, alignment, and linking. The editor area is currently empty. At the bottom right of the editor, it says "body p". At the very bottom of the page, a footer reads "Copyright © 2015 Halperin Creative | All Rights Reserved".

Appendix B – Revised Timeline

[illegible]