



To: Ben Wade
Water Conservation Coordinator
Colorado Water Conservation Board
1313 Sherman Street, Room 718
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From: Tom Cech
One World One Water Center, MSU Denver
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Date: December 20, 2016

Re: Water Efficiency Film Project – Final Report

During the Winter, Spring and Summer of 2016, the Water Efficiency Film Project began and evolved into a dynamic and useful educational tool for homeowners and others interested in urban water conservation. An Advisory Council was created which consisted of:

Kevin Reidy, CWCB
Tom Cech, OWOW Center, MSU Denver
Nona Shipman, OWOW Center, MSU Denver
Jeff Tejral, Denver Water
Paul Lander, CU-Boulder
Peter Mayer, Water Demand Management
Drew Beckwith, Western Resource Advocates
Frank Kinder, WaterWise Colorado
Beorn Courtney, Element Water Consulting

HaveyPro Cinema was hired to create the film, and included Alysha Burney and Jim Havey. Some of the following information has been provided by them in reports to the project manager:

The purpose of the film was to redefine and update how we talk about water efficiency and its role is in the future of water management in Colorado. The film addresses the big picture of water usage issues, and how they relate to individual use and responsibility while highlighting the cumulative impact of efficiency efforts and motivating viewer action and behavior change.

The focus is urban water, mostly residential with a nod to some commercial aspects like hotels and/or offices.

The audience is the general public and university students. The film will premiere at the Colorado Water Congress Annual Conference in Denver in January 2017.

Distribution includes water meetings and conferences, business organizations and associations, a variety of web sites, and “the third place” where people connect through mutual experiences and interests: church, gym, neighborhood associations, etc. OWOW Center and/or Metropolitan State University of Denver students may be tasked with creating a distribution plan.

The interview and topics list for the film include:

1. Single Family Homeowners

Main Interview: Liesel Hans – Water Conservation Manager, Fort Collins Utilities - Xeriscape Incentive Program • Use Monitoring (re leaks) • Sprinkler Audit Program in 18th summer. Education focused using paid interns for appointments with homeowners. Intern training/audits and homeowners in yards/gardens.

2. Urban Efficiency Model

Main Interview: Jeff Tejral • Manager of Water Conservation, Denver Water - Denver Water’s focused Community Outreach in the Park Hill neighborhood is an excellent example of how to create the shift to cultural norms of water efficiency awareness and practice. <http://www.denverwater.org/Conservation/Xeriscape/customer-landscapes/>

3. Denver Public Schools

Laurel Mattrey, [Denver Green School](#) - One of 100 gardens and 4 farms in the DPS system.

4. Community Landscape

Main Interview: Don Ireland, Cherry Creek 3 Townhouse Development HOA, Hampden & Yosemite • Recognized by Denver Water, Rocky Mountain Audubon Society & its Habitat Heroes Program, Plant Select, Colorado WaterWise, Rocky Mountain Gardening Magazine, High Country Gardens magazine and others for HOA efforts in water conservation and landscape improvements.

5. Development

Main Interview: Harold Smethills
Frank Kinder & Scott Winter, Colorado Springs Utilities recommended [Sterling Ranch](#) as best developer example.

6. Industrial Users

7. Western Slope Communities

Main Interview: Mark Fuller, ED of [Ruedi Water & Power Authority](#) fulcon@comcast.net, recommended by Beorn Courtney regarding the foresight and goals of the Roaring Fork Valley

Regional Water Efficiency Plan aimed at coordinating and strengthening water conservation efforts throughout the watershed including the five major water providers in the valley: the Cities of Aspen and Glenwood Springs and the Towns of Carbondale, Basalt, and Snowmass Village.

8. Big Picture Water Future Expert

- **Taylor Hawes** (represents CO River & West Slope)
- **Drew Beckwith** (represents CO & American West)

Filming Locations Include

Northern Front Range:

Berthoud, Northern Water Conservation Gardens Fair
Fort Collins, sprinkler audit & use monitoring

Denver Metro:

Park Hill Neighborhood
Denver Green School farm and summer farmers market
Cherry Creek 3 landscapes & HOA

Southern Front Range:

Xeriscape Demonstration Garden at 2855 Mesa Road, CO Springs
Sterling Ranch

Western Slope:

Roaring Fork Valley
Colorado River
Industrial User

Interview questions/topics

Define Conservation vs Efficiency

Cumulative impact of efficiency measures with examples

Misconceptions

- Individuals can't make much of a difference
- It's not my problem

Motivations for action

- Communication & Awareness... when Denver Water switched from every other month to monthly billing usage dropped
- Everyday examples like Denver Water's stories about families who cut their water use
- Experiences of interviewees
- Define how much water you should be using and how to measure it

Reuse (closing point for film) & a call to action for the common person

Advisory Council Check Points

- Script Review
- Approval Cut

We're very pleased with the final product, and greatly appreciate the support of the Colorado Water Conservation Board.

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