



Colorado Water Conservation Board

Water Plan

Water Project Summary

Name of Applicant	Aspen, City of
Name of Water Project	Commercial Water Efficiency Challenge, Rebate, and Awards Program
Grant Request Amount	\$75,000.00
Primary Category	\$75,000.00
<i>Engagement & Innovation Activities</i>	
Total Applicant Match	\$75,000.00
<i>Applicant Cash Match</i>	\$67,500.00
<i>Applicant In-Kind Match</i>	\$7,500.00
Total Other Sources of Funding	\$0.00
Total Project Cost	\$150,000.00

Applicant & Grantee Information

Name of Grantee: Aspen, City of	
Mailing Address: 427 Rio Grande Place Aspen CO 81611	
Organization Contact: Julia Fahy	
Position/Title: Administrative Specialist	Email: julia.fahy@aspen.gov
Phone: 970-920-1971	
Organization Contact - Alternate: Megan Killer	
Position/Title:	Email: megan.killer@aspen.gov
Phone:	
Grant Management Contact: Julia Fahy	
Position/Title: Administrative Specialist	Email: julia.fahy@aspen.gov
Phone: 970-920-1971	
Grant Management Contact - Alternate: Megan Killer	
Position/Title:	Email: megan.killer@aspen.gov
Phone:	

Description of Grantee/Applicant

No description provided

Type of Eligible Entity

- ☐ Public (Government)
- ☐ Public (District)
- ☒ Public (Municipality)
- ☐ Ditch Company

- ☐ Private Incorporated
- ☐ Private Individual, Partnership, or Sole Proprietor
- ☐ Non-governmental Organization
- ☐ Covered Entity
- ☐ Other

Category of Water Project

- ☐ Agricultural Projects
Developing communications materials that specifically work with and educate the agricultural community on headwater restoration, identifying the state of the science of this type of work to assist agricultural users among others.
- ☐ Conservation & Land Use Planning
Activities and projects that implement long-term strategies for conservation, land use, and drought planning.
- ☒ Engagement & Innovation Activities
Activities and projects that support water education, outreach, and innovation efforts. Please fill out the Supplemental Application on the website.
- ☐ Watershed Restoration & Recreation
Projects that promote watershed health, environmental health, and recreation.
- ☐ Water Storage & Supply
Projects that facilitate the development of additional storage, artificial aquifer recharge, and dredging existing reservoirs to restore the reservoirs' full decreed capacity and Multi-beneficial projects and those projects identified in basin implementation plans to address the water supply and demand gap.

Location of Water Project

Latitude	39.191100
Longitude	106.817500
Lat Long Flag	Municipal centroid: Coordinates based on centroid of municipal boundary
Water Source	Castle Creek and Maroon Creek
Basins	Colorado
Counties	Pitkin
Districts	38-Roaring Fork River Basin

Water Project Overview

Major Water Use Type	Municipal
Type of Water Project	Education
Scheduled Start Date - Design	5/12/2025
Scheduled Start Date - Construction	

Description

This proposed Commercial Challenge is designed to engage the community, curb unnecessary water waste and create water efficiencies and conservation measures among commercial accounts. As a part of the Commercial Challenge, the City of Aspen will provide incentives and rebates to commercial customers that are interested in upgrading appliances with the goal of reducing water use within their business. The program proposes to offer 100 percent rebates for the replacement of commercial water-using equipment and associated labor costs with a limit of \$7,500 per City of Aspen water account. The City will also offer engagement activities for commercial accounts to earn points for water conservation and efficiency measures. At the end of the yearlong challenge, there will be an awards ceremony, where the highest scoring commercial accounts win recognition and prizes.

Measurable Results

	New Storage Created (acre-feet)
	New Annual Water Supplies Developed or Conserved (acre-feet), Consumptive or Nonconsumptive
	Existing Storage Preserved or Enhanced (acre-feet)
	New Storage Created (acre-feet)
	Length of Stream Restored or Protected (linear feet)
443,520.00	Length of Pipe, Canal Built or Improved (linear feet)
\$20,000	Efficiency Savings (dollars/year)
6	Efficiency Savings (acre-feet/year)
	Area of Restored or Preserved Habitat (acres)
	Quantity of Water Shared through Alternative Transfer Mechanisms or water sharing agreement (acre-feet)
175,000	Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning
43,000	Number of Coloradans Impacted by Engagement Activity
Other	
No additional measurable results provided	

Water Project Justification

Aspen's future water demand projections significantly exceed the average annual supply, highlighting the critical need for effective management strategies. This project aims to enhance awareness of water use in commercial settings, ultimately contributing to a reduction in overall demand on the water system.

By focusing on conservation-oriented outreach and education, the City will directly address the action item of Resilient Planning outlined in Colorado's Water Plan. Through this project, Aspen will educate businesses in understanding their water usage patterns and implementing efficient practices, thereby promoting responsible consumption.

Additionally, the project aligns with several critical goals in Colorado's Water Plan, including:

- Conservation: By encouraging water-saving measures among commercial users, the City aims to cultivate a culture of conservation that can be repeated throughout the community.
- Supply and Demand Gap: Educating businesses on water conservation and efficiency helps bridge the gap between supply and demand, ensuring a more sustainable water future for Aspen.
- Watershed Health: Promoting efficient water practices contributes to a healthy watershed and reduces the demand on Aspen's system, allowing for a lesser impact on local water resources. As a headwaters community, the less the system demands for the water, the healthier the watershed is throughout the rest of the system.
- Community Engagement: By involving local businesses and their customers in this initiative, Aspen will foster a community-wide understanding of water issues, encouraging collective action toward sustainability.

Through this project, the City aims not only to mitigate short- and long-term water supply challenges, but also to continue to build a foundation for resiliency and stewardship of its water resources.

Related Studies

- Aspen ran a study on the commercial water accounts and found that they account for approximately 20 percent of all water sold by the City. Industry estimates indicate that implementing water-efficient practices in commercial facilities can reduce operating costs for these commercial owners by approximately 11 percent and decrease water use by up to 15 percent. This presents a significant opportunity for the City to enhance water savings in the commercial sector and mitigate demand.

- The EPA has published several case studies highlighting successful water-saving initiatives in commercial accounts. One notable example is an hotel at Olympic National Park (<https://www.epa.gov/sites/default/files/2017-01/documents/ws-commercial-casestudy-kalaloch-lodge.pdf>), which achieved a 40 percent reduction in water usage – saving 1.4 million gallons annually – by replacing restroom and kitchen fixtures with high-efficiency models; implementing towel and linen reuse programs; serving water only upon request; and educating guests and employees on conservation practices.
- Another case study examined three restaurants across the US that upgraded their kitchens to water-efficient models (<https://www.epa.gov/sites/default/files/2017-01/documents/ws-commercial-casestudy-certified-restaurants.pdf>), resulting in substantial water savings and recognition as some of the highest-rated establishments by the Green Restaurant Association.

Taxpayer Bill of Rights

No Tax Bill of Rights provided