



Colorado Water Conservation Board

Public Education, Participation & Outreach

Water Project Summary

Name of Applicant	Multiplier	
Name of Water Project	Conservation as Supply: Water Efficiency in Action Across Colorado	
PEPO Grant Project Type		Statewide Initiative
Basin Coordinator Total Request		
Statewide Initiative Total Request		\$48,037.50
Applicant Cash Match		\$16,012.50
Applicant In-Kind Match		\$0.00
Waiver Percentage		
Basin Requests		
Sources of Funding		
<i>WaterNow Alliance General Funds</i>		\$16,012.50

Applicant & Grantee Information

Name of Grantee: Multiplier	
Mailing Address: 548 Market Street, PMB 81178 San Francisco CA 94104-5401	
Organization Contact: Otha William	
Position/Title: Senior Manager, Government Grants & Compliance	Email: otha@multiplier.org
Phone: (404) 793-5611	
Organization Contact - Alternate: Cynthia Koehler	
Position/Title:	Email: ck@waternow.org
Phone:	
Grant Management Contact: Otha William	
Position/Title: Senior Manager, Government Grants & Compliance	Email: otha@multiplier.org
Phone: (404) 793-5611	
Grant Management Contact - Alternate: Travis Loop	
Position/Title: Director of Grants and Governmental Awards	Email: travis@waterloop.org
Phone:	

Agency Information

Agency Type	Other
Current Assessment	
Number of Shareholders or Customers	
Number of Shares	

Number of Taps
Average Monthly Water Bill
Annual Water Delivery (acre-feet)

Description of Grantee/Applicant

Multiplier is a nonprofit 501(c)(3) umbrella organization that accelerates impact for initiatives focused on protecting and fostering a healthy, sustainable, resilient, and equitable world.

Location of Water Project

Latitude 40.006866
Longitude -105.259647
Lat Long Flag Default/Proponent headquarters: If the location cannot be defined with flags above, use location of project proponent headquarters
Water Source N/A
Basins Colorado; Arkansas; Metro; Rio Grande; South Platte
Counties Weld; Broomfield; Eagle; Pitkin; Douglas; Alamosa; Boulder; Denver; Arapahoe; Adams; Jefferson
Districts

Water Project Overview

Major Water Use Type Education
Type of Water Project Education
Scheduled Start Date - Design
Scheduled Start Date - Construction
Description
WaterNow Alliance and waterloop propose a dynamic two-part education collaboration to spotlight and elevate successful local water conservation initiatives from across Colorado with the aim of inspiring municipal leaders to advance similar initiatives. These stories grew out of WaterNow's 7 years of place-based work in Colorado funded in part by CWCB. Task 1 is a 4-episode documentary-style video and podcast series exploring the core pillars of municipal water efficiency and highlighting 12 projects across the Metro, South Platte, Arkansas, Colorado, and Rio Grande river basins. The videos will focus on project impact, benefits and the critical role of local leadership in advancing water efficiency initiatives.
Task 2 will be a companion in-person event, to launch the video and directly engage up to 200 municipal leaders and the broader Colorado water sector. The event will be designed to catalyze peer learning and city-to-city exchange. Leaders from the project communities will be featured and promote to their peers the concept of water conservation as a viable, scalable source of supply. The video series, and event interviews, will be shared across the West and the broader US through waterloop's national audience and WaterNow's partner networks, expanding the influence of Colorado's conservation successes.

Measurable Results

0 New Storage Created (acre-feet)
0 New Annual Water Supplies Developed or Conserved (acre-feet), Consumptive or Nonconsumptive
0 Existing Storage Preserved or Enhanced (acre-feet)
0 New Storage Created (acre-feet)
0 Length of Stream Restored or Protected (linear feet)
0.00 Length of Pipe, Canal Built or Improved (linear feet)
\$0 Efficiency Savings (dollars/year)

0	Efficiency Savings (acre-feet/year)
0	Area of Restored or Preserved Habitat (acres)
0	Quantity of Water Shared through Alternative Transfer Mechanisms or water sharing agreement (acre-feet)
0	Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning
100,000	Number of Coloradans Impacted by Engagement Activity
Other	

This project is intended to position Colorado as a national leader in advancing conservation as supply, documenting how utilities are achieving measurable savings, building political capital, avoiding infrastructure costs, and strengthening public trust. The series and event will serve as powerful tools for replicability, recognition, and long-term momentum.

This project has 5 specific objectives:

1. To educate local decision makers and Colorado communities broadly about the feasibility, benefits and impact of water conservation measures of all kinds implemented at the local level in Colorado communities in recent years with support from WaterNow and various partner organizations.
2. To produce a video and podcast series highlighting successful water conservation projects, and the leaders who supported them, that can reach a broad audience in Colorado and beyond as a means of inspiring and galvanizing other communities to do more to adopt more sustainable water use initiatives locally.
3. To produce a well-attended event to launch the video series where local leaders can connect with their peers and learn more directly about these successful projects, how they were funded and implemented as well as their community benefits.
4. To advance the overarching concept of water conservation as a viable water supply strategy for Colorado and the West.
5. To expand the reach of this storytelling through waterloop's and WaterNow's respective audiences and networks to amplify the project's impact.