



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

1313 Sherman Street, Room 718
Denver, CO 80203

P (303) 866-3441
F (303) 866-4474

Jared Polis, Governor

Dan Gibbs, DNR Executive Director

Rebecca Mitchell, CWCB Director

TO: Colorado Water Conservation Board Members

FROM: Kevin Reidy & Ben Wade, Water Supply Planning Section

DATE: November 21, 2019

AGENDA ITEM: 18 - Water Efficiency Grant Fund - Application from Western
Resource Advocates

Staff Recommendation: Staff recommends the Board approve a Water Efficiency Grant to Western Resource Advocates for up to \$105,427 for the project titled, “Removing Barriers: Building Capacity to Implement Critical Water Conservation and Efficiency”

Background: Western Resource Advocates (WRA) is a 501c(3) non-profit that works to encourage urban water providers to use existing water supplies more efficiently. WRA has received grant funding in the past including offering workshops to water utilities about using tap fees as a water efficiency tool.

The current proposal is to provide technical assistance to many municipalities and water providers who face various barriers, due to limited funding and resource capacity, and incomplete knowledge of the opportunities available, to implement meaningful water conservation and efficiency strategies to meet the Water Plan goals. Providing this education and outreach effort will help communities to overcome these barriers in order to meet their water demands without increasing supplies, while protecting river flows and promoting continued economic development.

WRA proposes to target mid-sized providers who are forecasted to grow in population over the next several years. WRA will host three educational webinars as well as three in-person workshops throughout the state. WRA will also help track data and the success of program implementation.

WRA will provide information, education, outreach, and training opportunities to support communities applying for CWCB and other grants in order to advance the implementation of urban water conservation and efficiency strategies and, as such, make impactful progress on the critical actions and measurable objectives identified in the Water Plan. This proposal also meets the Intent of the Board to increase the amount of technical assistance provided to local entities, and improve the nature and breadth of water conservation practices at the local level.



**COLORADO**Colorado Water
Conservation Board

Department of Natural Resources

Colorado Water Conservation Board**Water Efficiency Grant Fund
Grant Application****Instructions**

All WEGF grant applications shall conform to Grant Guidelines. Please do not recycle previously used applications; download a current version directly from [CWCB](#).

If you have questions, please contact CWCB staff:

Ben Wade

Ben.wade@state.co.us

303-866-3441 ext 3238

WEGF Submittal Checklist (Required)

	I acknowledge I have read and understand the WEGF Criteria and Guidelines.
Attachments	
X	Scope of Work ⁽¹⁾ (<i>Word – see Template</i>)
X	Budget & Schedule ⁽¹⁾ (<i>Excel Spreadsheet – see Template</i>)
*	Letters of Support (For Public Education/Outreach Grants)* upcoming
Contracting Documents (For Public Education/Outreach Grants)	
X	W-9 ⁽²⁾
X	Certificate of Insurance ⁽²⁾ (General, Auto, & Workers' Comp.)

(1) Required with application if applicable.

(2) Required for contracting. While optional at the time of this application, submission can expedite contracting upon CWCB Board approval.

Water Efficiency Project Summary

Name of Applicant	Western Resource Advocates (WRA)	
Name of Grant Project	Removing barriers: building capacity to implement critical water conservation and efficiency programs	
WEGF Grant Request Total		\$ 105,427
In-Kind Match		\$ 70,400
Cash Match		\$ 55,000
Total Project Costs		\$ 230,827



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

Applicant Information	
Name of Applicant	Western Resource Advocates
Mailing Address	2260 Baseline Rd., Suite 200, Boulder, CO, 80302
Applicant's Organization Contact ⁽¹⁾	Snezhana Yermakov
Position/Title	Foundation Relations Manager
Email	snezhana.yermakov@westernresources.org
Phone	720-763-3733
Grant Management Contact ⁽²⁾	Charlotte Roehm
Position/Title	Deputy Director – Water Planning
Email	charlotte.roehm@westernresources.org
Phone	720-763-3726
Name of Consultant (if applicable)	Peter Mayer
Mailing Address	Boulder, CO
Position/Title	Water Demand Management LLC
Email	peter.mayer@waterdm.com
Phone	720-318-3726

(1) Person with signatory authority

(2) Person responsible for creating reimbursement invoices (Invoice for Services) and corresponding with CWCB staff.



Organizations & Individuals Assisting on the Project

A list of the organizations and/or individuals including those hired or otherwise retained by the entity that will assist in the project, and a written statement of their role and contributions

Partners:

Western Resources Advocates: Water conservation and efficiency experts

Role: Lead on project.

Western Resource Advocates is a regional non-profit organization dedicated to protecting the West's land, air, and water to ensure that vibrant communities exist in balance with nature. We use law, science, and economics to craft innovative solutions to the most pressing conservation issues in the region. Through our research, technical expertise, and advocacy, we help cities and water utilities adopt smart water conservation solutions that stabilize water supplies today and for the future.

WaterDM: Peter Mayer: Demand management expert

Role: Consultant providing direct community assistance for grant writing and project implementation.

WaterDM is an engineering consulting firm focused on demand side management of water resources. Peter Mayer, brings more than 25 years of experience of working with hundreds of water utilities and organizations across the US and Canada. The work focuses on urban water management, integrated resource planning, water use patterns, assessing the impact of water rate structures and metering systems, evaluating water conservation measures and programs, forecasting future demand with and without conservation, water loss control, and preparing water conservation plans.

Potential Collaborators:

Colorado Water Conservation Board

Role: Provide educational overview of grant programs offered by CWCB. These may change throughout the grant.

Resource Central: Kate Larson: Indoor and outdoor conservation and efficiency implementation.

Role: Provide educational overview of conservation and efficiency measures and programs available, and support direct assistance in the implementation of those programs.

Water Systems Optimization: Reinhard Sturm: Water loss control experts.

Role: Provide educational overview of water loss programs available and best practices, and support direct assistance in the implementation of such practices.

Rachio: Outdoor irrigation technology and efficiency. (email exchanges Rachio)

Role: Provide educational overview of outdoor irrigation technologies and best practices, and support direct assistance in the implementation of such technologies.



Type of Eligible Entity (check one)	
	Covered Entity: as defined in Section 37-60-126 Colorado Revised Statutes
	Non-covered Entity/ State or Local Governmental Entity
X	Public or Private Agency: entity whose primary purpose includes the promotion of water resource conservation. Please disclose your organizational structure and charter (or equivalent) Non-Profit Organization

Type of Project (check one)	
	Drought Management Plan
	Drought Management Implementation
	Water Efficiency Plan
	Water Efficiency Implementation
X	Public Education & Outreach

Location of Entity	
Please provide the county and applicants (if needed) location identified by the Colorado Water Plan Technical Analysis (formerly known as SWSI)	
Basin	All Basins in Colorado



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

Retail Water Delivery over Past 5 Years

Please identify retail water delivery by the entity for each of the past five years (in acre feet) and additional information characterizing past water use by sector (e.g., residential, commercial, industrial, irrigation) and source (e.g., surface water, groundwater, etc.).

Not applicable



COLORADO

Colorado Water
Conservation Board

Department of Natural Resources

Projections of Future Annual Retail Demand

A reasonable estimate must be submitted with detailed projections of future annual retail demand for the next five years based on predicted population (provide source of data), building permits, expected new taps, and/or some other credible information

Not applicable

Background Characterizing the Water System

Current and past system wide and single family residential per capita water use for the last five years, and the basis for those calculations.

Not applicable



COLORADO

Colorado Water
Conservation Board

Department of Natural Resources

Potential Growth – Population

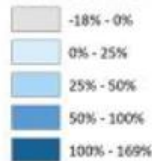
Provide population for the past five years, current year and 10 year population projection served by the entity and the source of this information

Not applicable: (*but to note*)

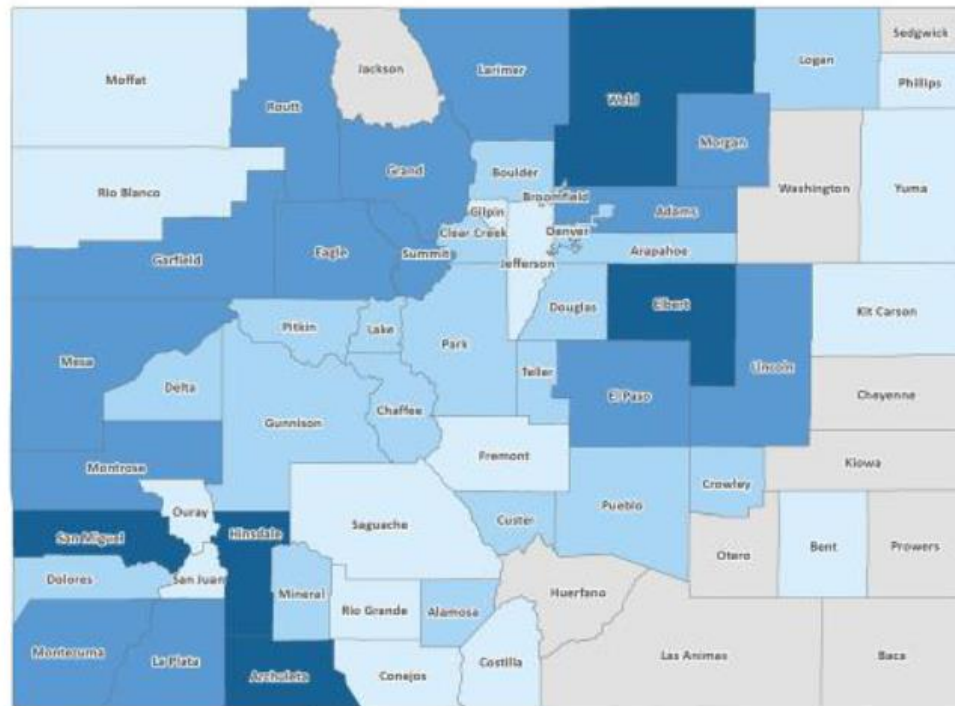
According to the latest CWCB CWP Technical Update (2019), the population of Colorado will continue to grow between now and 2050 from the 2015 baseline of 5,448,055. Projected population for 2050 ranges between 8,461,296 to 9,312,421 based on the scenario used. The highest rates of population growth (>100%) are projected for Weld, Elbert, Archuleta, Hinsdale, and San Miguel. To note, however, is the significant population growth (>50%) that will occur across 19 of the 64 counties, which attests to the need to reach and provide technical assistance across a geographically diverse group of communities.

2015-2050 Percent Change Projections

Business as Usual



0 10 20 40 60 80
Miles



Source: CWCB Analysis and Technical Update to the Colorado Water Plan, Technical Memorandum, Volume 2, Section 2: Updated Population Projections for Water Plan Scenarios (2019).



COLORADO

Colorado Water
Conservation Board

Department of Natural Resources

Estimated Water Savings Goals

Estimate water savings goals to be achieved through implementation of the Plan in acre feet and as a percentage.

Not applicable: (but to note)

As noted in the recent CWCB Technical Update document, the revised statewide M&SSI water supply and gap summary, estimates an annual statewide gap of between 192,000 to 566,000 AF from the 2015 baseline. In order to reduce this gap, it is critical to implement conservation and efficiency programs and projects that can help decrease water demand while meeting future growth. Reaching out to and providing technical assistance to high growth communities and those facing critical barriers to implementation of such programs, will result in a greater opportunity to close the gap through successfully implementing conservation and efficiency programs.

Estimated Water Savings Goals - Monitoring

Indicate how the activities will be monitored to estimate actual water savings during Project implementation (Implementation & Public Education/Outreach Projects)

Tracking and measuring both the success and impact of a project can be complex and quantitatively challenging. Understanding the financial return of any money invested in a project is, however, critical to better managing future investments and for measuring the effectiveness of grants that seek to benefit the community and environment. Building flexible and iterative tracking and reporting tools is central to ensuring that the complexity of the qualitative and quantitative nature of success can be captured. Further, in order to create a basis upon which to evaluate future proposals, a reporting tool that captures the outcomes of conservation and efficiency measures relative to CWCB criteria is necessary. WRA proposes to build, in collaboration with the CWCB, a tracking tool that will track conservation and efficiency measures implemented through grants programs, with the notion that in the long run the impact of such policies and programs will be captured, in terms of changes in water demand, in the current CWCB 1051 database reporting tool. Together, these tools will enable CWCB to track the effectiveness of its funding programs, the return of investment and impact of given programs and policies that can be shared regionally across water provider networks.

A simple reporting tool will be developed with CWCB that captures the criteria of each CWCB grant program. Specific conservation measures achieved as a function of project implementation will be tracked to show the success of the CWCB grant program. This information can then be made available to a network of water professionals looking to implement similar programs, by providing access to implementation strategies and successes, as well as to help CWCB track the effectiveness of its funding programs.



COLORADO

Colorado Water
Conservation Board

Department of Natural Resources

Drought Impacts (Drought Management Planning Grants Only)

Description of the impacts experienced by the covered entity, or state or local governmental entity, during the 2000-2003, 2012-2014 & 2018 droughts including a breakdown by water use sector (e.g. municipal, commercial, industrial, irrigation, etc.) of those adverse impacts and steps taken to address drought impacts to date. Include short term and long term impacts, as well as social and economic impacts where applicable and as feasible.

Not applicable

Adequacy, Stability, and Reliability

Explain the adequacy, stability, and reliability of the entity's water system and provide the entities location with respect to areas of current and future water needs as identified by the Statewide Water Supply Initiative (SWSI).

Not applicable



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

Outreach Goals & Efforts

Identify the groups, individuals, organizations and/or institutions that will be included within the education and outreach efforts to be proposed as the Project.

Identify the specific goals of the Project (e.g., identify target audience(s) to reach, policy changes, outcomes of educational efforts, etc.) with respect to promoting the benefits of water resource conservation and water efficiency through education and outreach activities. Make note of how the goals of the Project tie to the mission and objectives of the CWCB and its programs (Colorado Water Plan/Basin Implementation Plans), as appropriate.

Identify in detail the specific activities and tasks to be funded with the Water Efficiency Grant Program monies, including all meetings, workshops, fairs, printings, mailings and all other tasks and activities that will be used to promote the benefits of water resource conservation and water efficiency.

Partners and Collaborators:

Partners:

- Peter Mayer, WaterDM, Demand management expert (Consultant/Partner)

Potential Collaborators:

- Kevin Reidy or other staff, CWCB, Funding programs and resources (Collaborator)
- Kate Larson, Resource Central, Indoor and outdoor conservation and efficiency implementation (Collaborator)
- Rachio, Outdoor irrigation technology and efficiency (Collaborator)
- Reinhard Sturm, Water Systems Optimization, Water loss control expert (Collaborator)

Other:

Other entities that we have and/or will approach to advance our education and outreach include:

- WaterNow Alliance (WNA)
- Colorado WaterWise (CWW)
- Colorado Department of Local Affairs (DOLA)
- Colorado Water and Land Use Planning Alliance (Alliance)
- American Water Works Associations (AWWA)
- Northern Water



Outreach Goals & Efforts

Project Goal:

The overall goal of this grant is to accelerate the implementation of the CWP by enabling communities to plan for and meet their water conservation targets, ultimately achieving water security, as well as becoming model regional leaders and champions.

Project Summary:

Solutions that help the West conserve water and reduce wasted water are the cheapest, fastest and most reliable way to secure our water supplies and protect the health of rivers and lakes. From implementing water re-use systems to building more water efficient homes, there's a lot we can all do to use water more wisely and prevent more water from being removed from rivers and lakes. Many water providers and municipalities in Colorado, however, face barriers to implementing meaningful water conservation and efficiency measures and programs due to limited funding and resource capacity, and incomplete knowledge of the opportunities available. Providing education and outreach efforts in the form of technical workshops to build grant application skills, as well as direct community assistance in the implementation of such programs, will help communities to overcome these barriers in order to become thriving and vibrant communities able to meet their water demands without increasing supplies, while protecting river flows and promoting continued economic development.

Proposed outcome:

The desired outcome of this proposal is the acceleration in the number of water conservation and efficiency programs implemented across Colorado, resulting in measurable advances towards the goals of the CWP. Through these efforts, communities will be able to serve more residents with less water.

Target Audience:

The primary audience for this project is water providers, including municipal water utilities and Special Districts. Primarily, we will target providers that have historically faced barriers to water conservation implementation due to restricted resources and capacity, those planning for high population growth rates and increasing water demands in the next 5 or so years, and/or providers with historically high water demands looking to implement water conservation and efficiency measures to meet their current supplies.

Our secondary audience is elected officials, Roundtable members, and CWCB Board members, amongst others. This audience will be targeted to help promote the workshops and webinars with their constituents and communities. Further, they would be invited to participate in the webinars.

Support of CWCB Mission:

Western Resource Advocates (WRA) proposes to lead an effort to support the Colorado Water Conservation Board (CWCB) in helping Colorado communities meet the goals put forward in the CWP. WRA will provide information, education, outreach, and training opportunities to support communities applying for CWCB and other grants in order to advance the *implementation of urban water conservation and efficiency* strategies and, as such, make impactful progress on the critical actions and measurable objectives identified in the CWP. Further, it meets the Intent of the Board to: a) increase the amount of technical assistance provided to local entities, as well b) improving the nature and breadth of water conservation practices at the local level.



Outreach Goals & Efforts

Please refer to the Scope of Work for details and specifics associated with each task outlined below.

Task Performance:

Task	Task Description	Responsible
1.1	<u>Preparation of Webinars</u>	
	<i>Administration, outreach, and preparation</i>	WRA
	<i>Preparation of materials</i>	Consultant
	<i>Collaborator preparation</i>	Collaborators
	<i>Partner preparation</i>	CWCB
1.2	<u>Webinars</u>	
	<i>Facilitation</i>	WRA
	<i>Consulting</i>	Consultant
	<i>Collaborator participation</i>	Collaborators
	<i>Partner participation</i>	CWCB
1.3	<u>Data collection, analysis, and written summary brief</u>	WRA
1.4	<u>Data collection and summary lessons learned</u>	WRA
2.1	<u>Preparation of Workshops</u>	
	<i>Facilities, administration, and materials</i>	WRA
	<i>Community outreach and coordination of collaborators</i>	WRA
	<i>Preparation of materials</i>	Consultant
2.2	<u>Workshops</u>	
	<i>Facilitation</i>	WRA
	<i>Consulting</i>	Consultant
	<i>Collaborator participation</i>	Collaborators
	<i>Collaborator travel and accommodation</i>	Collaborators
2.3	<u>Data collection, analysis, and written summary brief</u>	WRA
2.4	<u>Data collection and summary lessons learned</u>	WRA
3.1	<u>Direct Community Assistance</u>	
	<i>One-on-one/phone meetings to refine grant writing</i>	Consultant
	<i>One-on-one/phone meetings to refine grant writing</i>	WRA
	<i>One-on-one/phone meetings to strategize implementation</i>	Collaborators
	<i>One-on-one/phone meetings to strategize implementation</i>	WRA
3.2	<u>Summary brief - direct grant writing assistance</u>	Consultant
3.3	<u>Summary brief - program implementation assistance</u>	WRA
4.1	<u>Tracking Project Funding Rate</u>	
	<i>Yearly summary document</i>	WRA
	<i>Summary sheet - outreach efforts</i>	WRA



Outreach Goals & Efforts

4.2 Reporting Tool

Development of reporting tool WRA
Development of reporting tool CWCB

Reporting	<u>50% Report Document to CWCB</u>	WRA
	<u>75% Report Document to CWCB</u>	WRA
	<u>Final Report Document to CWCB</u>	WRA

Signature of an individual with the authority to commit the resources of the entity seeking Water Efficiency Grant program monies.

Charlotte Roehm – Deputy Director for Water Planning

09.30.2019

Name/Title

Date



Water Efficiency Grant Fund	
<u>Scope of Work</u>	
Date:	09.30.2019
Project Name:	Removing barriers: building capacity to implement critical water efficiency programs
Grant Applicant:	Charlotte Roehm – Western Resource Advocates
<p>The scope of work shall state the purpose and primary features of the project, end products to be delivered, clear timelines and provide a detailed narrative of all tasks to be performed for completion of plan. (Timelines must include 50 and 75% progress reports and final plan submission dates.) Each task within the scope of work must:</p> <ul style="list-style-type: none">• Be numbered• Contain a detailed description of work to be performed• Identify those responsible for performing the task• Identify funding sources, such as; grant monies, entity funds, in-kind services, and cash contributions, necessary to complete the task.• Include estimated dates for progress reports and the final report.	
<p>Introduction and Background:</p> <p>Two of the Colorado Water Plan (CWP) goals specifically target increased water conservation and efficiency and integrating water in land use planning. These two conservation oriented goals are:</p> <ul style="list-style-type: none">✓ <u>Conservation</u>: Colorado's Water Plan sets a measurable objective to achieve 400,000 acre-feet of municipal and industrial water conservation by 2050.✓ <u>Land Use</u>: Colorado's Water Plan sets a measurable objective that by 2025, 75 percent of Coloradans will live in communities that have incorporated water-saving actions into land-use planning. <p>Many municipalities and water providers face barriers to implementing meaningful water conservation efficiency strategies to meet the CWP goals due to limited funding and resource capacity, and incomplete knowledge of the opportunities available. Providing this education and outreach effort will help communities to overcome these barriers in order to become thriving and vibrant communities able to meet their water demands without increasing supplies, while protecting river flows and promoting continued economic development. This grant will specifically focus on aiding utilities and water providers reach the implementation phase by getting past funding and other resource capacity barriers, and by providing direct assistance during the implementation phase. This aligns with the mission of the CWCB, <i>"to conserve, protect, and manage Colorado's water for present and future generations"</i>, and its responsibility towards advocating for water conservation.</p> <p>Western Resource Advocates (WRA) proposes to lead an effort to support the Colorado Water Conservation Board (CWCB) in helping Colorado communities meet the goals put forward in the CWP. WRA will provide information, education, outreach, and training opportunities to support communities applying for CWCB and other grants in order to advance the <i>implementation of urban water conservation and efficiency</i> strategies and, as such, make impactful progress on the critical actions and measurable objectives identified in the CWP. Further, it meets the Intent of the Board to: a) increase the amount of</p>	



technical assistance provided to local entities, as well b) improving the nature and breadth of water conservation practices at the local level.

Outcome:

The desired outcome of this proposal is the acceleration in the number of water conservation and efficiency programs implemented across Colorado, resulting in measurable advances towards the goals of the CWP. Through these efforts, communities will be able to serve more residents with less water.

Outputs:

Specifically, WRA along with its project partners and collaborators, will:

- offer a suite of three informational webinars outlining what resources and funding are available, as well as advertise the upcoming workshops;
 - Present TED like talks by our partners and collaborators.
 - Provide interactive webinars in order to gain participant engagement.
- run a suite of three workshops targeting grant writing skills and resources, and help identify specific funding buckets relevant to each community;
 - Provide direct assistance through grant writing skills during the workshops.
 - Provide educational information and resources, and technologies during the workshops.
- provide direct community support, in the form of technical expertise and access to resources, following the granting of funds to help implement community projects as needed;
- and develop a simple database that will track the successes of project implementation to tie to funding criteria.

Through our proposed collaboration with conservation oriented organizations such as Resource Central, Rachio, Water Systems Optimization (WSO), and others, we are not looking to promote any specific group or organization, but rather collaborate with community partners with on-the-ground expertise. The collaborating organizations will rotate as we promote these workshops to a greater extent throughout the State. Our goal is that for each webinar and workshop, and post granting community support, the collaborators will provide communities with the opportunity to talk directly about the details and potential benefits of available programs, policies, and technologies.



The timeline illustrates the grant process from January 2020 to September 2021. Key events include:

- Grant Period:** January 2020 to December 2020.
- Webinar #1:** February 2020.
- Workshop #1:** May 2020.
- Direct Grant and Implementation Assistance #1:** May 2020 to June 2020.
- Webinar #2:** September 2020.
- Workshop #2:** November 2020.
- Direct Grant and Implementation Assistance #2:** November 2020 to December 2020.
- Webinar #3:** March 2021.
- Workshop #3:** May 2021.
- Direct Grant and Implementation Assistance #3:** May 2021 to June 2021.
- Submission Deadlines:**
 - WEP Submissions: January, May, September, and November of each year.
 - CWPg & WEP Submissions: February, June, and October of each year.



Timeline of required CWCB deliverables:

1. The 50% report due to the CWCB will be submitted on August 31st 2020.
2. The 75% report due to the CWCB will be submitted on January 30th 2021.
3. The final report due to the CWCB will be submitted on July 31st 2021.

Objectives: (List the objectives of the project)

Goal:

The overall goal of this grant is to accelerate the implementation of the CWP by enabling communities to plan for and meet their water conservation targets, ultimately achieving water security, as well as becoming model regional leaders and champions.

Objectives:

To meet this goal, the objectives of the grant are:

1. Provide educational webinars, workshops, resources and other tools to 35-45 communities to support their efforts to increase water conservation and efficiency, and water security.
2. Provide educational workshops, resources and other tools to support successful grant applications by 15 water providers to the CWCB to undertake water conservation and efficiency, and water and land use planning integration implementation projects, to advance the goals of the CWP.
3. Provide direct assistance to at least 15 water providers to submit grant applications to the CWCB to undertake water conservation and efficiency, and water and land use planning integration implementation projects. Provide direct technical assistance to at least 5 communities who submitted successful grants, to ensure the successful implementation of the projects.
4. Track conservation and efficiency measures of CWCB grants programs to enable CWCB to determine the impact of specific programs and policies on implementation of water efficiency and conservation efforts.

**Education and Outreach Materials and Tools:**

All educational and informational materials created and provided as part of a webinar and workshop will be freely available to the public at large. Summary high-level analytical results will be shared with CWCB to help inform their funding programs in future years. All lessons learned will be compiled and provided as part of the end of year summary document and made available to the public to build a community of information sharing, education, and transparency, thus, informing other communities regarding successful program implementation projects.

Specifically, in order to promote Water Conservation and Efficiency, a suite of educational materials and tools will be produced with the aim of:

1. Providing access to currently available resources on:
 - a. Water conservation practices
 - b. Water efficiency technologies
 - c. Water and land use planning integration
 - d. Best practices and implementation successes
2. Creating a suite of new information on:
 - a. Community barriers, needs, and enabling conditions
 - b. Lessons learned and best practices

To meet Target 1. WRA and CWCB will coordinate on hosting, on their respective webpages, links to materials and tools currently available to the community. WRA will work closely with CWCB to ensure the materials are updated consistently. These materials will be used as a tool for people to access for future grants.

To meet Target 2. WRA will publish both online and via hard copy materials (where necessary) information including best practices briefs, case studies, publications, flyers, newsletters, and other printings as needed. This information can be used as a tool to inform future grant applications.



Tasks
Provide a detailed description of each task using the following format:
Task 1 - (Name) Education, Resource and Information Sharing
Description of Task:
<p>In order to better inform more communities and water providers of the resources and technologies available to help them implement conservation efforts, it is paramount to present them with a consolidated suite of information. Through our networks, collaborations, and based on prior outreach WRA has undertaken to identify barriers and challenges to program implementation, we will identify a set of communities facing such barriers. Further, WRA proposes to use the information provided in the 1051 database to set a baseline regarding what measures have already been adopted and implemented in different communities, and understand where there may be gaps, and as such, opportunities to address these gaps. Through a suite of webinars, WRA will provide an understanding of the types of grants, technologies and programs available, share examples from prior successful implementations, and share lessons learned and future directives. The interactive webinars will include TED-style talks from our collaborators, polling questions to set a baseline, exercises and examples, and opportunities to ask questions. As part of the webinars, integrated and interactive survey questions will be asked of the participants to gauge the interests, needs and barriers for communities to participate in a workshop to advance high-quality grant applications. We will also invite the participating communities to partake in our upcoming grant writing workshops aimed at helping them secure funding to implement their conservation and efficiency projects successfully.</p>
Method/Procedure:
<p>1 Educational Webinars</p> <p>1.1 Advertising of our webinars will be conducted through our networks, including WaterNow Alliance (WNA), Colorado WaterWise (CWW), the American Water Works Associations (AWWA), on the CWCB website, and on the WRA homepage.</p> <p>1.2 A one-hour webinar (for example, Mar-1 2020, Sep-1 2020, and Mar-1 2021) will be presented to community leaders and water providers approximately 2 months ahead of each workshop. These webinars will provide the opportunity to outline the types of grants available to the community through the CWCB, their requirements as well as funding details.</p> <p>1.3 A summary brief will be written that synthesizes and analyses data about the webinar.</p> <p>1.4 A summary brief of lessons learned will be written.</p>
Applicant Deliverable: (Describe the deliverable the applicant expects from this task)
<ul style="list-style-type: none"> ✓ Three webinars for water providers and community leaders interested in learning more about water conservation grants, and promotion of the workshops. ✓ A written brief summarizing community interests, barriers and needs. ✓ Summary sheet of lessons learned to integrate into future webinars.
CWCB Deliverable: (Describe the deliverable the applicant will provide CWCB documenting the completion of this task)



Tasks
A brief report synthesizing the above deliverables will be provided to CWCB and as part of the periodic reports.

Tasks
Provide a detailed description of each task using the following format:
<u>Task 2 - (Name) Grant Writing Workshops</u>
Description of Task:
The provision of information regarding the resources available to communities to implement conservation and efficiency programs is a first step in overcoming barriers and challenges. To ensure that communities that are specifically resource limited both in terms of funding and capacity, applying for grants to help implement their targeted programs can be a challenge in itself. Many water utility staff, while experts in their fields, may not have the time or necessary skills to write and apply for grants successfully. To overcome these barriers, WRA proposes to run a suite of workshops targeted specifically at identifying funding programs that are tailored to the specific community needs, providing resources and examples of best practices for writing grants, providing direct grant writing support, and ensuring that each participating community completes the workshops with a drafted grant proposal.
Method/Procedure:
<p>2 <u>Grant Writing Workshops</u></p> <p>2.1 Three, one-day grant writing workshops will be provided to between 12 and 15 communities. These workshops will help scope, plan and write grants by providing: an overview of the grants; examples of successful applications and best practices; a range of available conservation tools and technologies offered (by collaborating with community organizations and companies such as Resource Central, Rachio, and WSO); program need identification; and basic grant writing support and resources. To accommodate interest from a greater number of communities at our workshop, WRA will consider implementing a competitive RFP application process. WRA will use the CWCB 1051 database to define barriers and gaps in water efficiency programs to help guide discussions, as well as to help define what entities are not yet included and integrate this as a strategy for targeting communities.</p> <p>2.2 A survey will be conducted at the end of each workshop to determine what the attendees learned, and to understand what was most useful and what could be changed. These lessons learned will be considered and incorporated into future workshops as necessary. The survey will also enquire what additional support they may require between the workshop and the grant application deadlines in order to ensure a successful application.</p> <p>2.3 A summary brief will be written that synthesizes and analyses data and outcomes of each workshop.</p> <p>2.4 A summary brief of lessons learned will be written.</p>
Applicant Deliverable: (Describe the deliverable the applicant expects from this task)



Tasks
<ul style="list-style-type: none">✓ Three workshops for water provider and community leaders providing direct grant writing educational and skill building opportunities.✓ A brief summarizing workshop impact statistics including: number of attendees; number of participating communities; number of grants that were submitted following the workshop; and the number of submitted grants actually funded.✓ Summary sheet describing lessons learned from each workshop, including examples of successful applications and reasons for less successful applications to integrate into future workshops.
CWCB Deliverable: (Describe the deliverable the applicant will provide CWCB documenting the completion of this task)
A brief report synthesizing the above deliverables will be provided to CWCB and as part of the periodic reports.

Tasks
Provide a detailed description of each task using the following format:
<u>Task 3 - (Name)</u> Implementation Support
Description of Task:
<p>Information sharing and skill learning are two key components of a successful education and outreach campaign. However, skills are developed over time and with practice. The purpose of this proposed project is to help communities apply successfully for water conservation and efficiency implementation grants, as well as successfully implement their programs once they have received the necessary funding. The workshops will provide what is a first step towards aiding the communities in writing a draft proposal by the end of the workshop. However, we recognize that in order to keep momentum building and ensure these same communities commit to submitting their applications, more direct assistance may be needed prior to submittal.</p> <p>WRA and our fellow collaborators will provide direct assistance to participating communities to ensure they can submit their applications. Once funding is granted, we will provide direct assistance for implementation of the conservation and efficiency programs. This will ensure both the maximum impact for both the community in attaining its conservation and efficiency goals, as well as CWCB in meeting its CWP goals in a financially responsible and meaningful manner. Direct assistance, to up to 10 communities, may be in the form of one-on-one meetings to help flush out certain components of the grants, or consulting assistance to help successfully navigate the administration and implementation of programs and policies. Communities interested in acquiring direct assistance will need to a. show their capacity barriers, and b. address certain criteria in their projects that may include, the innovative approaches proposed, the potential impact such a project will have on water savings, and/or how the project will build a solid foundation for future long-term work that will result in impactful conservation and efficiency savings and build towards a secure water future.</p>



Tasks
Method/Procedure:
<p>3 <u>Direct Community Assistance</u></p> <p>3.1 Direct assistance will be available to communities that have participated in the workshop. The assistance will provide more in depth grant application writing support prior to submittal.</p> <p>3.2 Direct assistance will be available to communities that have been granted funding. The assistance will provide more in depth support in directing implementation priorities and programs.</p> <p>3.3 A summary brief will be written summarizing the direct assistance efforts provided to refine grant writing skills and applications, including the number of communities assisted, the specific needs, challenges and opportunities of each.</p> <p>3.4 A summary brief will be written summarizing the direct assistance efforts provided to communities for the implementation of conservation programs and policies, including the number of communities, successes, and lessons learned.</p>
Applicant Deliverable: (Describe the deliverable the applicant expects from this task)
<ul style="list-style-type: none"> ✓ A brief summarizing the type and amount of direct assistance provided to communities, in the form of grant writing technical expertise, to support grant application following a workshop. ✓ A brief summarizing the type and amount of direct assistance provided to communities, in the form of project implementation technical expertise, to support program implementation following funding approval.
CWCB Deliverable: (Describe the deliverable the applicant will provide CWCB documenting the completion of this task)
A brief report synthesizing the above deliverables will be provided to CWCB and as part of the periodic reports.

Tasks
Provide a detailed description of each task using the following format:
<u>Task 4 - (Name) Metrics of Success</u>
Description of Task:
Tracking and measuring both the success and impact of a project can be complex and quantitatively challenging. Understanding the financial return of any money invested in a project is, however, critical to better managing future investments and for measuring the effectiveness of grants that seek to benefit the community and environment. Building flexible and iterative tracking and reporting tools is central to ensuring that the complexity of the qualitative and quantitative nature of success can be captured. Further, in order to create a basis upon which to evaluate future proposals, a reporting tool that captures the outcomes of conservation and efficiency measures relative to CWCB criteria is necessary. WRA proposes to build, in collaboration with the CWCB, a reporting tool that will track conservation and efficiency measures implemented through grant programs. In the long run the impact of such policies and programs will be added as a component in the CWCB 1051 database reporting tool along with other current additions. Together, these tools will enable CWCB to track the effectiveness of its funding programs, best practices, the return of investment, and impact of given programs and policies that can be shared regionally across water provider networks.



Tasks	
Method/Procedure:	
4.1 <u>Tracking Project Funding Rate</u>	
At the end of each grant cycle, grant funding success rate will be evaluated, including lessons learned regarding enabling factors and barriers to success. These lessons will be discussed with the communities to evaluate next steps.	
4.2 <u>Develop and Implement a Reporting Tool</u>	
A simple reporting tool will be developed with CWCB that captures the criteria of each CWCB grant program. Specific conservation measures achieved as a function of project implementation will be tracked to show the success of the CWCB grant program. This information can then be made available to a network of water professionals looking to implement similar programs, by providing access to implementation strategies and successes, as well as to help CWCB track the effectiveness of its funding programs.	
Components of the reporting tool may include:	
<ol style="list-style-type: none"> 1. Success metrics such as: <ol style="list-style-type: none"> a. Number of high-quality applications granted funding. b. Number of granted projects that implement innovative and measurable conservation and efficiency programs including co-benefits. 2. Impact metrics such as: <ol style="list-style-type: none"> a. Number of conservation and efficiency measures implemented that will accelerate the Water Plan objectives of AF water conserved and # people living in communities with integrated water and land-use planning. 3. Effectiveness metrics such as: <ol style="list-style-type: none"> a. Number of grants that have met their specified goals. 	
Applicant Deliverable: (Describe the deliverable the applicant expects from this task)	
<ul style="list-style-type: none"> ✓ A final yearly summary document of lessons learned. ✓ Summary sheet listing the communities the document was shared with. ✓ Reporting tool created and implemented. 	
CWCB Deliverable: (Describe the deliverable the applicant will provide CWCB documenting the completion of this task)	
A final report synthesizing and summarizing the lessons learned, and the implementation reporting tool will be provided to CWCB.	

Reporting Requirements
Reporting: The applicant shall provide the CWCB a Progress Report at 50% & 75% completion of the project. The Progress Report shall address the following:



Reporting Requirements

- the success of meeting previously identified goals and objectives
- obstacles encountered
- preliminary findings or accomplishments
- potential need for revisions to the scope of work and timelines

(The CWCB may withhold reimbursement until satisfactory Progress Reports have been submitted.)

Final Deliverable: At the completion of the project, the applicant shall provide the CWCB a final report on the applicant's letterhead including a review of the activities completed, an estimate of actual water savings realized (for covered entities), and other information that is relevant to the Board's record of the Project and future use of the Project outcomes.

The CWCB will withhold the last 10% of the grant request until the Final Report is completed to the satisfaction of CWCB staff. Once the Final Report has been accepted, and final payment has been issued, the purchase order or contract will be closed without any further payment.



COLORADO

Colorado Water
Conservation Board

Department of Natural Resources

Water Efficiency Grant Fund

BUDGET & SCHEDULE

Date: 09.30.2019

Project Name: Removing barriers: building capacity to implement critical water conservation and efficiency programs

Applicant:

Task No.	Description	Responsible	Start Date ⁽¹⁾	End Date		Consultant (Provide hours & hourly rate) ²		Matching Funds (Cash & In-kind) ²		WEGF Grant Request	Total
					Rates	Hours	Sub Total	Cash	In-Kind		
1.1	<u>Preparation of Webinars</u>		Feb-20	Feb-21							
	Administration, outreach, and preparation	WRA			Varied \$110-\$140*	30	\$ 3,700		\$	3,700	\$ 3,700
	Preparation of materials	Consultant			\$250	8	\$ 2,000		\$	2,000	\$ 2,000
	Collaborator preparation	Collaborators			\$200	16		\$	3,200		\$ 3,200
	Partner preparation	CWCB			\$200	4		\$	800		\$ 800
1.2	<u>Webinars</u>		Mar-20	Mar-21							
	Facilitation	WRA				8	\$ 1,120		\$	1,120	\$ 1,120
	Consulting	Consultant				8	\$ 2,000		\$	2,000	\$ 2,000
	Collaborator participation	Collaborators				16		\$	3,200		\$ 3,200
	Partner participation	CWCB				8		\$	1,600		\$ 1,600
1.3	<u>Data collection, analysis, and written summary brief</u>	WRA	Apr-21	Apr-21		30	\$ 3,700		\$	3,700	\$ 3,700
1.4	<u>Data collection and summary lessons learned</u>	WRA	Apr-21	Apr-21		30	\$ 4,200		\$	4,200	\$ 4,200
2.1	<u>Preparation of Workshops</u>		Apr-20	Apr-21							
	Facilities, administration, and materials	WRA				40	\$ 4,850		\$	4,850	\$ 4,850
	Community outreach and coordination of collaborators	WRA				20	\$ 2,800		\$	2,800	\$ 2,800
	Preparation of materials	Consultant				12	\$ 3,000		\$	3,000	\$ 3,000
2.2	<u>Workshops</u>		May-20	May-21							
	Facilitation	WRA				99	\$ 11,100	\$ 3,000	\$	11,100	\$ 14,100
	Consulting	Consultant				33	\$ 8,250		\$		\$ 8,250
	Collaborator participation	Collaborators				128		\$	25,600		\$ 25,600
	Collaborator travel and accommodation	Collaborators				32	\$ 2,763		\$	2,763	\$ 2,763
2.3	<u>Data collection, analysis, and written summary brief</u>	WRA	Jun-21	Jun-21		30	\$ 3,700		\$	3,700	\$ 3,700
2.4	<u>Data collection and summary lessons learned</u>	WRA	Jun-21	Jun-21		30	\$ 4,200		\$	4,200	\$ 4,200
3	<u>Direct Community Assistance</u>		May-20	Jul-21							
3.1	One-on-one/phone meetings to refine grant writing	Consultant	May-20	Mar-21		115	\$ 28,750		\$		\$ 28,750
	One-on-one/phone meetings to refine grant writing	WRA	May-20	Mar-21		200	\$ 12,000	\$ 12,000	\$	12,000	\$ 24,000
3.2	One-on-one/phone meetings to strategize implementation	Collaborators	Aug-20	Jul-21		140		\$	28,000		\$ 28,000
	One-on-one/phone meetings to strategize implementation	WRA	Aug-20	Jul-21		140	\$ 17,000		\$	17,000	\$ 17,000
3.3	<u>Summary brief - direct grant writing assistance</u>	Consultant	Jun-21	Jun-21		9	\$ 2,250		\$	2,250	\$ 2,250
3.4	<u>Summary brief - program implementation assistance</u>	WRA	Jul-21	Jul-21		9	\$ 1,260		\$	1,260	\$ 1,260
4.1	<u>Tracking Project Funding Rate</u>										
	Yearly summary document	WRA	Dec-20	Jul-21		20	\$ 2,800		\$	2,800	\$ 2,800
	Summary sheet - outreach efforts	WRA	Jul-21	Jul-21		10	\$ 1,400		\$	1,400	\$ 1,400
4.2	<u>Reporting Tool</u>										
	Development of reporting tool	WRA	Feb-20	Dec-20		40	\$ 5,600		\$	5,600	\$ 5,600
	Development of reporting tool	CWCB	Feb-20	Jul-21		40		\$	8,000		\$ 8,000
	<u>50% Report Document to CWCB</u>	WRA	Aug-20	Aug-20		3	\$ 420		\$	420	\$ 420
	<u>75% Report Document to CWCB</u>	WRA	Jan-21	Jan-21		3	\$ 420		\$	420	\$ 420
	<u>Final Report Document to CWCB</u>	WRA	Jul-21	Jul-21		5	\$ 700		\$	700	\$ 700
Direct Costs	Workshop space						\$ 2,000		\$	2,000	\$ 2,000
	Workshop food						\$ 2,100		\$	2,100	\$ 2,100
	Workshop Materials						\$ 1,600		\$	1,600	\$ 1,600
	Travel						\$ 9,744		\$	9,744	\$ 9,744
Total								\$ 55,000	\$ 70,400	\$ 105,427	\$ 230,827

(1) Start Date for funding under \$50K ~ 30 Days from Application Submittal; Start Date for funding over \$50K ~ 30 Days from Board Approval.

(2) Please insert additional columns if needed for additional staff working on project.

Project may begin as soon as the grantee enters contract/purchase Order

CWCB will withhold the last 10% of the entire grant budget until the Final Report (Deliverable) is completed and accepted (per the WEGF Criteria & Guidelines).

* Hourly rate John Berggren - Water Policy Analyst WRA \$110
Hourly rate Amelia Nuding - Senior Water Resources Analyst WRA \$120
Hourly rate Charlotte Roehm - Deputy Director Water Planning WRA \$140



The Voice of the Colorado Water Conservation Community

November 6, 2019

Ben Wade
Colorado Water Conservation Board
1313 Sherman St., Room 718
Denver, CO 80203

Dear Mr. Wade and Members of the Colorado Water Conservation Board,

Colorado WaterWise (CWW) is excited to support Western Resource Advocates' (WRA) Water Efficiency Education and Outreach Grant proposal to the CWCB, *Removing Barriers: Building capacity to implement water conservation and efficiency programs*. The goal of this project is to aid utilities and water providers in reaching the program implementation phase by removing funding and other resource barriers, building capacity, and providing direct assistance during the grant application and project implementation phases. This direct assistance may include education, outreach assistance, and training to advance the implementation of urban water conservation and efficiency strategies, thus ensuring impactful progress towards the critical actions and measurable objectives identified in the Colorado Water Plan.

We appreciate the leadership of the CWCB in advancing water conservation and efficiency throughout the state, as well as the water conservation and efficiency technical expertise provided by WRA over the years.

The mission of CWW is to connect stakeholders, provide resource, and serve as the collaborative leader in the efficient use of urban water in Colorado. We have 191 active members that represent municipalities, industry partners, utilities, and individuals invested in water conservation. CWW facilitates the only annual, state-wide urban water conservation symposium; provides quarterly newsletters to our membership; and provides multiple educational and networking opportunities each year. We support any district that seeks to develop and implement water conservation plans.

CWW supports the objectives of this grant proposal and believes it will help to accelerate the implementation of water conservation and efficiency practices in Colorado. As such, CWW commits to assisting with the advertisement and distribution of project information and the educational materials related to the proposed trainings via our website, newsletter, and other means.

We strongly encourage you to support WRA's grant application. Please do not hesitate to contact us should you have questions or require further information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Diana Denwood", is positioned above the printed name.

Diana Denwood
Co-chair
Colorado WaterWise

Ben Wade
Water Conservation Coordinator
Colorado Water Conservation Board
1313 Sherman St., Room 718
Denver, CO 80203

September 30th 2019

Dear Mr. Wade and Members of the Colorado Water Conservation Board,

Water Systems Optimization, Inc. (WSO) would like to express its support for Western Resources Advocates (WRA) Water Efficiency Education and Outreach Grant proposal to the CWCB: *Removing Barriers: Building capacity to implement water conservation and efficiency programs*. The goal of the proposal is to aid utilities and water providers in Colorado reach the implementation phase of water conservation and efficiency programs, by providing education and outreach to help build capacity to overcome funding and other resource barriers.

We appreciate the leadership of the CWCB in advancing water conservation and efficiency throughout the state, as well as the water conservation and efficiency technical expertise provided by WRA over the years.

WSO has a long track record of helping water utilities achieve their distribution side efficiency goals by providing training, technical assistance, and through actual implementation of water loss control programs. WSO's expertise in all aspects of water loss management will help participating utilities to identify water loss reduction opportunities to achieve their optimal distribution side efficiency.

WSO are in agreement with the objectives of this grant proposal. We look forward to collaborating on this project with the CWCB and WRA to accelerate the implementation of water conservation and efficiency practices in Colorado in order to meet the goals set forth in the Colorado Water Plan.

Please do not hesitate to contact me should you have questions or require further information.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Reinhard Sturm', with a stylized, sweeping underline.

Reinhard Sturm

CEO/President - Water Systems Optimization, Inc.