



COLORADO

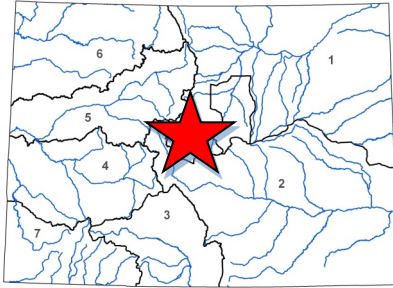
Colorado Water
Conservation Board

Department of Natural Resources

Multiplier/WaterNow Alliance Advancing High Impact Water Efficiency Solutions in Colorado

March 2022 Board Meeting

Water Plan Grant Application



L O C A T I O N	
County/Countries:	Statewide
Drainage Basin:	Statewide

D E T A I L S	
Total Project Cost:	\$279,235
Water Plan Grant Request:	\$139,235
Recommended Amount:	\$139,235
Other CWCB Funding:	\$0
Other Funding Amount:	\$
Applicant Match:	\$140,000
Project Type(s):	Other
Project Category(Categories):	Conservation and Land Use Planning
Measurable Result:	8000 af/yr

WaterNow seeks support for two initiatives to (1) accelerate and expand adoption of high impact water use efficiency projects at the local level; and (2) increase federal financial support for efficiency efforts in Colorado. Both initiatives are supporting primarily small-to-mid sized under-resourced communities and will continue to focus on the integration of water and land use planning.

WaterNow's Project Accelerator provides 250 hours of free assistance to communities to develop and/or implement projects, programs and policies advancing water use efficiency and other sustainable strategies. WaterNow seeks CWCB support for 4 new Colorado-based Accelerator projects as part of a regional cohort. Projects are selected based on local priorities that have the greatest potential for impact and replicability statewide and beyond.

WaterNow also seeks support for their outreach and technical assistance program supporting Colorado communities in applying for federal WaterSMART grants. Over the past three years, they have supported dozens of Colorado communities in learning about and navigating aspects of the WaterSMART program, while providing deeper assistance for 9 successful applications. Those 9 applications received \$4,277,285 in federal support and leveraged a total of approximately \$15 million for water efficiency programs. In the aggregate, these initiatives are expected to conserve 3,427 acre-feet; however, the total actual water savings flowing from these programs will be significantly higher since this figure does not include savings from Small-Scale Water Efficiency Projects (SWEP) grants (because SWEP does not require an estimate of water savings), and most of the successful applications we supported in FY21 were awarded SWEP. Particularly in light of new federal funding opportunities, the opportunity and need for WaterNow's WaterSMART assistance program is substantial.

**COLORADO**Colorado Water
Conservation Board

Department of Natural Resources

Colorado Water Conservation Board**Water Plan****Water Project Summary**

Name of Applicant	Multiplier	
Name of Water Project	Project-01899 Advancing High Impact Water Efficiency Solutions in Colorado	
Grant Request Amount	Communities	\$139,235.00
Primary Category		\$139,235.00
	<i>Conservation & Land Use Planning</i>	
Total Applicant Match		\$0.00
	<i>Applicant Cash Match</i>	
	<i>Applicant In-Kind Match</i>	
Total Other Sources of Funding		\$140,000.00
	<i>Pisces Foundation</i>	\$40,000.00
	<i>Spring Point Partners</i>	\$100,000.00
Total Project Cost		\$279,235.00

Applicant & Grantee Information

Name of Grantee: Multiplier	
Mailing Address: 548 Market Street, PMB 81178 San Francisco CA 94104-5401	
FEIN: 912,166,435	
Organization Contact: Liz Howard	
Position/Title:	Email: liz@multiplier.org
Phone: 680-207-3414	
Organization Contact - Alternate: Kvetka Smith	
Position/Title: Director of Grants and Governmental	Email: kvetka@multiplier.org
Awards	
Phone:	
Grant Management Contact: Liz Howard	
Position/Title:	Email: liz@multiplier.org
Phone: 680-207-3414	
Grant Management Contact - Alternate: Kvetka Smith	
Position/Title: Director of Grants and Governmental	Email: kvetka@multiplier.org
Awards	
Phone:	

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.

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 40.006866
Longitude -105.259647
Lat Long Flag Other: Coordinates based on other boundaries or locations
Water Source
Basins
Counties
Districts

Water Project Overview

Major Water Use Type Municipal
Subcategory Education
Scheduled Start Date - Design
Scheduled Start Date - Construction
Description
WaterNow seeks to renew CWCB support for our two initiatives to (1) accelerate and expand adoption of high impact water use efficiency projects at the local level; and (2) increase federal financial support for efficiency efforts in Colorado. Both initiatives are supporting primarily small-to-mid sized under-resourced communities and

will continue to focus on the integration of water and land use planning.

WaterNow's Project Accelerator provides 250 hours of free assistance to communities to develop and/or implement projects, programs and policies advancing water use efficiency and other sustainable strategies. We seek CWCB support for 4 new Colorado-based Accelerator projects as part of a regional cohort. Projects are selected based on local priorities that have the greatest potential for impact and replicability statewide and beyond.

We also seek renewal support for our program providing outreach and technical assistance support to Colorado communities in applying for federal WaterSMART grants. Over the past three years, we have supported dozens of Colorado communities in learning about and navigating aspects of the WaterSMART program, while providing deeper assistance for 9 successful applications. Those 9 applications received \$4,277,285 in federal support and leveraged a total of approximately \$15 million for water efficiency programs. In the aggregate, these initiatives are expected to conserve 3,427 acre-feet; however, we expect the total actual water savings flowing from these programs will be significantly higher since this figure does not include savings from SWEP grants (because SWEP does not require an estimate of water savings), and most of the successful applications we supported in FY21 were awarded SWEP. Particularly in light of new federal funding opportunities, the opportunity and need for WaterNow's WaterSMART assistance program is substantial.

Measurable Results

8,000	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)
	Efficiency Savings (dollars/year)
	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)
	Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning
	Number of Coloradans Impacted by Engagement Activity

Water Project Justification

WaterNow's project is specifically designed to advance three of the Water Plan's measurable objectives: (1) "to reduce Colorado's projected 2050 municipal water demands by 400,000 acre-feet through active conservation, while preserving the contribution of urban landscape to vibrancy and sustainability and local flexibility" (CWP, Sec. 6.3 pp. 6-65); (2) "that by 2025, 75 percent of Coloradans will live in communities that have incorporated water-saving actions into land-use planning" (CWP, Section 10.2, pp. 10-5); and (3) "the state will investigate options to raise an additional \$100 million annually (\$3 billion by 2050) to support implementation of the plan" (CWP, Sec. 9.2, pp. 9-20).

With CWCB's support over the last six months, WaterNow has been successfully advancing these objectives, and with this application seeks to ensure continuity of these efforts and expansion to the extent feasible. These two programs provide direct, hands-on assistance to communities to expand, accelerate and finance high impact water efficiency projects. We will prioritize projects that integrate water and land use planning as a means of advancing water-saving actions at the local level. WaterNow has the expertise, networks, and experience in Colorado to ensure the success of these closely related initiatives.

Background

Colorado communities are facing unprecedented, confounding challenges when it comes to managing their water resources. As of November 2021, the entire state was in “extreme drought” to “abnormally dry” conditions, and communities are coming to accept this is becoming the new normal. At the same time, Colorado’s population is projected to continue to grow rapidly, from 5.7 million people in 2019 to 8.5 million by 2050 (2019 Technical Update to the Water Plan, pp.41), making essential increased efforts to accelerate local efforts to plan for and invest in larger scale water use efficiency initiatives.

As the data shows, active water conservation strategies have substantial potential to significantly reduce per capita water consumption. Between 2008 and 2015 per capita baseline system demand in Colorado decreased by 5% from 172 to 164 gpcd, (2019 Technical Update, pp. 35). Based on experience elsewhere in the West, there remains considerable potential to continue to meet the Colorado Water Plan’s goals for reducing municipal water demand through both passive and active water efficiency measures. Such strategies can include (but are not limited to) indoor water efficient fixture/appliance rebates and direct installation, indoor and outdoor water audits, turf replacement rebates and other irrigation efficiency incentives such as smart irrigation controllers and high efficiency nozzles, alternative onsite water supplies such as rainwater harvesting and graywater reuse, leak detection technologies, and water education initiatives, among many other tactics.

Land use planning, in particular, as the Water Plan has recognized, can make a significant difference in the water “footprint” of Colorado’s growing population. One of the primary causes of the projected gap between Colorado’s future water supply and demand is anticipated population growth. How this growth occurs is of utmost importance in managing future water supply and demand. As noted throughout Colorado’s Water Plan and 2019 Technical Update, integrating water with land use planning is essential to ensuring that any future growth occurs as water-efficiently as possible. This reduces per capita water demand and builds community resilience in the face of climate change. In addition, integrating water efficiency into new development is significantly more cost-effective than retrofitting developments in the future. Recognized tactics for incorporating water and land use planning include but are not limited to: (1) developing water efficient land development codes, (2) integrating water efficiency into comprehensive plans, (3) integrating land use planning into water efficiency plans, and (4) developing conservation-oriented tap fees or other incentives for efficient new development.

In order to make progress on implementing high impact water-smart growth strategies, communities must have access to sufficient funding. The Water Plan acknowledges that: “use rates and tap fees could be the primary source of funding where the end user is directly connected with the costs and investments” (CWP, Ch. 9, Section 9.2). However, many – if not most – municipal-owned utilities have experienced revenue shortfalls and budget cuts, exacerbated by the COVID-19 pandemic. While the Water Plan set a goal of raising \$100 million at the state level to support Water Plan implementation, increasing federal support from USBR’s WaterSMART programs -- which fund many of the same programs as CWCB’s Water Efficiency Implementation Grant – is key a strategy for filling these funding gaps. This is particularly the case now that American Rescue Plan Act (ARPA) funds are becoming available, in addition to the influx of state funding anticipated from the recently enacted Infrastructure Investment and Jobs Act (IIJA).

WaterNow’s Project Accelerator and WaterSMART Program Outreach & Application Assistance initiatives both support and materially advance municipal water demand reductions and water-smart growth through high impact water efficiency program implementation and funding. Our substantial experience working with Colorado communities has made clear that while there is considerable talent and drive on the ground, many do not have the requisite staff capacity, expertise, information and/or political support to fully develop, implement, and fund water efficiency initiatives. This project will help to overcome these challenges and will also increase awareness and education around the numerous tools and strategies available to Colorado communities for increasing their

water efficiency and incorporating water into land use planning.

This project supports the goals of Colorado's Water Plan

WaterNow's proposed project, "Advancing High Impact Water Efficiency Solutions in Colorado Communities" fits squarely into three of CWP's goals and measurable objectives:

1. "To reduce Colorado's projected 2050 municipal water demands by 400,000 acre-feet through active conservation, while preserving the contribution of urban landscape to vibrancy and sustainability and local flexibility" (CWP, Section 6.3, pp. 6-65).

WaterNow estimates water savings of between 4,000 acre-feet and 8,000 acre-feet per year (depending on the number and types of projects supported) directly associated with this grant request through the WaterSMART Program Outreach & Application Assistance and WaterNow's Project Accelerator. For reference, in FY2020, 3 Colorado utilities that received WaterNow's WaterSMART application support received funding for AMI installation (the City of Greeley, City of Aspen, and City of Thornton) estimated combined savings of 3,067 acre-feet per year. In FY2021, WaterNow helped 5 communities to submit 6 successful applications: the City of Aspen's Water and Energy Efficiency Grant project will generate an estimated 360 acre-feet per year, and the remaining Small-Scale Water Efficiency Projects grants will conserve water through smart meter, irrigation efficiency, and turf replacement initiatives. WaterNow's Project Accelerator initiatives may also result in significant savings, along with future water savings, depending on the project. For example, based on WaterNow's support for the City of Golden's graywater ordinance and demonstration project through the Project Accelerator, we estimate a 5% adoption rate among Golden's single-family homeowners which will result in a savings of about 514,000 gallons annually.

2. "That by 2025, 75 percent of Coloradoans will live in communities that have incorporated water-saving actions into land-use planning" (CWP, Section 10.2, pp. 10-5).

WaterNow's project will support communities, including the state's larger and rapidly growing communities, to incorporate water-saving actions into land use planning through our Project Accelerator initiative and WaterSMART Program Outreach & Application Assistance, providing direct hands-on assistance to support communities' water-smart growth priorities. In addition, our final reports and extensive outreach activities will provide education and tools to help even more communities get started on integrated planning.

3. "The state will investigate options to raise an additional \$100 million annually (\$3 billion by 2050) to support implementation of the plan" (CWP, Sec. 9.2, pp. 9-20).

WaterNow's WaterSMART Program Outreach & Application Assistance will be critical in helping to fill funding gaps, particularly for smaller and mid-sized communities with limited capacity and expertise in navigating the Bureau of Reclamation's application process.

In addition, this project will address several of the critical goals and priorities outlined in the Water Plan:

The Water Conservation & Reuse chapter of the CWP (Section 6.3, pp. 6-59) states: 1. "Colorado's Water Plan promotes technical and financial assistance throughout Colorado, enabling the State to plan and implement long-term water efficiency strategies that meet local and statewide water needs".

WaterNow will provide both direct technical and financial assistance to advance local water efficiency and smart-growth priorities. 250 hours of WaterNow's technical assistance will be available to selected Accelerator Projects, as described in detail in the Scope of Work. Additionally, WaterNow's WaterSMART Program Outreach & Application Assistance has the potential to galvanize additional applications, potentially leveraging millions in funding to Colorado communities, particularly in light of potential increases in funding pursuant to recent federal legislation. For example, the WaterSMART Water & Energy Efficiency Grant provides up to \$2 million in funding for implementation of municipal metering projects and outdoor landscape and irrigation efficiency programs.

The IBCC Conservation Actions and Goals state that implementation of the Water Plan's M&I water conservation goal includes (Section 6.3.1): 1. "Best Practices Based: The goal can only be achieved by encouraging the implementation of best management practices at high customer participation levels as defined in SWSI. The best management practice will continue to adapt and evolve over time, incorporation innovative technology, providing opportunities for contribution to demand reduction."

WaterNow will provide direct technical support based on expertise and knowledge regarding innovative and proven strategies for reducing municipal demand and for implementing water smart growth strategies. Each Accelerator Project includes a research component, including a review of relevant peer research and literature and informational interviews with other municipal utilities in Colorado and across the country that have implemented similar programs or policies. WaterNow will utilize our vast network of partners to provide guidance, resources, and expertise as needed on both project implementation and funding.

"Maintain Local Control: The goal recognizes the importance of local control and flexibility, while encouraging high levels of conservation and adoption of innovative practices across the state."

This work outlined in this proposal is grounded in prioritizing local control and flexibility. Accelerator Projects and WaterSMART assistance are both chosen based on local water priorities, specifically those that advance high impact adoption of innovative water use efficiency. To the maximum extent possible, we leverage local municipalities' existing Water Efficiency Plans – and other water planning activities – along with their identified local sustainable water priorities. Project Accelerator applicants apply for support to advance their identified water efficiency and integrated water and land use planning priorities. Similarly, WaterNow supports municipalities to apply for USBR WaterSMART funds to support their existing water efficiency programs or to advance new programs that they've identified as a key demand reduction priority.

The IBCC Potential Future Actions Summary states: "Develop New Incentives for Conservation: including small community support" (Table 6.3.1-1)

WaterNow's projects support small-to-midsized municipal utilities, particularly those that are under-resourced. Based on a survey last year by Colorado WaterWise, many utilities do not have any staff working on conservation (dedicated or otherwise) and/or don't have a dedicated conservation budget to build and run conservation programs. These utilities will be unable to make progress towards the State's water conservation goal without substantial outside capacity and expertise to support the funding and implementation of impactful water efficiency programs.

The Land Use section of the CWP (Section 6.3.3) states: "1. Encourage the use of local development tools: Through voluntary trainings in 2016, the CWCB and DOLA will encourage local governments to incorporate best management practices for water demand management, water efficiency, and water conservation into land-use decisions" (CWP Section 6.3.3, pp. 6-89).

WaterNow will provide direct assistance to local communities to apply many of the planning and water efficiency development tools identified by the CWCB. For example, we have expertise in incorporating a water element into comprehensive plans, landscape best practices, water budget and rate structures, and conservation-oriented system development charges (i.e., tap fees). Importantly, because WaterNow's direct assistance will be sustained over the grant period, communities, where appropriate, will be supported from concept and design phases through implementation.

WaterNow aims to provide direct assistance to a wide variety of communities across the State with a diversity of institutional arrangements (i.e., Front Range vs. rural, municipal vs. independent or special district water providers, and communities with multiple water providers) so that the lessons learned from this project will be widely applicable statewide.

“Incorporation of land-use practices into water conservation plans: Over the next 18 months, the CWCB, through partnerships, will develop new guidance for water conservation plans that requires the incorporation of land-use practices. This is an addition to C.R.S. 37-60-126” (CWP Section 6.3.3, pp. 6- 89).

WaterNow’s Project Accelerator is a vehicle for advancing integration of land use policies/planning objectives into water conservation plans. For example, WaterNow supported the Town of Severance to incorporate water efficiency into their Comprehensive Plan and worked with the City of Thornton to develop a water efficient new development incentive program. Accelerator applications involving incorporation of land use practices into water conservation plans will receive special consideration. For any such projects, WaterNow will utilize the CWCB’s “Best Practices for Implementing Water Conservation and Demand Management Through Land Use Planning Efforts Addendum”, in addition to WaterNow’s own expertise, to help those community’s incorporate land use into their conservation plans.

“Strengthen partnerships: To be successful in integrating land-use and water planning, the CWCB will need to partner with many different agencies and groups. Within the next year, the CWCB will establish meetings with various agencies to map out ways in which the CWCB and other agencies can work together on these issues.” (CWP Section 6.3.3, pp. 6-90).

WaterNow is an active participant in the CO Water & Land Use Planning Alliance, a consortium of NGOs, municipalities, utilities, academics, and state agencies. We will continue to leverage the expertise and connections within this group to support our outreach efforts and as a resource for specific Project Accelerator initiative implementation needs. In addition, WaterNow is partnering with key groups identified by the CWCB, including water providers, Colorado Municipal League, Western Resource Advocates and DOLA (CWP Section 10.2, pp. 10-5). We will continue to collaborate with this network of partners to advance water efficiency objectives and the integration of land use and water planning.

This project supports the goals of the most recent Statewide Water Supply Initiative The 2019 Analysis and Technical Update to the CWP, formerly known as SWSI, “demonstrate[s] the potential benefit of aggressive conservation in managing future M&I demands.” (pp. 41). Specifically, the 2019 Update provides that an “Adaptive Innovation” planning scenario with a projected per capita demand of 143 gpcd, 13% lower than current per capita demand is feasible and would result in M&I demands that are 15% lower than demands projected under a Hot Growth scenario that assumes more limited conservation measures.

Both of the initiatives outlined in this proposal support and advance the ambitious conservation goals and analysis included in the 2019 update by providing capacity, resources and funding to Colorado communities to implement precisely the types of conservation measures anticipated in the scenario planning. Colorado has enormous potential to reduce per capita municipal water demand even in the face of warming temperatures and high population growth. The success of WaterNow’s initiatives will also produce replicable and scalable examples for other Colorado communities to pursue more ambitious conservation initiatives going forward. WaterNow’s funding and implementation support for high impact water efficiency programs will support the State’s goal to reduce the project M&I gap and will move us in the direction of an Adaptive Growth or Cooperative Growth Future.

This project conforms to Colorado’s Water Plan Framework for State of Colorado Support for a Water Project This project meets all of the Criteria for State Support listed in Colorado’s Water Plan as detailed below.

Does the project proponent demonstrate a commitment to collaboration? Yes. The proposed project is grounded in a commitment to collaboration not only with the communities themselves, but also with other Colorado NGOs

and related stakeholders as demonstrated by the following elements:

- Direct project and funding application assistance for Colorado communities involves hands-on collaboration and partnership between WaterNow and the community, and will also provide multiple avenues (e.g., meetings, stakeholder engagement) for bringing together different agencies/departments within a community to support their collaboration. Unique to WaterNow's approach given our network of elected local leaders, each Project Accelerator will include engagement with the community's elected decision-makers to ensure that the project has their support to move forward.
- The initiative will specifically provide for the sharing of project and application resources widely with the Colorado water community through webinars, blogs, newspaper articles, and other avenues. This education outreach component promotes peer-to-peer learning between Colorado municipal leaders and staff.
- Outreach and project support will be provided by a number of WaterNow partners including (but not limited to): Western Resource Advocates, Colorado's Water & Land Use Planning Alliance, Colorado Municipal League, Water Education Colorado, Colorado WaterWise, the Sonoran Institute, and the Babbitt Center for Water & Land Use Policy.

Does the project proponent address an identified water gap? Yes. The project will address the projected M&I gap ranging from 250,000 AF (in Weak Economy) to 750,000 AF (in Hot Growth) in dry years by 2050, per the Technical Update, by supporting high impact water efficiency projects and significantly advancing the integration of land use and water planning which, when properly executed, is recognized as a key strategy to reduce water demands.

- The Colorado WaterSMART projects for which WaterNow has provided application support are anticipated to produce 3,427 acre-feet of savings annually and additional savings through turf replacement, irrigation efficiency and smart metering programs. With CWCB funding, WaterNow anticipates being able to support 15 - 20 additional Colorado cities in the next grant cycle, and thus potentially increase associated water saving. Particularly for smaller and mid-size communities, WaterSMART funding can vary substantially accelerate and scale-up water efficiency initiatives much more than they otherwise could.
- Accelerator Projects selected for this initiative reduce overall and per capita municipal water demand through incentive programs, codes and regulations, plans, education, and other strategies.
- Accelerator Projects advance the integration of water efficiency and land use planning.
- One of the primary drivers for the M&I gap is population growth, which means addressing demand in new development is critical. Because integrating water and land use planning in new development can significantly reduce new demands, this project supports individual communities in contributing to an overall reduction in the projected M&I gap.

Does the project proponent demonstrate sustainability? Yes. The objective of this project is to support cities to implement and fund high impact water efficiency programs and policies which will allow them to stretch their existing water resources, grow more sustainably, and to develop community resiliency in the face of population growth and climate change. By doing so, communities reduce their need for new water supplies and protect other water users including the environment, agricultural, and recreational users. This project:

- helps to avoid adverse impacts to environmental and recreational interests, and supports these interests by reducing water demand;
- helps to avoid adverse impacts on agricultural and rural communities, and may support these interests by reducing water demand and the pressure to transfer water supplies;
- provides local governments with the resources necessary to reduce their water use and better integrate their water and land use planning, which reduces vulnerability to drought and climate change; and
- reduces the overall risk of non-compliance with interstate compacts by reducing the need for additional supplies with new development.

Does the project proponent establish the fiscal and technical feasibility of the project? Yes. WaterNow has the technical expertise and experience to successfully carry out this project, and the requested grant funds will allow

us to fully achieve the stated project objectives.

- WaterNow has been providing direct assistance to communities to implement water efficient policies, programs, and solutions through the Project Accelerator since 2017. Our deliverables have included developing ordinances and plans, developing water efficiency programs, and conducting performance analysis on existing efficiency programs. This project builds upon and extends that successful framework and experience.
- WaterNow has supported Colorado communities to apply for USBR WaterSMART funding since 2018 and has developed substantial expertise on all elements of applying for the funding opportunities. WaterNow has also established strong relationships with numerous USBR program officers who administer these grants.
- The USBR WaterSMART program is an important funding opportunity that has allowed water providers across the West to scale-up their sustainable water management projects. Particularly given budget cuts at the local and state-level, WaterSMART funding will allow applicants to implement projects they otherwise couldn't fund.
- This project will save utilities time in researching, developing implementing, and funding water efficiency programs and policies, especially in small-to-mid-sized communities that are limited in technical and staff capacity.
- This project leverages existing funding resources and achieves the recommended 50% match.
- This project is in process and this funding will enable it to continue without a gap in resources.

Related Studies

There are a few related studies to this project:

1. Koehler, C. Koch, C. Innovation in Action: 21st Century Water Infrastructure Solutions. Prepared by WaterNow Alliance (2019).
2. Castle, A. Rugland, E. Best Practices for Implementing Water Conservation and Demand Management Through Land Use Planning Efforts. Addendum to 2012 Guidance. Prepared by Getches-Wilkinson Center, University of Colorado and Babbitt Center for Land and Water Policy for Colorado Water Conservation Board. 2019.
3. Jennie C. Nolon Blanchard, Integrating Water Efficiency into Land Use Planning in the Interior West: A Guidebook for Local Planners. Prepared by Land Use Law Center for Western Resource Advocates (2018).
4. Tap into Resilience Resource Library: Water Use Efficiency Reports & Case Studies. Updated on an on-going basis. Prepared by WaterNow Alliance (2020, updated 2021).

This project continues to be complementary to the Sonoran Institute's Growing Water Smart (GWS) workshops.

Taxpayer Bill of Rights

N/A

Budget and Schedule

This Statement of Work shall be accompanied by a combined Budget and Schedule that reflects the Tasks identified in the Statement of Work and shall be submitted to CWCB in excel format.

Reporting Requirements

Progress Reports: The applicant shall provide the CWCB a progress report every 6 months, beginning from the date of issuance of a purchase order, or the execution of a contract. The progress report shall describe the status of the tasks identified in the statement of work, including a description of any major issues that have occurred and any corrective action taken to address these issues.

Final Report: At completion of the project, the applicant shall provide the CWCB a Final Report on the applicant's letterhead that: (1) Summarizes the project and how the project was completed. (2) Describes any

obstacles encountered, and how these obstacles were overcome. (3) Confirms that all matching commitments have been fulfilled. (4) Includes photographs, summaries of meetings and engineering reports/designs. The CWCB will pay out the last 10% of the budget when 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 grant will be closed without any further payment.

Payment

Payment will be made based on actual expenditures and must include invoices for all work completed. The request for payment must include a description of the work accomplished by task, an estimate of the percent completion for individual tasks and the entire Project in relation to the percentage of budget spent, identification of any major issues, and proposed or implemented corrective actions. Costs incurred prior to the effective date of this contract are not reimbursable. The last 10% of the entire grant will be paid out when the final deliverable has been received. All products, data and information developed as a result of this contract must be provided to as part of the project documentation.

Performance Measures

Performance measures for this contract shall include the following: (a) Performance standards and evaluation: Grantee will produce detailed deliverables for each task as specified. Grantee shall maintain receipts for all project expenses and documentation of the minimum in-kind contributions (if applicable) per the budget in the Budget & Schedule Exhibit B. Per Water Plan Grant Guidelines, the CWCB will pay out the last 10% of the budget when 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 grant will be closed without any further payment. (b) Accountability: Per Water Plan Grant Guidelines full documentation of project progress must be submitted with each invoice for reimbursement. Grantee must confirm that all grant conditions have been complied with on each invoice. In addition, per Water Plan Grant Guidelines, Progress Reports must be submitted at least once every 6 months. A Final Report must be submitted and approved before final project payment. (c) Monitoring Requirements: Grantee is responsible for ongoing monitoring of project progress per Exhibit A. Progress shall be detailed in each invoice and in each Progress Report, as detailed above. Additional inspections or field consultations will be arranged as may be necessary. (d) Noncompliance Resolution: Payment will be withheld if grantee is not current on all grant conditions. Flagrant disregard for grant conditions will result in a stop work order and cancellation of the Grant Agreement.

Last Updated: May 2021

Colorado Water Conservation Board
Water Plan Grant – Statement of Work – Exhibit A

Statement Of Work	
Date:	December 1, 2021
Name of Grantee:	Multiplier on behalf of its project WaterNow Alliance
Name of Water Project:	Advancing High Impact Water Efficiency Solutions in Colorado Communities
Funding Source:	Colorado Water Plan – Conservation and Land Use Planning
Water Project Overview:	
<p>The requested CWP Grant funds will build upon WaterNow’s current CWCB grant to advance two successful initiatives helping Colorado communities develop, accelerate and fund high impact water use efficiency projects, in particular those that involve integrating water efficiency and land use planning.</p> <p>WaterNow does this by (1) providing technical program assistance and capacity to Colorado municipal water service providers, at least 4, through our Project Accelerator to support innovative, outcomes-oriented projects that advance sustainable water management and the integration of water efficiency and land use planning. Under the current grant, WaterNow has launched a new Colorado Regional Accelerator with the goal of not only supporting Colorado communities to advance their sustainable water projects, but to develop a cohort of CO leaders engaging on these issues and supporting mutual efforts. Like the national model, the Regional Accelerator provides a range of technical project support and assistance to communities to plan, develop and implement their programs. WaterNow also amplifies these projects by sharing successes, lessons learned, and associated project resources widely with Colorado water community to advance implementation of high impact water efficiency projects throughout the State.</p> <p>WaterNow also (2) provides outreach and application support for the federal WaterSMART program enabling 15 -20 Colorado cities to apply for federal funding over the course of the grant period to advance innovative and sustainable water supply objectives. This component of the project includes: (a) conducting outreach and promotional activities with Colorado communities as various WaterSMART funding opportunities become available; (b) providing direct assistance to cities, towns, and other municipal water providers interested in applying for WaterSMART funding; and (c) facilitating two follow-up webinars with past successful WaterSMART applicants in Colorado to encourage additional interest in the program. To the extent feasible, WaterNow will also integrate information about whether and how the new ARPA and IIJA funds have implications for WaterNow eligibilities, priorities, and funding scale.</p>	
Project Objectives:	
<p>Objective 1: Advance the implementation of innovative, integrated water efficiency and land use planning projects and policies through direct project assistance to small-to-mid sized Colorado communities.</p> <p>Objective 2: Increase the level of federal funding for Colorado communities to scale-up adoption of robust local water efficiency programs through outreach and application support for the WaterSMART program.</p>	



Last Updated: May 2021

Tasks
Task 1 – Project Accelerator / Colorado Regional Accelerator
<p>Description of Task:</p> <p>Through WaterNow’s Project Accelerator, WaterNow will continue to provide technical program assistance and capacity to Colorado municipal water utilities to support innovative, outcomes-oriented initiatives that advance sustainable and affordable water management and the integration of water efficiency and land use planning. The Accelerator provides 250 hours of <i>pro bono</i> assistance to utilities seeking additional capacity and expertise to implement local sustainable water priorities.¹ Accelerator Projects are driven by the individual community’s goals and can range from legal and policy review, to project design, to data analysis, to communications and outreach, and more. The Accelerator program prioritizes water initiatives designed to advance water equity and support underserved communities.</p> <p>Ramping up our Colorado engagement, WaterNow has launched a Colorado Regional Accelerator with the goal of building a regional cohort of water leaders to support and amplify water use efficiency and integrated planning strategies. This approach builds on the fact that many of the underlying challenges facing Colorado communities are regional in nature; and through the cohort approach, WaterNow expects to not only support individual communities, but to also generate synergies between those communities and utilities tackling these complex issues.</p> <p>Over the past four years – thanks in large part to the generous grant support of CWCB – WaterNow has had the opportunity to support 8 Colorado-based projects, as well as many others across the CO Basin, in advancing integrated water efficiency and land use planning priorities through the Project Accelerator. Our Colorado projects to date include:</p> <ul style="list-style-type: none">• Developing a direct installation program with the City of Evans to bring water efficient fixtures to income-eligible residents; as well as an indoor water efficiency audit program accessible to residents of all income levels.• Working with the City of Thornton to develop a water efficiency incentive program for new development.• Supporting the Town of Severance to draft language integrating water efficiency into the Town’s updated Comprehensive Plan.• Drafting the City of Golden’s laundry-to-landscape graywater ordinance and supporting demonstration project implementation.• Supporting the City of Centennial to identify best management practices for updating the City’s land development code to incorporate water use efficiency, reuse, and stormwater retention BMPs.• Executing program performance analysis with the City of Greeley on their existing water efficiency programs and developing an external report on the findings.• Developing a regional Water Efficiency Program including outreach strategies and funding opportunities with High Country Conservation Center and Summit County.• Evaluating urban agriculture and community gardening as a stormwater management and water conservation tool in partnership with the Colorado Water Conservation Board, Colorado Department of Local Affairs, and Western Resource Advocates. <p>In addition, WaterNow is planning to work with Northern Water, and possibly engage graduate students through the University of Colorado Boulder’s Masters of the Environment Capstone Program, to create a regionally appropriate model ordinance library. This project would begin February 2022 and continue</p>

¹ <https://waternow.org/our-work/our-work-projects/project-accelerator/>



Last Updated: May 2021

through and possibly beyond the fall of 2022. The primary focus will be on ordinances (which may include green infrastructure, recycled water, or landscape model ordinance) relevant to the priorities of Northern Water's allottees. While the focus will be on the unique needs and goals of the allottees, the project will also aim to create documents and outputs that will be applicable to other communities, and that can feed into complementary initiatives. This project is part of a coordinated effort with Western Resource Advocates' (WRA) proposed CWCB Water Plan Grant application to develop a statewide model landscape ordinance. WRA will utilize WaterNow and Northern's project findings from stakeholder engagement with Northern Water allottees to inform what will be included in the model water efficient landscape ordinance and once developed, the model landscape ordinance will be made available to Northern Water allottees, alongside the rest of the model ordinance library.

The Project Accelerator is now well-established in Colorado. Since Project Accelerator's launch in 2018, the program has received 38 applications for Colorado-based projects, more than four times the number of projects we have been able to select to receive Accelerator support in the state. The Project Accelerator initiative has become more and more recognizable to Colorado communities and interest in the 2021 and 2022 rounds of the Accelerator is expected to be high.

WaterNow will open two application windows for the Project Accelerator program during the grant period, with the objective of building on the cohort of Colorado Accelerator communities developed in the current grant cycle (applications for the Colorado Regional Accelerator are open as of the date of submission of this application and the regional cohort projects will be selected in the first quarter of 2022). At least 4 Colorado applicants will be selected over the grant period. Project Accelerator activities will vary based on the expertise and capacity identified as a need by the selected city/utility. WaterNow will continue to engage with nonprofit and other Colorado partners to spread the word about these opportunities and to provide support on project execution, including: Western Resource Advocates, the Sonoran Institute, the Babbitt Center for Land Use & Water Planning, Water Education Colorado, Colorado Municipal League, and the Colorado Water & Land Use Planning Alliance, among others. Findings and lessons learned from the Project Accelerators will be shared widely with the Colorado water community.

Method/Procedure:

1. Hold two Project Accelerator rounds during the grant period to build on the Colorado Regional Accelerator. WaterNow will execute widespread outreach for the Accelerator through email campaigns, social media, webinars, partner engagement, and one-on-one calls with utility and municipal partners. WaterNow will utilize our extensive database of approximately 1,000 Colorado water utility contacts to support this outreach.

2. Provide technical project support and assistance to at least 4 Colorado communities over the course of the grant period to implement their sustainable water priorities. Based on past experience with Colorado communities, WaterNow anticipates that Accelerator activities will likely include, but not be limited to the following:

- Extensive research and informational interviews with communities that have developed similar programs/policies
- Literature review of best practices for implementing specific efficiency solutions
- Convening, presenting to and soliciting input from stakeholders
- Drafting policies and program language
- Conducting legal research and preparing recommendations
- Developing outreach plans and materials
- Generating and analyzing data of various kinds
- Producing performance metrics
- Supporting opportunities for storytelling and information dissemination
- Identifying outside funding opportunities for program implementation.



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3. Share successes, lessons learned, and associated project resources widely with the Colorado water community to advance implementation of high impact water efficiency projects throughout the State.

Outreach will take the form of blogs, final project reports, news articles, webinars, one-on-one conversations, and other presentation opportunities.

4. Develop a Regional Cohort of Accelerator communities. While the criteria outlined above will remain primary in the selection of the Regional Accelerator projects, WaterNow will be looking for projects with strong opportunities for engaging in a Community Cohort; for example, a large-scale landscaping initiative and a water use efficiency planning effort and a request to develop local ordinances (see below). While all different in their particular scopes, projects such as these offer the opportunity to open new lines of communication and collaboration between communities. Interest in participating in a cohort will be part of the MOU development process and WaterNow will facilitate opportunities to identify areas of commonality where direct engagement could amplify all efforts, either through virtual meetings, webinar presentations, joint action, or other types of activities.

This Project Accelerator cohort will include the anticipated work with Northern Water, and possibly with graduate students at the University of Colorado Boulder's Masters of the Environment program, to create a regionally appropriate model ordinance library for Northern Water allottees. While the focus will be on the unique needs and goals of the allottees, the project will also aim to create documents and outputs that will be applicable to other communities, and that can feed into complementary initiatives. This work is expected to begin in February 2021 and continue through, and possibly beyond, fall 2022.

Deliverable:

The primary deliverable will be selection of the four Accelerator projects, execution of Memoranda of Agreement and project scopes and completion – or significant progress towards completion – during the grant period. The progress of each project will depend on which application cycle and cohort – the winter or the summer – it participates in. Each Accelerator Project will involve a specific set of unique deliverables per the list of actions described above. To the extent feasible, in addition to these four projects, we will also produce the ordinance library outlined above, in collaboration with Northern Water and other NGOs working on related initiatives.

Final reports on each selected Project Accelerator including a summary of activities, lessons learned, outcomes, and any supporting documents that were developed for the communities (e.g., draft ordinances, research memos, outreach materials, etc.) will be submitted at the end of the grant period.

Tasks

Task 2 – WaterSMART Program Outreach & Application Assistance

Description of Task:



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WaterNow's outreach and application support for the federal WaterSMART program will continue to provide essential capacity to enable 15 -20 Colorado communities to apply for federal funding for water efficiency solutions including, but not limited to: advanced metering infrastructure (AMI), turf replacement rebates, irrigation efficiency incentives, graywater and rainwater reuse programs, innovative efficiency pilot programs, water efficiency plans, drought contingency plans, conservation- oriented water budgets, among other strategies. WaterNow has been expanding our WaterSMART outreach and application support initiative in Colorado with an emphasis on under-utilized WaterSMART grant opportunities and small-to-mid sized utilities with limited resources to submit grant applications. In the new grant cycle, WaterNow will provide in-depth assistance for 3-5 Colorado communities in connection with their WaterSMART grant applications, prioritizing small and under-resourced communities.

WaterNow promotes WaterSMART funding opportunities and provides direct assistance to western water providers interested in applying for funding in the current grant cycle with CWCB support. This proposal will enable WaterNow to continue to provide these critical services and possibly expand support to under-represented communities. Since WaterNow began providing WaterSMART application assistance several years ago, we have primarily focused on six specific grant opportunities within the Program: the Water and Energy Efficiency Grants (WEEG), Small-Scale Water Efficiency Projects (SWEP); Drought Resiliency Projects (DRP), Drought Contingency Planning (DCP), the Water Conservation Field Services Program (WCFSP) and, starting in 2021, the new Environmental Water Resources Projects (EWRP). Going forward we propose to continue to provide assistance in connection with each of these funding opportunities.

In addition, in light of our work directly with utilities, cities and towns directly, WaterNow has unique perspective on WaterSMART program challenges and how it can be more responsive and available to smaller, mid-sized and under-served communities. We have submitted extensive comments to the Bureau and propose to continue this aspect of the project going forward to ensure that we can continue to serve as an amplification of the concerns and needs of those communities.

Method/Procedure:

1. **Conduct outreach and promotional activities with Colorado communities as WaterSMART funding opportunities become available.** Outreach will include extensive email campaigns, blogs, social media posts, partner outreach, one-on-one informational phone calls, and 1-2 informational webinars. Webinar(s) will include presentations from relevant Bureau staff, if feasible, and past WaterSMART funding recipients. Outreach will utilize WaterNow's database of nearly 1,000 Colorado water utility contacts and outreach activities will specifically target small-to-mid-sized, under-resourced Colorado cities, towns and utilities to under-resourced utilities. Outreach support will also be requested from WaterNow's partners including: the Colorado Water & Land Use Planning Alliance, Western Resource Advocates, Water Education Colorado, Colorado Municipal League, among others.
2. **Provide direct assistance to 15-20 cities, towns, and other municipal water providers interested in applying for WaterSMART funding.** Direct assistance activities will be initiated with a one-on-one call between the WaterNow team and key municipal/utility staff to introduce the various funding opportunities. Once the parties align on goals support needs, WaterNow will provide additional in-depth support to 3-5 water service providers in a variety of ways, including but not limited to the following:
 - Researching specific applicant questions
 - Strategizing a competitive application
 - Data support on quantifying projected water savings
 - Facilitating connections with relevant USBR staff members
 - Developing application and budget templates



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- Editing and reviewing applications
- Providing letters of support.

3. Facilitate 2 follow-up webinars with past successful WaterSMART applicants in Colorado. The webinars will explore project implementation, grant reporting, and lessons learned throughout the process with a goal of addressing questions and encouraging future Colorado WaterSMART applicants. Webinars will be promoted widely to the Colorado water community.

Deliverable:

The primary deliverables will be to provide direct assistance to 15-20 cities, towns, and other municipal water service providers interested in applying for WaterSMART funding, and to provide additional in-depth support to 3-5 water service providers submitting applications to the Bureau of Reclamation.

In addition, WaterNow will provide a written report of its activities and lessons learned, including key metrics. Summary will include metrics for: the number of Colorado water service providers that engaged with this initiative, number of Colorado water service providers that submitted WaterSMART applications with WaterNow's support, number and key details on successful WaterSMART project applications (i.e., acre-feet per year water savings, total project cost, and other important project benefits). The written summary will include all relevant outreach and application support materials including but not limited to: PowerPoint slides and recordings, blog entries, and research conducted on behalf of applicants (if available).

Budget and Schedule

This Statement of Work shall be accompanied by a combined Budget and Schedule that reflects the Tasks identified in the Statement of Work and shall be submitted to CWCB in excel format.

Reporting Requirements

Progress Reports: The applicant shall provide the CWCB a progress report every 6 months, beginning from the date of issuance of a purchase order, or the execution of a contract. The progress report shall describe the status of the tasks identified in the statement of work, including a description of any major issues that have occurred and any corrective action taken to address these issues.

Final Report: At completion of the project, the applicant shall provide the CWCB a Final Report on the applicant's letterhead that:

- Summarizes the project and how the project was completed.
- Describes any obstacles encountered, and how these obstacles were overcome.
- Confirms that all matching commitments have been fulfilled.
- Includes photographs, summaries of meetings and engineering reports/designs.

The CWCB will pay out the last 10% of the budget when 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 grant will be closed without any further payment.



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Payment

Payment will be made based on actual expenditures and must include invoices for all work completed. The request for payment must include a description of the work accomplished by task, an estimate of the percent completion for individual tasks and the entire Project in relation to the percentage of budget spent, identification of any major issues, and proposed or implemented corrective actions.

Costs incurred prior to the effective date of this contract are not reimbursable. The last 10% of the entire grant will be paid out when the final deliverable has been received. All products, data and information developed as a result of this contract must be provided to as part of the project documentation.

Performance Measures

Performance measures for this contract shall include the following:

- (a) Performance standards and evaluation: Grantee will produce detailed deliverables for each task as specified. Grantee shall maintain receipts for all project expenses and documentation of the minimum in-kind contributions (if applicable) per the budget in Exhibit C. Per Grant Guidelines, the CWCB will pay out the last 10% of the budget when 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 grant will be closed without any further payment.
- (b) Accountability: Per Grant Guidelines full documentation of project progress must be submitted with each invoice for reimbursement. Grantee must confirm that all grant conditions have been complied with on each invoice. In addition, per Grant Guidelines, Progress Reports must be submitted at least once every 6 months. A Final Report must be submitted and approved before final project payment.
- (c) Monitoring Requirements: Grantee is responsible for ongoing monitoring of project progress per Exhibit A. Progress shall be detailed in each invoice and in each Progress Report, as detailed above. Additional inspections or field consultations will be arranged as may be necessary.
- (d) Noncompliance Resolution: Payment will be withheld if grantee is not current on all grant conditions. Flagrant disregard for grant conditions will result in a stop work order and cancellation of the Grant Agreement.

**COLORADO**Colorado Water
Conservation Board

Department of Natural Resources

Colorado Water Conservation Board**Water Plan Grant - Exhibit B****Budget and Schedule****Prepared Date: 12/1/2021****Name of Applicant: Multiplier on behalf of WaterNow Alliance****Name of Water Project: Advancing High Impact Water Efficiency Solutions in Colorado Communities****Project Start Date: 7/1/2022****Project End Date: 6/30/2023**

Task No.	Task Description	Task Start Date	Task End Date	Grant Funding Request	Match Funding	Total
1	Project Accelerator Initiative Sub-Task 1: Hold Accelerator Application Rounds	1-Jul-22	30-Jun-23	\$13,900	\$13,900	\$27,800
2	Project Accelerator Initiative Sub-Task 2: Technical Project Support & Assistance	1-Jul-22	30-Jun-23	\$58,300	\$58,300	\$116,600
3	Project Accelerator Initiative Sub-Task 3: Outreach on Project Successes & Lessons Learned	1-Jul-22	30-Jun-23	\$10,620	\$10,620	\$21,240
4	Project Accelerator Initiative Sub-Task 4: Regional Colorado Cohort of Accelerator Communities	1-Jul-22	30-Jun-23	\$8,400	\$8,400	\$16,800
5	Project Accelerator Initiative Sub-Task 5: Develop a Model Ordinance Library for Northern Water Allottees	1-Jul-22	30-Jun-23	\$3,680	\$3,680	\$7,360
6	USBR WaterSMART Outreach & Application Support Sub-Task 1: Conduct Widespread Outreach	1-Jul-22	30-Jun-23	\$13,145	\$13,145	\$26,290
7	USBR WaterSMART Outreach & Application Support Sub-Task 1: Direct, Technical Application Assistance	1-Jul-22	30-Jun-23	\$26,800	\$26,800	\$53,600
8	USBR WaterSMART Outreach & Application Support Sub-Task 1: Webinar with Past Successful CO WaterSMART Applicants	1-Jul-22	30-Jun-23	\$4,390	\$4,390	\$8,780
Total				\$139,235	\$139,235	\$278,470

November 23, 2021



Kevin Reidy
Colorado Water Conservation Board
1313 Sherman Street
Denver, CO 80203

Subject: Support for WaterNow Alliance's Water Plan Grant Application

Dear Mr. Reidy:

On behalf of the City of Aspen, I am pleased to write in support of WaterNow Alliance's application for a Water Plan Grant entitled, "Advancing High Impact Water Efficiency Solutions in Colorado Communities."

We have had the opportunity to partner with WaterNow over the past four years and have valued their support in advancing Aspen's water efficiency and demand reduction objectives. We know from firsthand experience that WaterNow is a great resource and asset to communities like ours and fully support their effort to help communities implement and fund their water objectives through both the Project Accelerator and WaterSMART Application support initiatives. Their approach is tailored to the needs of each community, and they possess the professional expertise and experience to accomplish their objectives.

WaterNow has been instrumental to the implementation and successful execution of the City's Qualified Water Efficient Landscaper Program (QWEL), the first of its kind in Colorado. WaterNow has supported the city to develop and update the program curriculum and organize and facilitate all elements of the annual trainings. The City of Aspen now has 68 QWEL graduates and has maintained a 100 percent pass rate among course participants. The City of Aspen received a 2020 EPA WaterSense Partner of the Year award for our QWEL program, and I believe that WaterNow played a key role in our ability to carry out this program successfully.

WaterNow also supported the City of Aspen over the last few years in applying for various USBR WaterSMART funding opportunities. This includes a FY2020 Water & Energy Efficiency Grant to support Aspen's Advanced Metering Infrastructure (AMI) implementation, which we were successful in procuring, and more recently a FY2021 WEEG grant for upgrades to the City's Maroon Creek municipal diversion pipeline to reduce raw water losses. WaterNow engaged with the city to address application questions and to provide letters of support on our behalf given our strong existing partnership. Aspen and WaterNow Alliance share a joint commitment to the efficient use of our limited water resources.

Page Two
November 24, 2021

Colorado's current severe drought conditions across the State, coupled with continued high population growth and budgetary challenges facing many local communities due to the Covid-19 pandemic, has created a significant need among Colorado communities for implementing and funding impactful water efficiency projects, policies, and programs. We support both WaterNow's Project Accelerator and its WaterSMART Application Support initiatives to provide valuable and tangible resources and services to Colorado communities that support their water efficiency and integrated water and land use planning objectives, and to advance the larger vision of Colorado's sustainable water future.

We believe that WaterNow's proposal for funding would advance the purposes of the Water Plan Grants: Conservation & Land Use Planning goals. For this reason, and those enumerated above, the City of Aspen urges your favorable consideration of WaterNow's grant application.

Thank you for your consideration.

Sincerely,



Rob Gregor, Utilities Management Analyst, City of Aspen
robert.gregor@cityofaspen.com
970.920.5110

November 30, 2021

Kevin Reidy
Colorado Water Conservation Board
1313 Sherman Street
Denver, CO 80203

RE: Support for WaterNow Alliance's Water Plan Grant Application

Dear Mr. Reidy:

On behalf of the City of Englewood, I'm pleased to write in support of WaterNow Alliance's application for a Water Plan Grant entitled "Advancing High Impact Water Efficiency Solutions in Colorado Communities." We have had the opportunity to work with WaterNow for the past two years on USBR WaterSMART grant applications. We know from firsthand experience that WaterNow is a great resource and an asset to communities like ours and fully support their effort to help communities implement and fund their water efficiency objectives through both the Project Accelerator and WaterSMART Application Support initiatives. Their approach is tailored to the needs of each community and they possess the professional expertise and experience to accomplish their objectives.

This past fall, WaterNow provided hands-on support to the City in preparing our WaterSMART Water & Energy Efficiency Grant (WEEG) application requesting \$500,000 to take a more aggressive and proactive approach to converting our remaining flat-rate, or unmetered, water customers to metered service. Englewood became aware of this funding opportunity through a WaterNow outreach email and received support through a series of calls with WaterNow and Reclamation staff to address questions. The City submitted an application for WaterSMART funding in FY2021 which was not successful in receiving funding, so we requested support from WaterNow on strengthening this application. WaterNow provided the City with application and budget templates, wrote a letter of support on our behalf, and provided extensive application review and revisions. They were also very responsive to multiple questions that arose throughout the application process. WaterNow's support in all of these different ways was instrumental to successfully navigating the application process and ultimate submittal of a strong application.

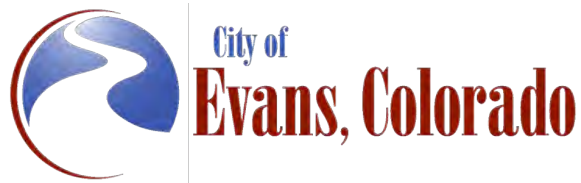
Colorado's current severe drought conditions across the State coupled with continued high population growth and budgetary challenges facing many local communities due to the Covid-19 pandemic has created a significant need among Colorado communities for implementing and funding impactful water efficiency projects, policies, and programs. We support both WaterNow's Project Accelerator and its WaterSMART Application Support initiatives. These initiatives provide valuable and tangible resources and services to Colorado communities to support their water efficiency and integrated water and land use planning objectives, as well as advance the larger vision of Colorado's sustainable water future.

We believe that WaterNow's proposal for funding would advance the purposes of the Water Plan Grants: Conservation & Land Use Planning goals. For this reason, and those enumerated above, the City of Englewood urges your favorable consideration of WaterNow's grant application. Thank you for your consideration.

Sincerely,



Pieter Van Ry
Director of South Platte Renew & City of Englewood Utilities
Email: pvanry@englewoodco.gov
Phone: 303-762-2602



1100 37th Street • Evans, CO 80620 • (970) 475-1167

November 30, 2021

Kevin Reidy
Colorado Water Conservation Board
1313 Sherman Street
Denver, CO 80203

RE: Support for WaterNow Alliance's Water Plan Grant Application

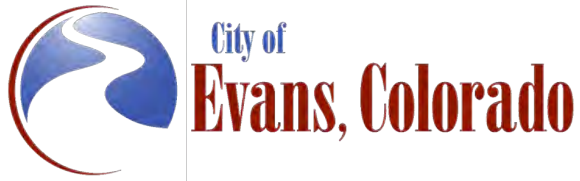
Dear Mr. Reidy:

On behalf of the City of Evans, I'm pleased to write in support of WaterNow Alliance's application for a Water Plan Grant entitled "Advancing High Impact Water Efficiency Solutions in Colorado Communities." We've worked with WaterNow over the last year as a Project Accelerator recipient to develop an indoor water efficiency audit and direct installation program for income-qualifying residents. We also received support from WaterNow in reviewing our Municipal Water Efficiency Plan (MWEP) for alignment with U.S. Bureau of Reclamation WaterSMART opportunities. The City of Evans knows from firsthand experience that WaterNow is an invaluable resource and an asset to communities like ours and fully support their efforts to help communities implement and fund their water efficiency objectives through both the Project Accelerator and WaterSMART Application Support initiatives. Their approach is tailored to the needs of each community, and they possess the professional expertise and experience to accomplish their objectives. In fact, the City of Evans could not be where we are today without the support of the WaterNow Alliance.

WaterNow is currently supporting the City of Evans in research, program design, and implementation of a water conservation fixture direct install and indoor water efficiency audit program for income qualified residents. Fixtures provided through the direct installation program include high-efficiency toilets, showerheads, faucet aerators, light bulbs, smoke detectors, and carbon monoxide detectors at no cost to eligible residents. This program will support the objectives identified in the City's Municipal Water Efficiency Plan while simultaneously reducing the potential burden of high-water bills for income qualified residents in our service area.

WaterNow also surveyed the City of Evans 2019 MWEP Update to identify potential WaterSMART grant funding opportunities that align with water efficiency activities that the City has selected for implementation. This review provided a detailed matrix highlighting alignment of more than 10 potential water efficiency activities that have moderate or high potential for water use reduction with multiple WaterSMART grants; activities which may align with funding opportunities included system wide water audits, advanced meter reading installation, a water rate study, water reuse system, system leak detection and repair, and rebates for outdoor water efficiency measures.

Colorado's current severe drought conditions across the State coupled with continued high population growth and budgetary challenges facing many local communities due to the Covid-19 pandemic, have created a significant need among Colorado communities for implementing and funding impactful water efficiency projects, policies, and programs. We support both WaterNow's Project Accelerator and its WaterSMART Application Support initiatives to provide valuable and tangible resources and services to



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Colorado communities to support their water efficiency and integrated water and land use planning objectives and advance the larger vision of Colorado's sustainable water future.

We believe that WaterNow's proposal for funding would advance the purposes of the Water Plan Grants: Conservation & Land Use Planning goals. For this reason, and those enumerated above, the City of Evans urges your favorable consideration of WaterNow's grant application. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Anne Best Johnson".

Anne Best Johnson, MBA AICP
Community Development Director
abjohnson@evanscolorado.gov
(970) 475-2228



November 30, 2021

Kevin Reidy
Colorado Water Conservation Board
1313 Sherman Street
Denver, CO 80203

RE: Support for WaterNow Alliance's Water Plan Grant Application

Dear Mr. Reidy:

The City of Greeley is pleased to submit this letter in support of WaterNow's application for a Water Plan Grant entitled "Advancing High Impact Water Efficiency Solutions in Colorado Communities." We have had the opportunity to engage with WaterNow over the past few years through a variety of initiatives, including the United States Bureau of Reclamation (USBR) WaterSMART grants application assistance, and most recently as a Project Accelerator participant. Greeley has firsthand experience that WaterNow's extensive resources are an asset to communities like ours. We fully support their effort to aid communities and implement and fund their water efficiency objectives through both the Project Accelerator and WaterSMART Application process. Their approach is tailored to the needs of each community and they possess the widespread professional expertise and experience to accomplish their objectives.

With the support of WaterNow's Project Accelerator program, the City of Greeley was able to conduct a comprehensive water efficiency program performance analysis that directly aligns with the Colorado Water Plan's conservation objectives. This analysis focused on a cost-benefit analysis and review of other important metrics such as socioeconomic status of participants, including the value of each program to the City's residents. WaterNow, and their partner Western Resource Advocates, have conducted research on our behalf on best practices for conducting both quantitative and qualitative program performance analysis. This will inform the City's next Water Efficiency Plan Once, and be shared widely with the Colorado water community. WaterNow has been committed, creative and detail-oriented and we have no doubt that this technical assistance will yield valuable information to inform updates to Greeley's efficiency programs.

Another prime example is WaterNow's support of exploring funding opportunities, especially the USBR WaterSMART grants. Most notably, WaterNow helped the City to apply for and successfully receive funding through the Water & Energy Efficiency grant for Advanced Metering Infrastructure (AMI) implementation in FY2020. The City submitted an application for WaterSMART funding in FY2019 which was not successful in receiving funding, so we requested support from WaterNow on strengthening this application. WaterNow provided strong insight and guidance on how to strengthen the grant application, as well as providing a letter of support on our behalf to USBR. Additionally, WaterNow helped the City to apply for more funding through the FY2022 Water & Energy Efficiency Grant to continue their AMI implementation project; WaterNow also provided a letter of support on our behalf to USBR.

Colorado's current severe drought conditions in conjunction with continued high population growth and budgetary challenges impact many local communities like ours. With the Covid-19 pandemic at our heels, this has created a significant need among Colorado communities for implementing and funding impactful water efficiency projects, policies, and programs. We support WaterNow's initiatives to provide valuable and tangible resources and services to Colorado communities that follow water efficiency and integrated

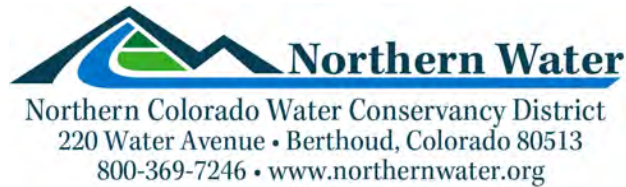
water and land use planning objectives. In our opinion, WaterNow's support has advanced the larger vision of Colorado's sustainable water future.

We believe that WaterNow's proposal for funding would advance the purposes of the Water Plan Grants: Conservation & Land Use Planning goals. For this reason, and those enumerated above, the City of Greeley urges your favorable consideration of WaterNow's grant application. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sean P. Chambers", followed by a long horizontal flourish.

Sean Chambers
Director of Water and Sewer Department
City of Greeley
970.350.9815 | Sean.Chambers@greeleygov.com



November 30, 2021

Kevin Reidy
Colorado Water Conservation Board
1313 Sherman Street
Denver, CO 80203

RE: Support for WaterNow Alliance's Water Plan Grant Application

Dear Mr. Reidy:

On behalf of Northern Water, I am pleased to write in support of WaterNow Alliance's application for a Water Plan grant entitled "Advancing High Impact Water Efficiency Solutions in Colorado Communities." Over the last few years, Northern Water has strongly supported WaterNow's efforts to help communities' advance policies that meet the specific needs of each community, while advancing the larger objective of integrated planning throughout Colorado.

Northern Water is always happy to share resources with allottees of WaterNow's various assistance programs, and many of Northern Water's allottees have received support from WaterNow through these initiatives over the years. For example, WaterNow supported the Town of Severance through the Project Accelerator Program to update their Comprehensive Plan to include water efficiency language. Additionally, in 2021 Northern Water engaged with WaterNow through WaterNow's WaterSMART Application Support Services when we considered applying for a Water & Energy Efficiency Grant to support our xeriscape garden installation grant program. WaterNow staff were very knowledgeable about various grant opportunities and were able to directly connect us with the appropriate staff at the United States Bureau of Reclamation. Lastly, various Northern Water staff has participated and received their Qualified Water Efficient Landscaper (QWEL) certification through WaterNow's facilitated QWEL course.

Next year, Northern Water anticipates partnering with WaterNow to engage graduate students enrolled in the University of Colorado Boulder's Masters of the Environment Capstone Program to create a regionally appropriate model ordinance library. The primary focus of the library will be on ordinances that are relevant to the priorities of our allottees. They may include green infrastructure, recycled water, and water-efficient landscape model ordinances.

Colorado's current severe drought conditions across the state, coupled with budgetary challenges facing many local communities due to the Covid-19 pandemic, and continued high population growth across much of the state has created a significant need among Colorado communities for implementing and funding impactful water efficiency projects, policies, and programs. We support both WaterNow's Project Accelerator and its WaterSMART Application Support initiatives to provide valuable and tangible resources and services to Colorado communities to support their water efficiency objectives and advance the larger vision of Colorado's sustainable water future.

We believe that WaterNow's proposal for funding is sound and would like to advance the purposes of the Water Plan Grants: Conservation & Land Use Planning goals. For this reason, and those listed above, Northern Water urges your favorable consideration of WaterNow's grant application. Thank you for your consideration.

Sincerely,

DocuSigned by:
Darren Nowels
269711F182D64C8
Darren Nowels
Water Efficiency Planner
Northern Water