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## Colorado Water Conservation Board

### Water Plan Grant Application

#### Instructions

To receive funding for a Water Plan Grant, applicant must demonstrate how the project, activity, or process (collectively referred to as “project”) funded by the CWCB will help meet the measurable objectives and critical actions in the Water Plan. Grant guidelines are available on the CWCB website.

If you have questions, please contact CWCB at (303) 866-3441 or email the following staff to assist you with applications in the following areas:

Water Storage Projects  
Conservation, Land Use Planning  
Engagement & Innovation Activities  
Agricultural Projects  
Environmental & Recreation  
Projects

Matthew.Stearns@state.co.us  
Kevin.Reidy@state.co.us  
Ben.Wade@state.co.us  
Alexander.Funk@state.co.us  
Chris.Sturm@state.co.us

**FINAL SUBMISSION:** Submit all application materials in one email to

**[waterplan.grants@state.co.us](mailto:waterplan.grants@state.co.us)**

**in the original file formats [Application (word); Statement of Work (word); Budget/Schedule (excel)]. Please do not combine documents. In the subject line, please include the funding category and name of the project.**

#### Water Project Summary

Name of Applicant	WaterNow Alliance, a program of Multiplier (Fiscal Sponsor)	
Name of Water Project	Advancing High Impact Water Efficiency Solutions in Colorado Communities	
CWP Grant Request Amount		\$ 138,355.00
Other Funding Sources _____		\$ 138,355.00
Other Funding Sources _____		\$
Other Funding Sources _____		\$
Applicant Funding Contribution		\$
Total Project Cost		\$276.710.00



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Applicant & Grantee Information
Name of Grantee(s) Multiplier (on behalf of WaterNow Alliance)
Mailing Address 1536 Wynkoop Street, Suite 194, Denver, CO 80212
FEIN #91-2166435
Position/Title Cynthia Koehler, Executive Director
Email <a href="mailto:ck@waternow.org">ck@waternow.org</a>
Phone (415) 515-0511
Grant Management Contact Kvetka Smith
Position/Title Grants & Contracts Director
Email kvetka@multiplier.org
Phone (415) 458-3665
Name of Applicant (if different than grantee) N/A
Mailing Address
Position/Title
Email
Phone
Description of Grantee/Applicant
Provide a brief description of the grantee's organization (100 words or less).
<p>WaterNow Alliance is a network of municipal water leaders supporting sustainable, equitable, affordable, and climate-resilient water strategies. Founded in 2015 in collaboration with several Colorado city councilmembers, WaterNow creates policy pathways for innovative solutions, and specializes in engaging directly with communities to develop and implement replicable and scalable community-based water solutions. WaterNow has been working on Colorado water issues since its inception, and currently has 120 Colorado members. We established a full-time office in Denver in 2018 to build local expertise and relationships. We have collaborated on successful local projects and initiatives with 15 Colorado cities.</p>

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Type of Eligible Entity (check one)	
	<b>Public (Government):</b> Municipalities, enterprises, counties, and State of Colorado agencies. Federal agencies are encouraged to work with local entities. Federal agencies are eligible, but only if they can make a compelling case for why a local partner cannot be the grant recipient.
	<b>Public (Districts):</b> Authorities, Title 32/special districts (conservancy, conservation, and irrigation districts), and water activity enterprises.
	<b>Private Incorporated:</b> Mutual ditch companies, homeowners associations, corporations.
	<b>Private Individuals, Partnerships, and Sole Proprietors:</b> Private parties may be eligible for funding.
✓	<b>Non-governmental organizations (NGO):</b> Organization that is not part of the government and is non-profit in nature.
	<b>Covered Entity:</b> As defined in <a href="#">Section 37-60-126 Colorado Revised Statutes</a> .

Type of Water Project (check all that apply)	
	Study
	Construction
	Identified Projects and Processes (IPP)
✓	Other

Category of Water Project (check the primary category that applies and include relevant tasks)	
	Water Storage - 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.. <i>Applicable Exhibit A Task(s):</i>
✓	Conservation and Land Use Planning - Activities and projects that implement long-term strategies for conservation, land use, and drought planning. <i>Applicable Exhibit A Task(s):</i> <ul style="list-style-type: none"> <li>Task 1: Project Accelerator – Direct Technical Capacity and Support for Local Program/Policy Implementation</li> <li>Task 2: Bureau of Reclamation WaterSMART Program Outreach &amp; Application Assistance</li> </ul>
	Engagement & Innovation - Activities and projects that support water education, outreach, and innovation efforts. Please fill out the Supplemental Application on the website. <i>Applicable Exhibit A Task(s):</i>
	Agricultural - Projects that provide technical assistance and improve agricultural efficiency. <i>Applicable Exhibit A Task(s):</i>
	Environmental & Recreation - Projects that promote watershed health, environmental health, and recreation. <i>Applicable Exhibit A Task(s):</i>

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	Other	Explain:

Location of Water Project	
Please provide the general county and coordinates of the proposed project below in <b>decimal degrees</b> . The Applicant shall also provide, in Exhibit C, a site map if applicable.	
County/Countries	Support provided by this initiative will be available to cities, towns, counties, and other municipal water providers across the State of Colorado, primarily focused on small-to-mid-sized, under-resourced communities.
Latitude	
Longitude	

Water Project Overview
<p>Please provide a summary of the proposed water project (200 words or less). Include a description of the project and what the CWP Grant funding will be used for specifically (e.g., studies, permitting process, construction). Provide a description of the water supply source to be utilized or the water body affected by the project, where applicable. Include details such as acres under irrigation, types of crops irrigated, number of residential and commercial taps, length of ditch improvements, length of pipe installed, and area of habitat improvements, where applicable. If this project addresses multiple purposes or spans multiple basins, please explain.</p> <p>The Applicant shall also provide, in Exhibit A, a detailed Statement of Work, Budget, Other Funding Sources/Amounts and Schedule.</p>

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WaterNow seeks support for two inter-connected 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 will support primarily small-to-mid sized under-resourced communities and will focus on the integration of water and land use planning.

WaterNow's Project Accelerator provides 250-300 hours of *pro bono* assistance to communities to develop and/or implement projects, programs or policies advancing water use efficiency and other sustainable strategies; we seek CWCB support for at least 4 Colorado-based Accelerator projects. Projects are selected based on local priorities that have the greatest potential for impact and replicability statewide and beyond.

WaterNow also proposes to expand our program assisting Colorado communities in applying for the Bureau of Reclamation's (USBR) various WaterSMART programs. Over the past two years we have supported 7 communities in successfully leveraging \$4,148,980 in federal support for programs expected to conserve 3,252 acre-feet.<sup>1</sup> CWCB's support would enable WaterNow to provide extensive outreach about WaterSmart opportunities, and hands-on assistance to 15-20 communities in applying for grants.

### Measurable Results

To catalog measurable results achieved with the CWP Grant funds, please provide any of the following values as applicable:

	New Storage Created (acre-feet)
	New Annual Water Supplies Developed or Conserved (acre-feet), Consumptive or Nonconsumptive
	Existing Storage Preserved or Enhanced (acre-feet)
	Length of Stream Restored or Protected (linear feet)
Estimated savings resulting from WNA support is between 4,000 acre-feet and 8,000 acre-feet per year depending on projects supported	Efficiency Savings (indicate acre-feet/year OR dollars/year)
	Area of Restored or Preserved Habitat (acres)
	Quantity of Water Shared through Alternative Transfer Mechanisms

<sup>1</sup> These figures do not include WaterNow's support provided to FY21 WaterSMART applicants as awards have yet to be announced.

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Between ~350,000 - ~800,000 Coloradans depending on the number and size of communities supported	Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning	
	Number of Coloradans Impacted by Engagement Activity	
	Other	Explain:

### Water Project Justification

Provide a description of how this water project supports the goals of [Colorado's Water Plan](#), the most recent [Statewide Water Supply Initiative](#), and the applicable Roundtable [Basin Implementation Plan](#) and [Education Action Plan](#). The Applicant is required to reference specific needs, goals, themes, or Identified Projects and Processes (IPPs), including citations (e.g. document, chapters, sections, or page numbers).

The proposed water project shall be evaluated based upon how well the proposal conforms to Colorado's Water Plan Framework for State of Colorado Support for a Water Project (CWP, Section 9.4, pp. 9-43 to 9-44;)

WaterNow's proposed 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, Section 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, Section 9.2, pp. 9-20).

WaterNow will advance these measurable objectives by providing direct, hands-on assistance to communities to expand, accelerate and finance high impact water efficiency projects. To the maximum extent, 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 12, 2020, 100% of the state was in moderate drought with 93.7% in severe drought conditions<sup>2</sup>. The COVID-19 pandemic has led to large budget cuts at the state and local level, leading to staffing cuts and impacting the services municipal utilities are able to provide. And according to the 2019 Technical Update to the Water Plan, Colorado's population is projected to continue to grow rapidly, from 5.7 million people in 2019 to 8.5 million by 2050 (pp.41).

Active water conservation strategies have the potential to significantly reduce per capita water consumption. Between 2008 and 2015 per capita baseline system demand in Colorado decreased from 172 to 164 gpcd, a 5% reduction (2019 Technical Update, pp. 35). Urban per capita water use in other Western states is well below Colorado's,<sup>3</sup> suggesting that local communities in the State have

<sup>2</sup> US Drought Monitor: <https://droughtmonitor.unl.edu/CurrentMap/StateDroughtMonitor.aspx?CO>

<sup>3</sup> USGS Water Use in the United States: [https://www.usgs.gov/mission-areas/water-resources/science/water-use-united-states?qt-science\\_center\\_objects=0#qt-science\\_center\\_objects](https://www.usgs.gov/mission-areas/water-resources/science/water-use-united-states?qt-science_center_objects=0#qt-science_center_objects)



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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 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 related to the COVID-19 pandemic, which are expected to continue in the near-term. Compounding this challenge, Colorado's state budget was reduced significantly this year due to COVID-19, thus limiting the amount of state grant funding available to local municipalities. Funding through CWCB's Water Efficiency Implementation Grants is not available at all this year due to impacts on severance taxes. While the Water Plan set a goal of raising \$100 million at the state level to support Water Plan implementation, given current state and local budgetary challenges, increasing federal support from USBR's WaterSMART programs -- which fund many of the same programs as CWCB's Water Efficiency Implementation Grant -- is an important strategy for filling these funding gaps.

The Project Accelerator and the USBR 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 many do not have the requisite staff capacity, expertise, information and/or political support to 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).

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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 USBR 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. 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 - with populations totaling approximately 350,000 – 800,000 - 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, Section 9.2, pp. 9-20).

WaterNow's USBR WaterSMART Program Outreach & Application Assistance will be critical in helping to fill funding gaps due to state and municipal budget cuts, 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 – 300 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 USBR's WaterSMART Program Outreach & Application Assistance has the potential to galvanize additional applications, potentially leveraging millions in funding to Colorado communities. 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

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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.

*2. “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 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 project will target - and prioritize – small-to-midsized municipal utilities, particularly those that are under-resourced. Based on a new survey by Colorado WaterWise, preliminary results show that 28% of the 93 utility respondents didn’t have any staff working on conservation (dedicated or otherwise) and 72% don’t have a dedicated conservation budget to build and run conservation programs.<sup>4</sup> 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 will aim 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.

<sup>4</sup> Colorado WaterWise Symposium Session: Understanding water conservation efforts across Colorado, Oct. 27, 2020. Preliminary results shared of project that analyzed conservation data submitted under HB 10-1051 as well as new data collected through a survey to gain a more comprehensive understanding of the state of municipal conservation in Colorado. Final report to follow.



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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.

2. *"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.

3. *"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 leverage the expertise and connections within this group to support our outreach efforts for this initiative and as a resource for specific Project Accelerator initiative implementation needs. In addition, WaterNow has previously, and continues to, partner 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.

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**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 other Colorado NGOs and related stakeholders as demonstrated by the following elements:

- Direct project and funding application assistance for Colorado communities will involve hands-on collaboration and partnership between WaterNow and the community, and it was 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 3 Colorado projects for which WaterNow WaterSMART application support in FY2020 will produce 3,067 acre-feet savings annually. With CWCB funding, WaterNow anticipates being able to support 15 - 20 Colorado cities, and thus the associated water savings, to be far greater. 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 will similarly reduce overall and per capita municipal water demand through incentive programs, codes and regulations, plans, education, and other strategies.
- Accelerator Projects will be selected that advance the integration of water efficiency and land use planning, as exemplified by current and past Colorado Projects listed below:
  - 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.

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- Executing program performance analysis with the City of Greeley on their existing water efficiency programs and developing an external report on the findings.
- And working with High Country Conservation Center and Summit County to develop a regional Water Efficiency Program including outreach strategies and funding opportunities.
- 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, as demonstrated above, 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 ready to proceed upon receipt of funding.

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### Related Studies

Please provide a list of any related studies, including if the water project is complementary to or assists in the implementation of other CWCB programs.

There are a few related studies to this project:

1. Koehler, C. Koch, C. *Innovation in Action: 21<sup>st</sup> Century Water Infrastructure Solutions*. Prepared by WaterNow Alliance (2019). [Link](#)
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. [Link](#)
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). [Link](#)
4. Tap into Resilience Resource Library: Water Use Efficiency Reports & Case Studies. Updated on an on-going basis. Prepared by WaterNow Alliance (2020). [Link](#)

This project is complementary to the Sonoran Institute's Growing Water Smart (GWS) workshops, which are funded in part by a Water Plan grant. These three-day educational workshops result in detailed community action plans. WaterNow will work with the Sonoran Institute to ensure that GWS communities are aware of the Project Accelerator initiative to assist with projects and policy priorities identified in these action plans. Additionally, projects identified in the action plans may be well-suited for funding through the WaterSMART program. Our complimentary efforts will ultimately increase the total number of communities who receive assistance with their land use and water integration efforts.

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### Previous CWCB Grants, Loans or Other Funding

List all previous or current CWCB grants (including WSRF) awarded to both the Applicant and Grantee. Include: 1) Applicant name; 2) Water activity name; 3) Approving RT(s); 4) CWCB board meeting date; 5) Contract number or purchase order; 6) Percentage of other CWCB funding for your overall project.

1. Applicant Name: Western Resource Advocates \*  
Water Activity Name: Integrated Water & Land Use Planning in Colorado Communities: Direct Community Assistance  
Approving RT(s): Not Applicable  
CWCB Board Meeting Date: November 20, 2019  
Contract Number / Purchase Order: POGG1,PDAA,202000002628  
Percentage of CWCB funding for overall project: 50%  
\*WaterNow Alliance is a sub-grantee of Western Resource Advocates on this Water Plan grant
2. Applicant Name: Multiplier/WaterNow Alliance  
Water Activity Name: Alternative Transfer Methods Outreach Initiative for Local Municipal Decision Makers in Colorado  
Approving RT(s): Not Applicable  
CWCB Board Meeting Date: January 27<sup>th</sup>, 2020  
Contract Number / Purchase Order: POGG1,PDAA,202000002864  
Percentage of CWCB funding for overall project: 90%

### Taxpayer Bill of Rights

The Taxpayer Bill of Rights (TABOR) may limit the amount of grant money an entity can receive. Please describe any relevant TABOR issues that may affect your application.

Not applicable.



Last Updated: June 2020

Submittal Checklist	
✓	I acknowledge the Grantee will be able to contract with CWCB using the <a href="#">Standard Contract</a> .
Exhibit A	
✓	Statement of Work <sup>(1)</sup>
✓	Budget & Schedule <sup>(1)</sup>
	Engineer's statement of probable cost (projects over \$100,000)
✓	Letters of Matching and/or Pending 3 <sup>rd</sup> Party Commitments <sup>(1)</sup>
Exhibit C	
	Map (if applicable) <sup>(1)</sup>
	Photos/Drawings/Reports
✓	Letters of Support (Optional)
✓	Requested - Certificate of Insurance (General, Auto, & Workers' Comp.) <sup>(2)</sup>
✓	Requested - Certificate of Good Standing with Colorado Secretary of State <sup>(2)</sup>
✓	W-9 <sup>(2)</sup>
	Independent Contractor Form <sup>(2)</sup> (If applicant is individual, not company/organization)
Engagement & Innovation Grant Applicants ONLY	
	Engagement & Innovation Supplemental Application <sup>(1)</sup>

(1) Required with application.

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

Last Updated: June 2020

Colorado Water Conservation Board	
Water Plan Grant - Exhibit A	

Statement Of Work	
<b>Date:</b>	November 23, 2020
<b>Name of Grantee:</b>	WaterNow Alliance, a program of Multiplier
<b>Name of Water Project:</b>	Advancing High Impact Water Efficiency Solutions in Colorado Communities
<b>Funding Source:</b>	Colorado Water Plan – Conservation and Land Use Planning
<b>Water Project Overview:</b>	
<p>The requested CWP Grant funds will build upon two successful WaterNow initiatives to help 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 will do this by (1) providing technical program assistance and capacity to at least 4 Colorado municipal water utilities, 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. This component of the project will include (a) holding two Project Accelerator rounds during the grant period and selecting at least 2 Colorado communities per round; (b) providing a range of technical project support and assistance to communities to plan, develop and implement their programs; and (c) sharing project 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 will also (2) provide outreach and application support for the Bureau of Reclamation's (USBR) 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 will include (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 a follow-up webinar with past successful WaterSMART applicants in Colorado to encourage additional interest in the program.</p>	
<b>Project Objectives:</b>	

Last Updated: June 2020

**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.

**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 Bureau of Reclamation’s WaterSMART program.

Tasks
<b>Task 1 – WaterNow’s Project Accelerator Initiative</b>
Description of Task:
<p>Through WaterNow’s Project Accelerator, WaterNow will provide technical program assistance and capacity to at least 4 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 Project Accelerator provides 250 - 300 hours of <i>pro bono</i> assistance to utilities seeking additional capacity and expertise to implement local sustainable water priorities<sup>5</sup>.</p> <p>Over the past two years – thanks in large part to the generous grant support of CWCB – WaterNow has had the opportunity to support 6 Colorado utilities in advancing integrated water efficiency and land use planning priorities through the Project Accelerator. These projects include:</p> <ul style="list-style-type: none"> <li>• Working with the City of Thornton to develop a water efficiency incentive program for new development.</li> <li>• Supporting the Town of Severance to draft language integrating water efficiency into the Town’s updated Comprehensive Plan.</li> <li>• Drafting the City of Golden’s laundry-to-landscape graywater ordinance and supporting demonstration project implementation.</li> <li>• 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.</li> <li>• Executing program performance analysis with the City of Greeley on their existing water efficiency programs and developing an external report on the findings.</li> <li>• And working with High Country Conservation Center and Summit County to develop a regional Water Efficiency Program including outreach strategies and funding opportunities.</li> </ul>

<sup>5</sup> <https://waternow.org/our-work/our-work-projects/project-accelerator/>

Last Updated: June 2020

Tasks
<p>The Project Accelerator is now well-established in Colorado. Over the past two Accelerator application rounds, WaterNow has received strong applications from 15 Colorado communities, more than three times the number of communities we've 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 2021 rounds of the Accelerator is expected to be high.</p> <p>WaterNow will open two application windows for the Project Accelerator program during the grant period and will select 2 Colorado applicants each round. 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 &amp; Water Planning, Water Education Colorado, Colorado Municipal League, and the Colorado Water &amp; Land Use Planning Alliance, among others. Findings and lessons learned from the Project Accelerators will be shared widely with the Colorado water community.</p>
<p>Method/Procedure:</p> <ol style="list-style-type: none"> <li><b>1. Hold two Project Accelerator rounds during the grant period and select 2 Colorado communities per round.</b> 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 1,100 Colorado water utility contacts to support this outreach.</li> <li><b>2. Provide technical project support and assistance to at least 4 Colorado communities to implement their sustainable water priority.</b> Based on past experience with Colorado communities, WaterNow anticipates that Accelerator activities will likely include, but not be limited to the following: <ul style="list-style-type: none"> <li>○ Extensive research and informational interview with communities that have developed similar programs/policies;</li> <li>○ Literature review of best practices for implementing specific efficiency solutions;</li> <li>○ Convening, presenting to and soliciting input from stakeholders;</li> <li>○ Drafting policies and program language;</li> <li>○ Conducting legal research and preparing recommendations;</li> <li>○ Developing outreach plans and materials;</li> <li>○ Generating and analyzing data of various kinds;</li> <li>○ Producing performance metrics;</li> <li>○ Supporting opportunities for storytelling and information dissemination;</li> <li>○ Identifying outside funding opportunities for program implementation.</li> </ul> </li> <li><b>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.</b> Outreach will take the form of blogs, final project reports, news articles, webinars, one-on-one conversations, and other presentation opportunities.</li> </ol>

Last Updated: June 2020

Tasks
<p><b>Deliverables:</b></p> <p>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 of each project - during the grant period.</p> <p>Each Accelerator Project will involve a specific set of unique deliverables per the list of actions described above.</p> <p>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 by May 1, 2022.</p>

Tasks
<p><b>Task 2 – Bureau of Reclamation WaterSMART Program Outreach &amp; Application Assistance</b></p> <p><b>Description of Task:</b></p> <p>WaterNow’s outreach and application support for the Bureau of Reclamation’s WaterSMART program will provide essential capacity to enable 15 -20 Colorado cities 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 will expand our existing 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. To this end, WaterNow will provide in-depth support to 3-5 small under-resourced Colorado communities to write their WaterSMART grant applications.</p> <p>For the past two years, WaterNow has promoted USBR WaterSMART funding opportunities and provided direct assistance to Colorado Basin utilities and cities interested in applying for funding. 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). More recently, in FY21, WaterNow supported 3 Colorado communities to submit WaterSMART applications (the City of Englewood, City of Fort Collins, and City of Aspen).</p> <p>Since WaterNow began providing WaterSMART application assistance, WaterNow has focused on 3 specific grant opportunities within the WaterSMART Program: the Water and Energy Efficiency Grants, Drought Resiliency Projects, and Small-Scale Water Efficiency Projects. This year – based on conversations with BoR staff – we will expand this initiative to include the BoR’s Drought Contingency</p>

Last Updated: June 2020

Tasks
<p>Planning grant and the Upper Colorado Water Conservation Field Services Program which we understand are both underutilized grant programs.</p>
<p>Method/Procedure:</p>
<ol style="list-style-type: none"> <li><b>1. Conduct outreach and promotional activities with Colorado communities as WaterSMART funding opportunities become available.</b> 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 and past WaterSMART funding recipients. Outreach will utilize WaterNow's database of 1,100 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 &amp; Land Use Planning Alliance, Western Resource Advocates, Water Education Colorado, Colorado Municipal League, among others.</li> <li><b>2. Provide direct assistance to 15-20 cities, towns, and other municipal water providers interested in applying for WaterSMART funding.</b> 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 assistance in a variety of ways including but not limited to the following: <ul style="list-style-type: none"> <li>○ Researching specific applicant questions</li> <li>○ Strategizing a competitive application</li> <li>○ Data support on quantifying projected water savings</li> <li>○ Facilitating connections with relevant USBR staff members</li> <li>○ Developing application and budget templates</li> <li>○ Editing and reviewing applications</li> <li>○ Providing letters of support.</li> </ul> </li> </ol> <p>WaterNow will provide additional in-depth support to 3-5 small, under-resourced utilities to write their WaterSMART applications.</p> <p>For example, WaterNow was instrumental in supporting Desert Water Agency (DWA) in drafting and submitting a successful FY20 Small-Scale Water Efficiency Project grant. Support included research on application questions, calls with USBR and DWA staff, drafting of the entirety of the grant application, application review and submission. DWA was awarded \$75,000 in WaterSMART funding to expand their grass removal incentive program, with a total project investment of \$151,000. The reduced water demand in the service area, estimated at approximately 13 acre-feet annual water savings, will address aquifer overdraft and increase the resilience of local water supply. DWA was so encouraged by this funding opportunity, that with WaterNow's support, this year they decided to apply for a much larger Water &amp; Energy Efficiency Grant in FY21 to further expand their turf removal program. If successful, DWA will receive \$500,000 in federal funding with estimated annual water savings of just under 100 acre-feet per year.</p>

Last Updated: June 2020

Tasks
<p>Similarly, WaterNow worked with the City of Greeley which received \$1.49M in Water &amp; Energy Efficiency Grant funding for installing Advanced Metering Infrastructure with estimated water savings of 1,129 acre-feet per year. The federal financial support enabled the City to leverage a total project investment of \$6.26M. Greeley had submitted an application for WaterSMART funding in FY2019 on their own but were not successful in receiving funding. WaterNow was able to strengthen the City's application by strategizing and researching additional details to include in the application, connecting them with the appropriate USBR staff contacts, and providing a letter of support.</p> <p>3. <b>Facilitate 2 follow-up webinars with past successful WaterSMART applicants in Colorado.</b> 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.</p>
Deliverable:
<p>The primary deliverable will be 15-20 timely WaterSMART applications from Colorado municipal water providers submitted to the Bureau of Reclamation.</p> <p>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 utilities that engaged with this initiative, number of Colorado utilities 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). Written summary will include all relevant outreach and application support materials including but not limited to: Powerpoint slides and recordings, blog entries, research conducted on behalf of applicants, and successful grant applications (if available).</p>

Budget and Schedule
<p>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.</p>

Reporting Requirements
<p><b>Progress Reports:</b> 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.</p>

Last Updated: June 2020

## Reporting Requirements

**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.

## 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 CWCB in hard copy and electronic format 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 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.



**COLORADO**

Colorado Water  
Conservation Board

Department of Natural Resources

## Colorado Water Conservation Board

### Water Plan Grant - Exhibit B

### Budget and Schedule

**Prepared Date:**

**Name of Applicant:** WaterNow Alliance, a project of Trust for Conservation Innovation DBA Multiplier

**Name of Water Project:** Advancing High Impact Water Efficiency Solutions in Colorado Communities

**Project Start Date:** May 1, 2021

**Project End Date:** April 30, 2022

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-May-21	1-Jan-22	\$13,900	\$13,900	\$27,800
2	Project Accelerator Initiative Sub-Task 2: Technical Project Support & Assistance	1-June- 21	30-April-22	\$58,300	\$58,300	\$116,600
3	Project Accelerator Initiative Sub-Task 3: Outreach on Project Successes & Lessons Learned	1-December-21	1-April-22	\$10,620	\$10,620	\$21,240
4	USBR WaterSMART Outreach & Application Support Sub-Task 1: Conduct Widespread Outreach	1-May-21	30-April-22	\$13,145	\$13,145	\$26,290
5	USBR WaterSMART Outreach & Application Support Sub-Task 1: Direct, Technical Application Assistance	1-May-21	30-April-22	\$38,000	\$38,000	\$76,000
6	USBR WaterSMART Outreach & Application Support Sub-Task 1: Webinar with Past Successful CO WaterSMART Applicants	1-February-21	1-April-22	\$4,390	\$4,390	\$8,780
<b>Total</b>				<b>\$138,355</b>	<b>\$138,355</b>	<b>\$276,710</b>

Colorado Water Conservation Board

Water Plan Grant - Detailed Budget Estimate

Fair and Reasonable Estimate

Prepared Date:	11/23/2020
Name of Applicant:	WaterNow Alliance, a program of Multiplier
Name of Water Project:	Advancing High Impact Water Efficiency Solutions in Colorado Communities

Item	Hourly Rate	# Hours	Sub-total	Direct Costs	Task Total	CWCB Funds	Matching Funds
Task 1 - Project Accelerator Initiative							
Sub-tasks							
A. Hold Accelerator Application Rounds							
Colorado Basin Program Manager	\$ 118.00	50	\$ 5,900.00	Outreach \$300		\$ 2,950.00	\$ 2,950.00
Water Resource Specialist	\$ 130.00	60	\$ 7,800.00			\$ 3,900.00	\$ 3,900.00
Communications and Outreach Manager	\$ 100.00	80	\$ 8,000.00			\$ 4,000.00	\$ 4,000.00
Executive Director	\$ 180.00	15	\$ 2,700.00			\$ 1,350.00	\$ 1,350.00
Project Manager	\$ 80.00	30	\$ 2,400.00			\$ 1,200.00	\$ 1,200.00
Water Policy Director	\$ 140.00	5	\$ 700.00			\$ 350.00	\$ 350.00
						\$ -	\$ -
SUBTOTALS:					\$ 27,800.00	\$ 13,900.00	\$ 13,900.00
B. Technical Project Support & Assistance							
Colorado Basin Program Manager	\$ 118.00	450	\$ 53,100.00			\$ 26,550.00	\$ 26,550.00
Water Resource Specialist	\$ 130.00	250	\$ 32,500.00			\$ 16,250.00	\$ 16,250.00
Communications and Outreach Manager	\$ 100.00	75	\$ 7,500.00			\$ 3,750.00	\$ 3,750.00
Executive Director	\$ 180.00	25	\$ 4,500.00			\$ 2,250.00	\$ 2,250.00
Project Manager	\$ 80.00	150	\$ 12,000.00			\$ 6,000.00	\$ 6,000.00
Water Policy Director	\$ 140.00	50	\$ 7,000.00			\$ 3,500.00	\$ 3,500.00
SUBTOTALS:					\$ 116,600.00	\$ 58,300.00	\$ 58,300.00
C. Outreach on Project Successes & Lessons Learned							
Colorado Basin Program Manager	\$ 118.00	80	\$ 9,440.00			\$ 4,720.00	\$ 4,720.00
Water Resource Specialist	\$ 130.00	30	\$ 3,900.00			\$ 1,950.00	\$ 1,950.00
Communications and Outreach Manager	\$ 100.00	40	\$ 4,000.00			\$ 2,000.00	\$ 2,000.00
Executive Director	\$ 180.00	5	\$ 900.00			\$ 450.00	\$ 450.00
Project Manager	\$ 80.00	20	\$ 1,600.00			\$ 800.00	\$ 800.00
Water Policy Director	\$ 140.00	10	\$ 1,400.00			\$ 700.00	\$ 700.00
SUBTOTALS:					\$ 21,240.00	\$ 10,620.00	\$ 10,620.00
TOTAL - Task 1 Project Accelerator Initiative					\$ 165,640.00	\$ 82,820.00	\$ 82,820.00
Task 2 - USBR WaterSMART Outreach & Application Support							
Sub-tasks							
A. Conduct Widespread Outreach							
Colorado Basin Program Manager	\$ 118.00	80	\$ 9,440.00	Outreach \$300		\$ 4,720.00	\$ 4,720.00
Project Manager	\$ 80.00	60	\$ 4,800.00			\$ 2,400.00	\$ 2,400.00
Executive Director	\$ 180.00	15	\$ 2,700.00			\$ 1,350.00	\$ 1,350.00
Communications and Outreach Manager	\$ 100.00	80	\$ 8,000.00			\$ 4,000.00	\$ 4,000.00
Database Manager	\$70.00	15	\$ 1,050.00			\$ 525.00	\$ 525.00
SUBTOTALS:					\$ 26,290.00	\$ 13,145.00	\$ 13,145.00
B. Direct, Technical Application Assistance							
Colorado Basin Program Manager	\$ 118.00	300	\$ 35,400.00			\$ 17,700.00	\$ 17,700.00
Project Manager	\$ 80.00	300	\$ 24,000.00			\$ 12,000.00	\$ 12,000.00
Executive Director	\$ 180.00	20	\$ 3,600.00			\$ 1,800.00	\$ 1,800.00
Water Resource Specialist	\$ 130.00	100	\$ 13,000.00			\$ 6,500.00	\$ 6,500.00
SUBTOTALS:					\$ 76,000.00	\$ 38,000.00	\$ 38,000.00
C. Webinars with Past Successful CO WaterSMART Applicants							
Colorado Basin Program Manager	\$ 118.00	20	\$ 2,360.00			\$ 1,180.00	\$ 1,180.00
Project Manager	\$ 80.00	20	\$ 1,600.00			\$ 800.00	\$ 800.00
Executive Director	\$ 180.00	4	\$ 720.00			\$ 360.00	\$ 360.00
Communications and Outreach Manager	\$ 100.00	20	\$ 2,000.00			\$ 1,000.00	\$ 1,000.00
Database Manager	\$ 70.00	30	\$ 2,100.00			\$ 1,050.00	\$ 1,050.00
SUBTOTALS:					\$ 8,780.00	\$ 4,390.00	\$ 4,390.00
TOTAL - Task 2 USBR WaterSMART Outreach & Application Support					\$ 111,070.00	\$ 55,535.00	\$ 55,535.00
OVERALL TOTAL					\$ 276,710.00	\$ 138,355.00	\$ 138,355.00

Direct Costs			
Item:	Outreach Tools*	Sub Totals	
Units:	Lump Sum		
Project Accelerator Initiative	\$ 300.00	\$ 300.00	
USBR WaterSMART Outreach & Application Support	\$ 300.00	\$ 300.00	
Total Cost:		\$600	

\*Outreach tools may include video conferencing, webinar platform, email platforms, website updates, paid partner advertisement



November 23, 2020

Colorado Water Conservation Board  
Department of Natural Resources  
*Via email*

Subject: Letter of Matching Commitment for WaterNow Alliance proposal to the Colorado Water Conservation Board.

Dear Madam, Sir,

On behalf of Water Now Alliance, a program of Multiplier, I am pleased to affirm our support of the proposal: Advancing High Impact Water Efficiency Solutions in Colorado Communities. In support of this project, Multiplier commits \$138,355 in matching funds.

We look forward to working with you, your partners, Colorado communities and others on this important project that will help Colorado achieve its conservation goals.

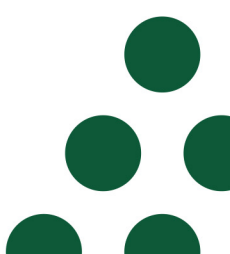
If you have any questions, please feel free to contact me at 415-458-3665 or at [kvetka@multiplier.org](mailto:kvetka@multiplier.org).

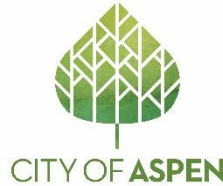
Sincerely,

Kvetka Smith  
Grants and Contracts Director

People. Planet. Possibilities.

405 14th Street, Suite 164, Oakland, CA 94612  
415.421.3774 [info@multiplier.org](mailto:info@multiplier.org)





November 2, 2020

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

Dear Mr. Reidy:

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

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 for the past three 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 an 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 31 QWEL graduates and has maintained a 100% pass rate among course participants. The City of Aspen recently 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 abilities to carry out this program successfully.

WaterNow also supported the City of Aspen over the past two years in applying for various USBR WaterSMART funding opportunities. This includes a FY20 Water & Energy Efficiency Grant to support Aspen's Advanced Metering Infrastructure (AMI) implementation, which we were successful in procuring, and most recently a FY21 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.

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 to 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,



Tyler Christoff  
Utilities Director  
[tyler.christoff@cityofaspen.com](mailto:tyler.christoff@cityofaspen.com)



October 30, 2020

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 year on a USBR WaterSMART grant application and it has provided great benefit to the City. Englewood Councilmember Cheryl Wink has been an active and engaged member of WaterNow since she took office in 2017 and regularly brings WaterNow initiatives and opportunities to staff, which is how we were first informed of WaterNow's WaterSMART application support services. 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 summer, 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. 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 submitting a strong application.

Colorado's current severe drought conditions across the State coupled 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. The City supports 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 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 Englewood urges your favorable consideration of WaterNow's grant application. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to be 'SS' with a long horizontal stroke extending to the right.

Steve Simon, P.E.  
Deputy Director  
City of Englewood Utilities  
[ssimon@englewoodco.gov](mailto:ssimon@englewoodco.gov)



November 17, 2020

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

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

Dear Mr. Reidy,

On behalf of the Town of Severance, 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 engage with WaterNow over the last year as a Project Accelerator participant, and through their USBR WaterSMART grant support. We know from firsthand experience that WaterNow is a great resource and an asset to small 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.

Over the past year, WaterNow has supported the Town of Severance to update our Comprehensive Plan to include water efficiency elements. As the Town continues to grow quickly, we're motivated to use our existing water resources as efficiently as possible and to decrease our purchases of new water supplies. WaterNow, and their partner Western Resource Advocates, supported us by researching and reviewing literature around best practices for incorporating water into Comprehensive Plans, reviewing and conducting interviews with Colorado communities that have incorporated water into their Comp Plans, and drafting the water element in our updated Comp Plan. This water element included the expansion of the Water Systems chapter to incorporate goals and action items for aligning local land use planning and water planning and ensuring that water and land use planning are in line with regional and state objectives. Water is also incorporated throughout the Plan to ensure that water resources and infrastructure are a key part of the land use decision-making process. We anticipate that the Plan will be passed by the Town Board and adopted in January 2021. WaterNow has been committed, creative and detail-oriented throughout this process and we have no doubt that this technical assistance was critical to the development of the Plan.

Separately, WaterNow has also supported the Town in exploring a variety of WaterSMART funding opportunities to support the Town's water infrastructure and efficiency objectives. While we have yet to move forward with these funding opportunities, we value WaterNow's expertise on these grants and intend to utilize them as a resource if we apply in the future.

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 like ours 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 Town of Severance urges your favorable consideration of WaterNow's grant application.

Sincerely,



Mitchell Nelson  
Community Development Director  
Town of Severance  
[mnelson@townofseverance.org](mailto:mnelson@townofseverance.org) / 970-685-7964

November 23, 2020

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

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

Dear Kevin Reidy:

This letter is being submitted on behalf of WaterNOW Alliance's (WaterNOW) application for a Water Plan Grant entitled, "Advancing High Impact Water Efficiency Solutions in Colorado Communities." 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 their effort to help communities implement and fund their water efficiency objectives through both the Project Accelerator and WaterSMART Application Support initiatives.

As a provider of regional efficiency information, Northern Water shares WaterNOW's various assistance programs with our allottees and many have received support from WaterNOW through these initiatives over the years. For example, WaterNOW recently supported the Town of Severance through the Project Accelerator program to update their Comprehensive Plan to include water efficiency language. Northern Water has also collaborated with WaterNOW to review opportunities for its own use of WaterNOW's application support services, such as for the Bureau of Reclamation's Water & Energy Efficiency Grant (WEEG). WaterNOW staff demonstrated expertise of the application process.

We support their effort to help communities implement and fund their water efficiency and integrated water and land use planning 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. 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, Northern Water urges your favorable consideration of WaterNOW's grant application.

Best Regards,



Frank Kinder  
Water Efficiency Program Manager  
Northern Water



November 3, 2020

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 Greeley, I'm pleased to write 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 USBR WaterSMART grants application assistance and most recently, as a Project Accelerator participant. 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.

WaterNow is currently supporting the City of Greeley to conduct comprehensive water efficiency program performance analysis. The City is interested in optimizing our existing programs through cost-benefit analysis and review of other important metrics such as socioeconomic status of participants, and the value of each program to the City's residents. This analysis is intended to drive the next iteration of City's next Water Efficiency Plan. WaterNow, and their partner Western Resource Advocates, are currently conducting research on our behalf on best practices for conducting both quantitative and qualitative program performance analysis. Once they have completed the analysis, the aggregate data from this project will be shared widely with the Colorado water community in a final report. 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.

WaterNow also supported the City in exploring a variety of WaterSMART funding opportunities. 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.

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 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 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", with a long horizontal flourish extending to the right.

Sean Chambers  
Director of Water & Sewer  
City of Greeley  
[Sean.chambers@greeleygov.com](mailto:Sean.chambers@greeleygov.com)  
970-350-9815

November 16, 2020

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

RE: Support for WaterNow's Water Plan Grant Application

Dear Mr. Reidy,

On behalf of the city of Thornton, I am pleased to write in support of WaterNow Alliance's (WaterNow) application for a Water Plan Grant entitled "Advancing High Impact Water Efficiency Solutions in Colorado Communities." We have worked with WaterNow for the over 2 years as a Project Accelerator recipient on an effort to encourage water efficiency in new residential development in Thornton. We also received support from WaterNow in submitting our successful WaterSMART Water & Energy Efficiency Grant (WEEG) last year for Advanced Metering Infrastructure. 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.

WaterNow supported the development of Thornton's program to explore how to most effectively incentivize developers to build more water efficient homes, a goal identified in the City's 2018 Water Efficiency Plan. WaterNow researched existing efficiency programs for new development in Colorado and elsewhere, organized stakeholder meetings with the building community and Thornton staff, and developed program specifications based on measurable efficiency objectives and implementation guidelines based on existing processes. WaterNow was committed, creative, and detail-oriented and this technical assistance was critical to the development of the program.

Separately, WaterNow also supported the city in preparing our WaterSMART WEEG application which resulted in \$1.5 million in federal funding for Advanced Metering Infrastructure implementation. Thornton became aware of this funding opportunity through WaterNow's outreach and received support through a series of calls with WaterNow and Reclamation staff to address questions. WaterNow provided the city with application and budget templates and also wrote a letter of support on our behalf. WaterNow's support was instrumental to our success.

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 advance the purposes of the Water Plan Grants: Conservation & Land Use Planning goals. For this reason, and those listed above, the city of Thornton urges your favorable consideration of WaterNow's grant application. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Emily Hunt".

Emily Hunt  
Deputy Infrastructure Director  
City of Thornton  
Emily.Hunt@ThorntonCO.gov  
720-977-6600