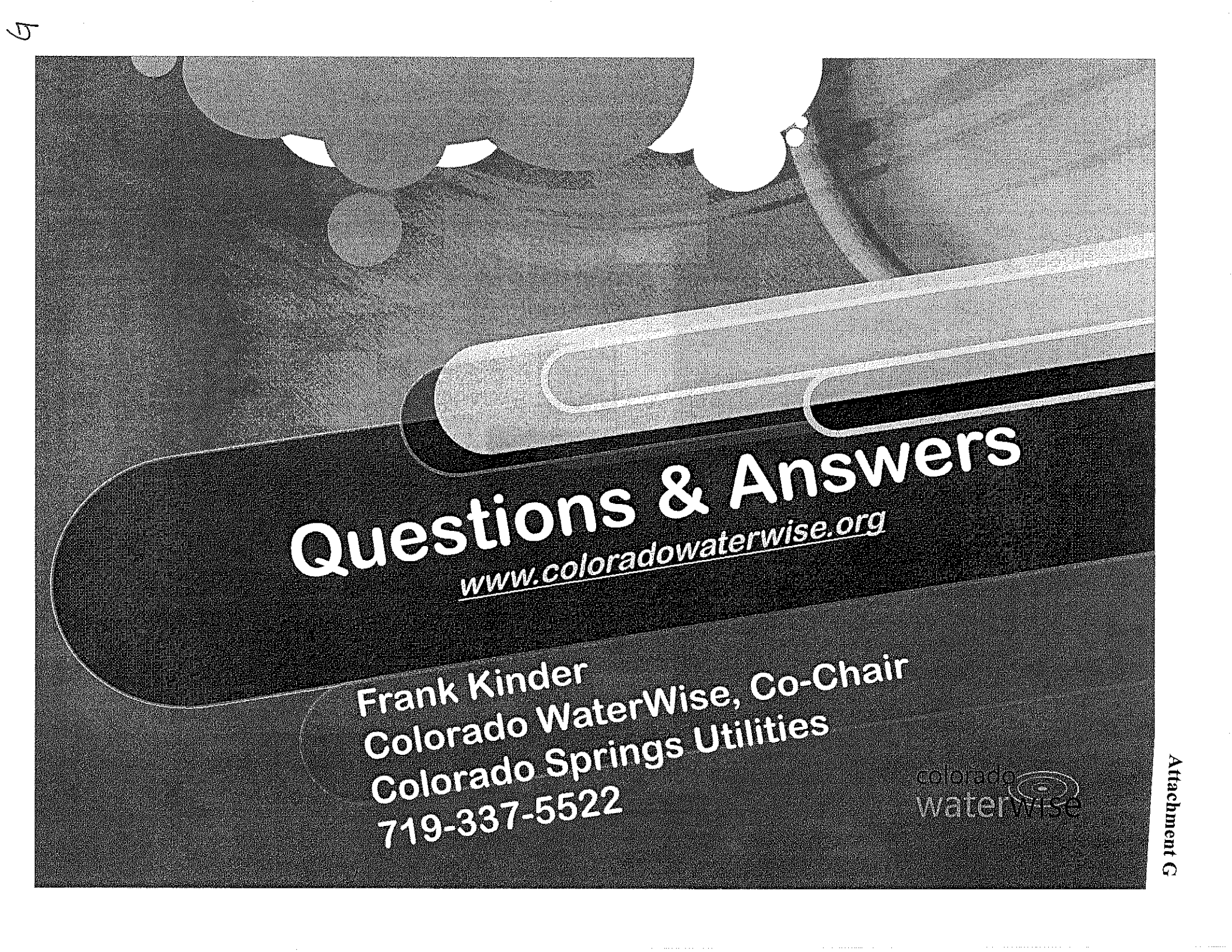


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Questions & Answers

www.coloradowaterwise.org

Frank Kinder
Colorado WaterWise, Co-Chair
Colorado Springs Utilities
719-337-5522

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The 5th Annual Colorado WaterWise

Water Conservation Summit Pre-Conference Workshop

Constructing Successful Rates: The Art and Science of Revenue and Efficiency

Thursday, October 24, 2013

12 p.m. to 4 p.m.

AWWA Headquarters: 5666 W. Quincy Avenue, Denver, CO

Presented by: Tom Ash

Western Municipal Water District Riverside, California, Rates, Conservation, Customer Service Advisor.
(Former Univ. of California Water Advisor, Irvine Ranch Water District Conservation Manager)

Today's water world has created a significant challenge for agencies with respect to recovering the costs of water and water service, while encouraging customers to use less water. Traditional rate design has not kept up with this "new normal." Agencies now see financial shortfalls year after year as water use declines. Agencies struggle internally with revenues and conservation and externally with mixed messages to customers. The impact is a revenue/conservation/public relations dilemma that puts more stress on public agencies working to provide reliable water supplies in a limited water future.

This workshop will describe a roadmap for developing a successful rate design that meets the agency financial needs, customer expectations and is delivering long-term water use efficiency and revenue stability at a growing number of agencies in the west.

Topics:

What is a successful water rate structure?

The ramifications of rate designs

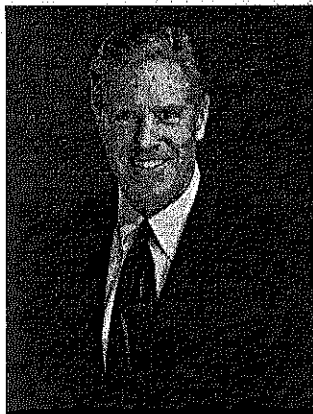
Constructing successful rates: the art meets science

From rate design to implementation – what it takes to make it happen

Myth busting and a request for your toughest questions

Snacks and refreshments will be provided.

Space is limited so RSVP now at
www.coloradowaterwise.org



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Free Pre-conference Workshop

Constructing
Successful Rates
The Art and Science of
Revenue and Efficiency

Thursday, Oct 24, 2013
Denver

All are welcome to attend!

www.coloradowaterwise.org

Join us for our full day workshop!

Friday, October 25, 2013

8:15 a.m. to 4:30 p.m.

A workshop featuring the best water conservation practices in Colorado.

Support • Participate • Network

Register at www.coloradowaterwise.org.

2013

Water Conservation Summit



Police Protective Association Event Center
 2105 Decatur Street, Denver, CO 80211
 (303) 433-8124
 Register at www.coloradowaterwise.org
 Members: \$200.00
 Non-members: \$275.00

Friday, October 25, 2013 - 8:15 am to 4:30 pm

8:15 am - 9:00 am	REGISTRATION & CONTINENTAL BREAKFAST	
9:00 am - 9:05 am	Welcome & Opening Remarks Frank Kinder, Colorado WaterWise Co-Chair	
9:05 am - 9:35 am	Colorado Water Conservation Board Update Becky Mitchell, Colorado Water Conservation Board	
9:35 am - 10:15 am	Southeastern Colorado Water Conservancy District's Water Conservation Best Management Practices Toolbox Jean Van Pelt, Southeastern Colorado Water Conservancy District; Tracy Bouvette, Great Western Institute	
10:15 am - 10:45 am	Institutional, Commercial & Industrial Sectors: Tools to Make a Difference Becky Fedak, Brendle Group; Russ Sands, City of Boulder	
10:45 am - 11:00 am	MOORING BREAK	
11:00 am - 11:30 am	"SMART" Landscape Water Management Brent Mechem, Irrigation Association	
11:30 am - 12:00 pm	Long Term Study on Landscape Irrigation Using Graywater Sybil Sharveile and Larry A. Roesner, Colorado State University	
12:00 pm - 1:15 pm	LUNCH (provided)	
1:15 pm - 1:45 pm	MARKETING CONSERVATION	Social Media: Get the Most from Your Conservation Efforts Natalie Stevens, City of Greeley; Travis Thompson, Denver Water; Patrice Lehmermeier, Colorado Springs Utilities; Jason Bane, Western Resource Advocates
		Teaming Up to Tackle Drought Jeff Tejral, Denver Water; Joe Kelly, City of La Junta; Kristen Fefes, Associated Landscape Contractors of Colorado; Eric Moroski, Weisburg Landscape Maintenance
1:45 pm - 2:15 pm	Digital Marketing: Connecting with Your Customers to Get Results Matthew Holmes, KMGH TV and Scripps Media	OUTDOOR WATER CONSERVATION 2013 Drought - Measuring the Impact Dr. Tony Koski, Colorado State University
2:15 pm - 2:30 pm	AFTERNOON BREAK	
2:30 pm - 3:00 pm	Conservation Limits Rate Increases for Colorado Utility - How Demand Reductions Can Dramatically Reduce Capital Costs Peter Mayer, Water Demand Management; Stu Feinglas and Christine Gray, City of Westminster	
3:00 pm - 3:45 pm	Revenue Recovery and Conservation: The Art and Science of Sustainable Water Rates Tom Ash, Western Municipal Water District	
3:45 pm - 4:15 pm	Colorado's Water Plan Mike King, Colorado Department of Natural Resources	
4:15 pm - 4:30 pm	CLOSING REMARKS AND AWARDS Frank Kinder, Colorado WaterWise	

Exhibits Open

5th Annual Colorado WaterWise

Water Conservation Summit

Friday, Oct 25, 2013
Denver

Guidebook of Best Practices

Foundational

- Metering, tiered rates, tap fees, customer categorization
- Integrated resources planning, goal setting, demand monitoring
- System water loss control
- Conservation coordinator
- Water waste ordinance
- Public information and education

*Outdoor Water Use

- Landscape water budgets
- Rules and regulations for landscape design, installation and certification of professionals
- Water efficient design, installation and maintenance for all new and existing landscapes
- Irrigation efficiency evaluations

*Outdoor BMPs courtesy of GreenCO

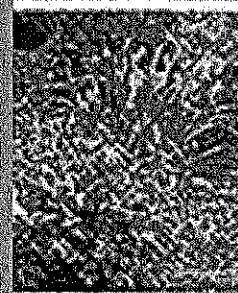
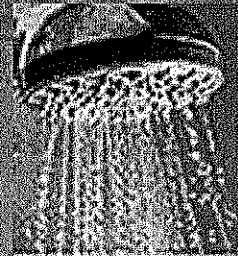
Indoor Water Use

- Rules for new construction
- High efficiency fixture replacement for residential
- Water evaluations for high water users
- Audits and efficiency improvements
- Practices for residential and commercial sectors

Colorado WaterWise

*Guidebook of Best
Practices for
Municipal Water
Conservation in
Colorado*

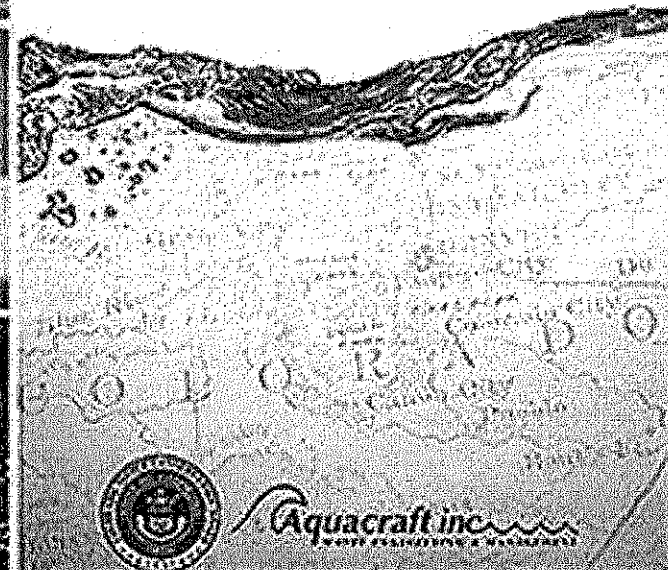
2010



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Guidebook of
Best Practices

for Municipal
Water Conservation
in Colorado



Aquacraft inc.
WATER EFFICIENCY & WATERFALLS

Funded through a Water Efficiency Grant from the Colorado Water Conservation Board

Strategic Outcomes and Goals

- 100+ Members
- 650+ Stakeholder Contacts
- Host Annual Water Conservation Summit
- Distribute Quarterly Newsletter
- Robust Website
- Tools for Members Only
- Publication of Guidebook (2010)
- Year of Water 2012 Partner (2012)
- Best Practices Library (2012)
- Partnership to construct Industrial, Commercial and Institutional User Tool (2013)
- Spearhead "Value of Water" toolkit (2013/14)
- Developing Water-User Calculator (2014)
- Create Smart Phone App for landscape professionals (2014)

2013 Strategic Objectives

- **Serve as the primary urban water conservation technical resource for professionals in Colorado**
- **Promote urban water conservation to professionals throughout Colorado**
- **Ensure Colorado WaterWise's organizational sustainability and growth**
- **Participate in the development of urban water conservation policies and integrated resources planning**

Colorado WaterWise Board of Directors

- **Amy Conklin, Barr-Milton Watershed Association**
- **Drew Beckwith, Western Resource Advocates (Co-Secretary)**
- **Becky Fedak, Brendle Group**
- **Frank Kinder, Colorado Springs Utilities (Co-Chair)**
- **Lucas Mouttet, City of Fort Collins**
- **Russ Sands, City of Boulder**
- **Dan Stellar, Center for ReSource Conservation**
- **Ruth Quade, City of Greeley (Treasurer)**
- **Alyssa Quinn, Platte Canyon Water and Sanitation (Co-Secretary)**
- **Esther Vincent, Northern Water**
- **Lindsay Weber, Denver Water**
- **Lyle Whitney, Aurora Water (Co-Chair)**
- **Laura Wing, City of Thornton**



Colorado WaterWise Mission

The Colorado WaterWise mission is to promote the efficient use of water by connecting stakeholders, providing resources, and serving as the collaborative leader of urban water use in Colorado.

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Colorado WaterWise

~ The Voice of Colorado's Water Conservation Community

Frank Kinder
Colorado WaterWise, Co-Chair
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