



Water After Sundown

REDUCE OUR USE



Water Restrictions: An Educational Approach to A Mandate

Sustaining Colorado Watersheds Conference

October 9, 2013




Water Conservation vs. Restrictions

- Water Conservation
 - Long-term water savings
 - Ongoing programs
- Restrictions
 - Short-term water shortage
 - Immediate actions

You're losing
2,336 gallons
a year if you don't

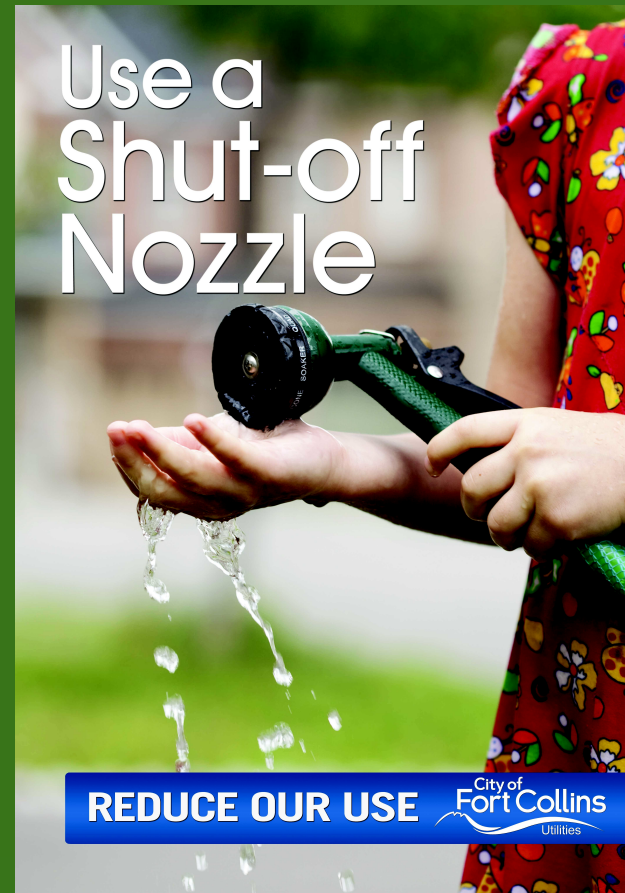
**FIX
LEAKS**

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History of Water Restrictions

Periodic Droughts

- 1977
- 2002-2003
- 2013



Why Water Restrictions?



Persistent Drought

Decreased water available in the Poudre River and Horsetooth Reservoir

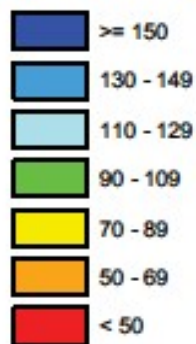


High Park & Hewlett Fires

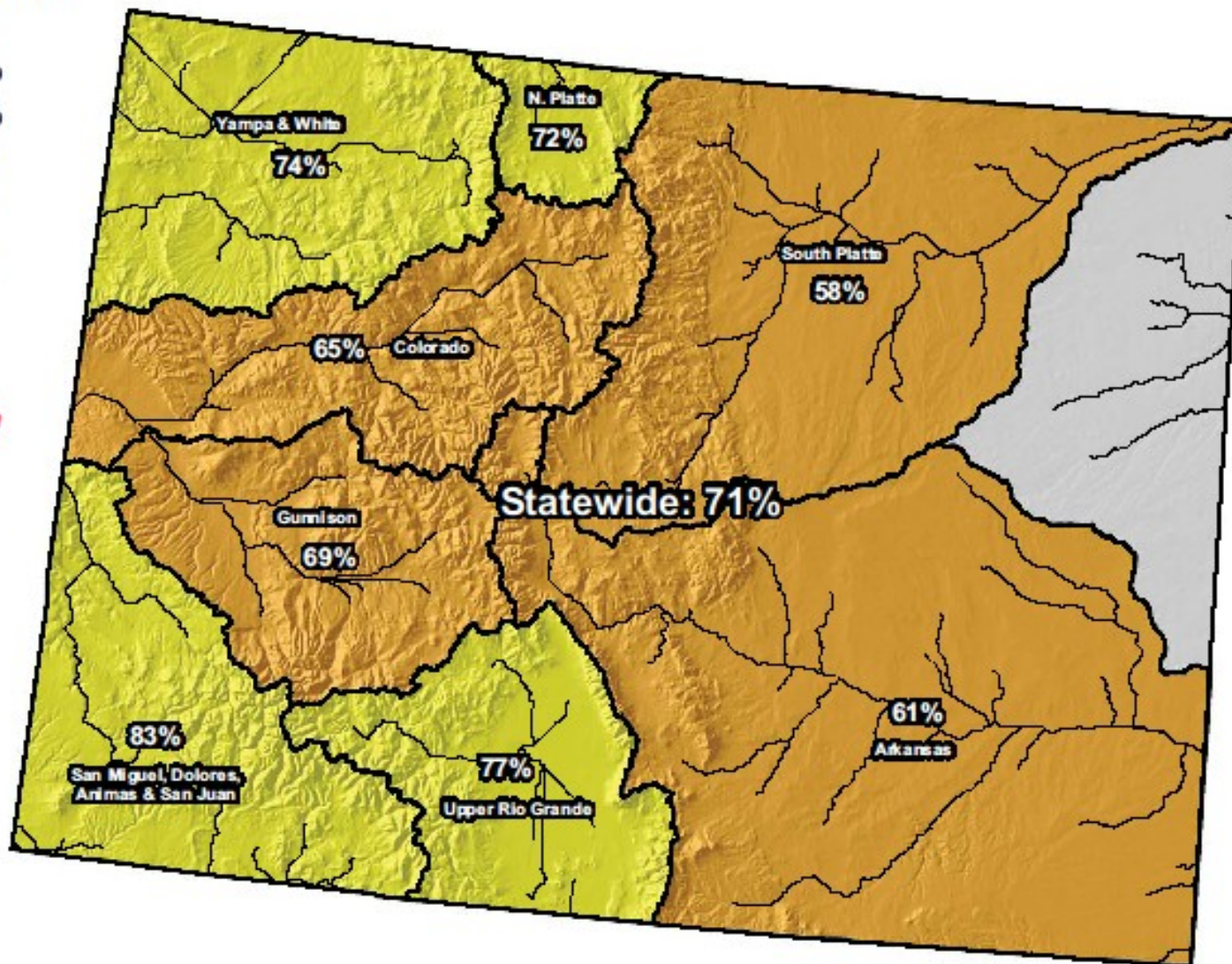
Soil and ash in the Poudre River

Colorado SNOTEL Snowpack Update Map

Percent of Average



*Provisional Data
Subject to Revision*



Current as of Feb 19, 2013

*Data may not provide a valid measure of conditions

Water Supply Management Action Plan

Comprehensive Action Plan

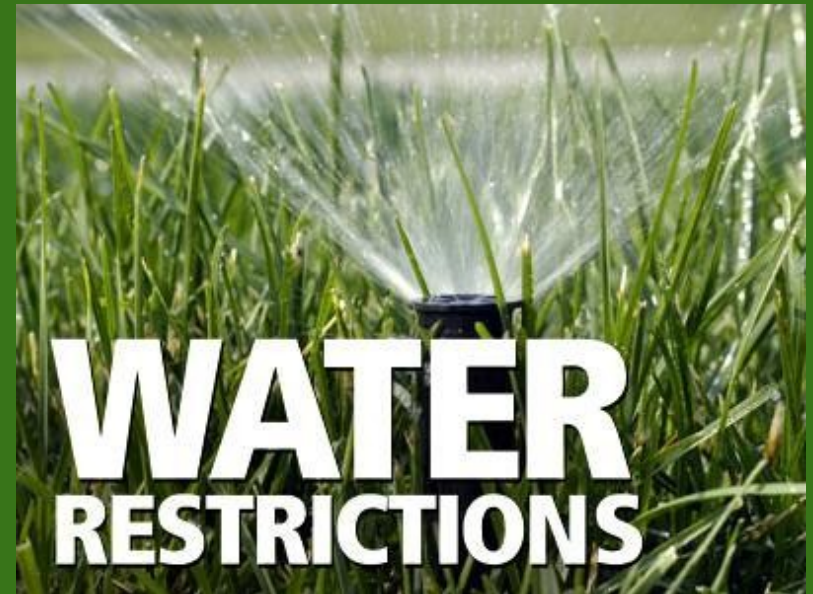
- Water Supply Conditions
- Water Supply Shortage Response Plan
- Enforcement
- Communication
- Public Engagement

Water Supply Shortage Response Plan

Response Level 1

Started April 1

- 2 days/week watering
- No watering between 10am - 6pm
- No spraying impervious surfaces
- Special permits

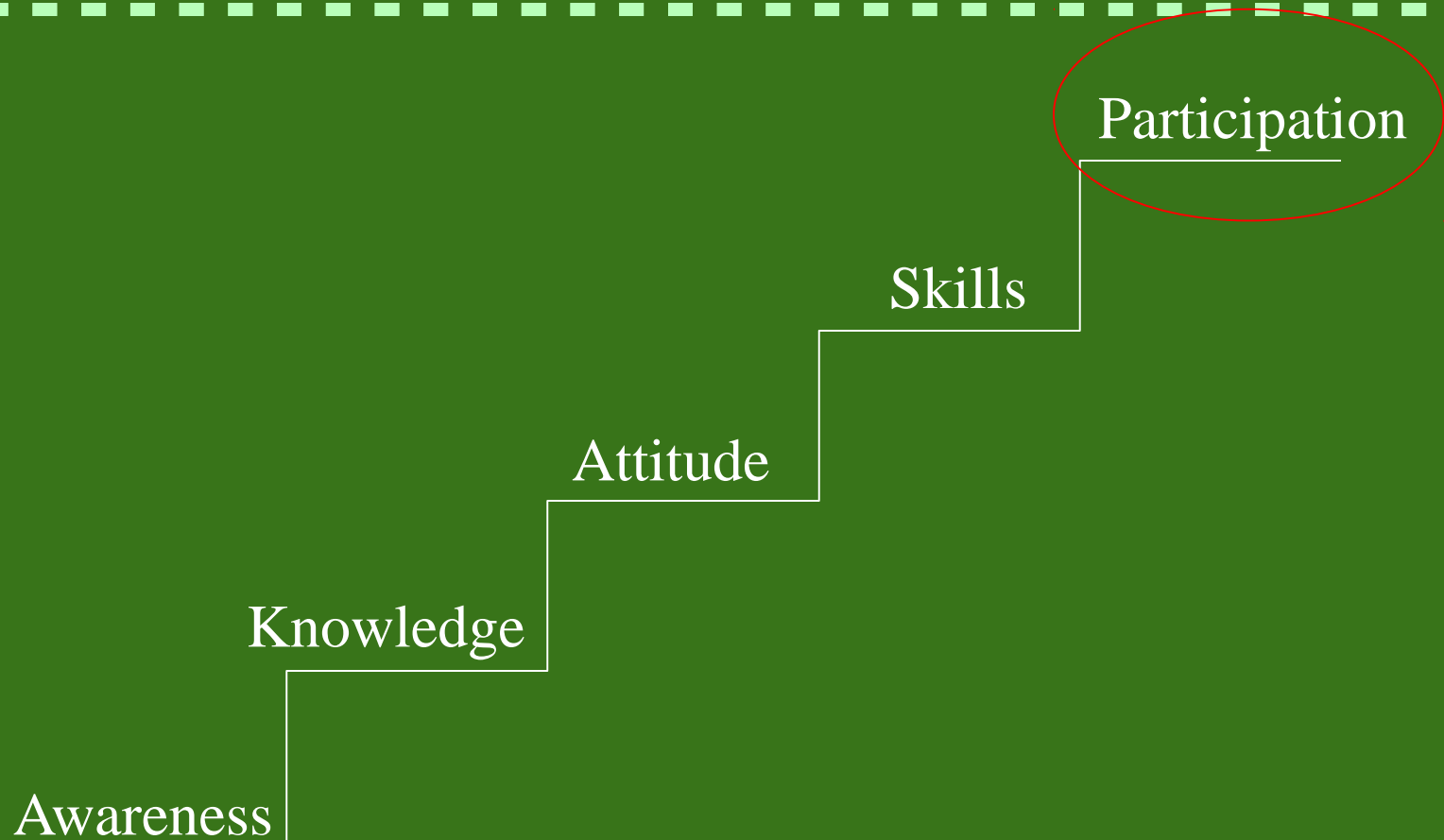


Enforcement

- Goal: participation and cooperation, not citations
- Employees trained and deputized
- Responded to complaints
- Committed to an educational approach



Steps to Participation Model



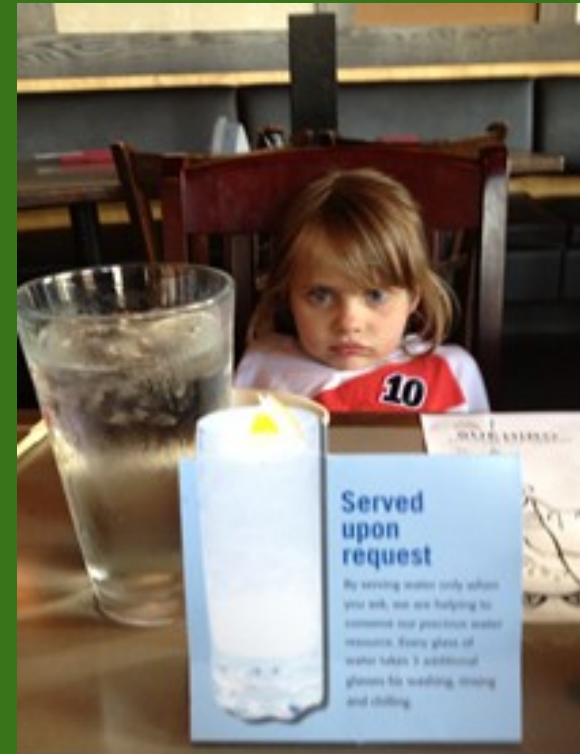
Awareness

Communications Plan

- Utility bill inserts
- Media collaboration
- Website
- Social media
- Advertising
- Bus benches and shelters



Awareness Campaign Materials



Knowledge

Public Engagement Plan

- Speakers bureau - 1,400 people in 2 months
 - City employees
 - Businesses
 - Organizations
- Targeted sectors
 - Landscapers
 - Breweries
 - Hotels/motels
 - Restaurants



Key Messages

- Why we have restrictions
- What are the restrictions
- Where does our water come from
- We need everyone's help

2013 Water Restrictions

Why **WATER RESTRICTIONS?**

Restrictions were implemented due to water quality issues related to the 2012 forest fires and persistent drought conditions.

RESPONSE Levels

The City's Water Supply Shortage Response Plan addresses four levels of water shortage.

PERMITS

WASTING Water

In addition to water restrictions, City Code always prohibits wasting water:

- It is unlawful to waste City water in any manner.
- Water shall not run or be discharged onto the streets or sidewalks.
- Automatic sprinkler systems must be maintained.

EDUCATION is Key

Education is the first step to enforce restrictions and promote water conservation.

Attitude



Skills

- Sprinkler controller adjustment help
- How to maintain landscape
- Sprinkler audit program
- Xeriscape programs



Participation

- Actively involved
- Positive
- Asked questions
- Reported violations



Restrictions Lifted - June 1

- It started snowing...
- Average April snowfall - 4.9 inches
- 2012 - 0 inches
- 2013 - 22.3 inches



Into the Future

- Educational approach will be used for other issues where participation is needed





Keep Water Off Sidewalks

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Questions?

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