

2019 ANNUAL REPORT

WATER CONSERVATION IMPACT

CITY OF BOULDER


RESOURCE
central

CONSERVATION MADE EASY

RESOURCE CENTRAL WHO WE ARE

We are thirty people determined to make conservation so simple that you don't even realize you're doing it. Established in 1976, we're an innovative nonprofit with programs that help people save water, reduce waste, and conserve energy. Formerly known as the Center for ReSource Conservation, our new name reflects how we've become a community hub for high-impact conservation programs, helping more than 500,000 families improve their homes, conserve natural resources, and save money. And we're just getting started.

2019 WATER CONSERVATION STAFF

Kate Larson, Program Director

Landscape Team

Devon Booth, Water Programs Manager
Darren Nowels, Special Projects Coordinator
Phebe Taylor, Water Programs Coordinator
Jess Gould, Water Conservation Associate
Ali Colbert, Customer Service Associate

Audit & Retrofit Team

Ally Mazurek, Water Programs Manager
Neka Sunlin, Field Coordinator
Max Hartmann, Lead Technician
Elaine Starks, Customer Service Associate

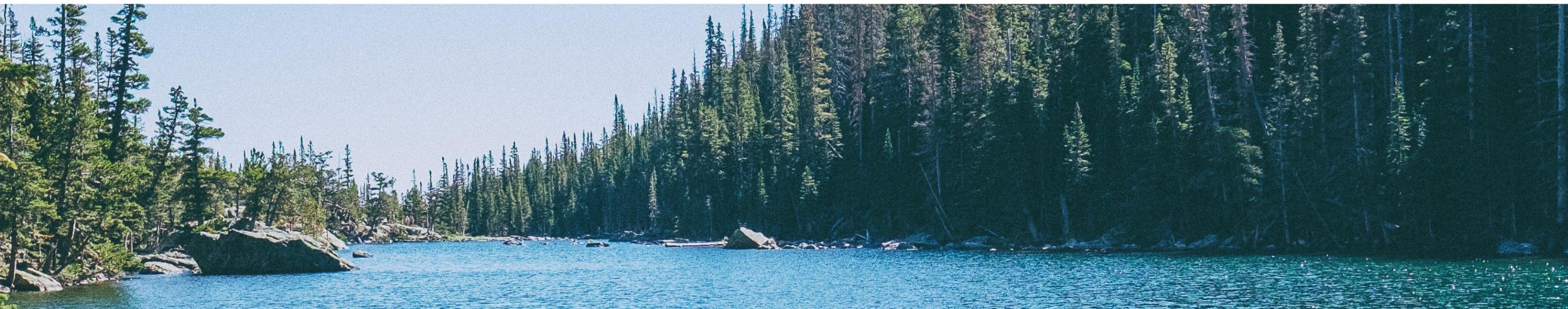
2019 FIELD TECHNICIANS & EVENT STAFF

Etienne Arent
 Alex Boehler
 Riley Cavanaugh
 Maxwell Dike

Brianna Elmont
 Jen Feltovic
 Lisa Gravid
 Janelle Roybal
 Rachel Saccardi

Emma Schmitt
 Hannah Schrader
 Cassie Serpan
 Elaine Starks
 Jessica Troy

Meggi Varnai
 Sara Viner
 Meg Yoder
 Adam Young



THANK YOU

FOR YOUR PARTNERSHIP!

**2019
WATER PROVIDER
PARTNERS**

- ACWWA
- City of Arvada
- City of Boulder
- Town of Breckenridge
- City of Brighton
- City & County of Broomfield
- Castle Pines North MD
- Castle Rock Water
- Centennial WSD
- Cherry Creek Valley WSD
- Cottonwood WSD
- Denver Water
- Town of Dillon
- Town of Eaton
- Town of Erie
- Fort Collins Utilities - Nature in the City
- Fort Collins Loveland WD
- City of Fountain
- Town of Frederick
- Town of Frisco
- City of Golden
- City of Greeley
- City of Lafayette
- Left Hand WD
- Little Thompson WD
- Town of Lochbuie
- City of Longmont
- City of Louisville
- Loveland Water & Power
- Town of Lyons
- City of Northglenn
- Parker WSD
- Roxborough WSD
- Town of Silverthorne
- S. Adams County WSD
- Town of Superior
- City of Thornton
- City of Westminster
- Willows WD

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2019 PROGRAMS

AT A GLANCE

GARDEN IN A BOX – Garden In A Box is a simple and beautiful do-it-yourself program promoting outdoor water conservation. By planting these professionally designed Xeriscape gardens, residents can replace thirsty grass and with low-water perennials that reduce outdoor water consumption, attract and support pollinator populations, and increase curb appeal.

WATERWISE LANDSCAPE SEMINARS – The Waterwise Landscape Seminar Series educates and empowers residents to save water on their landscapes through Xeriscaping and other sustainable landscape practices.

GRASS TO GARDEN – The Grass to Garden turf replacement program provides residents with the incentives, knowledge and confidence to remove 200 sq. ft. or more of maintained turfgrass and replace it with water-wise landscaping. Participants receive valuable information through the preliminary seminar, project resources and support from Resource Central customer service and free plant materials and/or a credit on their water bill upon program completion.

LANDSCAPE CONSULTATIONS – The Landscape Consultation program engages residents in water conservation via landscape change by offering a no-cost consultation with a trained landscape consultant. Consultations provide guidance and resources to help homeowners convert a portion of their landscape from high-water to low-water landscaping.

FLUSH FOR THE FUTURE – Resource Central’s high-efficiency toilet upgrade program takes the hassle out of the traditional rebate process. In partnership with participating communities, Resource Central offers the ultra high-efficient 0.8 gpf Niagara Stealth Toilet. This toilet model is highly rated and uses half as much water as a standard toilet.

SLOW THE FLOW Outdoor – The Slow the Flow Outdoor program offers sprinkler inspections at no cost to both residential and commercial customers in over 30 participating areas across the Front Range. The appointment includes a report with a suggested watering schedule by one of Resource Central's technicians.

SLOW THE FLOW Indoor – The Slow the Flow Indoor program offers inspections on residential water usage at no cost to the homeowner. Resource Central technicians measure outputs from faucets, toilets, and shower-heads and can install high-efficiency shower-heads and faucet aerators. Participants are left with a customized list of recommendations to conserve water.

2019 IMPACT

AT A GLANCE



GARDEN IN A BOX

- 25 water providers
- 3,408 community members
- 4,723 waterwise gardens sold
- 4,000,000 gallons of water saved*



WATERWISE LANDSCAPE SEMINARS

- 13 water providers
- 815 community members
- 22 waterwise seminars



GRASS TO GARDEN

- 3 water providers
- 59 community members
- 478 average sq. ft. of grass removed
- 700,000 gallons of water saved*



LANDSCAPE CONSULTATIONS

- 3 water providers
- 171 appointments completed
- 1,200,000 gallons of water saved*



FLUSH FOR THE FUTURE

- 5 water providers
- 176 water-efficient toilets installed
- 1,800,000 gallons of water saved*



SLOW THE FLOW *Outdoor*

- 32 water providers
- 1,803 consults completed
- 9,000,000 gallons of water saved*



SLOW THE FLOW *Indoor*

- 6 water providers
- 149 residential consults
- 1,100,000 gallons of water saved*

*estimated potential water savings in 2019.



WATERWISE SEMINARS

OVERVIEW

IMPACT



Free & Open to the Public

Expert-led Classes

Unique & Vast Topic Selection

Each spring, Resource Central partners with water providers throughout the Front Range to host a month-long Waterwise Landscape Seminar Series focused on Xeriscaping and other sustainable landscaping practices. During these two-hour seminars, attendees receive expert advice and educational resources that emphasize best landscaping practices for Colorado’s environment. Local industry professionals share their tricks of the trade and empower attendees to embark on their very own Do-It-Yourself landscape projects.



LIFETIME IMPACT

-  Since **2004**, Resource Central has hosted **208 seminars** throughout the Front Range and beyond.
-  Through 2019, the Seminar Series has reached over **8,000 participants** with an average attendance of **42 people per seminar**.
-  Resource Central has worked with **19 partners** over the last **16 years**.
-  Refer to page 11 for a complete list of the **2019 Seminar Schedule** and sample topics.

2019 IMPACT

# of Waterwise Seminars	3
# of attendees	122
Average # of attendees	41

CUSTOMER FEEDBACK

The Waterwise Landscape Seminar Customer Satisfaction Survey was sent to **53** program participants, and **28** responded to the survey. Below are the results.

OVERALL PROGRAM SATISFACTION

Overall Waterwise Seminar experience	100% satisfied to very satisfied
Registration process	100% satisfied to very satisfied
Check-in process	100% satisfied to very satisfied
Facilitation of Waterwise Seminar	100% satisfied to very satisfied

100%

selected that they are “likely” or “extremely likely” to recommend to others

100%

noted that a waterwise landscape is “important” or “extremely important”

CUSTOMER QUOTES

 "I have attended 6-7 seminars this year and am always learning something new. Thank you!!!" - **Boulder attendee**

 "The speaker was AMAZING!!! Totally excellent seminar." - **Boulder attendee**

 "Thank you, this is a great series of seminars." - **Boulder attendee**

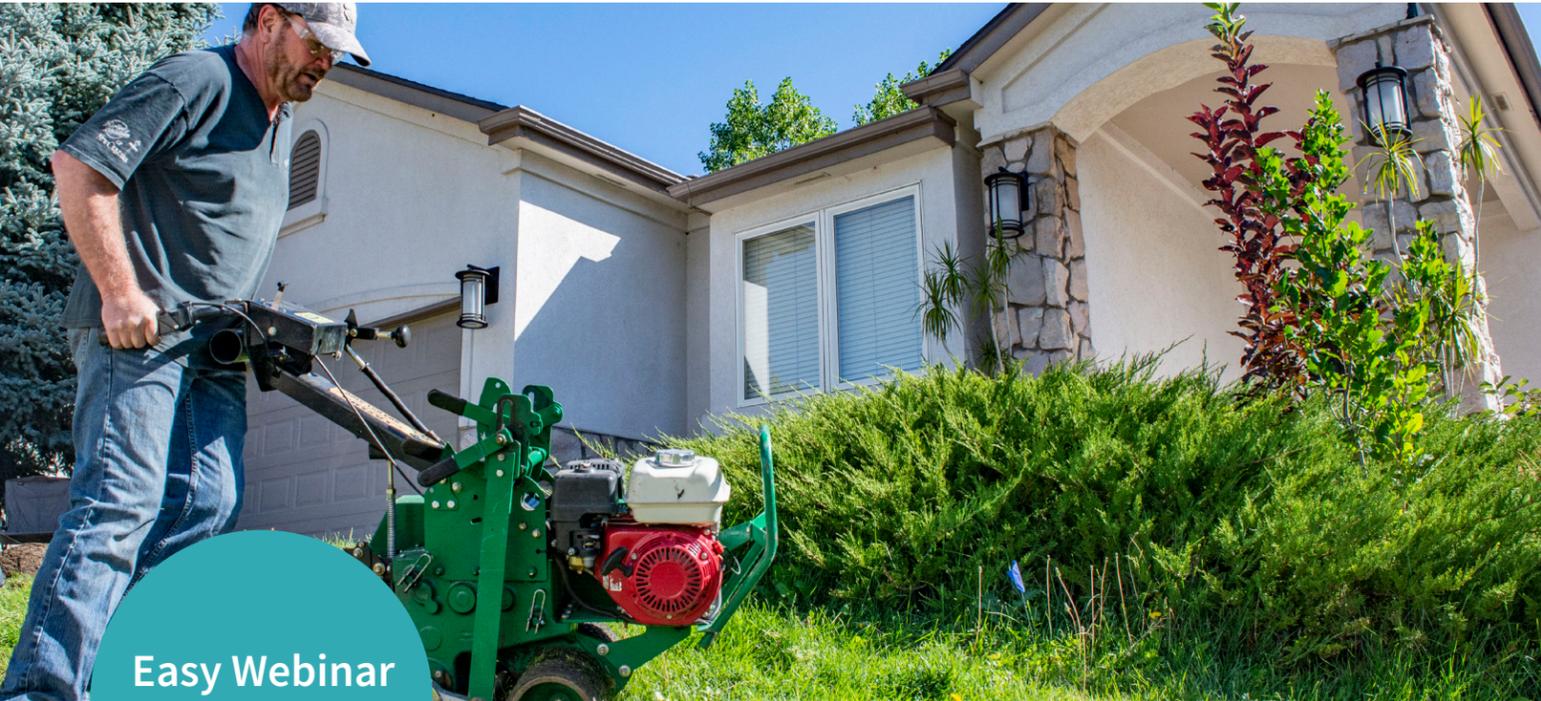
2019 SEMINAR SCHEDULE

DATE	CITY	TOPIC
March 11th	Arvada	Transforming Your Lawn into a Xeriscape Garden*
March 14th	Thornton	H2Overhaul: A Waterwise Landscape Transformation
April 8th	Lafayette	Design the Waterwise Garden of Your Dreams
April 8th	Longmont	How to Create a Waterwise Lawn
April 9th	Boulder	Xeriscapes that Bring Life to Your Yard
April 9th	Lochbuie	Low Water Landscaping Tips and Tricks
April 11th	SACWSD	Integrating Xeriscapes into Your Existing Landscapes
April 16th	Longmont	The 3 B's - Award Winning Plants for Bees, Butterflies and Beauty
April 16th	Brighton	Great Plants for Colorado Gardens
April 17th	Golden	Plant Selection for a Waterwise Landscape
April 17th	Loveland	The 3 B's - Award Winning Plants for Bees, Butterflies and Beauty
April 18th	Boulder	The Basics of Waterwise Tree Care
April 22nd	Boulder	Design It Yourself: Veggie Garden Workshop
April 23rd	Loveland	Design It Yourself: How to Start a Xeriscape Garden
May 15th	Louisville	Design It Yourself: How to Start a Xeriscape Garden
July 13th	Arvada	Efficient Landscaping Best Practices for HOAs
July 29th & 30th	Fountain	Basics of Xeriscape & Building A Pollinator Friendly Landscape
July 30th	Superior	The 3 B's - Bees, Beauty and Biodiversity
September 28th	Fountain	Preparing Your Yard for the Winter Ahead

* This topic was also held on April 11th and April 20th in Arvada.

OVERVIEW

IMPACT



Easy Webinar Platform

Resource Central's Grass to Garden program incentivizes homeowners to remove 200 sq. ft. or more of grass and replace it with beautiful, water-wise landscaping. Through this program, participants are eligible to receive a FREE 200 sq. ft. Garden In A Box or a credit on their water bill.

Hands-on Support

To participate in Grass to Garden, homeowners must first complete a preliminary webinar and quiz to ensure that they have the necessary information to take on a low-water landscaping project. Following the webinar and quiz, homeowners interested in completing a project submit a thorough application and proposed plan. Once approved, Resource Central works closely with each homeowner providing additional support and resources to guarantee that projects will yield beautiful and water-saving results.

Guaranteed Water-savings

LIFETIME IMPACT

-  Xeric landscapes use **up to 60% less water than traditional grass lawns.**
-  Since **2016**, Resource Central has helped **151 residents** remove their water-thirsty grass and replace it with beautiful, low-water gardens.
-  Through 2019, the Grass to Garden program has helped residents convert **60,000 square feet** of grass to low-water landscaping.
-  Cumulative water savings since **2016** amounts to **6.1 million gallons of water saved** over the landscapes' lifetime.

2019 IMPACT

# of residents that applied to the program	44
# of residents that completed the program	30
Total square feet of grass removed and replaced with softscape	10,000
Average square feet of grass removed	357
# of potential gallons of water saved <i>(over the projects' lifetime)</i>	800,000

CUSTOMER FEEDBACK

The Grass to Garden Customer Satisfaction Survey was sent to **30** program participants, and **10** responded to the survey. Below are the results.

OVERALL PROGRAM SATISFACTION

Overall experience with Grass to Garden	100% satisfied to very satisfied
Customer service	100% satisfied to very satisfied
Application process	100% satisfied to very satisfied
Overall success with Grass to Garden program	100% satisfied to very satisfied

80%

would not have completed a water-wise project without program support and resources

70%

noted that the overall project workload was "manageable" to "very manageable"

HOW MUCH DO YOU LIKE YOUR NEW LANDSCAPE COMPARED TO YOUR PREVIOUS?

100% "like" or "love" their new landscape as compared to their previous

PRIMARY MOTIVATIONS FOR PARTICIPATING IN GRASS TO GARDEN

- 50%** Wanted to save water
- 20%** Wanted free plant materials and/or credit on water bill
- 10%** Wanted to make landscape more attractive
- 10%** Wanted to reduce lawn and increase water-wise plants

CUSTOMER QUOTES & PROJECTS



BEFORE

"This is an awesome program and everyone I have interacted with has been super helpful, very clear, and very awesome to work with!"
- Boulder participant



AFTER



BEFORE

"You were very helpful and easy to work with, we thank you for your support and guidance."
- Boulder participant



AFTER



BEFORE

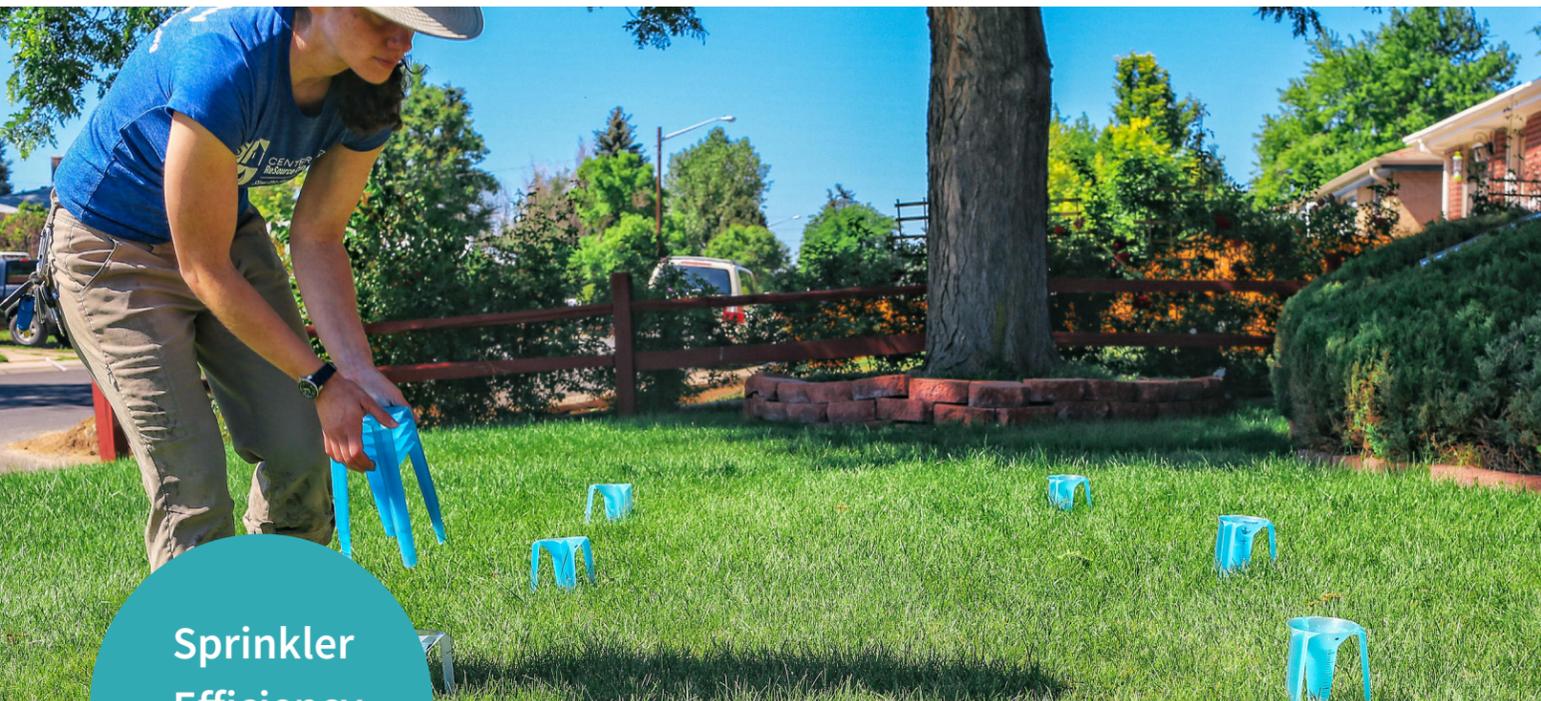
"Turf removal & soil mitigation were no walk in the park, but WELL WORTH the effort... I'm grateful to the program for the impetus to improve my environment!"
- Boulder participant



AFTER

SLOW THE FLOW *Outdoor* OVERVIEW

IMPACT



Sprinkler Efficiency Evaluation

Customized Watering Schedule

Water-Saving Recommendations

As one of Resource Central's flagship water conservation programs, Slow the Flow *Outdoor* offers sprinkler consultations for residential and commercial customers with an emphasis on efficiency and water savings. Through partnerships with over 30 water providers across the Front Range and the Western Slope, customers are able to participate in the program at no cost. Participants schedule an appointment to meet with a Resource Central Water Conservation Technician at their home and learn how to save water while keeping their lawn healthy and green. The service usually takes a little over an hour and involves a visual inspection, data collection, and an in-depth evaluation. After the inspection, the technician provides a customized watering schedule and a list of suggestions to improve the efficiency of their sprinkler system.

LIFETIME IMPACT

-  Since **2004**, Slow the Flow *Outdoor* has helped nearly **26,000 residents** reduce their outdoor water usage through sprinkler system improvements.
-  Annually, Slow the Flow *Outdoor* has identified an average of **17,000 sprinkler system inefficiencies** such as broken heads, tilted heads, and overspray.
-  Through 2019, Slow the Flow *Outdoor* has inspected **approximately 95.2 million square feet of residential landscape**.
-  Cumulative water savings through 2019 total an estimated **127.5 million gallons**.

2019 IMPACT

# of residential sprinkler consultations completed	100
# of large property consultations completed	8
# of potential gallons of water saved annually	500,000

CUSTOMER FEEDBACK

The Slow the Flow *Outdoor* Customer Satisfaction Survey was sent to **100** program participants, and **18** responded to the survey. Below are the results.

OVERALL PROGRAM SATISFACTION

Overall experience with Slow the Flow <i>Outdoor</i>	94% satisfied to very satisfied
Customer service	94% satisfied to very satisfied
Registration and scheduling process	94% satisfied to very satisfied
Sprinkler consultation	94% satisfied to very satisfied

100%

selected that this program is a "good" or "very good" use of water provider resources

100%

indicated they would recommend this program to others

TOP WAYS PARTICIPANTS HEARD ABOUT THE PROGRAM

- 50%** Flyer in utility bill
- 22%** Other Resource Central communication/participated in other RC programs
- 17%** Newsletter, e-letter, or email
- 6%** City website

STATISTICS

In 2019, Slow the Flow technicians found that most participants had an inefficient watering schedule. Since the clay soil found at most residences cannot absorb much water at one time, Resource Central recommends a minimum of 3 cycles to prevent water waste due to runoff. By implementing a "cycle and soak" schedule with 3 cycles per watering day, these participants decreased their water waste immediately without making any other improvements to their sprinklers.

Inefficient Watering Schedule	Total Residences	Percentage of Residences
	96	96%

Furthermore, Slow the Flow technicians identified nearly 26,000 sprinkler issues during the 2019 Slow the Flow season. Sprinkler system inefficiencies such as broken, clogged, or tilted sprinkler heads can lead to significant water waste over time.

Sprinkler Inefficiencies	Total	Average/Residence	Percentage of Residences
	1,085	11	95%



"My customized watering schedule has been awesome! My lawn, trees, and plants are thriving but no water is being wasted through overwatering or watering the sidewalk."
 - 2019 STF-O participant



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