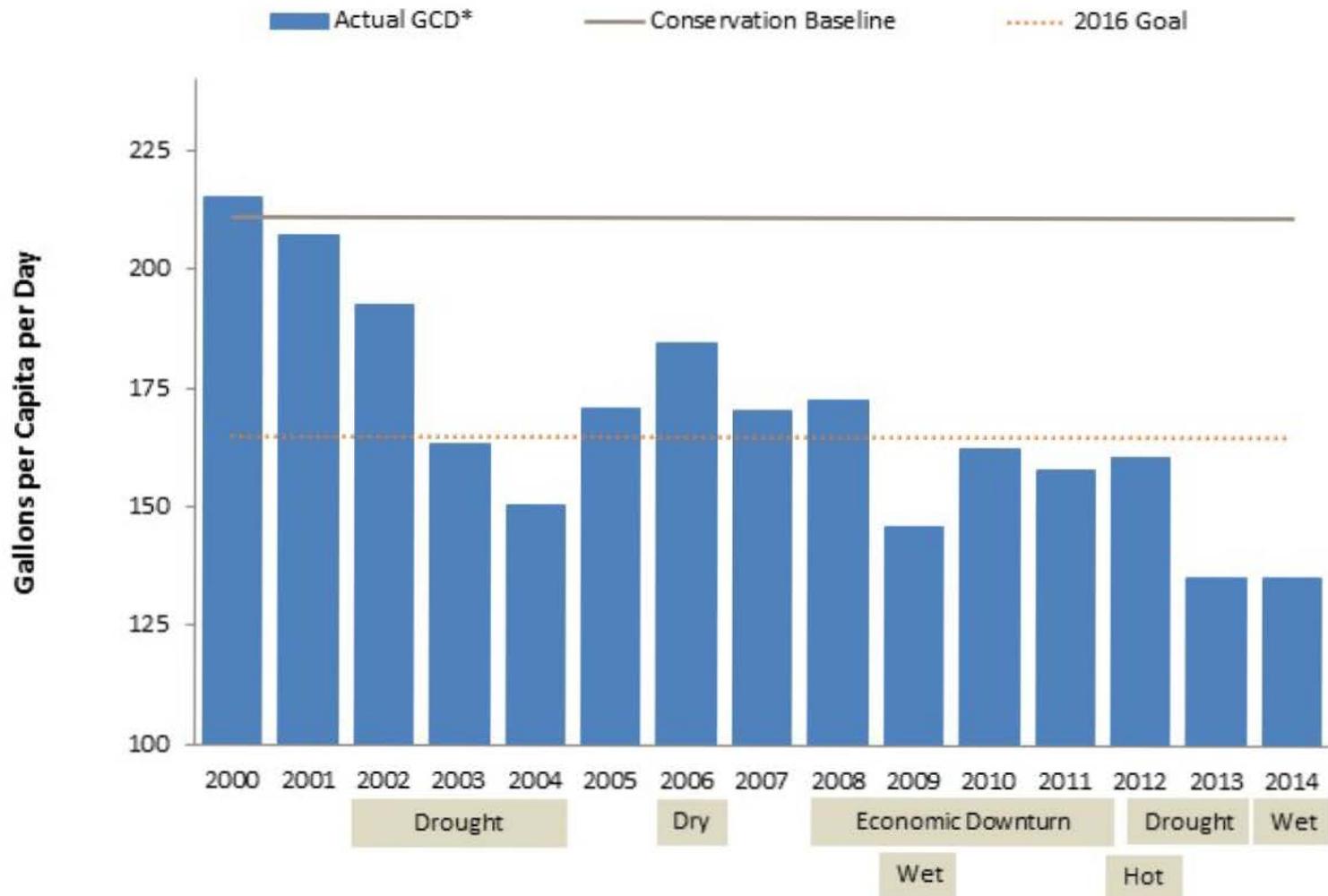


# CONSERVATION YEAR IN REVIEW: 2014



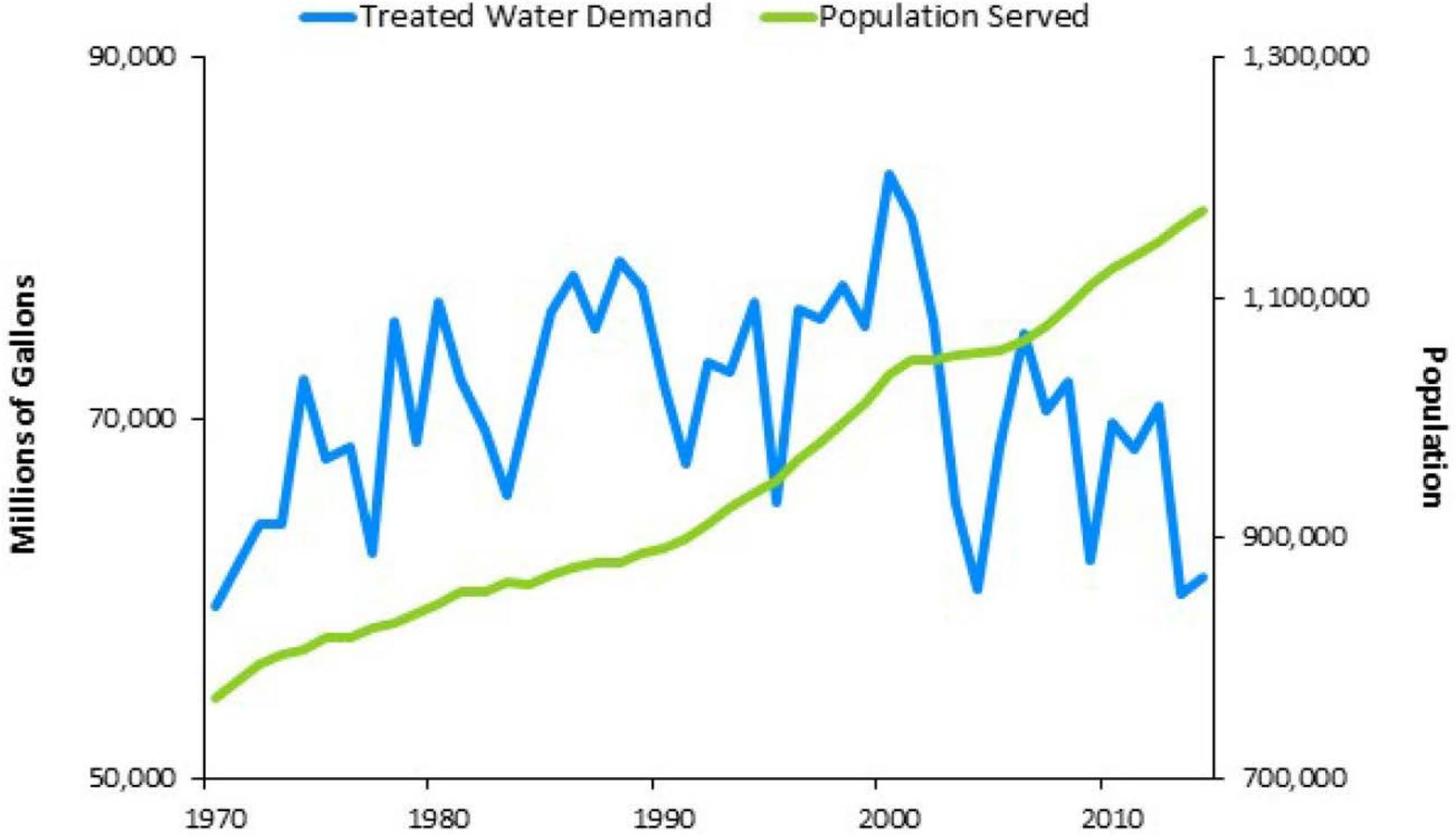
*Jeff Tejral*  
*Manager of Water Conservation*

# Daily per Capita Use (GCD)

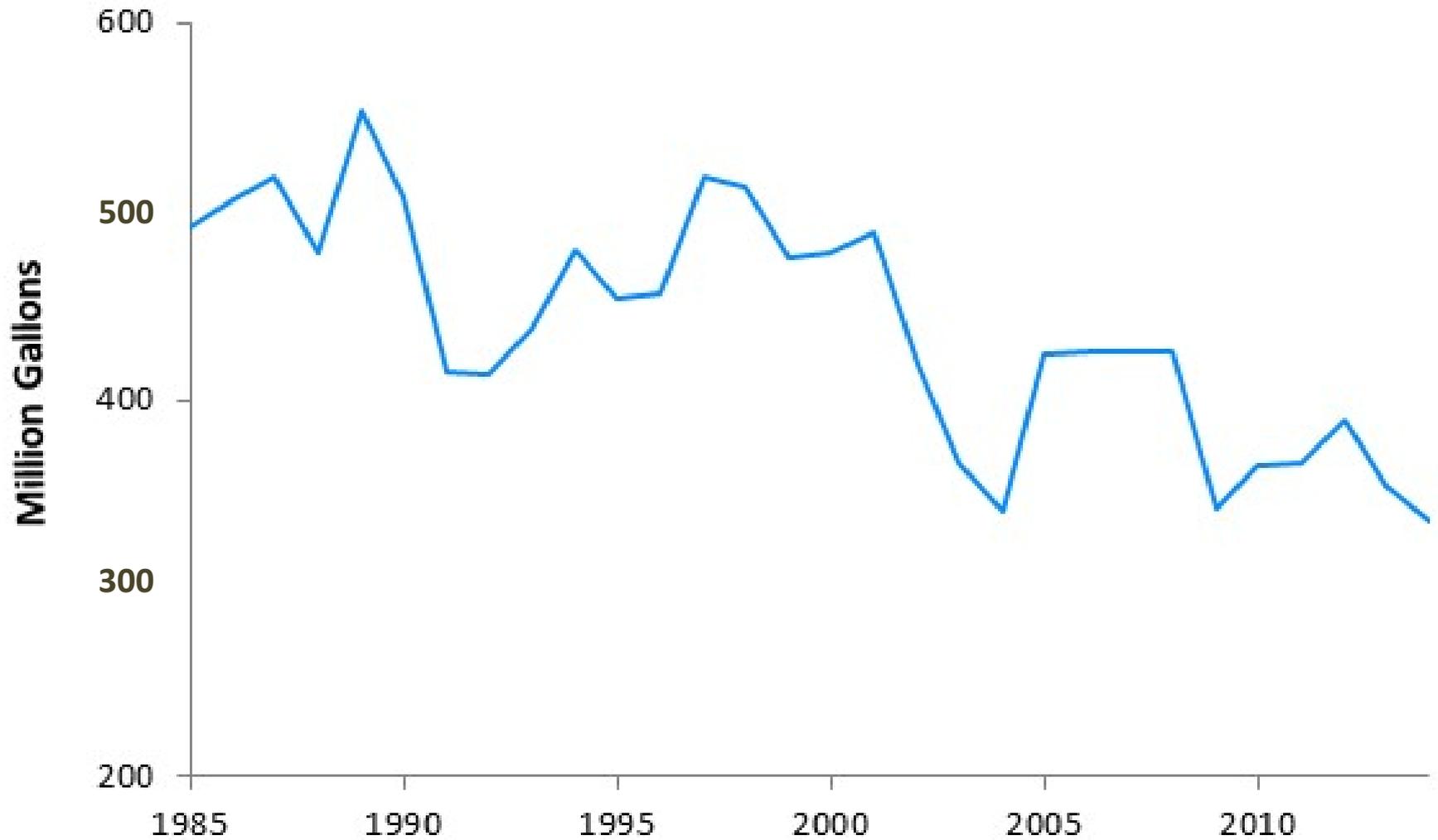


\*Actual GCD less fixed contract demand

# Denver Water Treated Water Demand and Population



# Denver Water Maximum Day Use



2014 Conservation Program areas		Acre-feet Savings
Policy	Soil amendment	63
	Water use education and enforcement	49
Education	Audits	85
	Low-income homes – audits and toilet retrofits	190
Incentives	Residential rebates	645
	Commercial rebates	75
	Incentive contracts	104
<b>Total</b>		<b>1,212</b>

# Incentive programs

Staff members work with customers to reduce financial and logistical challenges to upgrade to water-efficient fixtures and landscapes



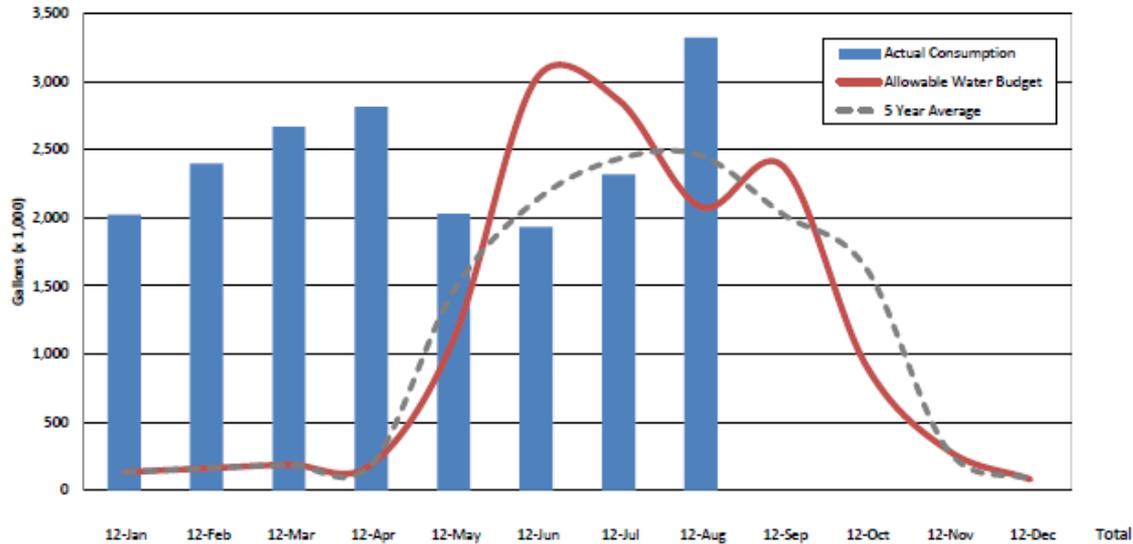
# Education: audits and awareness

Staff members directly engaging customers to help find leaks, explain water use and understand irrigation clock management



# Informational water budgets

Staff members engage a wide variety of customers using email and letters to illustrate how much water a property needs compared to efficient use



# Great for leak detection, too



# 2015 Work Plan

- Attain 1,290 acre feet savings
- Manage a \$4.2 million budget
- Attain savings at \$3,500 per acre foot
- Continue to have a program for every customer type
- Continue to lead on SB-103
- Phase out HET rebates by end of year
- Finalize Conservation Plan update (State requirement)
- Increase flexibility when working with commercial and multi-family customers
- Continue efficiency programs in Greenwood Village



# 2015 opportunities

- Increase research on outdoor water use
- Collaborate on land use and water use planning dialogue
- Increase availability of UHET's at retail locations
- Finalize cost-benefit analysis of Conservation
- Work internally to attain a water-efficient campus plan
- Collaborate on graywater policy
- Focus on partnerships with key influencers

# Partnerships with key influencers

Working with key influencers (local leaders, parks, schools and civic institutions) to benchmark current use and attain higher levels of water-use efficiency



# QUESTIONS?

