

# DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: Nov. 16, 2011

Board Item: 2-C-1

## Annual Conservation Update Wrap-up of 2011 Conservation Activities/Introduction of 2012 Program

Action by Consent

Action

Information

This report highlights the successes and challenges of the 2011 conservation program including public outreach and marketing activities and program costs and progress toward water savings goals. 2011 was a fairly normal weather year with the exception of a wet early July followed by an extremely hot August. Our customers continued to make significant efforts to progress toward our 2016 goal of reducing water consumption by 22 percent, of which we have achieved 20 percent savings. Participation in some conservation programs has increased, program evaluation shows that water savings are being generated, and the Use Only What You Need campaign continues to keep our customers aware of the need to conserve and enhances the value of the resource that we provide.

Also included in this report is an explanation of what the conservation team plans for 2012. The next year will be a transition year as we anticipate policy direction from the Integrated Resource Plan and the Strategic Plan.

### Recommendation:

This item is for information.

### Approvals:

Respectfully submitted,



Sally Covington  
Director of Public Affairs



James S. Lochhead  
CEO/Manager



Dave Little  
Director of Planning