



RÉSOURCE
central

CONSERVATION MADE EASY

2020 ANNUAL REPORT

WATER CONSERVATION IMPACT

CITY OF BOULDER

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. Our 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.



2020 WATER CONSERVATION TEAM

Elisabeth Bowman, Conservation Engagement Manager

Ali Colbert, Water Conservation Associate

Jess Gould, Water Conservation Coordinator

Zak Lance, Water Programs Manager

Kate Larson, Program Director

Melanie Stolp, Water Programs Manager

Elaine Starks, Customer Service Associate

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Phebe Taylor, Water Programs Coordinator

2020 FIELD TECHNICIANS & EVENT STAFF

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Cameron June

Erin Kincaid

Arseniy Korchevskiy

Carly Marceau

Robert Metzger

Rachel Saccardi

Julia Thompson

Meggi Varnai

Abigail Williams



THANK YOU

FOR YOUR PARTNERSHIP!

2020 WATER PROVIDER PARTNERS

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

CONTENTS

WHAT'S INSIDE

WHO WE ARE	2
THANK YOU	4
CONTENTS	5
2020 PROGRAMS	6
2020 IMPACT	7
WATERWISE SEMINARS	8
GRASS TO GARDEN	12
SLOW THE FLOW <i>Outdoor</i>	16

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 educate and empower residents to save water on their landscapes through xeriscaping and other sustainable landscape practices. Seminars are taught by experts in the field and are free and open to the public.

GRASS TO GARDEN turf replacement program provides residents with the incentives, knowledge and confidence to remove 200 square feet or more of maintained turfgrass and replace it with waterwise landscaping. Participants receive two free Gardens In A Box, a Slow the Flow outdoor appointment, and valuable information through a customized webinar, project resources, and personalized support from Resource Central staff.

LAWN REMOVAL CONSULTATIONS directly engage residents in water conservation via landscape change by offering a no-cost consultation with a trained sustainable landscape technician. Consultations give homeowners the confidence to tackle a waterwise landscape change project with customized support, resources, and a report with estimated water savings.

LAWN REMOVAL SERVICE jump-starts waterwise landscape change by mechanically removing and composting at least 200 square feet of maintained turf. A simple enrollment and consultation process, affordable pricing, and personalized project advice make it easy for homeowners to swap thirsty turf for a xeriscape.

FLUSH FOR THE FUTURE 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* 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* 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 showerheads and faucet aerators. Participants are left with a customized list of recommendations to conserve water.



GARDEN IN A BOX

- 27 water providers
- 4,123 community members
- 5,227 waterwise gardens sold
- 4,100,000 gallons of water saved*



WATERWISE LANDSCAPE SEMINARS

- 12 water providers
- 920 community members
- 19 waterwise webinars



GRASS TO GARDEN

- 4 water providers
- 107 community members
- 442 average sq. ft. of grass removed
- 600,000 gallons of water saved*



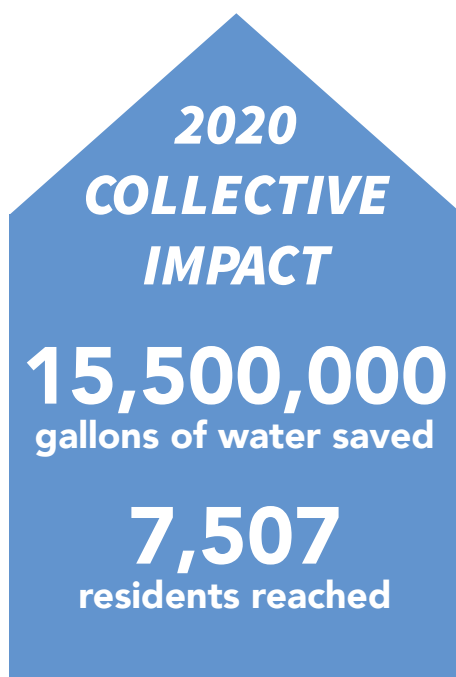
LAWN REMOVAL CONSULTATIONS

- 5 water providers
- 131 appointments completed
- 81,000 sq. ft. recommended for removal



LAWN REMOVAL SERVICE

- 6 water providers
- 100 projects
- 42,000 sq. ft. of lawn removed
- 500,000 gallons of water saved*



SLOW THE FLOW *Outdoor*

- 31 water providers
- 2,089 consults completed
- 10,000,000 gallons of water saved*



SLOW THE FLOW *Indoor[†]*

- 1 water provider
- 18 residential consults
- 60,000 gallons of water saved*



FLUSH FOR THE FUTURE[†]

- 1 water provider
- 19 water-efficient toilets installed
- 200,000 gallons of water saved*

*Estimated water savings in 2020.

[†] Due to COVID-19 restrictions, these programs were completely suspended on March 16, 2020.



**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 DIY landscape projects.

Due to COVID-19 restrictions in early spring, we made the decision to transition all in-person Waterwise Landscape Seminars to interactive online webinars.

IMPACT

CUMULATIVE PROGRAM IMPACT



Since **2004**, Resource Central has hosted **277 seminars** throughout the Front Range and beyond.



Through 2020, the Seminar Series has reached over **9,696 participants** with an average attendance of **43 people per seminar**.



Resource Central has worked with **20 partners** over the last **17 years**.



Refer to page **11** for a complete list of the **2020 seminar topics and schedule**.

86%

are more likely to attend a webinar than
an in-person seminar in the future

2020 CITY OF BOULDER IMPACT

Waterwise webinars	3
Attendees	150
Average number of attendees per webinar	48

CUSTOMER FEEDBACK

The Waterwise Landscape Seminar Customer Satisfaction Survey was sent to **150** program participants, and **31** responded to the survey.

OVERALL PROGRAM SATISFACTION

Overall waterwise webinar experience	87% satisfied to highly satisfied
The event met my expectations	90% agree to strongly agree
I gained actionable info to help in conservation efforts	90% agree to strongly agree
The event was educational	97% agree to strongly agree

90%

are 'likely' or 'extremely likely' to recommend this program to others

84%

plan on changing to a water-conserving landscape within the next 12 months

CUSTOMER QUOTES



"Excellent presentation and information provided. Was very impressed with the depth of material presented. I especially like that resources related to this talk have been placed on the Resource Central website." - **Boulder resident**



"Thank you to everyone for taking the time to educate us even with all the restrictions!" - **Boulder resident**



"Thank you for carrying out your mission, and all you do for our community!" - **Boulder resident**



"Loved that it was online! Even in the future I hope you will offer online classes!" - **Boulder resident**

2020 SEMINAR SCHEDULE

DATE	SPONSOR	TOPIC
March 17	Loveland	10 Tips for Creating a Pollinator-friendly, Waterwise Landscape
March 25	Arvada	Step by Step: How to Create a Waterwise Yard
April 1	Boulder	Modify Your Yard to Mitigate Climate Change
April 2	Arvada	Dryer Plants for a New Landscape Era
April 6	Longmont	Rain Barrels: The Basics, The Benefits, and How to Install Your Own
April 7	Boulder	Design the Waterwise Garden of Your Dreams
April 8	Loveland	Water Smart Tips and Tricks for Your Landscape
April 8	Superior	Beginners Guide to Waterwise Landscaping
April 9	Lafayette	Design the Waterwise Garden of Your Dreams
April 9	SACWSD	How to Create a Water Efficient Landscape
April 11	Arvada	Gardening Inspired by Nature: How to Mirror the CO Landscape in Your Yard
April 13	Longmont	Water Smart Tips and Tricks for Your Landscape
April 13	Lochbuie	10 Tips for Creating a Pollinator-friendly, Waterwise Landscape
April 14	Louisville	Xeriscapes that Bring Life to Your Yard
April 16	Boulder	Design Your Own Organic Veggie Garden
April 23	Golden	Success Stories: Renovating an Existing Yard into a Thriving Landscape
June 2	Arvada	Efficient Landscaping Best Practices for HOAs
June 2	Pinery	The Basics of Waterwise Landscaping and Efficient Irrigation
June 9	Brighton	How to Create a Water Efficient Landscape



DIY Tips & Resources

Resource Central's Grass to Garden program incentivizes homeowners to remove 200 square feet or more of watered and maintained grass and replace it with beautiful, waterwise landscaping. Through this program, homeowners are eligible to receive a free 200 square foot 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, water-saving results.

Guaranteed Water Savings

IMPACT

CUMULATIVE PROGRAM IMPACT



Xeric landscapes use **up to 60% less water than traditional grass lawns.**



Since **2016**, Resource Central has helped **258 residents** remove their thirsty grass and replace it with beautiful, low-water gardens.



Through 2020, the Grass to Garden program has helped residents convert **109,000 square feet** of grass to low-water landscaping.



Cumulative water savings since **2016** amount to **9.9 million gallons of water saved** over the landscapes' lifetime.

2020 CITY OF BOULDER IMPACT

Residents who applied to the program	44
Residents who completed the program	36
Total square feet of grass removed and replaced with softscape	14,850
Average square feet of grass removed	413
Estimated gallons of water saved (<i>over the projects' lifetime</i>)	1,200,000

CUSTOMER FEEDBACK

The Grass to Garden Customer Satisfaction Survey was sent to **36** program participants, and **16** responded to the survey.

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

100%

are 'likely' or 'extremely likely' to recommend this program to others

100%

find it 'important' or 'very important' that their water utility offers such programs

94%

'like' or 'love' their new landscape as compared to their previous one

TOP MOTIVATIONS FOR PARTICIPATING IN GRASS TO GARDEN

44% Wanted to save water

31% Wanted to make their landscape more attractive

6% Reduce lawn maintenance (mowing, aerating, fertilizing)

6% Wanted to save money on their water bill

6% Wanted to attract pollinators to their yard

CUSTOMER QUOTES & PROJECTS



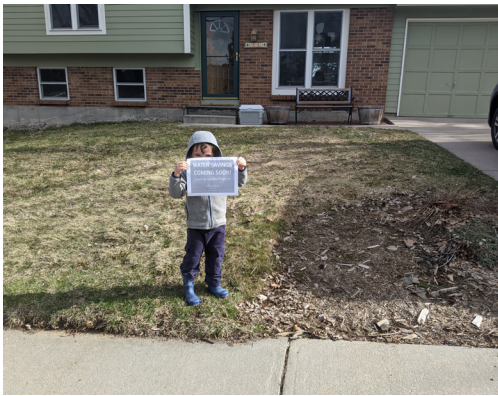
BEFORE

*"Even with the pandemic,
the Grass to Garden program
and its staff was magnificent!
Awesome job!"*

- Boulder resident



AFTER



BEFORE

*"I wasn't expecting to receive so
many plants! This has been a
wonderful experience. I've been
recommending it to neighbors.
Great staff and program!"*

- Boulder resident



AFTER



BEFORE

*"So helpful and great
communication. The plants
were in great shape when we
picked them up, too."*

- Boulder resident



AFTER

SLOW THE FLOW *Outdoor* **OVERVIEW**



Sprinkler Efficiency Evaluation

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. 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.

Customized Watering Schedule

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. Due to COVID-19 safety precautions, appointments are limited to properties with sprinkler control clocks located outdoors or in a garage until further notice.

Water-Saving Recommendations

IMPACT

CUMULATIVE PROGRAM IMPACT



Since **2004**, Slow the Flow *Outdoor* has helped nearly **28,000 residents** reduce their outdoor water usage through sprinkler system improvements.



Annually, Slow the Flow *Outdoor* has identified an average of **18,000 sprinkler system inefficiencies** such as broken heads, tilted heads, and overspray.



Through 2020, Slow the Flow *Outdoor* has inspected **approximately 104.7 million square feet of residential landscape**.



Water savings through 2020 total an estimated **137.6 million gallons**.

2020 CITY OF BOULDER IMPACT

Residential sprinkler consultations completed	148
Large property consultations completed	3
Estimated gallons of water saved annually	700,000

CUSTOMER FEEDBACK

The Slow the Flow *Outdoor* Customer Satisfaction Survey was sent to **145** program participants, and **37** responded to the survey.

OVERALL PROGRAM SATISFACTION

Overall experience with Slow the Flow <i>Outdoor</i>	87% satisfied to very satisfied
Customer service	95% satisfied to very satisfied
Registration and scheduling process	92% satisfied to very satisfied
Sprinkler consultation	87% satisfied to very satisfied

94%

find this program is a 'good' or 'very good' use of water provider resources

97%

are 'likely' or 'extremely likely' to recommend this program to others

TOP WAYS PARTICIPANTS HEARD ABOUT THE PROGRAM

49% Water provider communication

27% Other Resource Central communication/participated in other RC programs

11% Neighbor or friend

8% Online search

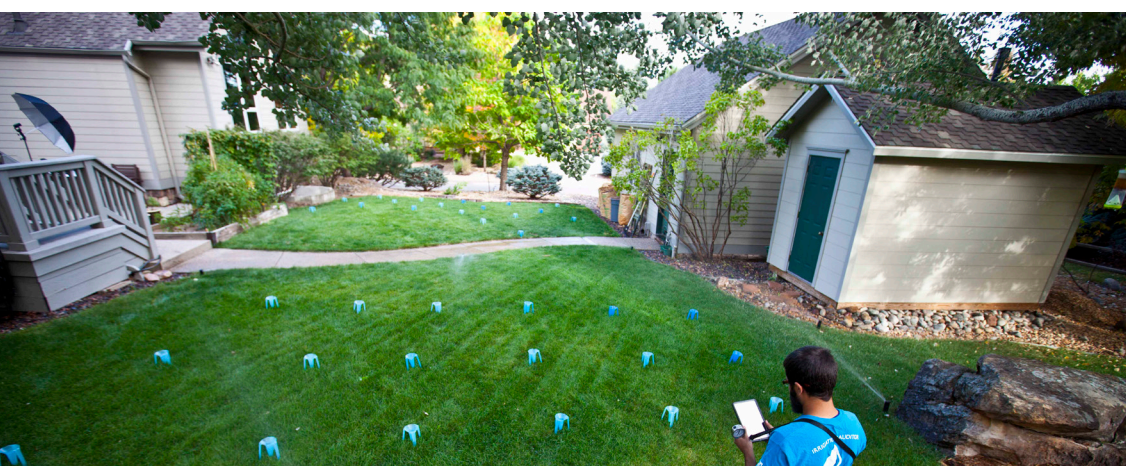
STATISTICS

In 2020, Slow the Flow technicians found that most participants had inefficient watering schedules. 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
	124	84%

Furthermore, Slow the Flow technicians identified nearly **782** sprinkler issues during the 2020 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
	782	5	95%



"I am very grateful for the availability of this program and for the results! Thank you."
- Boulder resident



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