

CAC minutes for the meeting of June 15, 2023

CAC MEMBERS IN ATTENDANCE

Alyssa Quinn, Chair, Distributor Representative
Andrew Ross, Vice Chair, Denver Citizen Representative
Nona Shipman, Secretary, Public Interest Group Representative
Charley Garcia, Environmental Representative
Lisa Mathai, Denver Citizen Representative
Mike Eytel, West Slope Representative
Alan Hassler, West Slope Representative

CAC MEMBERS ABSENT

Jim Fitzmorris, Homebuilders Representative
Emily Meek, Suburban Customer Representative

DENVER WATER STAFF

Ashley Denault
Sara Behunek
Jess Kirk

MEMBERS OF THE PUBLIC

Tim Flynn

Opening Remarks

5:00 p.m. – 5:05 p.m.

- Approval of May minutes and June agenda – Andrew moved, Charley seconded, all in favor.
- Public comment – no comments.

Denver Water Presentation

5:05 p.m. – 5:58 p.m.

- Water efficiency and conservation updates (Jess Kirk, Integrated Marketing)
 - Goals – to elevate awareness of outdoor watering rules, remind people about the importance of water conservation and reassure people that Denver Water cares about it, and deliver actionable tips on how to save water.
 - Print billboards, bus signs, posters, etc.; started the week before Memorial Day and will continue through August.
 - Spanish resources were specifically crafted for a Spanish-speaking audience using cultural references.
 - The CAC was given the opportunity to review ads – print, tv spots, social media and digital ads.
 - Reorganized the Conserve webpage.
 - Discussion:
 - Lisa thought the ads were clever and felt timely considering the recent weather in Denver.
 - Sara reminded the group that if people are watering more than three times a week or between the hours of 10 a.m. and 6 p.m., you can anonymously report them. There is information about this on Denver Water's website.
 - Tim requested a copy of Jess's PowerPoint. Jess will send it via Dropbox.
 - Charley mentioned Denver Water's interactive stream trailer that he heard

about through Trout Unlimited.

- Landscape transformation (Sara Behunek, Government and Community Relations)
 - Part of the water efficiency MOU Denver Water signed with many other groups. A high-level pledge to replace nonfunctional turf grass, to increase efforts around conservation and efficiency, and to expand the reuse of water supplies.
 - Goal to remove 30% of nonfunctional turf grass in Denver Water's service area, approx. 75 million square feet. "Nonfunctional" refers to turf areas that are ornamental and not actively used. Spaces will not be replaced with rocks or xeriscape but with drought-tolerant climate-appropriate plants – "ColoradoScaping".
 - This goal challenges what people are used to seeing. Encourages appreciation of texture, color and dimension in landscaping.
 - Program Year One: Partnerships and Pilot Projects, Projects on Denver Water Property, Legislation, Culture Change and Education
 - Landscape Restoration Pilot: Approx 65% eligible properties with 50% program participation so far in the designated pilot area
 - Discussion:
 - Charley inquired about a rebate program. Sara responded that it is something Denver Water is considering and researching success rates on rebate programs in other areas. Have an agreement with Resource Central to discount Garden in a Box for Denver residents.
 - Lisa mentioned that incentives are good tools to encourage usage and adoption.
 - Alyssa mentioned the collaborative landscaping manual that was created and is available.
 - Andrew asked if Denver Water has connected with public schools about this. Sara responded that the Denver Water Youth Ed team is working on that and with individual educators.
 - Lisa said she has transformed part of her yard, but she hears that other people are intimidated by the process, so she likes that education is a part of Denver Water's landscape transformation plan.
 - Jess added that Denver Water is doing research on how to address some of the barriers people face to making landscaping changes.

CAC Business

5:58 p.m. – 6:08 p.m.

- Member Updates
 - Charley requested Alan Salazar come speak to the CAC when he starts his new position at Denver Water.
 - Alan was impressed with how much snow was still at Nork Park and how high the rivers were flowing. Water severely damaged the Windy Gap Bypass Project. He believes Wolford is about as full as it is going to be, and the Denver Water will fill Dillon.
 - Charley added the Fraser River was running high. He believes the damage done at Windy Gap is minimal and the cost to repair is already covered in contingencies.
 - Alyssa said the Colorado WaterWise is updating materials on turf removal, best practices, artificial turf, etc. These updated resources will be available to CWW members and on social media.
- Denver Citizen Representative Position Update
 - Andrew said the committee needs to regroup next week to make a decision.

- Alyssa encouraged the CAC to respond to emails regarding voting and feedback.
- Lisa requested a follow-up email with candidate resumes.

Next Meeting

6:08p.m.-6:10p.m.

- Gross Reservoir Expansion Project (tent.)

Adjourn

6:10 p.m.