

Challenges and Collaboration in 21st Century Water Resource Management

Greg Fisher and Travis Thompson



The image features a white horizontal bar at the top. Below it is a red rectangular area containing numerous water droplets of various sizes. The word "Overview" is centered in white text within this red area. The bottom portion of the image is white.

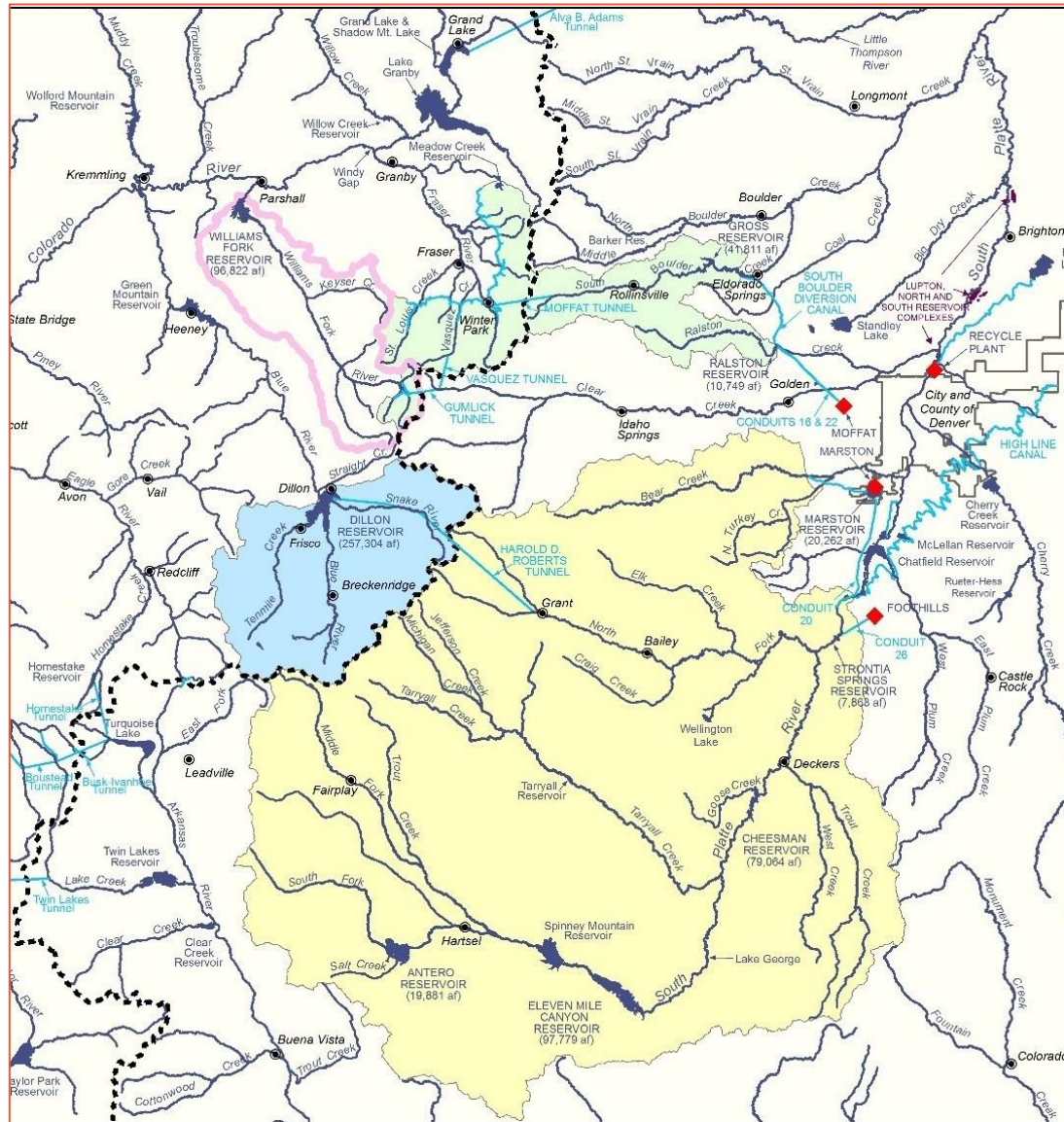
Overview

Denver Water Facts

- Established in 1918.
- Serving 1.5 million people (25% of state's population).
- Use less than 2% of water used in the state.
- Water supply comes from snowmelt in Rocky Mountains feeding the South Platte and Colorado Rivers.
- 4,000 square miles of watershed area.
- More than 3,000 miles of pipe.
- About 1,100 employees working across the state.
- 20 dams, 12 reservoirs, 4 treatment plants and 18 pump stations.



Denver Water Collection System



- Spans multiple watersheds on both sides of the Continental Divide.
- System is imbalanced – 80% collected on the south end.
- Amount of water from each watershed can vary from year to year.

Water management challenges

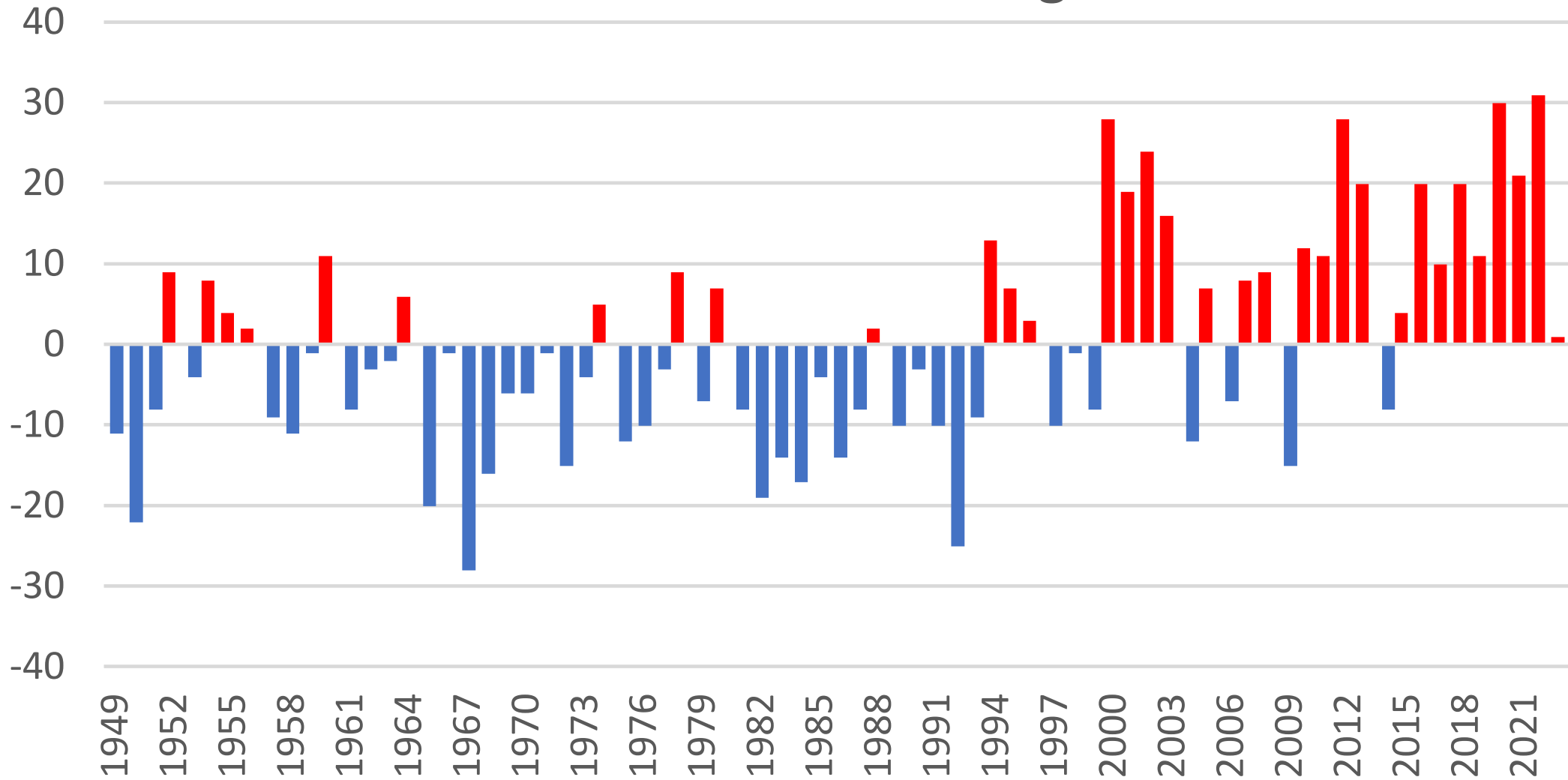


Warming climate



And changing water supplies and demand
impact our planning for the future.

90 Degree Days Deviation from average



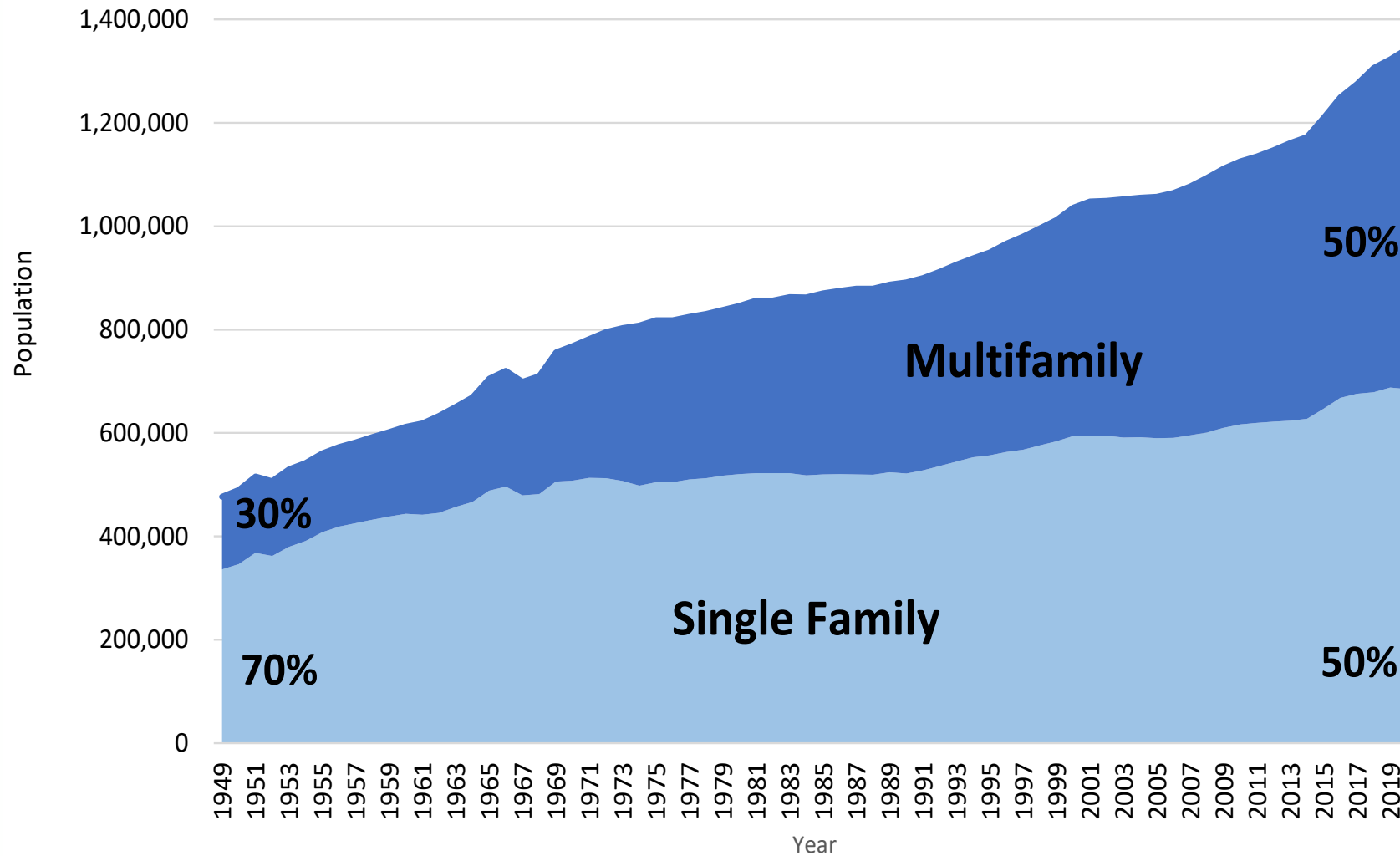
Growth



As we plan for population growth,
we must plan for maintaining a sustainable water supply as well.

Population

Denver Water Service Area



Does not include population served through fixed contracts

The Colorado River



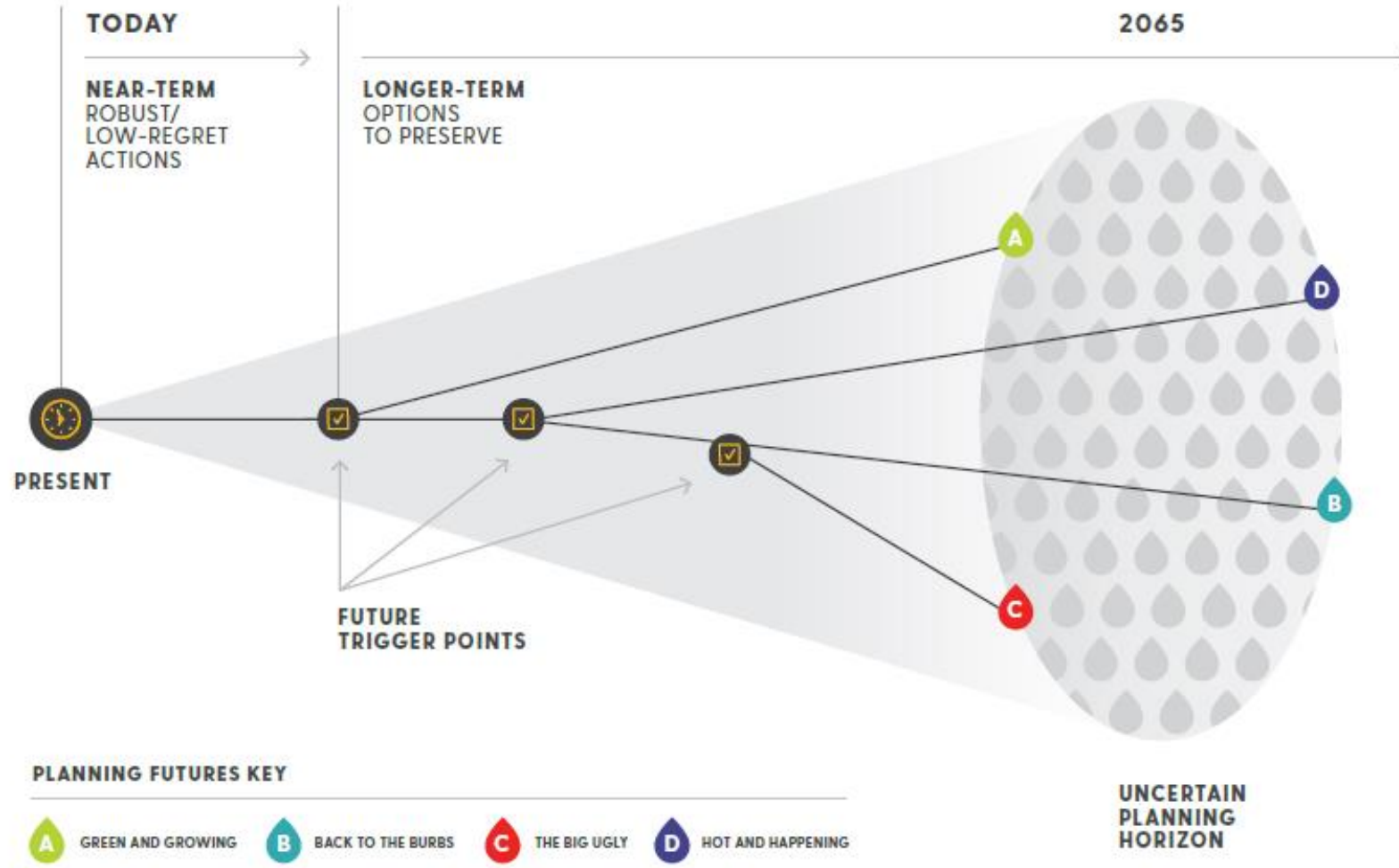
“Bathtub ring” at Lake Powell

- Denver Water gets 50% of its water supply from the Colorado River.
- Denver Water’s future tied with six other states in the Colorado River basin that share river water rights.
- Unprecedented drought now in its third decade.
- Continued drought could lead to cutbacks in amount of Colorado River water states can use.



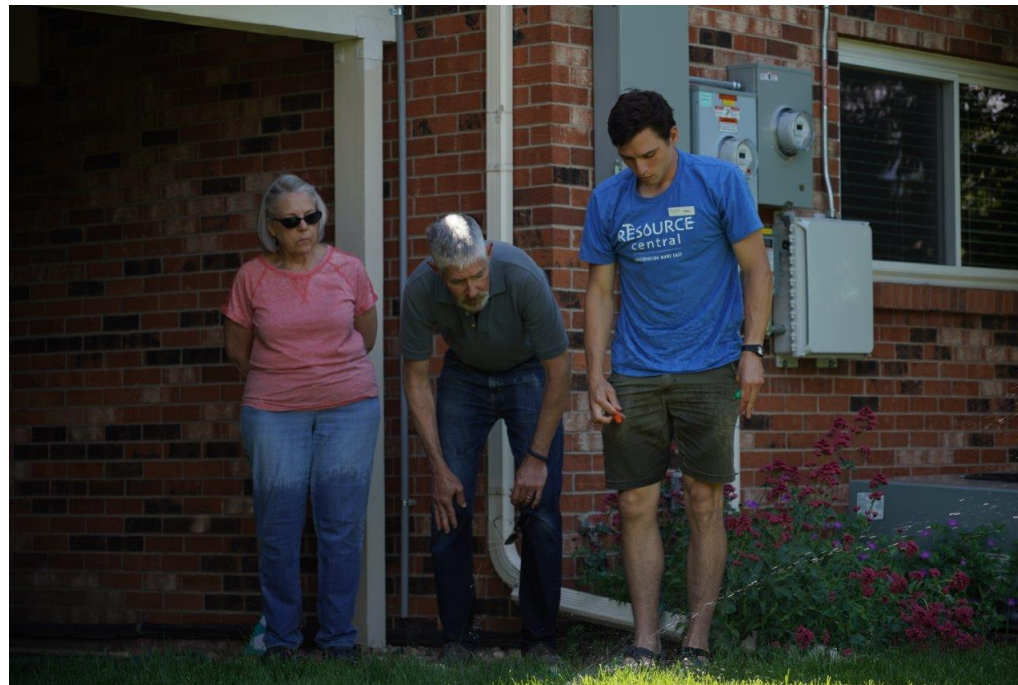
Solutions for
long-term water sustainability

Scenario Planning

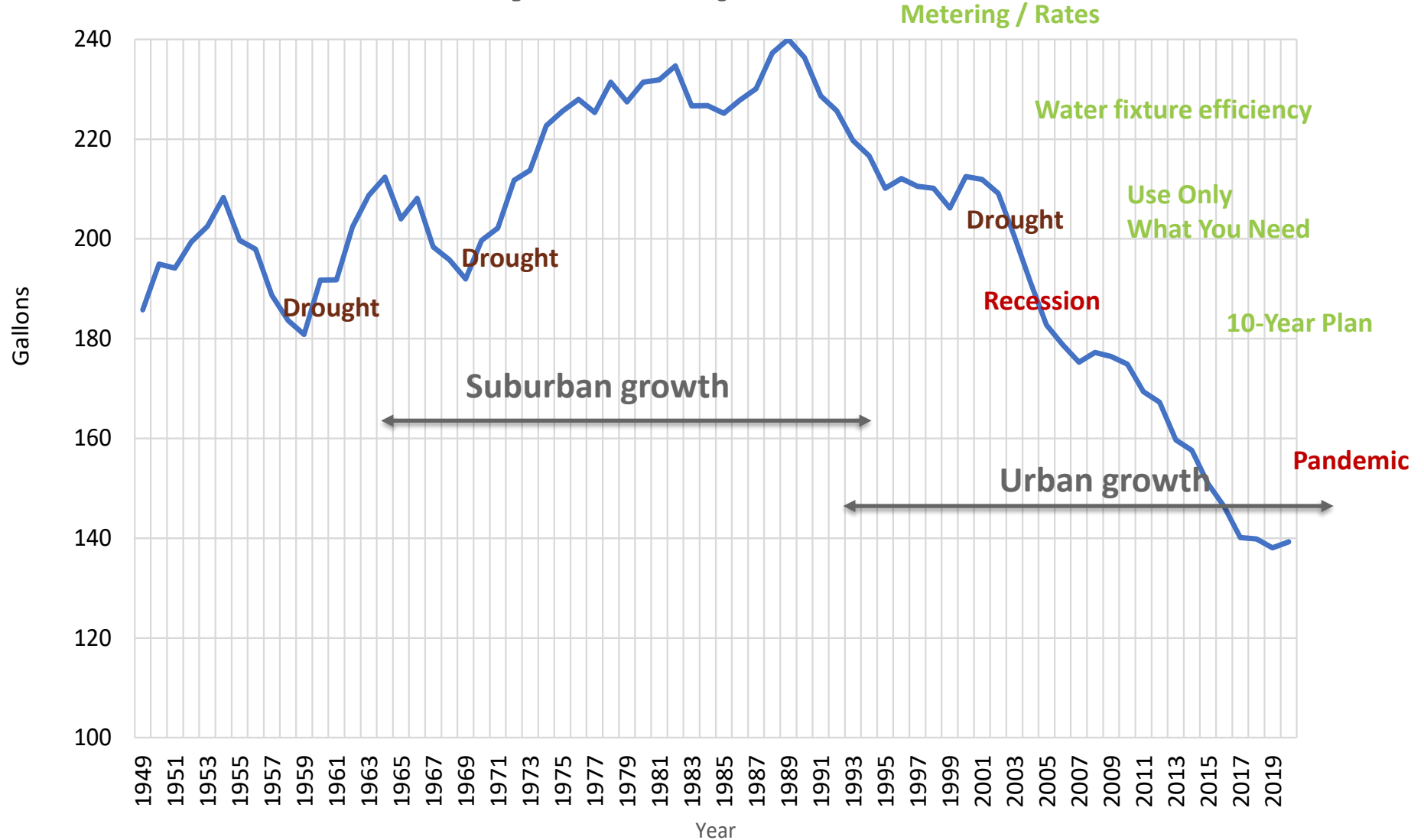


Conservation and efficiency:

- Denver Water has been a leader in conservation since the early 2000s.
- Customers reduced water use more than 20% in 10 years despite 10% population increase.
- Evolving from conservation to water efficiency.
- More targeted “customer-centric” approach.



Daily Per Capita Use



Based on average of 70.8 billion gallons (1980-2020)

Water reuse:

- Recycled water program reduces demand on potable water.
- The right water for the right use.
- One Water concept.



Denver Water Recycling Plant

New supply



Gross Reservoir

- Help prevent shortfalls during droughts.
- Offset imbalance in north and south collection systems.
- Provide environmental benefits to area rivers and streams.

Collaboration & Partnerships

- The Colorado River Cooperative Agreement (CRCA)
- Grand County Mitigation and Enhancement Coordination Plan
- Learning by Doing
- WISE
- From Forests to Faucets



CRCA signing in Grand County

The background of the slide is a vibrant orange color. It is decorated with numerous small, realistic water droplets of varying sizes scattered across the surface. Several larger, vertical streaks of a slightly darker orange hue run down the page, resembling water trails or condensation on a glass surface. The overall effect is fresh and clean.

Watering rules

It's not *less*, it's *Best*

Summer watering rules are not about restrictions.

They're about the best ways to keep your lawn healthy and green.

Water your lawn between 6 p.m. & 10 a.m.



50%

of the water you put on your lawn can be lost to evaporation, wind or other factors.

Evaporation is accelerated during the hottest times of the day.

Water two days a week for the summer*

*Add a third day during stretches of hotter weather.

Grass needs about 1/2" of water, twice a week.

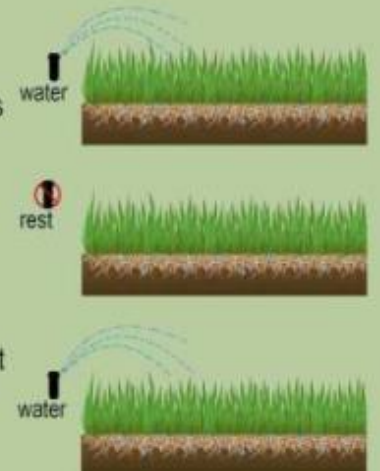


Water, rest, water

The cycle-and-soak method puts water deep into the roots of your lawn.

Break up watering times into shorter start and stop times.

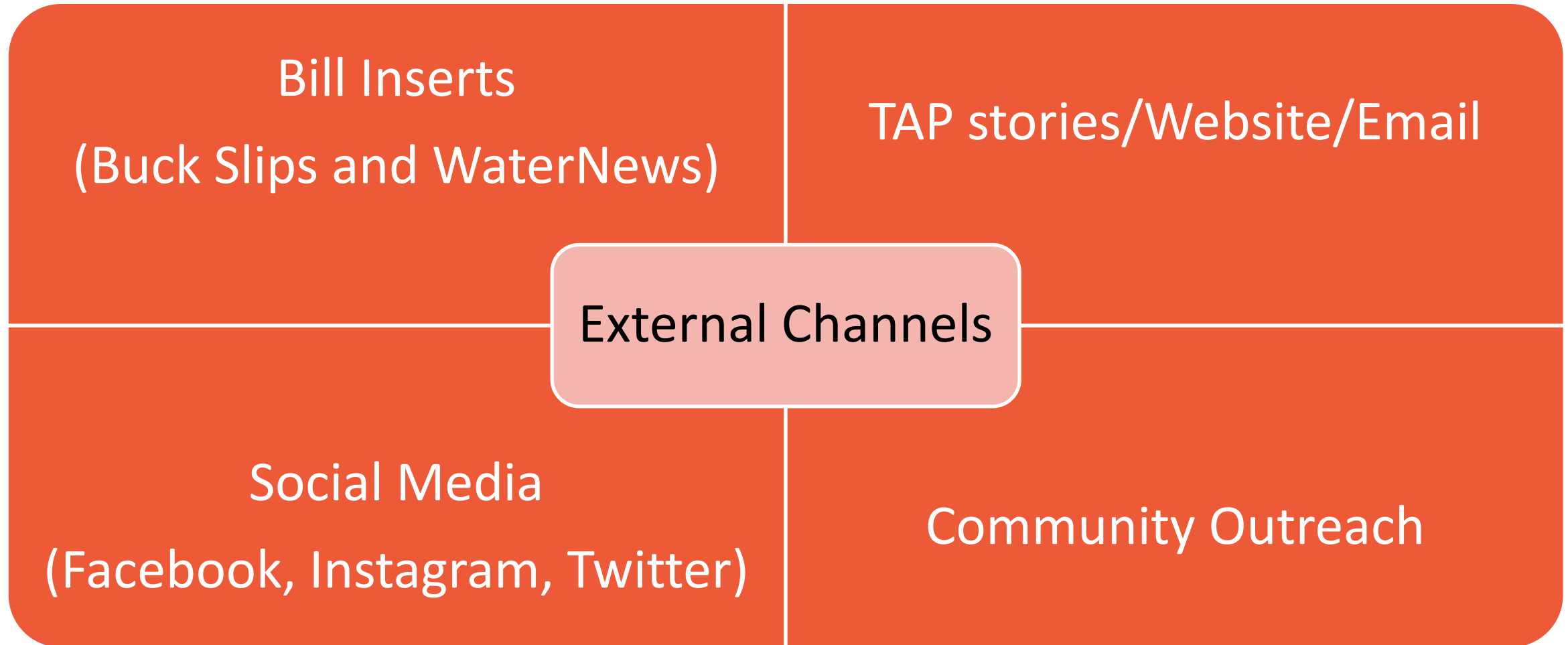
Wait up to an hour between start times to allow for the last cycle of irrigation to soak into the soil.





splashstreet boys
i water that way

Communications push



The image features a horizontal orange band with a realistic texture of water droplets and liquid streaks. The droplets vary in size and are scattered across the band, while the streaks are thin, wavy lines that suggest the movement of liquid. The overall effect is fresh and dynamic.

Campaign Preview



Your home is your castle. Don't build a moat.

denverwater.org/Conserve

 DENVER WATER



DUMP NO
WASTE!

DRAINS TO
WATERWAYS



DUMP NO WASTE!

DRAINS TO WATERWAYS

Don't water when it rains.
It's not a competition.

denverwater.org/Conserve



1

2

3

4



2024 Media Mix

Billboards

RTD Bus Ads

Light Rail Wrap

Bus Shelters

Guerilla
Sidewalk Chalk

Traffic Radio

Connected TV

Online Ads

Hispanic
Billboards

Hispanic Radio

Hispanic
YouTube

A horizontal orange band with a pattern of water droplets of various sizes, some showing highlights and shadows, giving a textured, liquid appearance.

Questions?

Thank you!



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