



2025 water efficiency initiatives

May 13, 2025



Efficiency program objectives

- Promote a cultural shift back to native and climate adapted landscapes
- Help customers make efficient choices when making decisions about water



2024 in Summary

Landscape converted



770,000 Sq Ft

Rebates



1,100

Gardens in a box sold



3,300 Gardens

Water Savings



26 million gallons

Native grass seed giveaway



94,000 Sq Ft

Collaboration and outreach



Do it yourself guide to landscape transformation

Non functional turf legislation
Public areas landscape projects

2 Landscape workshops

2024 Learning

Challenge	Solution / Test
Turf removal is expensive without chemicals	Testing three methods of turf removal at Foothills WTP
No clear instructions for landscape projects	Do it yourself guide. Adding videos and other user friendly features
	Landscaping workshops
Customers prefer small projects	Garden in a box rebates. Waterwise landscape design templates.

2024 Learning

Challenge	Solution / Test
Mon. and Wed. water use is higher than other days	Asking customers to change watering days through various channels
Low participation in programs within disproportionately impacted neighborhoods	Testing \$100 garden in a box rebates
	Testing \$2 per square foot payment for qualifying landscape projects
	Using community connectors (CREA Results)
	Working to resume low-income fixture retrofit program in 2026

A horizontal banner with a vibrant green background. The background is textured with numerous small, realistic water droplets of varying sizes. A single, larger, wavy white line, resembling a water droplet or a stylized path, runs vertically through the center of the banner. The text "Landscape Transformation Programs" is centered in a clean, white, sans-serif font.

Landscape Transformation Programs

Building a Thoughtful Program & Reducing Barriers

Denver Water is in *pilot mode* –learning by doing to build thoughtful programming. How?

- Listening to our customers
 - Surveys, focus groups, Spanish community leader interviews
- Focusing on disproportionately impacted communities
 - Community landscape projects
 - Expanding targeted offerings
 - \$100 garden discount for DI communities
 - Spanish accessibility
- Partnerships
- Expanding residential offerings
- HOA support



Residential Offerings: Free Workshops!

Residential



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Discover the Beauty of Water-wise Landscaping: Join Our Workshops!

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Welcome to our water-wise FREE landscaping workshops, where sustainability meets stunning, drought-tolerant landscapes. Whether you're a novice or seasoned gardener, our workshops provide insights, tips and guidance to transform your outdoor space.

-  [Workshop: Garden Design for Pollinators and People \(Saturday, May 3\)](#)
-  [Webinar: Turf Transformation Planning and Removal \(Tuesday, May 13\)](#)
-  [Webinar: Compost and Soil Health, A Deeper Dive \(Tuesday, July 8\)](#)
-  [Workshop: From Thirsty to Thriving: Practical Advice for Water-Wise Landscapes \(Saturday, Aug. 23\)](#)

Residential Offerings: Resource Central

- \$750 support on turf removal
- \$25 off gardens for Denver Water customers
- Slow the Flow Irrigation Audits
- HOA Pilot Program

Affordable



Easy



Quick



GARDEN IN A BOX



Butterfly Daydream

\$127.00

60 sq. ft.

Full sun

Includes:
15 starter plants
2 plant by number maps
Comprehensive Plant & Care Guide

\$25 discounts on select gardens available from participating cities and water districts. Applied at checkout. [Learn More.](#)

1 Qty.

Add to Cart

Description

10/15

native* plants

hardy to 6,500 ft.

mature height range 4 in. - 4 ft.

blooms early summer to fall

attracts pollinators

12/15

plants resistant to deer†

9/15

plants resistant to rabbits†



Residential Offerings: Free Water-wise Grass Seed!



A horizontal banner with a vibrant green background. The background is covered in numerous water droplets of various sizes, some of which are blurred to create a sense of depth. A white arrow points from the left towards the center of the banner, where the word "Partnerships" is written in a clean, white, sans-serif font.

Partnerships

Partnerships: DIY Landscape Transformation Guide



DIY Landscape Transformation Guide
A step-by-step guide to creating water-wise landscapes

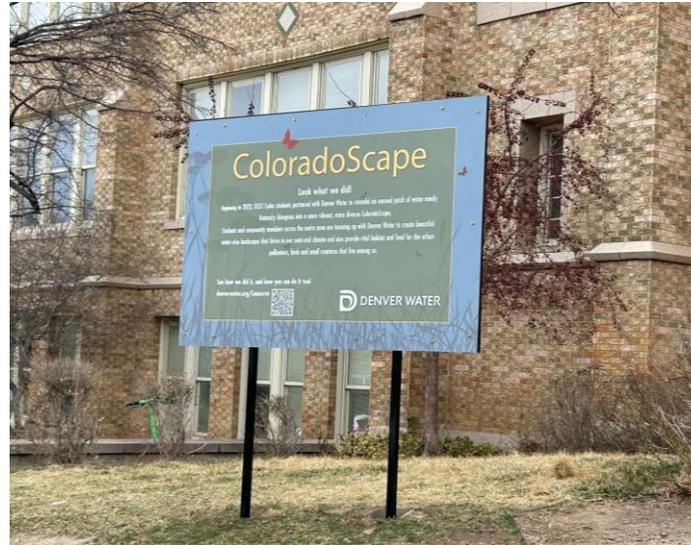


Scan to access the **FREE** guide

Prepared in collaboration with Brown & Caldwell

Partnerships: In the community

- School landscapes
- GES Food Forest
- Park People irrigation solutions + tree support



Partnerships: CCD



- DOTI green infrastructure
 - Montclair
 - Einfeldt
- Landscape visioning
- Parks and Recreation landscape project support
 - Quebec medians
 - Cherry Creek trail
 - Capitol Building

Partnerships: Denver Botanic Gardens



- Chatfield native prairie experiment
- Foothills water treatment plant non-chemical approaches
- Horticulture expertise for project planning

A horizontal blue banner with a background of water droplets and ripples. The text "2025 Campaign" is centered in white.

2025 Campaign



DENVER
WATER

PLANT
SMARTER



**Sod is the shag carpet
of landscaping.**



Sing shorter songs.

SHOWER SMARTER

 **DENVER WATER**



Spend more time not mowing.

LANDSCAPE SMARTER.





**Less yard work.
More yard chair.**

LANDSCAPE SMARTER.



Hispanic Audience

denverwater.org/Conserve



**¿Regar cuando está lloviendo?
Como colgar ropa en la caminadora.**

NO LA MALGASTES.  DENVER WATER

Watering while it's raining?
That's like using your treadmill to hang your clothes.

Don't waste it.

denverwater.org/Conserve



**¿Regar al mediodía?
Como calzar al perro.**

NO LA MALGASTES.



Watering in the middle of the day?
That's like buying shoes for your dog.

Don't waste it.

Thank you!

Contact us:

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