

Wellington Water Efficiency Communications Toolkit



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Introduction

The purpose of this toolkit is to provide Town of Wellington staff with a comprehensive guide to effectively communicate water efficiency practices to various target audiences in their service area. By utilizing the information and strategies presented in this toolkit, town staff will be better equipped to raise awareness about the importance of water efficiency and encourage behavior change within the community. This toolkit is designed to be a practical resource that offers guidance on crafting messages, selecting communication channels, and tailoring content to resonate with the unique demographics and perceptions of Wellington residents.

Wellington is an increasingly diverse community, with 85% of residents identifying as White, 11% as Hispanic, 1% as Black or African American, and 3% as other ethnicities including American Indian, Asian, Native Hawaiian, or other. Identifying and understanding Wellington's unique make up, in addition to the Town's history and agricultural heritage, is crucial for effective water efficiency communication.

Stakeholder groups and water efficiency drivers in Wellington include:

- **Residential Community:** Homeowners, renters, and families who can adopt water-efficient behaviors in their homes and landscapes.
- **Homeowners Associations:** Homeowner association (HOA) board members and property managers who interact with customers around landscaping practices and may be first points of contact for landscaping and maintenance questions and challenges.
- **Local Businesses:** Commercial establishments that can implement water-saving practices in their operations, and may act as locations to share information or demonstrate program participation.
- **Schools and Educational Institutions:** Students, educators, and parents who can learn about and promote water efficiency.
- **Government and Local Authorities:** Decision-makers, policymakers, and officials responsible for enacting and enforcing water efficiency and conservation measures.

Each audience has its own motivations, concerns, and communication preferences. This toolkit will provide guidance on tailoring messages and strategies to effectively engage these audiences and encourage them to contribute to water efficiency efforts in Wellington.

In Colorado, there are nearly 6 million individuals – spanning diverse cultures and geographies – that depend on the water from the state's 8 major river basins. Water originates at snowpack in the Rocky Mountains and flows from snowcapped peaks, through forests and rivers, to cities and farms, and ultimately returning to streams before heading out of the state. Along this journey water play a multi-faceted role – supporting ecosystems, nurturing wildlife, providing avenues for recreation, facilitating food

cultivation, powering industries, acting as a source of energy, and serving as the cornerstone of potable water supplies.

Presently, Colorado's water supplies confront a precarious situation. Factors such as population growth, the persistent onset of warming and arid conditions, major wildfires (in both forested and urban settings), overallocation of the river systems, and prolonged droughts have collectively imposed unprecedented stress on the state's water system. Colorado's water system is complex – whereas 80% of the water falls west of the Continental Divide but 90% of the state population lives east of the Continental Divide (Figure 1). The 2023 Colorado Water Plan evaluates many of these current and future risks – such as climate change, drought, and population growth – and serves as a guiding document for meeting the vision to combat Colorado's water challenges and ensure a secure supply.¹

Quick Facts

- **Colorado is warming** – Colorado's average temperature could increase by more than 4.2°F by 2050
- **Demands are increasing** – Colorado communities could need 230,000 – 740,000 acre-feet of additional water per year by 2050 if no new water projects or strategies are implemented
- **Water conservation is critical** – water conservation and efficiency efforts could reduce future annual water needs by up to 300,000 acre-feet per year by 2050, even under the warmest scenarios
- **Storage is necessary** – both traditional and non-traditional storage methods, such as reservoirs, aquifer storage, and recovery, along with strategies like conservation, efficiency, and collaborative water sharing agreements, are tools that can work in tandem to increase water supply reliability
- **Colorado's legal framework guides local solutions** – as a "local control state" Colorado's 64 counties, 300 cities and towns, and other local authorities can play a major role in shaping Colorado's water future by advancing projects using an array of financing mechanisms like bonding, user rates, loans, and grants
- **A focus on local project implementation** – local water users know their water issues best, and can help identify and implement projects that optimize conservation and development
- **Proactively manage risk** – to keep agriculture productive, sustain ecosystems and recreation, have thriving urban green spaces, and foster greater equity and engagement, all Coloradans must work together and collaborate to proactively to manage risks and uncertainty.

¹ Colorado Water Plan; <https://cwcb.colorado.gov/colorado-water-plan>

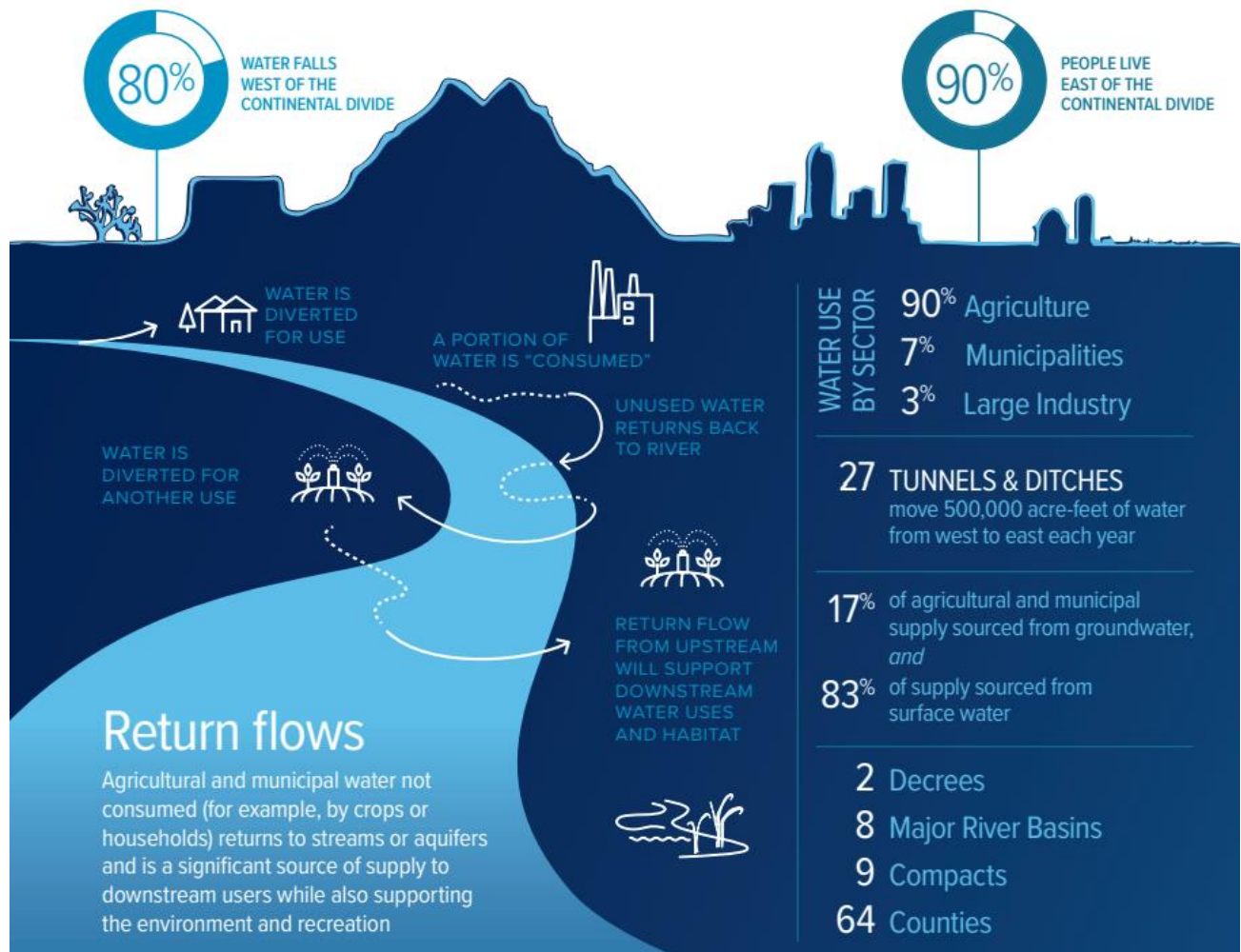


Figure 1 - Colorado's Complex Water System (Source: [2023 Colorado Water Plan](#))

This toolkit aims to empower Town of Wellington staff with the tools, resources, and best practices they can employ to empower their customers to become more water efficient to sustain current and future generations.

The Town of Wellington, situated at the crossroads of Colorado's Rocky Mountains and eastern plains in Larimer County, encompasses approximately 3.5 square miles and included about 11,047 residents as of 2020. Wellington has rich historical roots in Northern Colorado - dating back to the 1800s when the Town began developing agriculture and natural resources, including oil and coal. The Town's agricultural heritage not only highlights the historical importance of water but also presents an opportunity to bridge traditional practices with modern water-saving techniques. Founded in 1902 and incorporated in 1905, the Town continues to provide a strong sense of community, and many residents are attracted to the small-town atmosphere and community spirit. The

Town has seen rapid population growth since the 2000s and continues to welcome new residents and businesses each year, which has put additional stress on the existing water resources and further emphasizes the importance of optimizing its existing water supplies and systems. Understanding and addressing these local nuances will enable Town of Wellington staff to tailor their messages effectively, ensuring that water efficiency resonates with the community's values and aspirations.

Snapshot: Wellington Municipal Water Efficiency Plan (2018)

- **Water Supply:** North Poudre Irrigation Company (NPIC) for up to 2,000 AFY; three municipal wells augmented under the Cache la Poudre Water User Association Plan for up to 375 AFY; series of wells for non-potable irrigation of outdoor spaces. This supply is sufficient to allow the Town to grow to approximately 24,000 residents by 2040.
- **Water Use and Demand:** In 2017, 1,091 AF of treated water was used by residential and commercial customers for irrigation purposes. This demand is expected to increase to 1,683 AF by 2027. Treated water use breakdown: residential (86%); commercial (9%); irrigation (5%).
- **Water Efficiency Activities:** AMR installation and operations; leak detection and repair program; master plans / planning documents; general monitoring and verification activities and general water rates and billing; weekly and time of day outdoor watering restrictions.
- **Water Savings Goals:** 1) lower treated water demand by 5% over 5 years, or a total of up to 10% over the ten-year planning period. Water reduction goals breakdown over the 10-year planning period: Residential 12%, Commercial 5%, Irrigation 3%, Non-revenue 1%. 2) Develop water efficiency program that can be implemented within Town staffing constraints and with Town Board approval; 3) Implement water efficiency activities that are compatible with the community and Town Board representatives; 4) Develop cost-effective program that achieves water savings goals while staying within budget constraints.

The Town of Wellington remains committed to addressing their community's intricate water and wastewater infrastructure demands. Faced with aging infrastructure, rising service costs, and the imperative to cater to a rapidly growing population, the implementation of further rate adjustments becomes vital to uphold compliance standards and ensure uninterrupted service. Notably, the Town of Wellington is currently overseeing two significant infrastructure investments aimed at upgrading and expanding both the water treatment and wastewater treatment facilities. With anticipated completion dates in 2024, these substantial projects, valued in the multi-millions, are poised to pave the way for the Town's future growth of up to 24,000 residents by 2044.

In order to fund the rising cost of water and capital projects, rates have been on the rise over recent years for residential, commercial, irrigation only customers, and to developers through tap fees. As exemplified by the latest rate adjustment in January 2023, residential users now face a range from as low as \$99 to exceeding \$275 a month for their comprehensive water, sewer, and stormwater charges, contingent upon their water consumption (Figure 2). These amplified financial obligations stemming from these escalated expenses have undeniably imposed a substantial economic strain, particularly on the lower income residents of Wellington, thereby giving rise to pressing concerns regarding the financial equity and accessibility of essential services.²

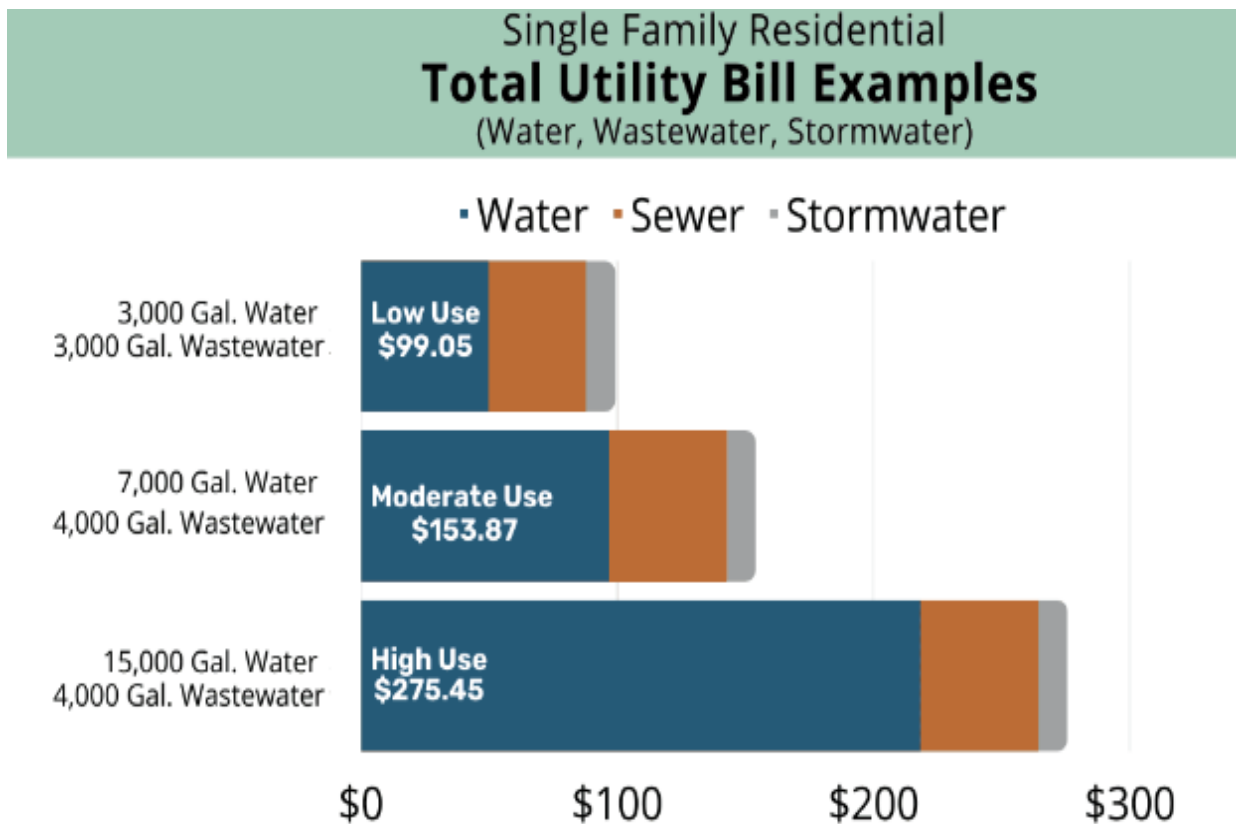


Figure 2 - Wellington Utility Rate Update, Single Family, January 2023 (Source: <https://www.townofwellington.com/501/Utility-Rate-Update>)

The Town of Wellington has a variety of water efficiency programs and services available to both their residential and business customers, however, many customers remain unaware of these offerings (Figure 3). These programs include but are not limited to advanced metering infrastructure (AMI) and leak detection, updated landscape and irrigation standards, outdoor watering restrictions, and various customer facing programs such as: showerhead exchange program, toilet leak detection tabs, free irrigation audits, Garden in A Box, waterwise yard workshops, free rain garden installations, and more (including

² Wellington Utility Rate Update; <https://www.townofwellington.com/501/Utility-Rate-Update>

indoor and outdoor water savings tips on the Town’s website).³ The Town staff would like to communicate Wellington’s unique water supply challenges appropriately and objectively to their residents and businesses, and ultimately empower their customers to further engage in their water efficiency program offerings.

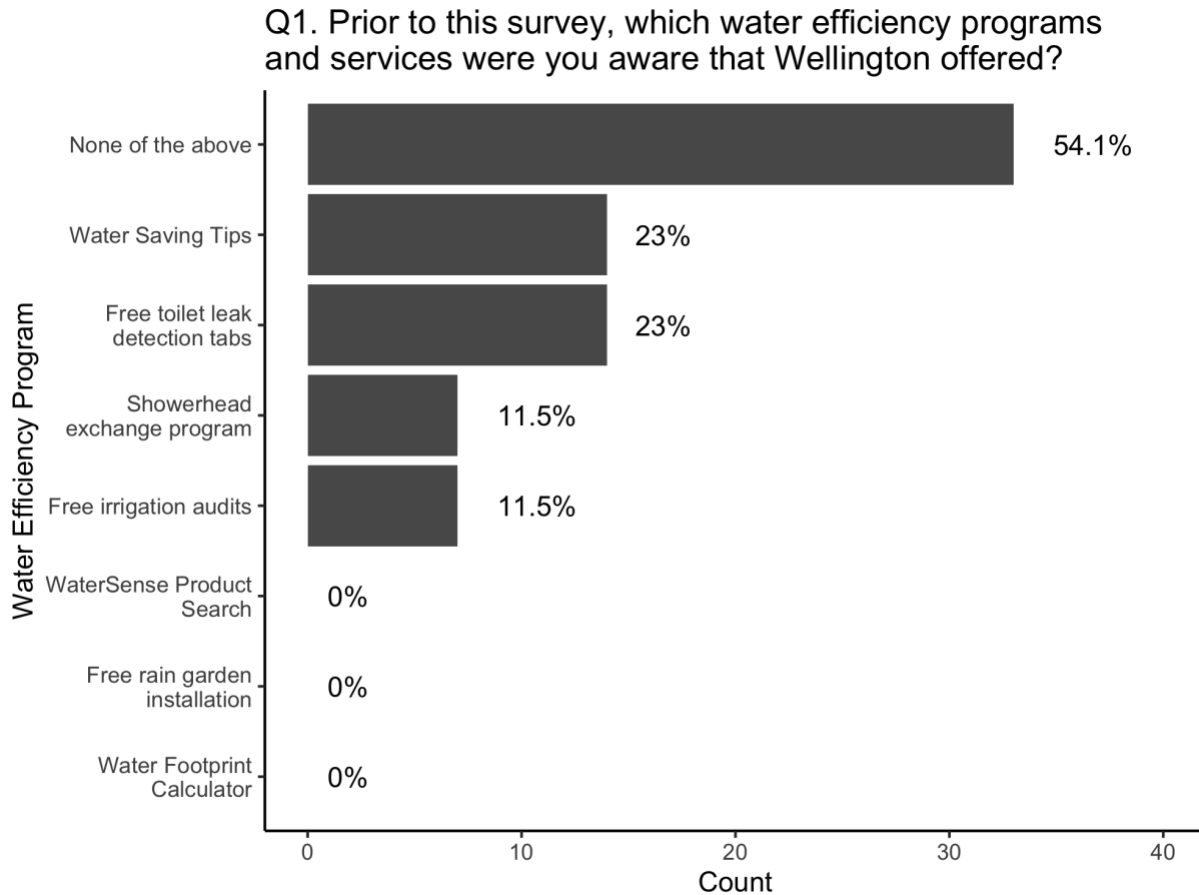


Figure 3 - Awareness of Wellington Water Efficiency Programs (Source: Wellington Water Efficiency Survey, 2023)

Despite over half of survey respondents indicating they are not familiar with any of the Town’s water efficiency programs, there is a strong interest in participation in the offered programs, particularly those involving outdoor water efficiency (Figure 4). The most common drivers for participation in these programs (in order of importance) included saving money on water bills, protecting water resources in Colorado, preserving the environment for future generations, and reducing the cost to public infrastructure (Figure 5).

³ Wellington Water Efficiency Program; <https://www.townofwellington.com/211/Water-Efficiency-Program>

Q5. Which of the following programs do you want to learn more about?

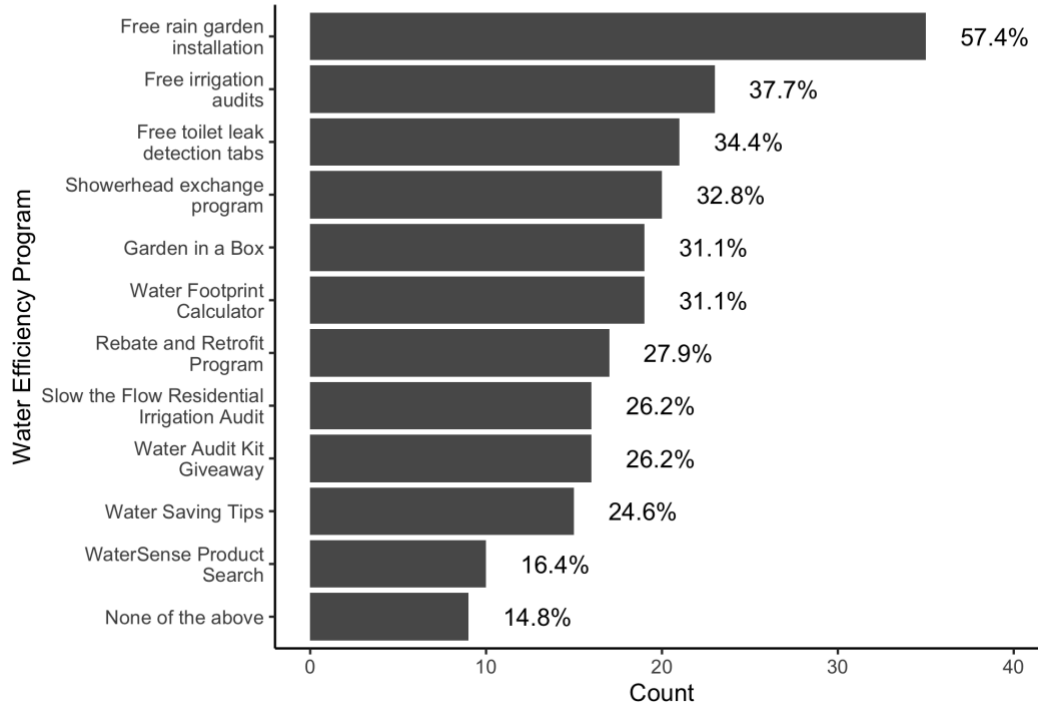


Figure 4 - Interest in Wellington Water Efficiency Programs (Source: Wellington Water Efficiency Survey, 2023)

Q7. What is your primary motivation to participate in a water efficiency program?

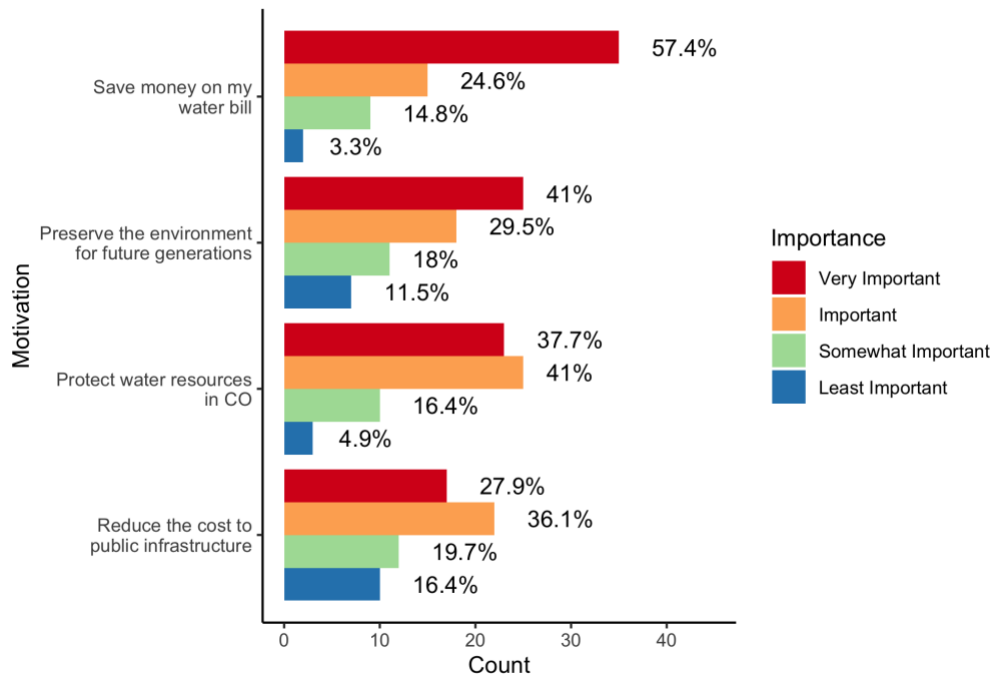


Figure 5 - Motivation to Participate in Wellington Water Efficiency Programs (Source: Wellington Water Efficiency Survey, 2023)

Key Messages and Content

The Value, Importance, and Benefits of Water Efficiency Practices

Understanding perceptions and the current outlook on water efficiency among Wellington residents is vital to underscore the positive impacts these practices can have on the Town's long term water supply reliability. While skepticism may linger throughout some audiences, the benefits of embracing water-efficient practices are multi-faceted and deeply impactful. By adopting these practices, residents can play an active role in ensuring a sustainable water future for Wellington. Beyond personal savings on utility bills, water efficiency safeguards the environment by reducing strain on local water sources, lowers energy consumption, and enhances recreational opportunities. Embracing water efficiency is not merely a personal choice; it's a collective endeavor that will enhance Wellington's resilience in the face of potential water scarcity and uncertain future climate conditions. Since Wellington's water comes from the North Poudre Irrigation Company, using water more efficiently also helps the Town reduce its expenses, by lowering the amount it purchases from this supplier. By collectively embracing water efficiency, residents and business customers can become vital guardians of the Town's unique charm, promoting both a flourishing ecosystem and a sense of pride in Wellington's heritage. In essence, water efficiency isn't a challenge to dismiss; it's an investment that cultivates the lasting vitality and prosperity of Wellington and its residents.

As one of two headwaters' states in the U.S., water in Colorado plays a significant role in how and where this population will grow in the future. Colorado residents' have an opportunity to instill conservational practices in the present to ensure that water is used responsibly in the future.

More than 40 million people, including the nearly 6 million in Colorado, depend on the water originating in the state. The value of water in Colorado is immense, influencing every aspect of life. It sustains communities, grows food, supports businesses, provides ample recreational opportunities, promotes the growth of natural habitats, and ensures hygiene and safety. Moreover, the environment, wildlife, vegetation, and ecosystems rely heavily on this precious resource. It is the source that remains our greatest gift. Future planning goes beyond just preparing for the impacts of changing weather patterns, the water sector must also have a hand in mitigating the root causes. Now more than ever, it's key for Wellington residents to **Preserve, Protect, and Participate** in water efficiency practices. Below are some key messages staff can promote to emphasize the value of water efficiency in Wellington and encourage customers to become involved:

Preserve

All water holds intrinsic value and is an integral part of our interconnected built and natural systems. Each day offers an opportunity to make conscious choices to use water efficiently

and reduce waste, regardless of drought conditions. From residents and farmers to businesses and municipalities, everyone plays a pivotal role in conserving water. Even minor adjustments in behavior can lead to significant water savings over time.

Often the water sector is only mentioned in the media or with community members when there is a crisis occurring, such as: drought, contamination, or natural disasters. Whether in times of drought or plenty, the water community can help overcome the “hydro-illogical” cycle by sharing the long-term water sustainability and security efforts widely – even when it is a high-water year. Preservation is a state of mind – not a call to action.

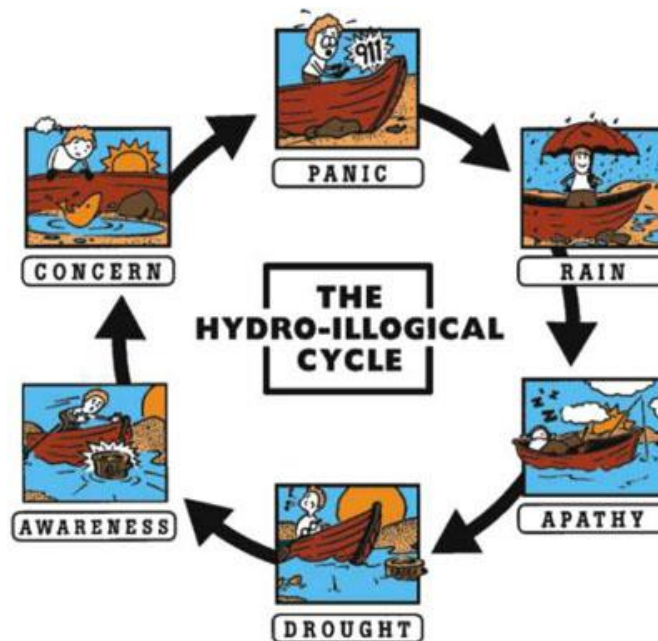


Figure 6 - The Hydro-Illogical Cycle (Source: Donald White, 2012)

Protect

Wellington customers are privileged to relish some of the purest and most delightful water in the nation. Contributing to the preservation of this precious resource can be as simple as cleaning up after pets, using pesticides and fertilizers judiciously, and preventing hazardous substances like oil and paint from entering storm drains. By implementing these practices collectively, we are ensuring the cleanliness and purity of our water supply. Participants are problem solvers, and protecting our most valuable resource will allow Wellington’s community members to implement water allocation strategies that combat the climatic shifts of the future.

Participate

A dependable and secure water supply is a fundamental expectation, but its continuity should never be taken for granted. Engaging in learning more about your community's

water supply positions you to contribute to vital decisions about preserving this essential resource for generations to come. By changing our perspectives of how valuable water is, we can shift our mindsets to treat our faucets as a gift, not a burden. Wellington water management should derive from including the community as a part of the utility decision making process, building trust, cultivating long-term relationships with intention, and highlighting shared goals to leverage mutual benefits. Begin your journey of involvement by exploring Wellington’s water efficiency website, where you’ll discover opportunities to actively participate in safeguarding our water future.

The “**Preserve, Protect, Participate**” example can be further tailored to fit within Wellington’s specific slogan “The Wellington Way Valuing Our Water”, as detailed in the example below:

The Wellington Way: Wise Water Actions

Every drop, Every person, Everyday



Wise: Every Drop, Every Person, Everyday let’s make WISE water choices – efficiency increases value and longevity

Water: Embrace WATER as a treasure – taking small steps for big impacts

Well-bring: Contributing to the WELL-BEING of our community by protecting our water quality and availability

Worth: honor and uphold the WORTH of water now and into the future by choosing water efficiency

Tying these catch phrases back to the Town’s slogan can create a cohesive and memorable message.

Drought is a shortage of water associated with a lack of precipitation and is a prevalent natural phenomenon in Colorado. It occurs when a normal amount of moisture is

unavailable to satisfy an area's usual water consumption. Drought can appear slowly and last for many years or it can be a short-lived event; single season droughts over some portions of the state are extremely common and prolonged periods of drought develop slowly over several years and are cyclical in nature. It can also occur locally, regionally, or statewide. Drought's impact on society results from the interplay between a natural event, demands for water supply, and the economic and environmental impacts that can result. Over the last 20+ years, Colorado has experienced an increase in both the frequency and intensity of drought events. With Colorado's semi-arid climate, there will always be a concern for water availability within the state.

There are many resources available to communities in Colorado to help them better understand historical, current, and future drought conditions, risk, and vulnerabilities.

- [Storymap Case Studies](#): review how drought impacts Colorado's outdoor recreation and agriculture industries.
- [Future Avoided Cost Explorer](#): quantifies direct impacts of current and future droughts on select sectors of the Colorado economy.
- [Drought Vulnerability Tool](#): takes users through visual summaries of Colorado drought risk by sector.
- U.S. Drought Monitor ([Colorado](#) and [Larimer County](#)) illustrate current drought conditions across the state (Figure 7).
- [USDA Natural Resource Conservation Service](#): shows current conditions for snow water equivalent, precipitation, and stream flows.
- [USGS Current Water Data](#): shows daily streamflow conditions.
- [CWCB Water Availability and Flood Task Force](#): monitors conditions that affect Colorado's water supply, including snowpack, precipitation, reservoir storage, streamflow, and weather forecasts including potential flood hazard and water availability information.
- [CSU Colorado Climate Center](#): provides information and expertise on Colorado's complex climate.
- [National Integrated Drought Information System](#): is a multi-agency partnership that coordinates drought monitoring, forecasting, planning, and information at national, tribal, state, and local levels.
- [National Oceanic and Atmospheric Administration](#): provides historic, real-time, and future weather and climate data.

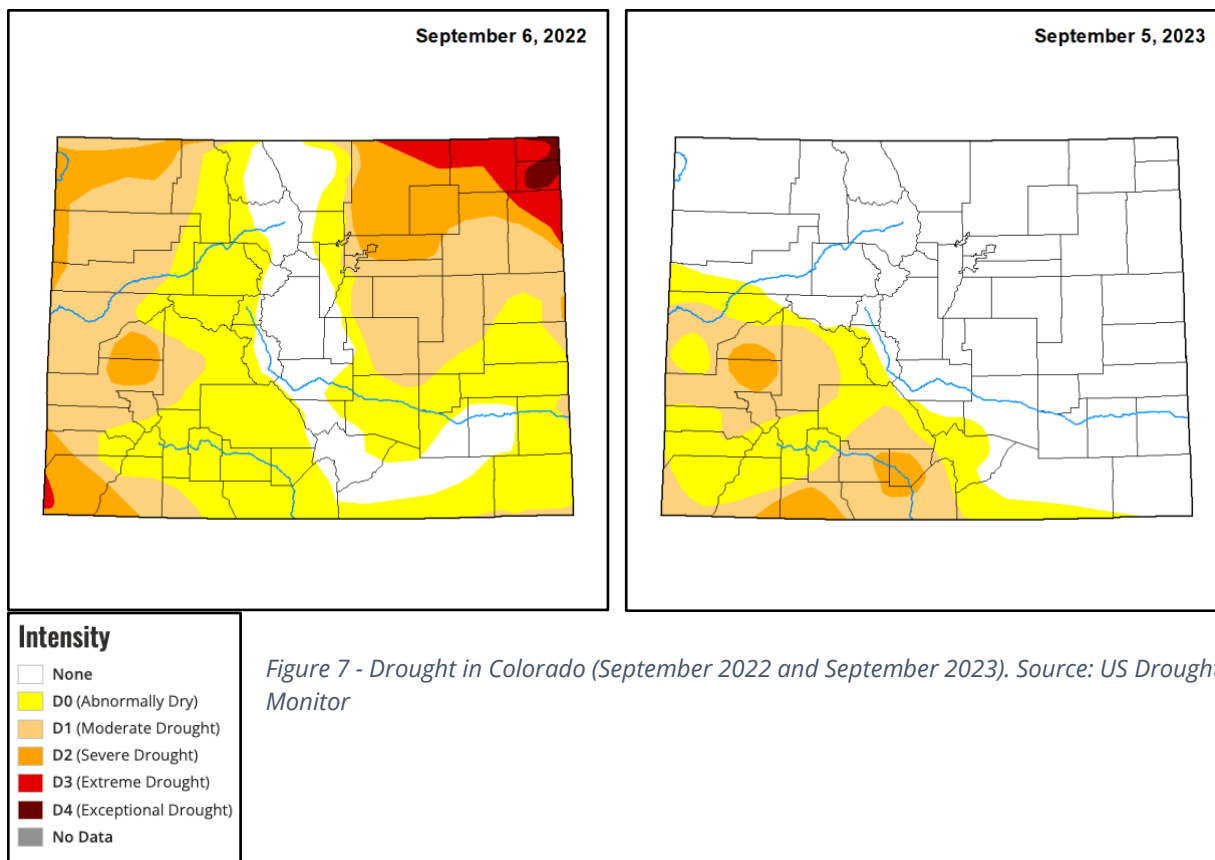


Figure 7 - Drought in Colorado (September 2022 and September 2023). Source: US Drought Monitor

To engage Wellington customers effectively regarding drought messaging, it's essential to maintain a positive and uplifting tone rather than inducing fear or intimidation. Prioritize productiveness and innovation over guilt or lecturing. Amid ongoing climate change challenges to water supplies, many agencies have set up long-term water conservation campaigns that can adapt based on current needs and conditions (see Resources and References section, below). When circumstances permit, maintaining a positive tone helps encourage ongoing water efficiencies and recognizes customer efforts. As conditions evolve, messaging can become more direct and specific until conditions improve and positive reinforcement can be reinstated, avoiding customer fatigue from emergency messages. Customers can often take on the mindset that "I am just one person – how will changing my daily water use habits or practices make an impact," which prevents attainable conservation goals from being achieved. Offering more of a holistic message that is reinforced with positive affirmation will often yield customers to feel more involved and inspired to participate.

Among the biggest concerns in drought messaging is causing widespread fatigue or panic. Inaction is a system of burnout. When customers grow weary of listening, they will inadvertently tune out. Similarly, disaster fatigue typically stems from feeling helpless or unable to act; if your audience cannot make changes on a personal level, they will tune

things out for their mental well-being. Providing your customers with tangible, simple solutions provide a path to action and progress.

Provide tangible water saving actions, tips, and resourceful information rather than “Don’t do this” messaging. Let your customers know they can be part of the solution, with leading language like these examples below:

- Here are the **top five ways** to save...
- Here are the **tools** you need...
- Here’s a **pro tip**...

Below are some simple and creative messaging examples about drought that Wellington can adapt and share among their customers:

What happens during a drought?

As temperatures increase, rainfall diminishes, and soil moisture declines. This poses a challenge for urban areas and for agriculture, which require increased irrigation when water is scarce. It’s a shared responsibility to manage with reduced water during dry spells.

Why is there more pressure on water resources?

Wellington’s growing population and climate change factors place added stress on our community’s water resources. Dry periods exacerbate our long-term water storage. Less snowpack in winter means less water to fill our reservoirs in the spring, despite heavy rainfall events. We all need to make changes now to be most efficient with our water use and carry those actions into the future.

Why does Wellington have outdoor watering restrictions?

Watering restrictions are meant to help the Town achieve its water efficiency and conservation goals. Lawns are often a household’s largest water consumer. When you limit your outdoor water use to only what your plants need and to cooler times of the day, it keeps your landscape healthier and helps reserve supplies during time of water scarcity.

5 Ways to Water Wisely

1. Only water when needed and only on assigned watering days
2. Water before 8am or after 8pm
3. Reduce runoff by watering in short cycles
4. Direct spray onto your landscape
5. Inspect your irrigation system each year and upgrade broken equipment

Drought Messaging

Crafting appropriate messaging about drought during a wet year can indeed be a challenge. Below are some examples to effectively communicate the concept, without using the term “drought”:

1. Natural Water Balance:

"Just like our climate has seasons, our water supply goes through cycles too. Even in wet years, we're part of a natural water balance. Conserving water ensures we're always prepared, regardless of the season."

2. Water Resilience:

"Resilience is key to water management. Even though we're having a wet year, it's important to remember that water availability fluctuates. By practicing water conservation, we contribute to the town's long-term water resilience."

3. Conserving for the Future:

"Water is precious, and it's about ensuring a stable future. Even during times of plenty, conserving water helps us store up for tomorrow. Every drop saved now makes a difference down the line."

4. Sustainable Water Use:

"Maintaining a sustainable water supply means thinking ahead. Wet years are a part of a cycle, and by using water wisely now, we're taking a step toward a more stable and reliable water future."

5. Balancing Supply and Demand:

"Balancing water supply and demand is an ongoing task. While we're fortunate to have sufficient water now, practicing conservation helps keep the equilibrium intact and guarantees our access to water when we need it most."

6. Smart Water Choices:

"Water-wise choices are smart choices. Regardless of the current conditions, using water efficiently ensures we're prepared for whatever comes our way. Let's keep making smart water choices together."

7. Sustaining Our Water Source:

"Our water source is invaluable. Even during periods of abundance, it's essential to sustain it. Water conservation plays a vital role in safeguarding our water source for the entire community."

By utilizing different messages and a phased approach for different drought conditions, you can ensure that distinct messages convey the level of urgency appropriate for each state or condition. Keep these tips in mind when crafting your unique drought messages:

- Use visuals that are easily digestible and inclusive
- Provide tangible solutions
- Keep the tone neutral, positive, and collective
- Use creativity and humor, when appropriate
- Be specific, comprehensive, and consistent
- Lead by example

Despite water rate increases in Wellington over recent years, water rates in Colorado are still some of the lowest in the county. For about 1 penny per gallon, Wellington residents are receiving clean, safe, and reliable water and sewer services; when compared to the average cost of \$1.19 for a gallon of bottled water at the store, Wellington's water rate structure remains both reasonable and financially accessible. Water efficiency programs and conservation practices have helped keep water rates low by stretching existing water supplies and deferring the need for water infrastructure projects. However, as population has continued to grow to support robust and ever thriving economies, water rate increases are expected across Colorado.

Behind the scenes of every refreshing sip of water, shower, toilet flush, and outdoor landscape lies an intricate process, as water systems are complex entities that require dedicated efforts to ensure the delivery of safe and clean water. Providing safe, clean water and wastewater services is a multifaceted endeavor and many customers may not realize the full extent of what players and processes are involved in achieving that level of service. Regulatory compliance, natural resource management and protection, customer service, administration, water services, and infrastructure investments are all factors that contribute to water rate structures. Details in the call out box below may be a useful example for Wellington to effectively communicate water rate increases with their customers:

Did You Know?

Only a small percentage of a water bill pays for the actual cost of water. The rest goes toward water services, which includes things like:

- Acquiring, capturing, storing, and transporting raw water supplies
- Treating and purifying water so it's safe to drink
- Maintaining and replacing water distribution systems
- Building new water storage and treatment facilities
- Water quality testing to ensure public safety
- Water service administration by trained professions
- Water efficiency and conservation programming available to customers (many of which are free of charge or heavily discounted)

The Town of Wellington Water and Sewer Department is a not-for profit government entity. Every dollar you pay towards your water bill is reinvested into Wellington's water system and related services.

More tips on how to communicate with your rate payers about water rates and conserving water are available on WaterNow Alliance's [Communicating with Ratepayers Toolkit](#).

Selecting messaging that is clear, concise, and resonates with residents is pivotal for effective water efficiency communication. This ensures that information is easily understood, motivating individuals to adopt water-saving practices without confusion. Clear and concise messages also capture attention and maintain engagement, facilitating a stronger connection between residents and the importance of water efficiency and conservation. By avoiding technical terms and jargon, which often doesn't resonate with the general public, the messaging becomes more relatable, increasing the likelihood of behavioral changes that can contribute to the Town's sustainable water future.

Leading with relatable language to translate technical concepts into accessible terms can effectively illustrate and humanize the ideas you aim to convey (Table 1).

Table 1 - Water Word Alternatives (Source: Water Hub)

Technical Terms	Simpler Swaps
100 year flood plain	1% chance of flooding every year
Agricultural efficiency	Crop per drop, or describe specifics like drip irrigation, lining irrigation canals to prevent leaks, etc.
Aquifer	Underground reservoirs that supply drinking water and agricultural wells
Aridification	Hotter and drier, warming and drying trend

Beneficial use	Any water use recognized by states as productive and not wasteful, including irrigation, manufacturing, drinking and more
Climate change	Weather weirding, warming and drying, stronger storms
Cyanobacteria	Toxic algae (we know they are not really algae) that can make people and pets sick
Disadvantaged communities	Communities that have experienced racial or economic discrimination
Discharge	Dumping or runoff
Domestic (as in well, water use, etc.)	Household
Dredging	Digging out sand and silt from the bottom of a river or harbor
Effluent	Treated water
Environmental water/flows	Water kept in rivers and wetlands to support ecosystems (what lives in the rivers and along the banks)
Extreme weather/precipitation events	Severe storms
Floodplains	Land along rivers that can soak up water during storms to protect nearby homes, roads, farms, etc.
Frontline communities	Communities hit first and worst by fires, flooding, heat and other climate-driven disasters
Green infrastructure	Rain gardens, green streets and roofs, parks, etc.
Groundwater	Underground water stores
Impaired waterway	Sick or polluted creek/river/stream
Impermeable	Hard surfaces like roads and parking lots that rain can't soak into
Infiltrate	Soak up/sink in
Non-point source pollution	Get specific: rain running off roads and parking lots, or fertilizer and pesticides washing off farm fields
Pathogens	Bacteria, viruses and parasites that can make us sick
Permeable	Spongy, absorbent
Pervious	Porous
PFAS	Forever chemicals, toxic chemicals used for waterproofing, nonstick, and firefighting foam
Potable water	Drinking water
Prior appropriation	Concept in Western water law that says the first (white) person to claim and use water gets priority during times of shortage
Recharge	Sinking/pumping water into the ground for later use

Recreational users	Fishers, boaters, rafters, etc.
Residential (as in well, water use, etc.)	Household
Resilient	Strong, healthy and vibrant; able to handle stresses, and recover quickly
Restoring floodplains	Giving rivers room to rise/roam
Parking Lot Retrofits	Changes after a parking lot is established that will divert water into gardens or the ground rather than into the metal grates and pipes that lead directly to the creek
Stakeholders	Describe them: residents, neighbors, farmers/farmworkers, consumers, etc.
Surface water	Rivers, lakes and reservoirs
Sustainability	Meeting current needs without compromising the future
Sustainable yield	Pumping groundwater at a rate that rain and snow can replace
TMDL	Pollution budget/diet, pollution reduction plan
Urban stormwater	Rain running off roofs and roads
Vulnerable communities	Communities at high risk of fires, floods, extreme heat, etc.
Water demand	The amount of water used for drinking, farming, manufacturing and more
Water efficiency	Using water wisely, stretching water supplies, or describe the specific actions, like low-flow toilets replacing lawns with low-water plants
Water equity	Meeting everyone's water needs, and sharing benefits and risks equally
Water quality	The condition of water, including its safety for drinking, swimming, and fishing
Water quality compliance	Meeting health and safety standards
Water quality impairment	Pollution
Water quality violations	Levels of chemicals, heavy metals, bacteria etc. that don't meet health and safety standards
Water rights	Legal claim to a certain amount of water from a specific source
Water supply	The amount of water available from rivers, reservoirs, underground aquifers, and recycling plants
Watershed/ river basin	Area that drains into a river (think of a sink)
Watershed management	Protecting land and water

Water efficiency and conservation in Wellington is important, impacting not only the immediate community but also the broader economic, social, and environmental landscape. By embracing water efficient practices, Wellington residents and businesses can lay the foundation for a resilient future, where economic sustainability, community well-being, and environmental preservation harmoniously coexist. Through thoughtful and concerted efforts, the Town stands poised to unlock a magnitude of benefits that span from financial savings, to enhanced quality of life, to safeguarding natural resources, and the cultivation of a thriving ecosystem.

Benefits of Water Efficiency – Triple Bottom Line

Economic Benefits

Cost Savings for Residents: Implementing water-efficient practices such as fixing leaks, using smart irrigation systems, and installing low-flow fixtures can significantly reduce individual water bills, saving residents money.

Business Sustainability: Local businesses adopting water-efficient processes, like recycling water for landscaping or upgrading to water-saving appliances, can cut operational costs and enhance their long-term sustainability.

Tourism and Attraction: Demonstrating commitment to water conservation can enhance the town's appeal to eco-conscious tourists and potential residents, bolstering economic growth through increased tourism and property value.

Social Benefits:

Community Engagement: Launching water conservation campaigns and workshops fosters a sense of community involvement, where residents come together to learn and actively participate in a shared cause.

Improved Quality of Life: Conserving water ensures a reliable supply for everyone, reducing the likelihood of water shortages and enhancing the overall quality of life for residents.

Educational Opportunities: Schools and local organizations can collaborate on water efficiency projects, providing valuable educational experiences for students and nurturing a future generation of environmentally conscious citizens.

Environmental Benefits:

Preservation of Natural Ecosystems: Water efficiency helps maintain healthy river ecosystems and local wildlife habitats, preventing stress on aquatic ecosystems during dry spells.

Reduction of Energy Use: Less water consumption means reduced energy requirements for water treatment and distribution, leading to lower carbon emissions and a smaller ecological footprint.

Mitigation of Water Scarcity: By using water efficiently now, Wellington contributes to the conservation of water resources, ensuring their availability for future generations and mitigating the impacts of potential water scarcity.

These tangible examples illustrate the multifaceted benefits of water efficiency in Wellington, showcasing how, when implemented, this can positively impact the economy, society, and the environment.

Example language around this framing follows below:

Community Water Reduction Goals:

Wellington residents lowered their water use by __% [timeframe], compared to [timeframe]! Your efforts help protect this valuable resource for our community. To learn more water-saving tips, visit: <https://www.wellingtoncolorado.gov/211/Water-Efficiency-Program>.

Wellington residents have lowered water use by __%, helping the Town move towards its goal of reducing water consumption by 15% by 2028. For more water-saving tips, visit: <https://www.wellingtoncolorado.gov/211/Water-Efficiency-Program>.

Household Water Savings:

Looking for ways to save water and money? Calculate your water footprint and find ways to reduce your water use: <https://www.watercalculator.org/>.

When the weather gets warmer, outdoor water use goes up. Learn about ways to lower your water use and bill at: <https://www.watercalculator.org/how-to-save-water/use-less-water-outdoors/>.

There are many resources and examples that can be tailored to Wellington’s specific quantitative water conservation goals, a few of which are included below:

Walnut Valley Water District @WVWDh2o · May 10
Great work WVWD customers! 🎉

In March 2023, WVWD customers reduced their water use by 25% compared to March 2020.

Your ongoing efforts to use water efficiently make a difference in protecting our most valuable resource – water! Visit walnutvalleywater.gov/sustainability/ to learn more!

CONSERVATION UPDATE
March 2023

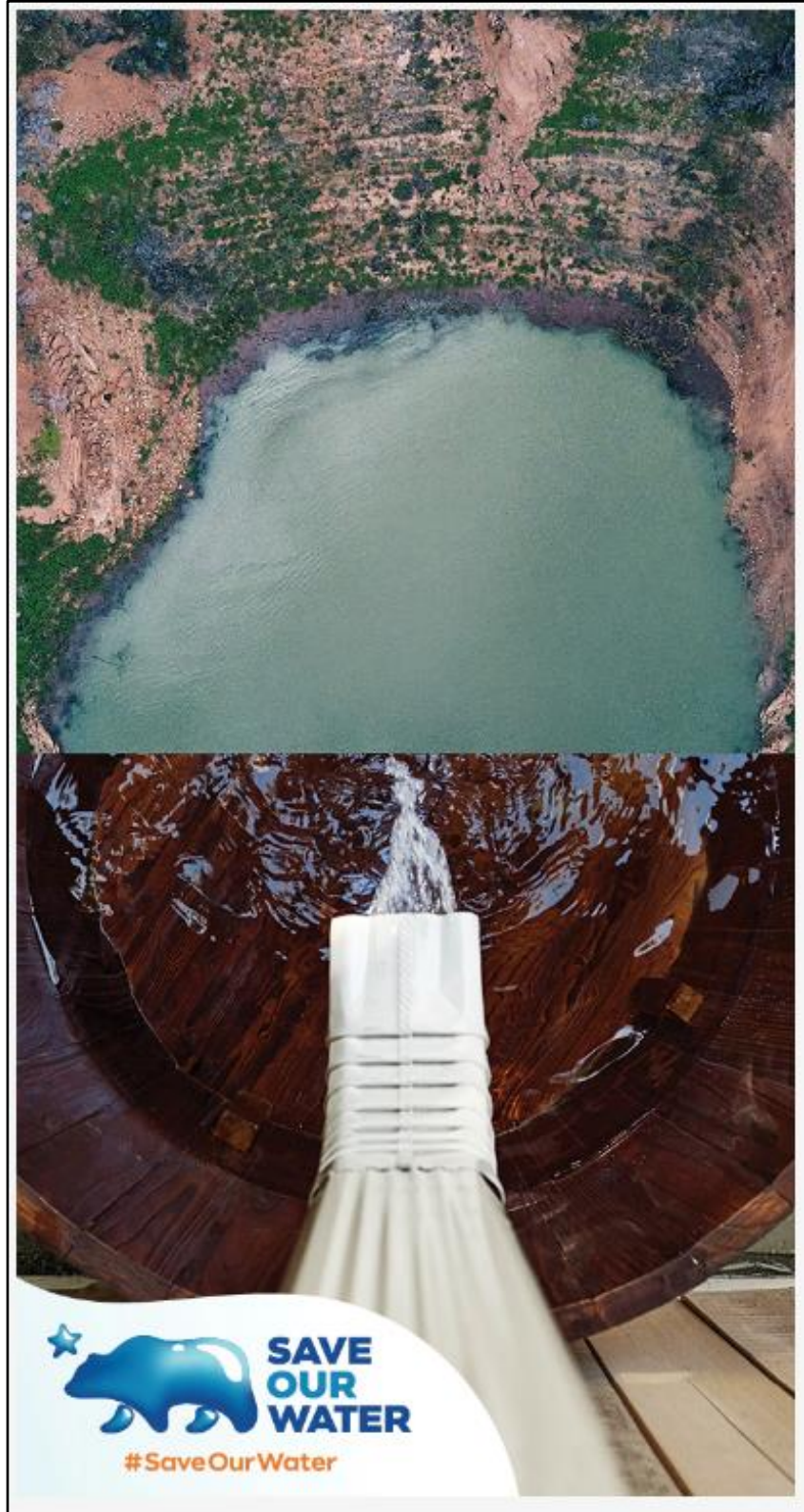
25%
Conservation Achieved

75th Anniversary
WALNUT VALLEY WATER DISTRICT

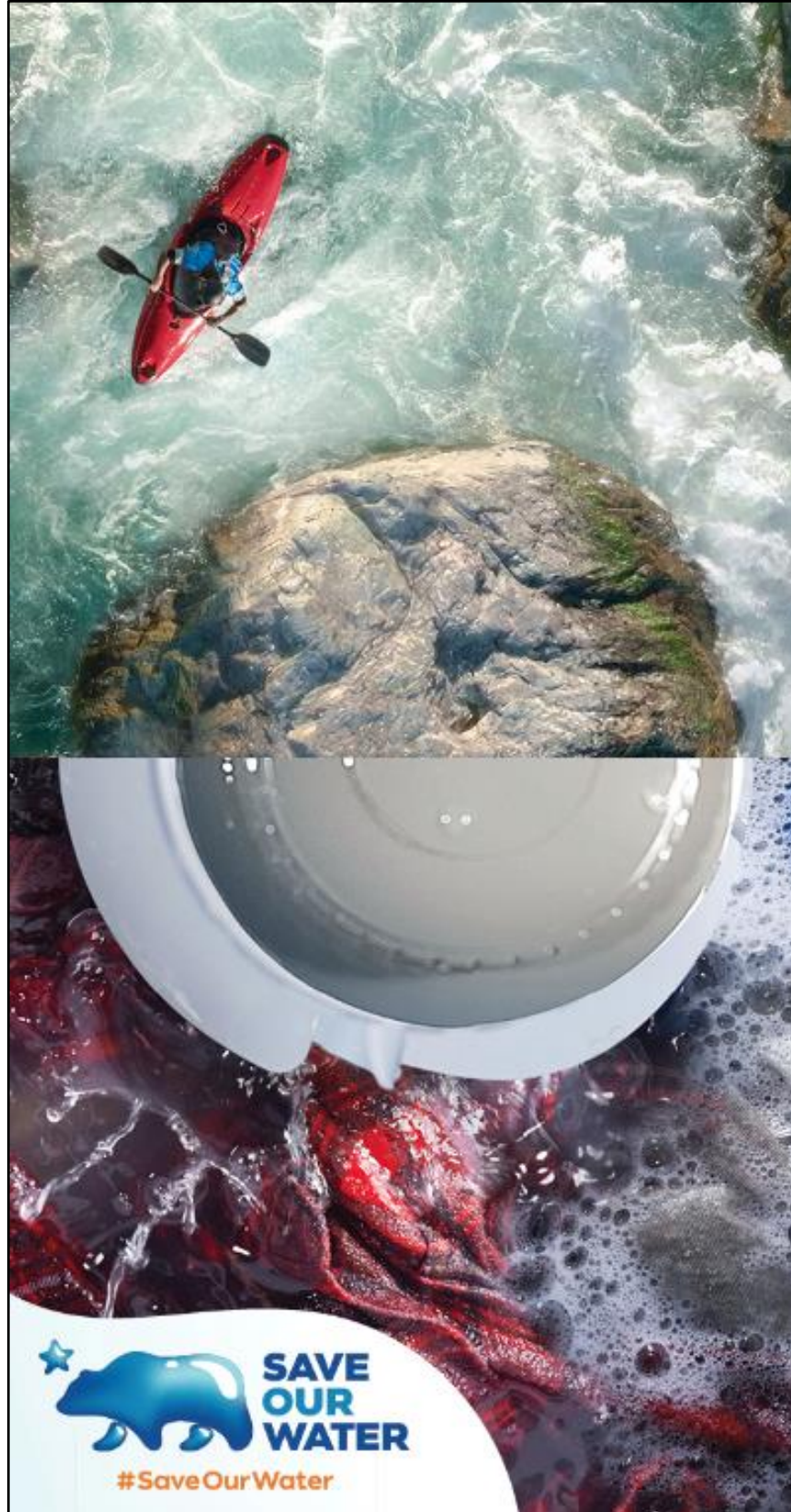
Source: [Walnut Valley Water District Twitter Account](#). The District posts monthly updates of the community’s progress towards its water conservation goals.



Source: [Save Our Water Toolkit](#).



Source: [Save Our Water Toolkit](#).



Source: [Save Our Water Toolkit](#).

WAY TO SAVE!



Here are some tips for conserving water at home to preserve our lakes and rivers and to stretch our water supplies for people and the environment should drought conditions continue into 2022.



CHECK THE SOIL BEFORE WATERING
saves
80 GALLONS
per day



ADJUST SPRINKLER TO WATER PLANTS, NOT DRIVEWAY
saves
40 GALLONS
each time you water



USE MULCH ON SOIL SURFACE
saves
30 GALLONS
per 1,000 sq. ft. each time you water



WATER PLANTS EARLY IN THE AM
saves
50 GALLONS
each time you water



FIX HOUSEHOLD LEAKS
saves
30-50 GALLONS
per day



INSTALL HIGH-EFFICIENCY SPRINKLERS
saves
8 GALLONS
per 1,000 sq. ft. per day



INSTALL DRIP-IRRIGATION
saves
15 GALLONS
each time you water



INSTALL A "SMART" CONTROLLER
saves
100 TO 150 GALLONS
per day

For more tips on reducing water use, visit BeWaterSmart.info.



Source: [Be Water Smart](http://BeWaterSmart)

THINK UTILITY SERVICES
Intelligent Utility Solutions

7 Water Conservation Tips

- 

1 DON'T LEAVE THE TAP RUNNING NEEDLESSLY
Turn off your sink faucet while washing hands, brushing teeth and scrubbing dishes and pots
- 

2 USE DUAL FLUSH TOILET
Don't flush it more than necessary
- 

3 STOP LEAKY TOILET AND DRIPPING FAUCETS
A faucet that drips at the rate of one drop per second will waste 2,700 gallons per year
- 

4 CHOOSE AND USE YOUR APPLIANCES WISELY
Use energy efficient appliances
- 


5 EATING ORGANIC FOOD AND LESS MEAT
Some foods require a lot more water to produce especially foods with carbon footprints
- 

6 REDUCING FLOWS OF WATER
Use high efficiency faucet aerator and low flow shower head
- 

7 SET UP A RAIN BARREL
Rain barrel collects rain water from eaves to water your garden

Source: [Think Utility Services](#)

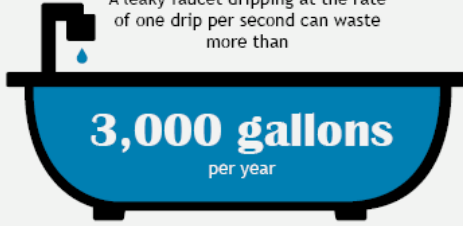
THE FACTS ON LEAKS



10

percent of homes have leaks that waste 90 gallons or more per day


A leaky faucet dripping at the rate of one drip per second can waste more than



3,000 gallons

per year


Did you know?
Minor water leaks account for nearly



1

trillion gallons

of wasted water each year and is equal to annual household water use in nearly




A shower leaking at

10 Drips

per minute wastes more than

500

gallons per year

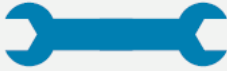


11


million homes

Repair

leaks by checking faucet washers and gaskets for wear and replacing them if necessary




Replace old toilets with WaterSense models & save



13,000


gallons of water savings for the average family


Homeowners can save



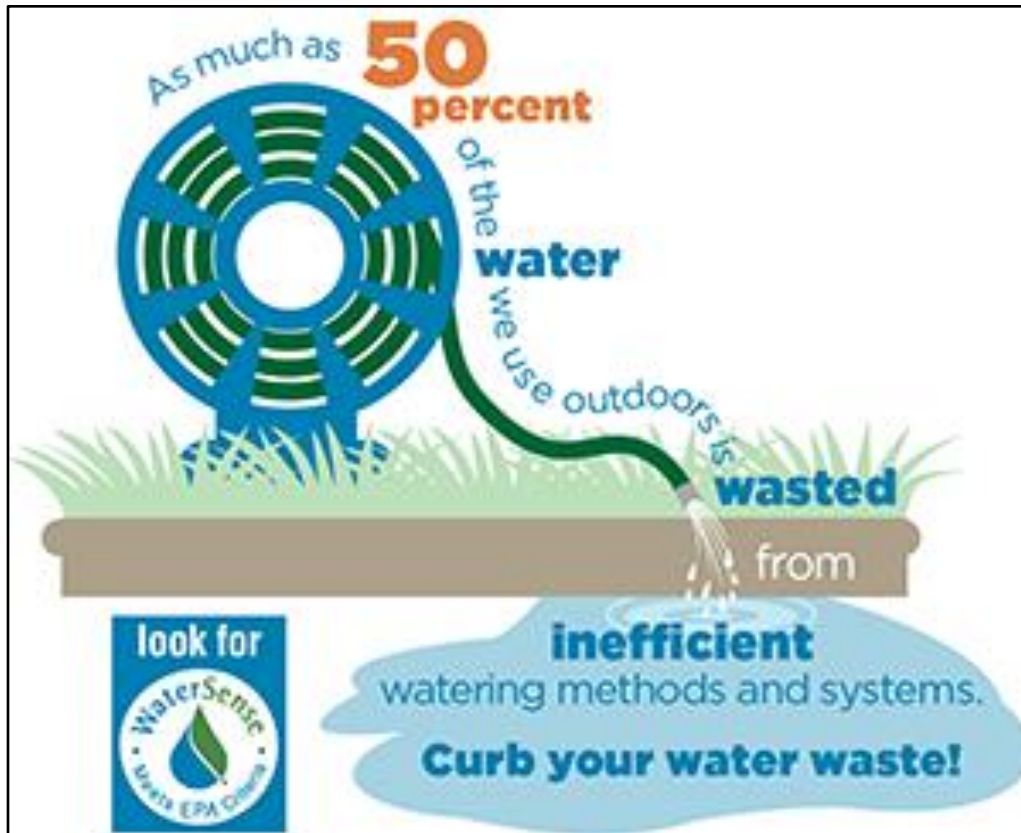
10 percent on their water bills

look for




epa.gov/watersense

Source: [EPA WaterSense Fix A Leak Week](http://epa.gov/watersense)



Source: [EPA WaterSense](https://www.epa.gov/watersense)

Water Efficiency Tips, Best Practices, and Resources

During an earlier phase of this project, WaterNow and the Town of Wellington developed and conducted a survey to better understand how community members learn about and engage with the Town's water efficiency programs. A key takeaway from this survey was that over half of respondents were not aware of the programs or services that Wellington has to offer, yet, respondents are interested in participating in these programs or services, with a main driver being to save money on their water bill.

Wellington's customer facing programs include, a showerhead exchange program, toilet leak detection tabs, free irrigation audits, Garden in a Box, waterwise yard workshops, free rain garden installations, and additional resources on the Town's website. Community members also indicated they prefer to be contacted about these programs via email updates and monthly newsletters, water bill inserts, and through direct mailings to their home or business. The section below contains external resources and examples of water efficiency tips, best practices, resources, and case studies for Wellington staff to consider integrating into their current water efficiency programs, services, and outreach tactics, especially as the Town's is updating their website over the coming months. By refreshing the website and better communicating the Town's water efficiency programs and services, the Town will be able to better serve their customers and meet their water efficiency goals.

As a first step, WaterNow recommends that the Town of Wellington add any missing programs or services offered to customers on their website and continue to promote these offerings into their scheduled outreach. These existing and missing programs are summarized in the subsections below (for both indoor and outdoor water efficiency). Additionally, external resources on water efficiency tips, tricks, and best practices for Wellington to explore and consider incorporating into their future communications tactics are included as well.

Indoor Water Efficiency

Current Programs and/or Resources visible on [Wellington Website](#):

- Showerhead Exchange Program
- “Saving Water Inside” tips
- [EPA WaterSense Product Search website](#)
- [Water FootPrint Calculator](#)

Missing Programs and/or Resources to add to [Wellington Website](#):

- Free Toilet Leak Detection Tabs
- Rebate and Retrofit Program
- Water Audit Kit Giveaway

WaterSense, a voluntary partnership program sponsored by the U.S. EPA, is both a label for water efficient products and a resource to help communities save water. WaterSense labeled products and services are certified to use at least 20 percent less water, save energy, and perform as well or better than regular models.

WaterSense Quick Facts:

- Replacing showerheads with WaterSense- labeled models can save 4 gallons of water every time you take a shower.
- Replacing old, inefficient faucets and aerators with WaterSense-labeled models can save 700 gallons of water per year.
- Replacing a clock-based controller with a WaterSense labeled irrigation controller can save your home up to 15,000 gallons of water annually.
- WaterSense-labeled faucets—or aerators that can be installed on existing bathroom faucets—are about 30 percent more efficient than standard faucets while still providing sufficient flow.
- Homes that earn the WaterSense label feature WaterSense-labeled plumbing fixtures, efficient hot water delivery, smart landscape design, and many other features to ensure that the home will save water for years to come.

Source: US EPA WaterSense; <https://www.epa.gov/watersense/about-watersense>

WaterSense has a variety of resources available regarding indoor water efficiency including: facts sheets and graphics for [WaterSense labeled products](#) such as residential and commercial toilets, showerheads, bathroom faucets, urinals, and pre-rise spray valves; resources, guidance, and tools for [homes](#); and resources, case studies, and tools for [commercial buildings](#).

The infographic features a large blue silhouette of a toilet on the left. To its right, the text reads: "Replacing inefficient toilets with **WATERSENSE MODELS** can save **13,000 GALLONS** per year". Further right, it says "saving more than" above an orange piggy bank icon labeled "\$140 PER YEAR in water costs". Above the piggy bank are four orange dollar signs. In the top right corner, there is a blue box with the text "look for" above the WaterSense logo, which includes the text "WaterSense" and "United EPA Certified".

Source: EPA WaterSense, Residential Toilets Graphic and [Fact Sheet](#)



look for
WaterSense
Meets EPA Criteria



Replacing your
old showerheads with
WATERSENSE LABELED
showerheads could save
2,700 GALLONS per year

Source: EPA WaterSense, Showerheads Graphic and [Fact Sheet](#)



REPLACING FAUCETS AND AERATORS

look for
WaterSense
Meets EPA Criteria



with WATERSENSE
MODELS can save
700 GALLONS
per year

EQUAL TO
45 SHOWERS
worth of water

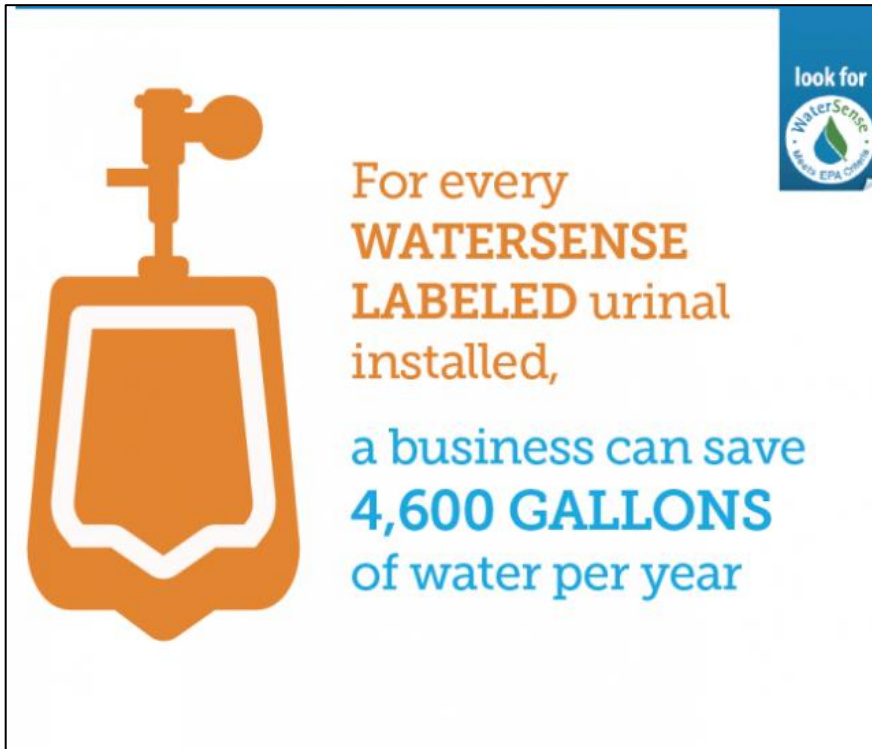
Source: EPA WaterSense, Bathroom Faucets Graphic and [Fact Sheet](#)



look for
WaterSense
Made EPA Choice

If commercial facilities nationwide replace all of their older toilets with **WATERSENSE MODELS**, it would save over **39 BILLION GALLONS** per year

Source: EPA WaterSense, Commercial Toilets Graphic and [Fact Sheet](#)



look for
WaterSense
Made EPA Choice

For every **WATERSENSE LABELED** urinal installed, a business can save **4,600 GALLONS** of water per year

Source: EPA WaterSense, Urinals Graphic and [Fact Sheet](#)



Source: EPA WaterSense, Pre-Rinse Spray Valves Graphic and [Fact Sheet](#)

Outdoor Water Efficiency

Current Programs and/or Resources visible on [Wellington Website](#):

- Free Irrigation Audits
- Garden In A Box
- Water Wise Seminars
- "Saving Water Outside" tips
- [EPA WaterSense Outdoor website](#)

Missing Programs and/or Resources to add to [Wellington Website](#):

- Free Rain Garden Installation
- Rebate and Retrofit Program

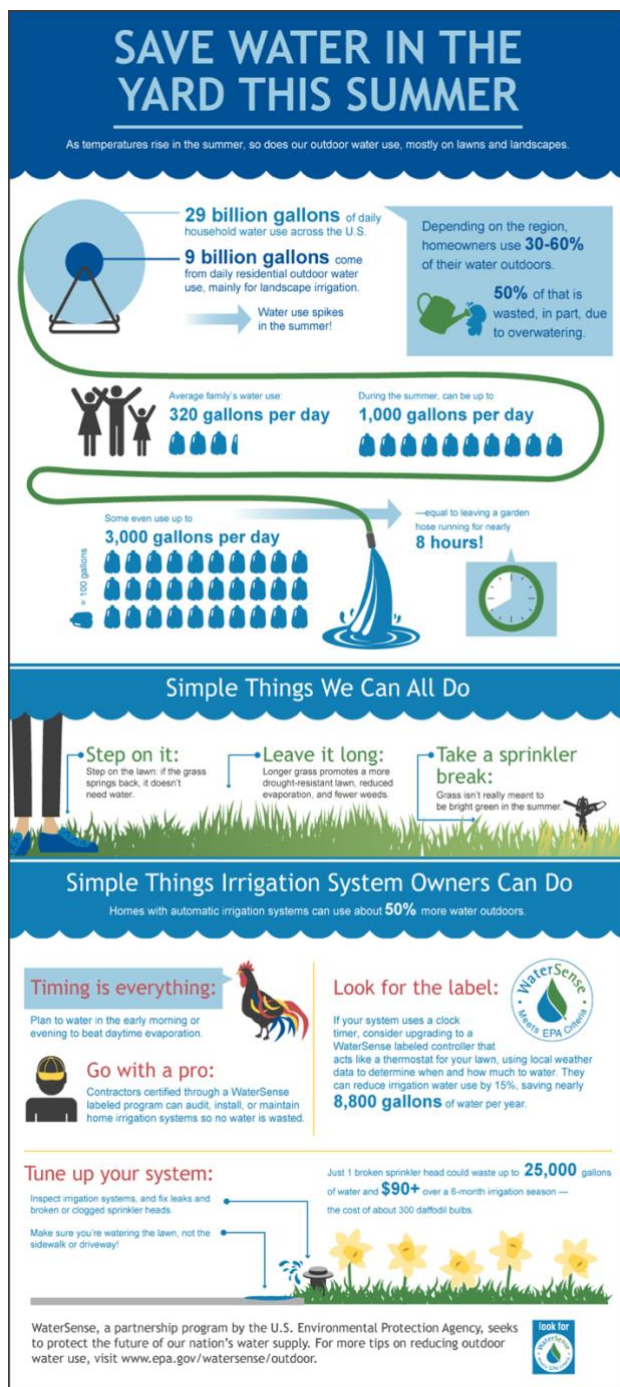
In addition to the EPA WaterSense indoor water efficiency resources included above, WaterSense also has a variety of resources available regarding [outdoor water efficiency](#).

These include elements such as:

[landscaping tips](#) and [what to plant](#); [watering tips](#), [sprinkler maintenance](#), and where to find [certified irrigation professionals](#); and WaterSense labeled irrigation products such as

irrigation controllers, spray sprinkler bodies, and other products that are under development or consideration for the EPA WaterSense label.

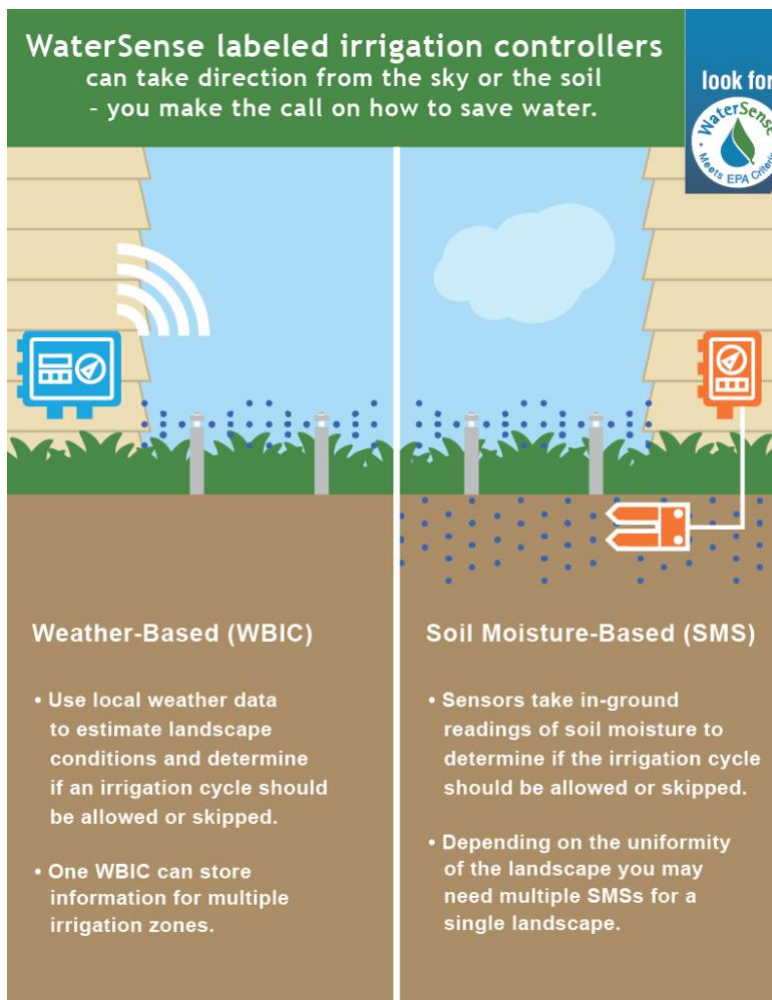
When developing communication materials related to outdoor water efficiency, consider adapting some of these readily available EPA WaterSense graphics to appeal to Wellington’s unique audience(s).



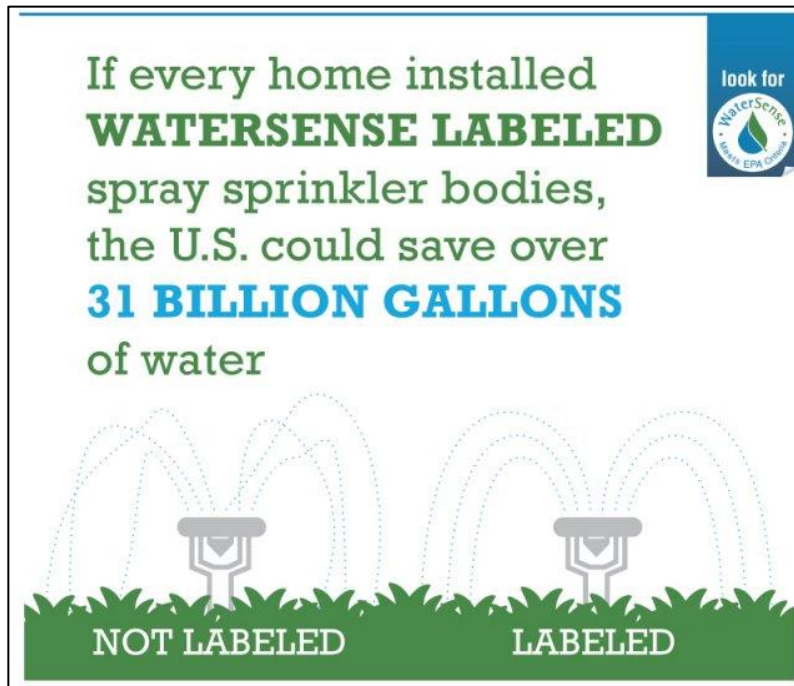
Source: EPA WaterSense, [Summer Infographic](#)



Source: EPA WaterSense, Sprinkler Spruce Up Graphic and [Checklist](#)



Source: EPA WaterSense, Irrigation Controllers Graphic and [Fact Sheet](#)



Source: EPA WaterSense, Spray Sprinkler Bodies Graphic and [Fact Sheet](#)

In addition to the EPA WaterSense resources on outdoor water efficiency, there are many great Colorado specific resources on outdoor landscaping tips, tricks, and best practices in regard to proper plant selection, landscape templates, watering tips, and more.

Plant Lists:

- [Plant Select](#): is a non-profit collaboration between Colorado State University, Denver Botanic Gardens, and the Horticulture Industry. This resource offers free landscape and garden design templates idea for Colorado, Utah, Idaho, Wyoming, and similar semi-arid states in the high plains and the intermountain west.
- Colorado State University Native Plant Lists
- [Colorado Native and Water Wise Grass Guide](#)
- Colorado Native Plant Society [Low-Water Native Plants for Colorado Gardens \(Front Range and Foothills\)](#)
- City of Greeley [Water-Wise Plant Guide](#)
- City of Fort Collins [Plant List](#)

The following is a list of landscape plan examples to share with Wellington community members or to use as reference if Wellington were to design-specific residential and commercial landscape templates. Additionally, since Colorado's [new SB23-187](#) requires HOA's to permit the installation of at least 3 pre-approved water wise landscape designs for front yards, Wellington staff could share these as a resource with HOA governing boards.

Many of the resources were created for residential properties but can guide the creation of CII landscape templates. Plant Select (mentioned above) also has many free landscape designs available on their website, including a park strip / right-of-way design that may be useful when creating landscape templates for non-residential areas. Colorado State University Extension has many resources in addition to garden plans, including water wise landscape design curriculum, a potential resource to share more widely with your community. Other communities' landscape plans were included in this list to serve as other local examples.

Landscape Templates:

- Colorado State University Extension:
 - [Master Gardener Landscape Design Webpage](#) with “Plant Talk” resources on landscape design considerations.
 - [Master Gardener Water Wise Landscape Design Curriculum](#)
 - [Garden Plans](#)
 - [Perennial Gardening Plans](#)
- [Wild Ones](#): Denver/Front Range residential native landscape design.
- [Sterling Ranch](#): Example landscape plans and water use calculations provided to residents.
- [Denver Water](#): Free landscape plans for various types of yards and conditions, including narrow strip xeriscape plans, slope xeriscape plans, budget xeriscape plans, low-maintenance xeriscape plans, and more.
- [Colorado Springs Utilities](#): Water-wise Neighborhood webpage with five “do-it-yourself” designs, including budget-friendly, contemporary, deer resistant/fire wise, low maintenance, and prairie.
- [City of Aspen](#): WELS (Water Efficient Landscaping Standards) example plans.
- [Aurora Water](#): Landscape Design Program offers nine free professional water-wise landscape designs from Water Conservation to customers. Examples of landscape plans offered include pollinator landscape, Colorado native landscape, and curbside landscape.
- [Town of Castle Rock](#): ColoradoScape Guidelines includes landscape plan examples.
- [City of Thornton](#): Conceptual Site Plan Landscape Plan Checklist. Included in the landscape plan guidelines is an example landscape plan.
- City of Fort Collins:
 - [Designs with Water in Mind](#): Discover Xeriscape document includes multiple landscape design themes and example designs.
 - [Landscape Design GIS Tool](#)

Turf Conversion Benefits:

The replacement of high water-use turfgrass with low water-use landscaping in Colorado yields a host of compelling co-benefits, both qualitative and quantitative. Converting traditional lawns to drought-resistant and climate appropriate landscaping has the potential for significant water savings while enhancing the resilience of a community against water scarcity challenges. Additionally, the aesthetic appeal of diverse native flora and sustainable landscaping designs enhances the visual charm of properties and communities, fostering a unique sense of place while promoting biodiversity. Furthermore, low water use landscaping is cost effective, can reduce maintenance needs, and is one tool in the toolbox to further increase municipal water efficiency and meet the goals of the Colorado Water Plan.

WaterNow developed a [Turf Conversion Benefits and Communications Database](#) that includes examples of turf conversion benefits, engagement options, and communications materials. The turf conversion benefits, both qualitative and quantitative, include benefit types such as: water savings, cost effectiveness, avoided cost, increased energy efficiency, wildfire mitigation, improved air quality, improved water quality, soil health, pollinator habitat, biodiversity, and aesthetics / neighborhood beautification. The engagement options are categorized by the engagement type (i.e., inform, involve, collaborate, co-create, etc.) and by the type of activities in which to engage (i.e., videos, partnerships, workshops, presentations, fact sheets, community advocacy, etc.). The example communication materials are categorized by media type (i.e., website, blog, social media, print, video, news, article, brochure, etc.). These examples from communities in Colorado and across the west may serve as a model for Wellington to adapt to their own unique audience and goals.

Colorado Water Wise Landscape Establishment Resources

- [Fact sheet from CSU on Drip Irrigation](#): Includes a section on how to water xeric plants as they are being established.
- [Plant Select fact sheet](#): Includes watering recommendations during establishment and post establishment.
- [CSU Extension fact sheet](#) on yard retrofits including watering recommendations.
- [Resource Central Garden in a Box Planting Information](#): Includes during and post establishment watering recommendations.

Maintenance Best Practices for Water Wise Landscapes

- [Resource Central Garden in a Box Planting Information](#): includes considerations for on-going maintenance for water wise landscapes.
- [Utah State University webpage](#): includes maintenance best practices for waterwise landscapes.

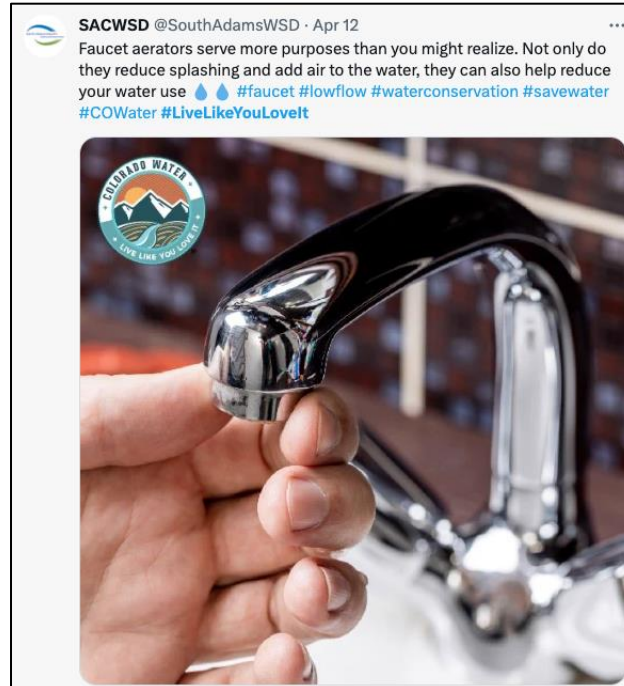
- [CSU Extension fact sheet](#) on mulching home gardens, including how to lay new mulch, and when to replenish mulch in an established landscape.

Tailoring Content to Wellington

When developing communication materials related to indoor water efficiency, it may be helpful to adapt some of these readily available EPA WaterSense graphics to appeal to Wellington's unique audience(s). A number of different accounts, from Arizona's Water Use it Wisely to California's Save Our Water to Colorado's Live Like You Love It (see images below), offer examples and templates for eye-catching and digestible ways to share water-saving tips.



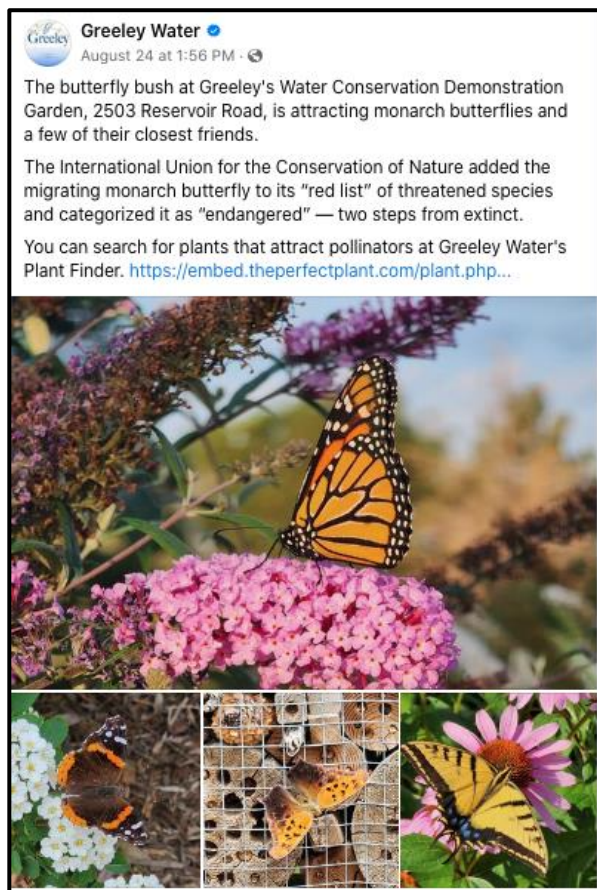
Source: [Water Use it Wisely X \(formerly known as Twitter\) account](#). Highlighting some of the specific water-saving tips on Wellington's website can help reviews absorb content in short, easily digestible ways, and link back to more comprehensive tips and resources. Connecting actions to data can help reinforce the suggested behavior change.



Source: South Adams County Water and Sanitation District [social media post](#).



Source: [Water Use it Wisely X Account](#). Featuring specific plants from, for instance, the plant list in the Wellington WaterWise Landscape and Irrigation Manual, or from the planning demonstration garden in Wellington in this way draws attention to and demonstrates the value these resources provide even if a viewer does not click through the link.



Source: [Greeley Water Facebook Page](#). These posts capture two elements that resonate strongly with most audiences – an appreciation of the pollinators that landscaping can support, and a way to identify and reduce weeds – demonstrating some of the use cases that might inspire local community members to engage with their plant finder resource.

Case Studies and Success Stories

In an earlier project phase, WaterNow conducted research into strong water efficiency and conservation outreach campaigns and programs from municipalities across the state, national organizations, and statewide resources. Nine cities, ten organizations, and seven statewide resources were examined to determine best practices and key takeaways related to outreach campaigns. These communities and resources were selected because they were of interest to the Wellington team and/or they exhibited particularly strong or innovative outreach campaigns. WaterNow examined the following key characteristics as part of this outreach campaign research: overall campaign description; availability of bilingual materials and collateral; outreach/communication strategies for hard-to-reach customers; availability of outreach collateral (flyers, bill inserts, social media etc.); any measurable outcomes; community and/or nonprofit partners; and campaign budget.

Although all the municipalities and organizations covered in this research have water efficiency campaigns and outreach programs, they communicate their materials and messaging differently, emphasizing various aspects of importance for each group. For example, major themes included:

- Education: *"Educating customers on industry best management practices...are the keys to success"*
- Achieving conservation goals: *"...provide direction on how to advance water conservation efforts and build Citywide capacity,"*
- Saving municipalities and residents money: *"...water rates would have been nearly double today's rates (an extra \$600 per year) without conservation efforts,"*
- Collective action: *"By making efficiency choices, we all win"* and
- Appealing to intrinsic motivators and "right thing to do" mindset: *"Still, it makes no sense to waste water – our most precious resource."*

Examples that may be particularly applicable to Wellington include:

[The City of Greeley, Greeley, CO](#)

- The primary focus of this outreach campaign is on helping residents understand the water system and usage impacts by providing education, water narratives, trainings, workshops, and exhibits. The campaign also shares information about and encourages residents to participate in its water audit programs, rebate and incentive programs, and a rain garden pilot program.
- The City launched the website [MyGreeley.com](#), an initiative created to further a sense of civic pride, and provide a space to community members to [share their stories](#) and to create social media content that showcases Greeley at its best. An [online form](#) enables visitors and residents to share a quote, story, idea and/or photo to be featured through the initiative.
- The City provides bilingual outreach materials, available in both English and Spanish.

[City of Westminster & the Public Works and Utility Department \(PWU\), Westminster, CO](#)

- The primary focus of this outreach campaign is on decreasing water usage and supporting drought planning by providing indoor and outdoor water saving tips and building awareness of and participation in a host of water efficiency programs including lawn replacement, HOA irrigation efficiency audits, water-wise garden discounts, irrigation consults for residents, leak detection and repairs, and a toilet rebate program.
- The utility also has strategies to engage hard-to-reach and low-income customers by offering a bill credit program that automatically makes residents eligible for the toilet rebate program.

[Water Use It Wisely \(WUIW\) - Arizona](#)

- WUIW is a comprehensive community awareness campaign that stars ordinary household objects as unexpected, but highly effective, water saving devices (e.g., toothbrush, broom, irrigation timer). The program demonstrates how changing a few simple habits can have a significant impact on water consumption and aims to show people how to conserve water, not tell them.
- The organization has resources for children as well as bilingual materials available in English and Spanish.

[Colorado WaterWise - Colorado](#)

- Colorado WaterWise connects stakeholders who are invested in water efficiency in Colorado to foster innovation and dissemination of education and technology. The organization has water savings tips and hosts annual public campaign events that “emotionally engage Coloradans” through the Live Like You Love It (LLYLI) statewide public education campaign. This campaign frames water as a part of the Coloradan identity and lifestyle, encouraging residents to be good water stewards.
- The organization has an extensive collection of outreach and communications collateral, including co-brandable campaign materials, such as fact sheets, ads, banners, and a social media calendar. While some content is only accessible to paying members, any community is welcome to participate in their annual public events, #Hike4Water and #Bike4Water, and to use the #LiveLikeYouLoveIt hashtag. To become a Colorado WaterWise member and access the LLYLI materials, visit their [website](#).

Across the board, some crosscutting strategies also stand out as being particularly successful across different contexts. The suggestions below follow the 12 guiding principles of *Marketing in the Public Sector*,⁴ including:

1. Take advantage of prior and existing successful campaigns.
2. Start with target markets most ready for action.
3. Promote single, simple, doable behaviors – one at a time.
4. Identify and remove barriers to behavior change.
5. Bring real benefits into the present.
6. Highlight costs of competing behaviors.
7. Promote a tangible object or service to help target audiences perform the behavior.
8. Consider non-monetary incentives in the form of recognition and appreciation.
9. Have a little fun with messages.
10. Use media channels at the point of decision making.

⁴ Kotler, P. (2007). *Marketing in the public sector*. Pearson Education India. Accessed via: Silva, T., Pape, D., Szoc, R., & Mayer, P. (2010). [Water Conservation: Customer Behavior and Effective Communications](#). *Water Res. Fdn., Denver*.

11. Get commitments and pledges.
12. Use prompts for sustainability.

One review ⁵ of outreach and communication campaigns across six US water providers identified several key lessons learned around messaging, including:

- Case studies and examples are powerful, especially if they provide information about how to maximize a small budget.
- One community found it important to emphasize the difference and to help residents distinguish between water conservation and water restrictions.
- Tailoring messaging to customers based on their needs and priorities can increase receptivity to messaging and promote behavior change.
- There are often opportunities to focus on cost-effective water efficiency measures that remain underutilized, such as fixture replacement. This could involve highlighting water and energy savings resulting from irrigation controllers or high-efficiency appliances; sharing information about water-wise landscaping practices; or highlighting rebate or cost savings opportunities.
- Many customers feel they are conserving already, making it useful to share what constitutes efficient use; describe how a customer's demand compares to their neighborhoods; and identify 'a conservation behavior 'path'" that water users can take, by sharing options to expand or build on existing water efficient activities.

Additional best practices and examples across water providers in and beyond Colorado include:

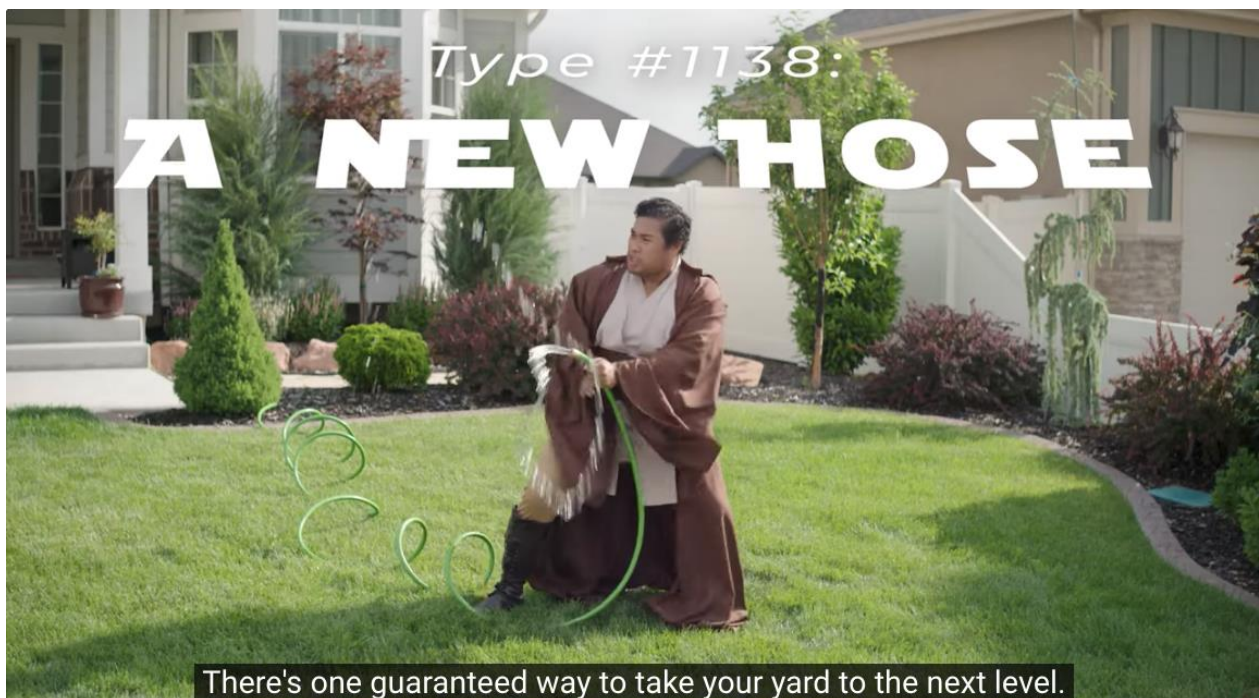
Leveraging Humor

A number of utilities and organizations have turned to humor to emphasize their messaging, to underline the importance of water efficiency or to draw new attention to evergreen messages.

⁵ Silva, T., Pape, D., Szoc, R., & Mayer, P. (2010). [Water Conservation: Customer Behavior and Effective Communications](#). *Water Res. Fdn., Denver*.



Source: Colorado WaterWise #[LiveLikeYouLovelt](#) campaign website.



Source: [Central Utah Water Conservancy District](#)'s video promoting its LocalScapes resources includes a play on the Star Wars films as it describes different landscaping approaches that can benefit from the program.



Source: [Greeley Water Facebook Page](#).



Source: Southern Nevada Water Authority [social media account](#).

Connecting Water with Local and National Events

Both well-known and lesser-known holidays, as well as local events such as highly anticipated sports events, fairs, or festivals, can offer opportunities to find ways to highlight evergreen tips and resources. This content can offer opportunities for humor, or focus on making more straightforward connections between these occasions and water-saving programs and tips. Some of the national holidays or campaigns below offer potential opportunities to highlight water efficiency resources and programs, and several examples of this approach also follow below.

- EPA WaterSense [National Fix a Leak Week](#) (March 18 through 24, 2024)
- [Imagine a Day Without Water](#) (last occurred in October 2023)
- [Smart Irrigation Month](#) (typically occurs in July)
- [World Water Day](#) (typically occurs in March)
- [Earth Day](#) (April 22, annually)
- [Pollinator Week](#) (June 17-23, 2024)
- [Drinking Water Week](#) (May 5-11, 2024)
- World Water Week (typically occurs in August)
- [World Plumbing Day](#) (March 11, 2024)
- [National Water Quality Month](#) (August)
- [National Water a Flower Day](#) (occurs annually on May 30)
- #Hike4Water and #Bike4Water (through the Live Like You Love It Campaign)
- International Joke Day (July 1, 2024)



Source: The City of Charlottesville Public Works's [X account](#) uses a wide range of well- and lesser-known holidays as opportunities to highlight water efficiency tips and programs.



Source: The California Save Our Water [website](#).



Source: The California Save Our Water [website](#).

Showcasing the Community

Finding ways to highlight key stakeholders in the community can provide examples of how residents can use these resources can increase awareness of these opportunities and help viewers visualize how they might fit into their goals and activities. Over time, testimonials and examples from the community can build credibility and trust.

Other communities have featured local news anchors, winners of local contests, or businesses and schools that have participated in their programs, or that are willing to spread the word about water saving strategies. Local garden tours offer participants the chance to see successful examples of low-water landscapes in person, and to ask questions about the experience of installing and maintaining them. Some utilities highlight their staff, demonstrating the often out-of-sight work that goes into maintaining or repairing water infrastructure. Several examples of these strategies follow below.



Source: [Save Our Water Toolkit](#). The [Toolkit](#) includes content featuring business owners and community stories.



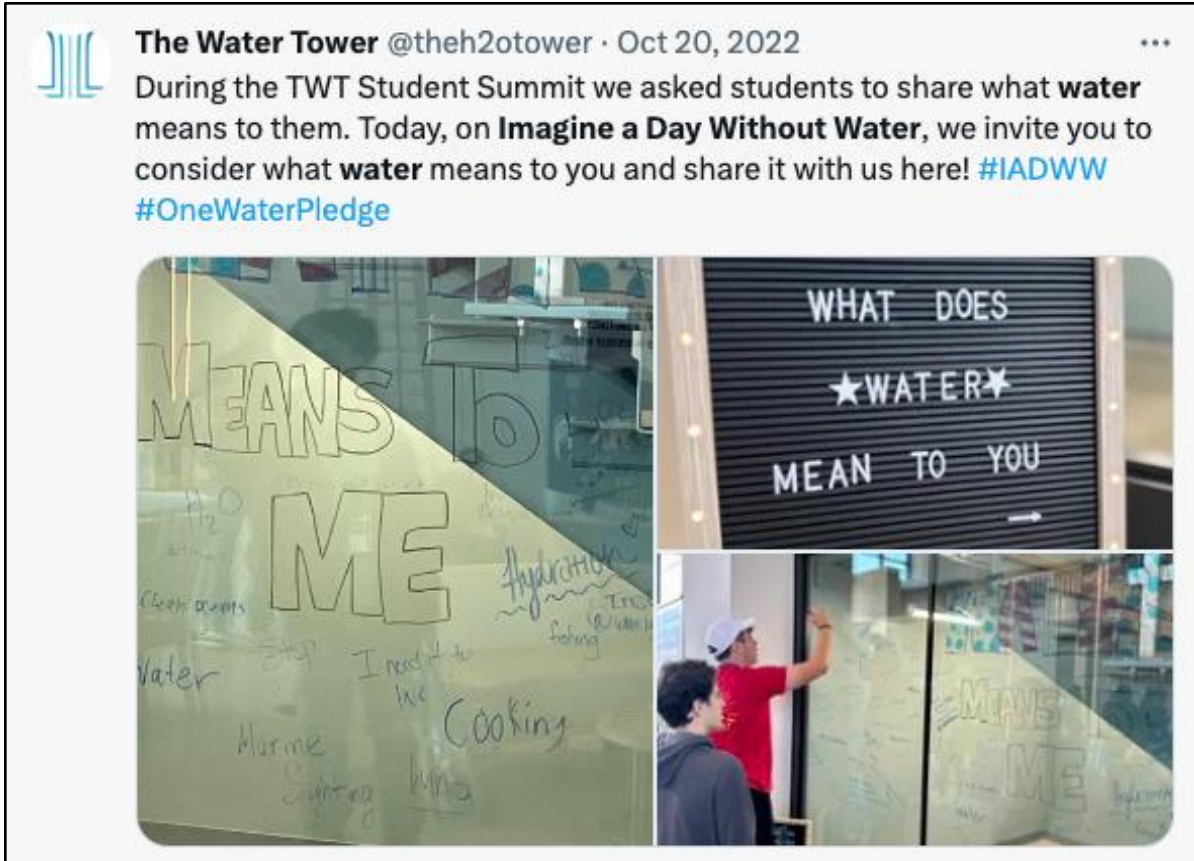
Source: The Cheyenne Board of Public Utilities teamed up with its local police department to create the [video above](#), focused on the water “theft” or water lost to inefficient indoor appliances.



Source: Resource Central's WaterWise Yards [web page](#).



Source: [California Water Association](#). The Regional Water Authority (RWA) in California [showcased](#) residents implementing water-wise solutions in the campaign shown above. The RWA also held a [“Drought Face” campaign](#) that residents could enter by sharing stories on a webpage about the small steps they were taking to save water (e.g. turning off the sprinklers for the winter or the faucet when brushing teeth). The winners were featured on a digital billboard at Cal Expo and Business 80.



Source: The Water Tower's [social media account on X](#). The post shares visitors' notes about the role water plays in their daily lives.

Testing and Tracking Messaging

Evaluating outreach and communications efforts can be grouped into efforts to understand: (1) the activities completed (posts shared, events held, etc.), outputs achieved (reposts and views, event attendees, etc.) and outcomes achieved (e.g., changes in attitudes, increased awareness and participation in water conservation activities and programs).

A summary of possible approaches to measuring outputs and outcomes is summarized in the table below; the specific metrics that are most helpful may depend on available budget and key project goals.

Table 5.1
Measuring Outcomes and Outputs

Outcome	Indicator Example
Change in Behavior	Change in percentage, percentage increase or decrease, change in numbers
Change in Behavior Intent	Reported change in intention to adopt a desired behavior
Change in Knowledge	Change in awareness of facts, information, and recommendations
Changes in Belief	Attitude changes, opinion changes, and value changes
Responses to Campaign Elements	Calls to call center, visits to Web sites, applications for rebates/incentives, purchases of objects promoted
Awareness of Campaign	Levels of unaided and aided awareness, proven awareness
Customer Satisfaction Levels	Satisfaction with service components of the campaign
Output	Indicator Example
Changes in Policy and Infrastructure	Policy or infrastructure changes that encourage or support behavior change
Reach and Frequency	Estimated number people exposed to a campaign element as well as the number of times they were exposed
Media Coverage	Column inches in a newspaper, minutes on radio news, number people in audience
Total Impressions/Cost per Impressions	Total of people in the target audience exposed to campaign elements calculated with the total reach, frequency, attendance, media exposure, and material distribution
Dissemination of Materials	Numbers of materials distributed such as brochures
Participation and Contributions from Outside Sources	Number of volunteers and volunteer time, partners added
Assessment of Implementation of Campaign Programs	Audit of major activities in terms of planned versus activities, timeline and budget compliance

Adapted with permission from Kotler, P., E. Roberto, and N. Lee. 2002. *Social Marketing: Improving the Quality of Life*. Thousand Oaks, Calif.: Sage Publications, Inc.

Source: Silva, T., Pape, D., Szoc, R., & Mayer, P. (2010). Water Conservation: Customer Behavior and Effective Communications *Water Res. Fdn., Denver*.

<https://www.waterrf.org/system/files/resource/2022-09/4012.pdf>

On a more granular scale, tracking the reach and effectiveness of specific messages or communications content can polish and hone it over time, through activities such as:

- [Focus groups](#) are useful for larger, higher-budget campaigns, to hone and gather reactions to outreach content from key demographics.
- Running [A/B tests](#) for email, website, or social media content can help refine and select the most effective choices in email subject lines, image choices, and wording.
- A variety of [free and paid website tracking tools](#) can capture information on how people find and engage with online content, which materials see the most traffic, and the total reach and impact of your website.
- Similarly, a number of [free social media monitoring tools](#) can help track the reach and impact of different posts.

Communications and Messaging Roadmap

The communications and messaging roadmap outlined below aims to combine some examples and resources with Wellington's specific goals and audiences.

A few key guiding principles were used to develop this roadmap, including:

- Increasing awareness and uptake of the water savings resources and tips currently available through the Wellington Water Efficiency Program web page. The survey indicated a relatively low level of awareness in these tips, despite interest in them.
- Increasing awareness and uptake of the programs currently available through the Wellington Water Efficiency Program web page. The survey indicated a relatively low level of awareness in these programs, despite interest in them. Given the particularly high level of interest in the free rain garden installation program, Garden in a Box program, free irrigation audits, free toilet leak detection tabs, and showerhead exchange program, it may be most helpful to focus these opportunities first.
- Creating content that resonates with key stakeholder groups in Wellington, including: the residential community, homeowner associations, local businesses, schools and educational institutions, the agricultural sector, and government and local authorities.
- Aligning the communications and messaging with key values and messages, including the Towns' community vision and community themes (e.g., as identified in Wellington's Comprehensive Plan⁶), including: community cohesion (including a celebration of Wellington's agricultural background and heritage); celebrating the Town's vibrant and historic downtown, building a thriving economy, and providing reliable and resilient public services.
- Ensuring outreach materials are accessible to all community members (e.g., by following best practices for ADA compliance (e.g., materials that are accessible to residents with visual or hearing impairments, such as color-blindness); identifying ways to provide translation support, as needed; and including diverse methods of outreach (e.g., social media, direct mailing, in-person events, etc.) to reach residents with a range of communication habits and preferences).

Drawing from the examples above, and from the earlier phases of the project, several potential approaches to realizing these goals are described below. These include short-

⁶ Wellington Comprehensive Plan (2021); https://www.wellingtoncolorado.gov/DocumentCenter/View/3492/Wellington-2021-Comprehensive-Plan_Adopted-Aug-22021?bidId=

term strategies – “low-hanging fruit” that could be implemented easily and quickly. Also noted are mid-term strategies that could be implemented in the next 1-3 years and long-term strategies, which could be implemented in 3-5 years from now. These activities are intended as a list of potential options and ideas for Wellington to draw from, modify and integrate into its existing communications strategy (in other words, this list is intended as a menu of options rather than as a prescriptive plan).

Communications and Outreach Content

Increase the visibility of the existing Water Efficiency Program information through the Town’s communications channels (social media, e-newsletters, flyers, etc.).

- **Short-term strategy:** Use social media and e-newsletter channels to demonstrate the benefits of the resources and programs that Wellington shares.
- **Why:** Awareness of the existing resources that Wellington measured particularly low in the customer survey, but interest in these resources, and in the programs Wellington supports, remains high.
- **How:** Draw out and highlight key elements from the Water Efficiency Program webpage, to provide examples of the types of resources and programs available there, that capture their value even if participants chose not to click on a link to learn more. This could include, for instance, developing a list of specific content around program support, water saving tips, recommending plant or landscaping strategies and the associated water savings from the Water Efficiency Program into social media content to highlight the type of content available on the site. This might include a “water-saving tip of the week/month/season” or a “plant of the week/month/season.”

An example social media campaign, featuring tips and programs from Wellington’s current website, is included as [Attachment A](#).

- **Examples and Resources:**
 - The Water Use It Wisely Campaign includes [100+ Ways to Conserve Water](#), broken into indoor, outdoor, kids and workplace tips. Each tip is available for download as a shareable graphic.
- **Mid-term strategies:**
 - Develop content that links individual actions steps to the benefit these steps bring to Wellington and to the broader Colorado Water Basin (the Save Our Water Toolkit examples on pages X19-21 above offer one example of what this might look like; the California images of local ecosystems and recreation could be replaced by images specific to Wellington and Colorado). These images could maintain the messaging developed in Attachment A, while

linking indoor and outdoor water saving activities specifically with local agricultural benefits, recreational benefits, and images that highlight the importance of water to the Town's future.

- **Long-term strategies:**

- Develop content that features Wellington community members, organizations, and businesses saving water and participating in the Water Efficiency resources that the Town provides. Ideally, this content would feature a range of different key stakeholders (e.g., the agricultural community, local schools, local businesses, homeowners) sharing how and why they save water.
- As Wellington continues to grow, it may be helpful to consider repeating the initial survey and/or holding additional focus groups to further iterate or to gather feedback on additional outreach materials.
- The Town may want to consider joining #LiveLikeYouLoveIt, or any other regional efforts to share information regarding water use in Colorado.

Demonstrate the water efficiency programs and tips in action.

- **Short-term strategy:** Create a list of FAQs that links the information and programs Wellington provides with particularly common questions and use cases among the Town.
- **Why:** Awareness of the existing resources that Wellington measured particularly low in the customer survey, but interest in these resources, and in the programs Wellington supports, remains high. Providing examples of how residents can use these resources can increase awareness of these opportunities and help viewers visualize how they might fit into their goals and activities.
- **How:**
 - Creating a list of FAQs that tailors the content and resources on the page for specific needs and audiences (e.g., "What are some quick and easy ways to save water?"; "How can I learn more about how to care for my landscape?"; "How can I check for leaks?"; "Am I watering too much or not enough?"; "Where can I see some examples of waterwise landscapes in Colorado?" etc.) to highlight the information already available through the site. This could be included as part of the Water Efficiency Program webpage, and/or form the basis of social media and newsletter content.
- **Examples and Resources:**
 - The City of Westminster's [Water Q and A](#) document and [Water Conservation web page](#).
 - Resource Central's [FAQ regarding the Garden in a Box Program](#).
- **Mid-term strategies:**

- ⊘ Develop and share content and resources tailored to key stakeholders (e.g., businesses, new homeowners, high water users, etc.). If possible, work with relevant community organizations to create and distribute this content.
- **Long-term strategies:**
 - ⊘ Consider leveraging AMI data to develop email outreach content tailored to customer needs (e.g., suspected leaks, high water use, high outdoor water use).

Enhance the accessibility of outreach and communications content.

- **Short-term strategy:** Begin to adopt best practices around digital accessibility.
- **Why:** Avoiding barriers to participation will help ensure broad awareness and uptake of Wellington's water efficiency resources.
- **How:**
 - Implement some of the accessibility strategies identified in plans such as the River Network's [Inclusive Communications for the Water Movement](#) and The Water Hub's [Digital Accessibility Guide](#). In particular, it may be helpful to consider the suggestions below, particularly in developing any new content:
 - Use sufficient color contrast in communications materials wherever possible.⁷ The [WCAG Color Contrast Tracker](#) can automatically check whether color contrasts meet Web Content Accessibility Guidelines (WCAG).
 - Use font that is size 14 or larger.
 - Avoid using all capital letters unless referring to an acronym (screen readers, which read text out loud or convert it to Braille, will otherwise read each capital letter individually).
 - Include [alternative text](#) with any images (to ensure screen readers can describe the image). This site shares some [examples of how to write effective alternative text descriptions](#).
 - Enable the closed captioning or transcript features on any Zoom meetings or presentations.
 - This [Free Website Accessibility Checker](#) can also scan and flag any accessibility issues unique to specific web pages or sites.
 - Ensure text is clear and concise; the [Hemingway App](#) reviews content for readability and clarity and offers editing suggestions.
- **Mid- and long-term strategies:**
 - Continue to implement best practices in digital accessibility.

⁷ When text contrasts poorly with its background, it makes reading more difficult, especially for people with low vision. However, for some people, especially people with dyslexia, a very high contrast color scheme can make reading more difficult. Using a color contrast checking tool, such as [WCAG Color Contrast Tracker](#), and aiming to reach a contrast ratio of at least 4.5:1 (or 3:1 for large text), can help ensure text and visuals are accessible. For more details, visit: <https://accessibility.huit.harvard.edu/use-sufficient-color-contrast>.

- Continue to explore if translation and/or interpretation services are needed at events.
- Share information with local community groups and organizations, so community members have multiple opportunities to notice and learn about various programs.
- It may be helpful to link to existing resources available for the languages, in addition to English, that are most commonly spoken in Wellington (see the Additional Resources and References section below).

Wellington's Water Efficiency Webpage

Increase the visibility of the Water Efficiency Program information on the Town's website.

- **Short-term strategy:** Use banners to direct website visitors to the Water Efficiency Program webpage from the main website and from complementary outreach (e.g., newsletters, social media).
- **Why:** Awareness of the existing resources that Wellington measured particularly low in the customer survey, but interest in these resources, and in the programs that Wellington supports, remains high. In a web format, viewers are less likely to read through the text in its entirety.
- **How:**
 - This could take the form of a recognizable banner on the homepage that leads to the Water Efficiency Program Page. This banner could be evergreen (e.g., "Save water and money – check out Wellington's Water Efficiency Program!"), or focused on specific programs (e.g., the launch of the Garden in a Box program: "Looking to upgrade your yard? Discounted Garden in a Box Kits now available to Wellington residents!") or seasons (e.g., tips and resources to support landscaping transitions in the spring and winter, like [these examples](#) from Resource Central).
 - Topic and program-specific banners could also be integrated into Wellington's other communications channels (social media, newsletters, and fliers) to reinforce these specific calls to action.
- **Examples and Resources:**
 - The Water Use It Wisely Campaign has created [water saving tip widgets](#) that can be embedded into a website, to display a new water saving tip each day.
 - This [mock-up of a water conservation website](#) was developed to illustrate a template of best practices for organizing water conservation content.
- **Notes and Next Steps:**
 - Comparing page views according to different banners and messaging could help to refine this outreach over time and identify the most effective framing.
- **Mid-term strategies:**
 - Consider additional ways to organize and increase the ability to easily scan existing content through formatting updates to the website.

- Use Google Analytics or a [similar tool](#) to better understand the drivers of traffic to the web page (e.g., how people find the page, the resources they engage with, and the amount of time they spend on the site) and incorporate this information into outreach strategies and potential updates to the web page.
- **Long-term strategies:**
 - As program participation grows, adding images, case studies, and other examples of their implementation in Wellington to the webpage could help increase interest in the programs. This could be as detailed as dedicated webpages or as simple as a carousel of images highlighting and visualizing different program activities. Particularly compelling areas to focus on might include:
 - Landscaping resources and examples
 - Tips for new homeowners
 - Case studies, photos, or water savings that highlight key programs
 - Educational resources for students and educators

Connecting with Key Stakeholders

Connect HOA boards and property managers with Wellington's water efficiency resources.

- **Short-term strategy:** Provide easy-to-share resources (such as a flier or link to a dedicated web page) that HOAs can forward or share with homeowners upon request, regarding waterwise resources, and focusing on outdoor water efficiency tips, in particular.
- **Why:** The focus groups suggested Wellington already hosts a great deal of content that would be useful to HOAs in addressing resident questions; but HOA boards and property managers are not aware of or do not know where to easily find this content. Questions about yard and landscape maintenance are especially prevalent.
- **How:**
 - (1) Provide easy-to-share resources (such as a flier or link) that HOAs can forward or share with homeowners upon request, regarding waterwise resources. This resource might include:
 - Tips and/or resources for maintenance on waterwise landscapes (such as supporting landscapes through the establishment period, adjusting irrigation systems to reflect the needs of new plants, how to prevent weeds, etc.).
 - Tips and/or resources for maintenance on traditional landscapes (such as supporting trees, or using irrigation controllers to water landscapes at night).
 - Information about the Garden in a Box program, and how to participate in it.

- Examples of demonstration gardens and real-life samples to showcase appropriate plants and trees, offering practical guidance for homeowners, specific to the Colorado and Wellington region.
- Photos showcasing well-designed xeriscape examples.
- **Starting Points:**
 - The existing resources on Wellington’s [Water Efficiency Program web page](#).
 - Wellington WaterWise Landscape and Irrigation Manual (in particular, the additional resources listed on pg. 39, and the recommended plant list on pg. 40)
 - Colorado State University Extension [Yard and Garden Resources](#) and [“Ask An Expert”](#) functionality
 - [Resource Central resources and video describing the Garden in a Box Program](#)
 - [Northern Water:](#)
 - [Conservation Campus and Gardens](#) and [StoryMap](#)
 - [Water Wise Irrigation Tips](#)
 - [Water Efficiency Fact Sheets and Tools](#)
 - [Landscape Renovation Resources](#)
 - Wellington [WaterWise Landscape and Irrigation Manual](#) (in particular, the additional resources listed on pg. 39, and the recommended plant list on pg. 40):
 - [Colorado WaterWise](#)
 - Colorado State University Extension [Xeriscaping Overview, Resources](#), and [“Ask An Expert”](#) functionality
 - Additional resources in the [Outdoor Water Efficiency](#) section, above.
- **Examples:**
 - Denver Water’s [Customer Landscape Profiles](#)
 - Arizona Municipal Water Users Association’s [Guide to Good Reasons to Take Out Your Grass](#) (while the details included here are specific to Arizona, the framing and layout in the flier offer an example of how to organize and frame this information).
- **Notes and Next Steps:**
 - It may be most helpful to frame these based on what a resident is looking to do (e.g., content and resources could be organized around framing questions, such as: “What type of landscape do you have?”; “Resources to maintain your landscape”; “Resource for changing or creating your landscape”; “Places to find more information”; “Ways to get hands-on support”; etc.).
 - Depending on interest and availability, HOA board members and property managers could offer helpful insight into commonly asked

questions that might help organize and frame this document, and provide feedback on a draft ahead of publication.

- **Mid-term strategies:**
 - Incorporate this information into a flier or mailing that's shared with new homeowners in Wellington, and/or as part of a water-focused welcome letter for residents.
 - HOAs have flagged that sometimes homeowners can struggle with maintenance around waterwise landscapes. Supporting homeowners and HOAs with landscape maintenance through dedicated outreach materials may be a useful next step.
 - Create landscape plan examples to share with Wellington community members or to use as reference for residential and commercial landscape templates. Since Colorado's [new SB23-187](#) requires HOA's to permit the installation of at least 3 pre-approved water wise landscape designs for front yards, Wellington staff could share these as a resource with HOA governing boards.
 - Highlight the cost savings associated with maintaining landscapes and providing estimates on the payback timeframe can be helpful in supporting homeowners considering whether to adopt water efficient landscaping. It may make sense to adapt or share Northern Waters' [Landscape Conversion Water Savings Calculator](#) or the Water Savings Worksheet in the Wellington [WaterWise Landscape and Irrigation Manual](#) (pg. 38)
- **Long-term strategies:**
 - If there is interest from HOAs, in-person events could help share and complement the information shared through communications channels. These could include:
 - Hosting walking tours of successful outdoor landscaping examples specifically in HOAs.
 - Work with HOAs to potentially set up Garden in a Box or other give-aways and workshops.
 - Demonstrating how to check outdoor sprinkler systems for leaks and proper functioning.

Identify and prioritize opportunities for community partnerships.

- **Short-term strategy:** Enhance outreach to and support from community-based organizations in the community.
- **Why:** Building partnerships can help spread awareness and participation and reach audiences beyond those currently engaging in Wellington's programs or communications.
- **How:**

- Create or add to a list of [potential community partners](#), who may be especially interested in Wellington’s water efficiency resources and programs. For instance:
 - Local school districts
 - Library or other educational programs
 - Local gardening clubs
 - Local businesses
 - Weld Food Bank
 - Greeley-Weld Habitat for Humanity
- A matrix or other decision-making support tool can help identify key considerations in a partnership and determine the groups where partnering could deliver the greatest mutual benefit. For example, Wellington might list potential partners in a column, and then include rows assessing their audience, potential resources and programs that align with their audience, bandwidth to partner, existing relationships, etc.
- In the short term, low-lift partnerships might include:
 - Creating an outreach toolkit for community organizations to help spread the word about water saving tips and/or water efficiency programs that would be of benefit to their members.
 - Partnering with schools or educational programs to share water savings tips and information with students.
 - Over time, these partnerships could grow to larger efforts.
- **Examples and resources:**
 - [Partner Engagement Analysis Matrix](#)
- **Mid-term strategies:**
 - Based on the review of opportunities to engage key community partners, considering implementing efforts to:
 - Share program information or resources (e.g., making any free materials accessible at food banks; distributing program information to interested organizations to share in their outreach content).
 - Identify ways to collaboratively implement programs (e.g., having students conduct toilet leaks tests or participate in water efficiency poster contests; demonstrating water-wise landscaping tips in partnerships with local gardening clubs; implementing showerheads or other low-flow appliances into Habitat for Humanity homes, etc.).
- **Long-term strategies:**
 - Projects that engage the community in project development or implementation (e.g., water efficiency audits at schools, the creation of waterwise community gardens at a school or other organization).

Additional Resources and References

This section of the toolkit presents external resources, including water efficiency websites, recognized organizations, graphics and branding resources on water efficiency messaging in Colorado and the west, valuable case studies, and insightful reports. These resources provide practical guidance for crafting effective messaging strategies, offering actionable insights to elevate Wellington’s communication approach and propel impactful water efficiency initiatives.

These resources are listed in alphabetical order:⁸

- Alliance for Water Efficiency (AWE) [Resource Library](#)
 - The AWE Resource Library strives to provide the best online resources on water conservation and efficiency. New resources are regularly being added and a few that may be of relevance are included below:
 - [Communication and Education Resources](#)
 - [Drought Resources](#)
 - [Landscape, Irrigation, and Outdoor Water Use](#)
 - [Water Conservation Programs, Planning, and Evaluation](#)
 - [Water Rates](#)
- American Water Works Association (AWWA) [Public Communications Toolkit](#)
 - This kit contains all of AWWA’s information on public communication, from talking points to *Journal AWWA* Articles to presentations, and [Trending in an Instant: A Risk Communication Guide for Water Utilities](#), all in one place for easy access.
- AWWA [Communicating Water’s Value Part 1: Talking Points, Tips, and Strategies](#)
 - This book offers tips and tools to assist water utilities with helping customers understand the value of water. The tactics outlined can be used when advocating for rate increases, or when conservation measures are needed. It includes insights on consumer behavior and examples from utilities and corporations.
- California Water Efficiency Partnership (CalWEP) [Drought Communications Primer](#)
 - The purpose of this primer is to aid water suppliers in reaching heightened community participation and achievement in order to meet voluntary and/or mandatory water savings. To make this goal a reality, hundreds of interdependent planning and response actions need to be executed in a seamless manner. This primer identifies popular and effective water efficiency programs, along with the communication and outreach strategies that have been used by California water suppliers to educate customers, influence water use behaviors, and realize water savings.
- California [Save Our Water Toolkit](#)

⁸ Please note that some of these resources may only be accessible through a membership association or payment.

- This toolkit includes a range of materials, including social media example posts in English and Spanish, intended to support California utilities in sharing water conservation information and tips. While some content is specific to the state, much of it is applicable to Colorado communities. The toolkit also includes draft content specific to [Homeowner's Associations](#) and their members.
- Colorado WaterWise (CWW) [Live Like You Love It Toolkit](#)
 - Live Like You Love It is Colorado WaterWise's statewide, public education campaign on water conservation and water quality. It encourages Coloradans to engage in positive water decisions. It asks us to commit to learning about water issues so we can voice our opinions to elected officials and our community on how we should use, manage and plan for an adequate water supply. Launched in 2014, the campaign emphasizes the emotional connection Coloradans have to our water and encourages everyone to be good stewards to our most vital natural resource.
 - CWW has created a plethora of co-brandable campaign materials with engaging graphics and vital messages. Materials include fact sheets, ads, banners, a social media calendar - and more! We include an outreach guide to help you build or strengthen your water conservation campaign.
- Cooperative Research Centre for Water Sensitive Cities [Community Engagement in the Water Sector: An Outcome-focused Review of Different Engagement Approaches](#)
 - This report examines several community engagement campaigns and how they changed public behavior opinions. The report identifies three main types of community engagement initiatives: providing input, seeking input, and building active and connected communities. It concludes that the initiatives studied were generally successful at increasing knowledge and improving attitudes to more sustainable water practices and policies.
- [Effective Communication for Water Resilient Communities: A Conceptual Framework](#)
 - This research reviews various approaches to effective communication and through a synthesis of the concepts aims to present a new, socio-psychological water conservation conceptual framework. The present conceptual framework integrates emotional appeal, for use on social media platforms and in order to foster more water resilient communities. This framework represents a potentially major contribution in providing guidelines for water sectors to deliver effective video communications on social media platforms.
- Environmental Protection Agency (EPA) [Communication the Value of Drinking Water Services](#)
 - The EPA's Office of Ground Water and Drinking Water hosted five webinar discussions to share how water systems have communicated the value of drinking water services to their customers. Speakers included representatives from small, medium and large water systems, state and

federal agencies and water sector organizations. This report summarizes the webinar series, shows examples of campaigns, and lists steps water utilities can follow to define and communicate messages.

- EPA [Water Utility Public Awareness Kit](#)
 - Use this kit to help inform your customers and community about the threats to your water system and motivate them to take action. By using several of the most effective communications methods - print, web, and TV - you will reinforce the message and drive home the Call to Action: Be Aware, Be Prepared, Show You Care.
- Hahn Public [How to Frame Your Message for Successful Water Rates Increases](#) and [Utility Rate Case Messaging Research](#)
 - These articles present the findings of how to convince customers about rate increases. It argues that utilities must identify the messages that opponents use and then develop facts to disclaim them. Messages based on facts on the water issues, or about consumer benefits, are more likely to persuade than comparisons to other utilities or explanations of how the funds will benefit non-utility services.
- Herve-Bazin, Celine (2014). [Water Communication – Analysis of Strategies and Campaigns from the Water Sector](#)
 - This book examines the emerging field of water communication and how water issues are communicated on a global, national, and local level. It provides an overview of the history of water communication, explores different types and goals of water communication, and evaluates examples of communication campaigns.
- Northern Water [Drought Resources for Municipal Water Providers](#)
 - Once a water provider has finalized its drought response plan, it is essential to communicate the plan and a water efficiency program to customers for efficient water management. The links at this webpage include helpful resources for communicating drought to customers, as well as water efficiency programs for water providers.
- Pacific Institute [Water Rates: Communication and Education](#)
 - This report looks at strategies that water utilities can use to ensure the necessary rate changes are implemented, while still ensuring customer satisfaction. These include sending transparent water bills that state clear charges for different services, communicating with online tools and bill calculators, and educational materials about what water bills pay for.
- River Network [Inclusive Communications for the Water Movement](#)
 - This guide provides both communications and accessibility guidance to organizations covering a range of topics from digital accessibility to ethical storytelling, to inclusive language. These topics and tips are not exhaustive, but rather a starting point for those seeking to evaluate and strengthen their communications approaches.

- Sharp, Liz (2017). [Reconnecting People and Water: Public Engagement and Sustainable Urban Water Management](#)
 - The author argues that water utilities cannot rely on technical fixes to water management problems. The author takes a historical and social scientific approach to show that public engagement will be essential to solve water-related issues related to climate change, urbanization, changing environmental standards, and fiscal accountability.
- Texas Water Department [Developing a Water Conservation Public Awareness Program: A Guide for Utilities](#)
 - This guide aims to help water utilities develop an outreach plan on water conservation. It includes general tips about how to set goals, how to create material for different channels, and how to track your media coverage.
- The Water Hub [Resources](#)
 - The Water Hub is a pro bono communications program of Climate Nexus that uses story-based strategies to advance water justice and resilience. They work to make water communications more accessible and effective, so the people most impacted by water challenges – largely people of color and tribes – have greater power to set the solutions. New resources are regularly being added and a few that may be of relevance are included below:
 - [Digital Accessibility Guide](#)
 - [2022 Western Water Media Scan](#)
 - [2021 Colorado River Media Scan](#)
 - [Audience Profile Worksheet](#)
 - [Yes You Canva!](#)
 - [Western Water Communications Landscape Assessment](#)
- The Water Research Foundation [Water Conservation: Customer Behavior and Effective Communication](#)
 - Investigates residential customer behavior relating to water use so that water utilities can develop appropriate water conservation communication tools and strategies to reduce residential customer water consumption. Investigates demographic (i.e., age, ethnicity, income), geopolitical, and other factors that affect water use behaviors of residential customers. Also investigates the effect of communication tools, strategies, and messages on water use and conservation behavior of residential customers, and the relationship between selected factors and selected communications.
- The Water Research Foundation [Social Media for Water Utilities: Case Studies](#)
 - This guide and materials are intended to help water and wastewater utilities use social media to engage with customers. Case studies of eight utilities show they have successfully used social media for crisis communications, to promote rebate programs, to crowdsource field reports, and to make the case for overdue rate increases and infrastructure investments.

- The Water Research Foundation [Foraging Powerful and Sustainable Relationships Between Clean Water Agencies and the Community](#)
 - This project investigated how clean water agencies can leverage emotional motivators in public engagement programs to create longstanding relationships with the community. Effective messaging and educational materials and/or programs that take advantage of research on emotional connectors is vital to tangibly demonstrate the value of water and the technology that creates clean water.
- The Value of Water Campaign [Communications Toolkit](#)
 - The Value of Water Coalition created this toolkit to help water utilities educate local decision-makers, stakeholders, and customers about the value of water. These materials are free resources that can be downloaded and used as is, or utilities can add their own logo or website to show the connection to water in their area. The materials include full- and half-page ads, a message deck for presentations, bill stuffers, banners and social media posts.

Conclusion

The purpose of this toolkit is to provide Town of Wellington staff with a comprehensive guide to effectively communicate water efficiency practices to various target audiences in their service area -- from the residential community to homeowners' associations and schools and businesses. The information and strategies presented in this toolkit aim to offer town staff a wide variety of customizable resources to raise awareness about the importance of water efficiency and encourage uptake of water efficiency strategies within the community.

The toolkit offers guidance and resources around crafting messages, selecting communication channels, and tailoring content to resonate with the unique demographics and perceptions of Wellington residents. It focuses on sharing resources around the value, importance and benefits of water efficiency practices, and highlights water efficiency tips, best practices, resources, and case studies around indoor and outdoor water use.

The toolkit also includes describes potential short-, mid-, and long-term roadmaps for integrating these resources and approaches into Wellington's current and future communications strategies. The core themes of these suggestions include:

- A focus on communications and outreach content, through increasing the visibility of the existing Water Efficiency Program information through the Town's communications channels; demonstrating the water efficiency programs and tips in action; and enhancing the accessibility of outreach and communications content.

- Suggestions to increase the visibility and interaction with the Water Efficiency Program information on the Town’s website.
- Avenues for connecting with key stakeholders, such as connecting HOA boards and property managers with Wellington’s water efficiency resources and identifying and prioritizing opportunities for community partnerships.

These roadmaps are intended as resources and examples, rather than a prescriptive approach, that help support:

- Increasing awareness and uptake of the water savings programs, resources, and tips currently available through the Wellington Water Efficiency Program webpage;
- Engagement with key stakeholder groups in Wellington, including: the residential community, homeowner associations, local businesses, schools and educational institutions, the agricultural sector, and government and local authorities;
- Alignment of communications and messaging with key values and messages, including the Towns’ community vision and community themes, such as community cohesion (including a celebration of Wellington’s agricultural background and heritage); celebrating the Town’s vibrant and historic downtown, building a thriving economy, and providing reliable and resilient public services; and
- Ensuring outreach materials are accessible to all community members (e.g., by following best practices for ADA compliance; identifying ways to provide translation support, as needed; and including diverse methods of outreach to reach residents with a range of communication habits and preferences).


Increasing water efficiency awareness and efforts can support the Town in navigating uncertain water supplies and rising costs, along with helping to deliver cost savings for residents, lowering energy use, and helping to preserve water for use in agriculture and in natural ecosystems. Our hope is that this toolkit becomes a resource for the Town’s short-, mid- and long-term communication and outreach strategies, resulting in measurable increases in residents’ awareness and engagement with water efficiency resources and programming.

Attachment A




Wellington Social Media Content Generator

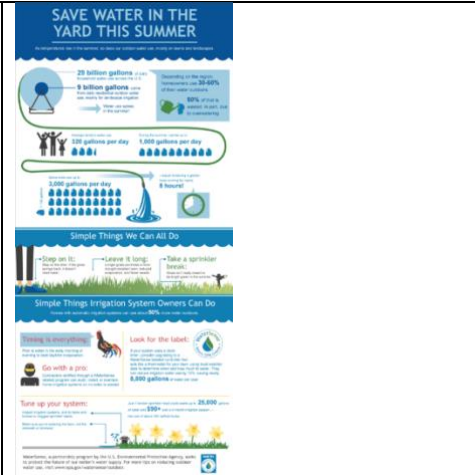
January	February	March	April
<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Inside” tips • Showerhead Exchange Program 	<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Inside” tips • Showerhead Exchange Program 	<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Inside” tips • Water Wise Seminars 	<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Inside” tips • Plant list resources • Garden in a Box
<p>Complementary events:</p> <ul style="list-style-type: none"> • New Year’s Eve 	<p>Complementary events:</p> <ul style="list-style-type: none"> • Valentine’s Day 	<p>Complementary events:</p> <ul style="list-style-type: none"> • St. Patrick’s Day • World Plumbing Day (March 11, 2024) • EPA WaterSense National Fix a Leak Week (March 18 through 24, 2024) • World Water Day (March 22, 2024) 	<p>Complementary events:</p>
<p>Example language:</p> <p>Make a resolution to be #WaterWise in 2024! Visit our website for water-saving tips: [website link]</p> <p>Cheers to a water-wise 2024! Make a resolution to save water with us, and visit our website for tips and tricks: [website link]. Every drop counts! 💧🌱 #NewYearNewHabits</p>	<p>Example language:</p> <p>Your shower can be a source of savings! 💰🚿 Upgrade to a water-efficient showerhead and conserve up to 2,700 gallons each year. Learn how to get your FREE replacement at the Town's Municipal Services building: [Website Link] 🏠💧</p> <p>Did you know that cutting just a minute or two off your</p>	<p>Example language:</p> <p>Mark your calendars! Water Wise Yard Seminars are back to help you master the art of water-efficient landscaping. Get expert advice, answers to your landscaping questions, and learn to keep your yard thriving with less water. Topics include low-water landscape design, xeric plant selection, smart irrigation, and more. Don't miss out! Learn more</p>	<p>Example language:</p> <p>Looking to spruce up your outdoor space? Wellington Water Utility customers can receive discounted \$25 Garden in a Box kits, specially crafted for our Colorado yards. 🏡🌻 The kits make it easy to get that professional look by including starter plants, plant-by-number maps, seasonal maintenance suggestions, and watering recommendations in the kits. A limited number of kits are available on a first-come, first-served basis. visit [Link] to</p>

	<p>shower could save up to 150 gallons of water each month? Explore more water-saving tips at [Website Link]. #SaveWaterTheWellingtonWay</p>	<p>at: [Link] 🌿📺 #WaterWiseYard #LandscapingTips</p> <p>Happy #FixALeakWeek! Did you know a leaky faucet can waste more than 3,000 gallons per year? That's the amount of water needed to take more than 180 showers.</p> <p>Learn about how to find and fix leaks in your home: https://www.epa.gov/watersense/fix-leak-week#Checking%20for%20Leaks</p> <p>It's #FixALeakWeek! Did you know: 💧 An average household's leaks can waste nearly 10,000 gallons of water a year. 💧 Fixing household water leaks can save homeowners about 10 percent on their water bills.</p> <p>Learn about how to find and fix leaks in your home: https://www.epa.gov/watersense/fix-leak-week#Checking%20for%20Leaks</p>	<p>learn more and secure yours. 🌿📺 #WaterwiseLandscaping</p> <p>Spring cleaning season is here! Don't forget to check your faucets for leaks. Fixing a household leak can save 50-80 gallons of water per day, making a big impact on water use and your wallet. Learn how to identify and fix leaks, plus more water-saving tips at [Website Link]. #SaveWaterTheWellingtonWay</p> <p>Spring cleaning is in full swing! Did you know that laundry can account for nearly 25% of indoor water use? 💧 Make every wash count by filling up those loads and adjusting the water level to match the load size. It's a simple step that goes a long way in water conservation. Learn more at [Website Link]. 🌿📺 #WaterWiseCleaning #LaundryHacks"</p>
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		 <p>THE FACTS ON LEAKS</p> <p>10 trillion gallons of water are lost to leaks in the U.S. each year.</p> <p>3,000 gallons of water are lost from a single dripping faucet each day.</p> <p>Did you know? Every year, Americans lose more than 10 trillion gallons of water to leaks in their homes.</p> <p>10 Drips can waste 500 gallons of water each year.</p> <p>Repair a leaky faucet, toilet, or showerhead to save water.</p> <p>11 million homes have leaks that waste water.</p> <p>Homeowners can save money by fixing leaks.</p> <p>13,000 homeowners have been awarded the WaterSense award for their water-saving efforts.</p> <p>Look for the WaterSense logo.</p> <p><small>EPA</small></p>		
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May	June	July	August
<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Outside” tips • Free irrigation audits 	<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Outside” tips • Garden in a Box 	<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Outside” tips • Free irrigation audits 	<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Outside” tips
<p>Complementary events:</p> <ul style="list-style-type: none"> • Drinking Water Week (May 5-11, 2024) • National Water a Flower Day (May 30, 2024) 	<p>Complementary events:</p> <ul style="list-style-type: none"> • Pollinator Week (June 17-23, 2024) 	<p>Complementary events:</p> <ul style="list-style-type: none"> • International Joke Day (July 1, 2024) • Fourth of July • Smart Irrigation Month (July) 	<p>Complementary events:</p> <ul style="list-style-type: none"> • National Water Quality Month (August)
<p>Outreach channels:</p>	<p>Outreach channels:</p>	<p>Outreach channels:</p>	<p>Outreach channels:</p>
<p>Example language:</p> <p>☀️🌿 As the temperature rises, so does outdoor water use! Discover smart ways to lower your water bill while helping the environment. Learn more here: [Website Link] 💧🏠 #WaterSavings #OutdoorTips</p> <p>Interested in saving water and lowering your utility bills? 💰💧 Wellington residents can participate in a FREE</p>	<p>Sun's out, savings in! ☀️ Discover effective ways to reduce outdoor water consumption and keep your bills low. Get started here: [Website Link] 🌿💰 #SaveWater #SummerHacks</p> <p>Did you know that a single broken sprinkler component in your in-ground irrigation system could waste up to 1,000 gallons of water per week? Take a moment to walk through your landscape with this handy checklist: https://www.epa.gov/sites/default/files/2020-04/documents/ws-outdoor-landscaping-find-it-flag-it-audit-checklist.pdf</p>	<p>Example language:</p> <p>A great looking yard doesn't have to mean a high water bill! Find out how to maintain your yard while using less water: [Website Link] 🌸💧 #WaterEfficiency #GardeningTips</p> <p>Make your irrigation system work smarter, not harder! Get a free Irrigation Audit and learn how to keep your yard beautiful and your wallet happy. Details here:</p>	<p>Example language:</p> <p>Your outdoor water use matters more than you might think! Did you know homeowners use 30-60% of their water outdoors? Discover simple changes that can lead to significant water and money savings. Dive into outdoor water saving tips at [Website Link].</p> <p>Experts estimate that 50 percent of the water we use outdoors is lost to evaporation, wind, or runoff due to overwatering. Learn how to save water and lower your water bill with these outdoor water use tips:</p>

<p>irrigation consultation to optimize their sprinkler systems. Click the link to learn more and sign up now: [Website Link] #SaveWaterTheWellingtonWay</p>	<p>#SaveWaterTheWellingtonWay</p>  <p>The infographic titled "Spruce Up Your Sprinkler System" features a central house icon. It is divided into four quadrants: "Inspect" (sprinkler heads), "Select" (water sensor, solenoid, irrigation controller, and water timer), "Connect" (pipes and pressure), and "Direct" (water to the right place). Statistics include: "25,000 gallons of water in the month of July" and "6,500 gallons of water per month". The EPA logo and "epa.gov/watersense" are at the bottom.</p>	<p>[Website Link] #IrrigationSmart #Savings</p> <p>Did you know July is Smart Irrigation Month? Discover how you can get a free irrigation audit to keep your yard looking great and your bills low. Learn more at: [Website Link]  #SaveWaterTheWellingtonWay</p>	<p>https://www.epa.gov/watersense/w hen-its-hot</p> <p>Don't let your water flow away!  Did you know that experts estimate 50% of outdoor water use is lost to evaporation, wind, or runoff due to overwatering? Learn how to save water and lower your water bill with these outdoor water use tips at: https://www.epa.gov/watersense/w hen-its-hot #OutdoorWaterSavings #WaterEfficiency</p> <p>Water smarter, not harder! Did you know that 50% of the water we use outdoors is lost to evaporation, wind, or runoff due to overwatering? Get the scoop on how to save water and lower your water bill with these outdoor water use tips at: https://www.epa.gov/watersense/w hen-its-hot</p>
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			 <p>SAVE WATER IN THE YARD THIS SUMMER</p> <p>20 billion gallons of water are used in the U.S. every day. 8 billion gallons of that water is used in the home. 100 gallons per day for each person in the home. 1,000 gallons per day for the whole home.</p> <p>2,000 gallons per day for the whole home. 8 hours of water use.</p> <p>Simple Things We Can All Do</p> <ul style="list-style-type: none"> • Change your AC thermostat to 78°F. • Turn off the tap while brushing your teeth. • Take a shorter shower. • Leave it long! Let your lawn dry out between waterings. • Shut a sprinkler system. <p>Simple Things Irrigation System Owners Can Do</p> <p>• Timing is everything! Water your lawn in the early morning or late afternoon. Avoid watering during the heat of the day.</p> <p>• Go with a zone! Group plants with similar water needs together. This can save up to 50% of your water.</p> <p>• Look for the label! Buy water-wise plants. Look for the WaterWise logo on plant labels. WaterWise plants are drought-tolerant and can save up to 50% of your water.</p> <p>• Turn up your systems! Turn up your irrigation system's controller to 1.0. This can save up to 50% of your water.</p> <p>WaterNow Alliance is a nonprofit organization. We are a 501(c)(3) organization. We are not a government agency. We are not a utility. We are a water conservation organization. We are a water conservation organization. We are a water conservation organization.</p>
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September	October	November	December
<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Inside” tips • Water FootPrint Calculator 	<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Inside” tips 	<p>Key topics:</p> <ul style="list-style-type: none"> • “Saving Water Inside” tips 	<p>Key topics:</p> <ul style="list-style-type: none"> • Saving Water Inside” tips
<p>Complementary events:</p> <ul style="list-style-type: none"> • Back-to-School 	<p>Complementary events:</p> <ul style="list-style-type: none"> • Halloween • Imagine a Day Without Water 	<p>Complementary events:</p> <ul style="list-style-type: none"> • Thanksgiving 	<p>Complementary events:</p> <ul style="list-style-type: none"> • Holiday season
<p>Outreach channels:</p>	<p>Outreach channels:</p>	<p>Outreach channels:</p>	<p>Outreach channels:</p>
<p>Example language:</p> <p>Back to school season is here! Dive into our waterwise quiz and test your knowledge! 💧🌱 #BackToSchool #WaterWisdom</p> <p>Q: Which of these water wise actions saves the most water in a day?</p> <ul style="list-style-type: none"> • Taking shorter showers. • Using low-flow toilets. • Turning off the water when you brush your teeth. <p>A: Installing low-flow toilets typically saves the most water, because all those flushes throughout the day add up to more than a typical shower.</p>	<p>Example language:</p> <p>What's spookier than a ghost? Losing water and money from a hidden leak! 💧👻 Don't let it haunt you. Learn about ways to find and fix leaks in your home: https://www.epa.gov/watersense/fix-leak-week#Checking%20for%20Leaks</p> <p>👻 This Halloween, vampires aren't the only things to watch out for! Leaks can drain your wallet and water supply. Learn about ways to find and fix leaks in your home: https://www.epa.gov/watersense/fix-leak-week#Checking%20for%20Leaks #SaveWaterTheWellingtonWay</p>	<p>Example language:</p> <p>Small changes in daily routines can make a big difference in water use! Did you know that filling the sink when washing dishes by hand uses less water than running the tap continuously? 💡🔌 Discover more water-wise tips at [Website Link]. Let's make every drop count!</p> <p>Small changes, big impact! Did you know that turning off the tap while brushing your teeth can save 8 gallons of water per day, and doing the same while shaving can save 10 gallons of water per shave? 📘💡 If you brush twice daily and shave five</p>	<p>Example language:</p> <p>Hosting holiday gatherings this year? 🎉 Did you know that running the dishwasher only when it's full can save nearly 320 gallons of water annually for the average family? Discover more water-saving tips to save money and water at: [Website Link]. #SaveWaterTheWellingtonWay</p>

<p>Want to learn more about how to save water and money? Check out: https://www.watercalculator.org /.</p>		<p>times a week, you could save nearly 5,700 gallons of water per year! Learn more ways to save water at: [Website Link]. #SaveWaterTheWellingtonWay</p>	
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