1. METRO AREA EVOLUTION
Combined Service Area Map
2. WATER AND GROWTH ISSUES
Foothills Treatment Plant
3. WHAT HAS CHANGED?
4. DENVER
Climate Change

Supply and Demand

Acre Feet

Year


200,000 300,000 400,000 500,000

Supply
Unrestricted Demand
Conservation

Strategic Water Reserve
Conservation
Present Supply
Accelerated Conservation

Supply and Demand

- Supply
- Unrestricted Demand
- Conservation

Acre Feet

Year

Per Capita Conservation

Treated Water Use
Gallons per Capita per Day (GCD)

Denver Water Rates

Single Family Residential Inside Denver

Rate per 1,000 Gallons

Consumption (Thousands of Gallons)

2005

2007
5. DENVER WATER’S CONSERVATION FUTURE
DW Conservation Plan

- “Use Only What You Need”
- Changing Behavior and Norms
- More Direct Consumer Contact
- Less Mass Media
- Across Types of Users
- Start With City and County of Denver
DW Conservation Plan

- Rules
- Pricing and Rate Structures
- Landscape Choice, Management and Technology
- New Baseline for New Development
- Customer Education and Communication
6. THE FUTURE LANDSCAPE