



RĚSOURCE
central

CONSERVATION MADE EASY

Annual Report

All Cities

2022



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Who We Are

Resource Central is an award-winning nonprofit in Boulder, Colorado, that helps municipalities and water districts achieve their water conservation goals. Working in collaboration with more than 40 water providers, our conservation programs have helped Colorado families save more than a billion gallons of water. Since 1976, our innovative programs have assisted more than 700,000 people save water, conserve energy, and reduce waste.



WATER CONSERVATION TEAM

Hayden Bernot, Water Conservation Coordinator

Elisabeth Bowman, Conservation Engagement Manager

Ali Colbert, Senior Water Programs Coordinator

Kate Larson, Program Director

Tori Petersen, Senior Water Programs Manager

Kaylee Riggi, Customer Service Specialist

Sarah Smith, Water Programs Coordinator

Melanie Stolp, Senior Water Programs Manager

Elaine Starks, Water Programs Coordinator

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FIELD ASSOCIATES & EVENT STAFF

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Katrina Wille

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Julia Hyden

Charlotte Rose

Ben Woods

Cassandra Kelley

Campbell

Ryan Yavinsky

Bendor Shallow



[Learn More About Resource Central's Conservation Programs](#)



2022 Water Provider Partners

Thank you for your partnership!

Arapahoe County WWA

City of Arvada

Aurora Water

Town of Berthoud

City of Boulder

City of Brighton

City & County of Broomfield

Castle Pines North MD

Town of Castle Rock

Centennial WSD

Denver Water

East Cherry Creek Valley WSD

City of Edgewater

Town of Erie

City of Evans

Fort Collins-Loveland WD

City of Fort Collins Utilities
and Nature in the City

City of Fountain

Town of Frederick

City of Golden

City of Greeley

City of Lafayette

Left Hand WD

Little Thompson WD

City of Longmont

City of Louisville

Loveland Water and Power

City of Manitou Springs

Northern Water

City of Northglenn

Parker WSD

Pinery WWD

Pueblo West Metro District

Roxborough WSD

Town of Severance

South Adams County WSD

Town of Superior

City of Thornton

Town of Wellington

City of Westminster

City of Wheat Ridge

Willows WD

Town of Windsor



At-A-Glance **2022 Programs**

GARDEN IN A BOX is a simple and beautiful do-it-yourself program promoting outdoor water conservation. By planting these professionally designed waterwise gardens, residents can replace thirsty grass with low-water perennials that reduce outdoor water consumption, attract and support pollinator populations, and increase curb appeal.

LAWN REPLACEMENT is a flexible program that helps residents transform their grass lawns to waterwise landscaping. Participants use a predetermined benefit amount (provided by their water provider) to plan their lawn conversion. They can choose complimentary Garden In A Box kits and/or Lawn Removal Service. Projects are reviewed to ensure significant long-term water savings.

SLOW THE FLOW offers sprinkler evaluations at no cost to both residential and commercial customers in over 30 participating areas across the Front Range. The appointment includes a customized report with a suggested watering schedule by one of Resource Central's associates.

WATERWISE YARD SEMINARS educate and empower residents to save water on their landscapes through xeriscaping and other sustainable landscape practices. Seminars are taught by experts in the field and are free and open to the public.



11,089

residents reached

21.3 million

gallons of water saved
or about **323** Olympic-sized
swimming pools

At-A-Glance

2022 Cumulative Impact



GARDEN IN A BOX

- › 33 water providers
- › 5,853 community members
- › 8,658 waterwise gardens sold
- › 6,700,000 gallons of water saved*



LAWN REPLACEMENT

- › 15 water providers
- › 456 community members
- › 261,384 sq. ft. of lawn removed
- › 3,100,000 gallons of water saved*



SLOW THE FLOW

- › 32 water providers
- › 2,307 residential properties
- › 38 non-residential properties
- › 11,500,000 gallons of water saved*



WATERWISE YARD SEMINARS

- › 14 water providers
- › 2,359 community members
- › 24 waterwise webinars

*Estimated water savings in 2022.



Overview

Garden In A Box

As one of our most popular water conservation programs, Garden In A Box offers a simple approach to waterwise landscaping with DIY, professional garden kits.

Thanks to wonderful team members, partners, and volunteers, Garden In A Box experienced its best year to date in 2022. We distributed a record-breaking number of 9,405 gardens to community members including Lawn Replacement participants! We continued our contactless-curbside pickup model to safely execute 33 pickup events in communities throughout the Front Range, and over 5,500 participants took home beautiful, waterwise gardens. In addition to our standard program operations, we offered the income-qualified discount program in four communities with 97 participants.

Program Impact

CUMULATIVE IMPACT



By replacing just 100 square feet of lawn with a Garden In A Box kit, homeowners can expect to **save at least 7,000 gallons of water over the garden's lifetime.**



Through 2022, Garden In A Box has helped convert **over 3.8 million square feet (about 88 acres)** of landscape to low-water perennial gardens.



Approximately **49,000 waterwise Garden In A Box kits** have been sold to date.



The estimated cumulative lifetime savings of all gardens sold through 2022 is **278.8 million gallons of water (about 422 Olympic-sized swimming pools).**

2022 ALL CITIES IMPACT

Xeric Garden In A Box kits sold	7,244
Veggie Garden In A Box kits sold	608
Six Pack Garden In A Box kits sold	806
Total Garden In A Box kits sold	8,658
Unique participants	5,559
Percentage of first-time participants	73%
Partnering water providers	34
Estimated square feet of lawn converted to xeriscape	600,000
Estimated gallons of water saved (<i>over the gardens' lifetime</i>)	46,800,000



Participant Feedback

OVERALL PROGRAM SATISFACTION

The Garden In A Box Satisfaction Survey was sent to 5,747 program participants and 1,516 responded to the survey.

Overall experience with Garden In A Box	96% satisfied to very satisfied
Ordering experience	98% satisfied to very satisfied
Customer service experience	98% satisfied to very satisfied
Product materials provided (Plant & Care Guide, etc.)	97% satisfied to very satisfied
Plant quality (i.e., plant health, appearance, & resilience)	93% satisfied to very satisfied
Garden pickup experience	95% satisfied to very satisfied
Communication (i.e., plant substitutions & pickup updates)	98% satisfied to very satisfied

43%

said discount was
'important' or 'very
important' factor
in purchasing

73%

are more aware
of their outdoor
water usage

TOP 3 REASONS FOR PARTICIPATING IN GARDEN IN A BOX

26% Help conserve water

23% Offer natural habitat to wildlife and insects

21% Improve attractiveness of landscape

Participant Quotes & Projects

“Love that it makes being waterwise essentially brainless! You don't have to know anything about gardening to be successful with Garden In A Box. The guidance is excellent, the plant quality rivals local nurseries at half the price, and ordering and pickup are a breeze!”

- Town of Berthoud resident

TOP WAYS PARTICIPANTS HEARD ABOUT THE PROGRAM

22% Word of mouth

21% City/water provider bill insert

14% City/water provider email or newsletter

13% Resource Central email or other
Resource Central program



YEAR 3



YEAR 1

“Repeat customer for several years. This is a great service offering and has made it really easy for me to chip away at lawn in favor of more native and waterwise planting.”

- Denver Water customer



Overview

Lawn Replacement

In 2022, we combined our DIY Grass to Garden with our growing Lawn Removal Service into a one-stop lawn conversion shop!

The response to the new Lawn Replacement Program was amazing, with 456 residents choosing to replace existing turf with low-water landscaping. Whether our trained staff removed the turf or the participants did it themselves, together over 260,000 square feet of turf was removed, which translates to 55 basketball courts! Participants loved the option of choosing how to use their water provider benefit toward complimentary Garden In A Box kits and/or discounted lawn removal.

Program Impact

CUMULATIVE IMPACT*



As of 2022, residents have planted **1,549 waterwise gardens** as part of converting their lawns.



Since 2016, Resource Central has helped **1,117 residents replace thirsty grass** with beautiful, low-water gardens.



Through 2022, the Lawn Replacement Program has helped residents convert an estimated **555,000 square feet of lawn to waterwise landscapes**.



The estimated cumulative water savings since 2016 amounts to **42 million gallons of water saved (about 64 Olympic-sized swimming pools)**.

2022 ALL CITIES IMPACT

Total participants	456
Total square feet of lawn removed	261,384
Average square feet of lawn removed per participant	568
Waterwise Garden In A Box kits planted	749
Participating water providers	15
Estimated gallons of water saved annually per participant	7,000
Estimated gallons of water saved annually by lawn removal	3,100,000



**Cumulative Impact includes Grass to Garden, Lawn Removal Service and Lawn Replacement.*

Participant Feedback

OVERALL PROGRAM SATISFACTION

The Lawn Replacement Satisfaction Survey was sent to 456 program participants and 127 responded to the survey.

Overall experience with Lawn Replacement	98% satisfied to very satisfied
Garden In A Box plant quality (plant health, resilience, etc.)	98% satisfied to very satisfied
Quality of work performed	94% satisfied to very satisfied

TOP 3 REASONS FOR PARTICIPATING IN LAWN REPLACEMENT

- 54% Help conserve water
- 20% Offer natural habitat to wildlife and insects
- 10% Reduce lawn maintenance

98%

are 'likely' or 'very likely' to recommend this program to others

98%

said that it was 'important' or 'very important' that their water provider offers water-saving programs at a discounted rate

48%

said they would not have started a water-saving landscape project without help from Resource Central's Lawn Replacement

Participant Quotes & Projects

“Super thankful for this xeriscape program and free Garden In A Box kits! Also LOVE the plant by number chart we were given. I never know how to put plants together to make them look good. Getting approved for the free Garden In A Box kits was easy.”

- Town of Berthoud resident

TOP WAYS PARTICIPANTS HEARD ABOUT THE PROGRAM

26% City/water provider bill insert

21% Resource Central email or other Resource Central conservation program

17% City/water provider email or newsletter

13% Word of mouth



AFTER

“The lawn removal crew did a great job! The Garden In A Box selection, pickup, and plants were top notch as expected. Looking forward to another lawn removal project next year. Thanks!”

- City of Westminster resident





Overview

Slow the Flow

The Slow the Flow program educates community members and property managers on simple irrigation solutions to manage long-term water needs more efficiently and effectively.

Trained Slow the Flow associates traveled throughout the Front Range this summer educating homeowners and property managers on how to best utilize their irrigation systems in Colorado's increasingly arid environment. Slow the Flow had an incredibly successful year and completed more sprinkler evaluations than ever before. Additionally, our staff installed a total of 300 smart control clocks and rain sensors in four communities.

Program Impact

CUMULATIVE IMPACT



Since 2004, Slow the Flow has helped roughly **32,000 residents reduce their outdoor water usage** through sprinkler system improvements.



Annually, Slow the Flow has identified an average of over **20,000 sprinkler system inefficiencies** such as broken heads, tilted heads, and overspray.



Through 2022, Slow the Flow has evaluated **approximately 123 million square feet of residential landscape (about 2,563 football fields)**.



Water savings through 2022 total an estimated **181.2 million gallons (about 275 Olympic-sized swimming pools)**.

2022 ALL CITIES IMPACT

Residential sprinkler evaluations completed	2,307
Large/non-residential property sprinkler evaluations completed	38
Smart controllers and rain sensors installed	300
Partnering water providers	32
Estimated gallons of water saved annually	11,500,000



Participant Feedback

OVERALL PROGRAM SATISFACTION

The Slow the Flow Satisfaction Survey was sent to 2,198 program participants and 441 responded to the survey.

Overall experience with Slow the Flow	93% satisfied to very satisfied
Customer service experience	98% satisfied to very satisfied
Registration process	95% satisfied to very satisfied
Scheduling process	93% satisfied to very satisfied
Sprinkler evaluation experience	96% satisfied to very satisfied
Report provided, including customized watering schedule	95% satisfied to very satisfied
Communication (i.e., appointment updates)	95% satisfied to very satisfied

TOP 3 MOTIVATIONS FOR PARTICIPATING IN SLOW THE FLOW

- 37% Help conserve water
- 32% Wanted a system/efficiency check
- 14% Save money on water bill

TOP WAYS PARTICIPANTS HEARD ABOUT THE PROGRAM

- 33% City/water provider bill insert
- 28% City/water provider email or newsletter
- 9% Resource Central email or other Resource Central conservation program
- 7% Word of mouth

95%

are 'likely' or 'very likely' to recommend this program to others

97%

selected that this program is a 'good' or 'very good' use of water provider resources

82%

are more aware of their outdoor water usage

Program Statistics

In 2022, Slow the Flow associates found that the majority of participants had inefficient watering schedules. Since the clay soil found at most residences cannot absorb much water at one time, Resource Central recommends a minimum of three cycles to prevent water waste due to runoff. By implementing a cycle-and-soak schedule with three, short cycles per watering day, these participants decreased their water waste immediately without making any other improvements to their sprinklers.

Inefficient Watering Schedule	Total Residences	% of Residences
	1,945	84%

Furthermore, Slow the Flow associates identified nearly 28,000 sprinkler issues during the 2022 Slow the Flow season. Sprinkler system inefficiencies such as broken, clogged, or tilted sprinkler heads can lead to significant water waste over time.

Sprinkler Inefficiencies	Total	Average/Residence	% of Residences
	27,864	12	95%



“Slow the Flow is a very helpful service. I was able to have your irrigation professional do a full evaluation on my sprinkler system. He made excellent recommendations, and I believe we cut my water bill in half!”

- Town of Erie resident



Overview

Waterwise Yard Seminars

Taught by local experts, these interactive, online low-water landscaping classes are free and open to the public thanks to the sponsorship of our partners.

Coloradans continue to be eager to learn about creating their own waterwise landscapes! Seminar attendance increased to an all-time high of over 2,300. This year's lineup included four seminars with live Spanish translation. The most popular topics included *Waterwise Yards: Design and Plant Selection*, *Prepping for Spring Gardening with Compost and Irrigation Techniques*, and a new seminar this year offered in June to coincide with the fall Garden In A Box season, *Perennials and Fall Planting*.

Program Impact

CUMULATIVE IMPACT



Since 2004, Resource Central has hosted **320 seminars** throughout the Front Range and beyond.



Through 2022, the seminars have **reached over 14,037 participants** with an average attendance of **44** people per seminar.



Resource Central has worked with **24 partners** over the last 19 years.



Refer to **page 23** for the 2022 webinar schedule and topics.

2022 ALL CITIES IMPACT

Total waterwise webinars held	24
Partnering water providers	14
Total attendees	2,359
Average attendees per event	98
Percentage of first-time attendees	75%



Participant Feedback

OVERALL PROGRAM SATISFACTION

The Waterwise Yard Seminar Satisfaction Survey was sent to 2,359 program participants and 873 responded to the survey.

Overall webinar experience	91% satisfied to very satisfied
Content of the webinar	91% satisfied to very satisfied
Speaker's expertise and ability to explain topic	96% satisfied to very satisfied

TOP 3 ASPECTS OF WATERWISE YARDS THAT APPEAL TO PARTICIPANTS

- 42% Help conserve water
- 30% Offer natural habitat to wildlife and insects
- 13% Improve attractiveness of landscape

“The webinar was incredibly well organized, all of the information was useful and relevant, and the presenter was very knowledgeable. Overall, this was a FANTASTIC webinar, and I learned A LOT.”

- City of Boulder resident

94%

are 'likely' or 'very likely' to recommend this program to others

98%

said that it was 'important' or 'very important' that Colorado water utilities provide educational opportunities related to low-water landscaping

78%

feel more confident in their ability to complete a low-water landscaping project after attending

Webinar Schedule

Topic	Sponsor	Date
Design and Plant Selection	Arvada	March 15
Prepping for Spring Gardening with Compost and Irrigation Techniques	Boulder	March 16
Planting for Pollinators	Golden	March 21
Intro to Permaculture	Brighton	March 22
Water Smarter with Smart Irrigation!	Westminster	March 23
Conserving Water in the Garden with Rain Barrels - <i>bilingual</i>	Loveland WP	March 24
Carrots and Cabbage and Kale, Oh My!	Arvada	March 25
Perennials, Shrubs, and More!	Thornton	March 29
New to Colorado Landscaping - <i>bilingual</i>	Arvada, Longmont	March 30, April 21
Veggie Garden Care Throughout the Season	Westminster	March 31
Gardening in the Community for All Ages	Loveland WP	April 4
Branch Out with Colorado Trees	Little Thompson WD	April 5
Friend or Foe? The Insects that Make or Break Your Plants	Louisville	April 6
Knowing the Native Plants	SACWSD	April 7
The Future of Colorado's Water	Boulder	April 12
Use What You Grow: Fruits in the Landscape- <i>bilingual</i>	Longmont	April 13
Rain Gardens and their Benefits - <i>bilingual</i>	Boulder	April 14
Water Wisely with Alternative Grasses and Low-Water Landscaping Tips	Superior	April 19
Best Practices in Western Horticulture	Arvada	April 20
Earth Day: Feed the Pollinators, Feed the Earth	Lafayette	April 22
Perennials and Fall Planting	Manitou Springs	June 22



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