



Colorado Water Conservation Board  
c/o Sam Stein  
Water Conservation and Drought Specialist - Water Supply Planning  
1313 Sherman St., Room 721  
Denver, CO 80203

*(Submitted Electronically  
sam.stein@state.co.us)*

### **RE: The City of Greeley's 2022 Water Efficiency Plan**

Dear Mr. Sam Stein,

The City of Greeley, Colorado ("City" or "Greeley") appreciates the opportunity to provide you with Greeley's 2002 Water Efficiency Plan (WEP). This plan is submitted by the Water and Sewer Department located at 1011 11<sup>th</sup> Ave., 2<sup>nd</sup> Floor in Greeley, CO. The Water and Sewer Department can be reached Monday through Friday from 8 am to 5 pm at 970-350-9811 or fax at 970-350-9805.

I would like to thank the following staff members within Water Resources who assisted in drafting this WEP. The WEP was written 100% internally by:

- Dena Egenhoff- Water Conservation Manager
- Ruth Quade- Water Conservation Administrator
- Ben Schaffer- Water Conservation Specialist II
- Rita Jokerst- Water Conservation Specialist I
- Leah Hubbard- Water Resource Operations Manager
- Megan Kramer- Water Resources Administrator I

Supply sources for Greeley are currently 100% surface water from four basins: Cache la Poudre River, Colorado River, Big Thompson River, and Laramie River. Five-year water use by customer class is represented in the table below in gallons.

Customer Type	2017	2018	2019	2020	2021
Single- Family	2,566,699,000	2,652,877,000	2,457,121,000	2,914,183,000	2,870,282,000
Multi-Family	1,002,548,000	1,027,910,000	967,964,000	1,053,421,000	1,013,071,000
CII*	3,031,738,000	3,175,931,000	3,157,107,000	3,240,711,000	2,569,134,000
Outside Services	1,410,666,000	1,490,038,000	1,401,266,000	1,478,821,000	1,376,765,000
Non-Potable (raw)	498,317,000	556,248,000	458,515,000	584,865,000	1,045,209,000

	2017	2018	2019	2020	2021
Population Serving	135,826	143,073	147,208	149,512	151,546

*\*Commercial, Industrial and Institution Accounts*

On August 3, 2022 Greeley’s Water Efficiency Plan was posted to the Water Conservation homepage at <https://greeleygov.com/services/ws/conservation/about> for the 60-day public comment period ending on October 3, 2022. It included a button that linked to a form for people to provide input on the content of the plan. The form asked people to provide their suggestions to improve the Water Efficiency Plan, how they ranked the plan overall on a scale of 1 to 5, and if they had any further comments.

In total, the City received 13 written comments on the plan. Each comment was individually addressed and responded to by the Conservation Manager, Dena Egenhoff, and found in Appendix B. During this time period, the City also ran a social media campaign across multiple channels (Water & Sewer Facebook and Twitter, and City of Greeley Facebook and Instagram). Please see Appendix B summary of social media analytics to understand the detailed performance of the 12 total posts on these platforms. In summary:

- 7.54K impressions
- 141 reactions
- 7.09K reach
- 174 engagements
- 2.31% engagement rate

The conservation team also hosted two online open houses; one on August 18, 2022 from 12 to 1 PM and one on September 15, 2022 from 5 – 6 P. In total, 28 people registered two attend the meetings, and 7 people attended.

The meetings and the opportunity to provide feedback online were promoted in both the August and September Water & Sewer monthly newsletter which is sent to 2,750 people who have signed up to receive them. In total, the plan received 41 unique clicks across both newsletters (12 to the Conservation home page and 29 to the Zoom link to register for the open house).

A press release was sent on August 9, 2022 (<https://greeleygov.com/government/ceo/press-release/greeley-releases-draft-water-efficiency-plan-for-public-comment>) requesting public comments on the draft plan. This led to coverage by the Greeley Tribune, which interviewed Dena Egenhoff (Conservation Manager) and published an article “Greeley officials seek feedback on draft water efficiency plan” (<https://www.greeleytribune.com/2022/08/19/greeley-officials-seek-feedback-on-draft-water-efficiency-plan/>) on August 18, 2022. This article detailed the various approaches to water conservation outlined in the draft plan and encouraged readers to provide input during the public comment period.

The City of Greeley’s Boards and Commissions are a critical link to the community. Dena Egenhoff provided key information and presented at commission/advisory board meetings, connecting key City department stakeholders and board members to the plan. Information was provided to:

- Parks and Recreation Advisory Board – information sent to Board on August 16, 2022
- Planning Commission – presentation on August 23, 2022

Local businesses and organizations were also targeted for outreach, inviting them to attend the virtual open houses and provide comments on the draft plan, and included:

- Poudre Learning Center
- Immigrant and Refugee Center
- JBS
- Greeley-Evans School District 6
- Greeley Rotary Club
- Greeley Chamber of Commerce
- Greeley Area Realtors
- Northern CO Homebuilders Association
- Greeley Economic Development Association
- Downtown Development Authority
- Visit Greeley
- United Way

On October 19, 2022, the WEP will be presented the Water and Sewer Board for motion for approval and make recommendation for the City Council. During the November 15, 2022, City Council meeting, the WEP will be presented for approval through a city resolution.

For further inquiries, please reach out to our Water Conservation Manager, Dena Egenhoff, at 970-350-9846 or [dena.egenhoff@greeleygov.com](mailto:dena.egenhoff@greeleygov.com).

Sincerely,

A handwritten signature in blue ink, appearing to read "Sean P. Chambers".

Sean Chambers,  
Director of Water and Sewer

Encl. 2022 Water Efficiency Plan

Cc: Dena Egenhoff, Water Conservation