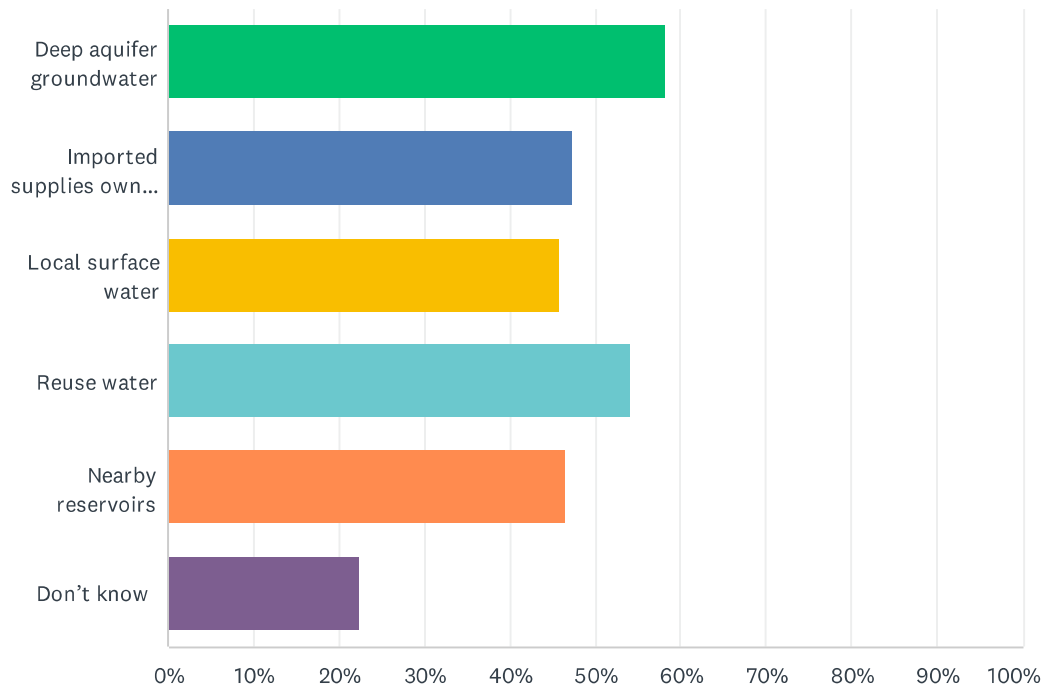


Q1 Where does your water come from? (Check all that apply)

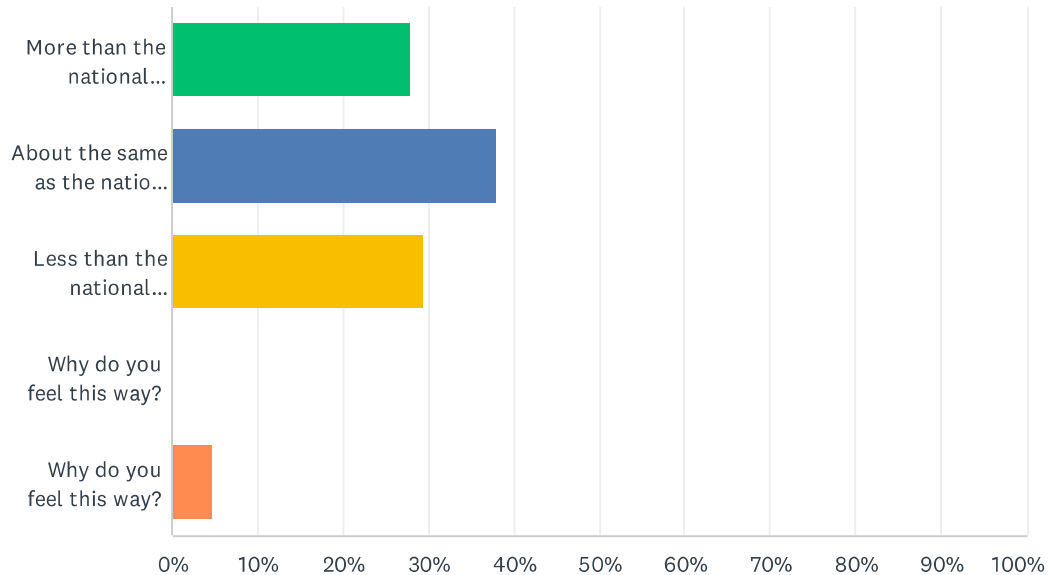
Answered: 129 Skipped: 2



ANSWER CHOICES	RESPONSES	
Deep aquifer groundwater	58.14%	75
Imported supplies owned by Town	47.29%	61
Local surface water	45.74%	59
Reuse water	54.26%	70
Nearby reservoirs	46.51%	60
Don't know	22.48%	29
Total Respondents: 129		

Q2 How do you think the Castle Rock average household (12,000 gallon/month) compares to the national average?

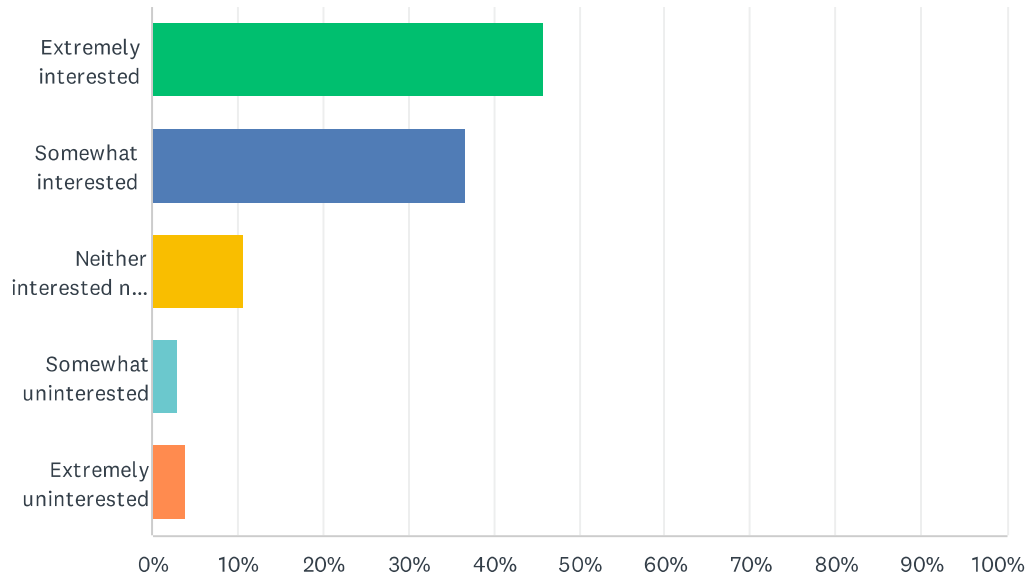
Answered: 129 Skipped: 2



ANSWER CHOICES	RESPONSES	
More than the national average	27.91%	36
About the same as the national average	37.98%	49
Less than the national average	29.46%	38
Why do you feel this way?	0.00%	0
Why do you feel this way?	4.65%	6
TOTAL		129

Q3 How interested are you in learning more about conservation and using water more efficiently?

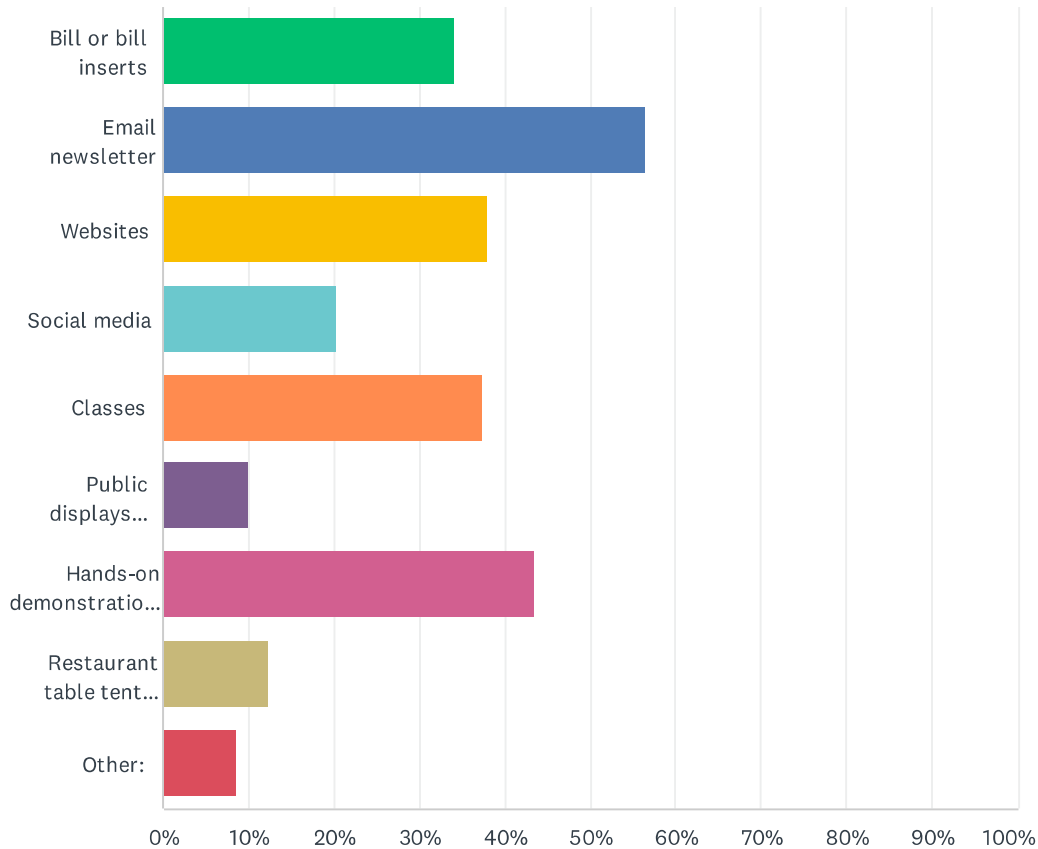
Answered: 131 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely interested	45.80%	60
Somewhat interested	36.64%	48
Neither interested nor uninterested	10.69%	14
Somewhat uninterested	3.05%	4
Extremely uninterested	3.82%	5
TOTAL		131

Q4 In what ways would you prefer to learn about conservation? (Check all that apply)

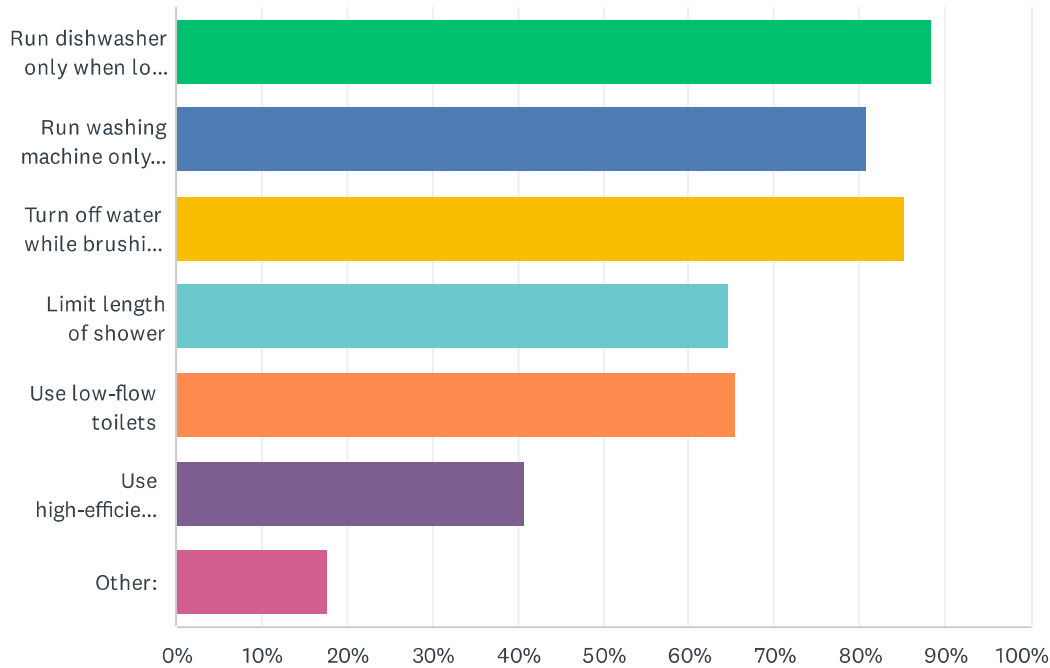
Answered: 129 Skipped: 2



ANSWER CHOICES	RESPONSES	
Bill or bill inserts	34.11%	44
Email newsletter	56.59%	73
Websites	37.98%	49
Social media	20.16%	26
Classes	37.21%	48
Public displays (billboards, ads)	10.08%	13
Hands-on demonstrations or demonstration gardens	43.41%	56
Restaurant table tent cards	12.40%	16
Other:	8.53%	11
Total Respondents: 129		

Q5 What indoor water conservation activities do you currently practice? (Check all that apply)

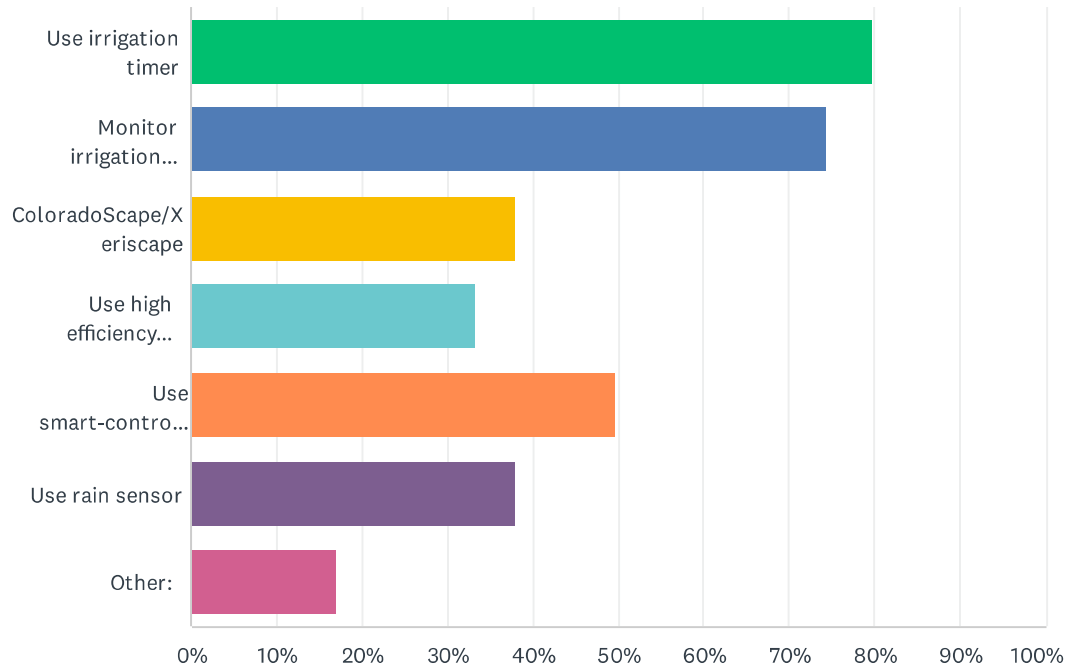
Answered: 130 Skipped: 1



ANSWER CHOICES	RESPONSES	
Run dishwasher only when load is full	88.46%	115
Run washing machine only when load is full	80.77%	105
Turn off water while brushing teeth	85.38%	111
Limit length of shower	64.62%	84
Use low-flow toilets	65.38%	85
Use high-efficiency faucets	40.77%	53
Other:	17.69%	23
Total Respondents: 130		

Q6 What outdoor water conservation activities do you currently practice? (Check all that apply)

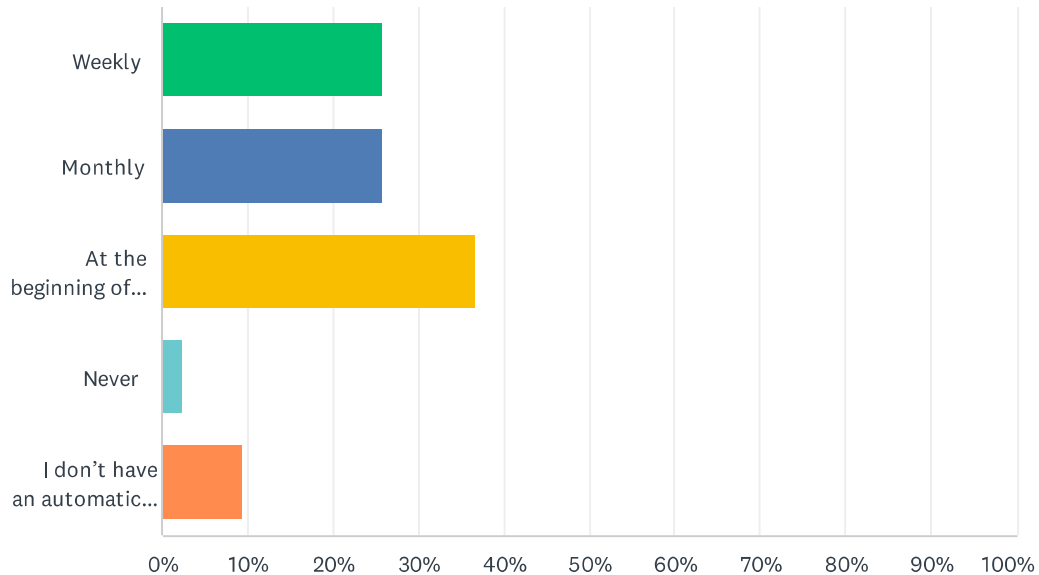
Answered: 129 Skipped: 2



ANSWER CHOICES	RESPONSES	
Use irrigation timer	79.84%	103
Monitor irrigation system for leaks and overspray	74.42%	96
ColoradoScape/Xeriscape	37.98%	49
Use high efficiency nozzles	33.33%	43
Use smart-controller	49.61%	64
Use rain sensor	37.98%	49
Other:	17.05%	22
Total Respondents: 129		

Q7 How often do you check your automatic sprinkler system for leaks and overspray?

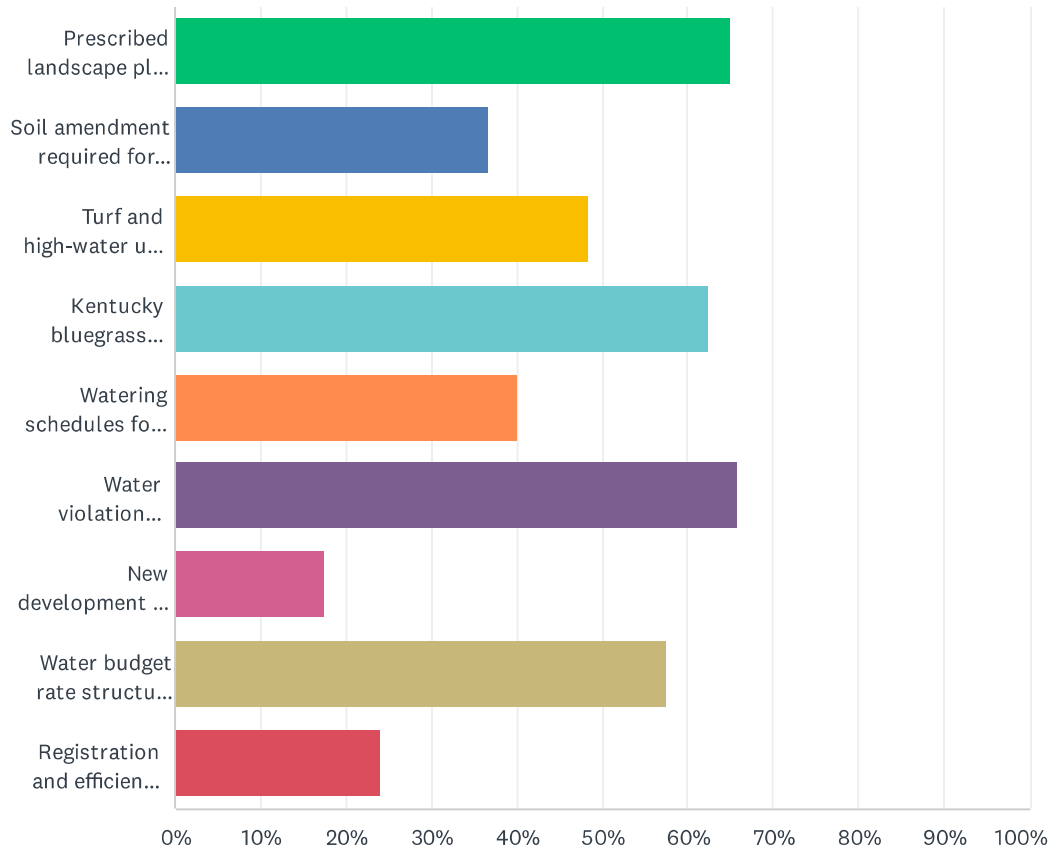
Answered: 128 Skipped: 3



ANSWER CHOICES	RESPONSES	
Weekly	25.78%	33
Monthly	25.78%	33
At the beginning of the season	36.72%	47
Never	2.34%	3
I don't have an automatic sprinkler system	9.38%	12
TOTAL		128

Q8 Which Town conservation requirements are you aware of? (Check all that apply)

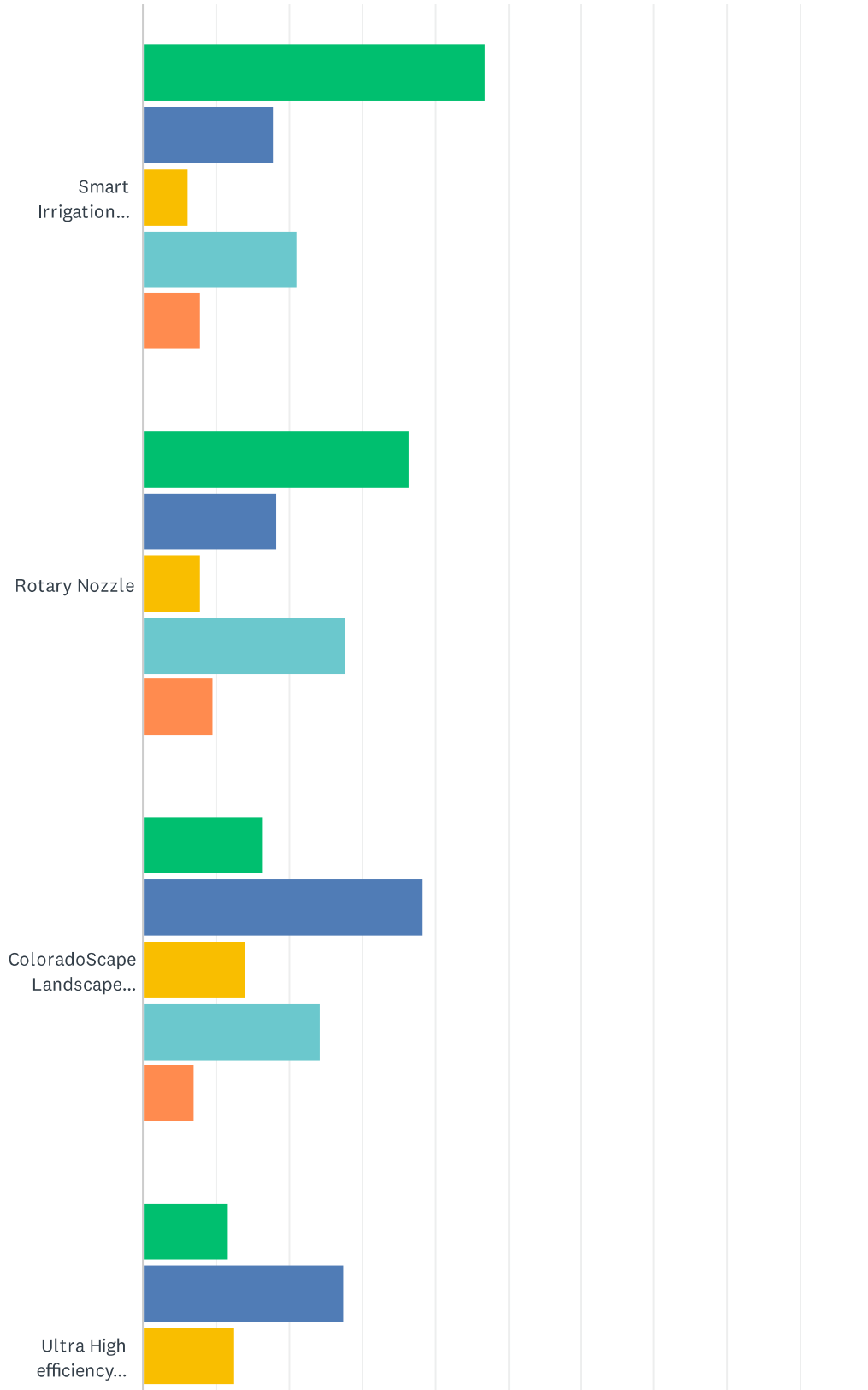
Answered: 120 Skipped: 11



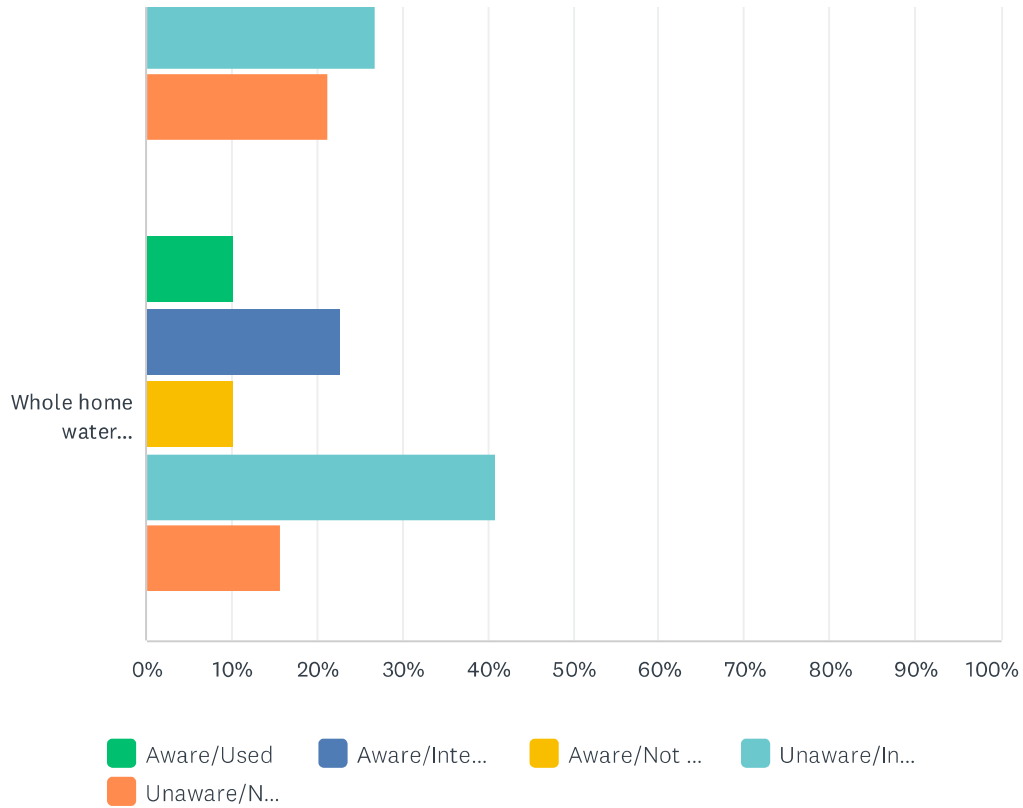
ANSWER CHOICES	RESPONSES	
Prescribed landscape plans and plants for new/renovated development	65.00%	78
Soil amendment required for any new development landscaping	36.67%	44
Turf and high-water use plant material not allowed on medians or round-a-bouts (since 2018)	48.33%	58
Kentucky bluegrass installation not allowed for new home construction (since 2018)	62.50%	75
Watering schedules for non-residential customers	40.00%	48
Water violation enforcement for water waste	65.83%	79
New development can apply for Neighborhood Water Efficiency Programs	17.50%	21
Water budget rate structure for all accounts	57.50%	69
Registration and efficiency education courses are required for any landscape professionals (working on commercial properties) operating in the Town	24.17%	29
Total Respondents: 120		

Q9 Please select the answer that reflects your position on each of the residential rebate programs.

Answered: 129 Skipped: 2



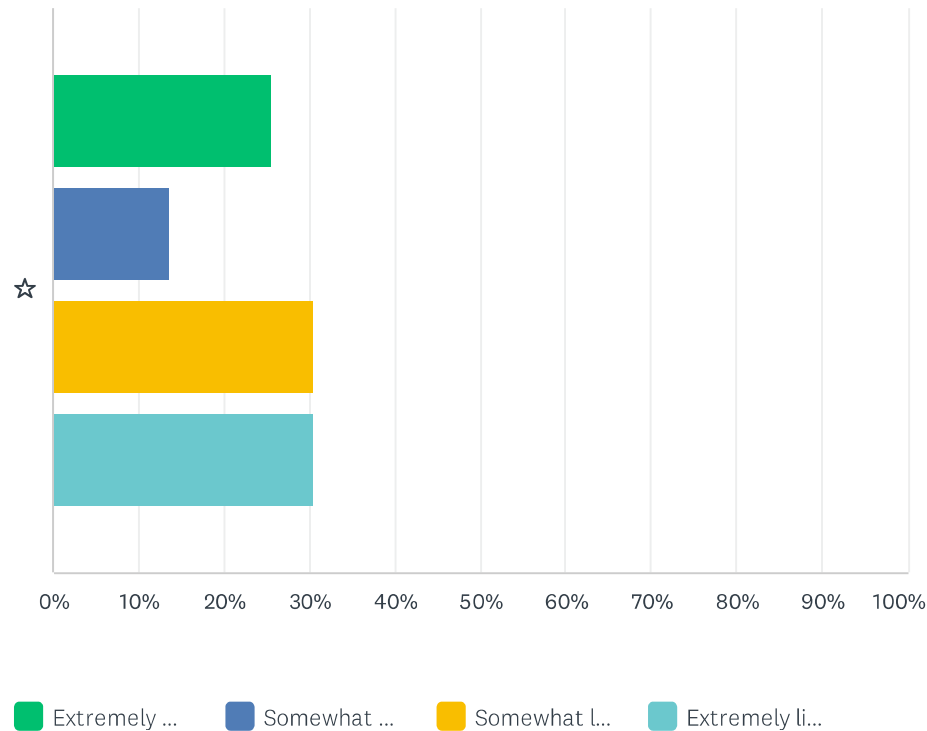
Water Efficiency Master Plan (WEMP) Survey



	AWARE/USED	AWARE/INTERESTED	AWARE/NOT INTERESTED	UNAWARE/INTERESTED	UNAWARE/NOT INTERESTED	TOTAL
Smart Irrigation Controller	46.88% 60	17.97% 23	6.25% 8	21.09% 27	7.81% 10	128
Rotary Nozzle	36.51% 46	18.25% 23	7.94% 10	27.78% 35	9.52% 12	126
ColoradoScape Landscape Renovation	16.41% 21	38.28% 49	14.06% 18	24.22% 31	7.03% 9	128
Ultra High efficiency toilet retrofit	11.81% 15	27.56% 35	12.60% 16	26.77% 34	21.26% 27	127
Whole home water monitoring system	10.24% 13	22.83% 29	10.24% 13	40.94% 52	15.75% 20	127

Q10 If the Town offered a one-on-one personalized sprinkler inspection (irrigation audit), knowing that the audit may save as much as 5,000 gallons of water over the course of the irrigation season for the average household, how likely are you to take advantage of the program for \$25?

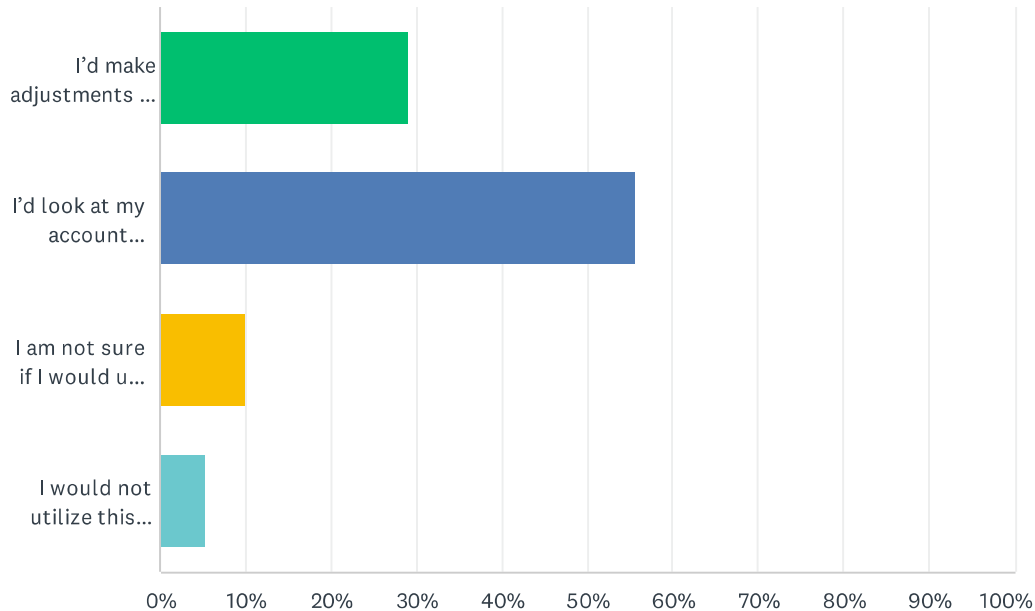
Answered: 125 Skipped: 6



	EXTREMELY UNLIKELY	SOMEWHAT UNLIKELY	SOMEWHAT LIKELY	EXTREMELY LIKELY	TOTAL	WEIGHTED AVERAGE
☆	25.60% 32	13.60% 17	30.40% 38	30.40% 38	125	2.66

Q11 If provided real-time water usage information on your account, accessed via an online website, how would you use this information?

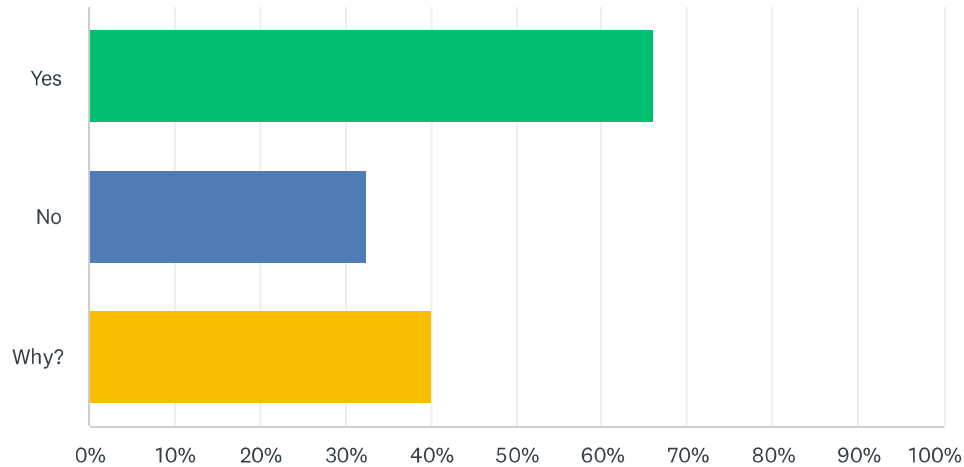
Answered: 131 Skipped: 0



ANSWER CHOICES	RESPONSES	
I'd make adjustments to my water usage on a daily or weekly basis.	29.01%	38
I'd look at my account information periodically to keep track of leaks or inconsistent usage.	55.73%	73
I am not sure if I would use this.	9.92%	13
I would not utilize this information.	5.34%	7
TOTAL		131

Q12 Would you support requiring all new building to be restricted from installing traditional turf grass in the front yard for residential homes?

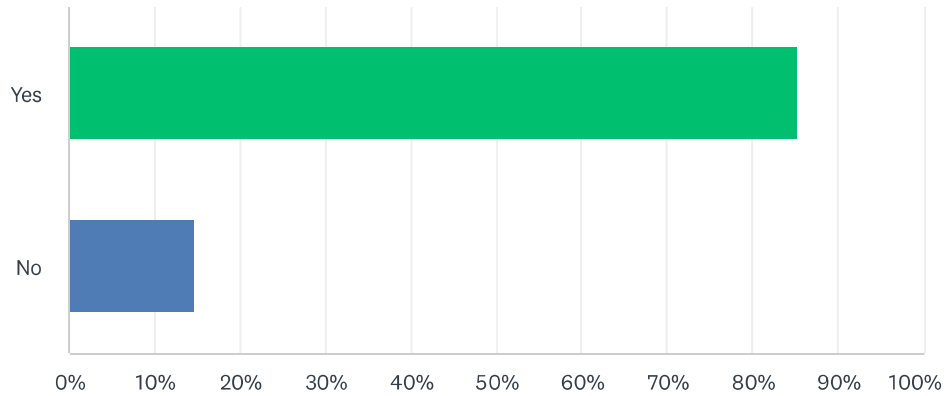
Answered: 130 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	66.15%	86
No	32.31%	42
Why?	40.00%	52
Total Respondents: 130		

Q13 Have you heard of the Water Wiser program?

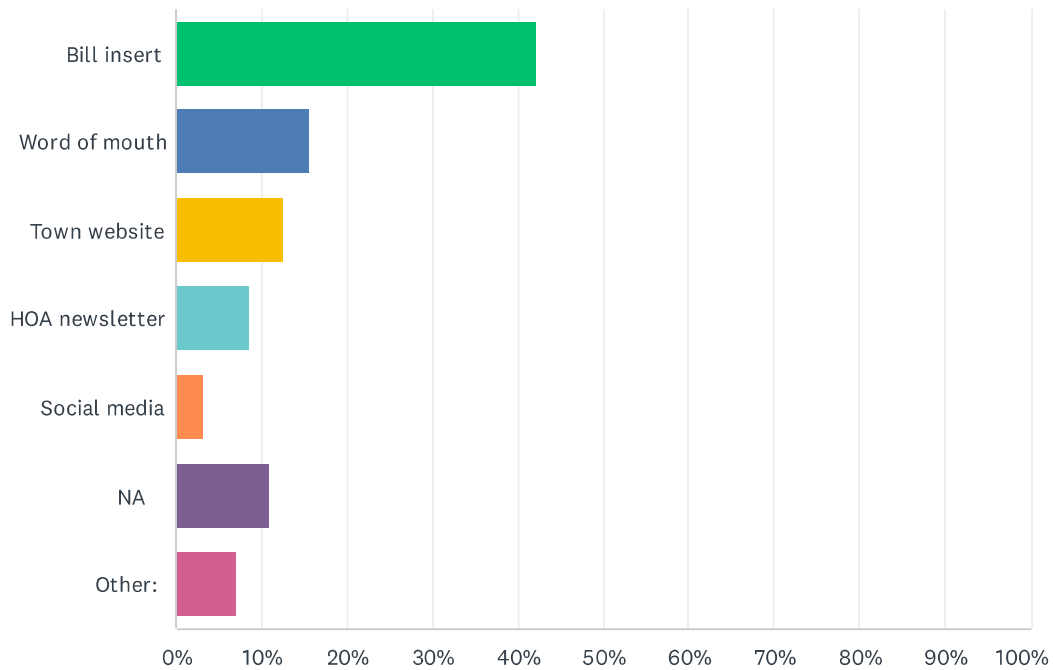
Answered: 130 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	85.38%	111
No	14.62%	19
TOTAL		130

Q14 How did you hear about the Water Wiser program?

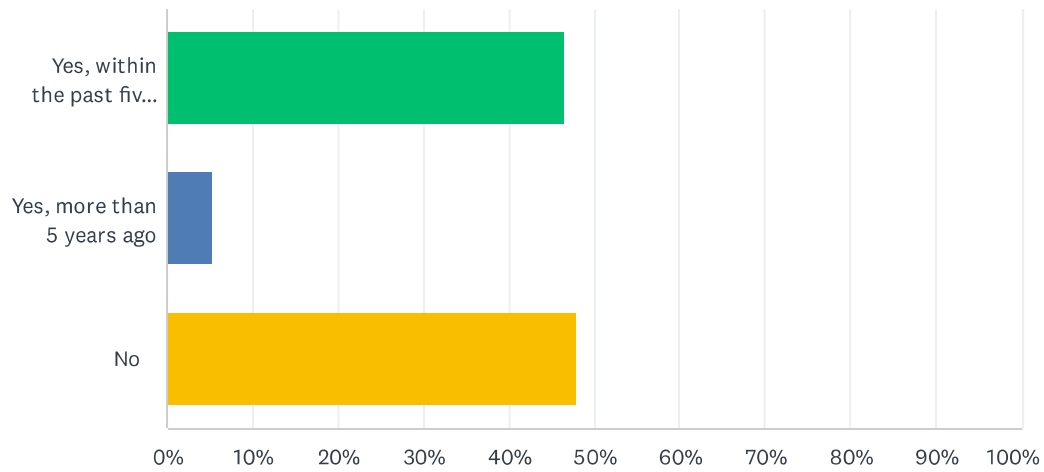
Answered: 128 Skipped: 3



ANSWER CHOICES	RESPONSES	
Bill insert	42.19%	54
Word of mouth	15.63%	20
Town website	12.50%	16
HOA newsletter	8.59%	11
Social media	3.13%	4
NA	10.94%	14
Other:	7.03%	9
TOTAL		128

Q15 Have you completed the Water Wiser program?

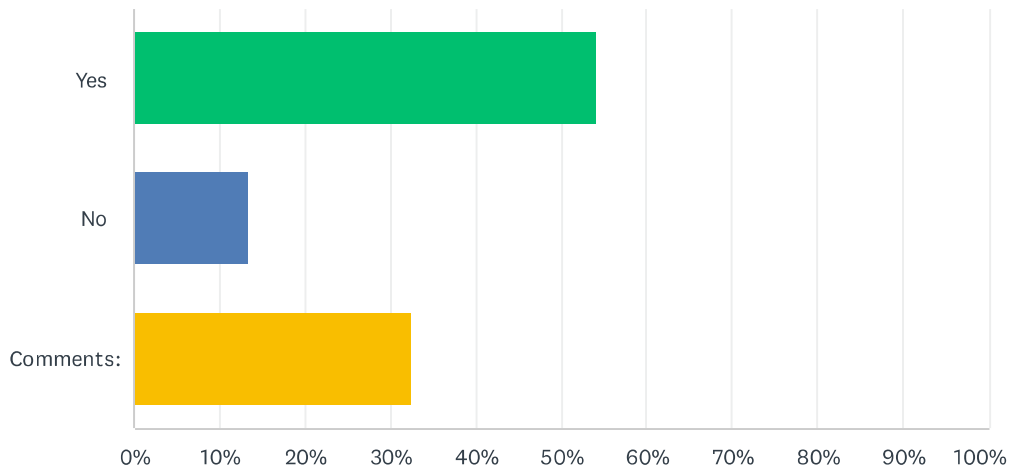
Answered: 129 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes, within the past five years	46.51%	60
Yes, more than 5 years ago	5.43%	7
No	48.06%	62
TOTAL		129

Q16 If so, did you find the Water Wiser program to be useful?

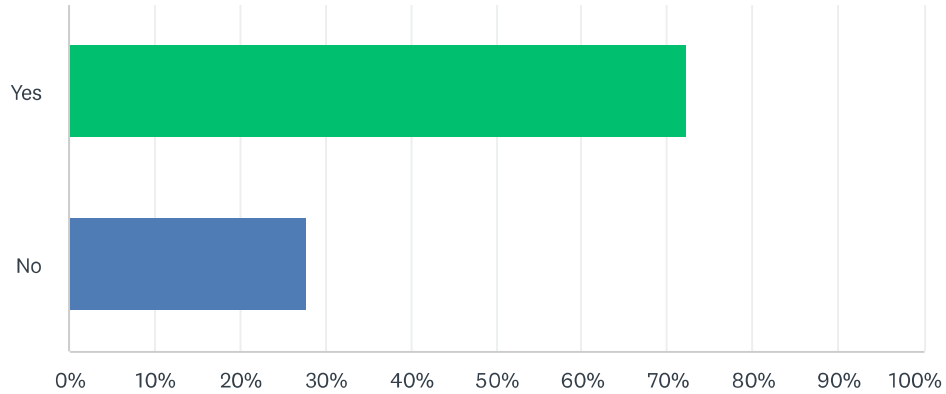
Answered: 111 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	54.05%	60
No	13.51%	15
Comments:	32.43%	36
TOTAL		111

Q17 Have you ever heard of the Town's water conservation website at www.CRConserve.com?

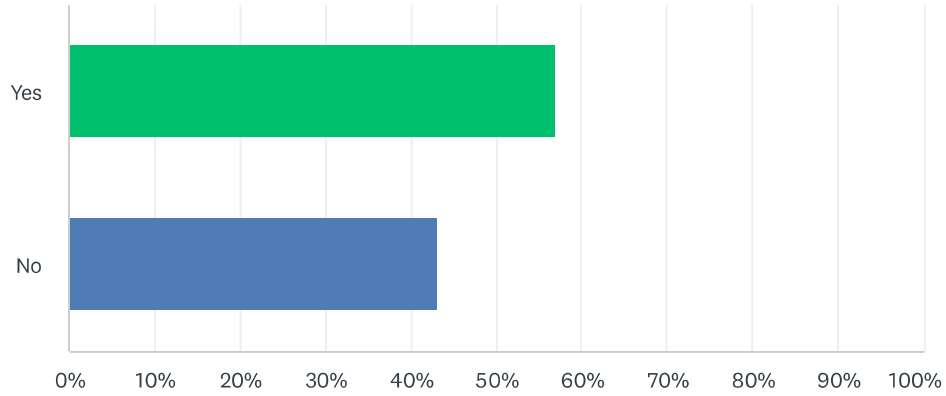
Answered: 130 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	72.31%	94
No	27.69%	36
TOTAL		130

Q18 Have you ever visited the Town's water conservation website, www.CRconserve.com?

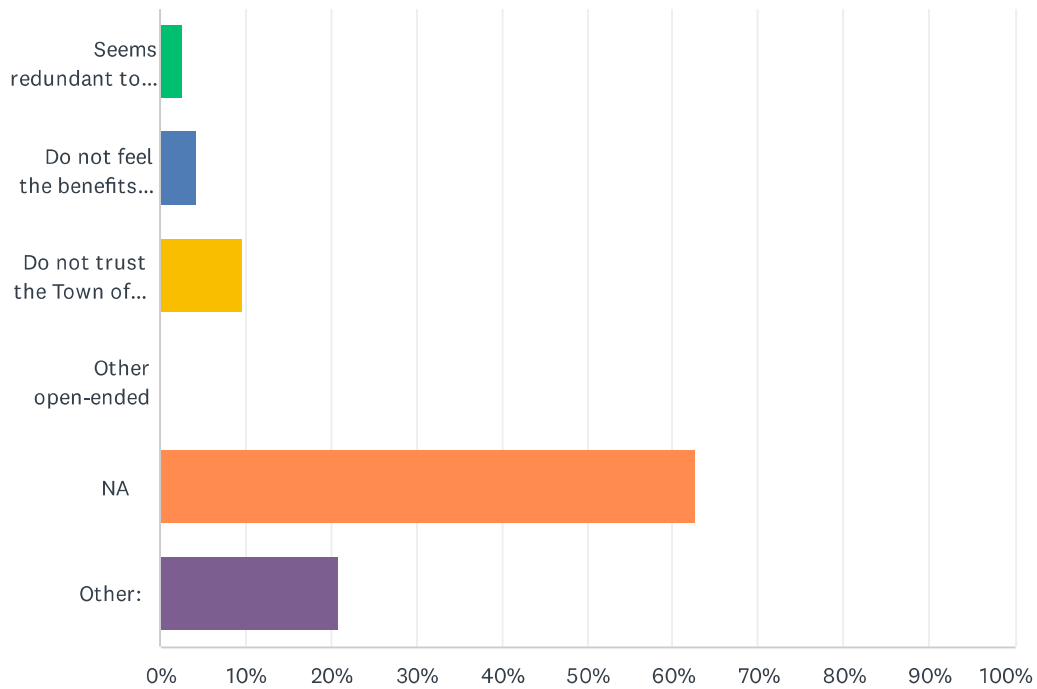
Answered: 130 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	56.92%	74
No	43.08%	56
TOTAL		130

Q19 If you have not visited, Why not?

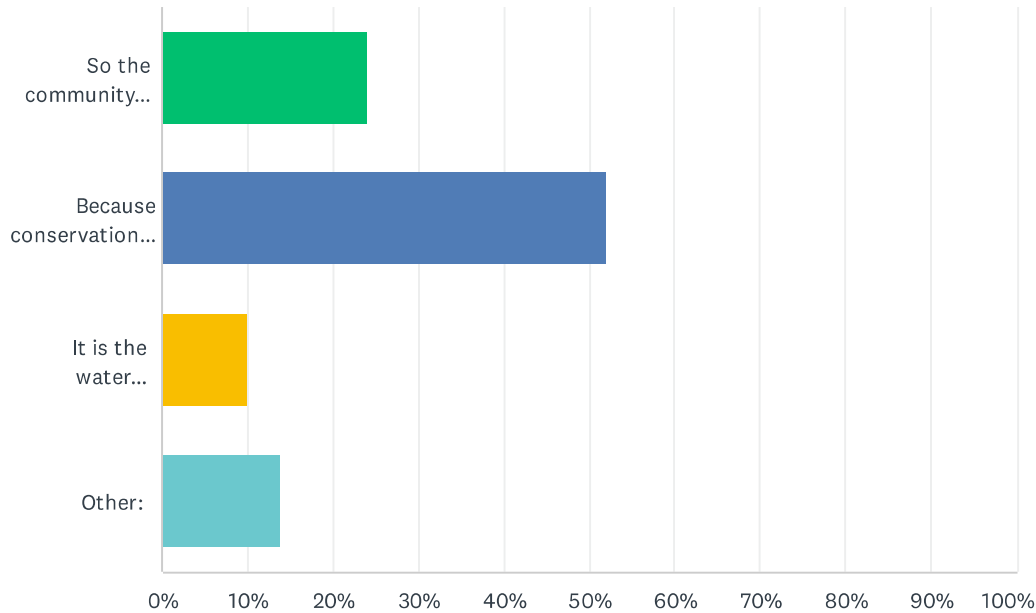
Answered: 115 Skipped: 16



ANSWER CHOICES	RESPONSES	
Seems redundant to other sites available.	2.61%	3
Do not feel the benefits would be worthwhile	4.35%	5
Do not trust the Town of Castle Rock for this information	9.57%	11
Other open-ended	0.00%	0
NA	62.61%	72
Other:	20.87%	24
TOTAL		115

Q20 Why do you feel that the Town focuses outreach, incentive programs and guidelines on conservation? (Check all that apply)

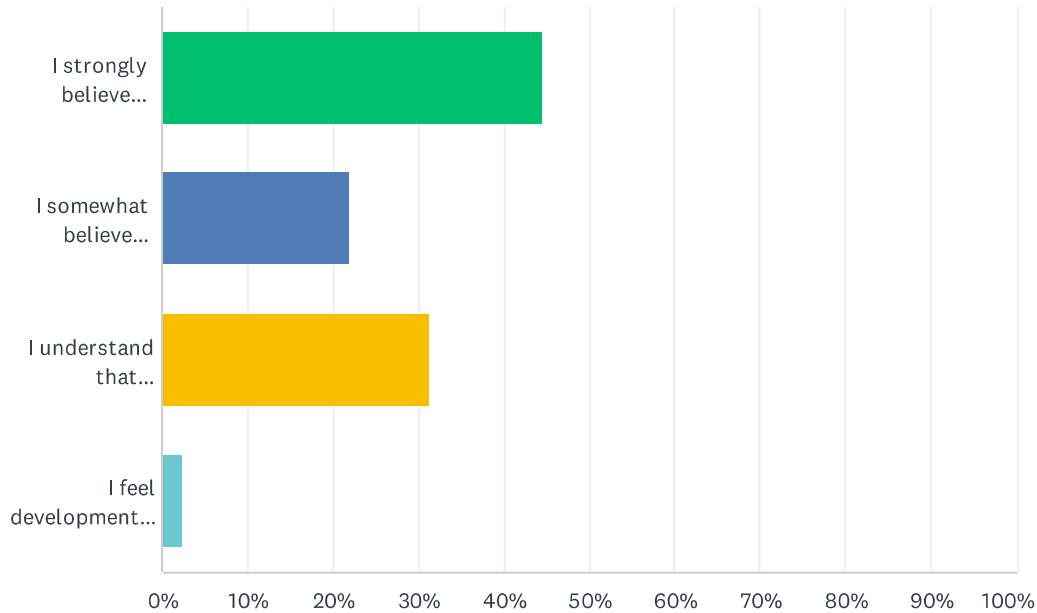
Answered: 129 Skipped: 2



ANSWER CHOICES	RESPONSES	
So the community doesn't run out of water	24.03%	31
Because conservation is an effective piece to ensuring long-term water supply	51.94%	67
It is the water customer's responsibility to help with conservation	10.08%	13
Other:	13.95%	18
TOTAL		129

Q21 How do you feel regarding growth and development? (Which one best fits your beliefs.)

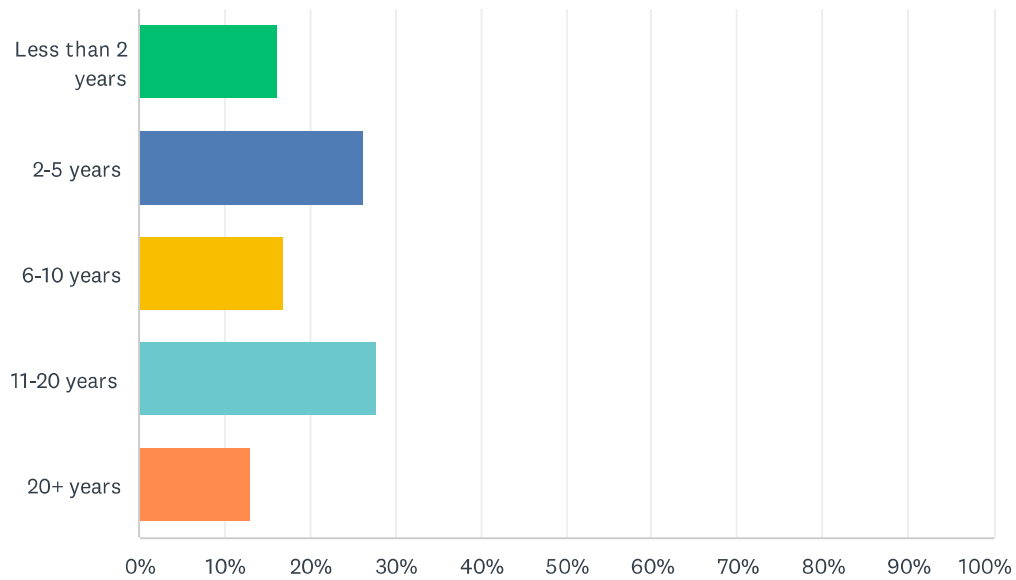
Answered: 128 Skipped: 3



ANSWER CHOICES	RESPONSES	
I strongly believe reducing or limiting growth will solve our water supply issues.	44.53%	57
I somewhat believe reducing or limiting growth will solve our water supply issues.	21.88%	28
I understand that development must bring in their own water supply in order to be approved and thus growth does not highly impact water supply.	31.25%	40
I feel development need only provide cash in lieu of water.	2.34%	3
TOTAL		128

Q22 How long have you lived in the Town of Castle Rock?

Answered: 130 Skipped: 1



ANSWER CHOICES	RESPONSES	
Less than 2 years	16.15%	21
2-5 years	26.15%	34
6-10 years	16.92%	22
11-20 years	27.69%	36
20+ years	13.08%	17
TOTAL		130

Q23 How many people live in your current household full-time?

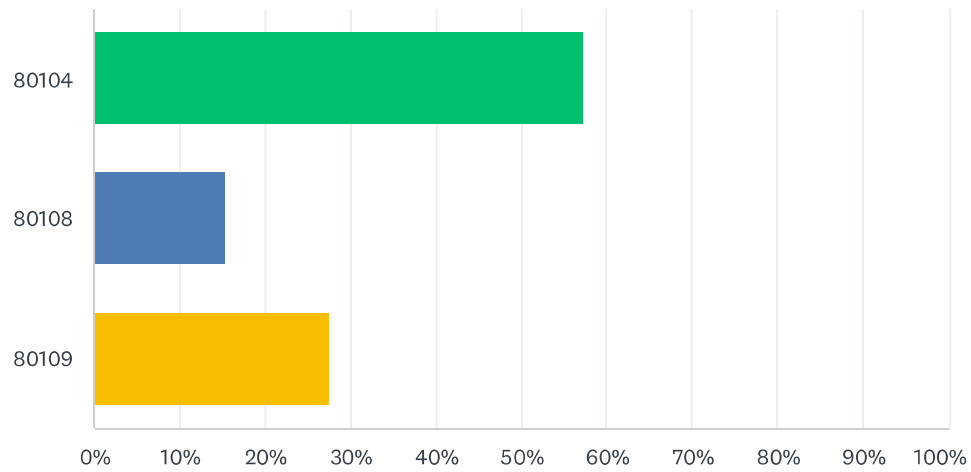
Answered: 130 Skipped: 1

Q24 What strategy would you recommend to implement for water conservation?

Answered: 115 Skipped: 16

Q25 In what zip code do you currently live?

Answered: 131 Skipped: 0



ANSWER CHOICES	RESPONSES	
80104	57.25%	75
80108	15.27%	20
80109	27.48%	36
TOTAL		131