



Commercial Water Efficiency Challenge

Point Guide

This Point Guide acts as a way to know what action items are eligible for earning points during the Challenge. The City of Aspen will keep track of all points for each business upon proof of task completion.

Category	Action	Description	Points
ENTER CHALLENGE	Fill out Sign-Up Form	Complete the sign-up form to the best of your ability and enter the challenge.	5
	Complete a Water Fixture Accounting Chart	Take inventory of all your indoor water using appliances and equipment on the City provided accounting sheet.	10
	Site Walk Through w/ City Staff	Schedule an efficiency assessment with a City staff. Current appliances and equipment will be assessed and updates recommended. This is required if you plan to apply for a rebate!	15
GENERAL POINTS	Create a Water Efficiency Goal/Pledge	Come up with a pledge or a goal for your business for water conservation and efficiency. City staff can assist in creating personalized goals for each business.	15
	Have Business Staff Acknowledge and Sign Water Efficiency Pledge/Goal	By having staff be aware of, read and sign the pledge, they will be more likely to participate in the water saving efforts in the business.	15
	Create and Implement a Routine Maintenance Schedule for All Water-Using Equipment	This will help build efficiency into the day to day of your business and assist in training seasonal employees to keep water efficiency efforts going even with staff turnover.	15
	Display Sticker Provided by the City to Show Participation in Challenge	After signing up to participate in the Challenge, you will receive a sticker to display in your window of the business so the community knows you are participating!	5
	Replace Existing Water-Using Appliance/ Equipment with High Efficiency Models	Eligible for 100% rebate up to \$7500 per account *See Welcome Packet on how to apply for your appliance upgrade and rebate. *	25
	Provide Proof of having Updated Water-Using Equipment with Higher Efficiency Models within the Last Two (2) Years	Buildings that were recently built or upgraded are most likely already meeting efficiency standards! Example: permit #, receipts, etc. (Note: This item is not eligible for a rebate-only points.)	25
	Provide Educational Materials to Customers about Water Efficiency	You can get creative with what materials and how you provide them to your customers! City staff can create and provide materials dependent on business needs and water saving goals.	5/quarter

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	Display Signage Promoting Efficient Water Use by Customers	Hotels: use fill stations, don't wash towels every time, shorter showers, etc. Restaurants: have customers ask for glass of water, blurb about water usage facts, promote equipment being used, etc. Other businesses: flyers, education, etc.	5/quarter
	Conduct a Leak Detection Assessment	See EPAs leak detection resources to check for leaks in your business. City staff can provide these materials if you are interested.	10
	Fix All Leaks Discovered in a Timely Manner	If leaks are discovered in the assessment, they should be fixed quickly to avoid any more unnecessary water waste.	10
	Bring City Employee in to Discuss Efficiency with Staff	City staff can come talk to business staff on why water conservation and efficiency is important and how to promote it to customers and staff.	15
	Create Alternative Ways of Saving Water Without Replacing Equipment	Water savings can be accomplished in other ways than replacing appliances. Example: ensure settings of washers are on the most water efficient settings.	10/initiative
	Have Your Water Meter Tested	An inaccurate water meter can cause problems in billing and knowing water use. By getting your meter tested, you can make sure you have accurate bills and use tracking.	20
	Complete the Water Footprint Calculator	City staff created a calculator that will help you see how much water you are potentially using based on the efficiency of your equipment. This will be helpful to see where upgrades can be made.	10
WATER RELATED HOLIDAYS	Participate in World Water Day	World Water Day is an annual United Nations observance day held on March 22, 2026 that highlights the importance of fresh water. The day is used to advocate for the sustainable management of freshwater resources.	10
	Participate in Fix a Leak Week	Leaks can waste nearly 1 trillion gallons of water annually nationwide. EPA's Fix a Leak Week, March 16 through 22, 2026 , enables you to fix leaks inside and outside your business to save water and money.	10
	Participate in Earth Day	Earth Day is an annual event on April 22 to demonstrate support for environmental protection.	10
	Participate in Drinking Water Week	This holiday is sponsored by the American Water Works Association to recognize the critical role drinking water plays in our daily lives. It is May 3-9, 2026 .	10

	Participate in National Rivers Month	All of June is a national celebration devoted to protecting and conserving our rivers. Rivers provide the City of Aspen with our drinking water.	10
	Participate in Imagine a Day Without Water	Imagine a Day Without Water, October 16, 2026 , invites us to see how crucial our need for water really is by visualizing life without it, just for one day. Very quickly, we learn how indispensable water is in our everyday lives, and how our health, environment, and economy depend on reliable access to clean water.	10
TRACK WATER USAGE ONLINE	Sign up for AIM (Aspen Intelligent Metering)	The City Utility has Smart meters that allow the user to see as small as hourly water-use data. This can be helpful in tracking and understanding your usage. By signing up you can access your water use data easily.	5
	Set Water Use Triggers/Alerts in AIM	Once signed up for AIM, you will be able to set up alerts for high water use or continuous flow based on your preferences. These alerts help you to detect leaks or decrease your use.	5
	Provide Monthly Consumption Charts	AIM provides consumption charts in the portal. If you provide them to the City, staff can discuss them with you if you have questions. This is to encourage businesses to be looking regularly at their consumption.	5/month
	Register and Sign up for Paperless Billing	Use the City's billing portal to register to promote environmental mindset through lower paper use.	5
	Sign up for Autopay	Sign up through the City's InvoiceCloud portal to simplify paying bills each month.	5
	Sign up for Building IQ	Curious about your energy usage? Work with the City's Climate team to get specific feedback about your building's efficiency!	5
MISC	Create Your Task	You may present an idea for water efficiency to the City as a way to earn more points. The City will decide the point value of the create your own task.	