

## Lindsay Rogers

### Policy Manager for Municipal Conservation



Lindsay Rogers is a policy manager for municipal conservation with Western Resource Advocates (WRA). She leads the organization in developing and implementing a key set of conservation strategies at the state and local level, to decrease the use of water in the municipal sector to bolster communities' water security and reduce pressure on Western rivers and streams.

As climate change and population growth further strain Western waterways, Rogers works closely with municipalities, water utilities, partners, and decision makers to improve water efficiency, boost local resilience, and protect rivers. By facilitating local and state-level policy development and providing direct project support, she helps communities and utilities pursue innovative and tailored water-saving strategies such as graywater ordinances, waterwise landscaping programs, and better integrated water and land-use planning. Her successes in Colorado and Utah create momentum across the Colorado River Basin and show what is possible when it comes to safeguarding rivers and conserving limited water supplies.

One of Rogers' primary accomplishments since joining WRA is helping to create Colorado's first state-wide program that provides residents, businesses, institutions, and homeowners associations with financial incentives to replace thirsty turfgrass with drought-tolerant landscaping. She played a significant part in drafting the legislation, testifying in the state Senate, and engaging with stakeholders to get the bill over the finish line. Since the legislation's enactment, there has been a groundswell of interest in developing and scaling turf replacement programs in Colorado and other Western states.

Prior to joining WRA in 2021, Rogers was the Colorado Basin program manager with WaterNow Alliance, where she focused on advancing sustainable water policies and programs in the West by working directly with municipal water decision makers. In this position, she opened the Colorado satellite office and built relationships across the state. A major win she secured during her time there was partnering with WRA to help craft a laundry-to-landscape ordinance and pilot program with the city of Golden in Colorado. The passage of the Golden ordinance is a model for the efficaciousness of providing direct assistance to communities in order to address their unique water challenges.

Rogers enjoyed the partnership with WRA while at WaterNow Alliance and was drawn to the organization's state-level policy and advocacy efforts, its thought leadership in the municipal conservation space, and its on-the-ground work to fight climate change. She thrives on building trust and making connections, and one of her favorite parts about her role with WRA is collaborating with smart, driven individuals to solve problems.

Rogers channels her passion for protecting rivers and conserving water outside of the office by serving on the Board of Colorado WaterWise and as chairperson of the city of Edgewater's Sustainability Board. She earned a certification from the Water Education Colorado Water Leaders Program and is a Qualified Water Efficient Landscaper.

Rogers has a Bachelor of Science in Environmental Studies and International Relations from Tufts University. While at Tufts, she participated in a wildlife conservation and political ecology program in Tanzania. The experience gave her valuable insight into the relationships between the tourism industry, communities, and the environment, and showed her the importance of pursuing solutions that are locally led.

Originally from the Bay Area, Rogers lives in Edgewater, Colo. with her husband and dog Chaco, who is the love of her life. She enjoys hiking, skiing, camping, and is an avid reader and podcast listener. She highly recommends *This American Life*, *You're Wrong About*, and *Invisibilia* from NPR.

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