



September 25, 2012

Water Efficiency Grant PDA 12000000070
Steamboat Springs, Colorado

50% Progress Report

The Grant is currently in the implementation phase. Phases 1 through 5 have been accomplished successfully. They include developing a tracking spreadsheet to include rebate type, water savings estimates and cost; developing a website page both for Mt. Werner Water and the City of Steamboat; developing and distributing items for marketing and advertising; coordinating and implementing rebates issued for Mt. Werner Water and the City of Steamboat Springs. We continue to advertise on the City Page in the local paper and will be doing more advertising in the next month in both the Steamboat Pilot and Today and Valley Voice publications.

The response to the rebate program has been slower than anticipated. To date, rebates have been issued for 24 Residential Toilets \$2,400.00, 4 Dishwashers \$300.00, 6 Clothes washers \$600.00, 3 private irrigation projects \$250.00 and 1 homeowners association irrigation project \$544.00 for a total of \$4,094.00. This figure represents around 10% of the total grant funds. The approximate monthly water conserved amounts to 127,000 gallons per month. Now that children are back in school, summer vacations are over and the Labor Day holiday has passed, the pace of applications received has increased. We have been working with one of the larger hotel complexes on replacing 160 old toilets. (Not at the \$100 per toilet rate but more on a percentage based reimbursement). Recently, we have received inquiries from the Steamboat Springs High School for replacement of several public toilets as well.

We have had a great support from the radio community promoting the rebate program. We also attended two local water conservation events. Also, Mt. Werner Water has promoted the rebate program through our customer billing process. The City of Steamboat has included information through their monthly billings as well.

We have received a positive response from the City's consumers who are delighted to take advantage of the rebate. Recognizing our serious drought this summer and the water restrictions imposed has brought a renewed awareness for the need of water conservation. Our water rebate program couldn't have come at a better time.

One of our biggest challenges remains getting the word out about the rebate. We have talked personally to local plumbers and appliance providers letting them know about the rebates. This effort provided some of the rebates that we have issued.

We do anticipate a larger demand for rebates as homeowners schedule remodels in anticipation of the coming winter months and short term rentals. Our advertising in the local paper should spur some additional interest as well.

Another obstacle leading to a lower than expected rebate interest has been the local economy. As with other areas in Colorado, discretionary expenditures are at a minimum for many of our consumers. However, a \$100 rebate will cover roughly half of the cost of a low end residential toilet that meets our criteria.

While the rebates issued are slow, we still believe that the rebate money will be used in its entirety. We may have to adjust the numbers in each category (for example residential toilets, dishwashers and clothes washers) and extend the length of the grant program. We should have a better feel for this adjustment by the 75% progress report.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Nancy", followed by a long horizontal flourish.

Nancy Wilson
Office Manager
Mt. Werner Water and Sanitation District