



**Grant Application to the Colorado Water Conservation Board
Water Efficiency Grant Program
February 24, 2016**

Applicant: High Country Conservation Center

Project Name: Summit Saves, Water Conservation and Efficiency Program for Summit County

Total Project Cost: \$53,095

Partner Match: \$21,150, 40%

CWCB Request: \$31,945

Contact: Jessie Burley, Community Programs Manager
970-668-5703; jessie@highcountryconservation.org
518 Main St, PO Box 4506, Frisco, CO 80443

Tax ID: 84-0740775

Project Summary:

The overall goal of HC3's Summit Saves water conservation program will be to directly reduce water consumption in our Blue River Basin. We will work towards this goal through a variety of methods and partnerships. Beginning in 2016, HC3 will identify easy and low-cost efforts to educate the public about water conservation measures. We will undertake marketing research to identify messages that resonate with our target audiences and design materials around those results. HC3 will also launch our Water Warriors education program in the spring which will reach 260 6th graders and address Colorado State Standard ESS_2. Students will learn about the human impact on water systems and how water systems play a role in local, regional, and global development. HC3 will develop and implement hands-on learning activities that identify problems and provide solutions to future water distribution and consumptive needs.

HC3 will also provide resources and toolkits through our website that help homeowners and businesses measure and reduce water use. Finally, HC3's existing home energy auditors and contractors will directly install water efficient fixtures in 50 homes/businesses and coach residents and business owners on water efficiency through our successful Energy Smart program (visit www.highcountryconservation.org for more information on this program).

Summit residents, students and visitors will learn of the importance of water conservation in promoting more efficient water use and a healthier, more resilient community. As our population grows, we place increasing demand on an already stressed Colorado River Basin. We share a responsibility with users downstream to conserve what we have and make well informed decisions for the future of our water

resources. **The impact of the Summit Saves program will be to ensure adequate future supplies of water for our rapidly growing community.**

Project Background and Need:

High Country Conservation Center (HC3) is a nonprofit 501(c)3 organization with a mission to promote practical solutions for waste reduction and resource conservation in our mountain community. HC3 provides programs for our community in the focus areas of water conservation and efficiency, waste reduction, energy efficiency, sustainable food production, and sustainable business programs.

HC3 has positively impacted our community for 39 years by teaching residents and visitors how to care for our natural resources; encouraging environmental stewardship at home and in the work place; leveraging partnerships across sectors, and making energy efficiency a priority in homes and buildings.

During recent years, HC3 has received requests from citizens, Summit County water experts, and elected officials about the need for a basin-wide water conservation program. In 2015, HC3 met with local stakeholders, including water managers, and was encouraged to create a water conservation program in our community.

Summit County's Blue River watershed is a headwater area of the Colorado River Basin, with a permanent population of nearly 30,000 people. In the winter alone, skier visits top 1 million. While both visitors and residents value our pristine natural environment, we are putting a tremendous strain on our water resources.

On average, each Coloradan uses 170 gallons of water per day, including indoor and outdoor residential use. For Summit residents, that's 1.75 billion gallons of water per year. Because of Summit County's arid high alpine environment, we must find ways for visitors, residents and businesses to use less water. By 2050, it is estimated that Colorado will have a shortage of 500,000 acre feet. Currently, that amount of water can serve 1 million households. A shortage of that magnitude will dramatically impact our recreation industry, and growing population demands will suffer from the water shortages of the future.

High Country Conservation Center is the only environmental organization in Summit County addressing water conservation programming for the public. Through Summit Saves, HC3 will actively engage the public in a water conservation dialogue about our future and reduce water consumption in our community.

Project Goals:

The Summit Saves water conservation program will directly reduce water consumption by 19 percent in our Blue River Basin through public outreach, education and direct installs of water efficient fixtures.

Secondary goals include:

- Support vibrant and sustainable communities including recreation and tourism.
- Instill conservation habits and values through a community water ethic and promote a strong environment including watersheds, rivers and streams, and wildlife.
- Increase public awareness of the need to conserve water and public demand to address water as a policy priority.

- Encourage the integration of water planning in long-term strategic planning for sustainability including efficient and effective water infrastructure and land use planning

HC3 estimates that through the Summit Saves program, Summit County can reduce total residential indoor and outdoor water use by 19 percent. That's an estimated 25 acre feet or enough water to service about 50-70 households depending on appliances and fixtures. These estimates are based on information provided by the Colorado State University Extension office and Energy.gov in combination with the Summit Saves direct install goals of Tasks 4 and 6. The estimates were prepared by Blue River Water Commissioner, Troy Wineland. For more information on Mr. Wineland arrived at these numbers, see Appendix C.

Target Audience:

The Summit Saves target audience includes permanent Summit County residents, homeowners, and local business owners. Our direct mail campaign will reach 10,000 households. Additional marketing efforts will target businesses in HC3's existing Sustainable Business Program (95 businesses across four municipalities). Our Water Warriors program will reach 260 6th graders in the Summit School District. Finally, our secondary audience will be visitors to the area, reached via Property Management Companies and Homeowners Associations that oversee rental properties.

Scope of Work:

The scope of the Summit Saves program includes collecting baseline data on water use from local utilities; conducting market research to better identify target audiences and messages; developing marketing materials for direct mail campaign; integrating water efficiency upgrades and coaching into existing Energy Smart program; maintaining a Water Conservation hotline and providing DIY toolkits via our website; and delivering the Water Warriors lesson to the 6th grade in the spring. Below, each task is described in detail.

Task 1: Collect baseline data from utilities.

In order for HC3 to evaluate the success of this outreach and education campaign, we first need to acquire baseline utility data from municipal water providers on water use in each community. The goal is to get data from at least four municipal water providers (Silverthorne, Dillon, Breckenridge and Frisco). If possible, HC3 will also get data for unincorporated Summit County and small private water providers. The outreach to water providers will also allow HC3 to provide information to staff about the Summit Saves program. While our initial water research has allowed us to form relationships at the management level, utility staff may have daily interaction with water users and therefore are an important component to our outreach efforts.

HC3 will complete Task 1 by April 15, 2016. HC3 will commit 30 hours at a rate of \$40/hour and the municipal water providers will provide 8 hours of in-kind staff time at a rate of \$75/hour. The total amount billed to CWCB for Task 1 is \$0 (matching funds from Town of Breckenridge provided for this task).

Task 2: Conduct market research and clarify public messaging.

HC3 requested a proposal for marketing research and received a response from Alpine Insights, LLC, a company based in Summit County. The proposal includes conducting 500 intercept surveys in March at a variety of Summit County locations. Questions will ask individuals to identify whether they are residents, 2nd homeowners, or visitors which will give us information on various target audiences. At the conclusion of the data phase, Alpine Insights will provide a detailed report of the findings and include historical data for background where available. Insights and recommendations will be provided in conjunction with the survey results. HC3 will proceed to Task 3 with the messages and strategies identified through completion of Task 2. (See Appendix A for Alpine Insight's proposal)

HC3 will complete Task 2 by April 15, 2016. HC3 will commit 30 hours at a rate of \$40/hour. The total amount billed to CWCB for Task 2 is \$2,700.

Task 3: Design marketing material and implement direct mail campaign.

Based on the results of Task 2, HC3 will work with a graphic designer to create a direct mail piece that will be mailed to 10,000 targeted households in the spring, at the beginning of the outdoor watering season. The goal of the direct mail campaign will be to educate water users about the importance of water conservation and efficiency. The postcard will also provide resources for residents to evaluate their water use. In addition, this postcard will introduce and educate homeowners about the Energy Smart program. Energy Smart is an existing program within the High Country Conservation Center that works with residents and businesses to reduce energy consumption.

HC3 will complete Task 3 by June 1, 2016. HC3 will commit 45 hours at a rate of \$40/hour. The municipal water providers will commit 8 hours of in-kind staff time for review of material at a rate of \$75/hour. The total amount billed to CWCB for Task 3 is \$4,250.

Task 4: Integrate water efficiency into existing Energy Smart program.

Under the new Summit Saves program, Energy Smart staff will integrate water saving measures into their home energy audits and reporting. Breaching the energy-water nexus is a national initiative because water is used in all forms of energy production. Likewise, energy is used to distribute water throughout the human water system. Water and energy are interdependent and therefore should be addressed simultaneously. The existing Energy Smart program is a great platform to begin talking to residents about water conservation. Currently in Summit County, Energy Smart has two HC3 staff and four home improvement contractors. HC3 provides energy efficiency training to many local builders and contractors each year. We plan to add a water conservation workshop aimed at our contractor network. In some instances (i.e. income qualified homes), HC3 staff will perform direct installs for energy efficiency, including items like programmable thermostats and LED bulbs. Under Task 4, we will begin to incorporate water fixture direct installs in these homes. The outcomes of Task 4 will be 1) complete 50 water fixture direct installs and 2) one contractor training on water efficiency in the spring and 3) one water workshop for the public.

HC3 plans to complete 4.1 by December 31, 2016; 4.2 by June 1, 2016 and 4.3 by October 1, 2016. HC3 will commit 150 hours for energy audits and direct fixture installs at a rate of \$40/hour. In addition, 72 hours will be committed for the contractor and public workshops. The total amount billed to CWCB for Task 4 is \$12,280.

Task 5: Compile and maintain toolkits and resources for the community.

HC3 maintains a comprehensive website full of resources specific to our programs in waste reduction/recycling, sustainable food, and energy efficiency. Under this task, we will build out our website with information from experienced utilities and organizations that provide water conservation and efficiency education for the public. This will include information on indoor and outdoor water use, water efficient appliances, landscaping, the energy-water nexus, and Xeriscaping. Organizations include but are not limited to Denver Water, EPA WaterSense, The Alliance for Water Efficiency, and CWCB. HC3 also operates a recycling hotline to provide information to the public. We will expand our hotline to provide education on ways to reduce water consumption at home, keep waterways free of pollution, and other water related topics. Finally, HC3 staff writes a weekly column in our local paper, *The Summit Daily*. The *Ask Eartha Steward* column addresses conservation and environmental topics and takes questions from residents. HC3 will utilize *Ask Eartha* as a platform to deliver various public service messages. We plan to write three *Eartha* columns on water topics by the end of the year.

HC3 will complete Task 5 by April 15, 2016 and will regularly update our website and resource materials. HC3 will commit 122 staff hours for the maintenance of the website, hotline, and Eartha column at a rate of \$40/hour. The total amount billed to CWCB for Task 5 is \$4,880.

Task 6: Design Water Warriors lesson plan and deliver to 260 6th graders.

Working with three 6th grade teachers, HC3 staff will develop a water lesson plan that meets Colorado State Standard ESS_2. Through the Water Warriors program, students will 1) gather and analyze data from a variety of resources and investigate local water circulation and distribution patterns, 2) identify problems, and propose solutions related to water circulation and distribution, and 3) describe where water goes after it is used in houses and buildings.

Environmental education fosters a connection to community through civic responsibility. Students who participate in the Water Warriors program will be able to think critically about how their daily choices impact the world around them and will understand the implications of human action on our environment. Water Warriors will make water management and conservation planning tangible for students through hands-on tools and on-site problem solving.

There are 257 students in the 6th grade in the spring semester of 2016.

HC3 plans to complete Task 6 by March 31, 2016. HC3 will commit 82 hours at a rate of \$40/hour and an additional 40 hours of in-kind staff time from partners at a rate of \$75/hour for the completion of this task. The total amount billed to CWCB for Task 6 is \$2,835.

Task 7: Analyze the impact of outreach efforts on water use.

This task will focus on revisiting the four municipal water providers for end-of-year water data and compiling the information for analysis. Evaluation of the data includes looking at total gallons billed by quarter and water produced each month for the year and comparing it to the baseline data from the beginning of the project. Specifically, this will help us to understand if we met our program goal of directly reducing water consumption in our Blue River Basin through public outreach and education. This task includes monthly Water Committee meetings hosted by HC3 and attended by municipal water providers and other stakeholders. We will conduct an end-of-year survey of community members to

gauge the effectiveness of our marketing efforts to the public. HC3 will compile a final report that will be submitted to project partners and municipal water providers. The report will not only contain information on water use and changes over time, but also details on the Energy Smart water integration. Energy Smart measurable outcomes include:

- Number and type of low flow fixtures installed
- Water saving potential in the home after upgrades and fixes
- Number of leaks detected and fixed

HC3 anticipates providing CWCB with a 50% progress report by July 31, 2016, a 75% progress report by October 1, 2016 and a final report by December 31, 2016. HC3 will commit 125 hours to the completion of this task at a rate of \$40/hour, including the monthly water committee meetings. Town staff, Water Commissioner, and County Commissioner in-kind hours will be 75 at a rate of \$75/hour. The total amount billed to CWCB for Task 7 is \$5,000.

Summit Saves Program Budget Expenses

	HC3 Hours	HC3 Rate	Consultant	Material Cost	Town Staff In-Kind	In-Kind Rate	Task Total	CWCB Request	Cash Match	In-Kind Match	Partner/Notes
Task 1: Baseline Data											
HC3 Staff	30	\$40					\$1,200				
Town Staff					8	\$75	\$600				
Total for Task 1:							\$1,800	\$0	\$1,200	\$600	In-kind hours by municipal water providers Cash from the Town of Breckenridge
Task 2: Market Research											
Survey Creation			\$500				\$500				
Programming			\$500				\$500				
Data Collection Staff			\$1,000				\$1,000				
Data /Analysis/Report Creation			\$1,300				\$1,300				
Presentation			\$200				\$200				
HC3 Staff Management	30	\$40					\$1,200				
Total for Task 2:							\$4,700	\$2,700	\$2,000	\$0	Cash from The Summit Foundation
Task 3: Direct Mail											
Design			\$750				\$750				
Printing qt 10,000				\$1,200			\$1,200				
Postage				\$3,500			\$3,500				
HC3 Staff Management	45	\$40					\$1,800				
Town Staff review of material					8	\$75	\$600				
Total for Task 3:							\$7,850	\$4,250	\$3,000	\$600	In-kind hours from municipal water providers Cash from The Summit Foundation
Task 4: Energy Smart											
50 Direct Install Kits				\$35			\$1,750				
HC3 Staff Time	150	\$40	\$1,250				\$7,250.00				
Contractor Training	36	\$40		\$50			\$1,490.00				25 homes at \$50/home to energy contractors
Public Workshop	36	\$40		\$50			\$1,490				
Workshop Speaker			\$300				\$300				Flat rate by our workshop presenter
Total for Task 4:							\$12,280	\$12,280		\$0	
Task 5: Public Resources											
Website	30	\$40					\$1,200				
Hotline	80	\$40					\$3,200				
Eartha	12	\$40					\$480				
Total for Task 5:							\$4,880	\$4,880		\$0	
Task 6: Water Warriors											
Lesson Development	50	\$40					\$2,000				
Lesson Delivery HC3	32	\$40					\$1,280				
Lesson Delivery Town Staff					40	\$75	\$3,000				
260 Direct Install Kits				\$18.00			\$4,680				
Total for Task 6:							\$10,960	\$2,835	\$5,125	\$3,000	Cash Vail Epic Promise and Slifer, Smith and Frampton
Task 7: Data Analysis/Reporting											
HC3 Staff	125	\$40					\$5,000				
Town Staff, Water Commissioner					75	\$75	\$5,625				
(Includes monthly Water Committee meetings and stakeholder updates)											
Total for Task 7							\$10,625	\$5,000		\$5,625	
Project Summary											
	HC3 Staff						Total Cost	CWCB Request	Cash Match	In-Kind Match	% of Matching Funds/In-Kind to Total Project
	656						\$53,095	\$31,945	\$11,325	\$9,825	40%

Project Timeline:

Task	Timeline for Task Completion	Reporting
1. Gather Baseline Data Town of Frisco Town of Breckenridge Town of Silverthorne Town of Dillon	April 15, 2016	50% Report
2. Market Research 500 Surveys and reporting	April 15, 2016	50% Report
3. Direct Mail Message creation Design 10,000 mail pieces	June 1, 2016	75% Report
4. Energy Smart 4.1 50 Direct Installs 4.2 Contractor Training 4.3 Public Workshop	4.1 December 31, 2016 4.2 June 1, 2016 4.3 October 1, 2016	Final Report 75% Report Final Report
5. Public Resources Website Toolkits <i>Ask Eartha</i> Hotline	April 15, 2016 & Ongoing	50% Report
6. Water Warriors Lesson Plan Lesson Delivery	March 31, 2016	50% Report
7. Data Analysis/Reporting Water Committee meetings Post-survey	December 31, 2016	Final Report

Project Staff and Partners:

Letters of support for the Summit Saves program are included in Appendix B.

Jessie Burley, Community Programs Manager, HC3

Project developer, lead and manager. Ensures program deliverables, timeline and budget. Instructor for Water Warriors.

Jenny Hammock, Community Programs Coordinator, HC3

Assists in the implementation of the program, the design of marketing materials, and data gathering.

Marty James-Johnson and Cody Jensen, Energy Team, HC3

Implements and manages the Energy Smart portion of the program. Completes direct installs, contractor training, and homeowner coaching.

Troy Wineland, State Water Commissioner, CO Department of Natural Resources

Water Committee Chair and HC3 Board Member. Provides background on state water use, history, regulations, and other vital information.

Town of Silverthorne

Provides input, data, and monitoring of water use in the Town of Silverthorne. A representative sits on the Water Committee and will help teach Water Warriors.

Town of Breckenridge

Provides input, data, and monitoring of water use in the Town of Breckenridge. TOB has the most progressive conservation programs already in place in the county and is used as a model for Summit Saves. A representative will help teach Water Warriors.

Town of Frisco Public Works

Provides input, data, and monitoring of water use in the Town of Frisco. A representative sits on the Water Committee. A representative will help teach Water Warriors.

Summit County Board of County Commissioners and County Health and Environment Department

Supporting role to ensure actions taken meet county goals, regulations, and are consistent with other programs (i.e wildfire mitigation and landscape requirements).

Doug Westenskow, Alpine Insights

Agent performing the market research to identify perceptions on water conservation and barriers to implementation.

HC3 Home Energy Auditors

Existing Energy Smart contractors assist HC3 in energy audits. Under Summit Saves, they will assist in direct installs for an estimated 25 homes.

Final Reporting:

HC3 will provide CWCB with three reports throughout the course of this project. A 50% project report will be due halfway through the project, a 75% project report and a final report. All the dates are dependent on funding approval and project launch.

Appendix A

ALPINE INSIGHTS PROPOSAL FOR SERVICES

ALPINE INSIGHTS
— LLC —

OVERVIEW

Alpine Insights is pleased to submit this proposal for research services to support High Country Conservation in achieving its goals of determining perceptions of water conservation as well as the barriers involved in implementing programs around this concept. As a longtime resident of Summit County, I am both vested in the success of the community as well as committed to providing unbiased insights of our local community members and guests visiting the community.

Objectives:

- Gain insights into how water conservation is perceived.
- Discover ways to implement various water conservation programs and determine who might support these programs.
- Help determine the barriers that would prevent the usage of water conservation programs.

Methodology/Deliverables:

To gain insights from locals and guests visiting Summit County, the following methodologies will be utilized.

- Alpine Insights will conduct a short intercept survey (approximately 15 to 20 questions) at various locations throughout Summit County (including ski areas and retail/dining locations) from March 1st through March 31st.
- The suggested quota for the time frame is 500 surveys, though that number could fluctuate depending on various external factors including weather and available guests.
- At the conclusion of the data collection phase a detailed report consisting of the survey's findings as well as available historical data (where applicable) will be provided in PowerPoint within 30 days.
- Insights and recommendations will be provided in conjunction with the survey results.

Statistical Analysis:

All data will be analyzed using Excel and IBM SPSS statistical software. Descriptive statistics (means, frequencies, percentages) as well as inferential statistical tests such as correlations, regressions and ANOVA (when applicable), will be used to present the findings as needed.

TIMELINE

Key project dates are outlined below. Dates are best-guess estimates and are subject to change depending on project finalization and a contract is executed.

Event	Process	February				March					April			
		1 - 7	8 - 14	9 - 21	22 - 28	1 - 7	8 - 14	9 - 21	22 - 28	29 - 4	5 - 10	11 - 17	18 - 24	25 - 1
HCC Water Conservation Survey	Intercept Survey													
	Creation/Staffing/Programming													
	High Country Conservation													
	March 1st - April 30th													
	Data Collection													
	Survey Data:													
	Cleaning Analysis Report Creation Presentation of Results													

PRICING

The following table details the pricing for delivery of the services outlined in this proposal.

Services – HCC Research Study	
Survey Creation	\$500.00
Programming	\$500.00
Data Collection Staff	\$1,000.00
Data Cleaning/Analysis/Report Creation	\$1,300.00
Presentation	\$200.00
Project Total	\$3,500.00

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

QUALIFICATIONS

My experience spans nearly 15 years in the research field managing a variety of qualitative/quantitative projects including on-line surveys, mail-in surveys, in-person guest intercepts, and focus groups.

My past experience includes:

- Research Project Manager for the Northwest Colorado Council of Governments where I managed community surveys for the Town of Silverthorne, Hot Sulphur Springs, and the Town of Eagle as well as a survey for TV 8 on usage/programming and a compensation/benefits gap analysis of local government employees within the region.
- Manager of On-Mountain Guest Insights for Vail Resorts where I managed all on-mountain research projects for its 8 major resorts including guest satisfaction, demographics, retail/rental satisfaction, terrain park satisfaction, food & beverage satisfaction. Other areas of focus included festival/event surveys, on-line lodging usage/awareness/satisfaction studies and transportation studies to name a few.

Some specific examples of projects and their outcomes (an additional client list can be provided upon request):

- Town of Breckenridge Transportation Study – This study included an in-person intercept of guests using the transportation system in Breckenridge specific to the “Free Ride” buses and the Breckenridge Resort Mountain buses. It also included an on-line survey which was distributed to visitors who had recently visited the Breckenridge area to help gain awareness of the transportation options in Breckenridge. The key findings of the study led to a number of changes with the transportation system including; a rebranding of all Breckenridge Resort Mountain buses to be consistent with the “Free Ride” buses, an increase of scheduled routes and stops throughout Breckenridge during peak times, and improved amenities on the bus and at the transportation center.
- Town of Dillon Summer Concert Series Study – An in-person intercept survey was conducted at various concerts at the Dillon Amphitheatre this past summer (2015). This research has led to improved marketing efforts of the town to increase visitation by overnight guests which will lead to increased revenues for the town.

CONCLUSION

I look forward to working with High Country Conservation and supporting your efforts of determining perceptions of water conservation as well as the barriers involved in implementing programs around this concept.

If you have questions on this proposal, feel free to contact me at your convenience by email at dougw@alpineinsights.com or by phone at 970-333-5950.

Thank you for your considerations!

Doug Westenskow
Owner/Senior Analyst
Alpine Insights, LLC

Appendix B – Letters of Support from Project Partners



TOWN of FRISCO

P.O. Box 4100 • Frisco, Colorado 80443

January 20, 2016

Ben Wade
1313 Sherman Street, Room 718
Denver, CO 80203

RE: High Country Conservation's (HC3) Summit Saves Water Education and Outreach Program

Dear Mr. Wade:

I am pleased to offer our support for High Country Conservation's (HC3) Summit Saves water education and outreach program to directly reduce water consumption in our Blue River Basin.

Summit residents, students and visitors will become aware of the importance of water conservation leading to more efficient water use and a healthier, more resilient community. The impact of the Summit Saves program will be to ensure adequate future supplies of water for our rapidly growing community.

HC3 will work towards this goal through a variety of methods and partnerships, including with the Town of Frisco. Beginning in 2016, HC3 will undertake marketing research to identify messages that resonate with target audiences and design materials around those results. They will work with town utilities to come up with a course of action for outreach to municipal water users.

HC3 will also launch the Water Warriors education program in the spring which will reach 260 6th graders that attend school in Frisco. The program will provide hands-on learning activities that identify problems and provide solutions to future water distribution and consumptive needs.

Finally, HC3's Energy Smart program is a great platform for breaching the energy-water nexus. The Town of Frisco financially supports the Energy Smart program and encourages upgrades to water efficient fixtures on residential homes and commercial businesses.

The Town of Frisco supports HC3 in their efforts with the Summit Saves water education and outreach program, which brings education around water reduction to the Blue River Basin.

Sincerely,

A handwritten signature in black ink that reads "Bill Efting". The signature is stylized with a long, sweeping horizontal line extending to the right.

Bill Efting
Town Manager
Town of Frisco



January 21, 2016

Mr. Ben Wade
1313 Sherman Street, Room 718
Denver, CO 80203

Re: High Country Conservation Center Grant Application
Summit Saves Water Education and Outreach Program

Dear Sir,

I am pleased to offer support for the High Country Conservation Center's Summit Saves Water education and outreach program to educate all Summit County water users about the importance of water to our communities, and the significant impacts each person can have by conserving this precious resource.

This important education effort to increase awareness of the importance of water to our lives and livelihoods, and therefore the importance of water conservation, is especially timely given the new Colorado Water Plan. In fact, this program will directly address one of the key components of the CWP: (to) "Develop a Statewide Conservation Ethic".

This effort will include diverse partnerships including the Town of Silverthorne where we are particularly interested in focusing on consumptive use reduction and educating residents and visitors alike about the water-energy nexus – saving water saves energy too!

Another exciting piece of this effort is the "Water Warriors" program for all of the Summit County 6th graders. This will "provide hands-on learning activities that identify problems and provide solutions to future water distribution and consumptive needs."

The Town of Silverthorne promotes water conservation in many ways. We look forward to working with HC3 on the Summit Saves water education and outreach program to take this important message directly to the people that control the faucets!

Sincerely,

A blue ink signature of Zach Margolis, written in a cursive style.

Zach Margolis
Utility Manager
Town of Silverthorne



January 21, 2016

Ben Wade
1313 Sherman Street, Room 718
Denver, CO 80203

Subject: High Country Conservation's (HC3) Summit Saves Water Education and Outreach Program

Dear Mr. Wade,

I am writing to express my support for HC3's Summit Saves water education and outreach program. Water conservation is a priority for the Town of Breckenridge and the goal of Summit Saves is to directly reduce water consumption in the Blue River basin. The Town of Breckenridge Water division employs a small staff and unfortunately, we do not have the extra time for education and outreach. This is where the Summit Saves program is going to be extremely beneficial.

HC3 will identify effective messages that will resonate with target audiences. They will also launch a Water Warriors program for 6th graders to learn about the human impact on water systems. This will include hands on activities to facilitate their learning enjoyment. Additionally, HC3 will provide resources and toolkits to help homeowners measure and reduce their water use.

I was thrilled to learn about this upcoming program because it will fill a gap in the education and outreach realm of water conservation.

Sincerely,

A handwritten signature in black ink, appearing to read "Laura Lynch".

Laura Lynch
Town of Breckenridge
Water Division Manager



BOARD OF COUNTY COMMISSIONERS

970.453.3402 ph | 970.453.3535 f
www.SummitCountyCO.gov

208 East Lincoln Ave. | PO Box 68
Breckenridge, CO 80424

January 26, 2016

Mr. Ben Wade
Water Conservation Coordinator, CWCB
1313 Sherman St. Rm 718
Denver, CO 80203

Dear Mr. Wade,

The Summit County Board of County Commissioners wishes to express its strong support for High Country Conservation Center's (HC3) Summit Saves water conservation and efficiency program. This education and outreach program aims to reduce water consumption in our Blue River Basin and to cultivate a stronger water conservation ethic in our community.

For decades, HC3 has been a key partner of Summit County government in the arenas of waste reduction, pollution prevention, water quality protection, recycling and energy efficiency. Adding water conservation to these efforts would fill a notable gap in our community's sustainability initiatives. HC3's existing Energy Smart Colorado program is a perfect framework for encouraging installation of water-efficient fixtures and adoption of water-saving habits. Identifying the best messages and outreach tools will be an important first step for our community of residents, second homeowners and visitors.

HC3 is a trusted local nonprofit organization with a long history and excellent record of success. Its staff and board have strong relationships with Summit School District, which will serve as a solid foundation from which to launch the Water Warriors water education program.

We encourage you to support the Summit Saves program in Summit County. This is an important local step toward Colorado's Water Plan goal of developing a statewide water conservation ethic.

Sincerely,

Dan Gibbs
Summit County Commissioner

Karn Stiegelmeier
Summit County Commissioner

Thomas Davidson
Summit County Commissioner



Appendix C

Summit Saves Program

Water Savings Estimates

Prepared by Troy Wineland, Blue River Water Commissioner

Assumptions

- Average family of four, 0.5 AF/year total water consumption
- 50% outdoor, 50% indoor
- Existing fixtures are pre-1992 shower heads (5+ gpm),

Therefore, indoor water use for the average family of four = 81,463 gal/yr

- Shower = 8,961 gal/yr
- Bath and Kitchen Faucet = 6,517 gal/yr
- Toilet = 9,776 gal/yr
- Leaks = 4,073 gal/yr

Summit Saves Task 4 and 6 goals seek to reach 300 households with direct installs of water efficient fixtures including 2gpm showerheads, faucet aerators, and toilet displacement bags.

Direct install of 2gpm showerheads

- ~60% reduction (~5,377 gal/yr reduction)

Direct install of bathroom (1 gpm) and kitchen (1.5 gpm) faucet aerators

- ~50% reduction (~3,259 gal/yr reduction)

Direct install of toilet displacement bag (assume 3.5 gal/flush)

- ~17% reduction (~1,662 gal/yr reduction)

Correction of leak detection

- Assume 50% reduction (~2,037 gal/yr reduction)



15% (12,335 gal/yr) **hard** reduction of indoor water use.

Behavior change from education and outreach

Assume modest 5-10% (4,073 - 8,146 gal/yr) further reduction of indoor water use through educational materials and improved choices.

Assume modest 10% (8,146 gal/yr) reduction in outdoor water use through educational materials

Total Summit Saves Water Conservation

19% reduction (24,454 – 28,627 gal) of total, annual household water use

Distributed amongst ~300 households in Summit County

- $(300) * (27,000) / 325851 = \mathbf{24.8 \text{ AF/year}}$
- Additional 50-70 households depending on fixtures.

Data Sources

Energy.gov <http://energy.gov/energysaver/reduce-hot-water-use-energy-savings>

CSU Extension <http://extension.colostate.edu/topic-areas/family-home-consumer/water-conservation-in-and-around-the-home-9-952/>



IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 1000571086
Aug. 13, 2014 LTR 4168C 0
84-0740775 000000 00
Input Op: 0752251710 00030959
BODC: NOBOD

HIGH COUNTRY CONSERVATION CENTER
PO BOX 4506
FRISCO CO 80443



040376

Employer Identification Number: 84-0740775
Person to Contact: CUSTOMER SERVICE
Toll Free Telephone Number: 1-877-829-5500

Dear HIGH COUNTRY CONSERVATION CENT:

This is in response to your Aug. 04, 2014, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in APRIL, 1978.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

1000571086

Aug. 13, 2014 LTR 4168C 0

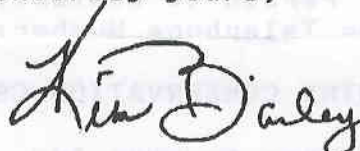
84-0740775 000000 00

Input Op: 0752251710 00030960

HIGH COUNTRY CONSERVATION CENTER
PO BOX 4506
FRISCO CO 80443

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,



Kim D. Bailey
Operations Manager, AM Operations 3