



Summit Saves Water Conservation Program CWCB Fifty Percent Report Update

The overall goal of HC3's Summit Saves water conservation program is to directly reduce water consumption in our Blue River Basin. 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.**

PROGRESS AND PRELIMINARY ACCOMPLISHMENTS

Task 1: Collect baseline data from utilities.

HC3 completed Task 1 by June 15th, gathering data from Town of Silverthorne, Town of Dillon, Town of Breckenridge, Town of Frisco, and Copper Mountain Metro District. This information will be used as the baseline information to compare 2016 water usage and other metrics moving forward. Staff is working to compile the information into one source so it's easily comparable across districts. We will continue to measure our progress against this data as the program progresses. Task 1 is complete.

Task 2: Conduct market research and clarify public messaging.

Alpine Insights completed a public intercept survey on July 4, 2016. With a 78% response rate, we were able to capture 382 surveys from participants between the ages of 18 and 80. Data collection took place across Summit County and across demographics. We were able cross tabulate responses between locals, in-state visitors, out-of-state, and second homeowners to get a feel for whether or not perceptions about water conservation were different across groups in Summit County. A few key findings include:

- Half of respondents were aware that most water waste occurs outside the home or in the yard.
- Future water shortages and environmental concerns are the main motivations for people to conserve water.
- The top ways to conserve water are things that can be done easily by the respondent without much effort or thought.
- Nearly half of the respondents are likely to change their landscaping as the need for water conservation increases.

This survey provides some interesting insights and will help inform HC3 on marketing and messaging when we approach the public about water conservation and efficiency. We need to be able to relate to our public while providing relevant and important information, but it also addresses the "biggest bang for our buck" in terms of efforts to conserve. Task 2 is complete.

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

On July 28, the Water Committee guiding this program met to discuss the results of the survey and brainstorm potential messages and target action items based on survey responses. We will be investigating some more information through the Colorado Waterwise program to see if there are some existing marketing campaigns that address our specific needs. We will either be adopting a campaign or designing a new one over the next few weeks. Currently, the timeline for this Task is to be completed by August 15th. However, since the group just met on July 28th, it is more likely that September 15th is a realistic goal. Task 3 is ongoing.



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

HC3 and the Middle Park Conservation District put on a public workshop called "Water Law in a Nutshell" presented by Aaron Clay, Water Attorney. We had 40 people in attendance for the 8 hour workshop. Mr. Clay took participants through the history of Colorado Water Law, demonstrating the complexity and present day realities of the prior appropriation system. Attendees included teachers, students, ranchers and ag producers, water providers, government officials, and researchers. Task 4.3 has been completed. The other two subtasks are just getting underway. Our Energy Team has been busy finishing up a previous grant and is eager to get this portion of Summit Saves underway. We will be planning a training workshop for industry professionals as well as installing water efficient fixtures through our Energy Smart Program. Task 4 is ongoing.

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

HC3's water resources page is up and running, largely with information derived from Denver Water's conservation program. We have updated the site with information about our local watershed as well as have provided tools for self-guided water audits and calculators. We continue to update the website with information as we come across it. In our monthly newsletters, we have a water tip column as well, providing quick and relevant water saving tips for homeowners throughout the year. We plan to do a water only newsletter blast and incorporate water savings information in the fall water bills. We completed our first water conservation *Ask Eartha* column in May discussing Xeriscaping. *Ask Eartha* is printed in the Friday *Summit Daily News* edition under the environmental section. We plan to do at least three more on water related topics. Task 5 is ongoing.

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

In March of 2016, the classroom portion of Water Warriors was completed, reaching roughly 230 6th graders. Through the lesson, students gained an understanding of the human uses of water in the Colorado River Basin and the development challenges facing a growing population. Students assessed their own water use at home and were provided with water efficient fixtures, leak detection kits, and tips for reducing water at home. We did not have a method in place to confirm how many of those students actually installed those water fixtures. Moving forward, we will need to design a better follow-up strategy to measure the number of fixtures installed in the home post-lesson. We had five water experts join us for Water Warriors, leading students through a roundtable discussion on various water user stakeholders (recreation, environment, industry, municipal, and agriculture). HC3 staff provided the lesson intro and background as well as helped facilitate research for students' final poster project. Students presented their findings and displayed their posters throughout the Middle School for other students to view. Task 6 is complete.

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

This task will commence toward the end of this project timeline.

OBSTACLES ENCOUNTERED

Task 1: Collect baseline data from utilities.

Our partnership with the local municipal water providers is strong, and they've all been actively engaged in this program from the beginning. They are also very busy, so it did take quite a bit of follow up to get all the information in a timely manner. Also, not every district/utility uses the same data collection software, billing methods, rate structures, and spreadsheets so comparing and compiling information into the same format is taking longer than expected. However, we have what we need, it's just a matter of digesting it in the right order.

Task 2: Conduct market research and clarify public messaging.

Working with a public research firm made this task very straightforward. It was challenging to come up with the right questions that we wanted to ask in order to get the information we wanted. We did go back and forth with the group several times to ensure we were asking what we needed to. Once the survey was entered into the survey program, the rest was in the hands of Alpine Insights.



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

After completing the survey, we received a great (and easy to read) survey report with insights gained from the results. The next obstacle is to come up with the right marketing messages to the intended audience and test them against the public. We will also be looking into Colorado Waterwise's existing campaign to see if there might be synergy there in order to overcome this obstacle.

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

The biggest obstacle in this arena is working to get information into the hands of our Energy Smart contractors. We have one in-house auditor and the rest are independent contractors. Summit County is in a development boom and it is summer (the only time for construction here) so we've had trouble getting together with the contractors in order to 1) train them and 2) provide the water efficient fixtures to the contractors doing retrofit work. The public workshop went off without a hitch. We utilized free advertising for the "Water Law in a Nutshell" workshop but I think we would have been more successful if we had budgeted some money to buy ads in the local paper. However, we still had a good and diverse turnout of 40 people.

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

This is a work in progress. Sifting through what's helpful and attractive to website visitors and what is just filler content is hard. We want to make sure the information is relevant and useful while still being informative. We continue to monitor the content and work to improve the click through rate, visits to the website, and calls to our hotline.

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

Water Warriors was a great kick-off to the Summit Saves programs. It was very difficult to get all three 6th grade teachers in the room together and to make sure we were meeting the state standards required for lessons. Without better understanding of the other natural resource units throughout the year, we did duplicate some information from a previous renewable energy unit. However, our panel of experts (also hard to coordinate with) did a great job presenting in roundtable fashion and the students created some wonderful posters that described future water shortages and ways to allocate scarce resources. Students had a very limited timeframe which made in depth presentations a bit unrealistic.

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

TBD

POTENTIAL REVISIONS FOR SCOPE OF WORK OR TIMELINE

The marketing messages and design work (Task 3), as well as a decision about when to run the ads/postcards/mailer or other collateral is still being considered. If we want to make sure we're doing a summer message, sending out a postcard in the fall might not be the best timing on our part (and vice versa). We hope to have decisions and the design work done by September 15th but the timing of the actual outreach is yet to be determined. I don't anticipate any other amendments to the timeline at this juncture.