



## **Summit Saves Water Conservation Program CWCB Seventy-five 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 15<sup>th</sup>, 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 15<sup>th</sup>. However, since the group just met on July 28<sup>th</sup>, it is more likely that September 15<sup>th</sup> 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 6<sup>th</sup> graders.***

In March of 2016, the classroom portion of Water Warriors was completed, reaching roughly 230 6<sup>th</sup> 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.***

Completed.

***Task 2: Conduct market research and clarify public messaging.***

Completed. The information gleaned from our market research has been very helpful in opening the conversation in our community around water.

***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. We are working with Colorado Water Wise (meeting schedule in early October) to flush out marketing opportunities through them vs. designing our own. The water committee would really like to target the summer



irrigation season for water use and therefore, whatever we choose to do here will be rolled out in the spring of 2017.

***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. As previously reported, we are having trouble getting them together in one room due to the housing boom in Summit County. We are working directly with our in-house contractor to do water efficiency upgrades in homes, but the other contractors have been more limited in their contributions to date.

The water committee recently met and decided that we'd like to instead host a workshop for landscape professionals on water conservation. The landscape season is nearly over and we will have better luck getting them together in October or early November. We felt this was still impactful because landscapers have interactions with homeowners and also use an estimated 50% of water in Summit County. By providing some alternatives and best practices, we hope to have an impact on outdoor water use. There are over 15 landscaping companies in Summit County.

***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. We have written one Eartha Steward Column in the local paper on Xeriscaping and its impact on water conservation. We will do another shortly on the water and energy nexus in homes.

***Task 6: Design Water Warriors lesson plan and deliver to 260 6<sup>th</sup> graders.***

Since the first Water Warriors was a success, we are planning to deliver the program again in the spring of 2017. Planning for that is ongoing and we're considering using a different format to deliver the same material. The Colorado Foundation for Water Education provides information on how to host a Water Festival and we might choose to deliver Water Warriors through a Water Festival single day format vs. a week long classroom unit. There is still more research to be done on that program.

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

Currently, staff has been collecting and analyzing data to compare the five major water providers and their water use. We've determined there is a need to collect more and different types of data. For example, one entity doesn't calculate per capita water use, citing visitor populations as a problem in the data. We need to figure out a better way to calculate that town's water use per capita. In addition, other water providers don't currently distinguish between commercial and residential use, making targeting of messages difficult. However, we have collected a large amount of data and are looking at how that information has changed over time. Despite population growth all over the county, the water use in general has decreased since 2011. The amount of decrease varies by community.

**POTENTIAL REVISIONS FOR SCOPE OF WORK OR TIMELINE**

As reported in the 50% progress report, the committee was considering a change in the timing of our outreach. We really want to focus on reaching residents and businesses leading up to the spring when the outdoor irrigation use is the greatest. Therefore, we have postponed the release of our marketing material until the spring of 2017. We are talking with Colorado Water Wise to determine whether or not their material is relevant to Summit County and would cut down on the cost of designing a new piece. That meeting is scheduled for the second week in October after which we will move forward with Task 3 either using Colorado Water Wise, or designing and printing our own material. We anticipate the decision being made in October and the printing to be completed in 2016. However, the release of the material will be in the spring of 2017. In addition, part of the Energy Smart program's water



efficiency upgrades will need to be rolled into the first quarter of 2017 as we've had trouble this summer making contact with our contractors during the busy building season. Therefore, we would also like to submit a final report by March 31, 2017 rather than December 31, 2016 to ensure we are incorporating all project elements in our final report.



# HIGH COUNTRY CONSERVATION CENTER

Amended September 27, 2016. Timeline for the High Country Conservation Center's Summit Saves Program 2016

Task	Timeline for Task Completion	Reporting
<b>1. Gather Baseline Data</b> Town of Frisco (complete) Town of Breckenridge (complete) Town of Silverthorne (complete) Town of Dillon (complete) Copper Mountain District (complete)	April 15, 2016 June 15, 2016	50% Report – 7/31/16
<b>2. Market Research</b> 500 Surveys and reporting (complete)	April 15, 2016 July 15, 2016	50% Report – 7/31/16
<b>3. Direct Mail</b> Message creation Design 10,000 mail pieces	June 1, 2016 August 15, 2016 September 15, 2016 November 1, 2016	75% Report – 10/1/16
<b>4. Energy Smart</b> 4.1 50 Direct Installs 4.2 Contractor Training 4.3 Public Workshop (complete)	4.1 December 31, 2016 4.1 March 31, 2017 4.2 June 1, 2016 4.2 October 1, 2016 4.2 November 15, 2016 4.3 October 1, 2016 4.3 July 1, 2016	4.1 Final Report – 12/31/16 4.1 Final Report – 3/31/17 4.2 Final Report – 12/31/16 4.1 Final Report – 3/31/17 4.3 75% Report – 10/1/16
<b>5. Public Resources</b> Website (up and running) Toolkits (in hand) Ask Eartha (one on xeriscaping 5/27/16) Hotline	April 15, 2016 & Ongoing	50% Report 7/31/15
<b>6. Water Warriors</b> Lesson Plan Lesson Delivery (complete)	March 31, 2016	50% Report 7/31/15
<b>7. Data Analysis/Reporting</b> Water Committee meetings Post-survey	December 31, 2016 March 31, 2017	Final Report 12/31/16 Final Report 3/31/17