



Werner Heiber, Chairman ■ Paul Senecal, Vice Chair, ■ Kurt Schneider, Treasurer ■ Laura Moorfield, Secretary
■ Heather Erb ■ Mark McKibben ■ Mary Beth Miles ■ Jack Turner ■ Nancy Andrews

Colorado Water Conservation

1313 Sherman St., Rm 718

Denver, CO 80203

October 20, 2016

Dear Ben;

Please accept the following application and program details from 4CORE (Four Corners Office for Resource Efficiency) for rain water conservation education, a rain barrel group-buy program and DIY Rain Barrel Construction Workshop for *The HomeH2O Program*.

4CORE is seeking \$18,000 for the *HomeH2O Program*. There are compelling reasons why creating a robust outreach, rainwater harvesting workshop and education program is essential for the region. *The HomeH2O Program* will provide an innovative approach to address water collection issues in southwest Colorado. The goal is to create a replicable model that can be used again and for other regions and organizations to adopt.

The need for water conservation measures in a region that often experiences various levels of drought is essential. Making rainwater collection practices a common practice for the region will help offset diminishing water supplies, provide safe and healthy means of collecting rain water, while providing landscape watering needs and saving families in water utility costs.

We look forward to hearing from you and advancing our *HomeH2O Program*.

Sincerely,

Program Director

Four Corners Office for Resource Efficiency, (4CORE).

Registered 501(c)3

Tax ID: 26-2091859

10 Town Plaza, #190

Durango, CO 81301



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Colorado Water Efficiency Grant Program 2017 Education Grant for Public and Private Entities

Applicant: 4CORE (Four Corners Office for Resource Efficiency)

Project Name: HomeH2O Program, Saving Water One Barrel at a Time

Total Program Cost: \$47,577

Partner Match with Rain Barrel Purchases Revenue: \$29,800 (62%)

CWCB Request: \$18,000 (38%)

Contact: Laurie Dickson, Program Director, and *HomeH2O* Project Manager
10 Town Plaza, #190, Durango, CO 81301
PH. 970-259-1916, email: laurie@fourcore.org

Tax ID: 26-2091859

HomeH2O Program Summary

The goal of the HomeH2O Program is to provide residents in the five county region of southwest Colorado; La Plata, Archuleta, Montezuma, Dolores and San Juan Counties, the education, water conservation information and necessary equipment, workshop opportunities and tools for safe, effective rainwater harvesting. The *HomeH2O Program* will ultimately reinforce the region's water conservation and sustainability goals related to the following objectives:

- Meeting stated sustainability goals and objectives for water education and conservation for the region.
- Reduce the effect of runoff pollution of rivers, creeks and ponds.
- Divert water from the municipal storm drain systems.
- Conserve this vital natural resource.
- Save money on water utility bills.
- Provide safe, healthy and effective means for rain water collection.
- Provide best practices to control moisture levels around the foundation of homes.

The *HomeH2O Program* will make rainwater harvesting and rain barrels an affordable, efficient, durable



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and economical tool that can save municipalities money by offsetting portable water use and provide many benefits for area residents, homeowners and gardeners. 4CORE's goal is to create a replicable model for other regions and entities to promote water conservation education and effective rain water harvesting .

Program Background and Regional Need

Our Mission: 4CORE serves southwest Colorado as the leading resource for the effective and efficient use of resources to promote and sustain vibrant local communities.

4CORE is a registered 501(c)3 and was formed in 2008 by a group of concerned citizens who wanted to address climate concerns, resource efficiency and conservation through community engagement. The organization's four focus areas include: Energy Efficiency, Innovative Solutions, Resource Efficiency Education, and acting as a Resource Conservation Information Hub. In September of 2009, 4CORE expanded its service territory to include the five counties of Southwest Colorado: La Plata, Montezuma, Dolores, San Juan, and Archuleta. 4CORE continues to use a collaborative approach to align organizations across multiple sectors with the goal of increasing our effect by better utilizing existing community assets.

August 10, 2016 marks the historic day that rainwater collection became legal in Colorado opening the door for residential water-savings and rainwater collection.

There are compelling reasons why creating a robust outreach, rainwater harvesting and education program is essential for area residents and the *HomeH2O Program* will provide an innovative approach to address the issues. The passing of HB 16-1005 rainwater collection legislation demonstrates the importance and need for new water conservation measures in a region that often experiences various levels of drought and understands the benefits for integrating climate adaptation strategies.

The Animas, La Plata and Florida, Pine, Piedra, Mancos, and San Juan rivers serve as life blood in the region. Water is vital to the way of life in southwest Colorado. This importance was witnessed with the Gold Mine spill affecting the Animas River and the Durango community rallying to take proactive measures with the City of Durango's direction to conserve water during the disaster. The community response to the City's conservation directives demonstrates how responsive, willing and interested the region is in conserving what is most important to them.

In addition to direct impacts on the water supply, our consumptive practices also affect our energy resources. In Colorado, 1.2 gallons of water are consumed per kilowatt-hour (kWh) of energy used and 13% of the nation's energy use is by the water sector.¹ Energy is used to pump water, heat water, and treat wastewater. Predictions for Colorado project that multiple factors, such as temperature and dust, will increase the rate at which water and snow pack is evaporated, thus resulting in lower runoff volume. The weather patterns of lower elevations are expected to migrate to higher elevations, lower-elevation

¹¹ Presentation by Conor Merrigan, Governor's Energy Office, Energy Water Nexus 201, July 13th, 2011



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snowpack is projected to decrease, runoff is expected to decline, and spring runoff is expected to shift earlier with a reduction in late-summer flows.^{2 3}

According to a study from 2007 and the Colorado Governors Energy Office, “with rainwater harvesting, outdoor water demand is reduced by approximately 65% with moderate conservation⁴

Making rainwater collection practices a common practice much like recycling has become for regional residents will help offset diminishing water resources while providing landscape watering needs and saving families in water utility costs.

4CORE proposes to coordinate, administer and disseminate the educational information, workshop opportunities and marketing materials for water conservation, as well as the necessary equipment for rainwater harvesting.

HomeH2O Goals

The goal for the *HomeH2O Program* is to reduce water consumption for residents and families in southwest Colorado through efficient rain water harvesting techniques and water conservation education.

Secondary Goals:

1. Target goal of 2,000 residents, towns and counties (2% of total 93,000 population) of the five county region residents engaged with information, educational presentations about rain water collection techniques, necessary equipment and the benefits of rainwater harvesting. This will be achieved through printed advertising materials, social media, our website information hub, regional newspaper articles and partner organizations.
2. Of the 2,000 residents reached through presentations, direct mail, advertising and outreach, 300 residents in the region will participate in either the hands-on “*DIY Build a Rain Barrel Workshop*” or participate in the group buy program and adopt water saving and rain water harvesting techniques.

As a result of the initial educational presentations, marketing, advertising and outreach, the water-savings goal is 1,800,000 gallons of water for 300 regional residents. The water harvested— based on 1000sf of roof and an average of 10” of rain in our region from spring through fall —is enough water to fill almost three Olympic-size swimming pools. The goal would be for each residence to save as much as 6,000 gallons of water per year and as a result, water utility cost savings.

² A multimodal ensemble approach to assessment of climate change impacts on the hydrology and water resources of the Colorado River Basin, Available: <http://www.hydrol-earth-syst-sci.net/11/1417/2007/hess-11-1417-2007.pdf>

³ Climate Change in Colorado: A Synthesis to Support Water Resources Management and Adaptation, Available: http://www.colorado.edu/climate_change/ClimateChangeReportFull.pdf

⁴ <http://cwcbweblink.state.co.us/weblink/docview.aspx?id=114917&searchhandle=31520>



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Our mission, program goals and activities align with the goals and vision of regional partners and together we serve a collective cause which is for the greater good for the residents of the City of Durango, La Plata County, Montezuma, Archuleta, Dolores and San Juan Counties.

Currently, throughout the region there are no significant outreach, marketing and water conservation programs for area residents, yet the sustainability goals of the towns and counties outline the need for water conservation.

The *HomeH2O Program* would specifically meet the following goals of the Colorado Water Conservation Board:

“Promoting the benefits of water resource conservation through public education and outreach projects.”

The *HomeH2O Program* would specifically meet the following Statutory Mandates of La Plata County:

C.R.S. 6-7-102 TITLE 6. CONSUMER AND COMMERCIAL AFFAIRS ENERGY AND **WATER CONSERVATION**

C.R.S. 29-20-304 (2016) TITLE 29. GOVERNMENT - LOCAL LAND USE CONTROL AND CONSERVATION

ARTICLE 20.LOCAL GOVERNMENT REGULATION OF LAND USE

PART 3. ADEQUATE WATER SUPPLY

The *HomeH2O Program* supports the City of Cortez’s plan to reduce and conserve water:

“The Water Conservation Plan for Cortez was adopted in 2010 as a guide in the continuing effort to use water resources in the most efficient means possible. The Plan contains information on the current level of water use in the City, with comparisons of historical usage, and the proposed programs the City will be providing to lower the per capita (per person) usage. For 2015, the City’s per capita average use was 200 gallons per day. The goal of the City is to reach a per capita usage of 180 gallons per day by 2020. With increased awareness of good water use practices, this goal can be achieved.”

Target Audience

Groups, individuals and organizations that will benefit from the program include the residents and families in the five counties and towns we serve in southwest Colorado. In collaboration with the Water Information Program in Durango and the City and County governments of the region, 4CORE will provide the necessary marketing, social media and print advertising to educate and reach the region and the citizens of southwest Colorado.

4CORE’s *HomeH2O Program* is a collaboration with the following local and regional organizations:

- Durango- Water Information Program- Denise Rue-Pastin
- Santa Fe- Harvest H2O- Doug Pushard, www.harvesth2o.com- Education and workshop presenter from Santa FE, member of [ARSCA](http://www.arsca.org) (American Rainwater Catchment Systems Association) and provides professional installation of rainwater catchment systems.
- National Program- [Rain Water Solutions](http://www.rainwatersolutions.com) Rainwater catchment systems for group purchases for nonprofits and communities.
- La Plata County
- City of Durango
- City of Cortez



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Scope of Work

The Scope of work of the *HomeH2O Program* will be achieved, and water-savings goals reached by implementing the following tasks:

Task 1:

Create marketing plan and outreach materials Direct mail campaign will target 5,000 town, city, county and regional residents. The newspaper ads in the region, social media advertising and printed materials are estimated to reach at least 10,000 residents informing them of presentations and workshops.

Who: Elsa Jagniecki, 4CORE Program Manager-
100 hours \$4,310=Grant Request, \$2,000= Match

Task 2:

Education and outreach with eight (8) presentations in Cortez, Durango, Ignacio and Bayfield for water conservation and program details at which time residents can sign-up for one of two programs.

Who: Elsa Jagniecki, 4CORE Program Manager, Laurie Dickson, Program Director
48 hours Total, \$2,400=Grant Request, \$1,000=Match

Task 3:

Provide five(5) hands on workshops, two in the City of Durango and three in the region in Ignacio, Bayfield and Cortez, *"DIY Build a Rain Barrel Workshop"* for \$38 with Doug Pushard. At these workshops, the participants will learn how to make their own Rainwater Catchment Systems professional and ARCSA member. Price includes all parts and workshop fee. This workshop will give participants a hands-on opportunity to build their own rain water catchment system at minimal cost.

Who: 4CORE Laurie Dickson, Program Director, Doug Pushard, Rainwater Harvesting Professional
20 hours 4CORE Laurie Dickson, Doug Pushard, 25 hours for workshops, not including travel expenses from Santa Fe- Travel, lodging, workshop fees and materials. \$4,042=Grant Request, Match= \$1,700

Or

Task 4:

An additional option, instead of the *"DIY Build a Rain Barrel Workshop"* residents may opt for a complete rain barrel kit purchase in a group buy program at 50% off retail price or an estimated \$70. The standard price for a rain barrel without the group purchase is \$149. The group-purchased rain barrels will be delivered at a Saturday delivery event in three locations in the region- Durango, Bayfield and Cortez.

Who: Elsa Jagniecki, 4CORE Program Manager, Laurie Dickson, Program Director
30 hours Total, \$0=Grant Request, \$2,800=Match

Task 5:

Provide Rain Barrel Rebate of \$25 for the first 60 residents to sign-up for the completed kit purchase in the group buy program.

Who: Elsa Jagniecki, 4CORE Program Manager, 24 hours Total, \$1,480=Grant Request, \$500=Match

Task 6:



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Provide three Saturday Rain Barrel Pick up Day events for those residents that ordered through the Group purchase of rain barrels.

Who: Elsa Jagniecki, 4CORE Program Manager, Laurie Dickson, Program Director 60 hours Total,
\$1,983=Grant Request, \$2,160=In-Kind Volunteer support

Task 7:

Follow up support to installs and survey to participants.

Who: Elsa Jagniecki, 4CORE Program Manager, Laurie Dickson, Program Director 40 hours Total,
\$600=Grant Request, \$300=Match

Task 8:

Data collection from participants and compilation of data and reporting.

Who: Elsa Jagniecki, 4CORE Program Manager, Laurie Dickson, Program Director 68 hours Total,
\$1,360=Grant Request, \$200=Match

Task 9:

Reporting and website update with results

Who: Elsa Jagniecki, 4CORE Program Manager, Laurie Dickson, Program Director 40 hours Total,
\$500=Grant Request, \$500=Match

All Tasks: Program expense, administration, overhead, Financial Manager at 10% of total

\$1,325=Grant Request, \$3,000=Match

Tasks align with line items in the following budget

All administrative and marketing tasks for the *HomeH2O Program* will be performed by the Director, Laurie Dickson and the Program Manager, Elsa Jagniecki and the Financial Manager, Cynthia Aspen. The hands-on “*DIY Build a Rain Barrel Workshop*” will be taught by rain water harvesting professional from Santa Fe, Doug Pushard. The Rain Barrel Pick Up delivery days will be administered by 4CORE staff and supported by volunteers.

Timeline

Task 1: 10%- February 20, 2015: Launch initial outreach (already started outreach and collaboration with the [Garden Project of Southwest Colorado](#), scheduled announcement at Green Business Round Table 2/8, newsletter February/March and begin advertising for presentations and workshops

Task 2: 25% March 15, 2017: Education and outreach and scheduled presentations, eight (8) presentations in Cortez, Durango, Ignacio and Bayfield with sign up for “*DIY Build a Rain Barrel Workshop*” or the group buy program

Task 3: 40%- March 30- April 30: Present the “*DIY Build a Rain Barrel Workshop*” at Three (3) Workshops in the region; Durango, Bayfield and Cortez. Present at [Home Grown Food Retreat](#)- Saturday, April 8th workshops, Ignacio, CO.



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Task 4: 50% by April 30, 2017 Sign up for rain barrel purchases complete.

Task 5: Notified of the \$25 rebate for the first 60 sign-ups for the group purchase.

Task 6: 75% by May 15, 2017: Provide three Saturday Rain Barrel Pick up Day events for group purchase.

Task 7: 85% by June-July : Follow up support for installs and survey to participants.

Task 8: 90% by August 31: Data collection and compilation.

Task 9: 100% by September 30. Final reports, website development with results.



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HomeH2O Budget by Task 2017

Task	Prg. Mgr Hours @ \$20/hr	Prg Dir Hours @ \$30/hr	Material Cost	Presenter Fee- \$750 per workshop includes parts and materials	Travel, Lodging	Workshop/ Event Expense	In Kind Volunteer support	Cash Match	Grant Request	Total	Notes
Staff	Elsa Jaqueicki	Laurie Dickson		Doug Pechard-							
Task 1- Create marketing plan and outreach materials	100		\$ 8,310.00					\$ 2,000.00	\$ 4,310.00	\$ 10,310.00	Graphic Design, Layout, Printing Expenses. Newspaper ads: (3) 1/2 page Herald ads @ \$750= \$2,250, (2) Pine River Times ads @ \$750 = \$1,500, Cortez Journal Ad = \$750, Brochures = \$1,500. Flyers and Posters = \$750. Farmer's Market = \$60. Radio = \$1,500. Social Media Outreach (Program Manager completes layout, design & management)
Task 2- (8) Education & Outreach presentation	24	24			\$ 200.00	\$ 2,000.00		\$ 1,000.00	\$ 2,400.00	\$ 3,400.00	Event location fee @ \$200 includes refreshments, plus travel \$25 x 8
Task 3- (5) "DIY Build a Rain Barrel Workshop"		20	Cost for parts and materials for DIY Included in presenter fee of \$750 per event	\$ 3,750.00	\$ 1,392.00			\$ 1,700.00	\$ 4,042.00	\$ 5,742.00	presenter, 5 "DIY Build A Rain Barrel" workshops during 3 trips from Sante Fe; lodging expense for 3 nights: lodging (\$150 per night x 3 nights = \$450); mileage expense (424 miles at \$1.50/mile = \$212 per trip x 3 trips = \$636); per diem expense (6 travel days @ \$51/day = \$306). \$450 lodging + \$636 mileage + 306 per diem = \$1,392
Task 4- Group Buy Purchase in lieu of DIY workshop	20	10	\$ 14,000.00					\$ 2,800.00		\$ 14,700.00	Covers Deposits and shipping. Completed Rain Barrel Group Buy Purchase. Includes online administration, notification of pick up day events
Provide \$25 Incentive rebates	24		\$ 1,500.00					\$ 500.00	\$ 1,480.00	\$ 1,380.00	Rebate program for first 60 sign-ups for completed rainbarrel kits in group-buy.
Task 6- (3) Saturday Pick up events in the region	30	30					\$ 2,160.00		\$ 1,383.00	\$ 3,660.00	In-kind volunteer labor for Rain Barrel Pick Up Days - 3 all day events. 6 volunteers x 8 hrs x 3 days x \$15/hr = \$1,440
Task 7- Follow up support to installs and survey to participants.	30	10						\$ 300.00	\$ 600.00	\$ 300.00	
Task 8- Data collection from participants and compilation of data and reporting.	48	20						\$ 200.00	\$ 1,360.00	\$ 1,560.00	
Task 9- Reporting and website update with results	20	20						\$ 500.00	\$ 500.00	\$ 1,000.00	
Total Hours	236	134									
All Tasks								\$ 3,000.00	\$ 1,325.00	\$ 4,325.00	Program expense, administration, overhead at 10%.



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- HomeRx- 4CORE has been able to provide energy saving ideas, water efficiency and upgrades for 36 families and 3 businesses in 2015-16, in 2014, 33 homes and 16 businesses performed audits, and 2013, 15 families benefited from the HomeRx.
- Resource Information Hub, continues to provide information and has helped save over \$593,539 through rebates and reduced utility bills to date.
- Refuel Program 4CORE works with Colorado Energy Office for three years, 2014-2017 providing alternative fuels coaching to Durango and regional companies and fleet managers for adopting EV technology, cleaner fuels, more cost-effective fuels while reducing carbon emissions.
- Solarize La Plata, resulted in 101 new solar arrays for Durango residents and throughout La Plata County capable of producing 522 kilowatts (kW) and reducing an estimated 14,175 metric tons of carbon pollution over the next 25 years. 31% of the homes were in the City of Durango and the remaining 69% in La Plata County. The effort garnered commendations from the Department of Energy and other communities around the nation.
- In 2015 4CORE replicated the Solarize model to Archuleta County with the goal of 30 completed solar installations by August of 2016. Solarize Archuleta as of March 31, 2016, there are 145 individual homes registered and 16 received the solar installations.



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INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

MAR 24 2009

FOUR CORNERS OFFICE FOR RESOURCE
EFFICIENCY
10 TOWN PLAZA 190
DURANGO, CO 81301-5104

Employer Identification Number: 26-2091859
DIN: 17053211359008
Contact Person: MICHAEL CONDON ID# 31170
Contact Telephone Number: (877) 829-5500
Accounting Period Ending: December 31
Public Charity Status: 170(b)(1)(A)(vi)
Form 990 Required: Yes
Effective Date of Exemption: February 28, 2008
Contribution Deductibility: Yes
Addendum Applies: No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.



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Appendix A

Water Information Program

841 East Second Avenue
Durango, CO 81301
(970) 247-1302
www.waterinfo.org

August 9, 2016

City of Durango
949 East 2nd Avenue
Durango, CO 81301

To Whom it May Concern:

This letter is provided as the Water Information Program's (WIP) support for the Four Corners Office for Resource Efficiency (4CORE) *Home H2O Program* that focuses on water conservation and rain water harvesting.

As you are likely aware, experts have determined that the American Southwest will experience some of the most significant water challenges in the nation. In the headwaters state of the Colorado River, Governor Hickenlooper indicated that Colorado is facing a "water crisis." In an effort to meet projected water demand and supply gaps of between 600,000 and 1 million acre feet the state has been aggressively working on planning strategies since 2004, and in 2013 Governor Hickenlooper issued an executive order to develop a first-ever *State Water Plan*. The final plan was delivered to the governor last December. In it, a portfolio of management approaches and tools was considered to meet the water demand and supply gap, including agriculture dry up and transfers, conservation, new supply storage, and reuse. In regard to conservation, since outside irrigation generally accounts for upward of 60% of residential water use, rainwater harvesting as a measure to help conserve potable water will help tremendously to stretch water resources. In addition, initiating such a program now will help to instill a proactive water conservation ethic.

Conservation strategies will require extensive education related to serious and impending water issues, and 4CORE's *Home H2O Program* is perfectly suited for the task! Therefore, the WIP is in full support of their proposed rainwater harvesting program. If you have any questions or would like to discuss this program in further detail, please do not hesitate to contact us. Until then, thank you in advance for your consideration.



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Sincerely,

Denise Rue-Pastin

Denise Rue-Pastin, Ph.D.
Water Information Program Manager

Appendix B



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HarvestH₂O LLC

August 8, 2016

4 Core- Four Corners Office for Resource Efficiency
10 Town Plaza #190
Durango, CO 81301

To Whom It May Concern:

Thank you for reaching out to me about assisting you with your upcoming water conservation programs. This is definitely something I actively support and applaud you for your efforts. I have supplied a little background about me. I hope this helps you in your efforts.

I have taught and presented on rainwater, water conservation and water efficiency classes throughout the country. Some of these have included Santa Fe, NM; Durango, CO; Edgewood, NM; Austin, TX; Sacramento, CA; Los Angeles, CA; Denver, CO; and Cincinnati, OH.

As part of my efforts, I founded HarvestH₂O.com over a decade ago. It is the largest website dedicated to the advancement of Alternative Water Sources – rainwater, greywater, stormwater and blackwater.

I am a lifetime American Rainwater Catchment System Association (ARCSA) member, an Accredited Professional (ARCSA AP) and an ex-Board member ARCSA. I have had articles appear in in The New York Times, Water Efficiency Magazine, Home Power, Tao's News, Water News, and has a regular monthly column in the Santa Fe New Mexican.

I co-authored two water studies that have been widely published: Rainwater Harvesting Industry Market Size and Trends and First-Ever Long-Term Water Conservation Rebate Study.

I am a member of the International Code Committee (ICC) working group that are drafting the ICC Rainwater Harvesting Building Codes, a certified Permaculture Designer, a EPA WaterSense Partner with Certification in Irrigation Auditing and an active member of the City of Santa Fe Water Conservation Committee.

Most recently I was a member of a team that co-originated the Water Efficiency Rating Score (WERS). It was designed by members of the Santa Fe WCC, SF Community College and the SF Home Builders Association. It is the only performance-based water tool available today! It integrates all water - potable, rainwater, greywater and blackwater to provide a holistic view of water use. This tool is available nationally through the Green Builder Coalition.

Saving water is the future. Building programs to do this that involve local citizens is a critical aspect of these programs.

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I look forward to helping you with your efforts.

Sincerely,

Doug Pushard
HarvestH2o, LLC
537 Garcia St
Santa Fe, NM 87505
505-603-5498

