



June 30, 2017

Ben Wade
Water Supply Planning
Colorado Water Conservation Board
1313 Sherman Street, Room 718
Denver, CO 80203

Re: Water Efficiency Grant - POGGI PDAA 20170000000000000928

Dear Ben Wade and the Colorado Water Conservation Board,

The Community Office for Resource Efficiency (CORE) is submitting a 50% progress report for the Water Efficiency Grant we received from the CWCB to implement a rain barrel workshop and year-long marketing campaign. An invoice for the Rain Barrel Workshop is attached. CORE will bill at the end of the year for the High Five marketing campaign.

Please reach out to Kate Henion (Program Coordinator) for any additional materials.

Sincerely,

Mona Newton
Executive Director
mona@aspencore.org
(970) 925-9775 ext. 500

Kate Henion
Program Coordinator
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(970) 925-9775 ext. 503

CWCB 50% Reporting

Introduction:

CORE received a grant from the CWCB in the amount of \$7,700 for outreach and engagement in the Roaring Fork Valley. As part of our grant reporting, CORE will provide the CWCB with a 50% progress report, a 75% progress report, and a final report.

On June 5th, CORE held our first (and the Roaring Fork Valley's first) Rain Barrel Workshop. The workshop was part of our Backyard Water Conservation series. The entire series, promoted through our High 5 marketing campaign, consisted of two Xeriscape Workshops and one Rain Barrel Workshop.

Xeriscape Seminar Summary:

While CORE has been involved in Water Conservation activities in the past, such as the Roaring Fork Watershed Regional Water Efficiency Plan, we had never organized and implemented a workshop series focused entirely on water conservation. The Xeriscape Workshops were funded by a grant from the Colorado Pollution Prevention Advisory Board. For two workshops, one held in Basalt and another in Carbondale, we had an average of 25 participants. Each seminar featured a local landscape architect who was able to bring local perspective about design, irrigation, plants and maintenance. Two \$50 gift cards were raffled off at each event to a nursery in the Roaring Fork Valley, Eagle Crest. The overall feedback was positive and homeowners were excited to apply what they learned at home.

Rain Barrel 101 Workshop Summary:

The Rain Barrel Workshop, funded by the CWCB grant, was held on June 5th. CORE partnered with the Roaring Fork Conservancy, a local non-profit and watershed expert, to organize the workshop. The workshop featured a brief discussion on Colorado Water law in accordance with House Bill 1005 from attorney Jeff Conklin with Karp Neu Halon, P.C. Following that discussion, employees from CORE and Roaring Fork Conservancy presented on rain barrel use and installation. Included with the workshop was one 55-gallon rain barrel for each participant to take home and implement into their landscape. Participants were also presented with resources from Colorado State University Extension and contact information for their local county CSU Extension office.

Overall CORE was under-budget on this project. As a tenant at the Third Street Center, we were able to secure the event space at the Third Street Center in Carbondale for no cost. After researching rain barrel models, CORE purchased 24 rain barrels at \$80/each, lower than the \$150/each budgeted for. The event was open to a limited amount of participants (20 households), but we were able to secure additional rain barrels for people on our waitlist who attended the workshop (four total).



Community Office for Resource Efficiency

CORE also budgeted \$1,000 for Advertising and Promotion. We ran two quarter-page ads in the Aspen Daily News, a local newspaper distributed from Aspen to Glenwood Springs. Our main success in getting the word out was through earned media. The Aspen Daily News and the Post Independent picked up our press release on the Rain Barrel Workshop. The workshop was also featured on Aspen Public Radio:

<http://aspenpublicradio.org/post/catching-drops-rain-barrel-workshop#stream/0>.

Altogether, CORE spent \$344.70 on Advertising and Promotion.

CORE had a total of 24 households participate. Feedback and general interest was extremely positive. In August, CORE will follow-up with participants to check in on how they incorporated the rain barrel into their landscapes and how they are using water more efficiently. In addition to a high level of participation, other local municipalities such as the City of Aspen expressed interest in holding their own rain barrel workshops. CORE has shared materials generated from this workshop in hopes that they will be adapted and utilized throughout the valley.

Reallocating Funds to High 5:

The rain barrel workshop was under budget. CORE would like to propose that 10% of the funds (\$370.00 in total) be moved from the rain barrel workshop line item (Task #2) to the High Five campaign marketing line item (Task #1). Those additional funds will be used to purchase marketing collateral and materials related to the High Five campaign.

High 5 Summary:

CORE is in the midst of implementing the “High Five” campaign, a social movement encouraging Roaring Fork Valley residents to take action on the environment by saving energy and water. 20% of the total recommended actions are water conservation measures. With funding from the CWCB, CORE was able to broaden and deepen the public awareness campaign -- and the results showed! To date, 204 residents have taken the High 5 pledge. CORE’s also attended or hosted 12 events so far this year where we’ve been distributing High 5 materials and educating the public.

Each month CORE focuses on a specific resource-saving action and promotes the action through local newspaper advertisements, emails, blog-posts, and events. The monthly action for May was designed to coincide with the Xeriscape Seminars. The action encouraged valley residents to conserve water and: “plant local species in your yard and garden.”

Attached:

This packet includes an invoice to the CWCB for purchases made towards the Rain Barrel Workshop and relevant receipts and invoices associated with the grant funds. CORE will invoice for the High 5 campaign at the conclusion of our marketing effort in January. A revised budget showing the 10% transfer of funds from the Rain Barrel Workshop to the High 5 campaign is provided. CORE has also included pictures from the Rain Barrel Workshop and advertisements.