

Water Efficiency Grant Program Application:

Applicant: Community Office for Resource Efficiency (CORE) (in partnership with the Roaring Fork Watershed Regional Water Efficiency Plan)

Project: Water Efficiency and Conservation Public Outreach & Educational program

Goal: CORE's goal is to support implementation of elements in the 2015 Regional Water Efficiency Plan that was developed with Colorado Water Conservation Board (CWCB) funding and matching funds from the five community participants of the Roaring Fork Watershed. Our mission is to work cooperatively with water providers, municipalities, and other non-profit organizations throughout the Roaring Fork Valley to implement a successful and recognizable water efficiency program. With funding from the CWCB, CORE and our partners will be able to increase educational efforts that will raise awareness about the need for conserving water in our region. In addition to an educational campaign, grant funding will also allow us to give homeowners the tools necessary to make water-efficient choices. These tools include events such as hands-on workshops about rain-barrel water collection and xeriscaping and a yearlong public awareness campaign. By implementing these programs CORE will be able to build upon the regional and municipal water efficiency plans and further encourage residents to be water smart!

CWCB Funds Requested: \$ 7,700.00

Matching Funds: \$ 93,073.50

Total Project Budget: \$ 100,773.50 *(includes funds dedicated solely to the High 5 campaign)*

Contact: Mona Newton, Executive Director or Kate Henion, Program Assistant
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Project Summary

The Community Office for Resource Efficiency (CORE) is working to create measurable improvements in water efficiency throughout the Roaring Fork Valley, in partnership with the municipalities and organizations that developed the Regional Water Efficiency Plan for the Roaring Fork Watershed. CORE was a key stakeholder in the development of that plan. Implementation of an educational campaign began in August 2016 when CORE collaborated with local municipalities and their water providers to produce four different ads that ran in local newspapers: the Aspen Times, Aspen Daily News, Sopris Sun, and Glenwood Post Independent. This campaign focused on the connection between recreation and water use through the tag line: Use Less, Have More, Be Water Smart! We utilized the

same ads and included them in the water utility bills for Town of Carbondale and City of Aspen. Additionally, CORE ran ads through a local radio station encouraging residents (with access) to use Carbondale ditch water.

Our proposed project would allow CORE to broaden and deepen our education and outreach campaign beyond the month of August. CORE is currently developing and will launch the “High Five” campaign beginning this spring. The High Five is a social movement for the Roaring Fork Valley, designed to protect our natural resources by saving energy and water. The High Five stands for: the five high elevation towns of the Roaring Fork Valley, taking five resource-saving actions at a time, and the celebratory hand slap that says “We’re all in this together.”

Using inviting calls to action (see addendum), the High Five uses a “Save energy and win” model. The public awareness campaign drives traffic to a program of 25 different resource-saving actions across sectors: energy, transportation, waste and water. Twenty percent of the actions are water conservation measures. When participants complete five actions of their choosing they will be entered into weekly grand prize drawings.

The High Five campaign will be an extensive 10-month marketing effort on all channels — print, radio, digital and social — from Aspen to Glenwood Springs. The campaign launches March 15, 2017 and continues through the end of the year. We have secured funding for a large portion of this budget from a variety of partners. Funding from the CWCB will support the water conservation aspects of the High Five.

By leveraging the education campaign, CORE can implement additional programs that will encourage residents, landscapers, and others to incorporate water-saving practices into their lifestyles and businesses. CORE proposes to organize workshops for homeowners that emphasize at-home xeriscaping and rain barrel use. Through workshops supported with funding from the Colorado Pollution Prevention Advisory Board, CORE will work with Eagle Crest Nursery (local garden center) and the Roaring Fork Conservancy to present Roaring Fork Valley residents with information that allows them to curb their outdoor water use through Xerscape/Waterwise gardening.

With new legislation in Colorado regarding rain barrels, CORE plans to team up with the Roaring Fork Conservancy to hold a workshop teaching homeowners how to make and use their own rain barrel. Rain barrel education and outreach will give CORE the opportunity to emphasize efficient ways to water gardens (such as using drip irrigation) and encourage residents to use water that is not treated, on outdoor irrigation. In partnership with Roaring Fork Conservancy, we will encourage water savings and educate residents on their watershed through this rain barrel workshop.

Project Background

Mission: CORE works cooperatively with businesses, individuals, utilities and government entities to create measurable improvements in energy and water efficiency in order to benefit the environment and develop a more sustainable economy.

What we do: CORE is widely known in the Roaring Fork Valley for operating the Energy Smart Colorado program. This program offers home energy assessments, rebate incentives, energy advising and tracking for energy savings to homeowners and businesses. CORE also supports and partners with local municipalities, non-profits, and businesses on water conservation, waste reduction, and climate action planning. In terms of water conservation, CORE advocates and supports water efficiency through better building codes and installing aerators and low-flow showerheads during Home Energy Assessments. We offered support in the creation of the Regional Water Efficiency Plan and worked with the Town of Carbondale to create and distribute a town-specific Water Conservation brochure in English and Spanish along with water-saving showerheads. Most recently, CORE has developed an educational campaign connecting recreation and water-use, as mentioned before.

Community Benefit of the Project: The Roaring Fork Valley consists of five municipalities: City of Aspen, Town of Snowmass Village, Town of Basalt, Town of Carbondale, and City of Glenwood Springs. By collectively targeting these residents with education and outreach we can create a local movement where water conservation and efficiency become second nature. We will empower residents with applicable tools through workshops, installs, ads, and event. According to the Regional Water Efficiency Plan coordinated public outreach and communication has a range of estimated annual water savings of 90-120 AF/year by 2050 and is the second recommendation and one of the highest priority items.

Our program proposal is designed to reduce the impacts of climate change and spur the responsible use of energy and water through increased efficiency. By helping people save water and energy, we plan to help:

- Unite the community around saving energy, conserving water, and acting on climate
- Achieve local climate targets
- Cut pollution
- Preserve natural resources: clean air, water, and land
- Create a sustainable, resilient and healthy future for the Roaring Fork Valley.

Urgency of the Project: The public demand for one of our greatest, if not most important resources is expected to greatly increase within the next 5-10 years. Water is critical in the Roaring Fork Valley — whether it is used for agricultural, recreation, or simply flushing a toilet. The Roaring Fork Watershed is “over-appropriated” and with a predicted increase in population and the threat of climate change, instilling water conservation and water efficiency practices into the minds of residents is important to achieve right now. Leaving

water in the river also has significant value for wildlife and recreation. Because the Roaring Fork Valley is the headwaters for the Crystal and Roaring Fork Rivers, conservation and efficiency are not always at the top of mind for many residents and visitors. But there is an appreciation for water and we want to tie that appreciation to the need for conservation and efficiency.

Proposed Outcomes: The main objective for CORE's educational outreach campaign for water conservation and efficiency is to give Roaring Fork residents access to resources emphasizing the importance and necessity of using water more efficiently. Through the High Five Campaign, we will be extending momentum built upon the Aspen Energy Challenge and the August 2016 water conservation information campaign. The High Movement will create a recognizable brand throughout the valley. This recognized brand is designed to inspire residents to act on climate change, preserve natural resources, and create a sustainable community. With the proposed workshops, residents can learn more about their local water supply and appropriate landscape plants.

CORE's impact: With the implementation of this project, CORE will expand upon its current program. We want this program to be a conversation starter throughout the valley — to let us build upon the water efficiency work done by local municipalities and the Roaring Fork Conservancy. The proposed Xeriscape and rain barrel workshops will also foster collaboration between CORE, the Roaring Fork Conservancy, community residents, designers and landscapers, businesses, and art non-profits.

With CWCB funds, CORE can work to reduce the impacts of climate change and spur the responsible use of water. In addition to carrying out items identified from the efficiency plan, this program will allow CORE to wholly achieve our mission of creating measurable improvements in water efficiency to benefit our environment.

Tracking success: Our goal is to increase the number of people involved in the program and the number of individual actions taken. To understand our impact, we will track an array of measures and weigh them against internal benchmarks. These include: actions pledged and recorded, High Five sign-ups, reach through paid and earned media, cards and stickers distributed, prizes collected, attendees at launches and creative collaborations, volunteers at art-making events, engagements with mobile art installation, conversations initiated at farmers' markets and other events, number of partners and sponsors, home energy assessment sign-ups, and rebates delivered, among others. Basic homeowner information from attendance at our workshops such as name, location, contact information, home type will be recorded and we will follow-up with attendees to see if they are interested in submitting case studies.

How we support the CWCB mission: The project aligns with the CWCB's mission, as this project is working to conserve, protect and manage Colorado's water by educating our area of the state on the importance of water efficiency. We will also support the adoption of the water efficient landscape ordinance throughout the Valley. For example, City of Aspen is

working to develop and implement their own ordinance, which CORE is supporting. CORE will help other local municipalities in adopting similar ordinances.

Audience: Our target is everyone in the Roaring Fork Valley; we want businesses, landscapers, elected officials, residents, kids, second homeowners, and tourists to be aware of the importance of water efficiency and to see our brand and recognize it. By running our campaign throughout the year, we can continue to create sustainable water efficiency programs that provide tips on how to protect and conserve our watershed by using water more efficiently.

Another target audience for this program is our energy-efficiency program participants. They have already exhibited a desire to make changes toward efficiency and we will work to engage them in the water conservation efforts.

Proposed Progress Reports: CORE will submit a progress report to the CWCB on June 30, 2017 after the workshops have been held and 50% of our project is completed. We will also submit a progress report on August 31, 2017 when 75% of our project is completed. CORE will submit a final report and reflection after our project is completed in January of 2018.

Project Scope of Work

May 2017-December 2017

Lara Whitley, CORE's communications and outreach manager will be organizing and leading the High Five campaign. She brings two decades of experience in strategic communications, event production, and development to this project. CORE's Program Assistant, Kate Henion will help organize and maintain these programs, with a specific focus on the Xeriscape and rain barrel workshops. Mona Newton, Executive Director of CORE plans to oversee grant implementation and provide progress reports to the CWCB.

CORE will involve the Regional Water Efficiency Plan stakeholders by sharing this Scope of Work at quarterly meetings and work with Mark Fuller (chair of the stakeholder group). Mr. Fuller has also offered to act as a liaison with the municipalities. We plan to collaborate with our region's watershed expert, the Roaring Fork Conservancy. They will be instrumental in executing workshops on Xeriscape and rain barrel education. Eagle Crest Nursery, a local garden center, will be a business partner for workshops on Xeriscaping.

Project Implementation:

Task #1: High Five Campaign (Education and Outreach)

Timeline: May – December 2017

The High Five is a multi-faceted, yearlong community engagement project that encourages Roaring Fork Valley residents to take action on the environment by saving natural resources. We recognize that if we are going to involve and ignite more people to save water and energy, business as usual isn't going to get it done. So, we're using creativity and local pride to capture imagination and then capture participation. The program will include the following projects:

- Public participatory art projects
- A mobile art installation
- Creative collaborations with arts and culture organizations (as well as our natural allies like municipalities, utilities and environmental groups)
- Extensive public awareness and education campaign, with weekly engagement in print, radio, digital and social channels
- Weekly prize drawings (for each 5 actions taken)

Task #2: Rain Barrel Program

Timeline: May-June 2017

CORE will partner with the Roaring Fork Conservancy to offer a workshop that will provide an introduction to rain barrels and rain barrel use. The workshop will focus on how to build a rain barrel and how to efficiently use the rainwater captured to reduce water use. CORE has budgeted \$2250 to provide workshop participants with rain barrels and the materials needed to create them.

Task #3: Xeriscape Program

Timeline: May-June 2017

The execution of CORE's Xeriscape Program will involve holding two seminars in April and May. We will work with local landscapers and the Eagle Crest Nursery (a centrally located garden center) to organize the workshops. Our marketing and outreach will include ads in local papers and e-blasts. This part of our water conservation program will be fully funded from a \$2,000 grant from the Colorado Pollution Prevention Advisory Board (PPAB).

Task #4: 50% Reporting

Timeline: June 30, 2017

CORE will provide CWCB staff with a program update. We will include results from High Five campaign launch events and Xeriscape seminars.

Task #5: 75% Reporting

Timeline: August 31, 2017

CORE will submit a program update to the CWCB staff in late August. The workshops will be concluded and CORE can provide participation numbers from the rain barrel and Xeriscape workshops.

Task #6: Final Report*Timeline: January 2018*

The final report will include details on impact and participation of the High Five campaign. It will also include follow-up to Xerscape and Rain barrel participants – asking how many of them followed through with a water-saving project.

Program	Staff Member/s	Deliverables	Timeline
Task #1: High Five Campaign	<ul style="list-style-type: none">• Lara Whitley, Communications Manager• Kate Henion, Program Assistant	<ul style="list-style-type: none">• Develop and implement a year long, valley-wide campaign designed to engage residents and encourage them to save energy and water.	May 2017-December 2017
Task #2: Rain Barrel Program	<ul style="list-style-type: none">• Roaring Fork Conservancy• Kate Henion, Program Assistant	<ul style="list-style-type: none">• Plan and execute a Rain Barrel Workshop.• Deliver pictures of residents utilizing rain barrels	May-June 2017
Task #3: Exterior Water Use (Xerscape Program)	<ul style="list-style-type: none">• Kate Henion, Program Assistant	<ul style="list-style-type: none">• Plan and execute 2 Xerscape Workshop for homeowners.	May-June 2017
Task #4: 50% Reporting	<ul style="list-style-type: none">• Kate Henion, Program Assistant• Mona Newton, Executive Director	<ul style="list-style-type: none">• Provide 50% progress report	June 30, 2017
Task #5: 75% Reporting	<ul style="list-style-type: none">• Kate Henion, Program Assistant• Mona Newton, Executive Director	<ul style="list-style-type: none">• Provide 75% progress report	August 31, 2017

Task #6: Final Report	<ul style="list-style-type: none"> Kate Henion, Program Assistant Mona Newton, Executive Director 	<ul style="list-style-type: none"> Final Report due to CWCB 	January 2018
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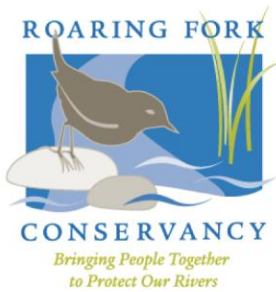
Detailed Project Budget:

Below is a chart with CORE's proposed CWCB request. Please note that the "High Five" campaign has a comprehensive budget and the request for CWCB funds is for aspects of the project that focus on water conservation (see addendum). CORE also received a \$2,000 sponsorship from the Colorado Department of Public Health and Environment (PPAB) to execute two Xeriscape workshops in partnership with Eagle Crest Nursery.

		Hours	Total Cost	CWCB Request	In-Kind (CORE) funds	Cash Match
Task #1: High Five Campaign						
	Graphic Design (\$60/hr)		\$ 8,220.00	\$ 400.00	\$20,000.00	70,040.00
	Advertising & Promotion		\$ 47,400.00	\$ 2,300.00		
	Marketing Materials		\$ 10,200.00	\$ 500.00		
	Engagement through Art		\$ 17,500.00	\$ 800.00		
	Events		\$ 7,200.00	\$ -		
	Incentives: prizes		\$ 3,500.00			
	Digital Media		\$ 20.00	\$ -		
TOTAL			\$ 94,040.00	\$ 4,000.00	\$ 20,000.00	70,040.00
Task #2: Rain Barrel Program						
	Kate Henion, Program Assistant (\$27/hr)	20	\$ 413.40		\$ 413.40	
	Event Cost (Rent, refreshments)		\$ 250.00	\$ 250.00		
	Advertising & Promotion		\$ 1,000.00	\$ 1,000.00		
	Handouts		\$ 200.00	\$ 200.00		
	Rainbarrels*		\$ 2,250.00	\$ 2,250.00		
TOTAL			\$ 4,113.40	\$ 3,700.00	\$ 413.40	
Task #3: Xeriscape Program						
	Kate Henion, Program Assistant (\$27/hr)	30	\$ 620.10		\$ 620.10	
	Event Cost (Location, refreshments)		\$ 500.00			
	Speaker		\$ 500.00			
	Advertising		\$ 1,000.00			
	PPAB Grant					\$ 2,000.00
TOTAL			\$ 2,620.10	\$ -	\$ 620.10	2000
Grand TOTAL			\$ 100,773.50	\$ 7,700.00	\$ 21,033.50	\$ 72,040.00

Addendum:

- High Five campaign materials: logo and five cards (*working DRAFT*)
- High Five campaign budget
- Ruedi Water and Power Authority letter of support
- Roaring Fork Conservancy letter of support



November 30, 2016

Dear Members of the Colorado Water Conservation Board,

BOARD OF DIRECTORS

Pat McMahon
President
Diane Schwener
Vice President
Jeff Conklin
Secretary
Jennifer Sauer
Treasurer
Ted Borchelt
Stephen Ellsperman
Dick Kipper
Jim Light
Rick Lofaro
Executive Director
Rick Neiley
Don Schuster
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Roaring Fork Conservancy (RFC) sends our letter of support for the Community Office for Resource Efficiency's (CORE's) grant application to implement a coordinated education and outreach campaign and retrofit program for the Roaring Fork Valley. In our 20th year of bringing people together to protect our rivers, RFC work hard to keep water in our rivers, monitor water quality, and preserve riparian habitat. CORE and RFC will build upon current partnerships to build effective and informative educational campaigns throughout the Roaring Fork Valley.

As a stakeholder in the creation of the Regional Water Efficiency Plan, RFC understands the value of building upon momentum that the efficiency plan helped create. During our involvement with the creation of the Plan, the consultants identified a coordinated public outreach and communication campaign as an important and essential program measure to engage residents in and visitors to the Roaring Fork Valley. CORE will be able to leverage previous work and tap into a list of energy-efficiency program participants to create a successful, long-lasting educational campaign in the Roaring Fork Valley.

PROGRAM STAFF

Rick Lofaro
Executive Director
Heather Lewin
Watershed Action Director
Christina Medved
Watershed Education Director
Liza Mitchell
Education & Outreach Coordinator
Chad Rudow
Water Quality Coordinator
Sheryl Sabandal
Development Associate & Office Manager
Sarah Woods
Director of Philanthropy

We support the educational campaign developed by CORE, that will further the conversation surrounding water conservation and efficiency in the Roaring Fork Valley. RFC looks forward to future collaboration with CORE in implementing objectives developed in the Regional Water Efficiency Plan.

Sincerely,

Christina Medved
Watershed Education Director



USE LESS. HAVE MORE. BE WATER SMART!

INSTALL A WATER
EFFICIENT
SHOWER HEAD



SAVE UP TO
750 GALLONS
A MONTH!

GET MORE
WATER SAVING TIPS AT
ASPENCORE.ORG/WATER



CORE

Community Office for Resource Efficiency

ROARING FORK WATERSHED PLAN



THE CITY OF ASPEN



BASALT



USE LESS. HAVE MORE. BE WATER SMART!



**RUN YOUR
WASHING
MACHINE AND
DISHWASHER
ONLY WHEN FULL**



**SAVE UP TO
1,000 GALLONS
A MONTH!**

**GET MORE
WATER SAVING TIPS AT
ASPENCORE.ORG/WATER**



**WATER
CONSERVATION**

Tip

CORE

Community Office for Resource Efficiency



THE CITY OF ASPEN



TOWN OF
BASALT



SNOWMASS
WATER & SANITATION
DISTRICT

USE LESS. HAVE MORE. BE WATER SMART!

INSTALL A WATER
EFFICIENT
SHOWER HEAD



SAVE UP TO
750 GALLONS
A MONTH!

GET MORE
WATER SAVING TIPS AT
ASPENCORE.ORG/WATER



CORE
Community Office for Resource Efficiency



THE CITY OF ASPEN





USE LESS. HAVE MORE. BE WATER SMART!

**INSTALL DRIP
IRRIGATION IN
YOUR YARD**



**USE 30–50%
LESS WATER AS
COMPARED TO
SPRAY HEADS**

**GET MORE
WATER SAVING TIPS AT
ASPCORE.ORG/WATER**



**WATER
CONSERVATION**

Tip

CORE

Community Office for Resource Efficiency



THE CITY OF ASPEN



USE LESS. HAVE MORE. BE WATER SMART!

INSTALL DRIP
IRRIGATION IN
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USE 30–50%
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WATER SAVING TIPS AT
ASPENCORE.ORG/WATER

WATER
CONSERVATION

Tip

CORE

Community Office for Resource Efficiency



THE CITY OF ASPEN



BASALT

