



Home H2O Program Colorado Water Conservation Board Fifty Percent Report

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 make rainwater harvesting and rain barrels an affordable, efficient, durable 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.

Progress and Preliminary Accomplishments

Task 1:

Create marketing plan and outreach materials direct mail campaign that will target 5,000 town, city, county and regional residents.

We easily reached over 10,000 regional residents through our marketing and outreach efforts. The majority of our marketing occurred in March and April. We designed our [web page](#) specifically for the HomeH2O Program, rack cards, posters, fliers, newspaper ads in four regional newspapers, (the Durango Telegraph, Durango Herald, Pine River Times, and the Cortez Journal), radio announcements, three monthly 4CORE newsletters, Facebook posts and coordinated with other organizations for cross marketing. DurangoTV also conducted an interview about Rain Water Harvesting <https://youtu.be/Kfi8GupkAQI>. The coordinated marketing plan was extremely successful and generated interest as far away as Albuquerque, NM. Durango residents were especially interested in participating and learning about rain water harvesting. Many area residents were unaware that rain water collection was now legal. The immediate findings based on the enthusiasm and popularity of the program indicate that rain water harvesting will continue to be a topic of interest.

Task 1 is complete.

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 either the Group Purchase of the rain barrel kits or the "DIY Build a Rain Barrel Workshop."

We had evening presentations at the Durango Public Library on March 6th, Mancos Public Library on March 8th, at La Plata County Fairgrounds on April 3rd, April 10th at the Cortez Recreation Center, April 11th at the Bayfield Library. We presented updates and provided information at the monthly Green Drinks meetings (35-40 attendees per meeting) in Durango on February 23rd, March 30th and April 27th. We also presented information and hand-outs at the monthly Green Business Round Table in March and April (75-100 member



attendees).

The evening presentations were not as well attended as projected. The outlying rural areas of Mancos, Bayfield and Cortez didn't have the attendance, however the *"DIY Build a Rain Barrel Workshops"* were popular. The Cortez workshop was the only workshop not sold out. Although there was extensive marketing to reach these outlying areas, if we had more town government participation and local organizations as partners, we might have had greater success. Through the evening presentations, Green Drinks, and Green Business Round Table we estimate we directly reached 475 people.

Task 2 is complete.

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."* At these workshops, the participants will learn how to make their own Rainwater Catchment Systems professional and ARCSA member, Doug Pushard.

The three *"DIY Build a Rain Barrel Workshops"* as of April 30th were sold out and extremely popular. We could have easily provided two or three more workshops in the region. Each workshop for the hands-on construction allowed for 12 participants; however others could join the workshop for a reduced cost that didn't include the construction of a rain barrel. Doug Pushard, the presenter from HarvestH2O was excellent. The comments about the water conservation information, specific to where he presented was appreciated. Some of the comments from the workshops:

- *"Learning so much about how we can save water"*
- *"Great Agenda, learning about Water first and then building the rain barrel"*
- *"Loved it all - the class prior was filled with invaluable info & hands-on rain barrel making was easy & a practical, logical, & progressive activity to teach the community"*

The biggest unforeseen challenge and expense to this portion of the HomeH2O *DIY Build a Rain Barrel Workshops* was sourcing the recycled 55 gallon food-grade barrels. When the project was first proposed in 2016, all the experts were confident the recycled barrels could be sourced locally. We found only one source in the five county region from Ska Brewing Company. They generously donated the recycled barrels for the first two workshops on March 18th at Ska Brewing and in Bayfield, and that was all they had available. The next workshops required purchasing and shipping, (then finding storage) for an additional 36 barrels. It was a cost we hadn't projected and the transportation to the individual workshops was also not considered.

The successful sold-out workshops were supported with marketing and outreach by supporting organizations, Sustainability Alliance of Southwest Colorado, The Garden Project of Southwest Colorado, and The Growing Partners of the Southwest. 4CORE coordinated our *DIY Build a Rain Barrel Workshop* in Ignacio with The Growing Partners of the Southwest annual Home Grown Food Retreat event on April 8th. This collaborative effort ensured a larger audience and provided interest and sign-up opportunity for the two upcoming workshops in May.



Task 4:

Group- buy program at 50% off retail price. The group-purchased rain barrels will be delivered at a Saturday delivery event in three locations in the region- Durango, Bayfield and Cortez.

The ability to participate in the group purchase for a completed rain barrel kit closed on April 24th. We sold 68 of the complete kits from Rain Water Solutions. With this number of completed kits, participants will be able to collect up to 100 gallons at a time. With a 1,000sq.ft. of roof space over the rain water collecting season in this region, it is estimated that 6,000 gallons per resident of water can be harvested. The group-buy of 68 barrels means that there is potential to collect 408,000 gallons of rain water annually.

We had anticipated a greater number of purchases from the group-buy. We continue to get inquiries and we hope that we could create another group buy and predict that the word-of-mouth and continued interest in rain water harvesting will lead to another group-buy.

Task 4 is complete.

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.

We provided 60 of the 68 participants of the rain barrel group buy with a \$25 rebate. This rebate was a creative way to incentivize the group-buy and get participants to sign-up early. The limited time for the group purchase is important to encouraging participants to commit and purchase.

Task 5 is complete.

To Be Completed:

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.