



January 31, 2018

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 our final report for the Water Efficiency Grant. The CWCB grant was used to implement the Backyard Water Conservation Series and a yearlong marketing campaign called the High Five.

Please reach out to Kate Henion for any additional materials or questions.

We thank you for your support.

Sincerely,

Mona Newton
CEO/President
mona@aspencore.org
(970) 925-9775 ext. 500

Kate Henion
Energy Programs + Marketing Coordinator
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(970) 925-9775 ext. 503

CWCB FINAL REPORT

JANUARY 31, 2018

INTRODUCTION:

CORE received a grant from the Colorado Water Conservation Board (CWCB) in the amount of \$7,700 for outreach and engagement in the Roaring Fork Valley. As part of our grant reporting, CORE has provided the CWCB with 50% and 75% progress reports. We concluded our High Five campaign in December 2017 and will be invoicing the CWCB for the remaining \$4,370.00 left in our grant.

CORE's 2017 water conservation campaign began with the implementation of a Backyard Water Conservation Series. The workshop series, organized by CORE, encouraged Roaring Fork Valley residents to save water. The three workshops provided participants with the tools needed to implement water conservation practices in their own backyard. In addition to the series, CORE launched a social movement called the High Five that united the Roaring Fork Valley to take action on the environment by protecting natural resources. The High Five offered 25 tips for residents to curb consumption of water and energy along with reducing waste.

WORKSHOP SERIES RESULTS:

- **Engagement:** Xeriscape workshops held in Basalt and Carbondale had over 25 attendees each.
- **Innovation:** Rain Barrel Workshop (the first of its kind in the Roaring Fork Valley) led to 24 rain barrels installed locally.
- **Media Coverage:** Aspen Public Radio feature on the rain barrel workshop.



THE HIGH FIVE:

- Over 600 Roaring Fork Valley residents took the High Five pledge
- 47% of those participants were new to CORE's programs
- 1,200 people talked to us about taking action
- 1,300 people signed up for our newsletter to learn more
- 1,500 actions were completed
- 2,500 people engaged with us on social media
- 6,000 people participated in community events featuring the High Five

ENGAGING THE COMMUNITY:



High 5 RFV
Like This Page · May 16 · Edited · 9

There's no time like the present to start planting native species -- and saving water! Hats off to Carbondale resident Ross Kribbs whose **High 5 RFV** pledge at Dandelion Days earned him an armful of local plants, courtesy of Eagle Crest Nursery. — in Carbondale, Colorado.

Carla Wheeler, Marty Treadway, Eliza Greenman Burlingame and 5 others like this.

BIRD-WATCHING, NATURE-WRITING ENERGY CHAMPIONS WANTED

TO TAKE ACTION ON THE ENVIRONMENT BY SAVING ENERGY

MAY ACTION OF THE MONTH: PLANT LOCAL SPECIES IN YOUR YARD + GARDEN**

\$2500 GRAND PRIZE!

Complete 5 Actions + Be Entered to Win!
Actions, Prizes + More:
High5RFV.com

*Sponsors available **Resident-friendly

High5RFV **CORE** **Aspen** **Black Hills Energy** **Aspen Daily News** **Baldy Creek Energy** **The Aspen Times**

Catching the drops: Rain barrel workshop

By ELIZABETH STEWART-SEVERY · JUN 5, 2017

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CREDIT COURTESY OF COMMUNITY OFFICE FOR RESOURCE EFFICIENCY

This will be the first full summer that Colorado residents can legally use rain barrels to conserve water. Local organizations are helping people learn how.

[Listen](#)
0:00



SUMMARY:

With CWCB funding, CORE was able to launch a successful and informative Backyard Water Conservation Series. Through the series, we sent over 75 participants home with water conservation solutions. The series also led to a successful partnership with the Roaring Fork Conservancy. The Conservancy has held additional rain barrel workshops throughout the valley since the inaugural June workshop.

The High Five expanded CORE's outreach and engagement further into the Roaring Fork Valley. Our concept aimed to get people's attention in a way that moved them to action. CORE achieved this by harnessing local pride, creativity, and winning. Our tools for engagement included:

- Public participatory art projects
- Mobile art installation called the Energy Confessional
- Creative collaborations with arts and cultural organizations
- Weekly marketing in print, radio, outdoor, digital, and social channels
- Community events



Overall, CORE deemed the Backyard Water Conservation Series and The High Five successes. The Backyard Water Conservation Series led CORE to develop an additional series -- the Energy Innovation Series -- to encourage energy efficiency work throughout the valley. The High Five has been transformed into CORE's overall marketing strategy for 2018. Using the High Five template, we plan to launch a yearlong long communications and outreach plan called "You Are Powerful." This marketing initiative is designed to drive action, featuring the stories of locals connecting energy savings with environmental values. The images and messages will feature residents doing more of what they love (like hiking, skiing, or rafting, e.g.) as a result of their energy-saving efforts. Each month will have a new call-to-action for a specific carbon-busting action.

ATTACHED:

This packet includes an invoice for purchases made throughout 2017 towards the High Five and relevant receipts or invoices. The budget is also included.

			Hours	Total Cost	CWCB Request	In-Kind (CORE) funds	Cash Match
Task #1: High Five Campaign						\$20,000.00	70,040.00
		Graphic Design (\$60/hr)		\$ 8,220.00	\$ 400.00		
		Advertising & Promotion		\$ 47,400.00	\$ 2,300.00		
		Marketing Materials		\$ 10,200.00	\$ 870.00		
		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	\$ 4,370.00	\$ 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	\$ 630.00		
		Handouts		\$ 200.00	\$ 200.00		
		Rainbarrels*		\$ 2,250.00	\$ 2,250.00		
TOTAL				\$ 4,113.40	\$ 3,330.00	\$ 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