

**Environment and Natural Resources Trust Fund  
2015 Request for Proposals (RFP)**

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**Project Title:**

**ENRTF ID: 076-C**

Race to Reduce: Replicating Success!

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**Category:** C. Environmental Education

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**Total Project Budget:** \$ 82,500

**Proposed Project Time Period for the Funding Requested:** 1 year, July 2015 - June 2016

**Summary:**

Educate students and communities about the necessity to reduce water consumption in communities relying on the Prairie-du-Chien water aquifer and cut consumption by 144 million gallons per year.

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**Name:** Patricia Hall

**Sponsoring Organization:** H2O for Life, Inc

**Address:** 1310 Hwy 96 E, Ste 235  
White Bear Lake Mn 55110

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**Email** info@h2oforlifeschools.org

**Web Address** www.h2oforlifeschools.org

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**Location**

**Region:** Metro

**County Name:** Washington

**City / Township:**

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**Alternate Text for Visual:**

Area to be served.

_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ TOTAL	



**PROJECT TITLE: Race to Reduce: Replicating success!**

**I. PROJECT STATEMENT:** We will reduce our water footprint by 25% through conservation efforts in the communities of White Bear Township, Lino Lakes, Vadnais Heights, and North St. Paul, over a one year period from July 2015- July 2016.

**Why?** The water level in White Bear Lake has been declining since 2003. During the Race to Reduce campaign in 2014-15, we estimate our conservation efforts reduced water usage by 12.5% in 10,500 homes in the White Bear, Mahtomedi and Birchwood area saving 395,000 gallons per day or 144 million gallons per year.

**Overall Goals:** To replicate this project in all areas and communities of the state and utilize our conservation platform to reduce water consumption for additional communities that were not targeted in round one.

**How:** Race to Reduce will introduce our tested replicable platform that will provide community forums, educational outreach, and implementation of inexpensive home technologies that will be available to all stakeholders through a Race to Reduce Kit. Conservation water actions are inexpensive, easy to implement, have immediate impact and are proposed as a starting point to lead to community change.

**II. PROJECT ACTIVITIES AND OUTCOMES**

**Activity 1:** *K-12, family and community water conservation education.*

**Budget: \$43,800**

*Through targeted educational outreach in schools throughout the target area of White Bear, Lino Lakes, Vadnais Heights and No. St. Paul we will introduce classroom education developed by us to teach both the importance of conserving and protecting our clean water resources and how easy it is for every family to implement water saving actions. The 2015-2016 impact will reach 30,000 students in the district, their families and community residents.*

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Write classroom curriculum for in home water conservation</i>	<i>July, 2015</i>
<i>2. Align, package, print curriculum to distribute to schools to engage 15,900 students in water conservation action activities.</i>	<i>July-Aug.,2015</i>
<i>3. Conduct teacher training.</i>	<i>August 2015</i>
<i>4. Train school district support person.</i>	<i>August 2015</i>
<i>5. Implement classroom education.</i>	<i>Throughout year</i>
<i>6. Compile home water use data, measure and report impact.</i>	<i>Throughout year</i>
<i>7. Introduce water use survey trial 1 in Oct; trial 2 in Feb. trial 3 in May (gather data)</i>	<i>June, 2016</i>
<i>8. Students will create an outreach campaign through posters, videos and other media</i>	<i>Throughout year</i>
<i>9. Classes apply for field trips that relate to water monitoring, and other approved activities</i>	<i>Throughout year</i>

**Activity 2:** *Distribute home water use reduction kits to 1,000 families.*

**Budget: \$29,700**

*Acquire and sell at a discounted price home water use reduction kits. The kits will include 1,000 each; toilet leak detectors, low flow shower heads, lawn moisture sensors and four minute shower timers and 2,000 faucet aerators. Race to Reduce will prepare and print detailed installation instructions for each kit.*

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Race to Reduce Kit distribution at school and community events.</i>	<i>June 2016</i>
<i>2. Host community informational meetings (provided by host communities)</i>	<i>Throughout year</i>
<i>3. Targeted communities track water use and provide data to the Race to Reduce committee (Each city has information available and will provide data and comparisons)</i>	<i>Throughout year</i>
<i>4. Measure water reduction and share data with communities.(program manager)</i>	<i>July. 2016</i>
<i>5. Evaluate, and introduce the Race to Reduce platform on a statewide level.</i>	<i>Aug. 2016</i>



**Activity 3:** Promote acquisition and installation of 1,000 dual flush toilets.

**Budget: \$30,000**

Negotiate discount pricing on 1,000 dual flush toilets with one or more home improvement stores in the East Metro area and provide a \$25.00 installation rebate to all 1,000 households plus an additional \$50.00 installation rebate to 100 households with annual income at or below 80% of the adjusted median income (AMI) for the area being served.

Outcome	Completion Date
1. Host community informational meetings and distribute installation rebates.	Throughout year

**III. PROJECT STRATEGY**

**A. Project Team/Partners**

H2O for Life will be the lead partner that will collaborate with the school districts for educational outreach. (Contact: Patty Hall). MAGI (Mahtomedi Green Initiative team) will coordinate the Race to Reduce Kits- (Contact Paul Steinhauser). Communities will provide water use data and will also provide rebates to their communities as part of the Race to Reduce Kit. MPCA (Erin Driscoll) will provide Fix-a-leak week kits for students in all schools (In-kind donation) Met Council and the Lake Area conservation board are contributing members and will host community forums. Xcel energy will provide a stipend to cover some of printing costs associated with campaign.

Water is a defining issue of concern in our state, country and the world. We must educate the next generation to be good stewards and advocates for water. We know schools and families are necessary partners to achieve sustainable behavior change. Students will be the vehicle to provide information driven conservation efforts, bringing what is learned home to their families. The Race to Reduce kit will offer incentives for households to install water efficient technologies. Kit installations will pay for themselves within a year of installation through conservation of water. Our initiative will lead to widespread, inclusive community participation, setting the stage for long term commitment and long term, sustainable solutions. The Mayors and Superintendents engaged in year one have committed to continue the efforts for multiple years, through absorption of platform costs to their budgets.

Project Partners Receiving Funds:

- H2O for Life: for educational outreach, website and project management.
- MAGI for Kit preparation for communities
- Communities for rebates to be used for Race to Reduce Kits

Project Partners Not Receiving Funds:

- Minnesota Pollution Control Agency- Provision of Fix-a-Leak Week activity
- Minnesota Department of Help for sponsorship of a Poster Contest
- Lake Area Conservation Committee and Met Council- hosting community events
- Xcel energy- providing printing resources for materials

**B. Project Impact and Long Term Strategy:**

**Impact:** After two years of monitoring water savings that are realized through conservation actions and implementation of water saving technology in homes, we will have valuable data to share that will encourage other communities to focus on individual and household water saving conservation actions (data will be compared to water use prior to Race to Reduce conservation implementation). Curriculum will be embedded into the school systems that will change attitudes and water behaviors over time (data through water surveys will continue to be gathered through on-going H2O for Life service-learning projects.) The Race to Reduce platform will be available statewide to other Minnesota communities, and will also be available through H2O for Life to all partner schools throughout the United States.

**C. Timeline Requirements:**

Race to Reduce was introduced as a pilot program in July of 2014. Results will be measured and evaluated and any suggested adjustments will be included in the year two of the launch to surrounding Prairie du Chein communities.

## 2015 Detailed Project Budget

**Project Title: Race to Reduce: Replicating success**

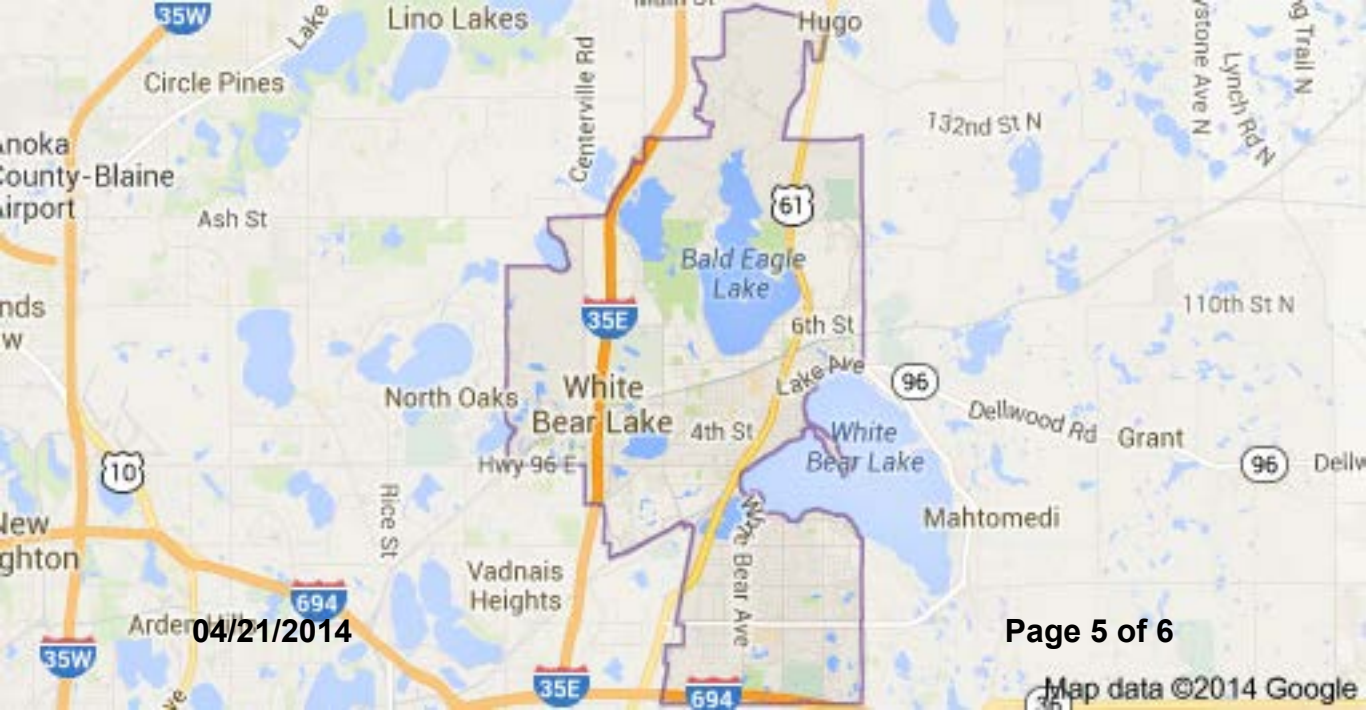
*(1-page limit, single-sided, 10 pt. font minimum. Retain bold text and DELETE all instructions typed in italics. ADD OR DELETE ROWS AS NECESSARY. If budget item row is not applicable put "N/A" or delete it. All of "Other Funds" section must be filled out.)*

**IV. TOTAL ENRTF REQUEST BUDGET [Insert # of years for project] years**

<b>BUDGET ITEM</b> <i>(See "Guidance on Allowable Expenses", p. 13)</i>	<b>AMOUNT</b>
<b>Personnel:</b> 1 curriculum writer, hourly, 116 hrs @ \$37.50/hr \$ 4,350	\$ 27,700
Teacher training, 36 teachers, 4 hours each at \$35.00/hr \$ 5,000	
1 District supervisor, hourly, 30 hrs @ \$35.00/hr \$ 1,050	
1 web site developer/maintenance, hourly, 85 hrs @ \$36.50/hr \$ 3,100	
1 Program manager, .5 FTE \$10.92/hr for 15 months \$14,200	
<b>Contracts:</b> <i>In this column, list out proposed contracts. Be clear about whom the contract is to be made with and what services will be provided. If a specific contractor is not yet determined, specify the type of contractor sought. List out by contract types/categories - one row per type/category.</i>	NA
<b>Equipment/Tools/Supplies:</b> Printing & packaging of lesson plans, water use reduction installation directions, posters & water use reduction pamphlets. \$ 7,800	\$ 35,800
Purchase of water use reduction kits, toilet leak detectors, shower timers, shower heads, faucet aerators & lawn moisture sensors, 1,000 each. \$28,000	
<b>Acquisition (Fee Title or Permanent Easements):</b> <i>In this column, indicate proposed number of acres and name of organization or entity who will hold title.</i>	NA
<b>Travel:</b> Out door environmental study field trips for students	\$ 10,000
<b>Additional Budget Items:</b> Dual flush toilet installation rebates. 900 rebates, 1 per family unit @ \$25 and 100 rebates, 1 per family unit for families at or below 80% AMI @ \$75 per family.	\$ 30,000
<b>TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =</b>	<b>\$ 103,500</b>

**V. OTHER FUNDS** *(This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)*

<b>SOURCE OF FUNDS</b>	<b>AMOUNT</b>	<b>Status</b>
<b>Other Non-State \$ To Be Applied To Project During Project Period:</b> <i>Sale to the public of 1,000 Race to Reduce, Homeowner water use reduction kits at \$20.00 per kit</i>	\$ 20,000	<i>Indicate: Pending</i>
<b>Other State \$ To Be Applied To Project During Project Period:</b> <i>1,000 Toilet leak detectors for inclusion in the homeowner water use reduction kits will be provided by the Minnesota Pollution Control Agency</i>	\$ 1,000	<i>Indicate: Secured</i>
<b>In-kind Services To Be Applied To Project During Project Period:</b> <i>Volunteer hours are estimated to include; Carol Collins, volunteer coordination and project management, 80 hours, Project development and control, P. Hall, P. Steinhauser &amp; others 120 hours, community volunteers for community event representation, unnamed 240 all at \$10 per hour</i>	\$ 4,400	<i>Indicate: Secured</i>
<b>Funding History:</b> <i>Indicate funding secured but to be expended prior to July 1, 2015, for activities directly relevant to this specific funding request, including past and current ENRTF funds. State specific source(s) of fund and dollar amount.</i>	NA	
<b>Remaining \$ From Current ENRTF Appropriation:</b> <i>Specify dollar amount and year of appropriation from any current ENRTF appropriation for any directly related project of the project manager or organization that remains unspent or not yet legally obligated at the time of proposal submission. Be as specific as possible. Indicate the status of the funds.</i>	NA	<i>Indicate: Unspent? Legally Obligated? Other?</i>



04/21/2014

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Map data ©2014 Google

**PROJECT MANAGER QUALIFICATIONS & ORGANIZATION DESCRIPTION,**

**RACE TO REDUCE: REPLICATING SUCCESS!**

Patricia Hall, President H2O for Life, Inc.

Ms. Hall is a retired teacher and founder H2O for life, a seven year old service-learning non-profit organization which brings environmental education curriculum into K-12 classrooms. The curriculum is broad based but has emphasis on the global water crisis and the impact on local communities around the country and the world. In the past 7 years, the organization has served over 806 schools across the state and nation and provided funds to implement over \$4 million in Water, Sanitation and Hygiene education in developing countries.

Ms. Hall has managed the organizations growth and now leads a five person office with a budget of over \$1 million.