



Community Conservation Challenge

Frequently Asked Questions

1) What is the Community Conservation Challenge?

The Community Conservation Challenge is an innovative project created by Concord Public Works (CPW) and funded in part by the Massachusetts Department of Environmental Protection to raise awareness about the importance of water conservation and provides an extra incentive for water customers to become more water-efficient. It is essentially a fundraiser that allows groups to earn money for their conservation efforts.

This year, we have partnered with the Concord-San Marcos Sister Cities Committee. All funds raised in 2009 will help bring drinking water to the village of El Uval in the municipality of San Marcos. For the 400 people who live in El Uval, water is customarily transported in barrels on horseback, as it has been for over 100 years. The Sister Cities Committee is raising funds for the community to drill a well and construct a distribution system. The availability of water will significantly improve nutrition and public health for the residents there.

2) How does it work?

Community groups get their members to form conservation “teams” consisting of Concord Water account holders. During the summer of 2009, they will try to reduce their water use from previous summers. If they do, they earn money for the El Uval drinking water project. Each team’s aggregate water use will be tracked from May through October 2009 and compared with the team’s three-year average of water use from a similar period. Every percentage point reduction of water use during May through October will earn the project \$2 per person. For example, a 20-member team reducing its water use by 10% will earn \$400. If it reduces its water use by 15% it will earn \$600.

3) Sounds great. How can my organization sign up?

After reviewing the Organization/Team Guidelines, your organization should submit an Organization/Team Application to CPW. This can be done before the actual team is formed, but somebody must be designated as the Team Leader who agrees to help recruit other team members from the organization. CPW staff and volunteers from the Concord-San Marcos Sister Cities Committee can assist with recruitment by conducting a brief presentation at one of your meetings. Individuals in your organization interested in joining the team should consult the Team Member Guidelines and submit a Team Member Application to CPW. Application materials are available at www.ConservationChallenge.org or by contacting Water Conservation Coordinator, Joanne Bissetta, at 978-318-3259.

Examples of eligible organizations include local Boy/Girl Scout troops, service organizations, business associations and school groups.

4) How many people can be on a team?

Teams must have at least ten members; however, larger teams are better, as they can potentially earn more money. Only one team member per water account (a family of five residing together is considered to be one member).

5) Can anybody be on a team? Do they have to belong to my organization?

Eligible team members are residents/businesses that have a Concord Water account and have occupied their current address since May 2006. Team members are not required to be official members of your organization.

6) Does my organization need to have a team already formed before it applies?

No. Organizations are encouraged to submit an application if they intend to form a team. Concord Water staff will assist in recruiting team members by conducting a presentation to your organization members. However, organizations are advised not to wait until “the last minute” to apply.

7) What if I’m not part of an organization?

You can submit a Team Member Application and we will assign you to the “Friends of El Uval” team. You can also form your own team by enlisting friends and neighbors to participate.

8) What is a Statement of Services and why does my organization have to sign it?

A Statement of Services is basically a contract between the organization and the Town, as required by municipal finance rules. It outlines services the organization is conducting for the Town (promoting water conservation to its members) and how the Town will pay for those services.

9) Tell me more about donating toilet replacement rebates.

Water customers eligible to receive toilet replacement rebates can choose to donate their rebate to the El Uval Drinking Water Project from May 1 through October 31, 2009. Call 978-318-3259 or email joanneb@concordma.gov to find out how.

10) Why is the Town doing this?

Many Concordians are very busy; and while they may believe that water conservation is important, they haven’t gotten around to finding out how they can become more water-efficient. By partnering with the El Uval Drinking Water Project, we are able to link the water conservation efforts of Concord residents to supplying potable water to a remote village. Every bit of water saved this summer will improve the living conditions for the residents of El Uval.

11) Can I contribute directly to the El Uval Drinking Water Project?

Yes, you can do this online by visiting www.concordma.gov/pages/ConcordMA_BComm/San%20Marcos



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