



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 Environmental Trust to raise awareness about the importance of water conservation and provide 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.

2) How does it work?

Community groups get their members to form conservation “teams” consisting of Concord Water account holders. During the summer of 2008, they will try to reduce their water use from previous summers. If they do, they earn money for their organization. Each team’s aggregate water use will be tracked from May through October 2008 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 group \$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 recruit other team members from the organization. CPW staff 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, parent-teacher groups, youth sports associations, and neighborhood associations.

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 2005. 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 a team. You can also form your own team by enlisting friends and neighbors to participate. Funds earned in the Challenge will be paid to a local non-profit of your choice (i.e., designated beneficiary).

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) and how the Town will pay for those services. There are two different forms. One is for groups keeping the funds earned; the other is for teams donating their funds to a designated beneficiary. Make sure your organization signs the correct form.

9) Tell me more about donating toilet replacement rebates.

Residents eligible to receive toilet replacement rebates can choose to donate their rebate to the participating organization of their choice from May 1 through October 31, 2008. Simply indicate which organization on the rebate application form (available from CPW). Only organizations participating in the Challenge, either as a team or as a designated beneficiary, are eligible to receive toilet rebate donations.

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 working with local organizations, CPW hopes to get people's attention by linking the Challenge with fundraising goals of their groups.

11) What is the Massachusetts Environmental Trust?

The Massachusetts Environmental Trust is a grantmaking organization that protects and restores water resources and their related ecosystems throughout the Commonwealth. The funds come from sales of environmental license plates.

The Trust funds and coordinates projects that: 1) Encourage cooperative efforts to raise environmental awareness; and 2) Enable innovative approaches that can protect, restore and improve water and water-related resources of the Commonwealth. Motorists' contributions to the environmental license plate series have allowed the Trust to distribute approximately \$1 million in grants annually to nearly 40 environmental protection and education projects statewide. Find out more about the Trust and how you can get a Massachusetts Environmental Trust license plate at www.MassEnvironmentalTrust.org.



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