



**Resource and Energy
Action Plan (REAP)**

Outreach Plan

April 2012



REAP Outreach Plan

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Summary

The intention of this plan is to target audience members who are “on the cusp” of changing their behaviors in Archuleta, Dolores, La Plata, San Juan, and Montezuma Counties. The plan defines target audiences, researches their perspectives, outlines a plan for best ways to communicate with those audiences, and defines metrics for tracking the success of outreach efforts. This plan is dynamic and will be evaluated for what is working and what is not, and fine-tuned based on those evaluations.

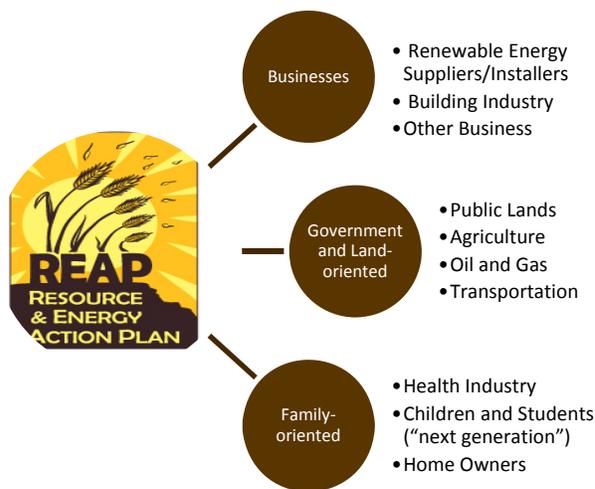
Our target audiences are determined based on sectors outlined in the REAP Action Plan. Those sectors include renewable energy suppliers and installers, building industry, businesses, public lands, agriculture, oil and gas, transportation, health industry, children and students, and home owners. 4CORE compiled research, evaluated each of these sectors, and created strategies for effectively informing each.

Metrics were determined to evaluate the success of outreach efforts, and these will be reviewed regularly to revise this plan for effectiveness.

Target Audience (by sectors)

The intention of this plan is to target audience members who are “on the cusp” of changing their behaviors in Archuleta, Dolores, La Plata, San Juan, and Montezuma Counties. Speaking to those who are resistant to change is not currently the best use of resources, nor is “preaching to the choir” to many who have already made behavior changes.

This Education and Outreach Plan is designed to target several audience’s unique needs to inform and create shifts in behavior that align with the goals of the REAP. Key target audiences are:



Backgrounds of each Sector:



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Several questions should be considered when thinking about strategies to approach each sector. Our plan addresses the “Resource Concerns” of each sector, but the following can be considered in more depth as the plan is carried out:

- What are the values of this group?
- What barriers does this group perceive that is preventing them from participating in services?
- What is the best approach to gathering information from this group? (e.g., survey, focus group, census, personal observation, key informants, leader interviews, etc.)
- How will a group’s leaders be identified and how should we work with them?
- What partners, associated with this group, will you contact and how will you work with them?
- What is the best strategy to reach the highest concentration of individuals in this group?
- What REAP services, programs and activities is the right mix for this group?
- What messages should be developed and how should they be delivered so they are well received by this group?

Agriculture

Table 1: Number of Farms and Farm Acreage in Southwest Colorado¹

County	# of Farms	Acres in Farms
Archuleta	306	149,584
Dolores	279	173,872
La Plata	1,076	570,189
Montezuma	1,123	704,261
San Juan	-	-

Resource Concerns: Market prices, transportation, market for local food, energy efficient crop storage, and regulation affecting production, water supply and access.

Oil & Gas

Oil and Gas Wells in Southwest Colorado

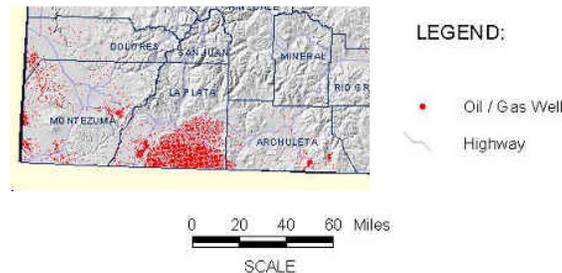


Figure 1: Oil and Gas Wells in Southwest Colorado²



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La Plata County alone has over 2,000 gas wells that have produced 649,196 barrels of oil from 2009 to date.

Table 2: Annual Oil and Gas Production by County³

County	Year	Oil Production (barrels)	Oil Sales (barrels)	Gas Production (MCF)	Gas Sales (MCF)	Water Production (barrels)
ARCHULETA	2009	3,707	3,460	9,832,291	9,789,292	589,153
ARCHULETA	2010	2,534	2,735	9,629,130	9,608,434	534,228
ARCHULETA	2011	2,196	2,751	9,980,716	9,893,960	529,040
ARCHULETA	2012			656,208	650,665	27,398
DOLORES	2009	33,238	32,822	41,943,391	41,902,331	555,369
DOLORES	2010	28,189	25,883	41,374,284	41,326,597	726,671
DOLORES	2011	26,615	26,966	38,689,612	38,628,756	766,706
DOLORES	2012	631		3,296,758	3,295,373	5,420
LA PLATA	2009	35,409	34,284	425,439,901	418,228,202	24,177,214
LA PLATA	2010	33,396	31,949	422,425,190	415,766,044	31,941,883
LA PLATA	2011	33,635	36,335	407,141,492	398,207,882	23,190,056
LA PLATA	2012	743	690	3,678,822	3,592,462	191,765
MONTEZUMA	2009	170,908	170,885	347,690,586	347,593,796	705,671
MONTEZUMA	2010	146,226	145,176	212,464,432	212,322,185	787,167
MONTEZUMA	2011	139,687	139,819	419,429,505	419,216,355	851,840
MONTEZUMA	2012	519	333	35,324,346	35,321,099	220

Resource Concerns: Regulation prohibiting production, increased taxes on industry or citizens, job loss.

Home Owners

Table 3: Population and Housing Numbers for Southwest Colorado⁴

County	# People	# People who own their home	# People renting
Archuleta	12,084	8,826	3,129
Dolores	2,064	1,646	418
La Plata	51,334	33,891	15,728
Montezuma	25,535	18,231	7,067
San Juan	699	430	269

Resource Concerns: Quality housing stock, home value (buyers and sellers), location, community, utility bills, etc.

Renewable Energy Suppliers/Installers

Much of Colorado’s substantial renewable energy potential remains to be developed, and according to the US Energy Information Administration, the State currently ranks relatively low in renewable energy generation.⁵



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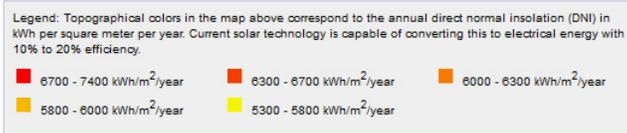
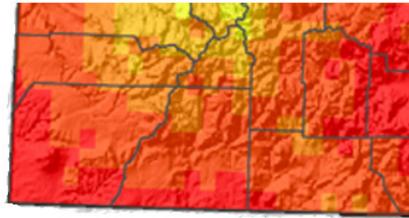


Figure 2: Solar Potential in Southwest Colorado⁶

The Southwest Solar Installers Association (SSIA) has recently formed, consisting of solar installers from the four corners region. Their goals are to promote local solar, represent the interests of local solar installers, and educate both association members and the public on the virtues of solar.⁷

Resource Concerns: Market for renewables, fluctuating government and utility incentives, utility rates paid for renewable energy.

Children and Students (“next generation”)

School Districts in Southwest Colorado:

- Archuleta County 50 JT
- Bayfield 10 JT-R
- Dolores County RE No. 2
- Dolores RE-4a
- Durango 9R
- Ignacio 11 JT
- Mancos RE-6
- Montezuma-Cortez RE-1
- Silverton

District and school Unified Improvement Plans (UIP) are based on four performance indicators: academic achievement; academic growth; gaps in growth levels for a variety of historically disadvantaged subgroups; and success in preparing students for postsecondary and workforce readiness (based on dropout rates, graduation rates and scores on the ACT college entrance exam).⁸

Resource Concerns: Future availability of resources, accumulated pollution, available space in land-fills, water quality, snow-pack, climate change.



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Transportation

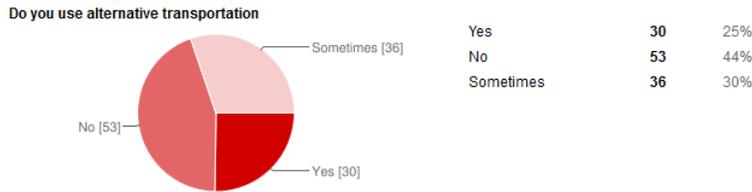


Figure 3: Use of Alternative Transportation by 4CORE survey participants

Resource Concerns: The 2035 Regional Transportation Plan⁹ identified a series of key issues and emerging trends, summarized as follows:

- **Safety issues, including vehicle/wildlife crashes** – throughout the Transportation Planning Region (TPR)
- **Congestion in regional corridors** – especially on US 160 and US 550 in and around Durango, due to economic development and tourism
- **Deterioration of highway infrastructure** – throughout the TPR due to increasing traffic volumes, including trucks
- **Coal Bed Methane (CBM) development** – in La Plata and Archuleta Counties has led to increased truck traffic and the potential for safety conflicts
- **Public transportation** – should be given more consideration as an economically and environmentally viable alternative
- **Bicycle and pedestrian transportation** - should be given more consideration as an economically and environmentally viable alternative

Business

Historically, industry sectors such as mining, agriculture and forestry supported the southwest Colorado economy. Currently these industries provide less than 7% of employment earnings in the regional economy. These base industries have been replaced over time by tourism. In 2009 the service sector provided 39% of jobs and 33% of job income in the region. These services jobs include highly paid professionals as well as lower paid unskilled labor. Trade is also important in the regional economy, providing 25% of jobs and 18% of job income.¹⁰

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Table 4: Employment by Industry¹¹

Region 9 2009 Total Employment	# of Jobs	% of Jobs	Income (\$000)	% of Inc.
Agriculture	1,782	3%	19,654	1%
Mining & Utilities	1,311	3%	136,864	6%
Construction	5,096	10%	271,766	12%
Manufacturing	1,135	2%	43,315	2%
Transportation & Warehousing	1,068	2%	57,270	3%
Wholesale & Retail Trade	6,844	13%	256,599	12%
Information	570	1%	32,671	1%
Finance, Insurance & Real Estate	3,371	7%	164,550	8%
Services	19,877	39%	713,117	33%
Government	10,048	20%	485,996	22%
Total	51,102	100%	\$ 2,181,802	100%

Resource Concerns: Economic leakage from region, tourism.

Public Lands

Public Lands in Southwest Colorado primarily consist of San Juan National Forest and Wilderness, Hovenweep National Monument, Mesa Verde National Park and Wilderness, Weminuche Wilderness, and parts of Rio Grand National Forest.

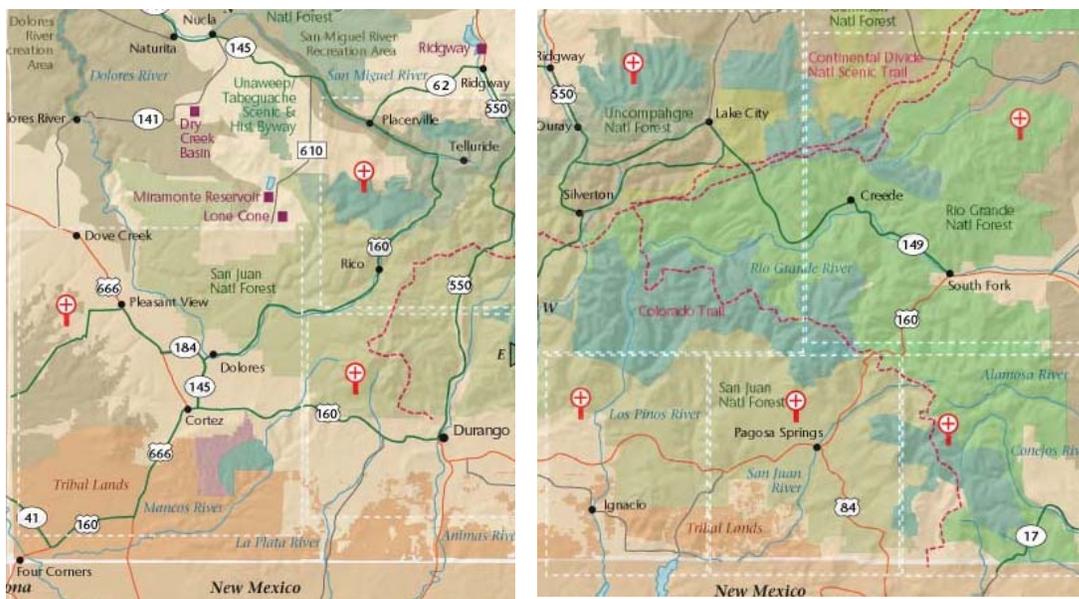


Figure 4: Public Lands in Southwest Colorado

- Bureau of Land Mgt
- Bureau of Reclamation
- Corps of Engineers
- Dept of Energy
- Dept of Defense
- Natl Forests
- Natl Parks
- Natl Trails
- Natl Wildlife Refuges
- Scenic Byways
- State Lands
- Tribal Lands
- Wild & Scenic Rivers
- Wilderness Areas
- ▲ Campgrounds
- Other Rec Sites
- + Zoom In
- Zoom Out

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Resource Concerns: Pine beetle kill, oil and gas drilling, archeological designations, fire planning, wilderness management, wild animal damage, use designations, etc.

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Construction

In Archuleta County 16% of all jobs were attributed to 2nd homes; in Dolores and La Plata this number is 7%; and in Montezuma it was 4%. San Juan County was not included in the study.¹³

Resource Concerns: Fluctuating market, waste material disposal, and cost of new materials.

Health Industry

Healthcare providers in Southwest Colorado include San Juan Basin Health Department, Mercy Regional Medical Center,

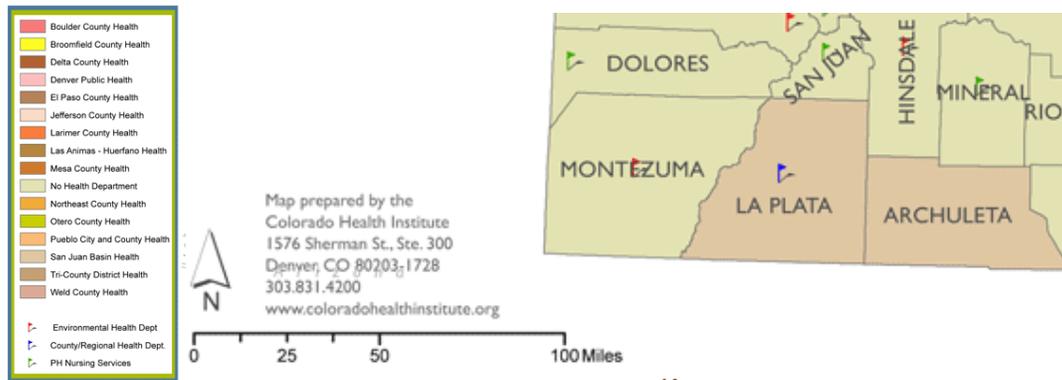


Figure 5: Health Departments and Hospitals¹⁴

Resource Concerns: Adequate access to health care, health care industry’s petroleum dependence (use of throw-away plastics, medication production).

Situation Analysis:

Goal

The Resource and Energy Action Plan (REAP) is a regional strategy and action plan for conservation and energy efficiency. The plan addresses eight strategic goals with benchmarks for saving energy and creating jobs.

The REAP process maps out measurable goals and objectives for residents, businesses and decision-makers to reduce energy use, save costs and implement quality of life initiatives in Southwest Colorado.

The REAP Advisory Board established S.M.A.R.T. Goals (specific, measurable, agreed-upon, realistic, and timely) to help implement the REAP mission and achieve its vision. After completion of the goals, specific action plans were created with an analysis of the opportunities, barriers and strategies for each plan to maximize success.



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This outreach plan seeks to achieve Goal #4. The goal is as follows:

Increase community awareness (10% of the population per year beginning in 2012) of the importance and benefits of existing and future resource and energy conservation mechanisms, energy efficiency (EE) and renewable energy (RE) ideas, models, and available services. Emphasize collaboration between all sectors.

Effects:

- Educate the community in general, as well as targeted networks and groups in order to foster buy-in to create a credible Resource and Energy Action Plan
- Reach out to all sector representatives: (1) identify the best way to dialogue with specific sectors and (2) determine the lead time needed by interviewing advisory board members.
- Create enthusiasm in the region for EE/RE

Action Plans:

1. Reach out to all sector representatives; (1) identify the best way to dialogue with specific sectors and (2) determine the lead time needed by interviewing advisory board members (4CORE). June 2012
2. Increase public awareness of the REAP by December 2012 as measured by outreach metrics (press pick-up, radio ads, website visits, social media, etc.) in order to create a credible Resource and Energy Action Plan (4CORE).
3. Create a REAP Outreach Plan, complete with the cost of disseminating information to each sector, by April 30th, 2012 (4CORE), including the following:
 - a) Specific marketing material (unique language and messaging) for each sector (4CORE). Sectors include:
 - Agriculture
 - Oil & Gas
 - Home Owners
 - Renewable Energy Suppliers/Installers
 - Children and Students (“next generation”)
 - Transportation
 - Business
 - Public Lands
 - Construction
 - Health Industry
 - b) Identify and engage public, private, non-profit and community experts to assist with specific marketing materials, in addition to participating advisory board members (4CORE).
4. Initiate a REAP Outreach Campaign (4CORE)

Focus and Culture

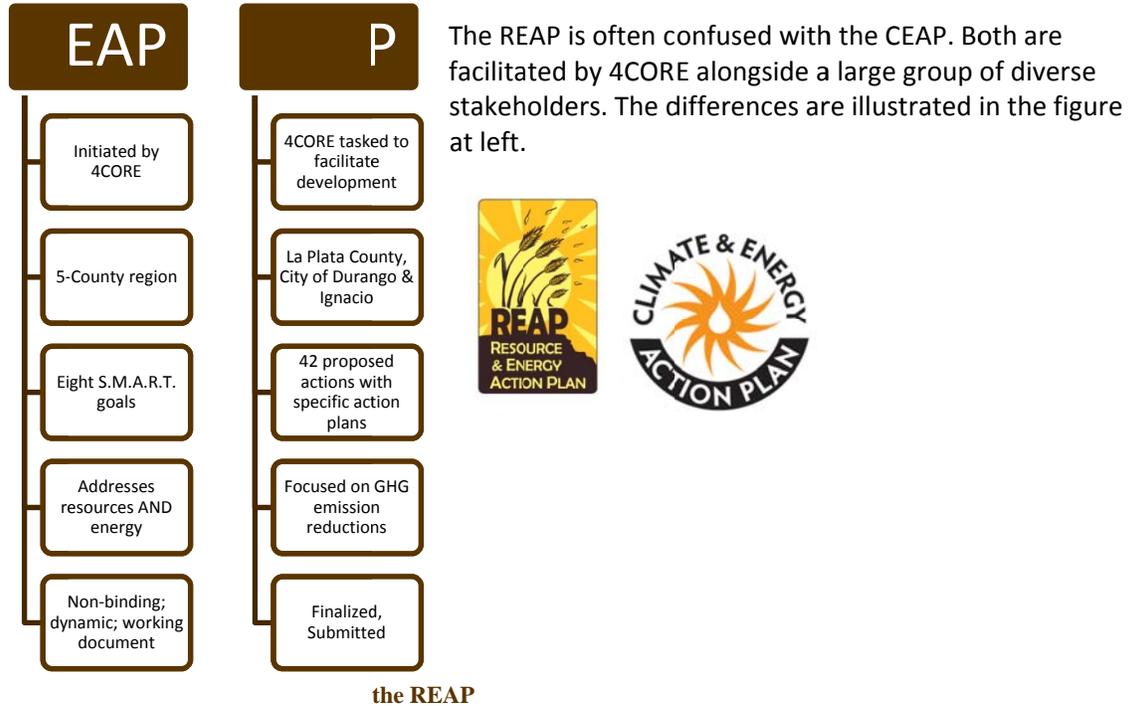
REAP Outreach will be undertaken by 4CORE, a non-advocacy, apolitical, coalition-building group with firm adherence to cooperation, collaboration, and engaging participation. The group serves a five county region in Southwest Colorado, including Archuleta, Dolores, La Plata, San Juan, and Montezuma Counties.. One of the major mandates of the organization is to act as an information clearinghouse for citizens, businesses, government, and other local organizations in order to inspire resource efficiency in the community. The actions proposed in this plan largely build on existing outreach, education, and empowerment efforts in the community.



Strengths

Facilitation of the La Plata Climate and Energy Action Plan (CEAP) was completed in the June 2011, and 4CORE has used lessons and momentum from that process to jump into the REAP process for all five counties.

Weaknesses



Challenges and Barriers to reaching sectors:

- Public perception of “us vs. them” - personal and individual relationships must be developed and considered, especially when working at the network level. The existing REAP Advisory board could be tapped for these network liaisons. Frame EE/RE as an economic opportunity
- If the outreach methods are presented in a way that threatens the values of individuals, large barriers to this process will be raised. Developing “question based” articles and FAQs that don’t “preach” but educate, will hopefully create a more welcoming, neutral feeling.
- REAP (and 4CORE for that matter) are not brands that are recognized region-wide yet.



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Educational (Training/Awareness) Strategies:

- Partner networks will be enhanced using SWConnect .com, word of mouth and some media.
- Presentations and participation in the Southwest Colorado Council of Governments.
- Keep money local – When implementing EE/RE, use local providers, which helps circulate the money through the region.
- Educate and inform local community members with clear, concise, consistent, and unbiased messages.
- Provide tangible actions that individual community members can do to achieve a clearly established vision/goal – create a sense of collective action. Track meaningful metrics so that community members can see the impact of their actions in achieving the overarching goal.
- Offer diverse education opportunities across the community spectrum for all age groups and income levels.
- Deliver programs to increase local participation in and adoption of REAP strategies and projects.
- Collaborate to provide multi-media, hands-on education.

Regional Analysis

Southwest Colorado provides an eclectic mixture of viewpoints and perspectives. The region is primarily rural, with Durango (16,887) and Cortez (8,482) containing the highest population centers.¹⁵ (See Table 3 Above)

Climate

A macro-environmental PEST analysis (Political and legal, Economic, Social and cultural, and Technological) was done using a survey in 2010 and 2011 of 120 event booth visitors and an [on-line survey](#) on 4CORE’s website and monthly newsletters. This on-line survey will continue to collect data that will be used to make future modifications to this evolving plan. Survey participants were asked to rank the importance of several things from 1 (highest) to 10 (lowest priority). The following are the results:

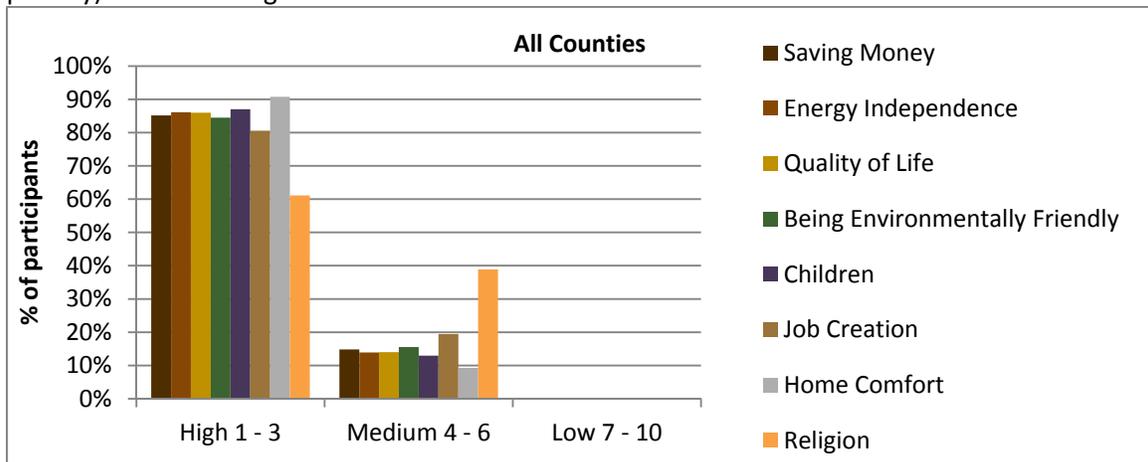


Figure 7: Ranked Importance of different Factors Surveyed (all counties)



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As of January 1st, 2011 ten people responded to the survey from Archuleta County, 98 from La Plata, 36 from Montezuma, 5 from San Juan, and 0 from Dolores (no graph is provided for Dolores for this reason). Some of the other results are as follows:

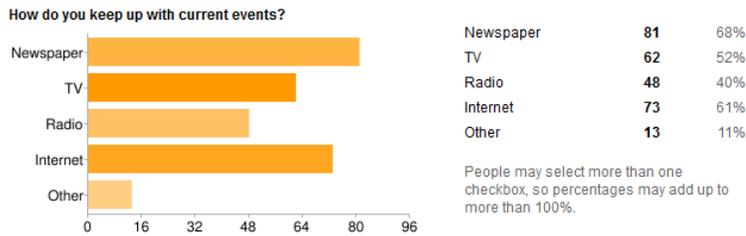


Figure 8: News Sources

Many people get their news and information from newspaper and internet, but also TV. Television in our region comes from New Mexico and it is hard to advertize from that region (this is one interpretation of “technological” for the afore-mentioned PEST analysis).

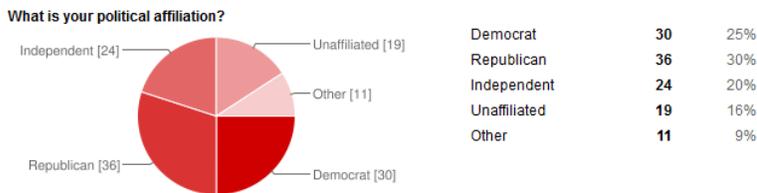


Figure 9: Political Affiliation

Political affiliation tells us the type of messaging our target audience will be receptive to.

The next three figures are a gauge of what sustainable activities our audience is already engaged in:

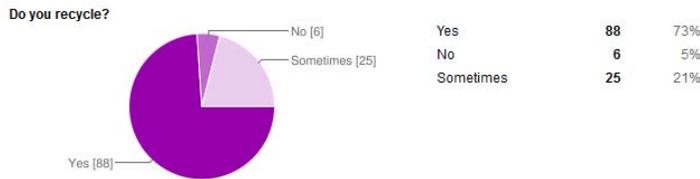


Figure 10: Residents who recycle, or open to recycling.



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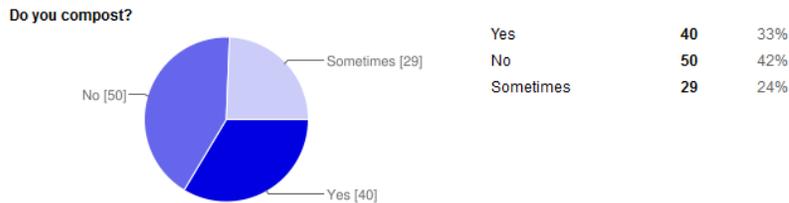


Figure 11: Residents who compost, or open to composting.

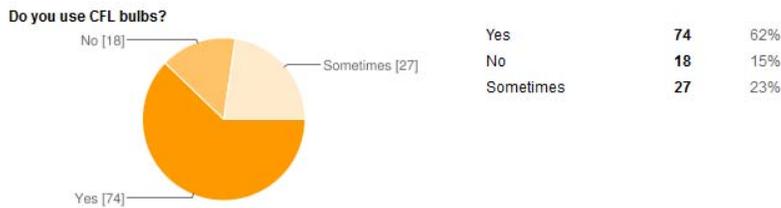


Figure 12: Residents who use energy efficient bulbs, or are open to doing so.

These figures inform us that the majority of residents surveyed either already engage in activities that are conducive to using resources efficiency, or are open to doing so. However, the people surveyed (those visiting 4CORE on-line, reading our enewsletter, or approaching our booth at an event) might already be resource-minded individuals.

Messaging

Based on feedback from the survey above, a concentration of our target audiences for particular messages is likely to be found through the following venues:

- Trade group, or industry-specific, meetings
- Internet (web site, e newsletters, social media pages)
- Presentations at large companies
- Event booths
- 4CORE events
- Shared venues and booths with partners



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Strategies

- Booths at community events, project demonstration/recognition events, and community contests
- Advertisements, press releases, and public service announcements for public events
- Use of 4CORE newsletters with an article highlighting the REAP in each edition
- Branding, using the REAP logo and Quick Response (QR) codes that lead to the REAP and REAP-related sites
- Ads and applications on Facebook and other social media outlets
- Other innovative opportunities that arise



Figure 13: The REAP logo

Collaborators

Utilities, subcontractors, banks, municipalities, building professionals and others will all be engaged in the REAP.

Promotion

The REAP One-Minute Message has been developed to target the general public:

The creators of the REAP believe in collaboration. Every day we provide information and funding opportunities to our rural, agricultural, mountainous community in order to increase the potential for resource-minded endeavors.

Values: integrity, service, collaboration, engagement, education, reliability, bridging gaps, forward-looking, expertise, connections.

Projected results

It is anticipated that by December 2013, 10% of any group in southwest Colorado will know of the REAP or a REAP-related project. The following metrics will be used to assess progress:

- Number of participants in events and contests (ex. HomeRx Makeover)
- Number of people (readership) for magazine and newspaper advertisements, press releases, and public service announcements
- Number of subscribers to 4CORE newsletters
- Number of visits to REAP-specific and REAP-related web sites.
- Number of respondents to REAP-related facebook ads and social media.



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Conclusion

This document will be used to proceed strategically with our REAP outreach, and will serve as a reference point for other 4CORE outreach, including programs that overlap with REAP endeavors, such as the Resource Smart Business Program (RSBP), the Home Performance Prescription Program (HomeRx), and the low-income Weatherization Assistance Program (WAP). It will be made available on-line as a tool for the communities in our five-county region to use for related outreach efforts.



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References

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- ² Colorado Oil and Gas Commission <http://cogcc.state.co.us/General/AtAGlance.html>
- ³ Colorado Oil and Gas Commission <http://cogcc.state.co.us/cogis/ProductionSearch.asp>
- ⁴ <http://2010.census.gov/2010census/popmap/ipmtext.php?fl=08:08007:08033:08067:08083:08111>
- ⁵ US Energy Information Administration <http://www.eia.gov/state/state-energy-profiles.cfm?sid=CO>
- ⁶ Colorado Energy Profile <http://www.energyincolorado.org/resources/solar/maps/potential>
- ⁷ <http://southwestsolar.org/>
- ⁸ <http://www.schoolview.org/performance.asp>
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