The Cochise Water Project
Do Your Part, Be Water Smart.
We are:
501(c)(3) non-profit

a single goal —
reduce the amount of water drawn from the Sierra Vista sub-watershed.
Initially Arizona Community Foundation and the Cochise Community Foundation:

• In 2011, acted as parent company for start-up.
• Accepted monies from WFF as the responsible 501(C)(3)
• Worked with TCWP staff in developing budgets and developing programs
Cochise Community Foundation:

- Provided professional management advice
- Instrumental in establishing relevant reporting protocols
- Created opportunities to explore opportunities to create a successful and sustainable program
- Very low administrative fee (1%)
- Now TCWP stands alone as a 501(c)3
Provided from a variety of sources:

- Walton Family Foundation
- Castle & Cooke AZ
- Horizon Moving
- Upper San Pedro Partnership
- Fort Huachuca
- The Huachuca 50
- Rutherford Diversified Industries
- SSVEC, local electrical cooperative
- City of Sierra Vista
Board Members

- Chief Member Services Officer, SSVEC
- Owner, Ace Hardware
- Western Resource Advocates, Senior Arizona Policy Advisor
- Vice President, Castle & Cooke Arizona
- Community Development Director, City of Sierra Vista
- President, Cochise College
- Publisher, Sierra Vista Herald
- Executive Director, Sierra Vista Area Chamber of Commerce
- Superintendent, Sierra Vista Public Schools
Liaisons to the Board of Directors

• Ft Huachuca Deputy Garrison Commander
• Director of Conservation TNC, AZ Chapter
Technical Committee

- Managing Partner, Reality LLC
- Natural Resources Consultant, Cochise County
- Water Wise, Program Coordinator Senior
- Director, Cochise County Planning and Zoning Department
- Director, Ft Huachuca Environmental and Natural Resources Division
Staff

Patrick Call
Executive Director
Tim Cervantes
Administrative Director
Tara Evans
Office Manager

www.thecochisewaterproject.com
tcwp@me.com
520-732-2014
Rainwater Harvesting

Small Tanks

Large Tanks
Rainwater Harvesting

Multiple 100 Gallon

Single 1500 Gallon
Rainwater Harvesting

500 Gallon

300 Gallon
The Cochise Water Project Signs
Commercial: 10,000 Gallons
Pueblo del Sol Country Club 35,000 Gallons
SV Boys & Girls Club
6,800 Gallons
Retail Partnerships

Partners in Water Saving
ACE Hardware

Garden section

2,500 Gallons
Lowes Garden Section
2,500 Gallons
DCP’s

“Fire and Forget” Hot Water Demand-Controlled Pump Rebates
TCWP Toilet Replacement Program
Upper San Pedro River Area
2013 Area of Interest
2014 Area of Interest
(Near River Project)
2013 Lesson Learned
Focus for 2014

All Residential addresses Near River Project
Figure 5
Simulated Ground-water Capture Zones in the Sierra Vista Subwatershed

Legend
- 0.0
- 0.1
- 0.2
- 0.3
- 0.4
- 0.5
- 0.6
- 0.7
- 0.8
- 0.9
- 1.0

Data Source: Model output files
Scott Leake and others, 2008

SVS Domestic Well Study

2014 Laser Focus
2014 Irrigation Project
2014 Irrigation Project
2014 Irrigation Project
Project Principles

“Skin in the game”
“Funding Mixes”
“Green Plumbers”
All conservation projects
(Projects for 2013; annualized gallons saved)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Gals/year</th>
<th>TCWP $/gal</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>15,507,800</td>
<td>$0.0235</td>
<td>1,049</td>
</tr>
<tr>
<td>Residential</td>
<td>7,973,000</td>
<td>$0.0209</td>
<td>846</td>
</tr>
<tr>
<td>Commercial</td>
<td>7,535,000</td>
<td>$0.0263</td>
<td>203</td>
</tr>
</tbody>
</table>
Residential conservation projects
(Projects for 2013; annualized gallons saved)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Gals/year</th>
<th>TCWP $/gal</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>7,973,000</td>
<td>$0.0209</td>
<td>846</td>
</tr>
<tr>
<td>HETs</td>
<td>5,740,000</td>
<td>0.0134</td>
<td>574</td>
</tr>
<tr>
<td>HET &amp; DCP</td>
<td>594,500</td>
<td>0.0236</td>
<td>29</td>
</tr>
<tr>
<td>DCPs</td>
<td>1,040,000</td>
<td>0.0283</td>
<td>105</td>
</tr>
<tr>
<td>65 gal RWH</td>
<td>67,300</td>
<td>0.0535</td>
<td>45</td>
</tr>
<tr>
<td>RWH system</td>
<td>531,200</td>
<td>0.0797</td>
<td>93</td>
</tr>
</tbody>
</table>
## Commercial conservation projects

(Projects for 2013; annualized gallons saved)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Gals/year</th>
<th>TCWP $/gal</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>7,534,800</td>
<td>$0.0263</td>
<td>203</td>
</tr>
<tr>
<td>Turf reduction</td>
<td>6,520,000</td>
<td>0.0080</td>
<td>1</td>
</tr>
<tr>
<td>Fixtures</td>
<td>628,200</td>
<td>0.0918</td>
<td>191</td>
</tr>
<tr>
<td>RWH</td>
<td>386,606</td>
<td>0.2283</td>
<td>20</td>
</tr>
</tbody>
</table>
**TCWP costs over useful life**

(UL = useful life, years)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>(UL, range)</th>
<th>AF saved*</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>(10 – 20)</td>
<td>929</td>
<td>1,049</td>
</tr>
<tr>
<td>Residential</td>
<td>(17 – 20)</td>
<td>477</td>
<td>846</td>
</tr>
<tr>
<td>Commercial</td>
<td>(10 – 20)</td>
<td>453</td>
<td>203</td>
</tr>
</tbody>
</table>

**TCWP cost/AF over useful lives = $392**

**TCWP to customer cost ratio = 37%**

* AF ≅ 326,000
Outreach Programs
Rainwater Harvesting Class at ACE and Lowe’s with over 300 trained in classes
Green Plumber training at Cochise College 2012

Training and Education
• Provide rebates and “they will come”
• Remove impediments to action
• use Green Plumbers
• Focused marketing
• Be aware of gamers
• Be flexible and have fun
The Cochise Water Project

Do Your Part, Be Water Smart.