

Readiness Rating Worksheet

Three essential elements are needed to launch a successful C2E program:

- 1. Support from local stakeholders** to help implement the program and deliver on environmental goals.
- 2. An environmental enhancement project or initiative** with a water connection that is valued by the community and in need of support.
- 3. An accounting tool** that tracks participants' water use, water bills, and C2E donations.

This Readiness Evaluation helps you assess your community's current status and capacity relative to these important program design elements in order to guide next steps in developing a program. The Readiness Evaluation is not a test for unequivocally determining if Conserve to Enhance is possible in your community. Conserve to Enhance can be implemented anywhere. Initial results can indicate where your community is strongest and which areas to focus on as you develop a Conserve to Enhance program.

You will not necessarily have answers to all of these questions. You may find the answer to questions is unclear to you or that you do not have enough information to answer. The Conserve to Enhance Key Elements Factsheet gives a brief overview of the context for each element, and the Conserve to Enhance Development Guide reviews each topic in detail. The Water Resources Research Center staff can help you through the worksheet and the evaluation of your results.

The Readiness Worksheet is divided into three phases based on the typical program development process. The phases are of equal overall importance to establishing a program.

You will likely need to work with local partners to complete the Readiness Worksheet. Run through the worksheet multiple times over the course of program development; over time your rating will improve in some areas, and you will be able to identify where you need to focus ongoing effort. While you should complete the entire worksheet each time as a check-in on program progress and planning, do not be discouraged if early on your scores are low for Phase Two and Three. As you complete Phase One, you will have more resources and time to advance subsequent phases.

Conserve to Enhance is an innovative financial mechanism that links water conservation actions to environmental enhancement projects. Working with water utilities and NGOs, Conserve to Enhance tracks individual participants' water use over time and enables donation of the monetary value of conserved water directly to an environmental enhancement fund. By connecting water conservation to environmental enhancement, Conserve to Enhance provides a new, unique motivation for water conservation and raises awareness about water resources-related environmental benefits.

Readiness Worksheet

Phase One:

- Identify Key Partners:** Who are your allies in the establishment of C2E? May include municipal/county staff, political representatives, enhancement project managers, and/or environmental stakeholders. See Section 4 of this Guide for partner development questions.
- Key partners have been identified but are unaware of Conserve to Enhance or have not expressed interest in the program – *1 point*
 - Key partners have been briefed and expressed interest in supporting program development – *2 points*
 - Key partners support and have committed to help develop or manage program– *3 points*

Partnerships are often critical to driving Conserve to Enhance forward. If you score yourself only 1 point on this metric, you should focus your work on building interest from the stakeholders in your community you think will be interested in supporting Conserve to Enhance. If you score 2 points, you have a foundation in place and can start to move ahead. A score of 3 points is ideal.

- Gain Utility Support:** Generally, involvement is required from your utility at some level. See Sections 4 and 6 of this guide for more information on the need for a utility/water provider partner and the utility/water provider's potential roles in program implementation.
- Water provider identified, but unaware of Conserve to Enhance or has not expressed interest or willingness to assist with program development – *1 point*
 - Water provider has expressed willingness to share data and/or some interest in managing accounting mechanism, collecting funds, and assisting with promotional materials – *2 points*
 - Water provider has committed to managing accounting mechanism, collecting funds, and assisting with promotional materials– *3 points*

At minimum, basic utility support is needed for effective program development and implementation. If you score 1 point on this metric, continue to focus on strengthening your relationship with your water provider. If you score 2 points, you have the support you need to develop a program. A score of 3 points provides the easiest road to program implementation, but is not necessary for success.

- Identify General Program Goals:** This includes identifying environmental enhancement needs and water conservation goals for C2E. See Section 5 of this Guide prior to beginning work related to this program element.
- Local partners have not discussed C2E program goals – *1 point*
 - Several key partners have brainstormed potential goals of C2E program – *2 points*
 - Key partners have agreed on general program goals the C2E program will support – *3 points*

You should strive for a score of 3 points on this element before advancing to Phase 2 activities. The program goals set the stage for the program and can help increase scores on the previous two elements.

- **Select a Donation and Accounting Mechanism:** How will you track water conservation and donations? Accounting issues can be the most complex portion of Conserve to Enhance. See Section 6 of this Guide prior to beginning work related to this program element.
- Local partners have not discussed accounting goals or options – *1 point*
 - Have discussed water bill add-on options for C2E accounting and donations with water provider to determine feasibility and agreed on goals of accounting and donation mechanisms with key partners – *2 points*
 - Have identified feasible and acceptable mechanisms and outlined plan for initiating C2E accounting with responsible party – *3 points*

As stated above, the donation and accounting mechanism issue is complex. It is also important – it is the backbone of the Conserve to Enhance mechanism. A score of 2 points on this element is essential before moving on to Phase 2. Eventually, all programs must achieve a score to 3 points to enable implementation.

Phase Two:

- **Select an oversight body:** To maintain transparency, Conserve to Enhance programs should be administered by an independent oversight board. See section 7 of this guide for more information about program oversight.
- Have identified key members of oversight body but no oversight body in place – *1 point*
 - Oversight body appropriate for supporting and prioritizing enhancement projects and overseeing disbursement of donations already exists in your area – *2 points*
 - Oversight body for supporting and prioritizing enhancement projects and overseeing disbursement of donations has agreed or been appointed by the local political body to serve as the C2E board – *3 points*

Ultimately, a score of 3 points on this element is required to enable program implementation. During program development, a score of 2 points is adequate to continue moving a program forward. It may be easier to get an existing community board or potential members of a new board to commit closer to program launch than earlier in the process.

- **Identify a fiscal agent:** A legally constituted entity is needed to hold funds donated to Conserve to Enhance. See Section 7 of this guide for more information about identifying a fiscal agent.
- Have not identified potential fiduciary agent/none exist in area – *1 point*
 - Have identified potential fiduciary agent but organization has not yet committed **or** have willing fiscal agent who is not legally constituted (e.g. incorporated or government entity) – *2 points*
 - Have secured commitment from a legally constituted entity to accept donations and grant funds on behalf of C2E – *3 points*

As above, you will need to score 3 points on this element to enable program launch but 2 points is adequate to continue program development. A fiscal agent may need a very clear picture of what the program consists of before committing, so you may not score 3 points until just before implementation.

- **Determine environmental enhancement project selection criteria:** How will the selection of on-the-ground projects consistent with the general program goals take place? See Sections 5 and 7 for information on selecting general program goals and a establishing a project selection process.
- Enhancement project selection criteria not defined; program goals are clear – *1 point*
 - Group assembled to begin process of defining selection criteria – *2 points*
 - Enhancement project selection criteria are complete or already exist – *3 points*
- This is not an issue that must be completely resolved prior to the launch of your C2E program, but you should score at least 2 points. Note that if you score 3 points on the Oversight Body Key Element, you will likely score 2 points on this element automatically. The process of developing selection criteria can be lengthy, but can also be done while C2E is in place and collecting donations.*

Phase Three:

- **Develop marketing materials:** Develop an outreach plan and materials that communicate program goals to attract participants. See Sections 8 and 9 of this guide for more information on program launch and outreach.
- Have begun developing and sharing messaging ideas among partners – *1 point*
 - Have reached agreement on outreach plan and messaging with key partners– *2 points*
 - Marketing materials have been approved by partners and finalized – *3 points*
- Marketing the program is key to success, especially in the early stages when the program is new and unfamiliar to the community. A score of 3 points is essential before program launch.*
- **Optional Element: Connect to conservation incentives program:** Where the opportunity exists, outreach about C2E program can be coordinated with outreach about existing conservation incentives.
- Have identified existing conservation incentive programs- *1 point*
 - Have discussed options for connecting C2E with existing conservation incentive programs – *2 points*
 - Have secured commitment from utility/key partners to link C2E with their programs and developed marketing materials accordingly – *3 points*
- While this is an optional element, it can aid with the establishment of C2E and is especially helpful in motivating initial participation. Because this element is optional, a score of 1 point is adequate at program launch, but over time it is worth working to find a way to leverage existing conservation incentive/rebate programs if they are available in your community.*
- **Develop public reporting mechanisms:** Outcomes of the program should be communicated to the community. See Sections 9 and 10 of this guide for more information about outreach, program evaluation, and community reporting.
- Have identified feasible and preferred venues for reporting- *1 point*
 - Have defined tasks involved in ensuring regular reporting through preferred mechanisms– *2 points*
 - Have defined roles and secured commitment and any funding needed from partners to ensure regular reporting through selected mechanisms – *3 points*

Establishment of evaluation and reporting measures should be considered prior to launch of your C2E program, but do not necessarily need to be finalized. Even with a score of 1 point, you can launch C2E in your community. But, especially if you intend to use surveys of participants, it is better to score 2 or 3 points on this element prior to launch.

Conserve to Enhance Pilot Program Readiness Evaluation Worksheet

Date of Review:			
	Rating	Rating	Rating
<i>Tier 1</i>			
1. Identify Key Partners			
2. Gain Utility Support			
3. Program Goals			
4. Donation and Accounting Mechanism			
5. Oversight Body			
<i>Tier 2</i>			
6. Fiscal Agent			
7. Project Selection Criteria			
<i>Tier 3</i>			
8. Marketing Materials			
9. Reporting Mechanisms			
TOTAL RATING			
Areas to focus effort			