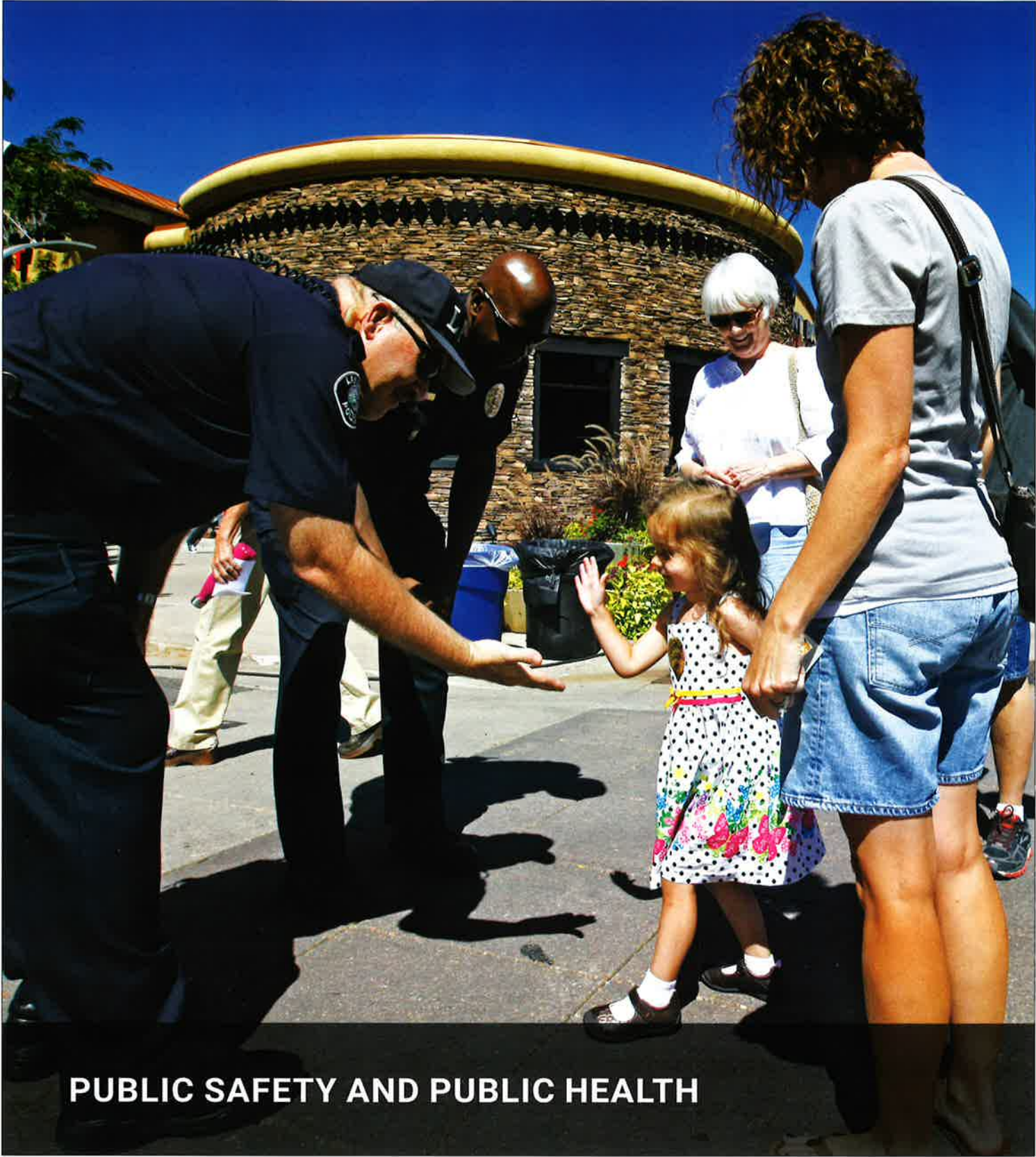


# Colorado Municipalities

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**PUBLIC SAFETY AND PUBLIC HEALTH**

# Mountain Village incentive programs for environmental health

Located in the San Juan Mountains, adjacent to the Telluride Ski Resort, the Town of Mountain Village is investing more than \$170,000 in community incentive programs that focus on the environment and educate and reward residents and businesses for taking a range of environmentally friendly actions. These programs are a part of the town's larger vision of protecting the environment outside of its 3.27-square-mile radius.

The Mountain Village incentive programs focus on smart building, wildfire mitigation, roofing, solar energy, energy efficiency, water conservation and forest health, and food-based incentives for business and residents alike.

Two programs are offered in collaboration with the Telluride Mountain Village Owners Association (TMVOA). The Cedar Shake Fire Mitigation program offers a rebate of up to 100% of building permit fees when property owners reroof their home or building from cedar shake shingles to town-approved fire-rated roofing material. The Wildfire Mitigation Defensible Space program, in partnership with TMVOA, the Telluride Fire Protection District and the West Region Wildfire Council, seeks to help its residents create defensible space around homes and buildings on their property to lower their wildfire risk. Through this program, every homeowner received a postcard and a unique personalized website that informed them of their property's wildfire risk rating using a variety of site data. The town rebates 50% of the cost up to \$5,000 for creating defensible space.

In July 2019, the Mountain Village Town Council voted to adopt a voluntary single-use plastic reduction initiative as part of the town's goal to be zero waste by 2025. The new program will work cooperatively with merchants to voluntarily eliminate single-use plastics at all points of sale and instead offer compostable



alternatives. In further support of TMV's zero waste goal, the Compost Incentive Program incentivizes homeowner's associations, hotels, and multiunit facilities to install compost unit(s) and help reduce landfill waste.

The Farm to Community Food Share Incentive Program works toward a dual goal of improving both environmental health and public health. Up to 60 Mountain Village residents who meet the annual household income qualifications can apply to receive a food share box of locally farmed produce for 14 weeks at a nominal cost.

Through its incentive programs, Mountain Village encourages the responsible use of natural resources throughout the community. In an effort to reduce energy and greenhouse gas emissions, the Town offers property owners up to 100% off building permit fees with its Smart Building Incentive Program. This program offers three owner incentives, which can be used for individual building permit fee discounts or collectively for a full fee waiver, which could save homeowners upwards of tens of thousands of dollars depending on project size.

The Heat Trace Incentive Program, aimed at improving the safety and efficiency of heat trace systems commonly applied on roofs and gutters, offers a free system controller valued at \$380. With the use of controls and a properly installed system, a resident may save 30% to 50% of their

electricity costs per winter. With the Solar Energy Incentive Program, the town is offering significant savings to those who install solar panels on their home or business. First launched in 2014, the Solar Energy Incentive Program provided a rebate of \$0.40 per watt of installed power generated by the sun, which is in addition to San Miguel Power Association's current rebate of \$0.75 per watt and the current federal tax credit of 30%.

Finally, the Smart Irrigation Controls Incentive Program intends to educate the community about ways to prevent water loss, both inside and outside the home. The program will reimburse the homeowner's full cost of an Environmental Protection Agency-approved WaterSense irrigation controller installed on lawn irrigation systems. These smart controllers use real-time local weather data, including humidity, wind speed, solar radiation, and rainfall, to calculate evapotranspiration rates and automatically adjust irrigation watering accordingly.

With each of these incentive programs, the Town of Mountain Village is encouraging the community to appreciate and preserve the natural world, to take positive steps for their own health and wallets, and to reduce liability for future generations. For more information about each program, visit [townofmountainvillage.com/incentives](http://townofmountainvillage.com/incentives).