



WSRA Proposal for: *Solicitation of stakeholder input and advice through publication of a Colorado River Basin edition of Headwaters Magazine*

ABOUT THE FOUNDATION



- Created by the Colorado State Legislature in 2002 to promote a better understanding of water issues through educational opportunities and resources
- 22 member Board of Trustees selected to be representative of Colorado's diverse water community
- Programs include river basin tours, publications, educator trainings, information clearinghouse, and much more.
- *Headwaters* magazine reaches over 7,000 people throughout the Western US and is intended to present the challenges of Colorado water management in a non-positional manner.
- One basin-focused issue each year.
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THE PROPOSAL: An edition of Headwaters magazine focused on the Colorado River basin

- To be used as a tool for the roundtable to teach basin residents and readers statewide about the challenges facing the basin
- To create a common platform for roundtable members to seek input from stakeholders and serve as a forum for education and debate as required by statute
- To highlight the accomplishments and work of the Colorado Basin Roundtable
- To provide the basis for additional companion products such as presentations, web-based content, media stories and conference displays
- To be used by educators in the basin as a basis for presentations and educational content

- \$25,000.00 from the Colorado Roundtable (\$7,000 cost share with CFWE)
- Roundtable members involved in production
- Published in June 2011
- 7,000 copies printed
- CFWE will assist in distribution

ACCOMPLISHING ROUNDTABLE GOALS

The Colorado Basin Roundtable will benefit from activities focused on increasing awareness of their issues, challenges and roundtable activities. Supporting this project will:

- Create a more supportive public that understands why certain projects and/or protections are important, helping to ease the way towards ensuring adequate water supply for the basin's needs
- Help legislators and other decision-makers across the state understand the needs of the Colorado basin, helping with in-basin water project construction
- Articulate the challenges which face the basin, thus helping protect the Colorado basin's water from overdevelopment
- Provide a common platform to roundtable members to accomplish the required involvement of stakeholders

WORKING WITH LOCAL WATER EDUCATORS



The Foundation has learned that the basin-focused issues of Headwaters are a great way to reach out to local community members not normally involved in water issues. To successfully reach a large number of people, members of the basin roundtable must commit to distributing the publication within their networks. A formal distribution plan is key. In addition, local water educators

may want to focus some of their summer 2011 water education efforts on the publication's content and use the publication as a "curriculum". As an example, the Community Agriculture Alliance in Steamboat Springs submitted a WSRA grant request in concert with CFWE's request for a Yampa/White Headwaters. They are holding a series of tours and workshops in the basin in 2010, and using the publication as a way to raise awareness and guide the discussions. CFWE is holding its annual river basin tour in the Colorado basin in 2011, which will also be a good way to sync educational activities with the publication content.

TASKS, BUDGET AND TIMEFRAME

The grant proposal would include four tasks: Task 1: Story Budget Creation; Task 2: Writing and Editing; Task 3: Graphic Design and Printing; and Task 4: Distribution and Input Solicitation. Designees from the roundtable will be involved in all tasks, particularly Tasks 1 and 4, and will review and comment on work products along the way. Work would begin in January 2011, to have a final product by early June. The full cost of 7,000 copies of the publication is \$32,000 of which CFWE is asking the roundtable to provide roughly 75%.