

**Water Supply Reserve Account – Grant and Loan Program
Water Activity Summary Sheet
Agenda Item 10.c**

Applicant: Colorado Foundation for Water Education

Water Activity Name: Raising Awareness in 2012: A Statewide Celebration of Colorado Water Project

Water Activity Purpose: Non-Structural Activity

County: Multiple

Drainage Basin: Statewide

Water Source: N/A

Amount Requested: \$86,668

Source of Funds: Statewide Account

Matching Funds: Minimum \$25,000 cash match; \$25,400 in-kind match

Staff Recommendation
Staff recommends postponing consideration of this application to the Statewide Fund until the May 2011 board meeting to allow time for staff to work with the applicant on identified issues.

Water Activity Summary:

The year 2012 is a milestone for Colorado water. What started as anniversary celebrations of several Colorado Water organizations has since grown into a statewide celebration of the uses and value of water. In 2012, all corners of Colorado will host events that educate our citizens on water's history and basic science, create awareness of current issues, highlight careers in water, create avenues for greater volunteerism and grow Colorado's culture of stewardship. The key objectives of the project follow:

- 1) Raise awareness of Colorado water as a valuable, limited resource in 2012 through educational events and "celebrations" at the statewide and local level;
- 2) Increase support for efforts to manage and protect Colorado's water by raising the visibility of Colorado organizations working in this area and the challenges they face;
- 3) Create new opportunities for citizens to learn about local water supplies and become involved in decisions relating to their water through volunteerism and other engagement mechanisms;
- 4) Set the stage for a sustained awareness campaign on the value of Colorado water beyond 2012.

Threshold and Evaluation Criteria

The application meets all four Threshold Criteria.

It's involvement of nearly 100 partners clearly meets the **Tier 1 evaluation criteria:** Promoting Collaboration/Cooperation and Meeting Water Management Goals and Identified Water Needs. However, a support letter was received from only one basin roundtable. This is likely due to the short time-frame of putting the application together, however broader basin roundtable support will be critical for the success of this project.

The applicant also demonstrated that they meet **Tier 2 evaluation criteria** by indicating strong matching funds, while still needing WSRA funds to complete the project. In addition the application is complimentary to the implementation of other CWCB programs, which is a **Tier 3 criterion**.

Discussion:

This request will help fund a Water 2012 coordinator who will develop an outreach plan for public library and museum traveling displays, a speaker's bureau, K-12 activities, higher education, a public awareness campaign, a Water 2012 website and a major art exhibit.

The applicant indicates that the goals of the grant are aligned with the goals of the basin in the following ways:

- 1) The increased attention and visibility of water resource issues resulting from Water 2012 will foster an environment receptive to the Roundtables' collaborative problem-solving approach. Therefore the Roundtables will be more likely to accomplish their goal of engaging stakeholders in their decision-making processes, and thus more able to carry out their legislative responsibilities.
- 2) Water 2012 will give all Basin Roundtables a resource they currently lack-- a coordinated set of local events they can use to both raise awareness of their needs assessment work, and seek input on the implementation of projects and methods to meet identified needs. For example, the traveling Water 2012 display on the history and management of water could visit the Pueblo public library. The Roundtable could use this opportunity to offer presentations at the library on the history of Pueblo's water, the activities of the Roundtable, etc. Coordinated implementation of Water 2012 will offer multiple opportunities for Roundtables statewide to engage the public in their decision-making processes.
- 3) The result of both the statewide efforts and local implementation of Water 2012 will raise awareness of water as a valuable resource and provide a platform upon which to engage local communities in water resource decision-making.

However, there is nothing in the scope of work the *directly* works with the basin roundtables to accomplish the above.

Issues/Additional Needs:

- Staff recommends building support from basin roundtables across the state by adding an additional task to directly work with the basin roundtables and/or their education committees. The purpose of this task would be to build opportunities for the roundtables to participate in the Water 2012 events.
- Other details of the application and CFWE's role as a fiscal agent need refinement.

Staff Recommendation:

Staff recommends postponing consideration of this application to the Statewide Fund until the May 2011 board meeting to allow time for staff to work with the applicant on identified issues.

All products, data and information developed as a result of this grant must be provided to the CWCB in hard copy and electronic format as part of the project documentation. This information will in turn be made widely available to Basin Roundtables and the general public and will help promote the development of a common technical platform.

In accordance with the revised WSRA Criteria and Guidelines, staff would like to highlight additional reporting and final deliverable requirements. The specific requirements are provided below.

Reporting: The applicant shall provide the CWCB a progress report every 6 months, beginning from the date of the executed contract. The progress report shall describe the completion or partial completion of the tasks identified in the scope of work including a description of any major issues that have occurred and any corrective action taken to address these issues.

Final Deliverable: At completion of the project, the applicant shall provide the CWCB a final report that summarizes the project and documents how the project was completed. This report may contain photographs, summaries of meetings and engineering reports/designs.

Engineering: All engineering work (as defined in the Engineers Practice Act (§12-25-102(10) C.R.S.)) performed under this grant shall be performed by or under the responsible charge of professional engineer licensed by the State of Colorado to practice Engineering.