

# STATE OF COLORADO

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## Colorado Water Conservation Board Department of Natural Resources

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TO: Colorado Water Conservation Board Members

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John W. Hickenlooper  
Governor

FROM: Linda J. Bassi, Chief  
Stream & Lake Protection Section

Mike King  
DNR Executive Director

DATE: November 3, 2011

Jennifer L. Gimbel  
CWCB Director

SUBJECT: **Agenda Item 10, November 15-16, 2011 Board Meeting**  
**Stream & Lake Protection -- Colorado Water Trust Update from Amy**  
**Beatie**

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The Colorado Water Trust ("CWT") is celebrating its 10<sup>th</sup> anniversary this year. Amy Beatie, Executive Director of the CWT, will update the Board on the CWT's recently adopted Strategic Plan (attached to this memo) and on CWT activities and projects. This is an informational item with no Board action required.

Colorado Water Trust  
Three-year Strategic Plan  
June 2011

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## **Mission**

*The Colorado Water Trust is a private, non-profit organization that engages in and supports voluntary efforts to restore and protect streamflows in the state of Colorado to sustain healthy aquatic ecosystems. These efforts include permanent acquisitions of water, other creative transfers of water, and on-the-ground physical solutions that rewater water-short streams.*

## **Ten-year Goal**

*A sufficient number of important stream segments have been restored to provide stream flows to sustain healthy aquatic species and ecosystems while addressing essential statewide water supply needs, in order to have permanently shifted Colorado public sentiment about, public policy on, and funding mechanisms for, instream flows.*

## **Three-year Strategic Plan**

1. Define the priority stream segments that make up the 10-year goal.
  - Develop and apply selection criteria to new and existing projects
  - Create a map of the priority segments
  - Create strategy white papers for the protection of the segments, which should use all tools available, including physical solutions where appropriate
  - Select final set of action segments
2. Complete showcase project(s) with obvious flow improvements in high visibility streams that give us compelling stories to catalyze a value shift that leads to public investment, while continuing regular project work in other segments.
  - Screen and select showcase nominations
  - Accomplish the showcase projects, applying all tools available, including physical solutions where appropriate
  - Balance work on existing projects with showcase projects
3. Maintain the Technical Assistance Program to support land trusts encountering issues with water in their land conservation activities.
  - Continue to develop appropriate resources and programs

- Participate in educational opportunities such as speaking engagements
  - Participate in the Center of Excellence process
4. Identify and begin to address the top two or three most critical funding and public policy impediments to and opportunities for achieving our conservation goals.
    - Identify two or three priority problems in public policy and funding from public or private sources with a small group
    - Develop a strategic plan for the identified problems
    - Implement the strategic plan
  5. Develop and implement a comprehensive, diverse communications program that measurably increases awareness and support of instream flows in identified target audiences.
    - Identify target audiences
    - Develop appropriate messages for target audiences, board, and staff
    - Create media strategy to reach the target audiences
    - Develop outreach to complement media program
    - Develop an evaluation program to measure effectiveness
  6. Ensure that our board and staff have the capacity, financial, and other resources necessary to achieve our goals.
    - Operationalize the strategic plan
    - Increase short-term internal (staff or contract) capacity, e.g., grant writing, administration, project implementation, by June 1, 2011 to give Amy time to think/work strategically
    - Board and staff define respective roles and responsibilities, including additional staff and board members, not later than the September 2011 board meeting
    - Add permanent internal (staff or contract) capacity and appropriate infrastructure by December 31, 2011
    - Strategically add two board members in 2011, 2012 and 2013
  7. Develop and implement a fundraising plan to create a diversified and sustainable financial portfolio.
    - Create a process (driven by consultant) to develop a fundraising plan, including:
      - Effective board support for private fundraising
      - Staffing
      - Endowment

- Capital campaign
- Acquisitions war chest
- Increase operations funding appropriately
- Penetrate GOCO for funding
- On or before September 2011 board meeting
- Implement the fundraising plan