

EXHIBIT A - STATEMENT OF WORK

WATER ACTIVITY NAME – Gunnison Basin Roundtable Education Project

GRANT RECIPIENT – Colorado Mesa University for the Water Center at Colorado Mesa University under the guidance of the Gunnison Basin Roundtable Education Committee

FUNDING SOURCE – Water Supply Reserve Account – Gunnison Basin Funds

INTRODUCTION AND BACKGROUND

Provide a brief description of the project. (Please limit to no more than 200 words; this will be used to inform reviewers and the public about your proposal)

The Gunnison Basin Roundtable Education Program will work with Basin Roundtable members to fulfill the Basin Roundtable's statutory responsibilities to seek input from local stakeholders on its needs assessments and serve as a forum for education and debate regarding methods for meeting water supply needs.

This Program will be coordinated with the Gunnison Basin Roundtable Education Program, which has been endorsed by the Gunnison Basin Roundtable. The Gunnison Basin Roundtable Education Program will reach out to media, local government and civic organizations across the Gunnison Basin in order to raise awareness and generate feedback about the Roundtable's needs assessments, studies and projects, as well as the Roundtable's role in statewide water planning. Activities will include media commentaries, presentations to civic and government groups, an e-newsletter, website and social media.

The Water Center at Colorado Mesa University will coordinate this program with active participation and support from the members of the Gunnison Basin Roundtable Education Committee and Basin Roundtable Members. The program will result in broader public participation in policy debates about water and better public understanding of the trade-offs inherent in making water policy decisions and the activities and discussions of the Basin Roundtables and IBCC in these decisions.

OBJECTIVES

List the objectives of the project

1. Develop and distribute at least 20,000 copies of a new overview publication on the Gunnison Basin: *Gunnison Basin Water in the 21st Century*.
2. Generate or contribute to at least 50 media stories on Basin Roundtable activities and the trade-offs involved in different approaches to meeting the state's water supply needs.

3. Enlarge and diversify the community of people within the basin who follow and comment on Basin Roundtable activities and statewide water planning efforts.
4. Increase public understanding of the trade-offs involved in different approaches to meeting the state's water supply needs.
5. Continuously improve outreach activities through rigorous, ongoing evaluation.
6. Maintain accountability through completing all required reporting tasks.

TASKS

Provide a detailed description of each task using the following format

TASK 1 – Create and publish an overview publication on the Gunnison Basin: Gunnison Basin Water in the 21st Century.

Description of Task

Gunnison Basin Education Committee Chair George Sibley will work with the Education Committee and the Water Center at Colorado Mesa University to coordinate production, editing and printing of this publication.

The publication will be approximately 24 pages long and will be printed in color in hi-brite newsprint. The content will summarize and make intelligible for the lay person the following:

- Background on the Basin Roundtable and the process it is part of.
- Gunnison Basin water supply and the organizations that manage it.
- The link between health and management of Forest Service lands and Gunnison Basin water supplies.
- Information about potential future growth of population and water demand, for the Gunnison Basin and the state.
- Overview of plans/ strategies for addressing Gunnison Basin demand growth.
- Overview of Gunnison Basin's potential role in addressing the state demand growth.
- Analysis of larger Colorado River Basin river issues, what might happen in a "compact curtailment," risk associated with further development of West Slope waters, et cetera.

Method/Procedure

Articles will be written by a combination of volunteer and professional writers, professionally edited, and will be distributed via a combination of the outreach activities described below and as an insert in Gunnison Basin newspapers.

Deliverable

The publication and distribution of at least 20,000 copies of the overview publication.

TASK 2 – Coordinate Media Stories

Description of Task

Water Center staff and the Gunnison Basin Roundtable Education Committee will identify story topics and volunteer writers to write articles on the Gunnison Basin Roundtable's work and local water challenges, linking these local issues to broader water challenges facing the state and the Gunnison River Basin as a whole. Water Center staff will work to place the articles in local media outlets, as well as coordinate meetings between roundtable members and the editorial staff and writers at news outlets and roundtable members to promote feature stories related to the Roundtable's work.

Method/Procedure

To achieve this, Water Center staff will:

- A. Hold quarterly meetings with Roundtable Education Committee to outline the content articles should cover and identify volunteer writers. Topics will include:
 - a. The origins and purposes of the Basin Roundtables (in layman's terms).
 - b. The Gunnison Basin Roundtable's consumptive and nonconsumptive needs assessments.
 - c. Roundtable-supported studies.
 - d. The Statewide Water Supply Initiative report.
 - e. "Bricks and Mortar" projects supported by the Roundtable, including the Hartland Diversion Dam removal and stabilization and improvements to agricultural weather data delivery to Uncompahgre Valley irrigators.
 - f. The trade-offs involved in different approaches to adjusting the "four-legged stool" (new supplies, conservation, agriculture-to-urban transfers and identified projects & processes) to meet the state's anticipated gap in meeting municipal and industrial water needs, as demonstrated by the portfolio tool developed by the Colorado Water Conservation Board.
 - g. Local water supply challenges.
 - h. Updates on Basin Roundtable discussions and activities.
- B. Reach out to media outlets to promote the placement of regular columns supplied by the Roundtable and the coverage of water issues by staff writers.
- C. Schedule the articles.
- D. Insert a tagline to go with each article that links the particular topic to the bigger picture of Colorado water.
- E. Work with writers to ensure that all articles are submitted in a timely fashion.
- F. Coordinate review of articles by Gunnison Basin Roundtable members prior to publication in order to ensure appropriate balance, accuracy and readability.
- G. Preserve archive of articles on the web that other organizations can link to and distribute in their own e-newsletters or news blasts.

Deliverable

This project will achieve and document the placement of at least 50 700-word media stories, or an equivalent content in longer stories, related to the Roundtable's work and

statewide water planning. This will include both articles written by Roundtable members and volunteers and articles produced by journalists at media outlets as a result of this program's outreach to editors and journalists.

TASK 3 – Coordinate civic outreach in the basin.

Description of Task

Water Center staff will work with the Gunnison Basin Roundtable Education Committee and other members of the Gunnison Basin Roundtable to coordinate presentations and listening sessions with 30-50 civic groups over two years and maintaining contact through an electronic newsletter.

Method/Procedure

This task will involve the following components:

- A. Establish core messages and resources** with the guidance of the Roundtable Education Committee. The Committee has already identified the following central topics and resources, but more work is needed to refine the messages and further develop some materials:
 - a. The potential impacts of different strategies, and roles for the Gunnison Basin, in meeting the state's anticipated shortfall in meeting municipal and industrial (M&I) water needs by 2050, as demonstrated by the portfolio tool developed by the Colorado Water Conservation Board. In consultation with the committee, Water Center staff will develop presentation materials to communicate this material to a non-specialist audience.
 - b. The complexity of the Gunnison River Basin: who relies on it, the importance of adequate flows to river and riparian health, water quality, and how the river is managed. These themes will be covered in the Gunnison Basin publication described above.
 - c. Basin Roundtable projects: Water Center staff will develop summary material to show what the Roundtable has accomplished through grants it has supported.
 - d. We will use the traveling exhibit developed by the Colorado Water 2012 initiative, a **state-wide celebration of water**. The traveling exhibit has one side that will be standard across the state; the other side can be customized. This exhibit will be a valuable outreach tool to reach people outside the water community. The committee will develop materials for the customizable side, which will include basic facts about the Gunnison Basin and the work of the Roundtable.
- B. Create a detailed outreach plan that covers each major section of the basin** (Upper Gunnison Basin, North Fork Valley, Surface Creek Valley, Uncompahgre Valley, and Lower Gunnison Valley) with a goal of 3-6 presentations/ year in each area, as well as an appearance by the Water 2012 traveling exhibit. To develop

the plan, Water Center staff will work with Basin Roundtable members to identify the following for each section of the basin:

- a. Key audiences that need to be reached, including planners, tourism boards, watershed groups, water districts, local governments, chambers of commerce and civic groups.
- b. The “hooks” that will interest these audiences in the Basin Roundtable’s work and the other topics identified above.
- c. Opportunities for outreach: scheduled meetings, conferences, etc.
- d. Local speakers who can do presentations.
- e. Venues that will host the Water 2012 exhibit.

C. Implement the plan. Water Center staff will schedule presentations and exhibits and follow through to ensure that they are carried out. At each event, email addresses will be collected in order to sustain contact with people reached through the e-newsletter described below.

D. Collect and report on feedback from the community. At each presentation, the presenter will collect feedback on the substance of the discussion, evaluation forms, and email addresses to add to a master contact list for a basin-wide e-newsletter. This information will be gathered and processed by Water Center staff, which will summarize this feedback for the roundtable at six month intervals.

E. Sustain electronic communication. Water Center staff will sustain contact with individuals reached through government and civic presentations by writing and distributing a monthly e-newsletter and developing a social media presence, as well as enhancing the Water Center website’s value as an entry point for people seeking additional information on water issues. The e-newsletter and social media postings will track and report on activity by the Gunnison Basin Roundtable, other roundtables, the Colorado Water Conservation Board, the Inter-Basin Compact Committee, and the Colorado General Assembly, and the Water 2012 initiative, as well as relevant scientific news gleaned from news reports and water conferences and information on upcoming meetings and events. This e-newsletter will also be distributed throughout the Colorado Basin through the Colorado Basin Roundtable Education Program.

Deliverables

- 1. 30-60 civic presentations across the basin over two years.
- 2. At least 3 appearances of the Water 2012 traveling exhibit.
- 3. At least twenty editions of the electronic newsletter over two years.
- 4. Four reports on community feedback.

TASK 4 – Organize and publicize water seminars and classes.

Description of Task

In 2012 and 2013, partners in the Gunnison Basin Roundtable will continue longstanding traditions of organizing seminars such as the annual “Gunnison State of the River” seminar, which have in the past and will continue to serve as valuable opportunities to education the public on issues addressed by the Gunnison Basin Roundtable.

Method/Procedure

- A. The Colorado River District will coordinate, and the Gunnison Basin Roundtable will host, the annual “State of the River” evening seminars. This event updates citizens on the state of the snowpack and reservoir operations and current water policy issues.
- B. The Water Center, through the e-newsletter described above and contacts with the media, will help publicize this event and those of other organizations, including watershed groups and water conservancy districts.

Deliverable

Direct contact with at least 100 people through these events, as documented via registrations and sign-in sheets. Electronic contact with participants will be maintained via the electronic communication tools developed in Task 3.

TASK 5– Evaluation.

Description of Task

Water Center staff will seek to continuously improve the Gunnison Basin Roundtable Education Program through rigorous, ongoing evaluation.

Method/ Procedure

Evaluation of the impact of this program will occur at several levels, designed to ensure that we are meeting our volume targets for public contact and that we are increasing the knowledge and understanding of those we contact:

- A. We will consistently track the numbers set out in our planned deliverables to ensure that we are on track for meeting our commitments.
- B. We will track comments to articles distributed through media outlets and posted electronically on the Water Center website, as well as more interactive media, such as Facebook and Linked-In.
- C. At each civic presentation, the presenter will distribute and collect:
 - a. Short pre- and post- quizzes (anonymous).

- b. Evaluation forms assessing how the participants liked the program and the impact it had on their thinking about water issues.
- D. We will periodically survey newsletter recipients on how well they like the service and its impact on how they think about water issues and water policy.

TASK 6– Reporting & Final Deliverables

Water Center staff will process this information and prepare reports to the Basin Roundtable and the CWCB every 6 months. 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

BUDGET

SEE ATTACHED EXCEL SPREADSHEETS

SCHEDULE

Gunnison Basin Roundtable Education Plan Schedule

Task	First Year				Second Year			
	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr
Task 1 Create and publish overview publication.								
Task 2 Coordinate media stories.								
Task 3A Establish core messages + resources.								
Task 3B Create detailed outreach plan for six areas.								
Task 3C&D Implement plan & collect feedback.								
Task 3E Sustain electronic contact.								
Task 4 Organize & publicize water events.								
Task 5 Evaluation								

Task 6 Reporting & final deliverable.							
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PAYMENT

Payment will be made based on actual expenditures and invoicing by the applicant. Invoices from any other entity (i.e. subcontractors) cannot be processed by the State. The request for payment must include a description of the work accomplished by major task, and estimate of the percent completion for individual tasks and the entire water activity in relation to the percentage of budget spent, identification of any major issues and proposed or implemented corrective actions. The last 5 percent of the entire water activity budget will be withheld until final project/water activity documentation is completed. 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 help promote the development of a common technical platform.