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**Statement of Work**

**WATER ACTIVITY NAME – Colorado Basin Roundtable Education Project**

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

**FUNDING SOURCE – Water Supply Reserve Account – Colorado Basin Funds**

**INTRODUCTION AND BACKGROUND**

The Colorado Basin Roundtable Education Program will work with Basin Roundtable members to fulfill the Basin Roundtables responsibilities to:

- “...Actively seek the input and advice of affected local governments, water providers, and other interested stakeholders and persons in establishing its needs assessment...” (CRS 37-75-104 (c)).
- “Serve as a forum for education and debate regarding methods for meeting water supply needs.” ((CRS 37-75-104 (d))).

The Program will reach out to media, local government and civic organizations across Colorado’s West Slope 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. Outreach 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 Colorado Basin Roundtable Education Committee and Basin Roundtable Members. This 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.

The primary tasks will be to:

1. Coordinate media stories, with a goal of 100 published media accounts in two years on Basin Roundtable activities and the trade-offs involved in different approaches to meeting the state’s water supply needs.
2. Coordinate civic outreach within the basin, conducting presentations and listening

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sessions with 60-100 civic groups over two years and maintaining contact through an electronic newsletter.

3. Organize water seminars and classes.
4. Coordinate presentations with other basin roundtables.
5. Evaluation
6. Reporting and Final Deliverable.

## **OBJECTIVES**

List the objectives of the project

1. Generate at least 100 media stories on Basin Roundtable activities and the trade-offs involved in different approaches to meeting the state's water supply needs.
2. Enlarge and diversify the community of people within the Colorado Basin who follow and comment on Basin Roundtable activities and statewide water planning efforts.
3. Increase public understanding of the trade-offs involved in different approaches to meeting the state's water supply needs.
4. Continuously improve outreach activities through rigorous, ongoing evaluation.
5. Maintain accountability through completing all required reporting tasks.

## **TASKS**

### **TASK 1 – Coordinate Media Stories**

#### Description of Task

Colorado Mountain News Media papers have agreed to run weekly columns of 700 words every Thursday that would be written by volunteers coordinated by Water Center staff with strong support from the Basin Education Committee. Water Center staff will seek to establish similar arrangements with other media outlets, with a goal of at least 100 stories in newspapers, radio and television outlets across the basin over the two-year grant period.

#### Method/Procedure

To achieve this, Water Center staff will:

- A. Work with the Roundtable Education Committee to establish a list of volunteer writers for topics including:
  - a. The origins and purposes of the Basin Roundtables (in layman's terms).
  - b. The Colorado Basin Roundtable's consumptive and nonconsumptive needs assessments.
  - c. Roundtable-supported studies, such as the Water & Energy Study and the Flow Evaluation Tool).
  - d. The Statewide Water Supply Initiative report.

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- e. “Bricks and Mortar” projects supported by the Roundtable, such as the acquisition of Vail Ditch by Grand County interests and the enlargement and rehabilitation of reservoirs, including Old Dillon, Eagle Park, Battlement Mesa and LEDE.
  - f. The trade-offs involved in different approaches to meeting the state’s anticipated gap in meeting municipal and industrial water needs through identified projects and processes, as demonstrated by the portfolio tool developed by the Colorado Water Conservation Board.
  - g. Updates on Basin Roundtable discussions and activities.
- B. Reach out to additional media outlets.
  - 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 and includes a link to the Headwaters issue and the Water Center website.
  - E. Work with writers to ensure that all articles are submitted in a timely fashion.
  - F. Coordinate review of articles by Colorado Basin Roundtable Education Committee 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

Water Center staff will achieve and document at least 100 stories in newspapers, radio and television outlets across the basin over the two-year grant period.

**TASK 2 – Coordinate civic outreach in the basin.**

Description of Task

Water Center staff will work with the Colorado Basin Roundtable Education Committee and other members of the Colorado Basin Roundtable to coordinate presentations and listening sessions with 60-100 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 for meeting the state’s anticipated shortfall in meeting municipal and industrial (M&I) water needs by 2050, as

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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 Colorado River Basin: who relies on it, the importance of adequate flows to river and riparian health, water quality, and how the river is managed. This is depicted in the issue of the *Headwaters* magazine devoted to the basin, which was funded in part by a Colorado Basin Roundtable-backed Water Supply Reserve Account grant, and which many Colorado Basin Roundtable members helped guide to completion through the review process. The magazine will serve as a core hand-out.
- 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 commission the development of materials for the customizable side, which will include basic facts about the Colorado Basin and the work of the Roundtable.

**B. Create a detailed outreach plan that covers each major section of the basin** (Summit County, Grand County, Middle Park, Eagle River watershed, Roaring Fork Valley, Middle Colorado, and Grand Valley) with a goal of 5-10 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. Opportunities for outreach: scheduled meetings, conferences, etc.
- c. Local speakers who can do presentations.
- d. 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 (see additional details 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, who will summarize this

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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 Colorado 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.

Deliverables

1. 60-100 civic presentations across the basin over two years.
2. At least 6 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 3 – Organize water seminars and classes.**

Description of Task

In 2012 and 2013, the Water Center and partners in the Colorado Basin Roundtable will continue longstanding traditions of organizing classes and seminars on water issues that prepare citizens to engage with the difficult water challenges facing the state. These will be integrated into the detailed outreach plan described in Task 2. They will serve as distribution points for the *Headwaters* issue on the Colorado Basin and opportunities to discuss issues related to the work of the Colorado Basin Roundtable and statewide water planning efforts

Method/Procedure

- A. The Water Center at Colorado Mesa University will hold a three-evening "Water Course" in the winters of 2012 and 2013, at which the activities of the Colorado Basin Roundtable and the trade-offs involved in different approaches to meeting the state's water supply needs will be prominently featured, along with the basics of Colorado water law and water quality. These events will be broadly publicized throughout the community.
- B. The Colorado River District will coordinate a series of five "State of the River" evening seminars spread across the basin. These events will update citizens on the state of the snowpack and reservoir operations and current water policy issues.
- C. The Eagle River Watershed Council will organize "Waterwise Wednesdays," a monthly educational seminar series on water issues.

Deliverable

Direct contact with at least 600 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 2.

**TASK 4 – Coordinate presentations with other basin roundtables.**

Description of Task

Water Center staff will work cooperatively with education committees of other basin roundtables, with a special emphasis on the Front Range, to plan and schedule information exchanges.

Method/Procedure

Water Center staff will reach out to education committees of the other basin roundtables to discuss what each roundtable would like to learn about the Colorado Basin Roundtable perspectives and activities, as well as what Colorado Basin Roundtable members would like to learn about the perspectives and activities of other basin roundtables. We will then plan and schedule information exchanges, with the participation of the Colorado Basin Roundtable.

Deliverable

At least 4 information exchanges with other basin roundtables.

**TASK 5 – Evaluation.**

Description of Task

Water Center staff will seek to continuously improve the Colorado 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.

Deliverable

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

**REPORTING AND FINAL DELIVERABLE**

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 statement 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.

## EXHIBIT A

**BUDGET** - See attached Budget

**SCHEDULE** -

Colorado Basin Roundtable Education Plan Schedule

Task	First Year				Second Year			
	1 <sup>st</sup> Qtr	2 <sup>nd</sup> Qtr	3 <sup>rd</sup> Qtr	4 <sup>th</sup> Qtr	1 <sup>st</sup> Qtr	2 <sup>nd</sup> Qtr	3 <sup>rd</sup> Qtr	4 <sup>th</sup> Qtr
Task 1 Coordinate media stories.								
Task 2A Establish core messages + resources.								
Task 2B Create detailed outreach plan for six areas.								
Task 2C&D Implement plan & collect feedback.								
Task 2E Sustain electronic contact.								
Task 3 Organize water events.								
Task 4 Coordinate presentations with other roundtables.								
Task 5 Evaluation								
Task 6 Reporting & final deliverable.								

**PAYMENT**



## EXHIBIT A

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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.