

STATE OF COLORADO

Colorado Water Conservation Board Department of Natural Resources

1313 Sherman Street, Room 721
Denver, Colorado 80203
Phone: (303) 866-3441
Fax: (303) 866-4474
www.cwcb.state.co.us



MEMORANDUM

TO: Colorado Water Conservation Board

FROM: Tom Browning, Assistant Director

DATE: September 17, 2012

SUBJECT: Agenda Item 6, September 27-28, 2012 Board Meeting
Value of Water Campaign – Public Survey Update

John W. Hickenlooper
Governor

Mike King
DNR Executive Director

Jennifer L. Gimbel
CWCB Director

This is an information item only, and no Board action is required.

The CWCB has been collaborating with a variety of water interests in Colorado to help develop and implement a plan for educating the public and promoting stewardship of Colorado's water resources, as described in the recommendations of the 2007 Water Education Task Force, the 2010 IBCC letter to the Governor, and SWSI 2010. To that end, staff is working with project partners regarding a statewide outreach effort that has been described so far as the Value of Water campaign.

Last year, GBSM, a Denver-based communications firm, prepared a roadmap report which made several suggestions for further action. One of those suggestions was to conduct a survey of Coloradans attitudes and knowledge about water. The CWCB then retained BBC Research and Consulting to develop this public survey. Comments on the draft survey are being accepted through September 28th.

BBC's statewide telephone survey will include 2,000 completed telephone interviews. The idea is to gather information and to educate and promote stewardship of water resources. Later in the process, BBC will also be conducting regional focus groups throughout the state. At the appropriate time, we will also want to solicit input on the focus group discussion guide that BBC will use for those sessions. To the extent that water becomes more intrinsically important in the lives of Coloradans, it could lead to a variety of actions for the benefit of our water future.

Results of the survey effort and a final report are expected by the spring of 2013 and will be posted to the CWCB's website for public viewing.