

STATE OF COLORADO

Colorado Water Conservation Board Department of Natural Resources

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MEMORANDUM

TO: Colorado Water Conservation Board Members

FROM: Tom Browning

DATE: January 14, 2013

SUBJECT: Agenda Item 16, January 28-29, 2013 Board Meeting
Value of Water – Public Survey Results

John W. Hickenlooper
Governor

Mike King
DNR Executive Director

Jennifer L. Gimbel
CWCB Director

This is an informational item only, and Board action is not required.

Background

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 were taken through September 28, 2012. BBC's statewide telephone survey was then completed in December 2012, which included 2,000 interviews.

The overall concept of the public survey was to gather data that could then be shared with interested organizations and used to help shape a water awareness campaign. Stakeholder guidance early in the process pointed towards a need for educating the public and promoting stewardship of Colorado's water resources.

Staff will provide the Board with an update on the preliminary results of the public survey as well as a summary of the remaining steps in BBC's tasks. The public survey report will ultimately be posted to the CWCB's website for public viewing once it's been finalized. Regional focus group meetings are planned for late spring or early summer as a way of collecting additional data. In the next few weeks, staff plans to solicit stakeholder input on the draft focus group discussion guide that BBC is currently developing.