

Colorado Water 2012 Initiative



Final Report



Featured Sponsors

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Colorado Water 2012 Initiative Final Report

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Executive Summary



Colorado Water 2012 began with an idea, which became its mission, to engage Coloradans in a statewide celebration of water, past, present and future. The groundwork for the success of Colorado Water 2012 was laid by the 2008 Water Education Task Force. The timing was driven by important impending anniversaries in 2012. Leveraging a cadre of passionate volunteers and their organizations, Colorado Water 2012 worked to: raise awareness about water; increase support for management and protection of Colorado's water; showcase exemplary models of cooperation, and collaboration; connect Coloradans to their water; and motivate them to participate in the future of their water resources.

75th Anniversaries

Colorado Water Conservation Board
Northern Colorado Water **Conservancy** District
Colorado River Water Conservation District

50th Anniversary

Southeastern Colorado Water Conservation District

10th Anniversary

Colorado Foundation for Water Education

Working under the leadership of the Colorado Foundation for Water Education, Colorado Water 2012 organized a Management Team and Subcommittees, listed in Section 5 of this report. With a shoestring budget of only \$130,000 from grants and donations, Colorado Water 2012 touched more than 500,000 Coloradans with its message of water awareness! The budget was used to build a tool kit, to staff the initiative, and to purchase displays and other messaging materials. But, the bulk of the work was accomplished by the cadre of passionate volunteers and their organizations. We are grateful to them for making Colorado Water 2012 a success.

As the initiative wound up, a survey of participants helped identify what was successful and what was not; and to lay the groundwork for whatever effort succeeds Colorado Water 2012. The responses are quite revealing and are sprinkled throughout this report. One of the most important findings from the survey is that the relationships and partnerships that Colorado Water 2012 facilitated are one of the most powerful, if difficult to measure, successes of the initiative. The initiative also increased the amount of water education happening in Colorado, as well as the number of people participating in the discussion. Colorado Water 2012 was less successful at creating behavior change among the general public, which is generally a longer-term goal.

While a huge success by many measures, the work begun by Colorado Water 2012 is not done. There is still a lot of work to do to raise awareness about water issues, especially with the general public. The momentum created by Colorado Water 2012 is being channeled into the next stage of the effort. Information about what comes next will be posted at www.cfwe.org. Thank you to all our dedicated partners. We look forward to continuing the important work of Colorado Water 2012 with you.



Mission, Goals, & Objectives

The Colorado Water 2012 Management Team adopted the initiative's mission, goals, and objectives in May of 2011 and used them as the foundation to develop programs, tools, resources, activities, and outcomes.

The mission of Colorado Water 2012 is to engage Coloradans in a statewide celebration of water: past, present, and future. Five main goals were identified: to raise awareness about water as a valuable and limited resource; to connect Coloradans to existing and new opportunities to learn about water; to showcase exemplary models of cooperation and collaboration among Colorado's water future; to motivate Coloradans to become pro-active participants in Colorado's water future; and to increase support for management and protection of Colorado's water and waterways.

Water 2012 created a Strategic Framework to effectively steer the initiative. Volunteers developed six committees to drive activities to meet the adopted goals. The Management Team oversaw development, by outside consultants, of robust Communications and Fundraising plans to help "get the word out" while insuring ample funds were available. These plans aided in defining target audience, differentiating Water 2012 from other campaigns, and outlining benefits of participation. Furthermore, the plans defined metrics for marketing and fundraising efforts, including a fundraising goal of \$80,000 to reach 500,000 Coloradans through event participation, social media followers, and web traffic.

To assess how well the initiative was trending, Water 2012 staff and volunteers compiled initiative tracking, survey results, and meeting outcomes. Overall, the initiative was successful in reaching many of its goals, including touching more than 500,000 Coloradans with a message of water's scarcity and value. Meeting the goal was primarily due to the interesting and diverse resources it spawned, but moreover, the initiative created countless new working relationships that effectively broadened water education in Colorado. The initiative was a win-win for all those who participated.

The mission of
Colorado Water
2012 is to engage
Coloradans in a
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Initiative Achievements

The year 2012 was a milestone for Colorado water. What started as a small celebration of the anniversaries of legislation and organizations that built the foundation for today's Colorado water management, quickly unfolded into a broader statewide initiative to “Celebrate Water.” The initiative was funded with \$130,000 from 53 donors, and an unquantifiable yet enormous level of in-kind experts and resources.

Water 2012 implementation, accomplishments and ultimate success can be attributed to the implementation of activities at the local, regional, and statewide levels, where countless professionals and numerous dollars were used to deliver Water 2012 educational programs and awareness activities. These local, regional and statewide activities were branded together through a “toolkit.” The “toolkit” contained branded programs and activities, and was used by over 600 committed Water 2012 partners across the state. In October, Water 2012 surveyed its partners to better understand the initiative's impact and strengths. Of those surveyed, 71% felt that Water 2012 provided a venue for organizations to introduce new, different and expanded water education activities.

Marketing and Sponsorship Goals

Water 2012, with the expertise of a Marketing Consultant crafted a robust marketing plan for the initiative that included items such as audience and partner identification, opt-in website strategies, press kits, talking points, event participation and acquisition of social media followers. The marketing goal was to reach 500,000 Coloradans (a goal that Water 2012 exceeded) and 5,000 web followers, (also exceeded with 19,429 web visitors). 81% of survey respondents believed that the “common” Water 2012 theme boosted the significance and meaning of water education activities, and rated the Water 2012 branding as the initiative's overall highest priority.

Fundraising was a key component for the initiative's success. A consultant developed exclusive sponsorship packages for the private and public sectors, with customized benefits for each. At the onset of the initiative, \$67,000 was invested from committed partners, and a fundraising goal of an additional \$80,000 was set, of which Water 2012 raised \$57,000. In total, Water 2012 raised a total of \$130,000 from seed money, private, corporate, public and government donors, and grants.

The marketing goal was to reach 500,000 Coloradans—a goal that Water 2012 exceeded—and 5,000 web followers, also exceeded with 19,429 web visitors.





Raising awareness was the crux of the Water 2012 project since environmental surveys indicate most Coloradans are unfamiliar about their water in general, its originating source, and its value as a limited resource.

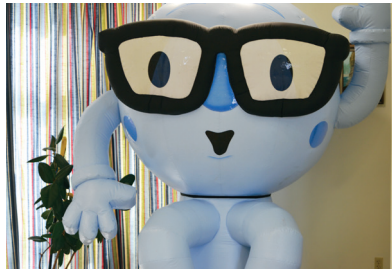
Colorado Water 2012 Objectives And Results

The “toolkit” developed by the six Colorado Water 2012 committees created a diverse suite of activities ranging from a central website to library displays to university student professional networking events. They all contributed to accomplishing the initiative's goals, and their diversity helped reach many segments of Colorado, from school children to civic clubs. Each toolkit activity is explained below according to the initiative goal that it helped further.

1. To Raise Awareness About Water as a Valuable and Limited Resource

The initiative raised the awareness of water's scarcity and value to over 500,000 Coloradans through a suite of tools. Raising awareness was the crux of the Water 2012 project since environmental surveys indicate most Coloradans are unfamiliar about their water in general, its originating source, and its value as a limited resource. With that in mind, Water 2012 committees developed a suite of tools to advance education about water, and its uses. 76% of survey respondents believe that Water 2012-related educational activities exposed residents to more information than in previous years.

- » **Declarations:** Governor John Hickenlooper kicked-off the Colorado Water 2012 Initiative in January 2012 and issued a Proclamation declaring 2012 the “Year of Water” in Colorado. Many declarations followed from city councils to the U.S. Senate.
- » **Printed Publications:** Water 2012 headlined the special issue of the Colorado Foundation for Water Education's Headwaters magazine in January 2012, which reached 20,000 individuals in print and another 1,000 online. Survey respondents voted the special issue as the most useful part of the “toolkit.”
- » **Central Website:** The Water 2012 Website Committee created a robust website to house all initiative information and tools. The website received over 19,400 visits as the primary point-of-contact for the most current information and resources. 76% of those surveyed believe the website was very useful to their water education efforts.
- » **Events Calendar:** The website's events calendar helped Water 2012 partners communicate and market their activities to increase participation. The calendar was one of the most popular pages visited on the website, and housed information on more than 400 events throughout the year, from over 200 organizations.
- » **Media Relations:** The Water 2012 initiative was featured in weekly news articles, and in many media outlets such as the Pueblo Chieftain. Distribution and readership is estimated at over 300,000. Media kits, media training, and talking points were also provided to our partners.
- » **Social Media:** The Website Committee developed an effective social media campaign. Social media tools included Twitter, Facebook, Linked-In, and the Your Water Colorado blog. Water 2012's social media tools amassed over 800 followers, friends and bloggers.
- » **Displays:** The Water 2012 Library and Museums Committee created displays to travel to libraries and museums across Colorado. The Xcel Energy Foundation funded development of the displays and the Colorado State Library Association worked to place and transport them. Six Water 2012 displays visited 53 libraries, 4 museums and resulted in more than 45,000 viewers, with 73% of survey respondents feeling the displays helped to improve water education.
- » **Promotional packets:** To help partners get the word out about Water 2012, the Management Team created promo packets that included posters, stickers, postcards and web badges. 92% of those surveyed felt that consistent Water 2012 branding was very identifiable and useful.
- » **Beer:** San Luis Valley Brewing Company produced special Water 2012 logo neck labels, and distributed 14 free cases (336 Water 2012 beers) of its Grande River IPA to many Water 2012 sponsored events.

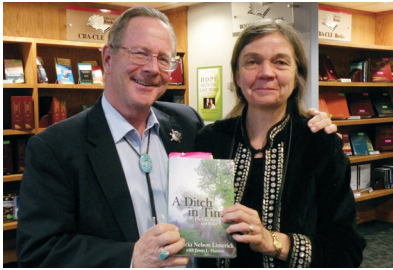


2. To Connect Coloradans to Existing and New Opportunities to Learn About Water

- » **All told, Water 2012 partners hosted** over 400 events from library displays to author talks to university career nights connecting over a half million Coloradans with new and existing opportunities to learn about water. Raising awareness about water leads to learning, learning can lead to action and even behavioral change. 76% of those surveyed felt that Water 2012-related activities exposed Colorado residents to water information in greater quantity than in previous years.
- » **Speakers Bureau:** The Water 2012 Speaker's Bureau Committee assembled over 50 water professionals from across the state to deliver a basic water presentation whenever and wherever requested. The Colorado Foundation for Water Education developed a basic presentation on water that Speakers Bureau volunteers used. The Speaker's Bureau reached 3,200 civic leaders in Colorado. 55% of survey respondents found the presentation useful in their water education.
- » **Videos:** The Colorado Foundation for Water Education, the Arkansas Basin Roundtable and Community Collaborative Rain, Hail and Snow Network (CoCoRaHS) created a suite of informative Water Fluency videos to compliment the presentation. The videos, posted to the website for widespread distribution and downloading, had over 4,600 views.
- » **Book Club:** Water 2012 and Colorado Humanities, through funding from the Xcel Energy Foundation, created a book club to bring water-related books, penned by Colorado authors, to the general public. Books were selected and presented quarterly across Colorado, including many local libraries and schools. Over 2,348 Coloradans participated in person for author visits. In addition, author talks were available on-line through video, webinar, Facebook, and blog programs during 2012. Over 2,167 viewers participated via simulcast broadcasts, resulting in a combined audience of 4,515. Student testimonials were positive, and many stated they were interested in a career in water.
- » **Reading Lists:** The Water 2012 Library & Museums Committee and the K-12 Committee compiled recommended reading lists for adults and youth to enjoy.
- » **Photo contest:** The K-12 Committee, in partnership with the River of Words poetry contest for Colorado youngsters, held a photo contest. It concludes in December 2012, with winners announced and awarded in January 2013.
- » **Rain Gauges:** A partnership with CoCoRaHS and the Colorado Climate Center produced a Water 2012 cartoon and installed 50+ rain gauges in Colorado schools. Schools received rain gauges and educator training, resulting in statewide precipitation data for on-going analysis. 64% of those surveyed found the rain gauge program useful.
- » **Art Exhibits:** Local Denver artist and Water 2012 partner, Rik Sargent, donated the One World One Water sculpture to the campus at Metro State University in the presence of 75 onlookers, and also held a 910 Arts Walk along Sante Fe Drive in Denver. The Durango Arts Center held a Water Art Week kicked-off by a Juried Water Art Exhibit, with more than 170 in attendance, and 70 artistic entries ranging from acrylics to oils, photography, sculptures and pottery. Awards were given for the artwork, and a portion of the proceeds from the art sale was donated to Fort Lewis College's Engineers Without Borders.

The Speaker's Bureau reached 3,200 civic leaders in Colorado. 55% of survey respondents found the presentation useful in their water education.





From the Arkansas
Basin to the Yampa/
White, the Water
2012 initiative
was embraced,
implemented by
local residents,
universities, and water
conservancy districts,
to name a few.

3. To Showcase Exemplary Models Of Cooperation and Collaboration Among Colorado Water Users

Colorado water is full of examples of cooperation and collaboration. Indeed today, it is the best way to get things done efficiently. While Water 2012's goal was to showcase external examples, it is important to note that the initiative itself was a successful collaborative effort, with nearly 600 volunteers and partners coming together to execute the initiative simply because of their passion for water, and determination to educate others. 79% of those surveyed believe that Water 2012 facilitated the creation of new partnerships that benefited their water education activities, and 59% that the initiative created momentum and encouraged new activities. A few samples of internal and external collaboration are:

- » **Monthly meetings:** To ensure that Water 2012 partners and volunteers were aware of others' efforts, the Management Team held monthly webinars to share information about progress, provide timely initiative and financial updates, and to increase participation. 62% of survey respondents found the monthly meetings very useful in staying connected.
- » **Monthly Newsletter:** The Management Team also created a monthly E-Newsletter to engage and inform partners on initiative highlights, statistics, and upcoming events. Survey respondents rated the E-Newsletter very high among the most useful elements, with 83% rating it as very or extremely useful.
- » **Basin Roundtables:** Each of the nine basin roundtables identified specific activities and implemented them locally, including several anniversary celebrations. Each basin made use of expanded media outreach to generate information and participation. From the Arkansas Basin to the Yampa/White, the Water 2012 initiative was embraced, implemented by local residents, universities, and water conservancy districts, to name a few. Basins received grants to help purchase Water 2012 displays, similar to the library and museum displays, but customized with local basin information. Basins also held student-networking events, conducted weekly water seminars, entertained art exhibits, provided K-12 activities, and hosted water forums. Partnerships were created with an emphasis on information gathering and sharing between the Water Center at Colorado Mesa University, Colorado Water Institute, Rio Grande Watershed Conservation and Education Initiative, Water Information Program, Durango Arts Center, Rotary International, Clear Creek Watershed Foundation, Western State Colorado University, Community Ag Alliance, Colorado State University-Pueblo, and Colorado Mountain College among others. The Basin Roundtable's efforts helped to carry the Water 2012 message to all corners of Colorado with zeal and commitment. 82% of those surveyed believe Water 2012 created positive change in the exposure to residents about water information in their respective basins.
- » **Water Festivals:** Countless Children's Water Festivals across Colorado exposed more than 11,000 youngsters to Colorado water. The City of Boulder alone engaged over 1,100 students at festivals, 16,000 residents at events, and over 30,000 giveaways of Water 2012 promotional materials. The City of Longmont reached over 700 students. Water festival leaders and water utility personnel came together to engage local students in hands-on activities about where their drinking water comes from, and how to protect and conserve this valuable natural resource.
- » **Scholarships:** The American Water Resources Association's (AWRA) Colorado Section awarded a \$4,000 Water 2012 Scholarship to Jasmeen Moubarak, a Master's student at Colorado State University for her project, "Quantifying the effects of deficit furrow irrigation on groundwater recharge in Northern Colorado."
- » **Water 2012 helped facilitate** professional partnerships and relationships. One survey responder said, "Our connection to science educators, curriculum coordinators, and school board leaders would not likely have happened otherwise."

4. To Motivate Coloradans to Become Pro-Active Participants in Colorado's Water Future

The initiative's ultimate goal was to turn awareness and learning into action. Aside from readers of printed articles and publications and radio listeners, Water 2012 successfully reached over 137,000 web followers, volunteers, and event attendees to become engaged. Attendance at Water 2012 events says Coloradans are interested in learning about water, and the future of water in our state. Although it is difficult to measure how involvement leads to action or behavior change, it is Water 2012's hope that a small percentage of those exposed to Water 2012 will take it upon themselves to participate in water issues in the future. Much work remains, but Water 2012 has opened the door to education, learning, and action in the following ways:

- » **Fundraising:** The initiative garnered financial support from 53 entities from across Colorado. The combination of grants, sponsors, and in-kind donations totaled nearly \$130,000.
- » **In-Kind Support:** Entities provided invaluable in-kind donations from coordinator support, website design, IT services, video productions, scholarships, marketing support, to free expo space, free water, beer, and much more.
- » **Unique Partnerships:** Colorado Humanities and the Center for the Book focused its Authors in Communities program on water in 2012, reaching thousands of Coloradans through the printed word.
- » **430 events** were posted to the calendar by over 200 organizations. Approximately 60% of these events had volunteers who actively ran components of the initiative. Volunteers managed the finances, monitored social media, created and implemented local programs, and sponsored and hosted many 2012 events.
- » **Partner communication:** 35 partners added Water 2012 logos to their website, using their own communication channels to raise awareness about the initiative. In addition, several organizations printed articles in their trade journals about Water 2012 including: Pueblo Chieftain, Valley Courier, Lake City Silver World, Colorado Biz Magazine, Sky Hi Daily News, Denver Post, Colorado WaterWise, Longmont Times, Greeley Tribune, Broomfield Enterprise, Colorado Municipal League, Westword, Grand Junction Free Press, Summit Daily, Delta County Independent, High Country News, Better By Nature, CSU News & Information, Art Project A, Progenitor 2012, Post Independent, Coyote Gulch and ALCC's Colorado Green Magazine.



"Water 2012 has more than anything informed me, and made it more easily approachable to bring up water issues to those around me."

5. To Increase Support for Management and Protection of Colorado's Water and Waterways

Water 2012 was affiliated with numerous tours, expos and events to increase support for the management and protection of Colorado's waterways. Partners who held events saw an increase in participation and many new faces. Water 2012 believes that by creating awareness we helped change attitudes about water, but due to budgetary reasons data on public attitudes before and after Water 2012 was not collected. Although official data could not be collected, 82% of survey respondents sensed a positive change in exposure to residents about water information, and 77% indicated a knowledge increase about water from residents. All in all, with over 500,000 Coloradans exposed to water in some regard, new faces were seen, and the opportunities to educate increased. As one volunteer said, "Water 2012 has more than anything informed me, and made it more easily approachable to bring up water issues to those around me. Because of this, I have self-taught myself and informed others of pressing issues."



Management Team and Organizational Partners

Water 2012, Management Team

Nicole Seltzer, Chair, Executive Director, Colorado Foundation for Water Education, Denver

Frank Kinder, Secretary, Senior Conservation Specialist, Colorado Springs Utilities, Colorado Springs

Amy Conklin, Treasurer, Consultant, Littleton

Sean Cronin, Executive Director, St. Vrain and Left Hand Water Conservancy District, Longmont

Brian Werner, Public Information Officer, Northern Water, Berthoud

Hannah Holm, Water Center at Colorado Mesa University and the Mesa County Water Association, Grand Junction

Jean Van Pelt, Conservation Outreach Coordinator, Southeastern Colorado Water Conservancy District, Pueblo

Alyssa Quinn, Administrative Assistant, Platte Canyon Water and Sanitation District, Littleton

Tom Browning, Assistant Director, Integrated Planning, Colorado Water Conservation Board, Denver

Judy Lopez, Conservation Education Specialist, Rio Grande Watershed Conservation and Education Initiative

Water 2012, Committee Chairs

Book Club, Justice Gregory Hobbs and Tim Hernandez

Higher Education, Paul Lander and Brenda O'Brien

K-12, Noah Newman and Marcee Camenson

Libraries and Museums, Liz Gardener, Christel Webb, and Nona Shipman

Speaker's Bureau, Brian Werner and Caitlin Coleman

Website and Social Media, Sean Cronin, Nona Shipman and Natalie Stevens

Water 2012, Basin Liaisons

Arkansas, Perry Cabot and Carla Quezada

South Platte, Sean Cronin

Colorado, Caroline Bradford and Hannah Holm

North Platte, Debbie Alpe

Gunnison, George Sibley

Southwest, Denise Rue-Pastin

Rio Grande, Judy Lopez

Yampa/White, Ren Martyn

Metro, Tom Acre

Project Consultants

Brenda O'Brien

Nona Shipman

Karla Demmler

Cindy Jennings

Colorado Water 2012 Financial Report

Income Summary

Donations	\$86,170
State Grants	\$30,515
Display Purchases	\$13,559

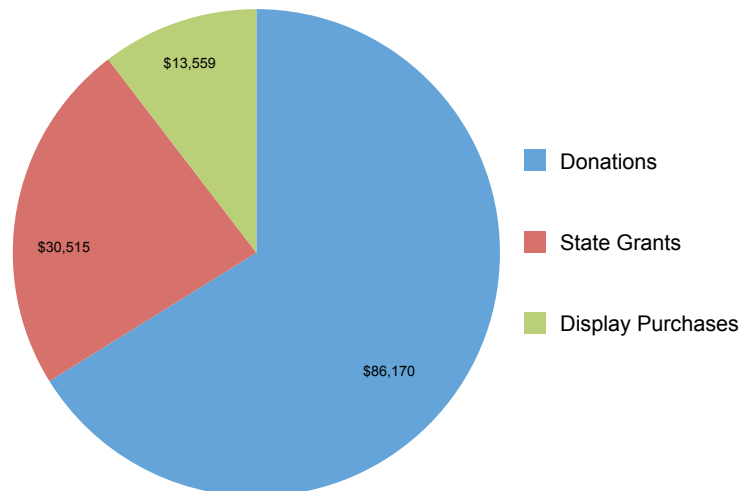
Total Income	\$130,244
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Expenditure Summary

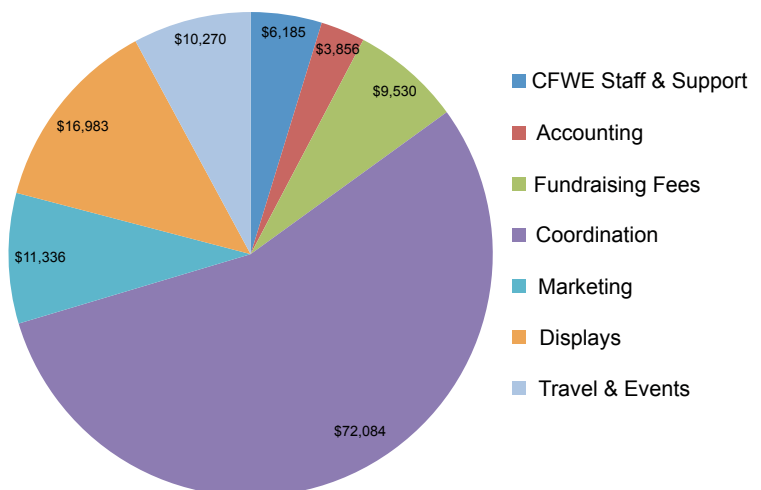
CFWE Staff & Support	\$6,185
Accounting	\$3,856
Fundraising Fees	\$9,530
Coordination	\$72,084
Marketing	\$11,336
Displays	\$16,983
Travel & Events	\$10,270

Total Expense	\$130,244
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Water 2012 Total Income



Water 2012 Total Expenditure



Summary of Scorecard Statistics

Activity	Touch Points	Means to Achieve
Book Club	4,515 combined attendees and online viewers	Author visits
Speaker's Bureau	3,246 attendees	Civic clubs and others
Water 2012 Displays	49,028 viewers	7 displays visiting > 60 libraries and museums
K - 12	10,080 youthful participants	Rain gauge demonstrations and Water Festivals
Higher Education	310 student attendees	5 events: Metro, Ft. Lewis, Greeley, Grand Junction and Pueblo
Other events	45,720 participants	Conferences, Expos, and meetings
Videos	4,651 views	3 Water 2012 videos on website
Website	19,429 visits	Jan 1 – Dec 31
Blog	182 followers	At Your Water Colorado Blog
Social Media	780 friends/followers	Facebook, Twitter, LinkedIn interaction between friends, friends/friends, etc.
SUB-TOTAL	137,941	
Radio	60,000 – 100,000 listeners	PSA on West slope aired 6-10 per day in June
News Articles	324,664	3 papers run weekly 2012 articles, 21 other papers mention 2012, blog references, and other various newspapers, trade publications, etc.
TOTAL (Range)	522,605 – 562,605	

Lessons Learned

From statistics collected, testimonials, and survey data reviewed, Water 2012 can safely conclude that it successfully accomplished three of its five goals very well. It is unclear to us how successfully it was in accomplishing the two goals focused on action by the general public. Like any other initiative, Water 2012 faced difficulties and challenges. A few lessons are:

- » The bulk of the work was done through the efforts of passionate volunteers, driven committee chairs, a steadfast Management Team, and a small group of professional consultants. Water 2012 was very effective in helping the water education community connect and partner, which produced more and better education opportunities in Colorado. In any initiative such as this, good volunteer management and support is critical, including consistent points of contact, ways to hold volunteers accountable, and regular opportunities to communicate.
- » The initiative initially planned to deliver its message of “celebrating water” directly to the general public. It became obvious early on that a grassroots approach would be more successful, so Water 2012 shifted gears and instead developed resources for its partners, who then conveyed the message to their stakeholders. Being adaptable in this way was very important to the initiative's success. Utilizing the resources already in place to promote new and expanded water education, instead of centralizing the outreach, was an important lesson.
- » In its dedication to providing a statewide presence with its monthly Coalition meetings, Water 2012 scheduled meetings across the state. Participation at the Coalition meetings outside the Denver Metro area was low, and Water 2012 quickly learned that leveraging the GoTo Meeting technology, donated by CoCoRaHS, was the way to allow for increased participation, while maintaining “real-job” productivity for our partners. Web-based communication tools such as this are the key to statewide efforts.
- » After this yearlong adventure it is evident that Colorado's water education work is just beginning. Many of the efforts built by Water 2012 can and should live on. To most effectively capitalize on Water 2012's momentum, there must be a clear transition period. Continued volunteer commitment focused on identifying the more useful components and then finding a home for those components is an important next step.

Water 2012 Sponsors and Partners

Sponsor—\$10,000 or more

Colorado Water Conservation Board

Xcel Energy Foundation

Encana Oil and Gas

Denver Water

Sponsor—\$1,000 and more

Northern Colorado Water Conservancy District

Colorado River Water Conservation District

Aurora Water

City of Boulder

Keep It Clean Partnership

Lower Arkansas Water Conservancy District

Pueblo Board of Water Works

Southeastern Colorado Water Conservancy District

City of Grand Junction

Colorado Springs Utilities

Upper Gunnison River Water Conservancy District

Fort Collins Utilities

Lower South Platte Water Conservancy District

Nestle Waters North America

Tri-County Water Conservancy District

Upper Yampa Water Conservancy District

Sponsor—Up to \$1,000

City of Greeley

Aqua Capital Management

Barr Lake & Milton Reservoir Watershed Association

Central Colorado Water Conservancy District

HDR Engineering

Lakehurst Water and Sanitation District

Leonard Rice Engineers, Inc

The Consortium of Research and Education on Emerging
Contaminants

Hix Insurance Association, Inc

Arkansas River Outfitters Association

Associated Landscape Contractors of Colorado

Colorado Foundation for Water Education

Colorado Livestock Association

Colorado Nursery and Greenhouse Association

Colorado Riparian Association

Platte Canyon Water and Sanitation District

Resource Action Program

Rocky Mountain Agribusiness Association

South Metro Water Supply Authority

South Platte Enhancement Board

Southwest Metropolitan Water and Sanitation District

St. Vrain and Left Hand Water Conservancy District

In-Kind Sponsor

Art Institute of Colorado

American Water Resources Association

ClickInks.com

CoCoRaHS

Colorado Climate Center

Colorado Foundation for Water Education

Colorado Garden and Home Show

Colorado State Library

Colorado WaterWise

Continuing Legal Education

Front Range Standards Committee

GreenCO

Lower Arkansas Valley Water Conservancy District

Museum of Natural History

San Luis Valley Brewing Company

Partners

American Assoc of University of Women
American Water Works Association
American Whitewater
Animas Museum
APA Colorado Chapter Sustainability Committee
Applegate Group
Aquacraft Inc.
Arkansas River Basin Roundtable
Aspen Parks
Audubon Society of Greater Denver
Aurora Community College
Aurora Public Library
Ausenco Vector
Battle Mountain High School
BBMK
Bear Creek Water and Sanitation District
Bear Creek Watershed Association
Berthoud Community Library District
Bishop-Brogden Associates
Board of Realtors
Boulder History Museum
Boulder Library
Briargate Library
Bud Werner Memorial Library
Bureau of Land Management
Bureau of Reclamation
Canyon Theatre
Capitol Representatives
Carollo Engineers
Catamount Institute
Center for the American West
CF&I
Cherokee Metropolitan District
Cherry Creek Stewardship Partners
Cheyenne Mountain Library
Cheyenne Mountain Zoo
Ciencia en Familia
City of Aurora
City of Colorado Springs
City of Denver
City of Durango
City of Fort Collins
City of Fort Collins Natural Resources Department
City of Fort Collins Utilities
City of Fountain
City of Glenwood Springs Downtown Development Authority
City of Golden
City of Longmont
City of Loveland
City of Northglen
City of Sterling
City of Thornton
City of Trinidad
City of Westminster
City of Wray
Clear Creek Watershed Foundation
Clearview Library District
Climate Literacy Network
Club Tres
Coal Creek Watershed Coalition
CoCoRaHS
Colorado Academy
Colorado Alliance for Environmental Education
Colorado College
Colorado College State of the Rockies Project
Colorado Corn
Colorado Department of Education
Colorado Division of Parks and Wildlife
Colorado Division of Water Resources
Colorado Endowment for Humanities
Colorado Environmental Coalition
Colorado Environmental Film Festival
Colorado Foundation for Agriculture
Colorado Geographic Alliance
Colorado Mesa University
Colorado Ocean Coalition
Colorado River Basin Roundtable
Colorado River Outfitters Assoc
Colorado Rotary Clubs
Colorado School of Mines
Colorado State Forest Service
Colorado Stormwater Council
Colorado Supreme Court
Colorado Trout Unlimited
Colorado Water Congress
Colorado Water Institute
Colorado Watershed Assembly
Comcast
Community Ag Alliance
Cortez Public Library
Coyote Gulch
CSU Water Resource Archive
CSU Weather Station
CSU-Fremont
CSU-Pueblo
CU Boulder
Culebra Range Community Coalition
Denver Botanic Gardens
Denver Environmental Health
Denver Museum of Nature and Science
Denver Public Library
Denver Transit Partners
Denver University Law Center
Denver University
Denver Zoo
District 70 Schools
Ditch and Reservoir Company Alliance
Division Office of Greeley
Dos Rios Elementary School
Downstream Neighbor
Downtown Denver Partnership
Durango Arts Center
Durango Public Library
Eagle River Water and Sanitation District
Eagle River Watershed Council
Earth Force
East Boulder Rec Center
East Library
East Morgan County Library
Eco Action Partners
El Paso Corporation
Englewood Public Library
ESRI
Farr Branch Library
Fischer, Brown, Barlett & Gunn, P.C.
Fort Collins Area Chamber of Commerce
Fort Collins City Hall
Fort Collins Conserves
Fort Collins Senior Center
Fort Collins Utilities
Fort Lewis College
Fort Morgan Library/Museum

Partners (continued)

Fraser Valley Library
Fremont and Custer Conservation Districts
Garden of the Gods Visitor Center
Garfield County Library
Granby Library
Grand Valley Water Education
Great Western Institute
Greeley Chamber of Commerce
Greeley Water
Green Spaces
Gunnison County Library District
Gunnison High School
Gunnison River Basin Roundtable
Headwaters Corporation
Health Sciences Library
Heartland Pacific LLC
High Noon Rotary
High Peaks Camp
High Plains Library District
History Colorado Museum
Holland and Hart
Holsinger Law
Horizon Sunrise Rotary
iDE
Ignacio Community Library
Institute for Environmental Solutions
Inverness Hotel
Jefferson Conservation District
John C. Fremont Library District
John McConnell Math and Science Center
John Tomay Memorial Library
KDNK Radio
La Junta High School
La Veta Public Library
Lake County Public Library
Lake Fork Valley Conservancy
Lake Pueblo State Park
Lamar Public Library
Larimer County
League of Women Voters
Leawood Elementary School
Limon Memorial Public Library
Linton Elementary School
Logan County Historical Society
Longmont Public Library
Louisville Public Library
Loveland Public Library
Loveland Rotary
Mamie Doud Eisenhower Library
Mancos Public Library
Manitou Springs Public Library
Metro Basin Roundtable
Metro Wastewater Reclamation District
Metropolitan State University of Denver
Middle Colorado Watershed Partnership
Montrose Regional Library
Mountain View Elementary
Naropa University
National Western Stock Show
Nederland Community Library
NOAA
North Fork River Improvement Association
North Platte Basin Roundtable
Northbridge Environmental
Northern SLV Conservation Roundtable

NRCS
Nuestro Rio
One World One Water Center
Ouray County
Ouray Public Library
Overland Pond Park Friends and Neighbors
Oxenford Consulting
Pagosa Area Water and Sanitation District
Penrose Library
PHA Board
Pikes Peak Library District
Pine River Library District
Pinyon Environmental
Poudre Learning Center
Poudre River Public Library District
Project WILD
Pueblo Children's Museum
Pueblo City County Library District
Pueblo Schools
Pueblo West Metro District
Radio Disney
Rampart Library District
Rangeview Library District
Red Feathers Lake Library
REI-Boulder
Rio Grande Basin Roundtable
Rio Grande Headwaters Land Trust
Rio Grande Headwaters Restoration Project
Rio Grande Watershed Conservation and Education Initiative
River Watch
Riverside Technology, Inc.
Roaring Fork Audubon
Roaring Fork Conservancy
Rocky Ford Public Library
Rocky Mountain Field Institute
Rocky Mountain Green
Rocky Mountain Section Water for People
Ruby Sisson Library
Ruth Holley Library
Ruth Holley Library
Saga Petroleum
San Isabel Land Protection Trust
San Luis Valley Irrigation District
San Luis Valley Water Conservancy District
Sand Creek Library
Sangre de Cristo Acequia Assoc
Sargent Studio
School in the Woods
Scottish Masonic Center
Sie Cheou-Kang Center
Sigler Communications, Inc.
Sound Earth Strategies
South Platte Basin Roundtable
Southwest Basin Roundtable
Southwest Metropolitan Water and Sanitation District
Space Foundation
Spanish Peaks Library
Special District Association of Colorado
St Charles Mesa Water District
Sterling Public Library
Tattered Cover Bookstore
Telluride Foundation
The Center on Rights Development
The Downstream Neighbor
The Galleries of Contemporary Art-UCCS

Partners (continued)

The Nature Conservancy
The PR Company
The Water Information Program
The Western Rivers Institute
The Wildlife Experience
Town of Vail Public Library
T.R. Paul Academy of the Arts and Knowledge
Trane
Tri-County Health Department
Trout Unlimited
UNC Greeley
Uncompahgre Watershed Partners
University of Colorado
University of Colorado Denver
University of Denver Law School
Michael Ome Untiedt
Upper Arkansas River Restoration Project
Upper Colorado River Wild & Scenic Stakeholders
Urban Drainage and Flood Control District
US Bank
Ute Water Conservancy District
Volition Strategies
Walsh Environmental
Washington Primary School
Water Action Network
Water Center at Colorado Mesa University
Water Education Foundation
Water for People
Water Information Program
Water Works
Watershed School
Wellington Library
Wellington Middle School
West Custer County Library
West Greeley Conservation District
Western Hardrock Watershed Team
Western State College
Western Voices Project
Westminster Public Library
Wheeler Opera House
Windsor Chamber of Commerce
White River and Douglas Creek Conservation District
Whole Foods Market
Wild Mare Video Productions
Wilkinson Public Library
Wray High School
WX Station
Yampa/White Basin Roundtable

In Memoriam

Wendy Newman was Water 2012's first coordinator, and she ably helped develop the strategic framework. Wendy passed away in 2012 before witnessing the success she helped to build. Wendy's contributions were so important to Water 2012's early stages, and her hard work and engaging sense of humor will be remembered by all involved.

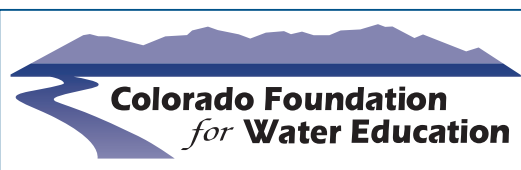


Wendy Newman





Colorado Water 2012 Initiative



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