



# COLORADO WATER CONSERVATION BOARD

## WATER SUPPLY RESERVE ACCOUNT APPLICATION FORM



Value of Water: The Rio Grande Basin "Narrowing the Gap" for Colorado's Water Future

### Name of Water Activity/Project

Rio Grande Watershed Conservation & Education Initiative

### Name of Applicant

Rio Grande Basin

Amount from Statewide Account:

\$23,500.00

Amount from Basin Account(s):

Total WSRA Funds Requested:

\$23,500.00

### Approving Basin Roundtable(s)

*(If multiple basins specify amounts in parentheses.)*

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### Required Exhibits

- A. Statement of Work, Budget, and Schedule
- B. Project Map
- C. As Needed (i.e. letters of support, photos, maps, etc.)

### Appendices – Reference Material

- 1. Program Information
- 2. Insurance Requirements
- 3. WSRA Standard Contract Information (Required for Projects Over \$100,000)
- 4. W-9 Form (Required for All Projects Prior to Contracting)

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### Instructions

To receive funding from the Water Supply Reserve Account (WSRA), a proposed water activity must be approved by the local Basin Roundtable **AND** the Colorado Water Conservation Board (CWCB). The process for Basin Roundtable consideration and approval is outlined in materials in Appendix 1.

Once approved by the local Basin Roundtable, the applicant should submit this application **with a detailed statement of work including budget and schedule as Exhibit A** to CWCB staff by the application deadline.

WSRA applications are due with the roundtable letter of support 60 calendar days prior to the bi-monthly Board meeting at which it will be considered. Board meetings are held in January, March, May, July, September, and November. Meeting details, including scheduled dates, agendas, etc. are posted on the CWCB website at: <http://cwcb.state.co.us> Applications to the WSRA Basin Account are considered at every board meeting, while applications to the WSRA Statewide Account are only considered at the March and September board meetings.

When completing this application, the applicant should refer to the WSRA Criteria and Guidelines available at: <http://cwcb.state.co.us/LoansGrants/water-supply-reserve-account-grants/Documents/WSRACriteriaGuidelines.pdf>

The application, statement of work, budget, and schedule **must be submitted in electronic format** (Microsoft Word or text-enabled PDF are preferred) and can be emailed or mailed on a disk to:

Greg Johnson – WSRA Application  
Colorado Water Conservation Board  
1580 Logan Street, Suite 200  
Denver, CO 80203  
[gregory.johnson@state.co.us](mailto:gregory.johnson@state.co.us)

If you have questions or need additional assistance, please contact Greg Johnson at: 303-866-3441 x3249 or [gregory.johnson@state.co.us](mailto:gregory.johnson@state.co.us).

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### Part I. - Description of the Applicant (Project Sponsor or Owner);

1.	Applicant Name(s):	Rio Grande Watershed Conservation & Education Initiative		
	Mailing address:	550 Worth Street PO Box 424 Center Colorado 81125		
	Taxpayer ID#:	27-1157593		
	Primary Contact:	Judy Lopez	Position/Title:	Program Manager
	Email:	Judy.lopez@co.nacdnet.net		
	Phone Numbers:	Cell: 719-580-5300	Office:	719-754-3400
	Alternate Contact:	Brendon Rockey	Position/Title:	Director
	Email:	brendonrockey@gmail.com		
	Phone Numbers:	Cell: 719-588-4383	Office:	719-754-3400

2. Eligible entities for WSRA funds include the following. What type of entity is the Applicant?

- ☐ Public (Government) – municipalities, enterprises, counties, and State of Colorado agencies. Federal agencies are encouraged to work with local entities and the local entity should be the grant recipient. Federal agencies are eligible, but only if they can make a compelling case for why a local partner cannot be the grant recipient.
- ☐ Public (Districts) – authorities, Title 32/special districts, (conservancy, conservation, and irrigation districts), and water activity enterprises.
- ☐ Private Incorporated – mutual ditch companies, homeowners associations, corporations.
- ☐ Private individuals, partnerships, and sole proprietors are eligible for funding from the Basin Accounts but not for funding from the Statewide Account.
- ☒ Non-governmental organizations – broadly defined as any organization that is not part of the government.

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### 3. Provide a brief description of your organization

**Structure & Organization:** The Rio Grande Watershed Conservation & Education Initiative (RGWCEI) is a Colorado tax exempt corporation organized exclusively for conservation and education purposes within the meaning of Section 501(c)(3) of the United States Internal Revenue Code for nonprofit organizations. Nonprofit status was granted effective October 21, 2009.

All of the Board members of RGWCEI except for Heather Dutton are appointed or elected by the five San Luis Valley Conservation Districts, as follows: Center, Costilla, Conejos, Mosca-Hooper, and Rio Grande Conservation Districts – each of which are organizations constituting the Rio Grande Watershed Association of Conservation Districts (RGWACD or the Association).

The Rio Grande Watershed encompasses 7,828,451 acres, approximately 27% of which are farm and crop lands, 13% rangeland, 28% privately held acreages and 32% public lands. RGWCEI is the successor organization, which has taken over the conservation education activities of the RGWACD, a grass roots community organization, which is not incorporated, but consists of various members of natural resources, conservation, and basin-wide watershed groups. RGWCEI now has full responsibility to administer, fund, and expand conservation education activities throughout the Rio Grande Basin. Over the past 21 years, the Rio Grande Watershed Association of Conservation Districts and its member agencies have worked to forward conservation learning in the region and sound natural resource planning, management, and development. RGWCEI plans and implements effective conservation education programs to a broad spectrum of area youth; who are the Valley's future decision-makers and potential conservation planners. These efforts will help ensure the best management of the region's natural resources in coming decades.

RGWCEI has expanded its educational and outreach program to include approximately 10,000 students in grades K-12 each year, providing both in classroom and field excursions. The outreach program also provides farm, wetland and range tours for youth and community members (approx. 4,200 attendee's per year), Riparian and River Study Center Excursions (approx. 3300 attendee's each year), Beaver Creek Youth Natural Resources Camp (70 attendee's per year at the camp maximum), and "Kids Waterfest on the Rio" (500 kids each Year). Additionally, the initiative offers FFA field workshops throughout the school year that focus on all aspects of their agriculture competition and real world application. Finally, RGWCEI supports Project Learning Projects, where between 20 and 80 students each year participate in long term studies of a natural resource concern and present study results at the Regional, State and International Science Fairs, Stockholm Junior Water Prize Competition, and the International Sustainable Energy, Engineering and Progress Competition. In addition to these programs, RGWCEI also leads one of the premiere teacher workshops in the State of Colorado. This three week, three year program is open to teachers of grades K-12 and other environmental educators looking to increase their skills in the areas of resource management. Known as the "Watershed Series" the workshops identify the importance of watersheds to our environment. The week long workshops teach 60 teachers annually, and have a waiting list for attendance. The newest program added to RGWCEI's platform of educational offerings is the "Small Acreage Land Owner Expo". The Expo serves as a one-stop shop for small acreage owners to get the answers to questions regarding water rights all the way down to grazing, planting and zoning issues.

In addition to doing its own educational events, the Rio Grande Watershed Conservation and Education Initiative has collaborated with some like-minded partners and serves as their fiscal agent, those partners are: The Colorado Field Institute (CFI), whose mission is to provide lectures and field excursions to community members and The



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Environmental and Conservation Education Council, whose mission is to provide monies to teachers and schools to get students outdoors and on field trips.

**Purpose:** RGWCEI works to expand knowledge, improve educational resources, and increase public understanding of resource conservation values and practices in the Rio Grande Basin. RGWCEI seeks to build capacity for these activities by hiring a conservation education coordinator and by raising additional funds as a nonprofit organization.

**Request for funds:** Funds are requested to pay a Coordinator to manage all of RGWCEI's "Value of Water" activities within the Rio Grande Basin.

4. If the Contracting Entity is different then the Applicant (Project Sponsor or Owner) please describe the Contracting Entity here.
5. Successful applicants will have to execute a contract with the CWCB prior to beginning work on the portion of the project funded by the WSRA grant. In order to expedite the contracting process the CWCB has established a standard contract with provisions the applicant must adhere to. A link to this standard contract is included in Appendix 3. Please review this contract and check the appropriate box.
- ☒ The Applicant will be able to contract with the CWCB using the Standard Contract
- ☐ The Applicant has reviewed the standard contract and has some questions/issues/concerns. Please be aware that any deviation from the standard contract could result in a significant delay between grant approval and the funds being available.
6. The Tax Payer Bill of Rights (TABOR) may limit the amount of grant money an entity can receive. Please describe any relevant TABOR issues that may affect the applicant.

(None)

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### Part II. - Description of the Water Activity/Project

1. What is the primary purpose of this grant application? (Please check only one)

☐

Nonconsumptive (Environmental or Recreational)

☐

Agricultural

☐

Municipal/Industrial

☐

Needs Assessment

☒

Education

☐

Other

Explain:

2. If you feel this project addresses multiple purposes please explain.

3. Is this project primarily a study or implementation of a water activity/project? (Please check only one)

☐

Study

☒

XX

Implementation

4. To catalog measurable results achieved with WSRA funds can you provide any of the following numbers?

New Storage Created (acre-feet)

New Annual Water Supplies Developed, Consumptive or Nonconsumptive (acre-feet)

Existing Storage Preserved or Enhanced (acre-feet)

Length of Stream Restored or Protected (linear feet)

Length of Pipe/Canal Built or Improved (linear feet)

Efficiency Savings (acre-feet/year OR dollars/year – **circle one**)

Area of Restored or Preserved Habitat (acres)

Other -- Explain:

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4. To help us map WSRA projects please include a map (Exhibit B) and provide the general coordinates below:

Latitude:

Longitude:

5. Please provide an overview/summary of the proposed water activity (no more than one page). Include a description of the overall water activity and specifically what the WSRA funding will be used for. A full **Statement of Work** with a detailed budget and schedule is required as **Exhibit A** of this application.

Conservation Education Activities: This request for funding seeks \$23,500.00 to hire a Coordinator to manage the “Value of Water” activities within the Rio Grande Basin. This position will design, implement, and administer outreach and education activities and serve as a liaison to the IBCC and PEPO work groups, and the Coordinators in other Basins. “Value of Water in the Rio Grande Basin” will showcase the collaborative work of water users of all types across the Rio Grande Basin. The Statewide “Value of Water” initiative is set to recognize the value of Colorado’s water and communicate this value by making it readily identifiable to all community members. The Rio Grande Basin is a critical piece in this information web. Because the stakeholders in the Rio Grande live in a rural, headwaters community that is facing several critical water issues they, like other rural basins, play an integral role in getting the water message out. The purpose is to further the involvement and learning for all Colorado’s citizen as we move towards 2050.

Activities will be branded for public appeal using a “Narrow the Gap” logo and include the following efforts:

- 24 weekly water stories showcasing the Rio Grande Basin’s water past, present and future will be published in local papers;
- A one-time pull-out in the 6 county newspapers, which will be all about water with shared perspectives from other basins;
- 12 radio interviews that will build on the Water 2012 shows and continue to provide listeners a wide variety of water experts and topics.
- A “Rio Grande Water Leaders” course that will give the 20 participants an opportunity to engage in concentrated water education offered by state and basin experts.
- Tours that will include Rio Grande Basin Roundtable and Statewide Water Supply Reserve Account funded projects, along with educational tours dedicated to Water 101 topics: such as Irrigation & Agriculture, Recreation, Wetlands, Wells, etc..
- A children’s “Waterfest at Cole Park” with hands-on activities that highlight water.
- Events where a traveling display will be displayed throughout the basin to show highlights of the Rio Grande Basin Roundtable activities and basin activities from across the state. This will provide a mobile story board in libraries and town halls on display throughout the year.

The result of Value of Water in the Rio Grande Basin will be a collaborative sharing of opinions, solutions and views all in an attempt to educate, enlighten, and encourage participation in our water future.

**Focus on Water:** The Value of Water in the Rio Grande Basin Coordinator will be the link between the statewide Value of Water campaign and the Rio Grande Basin. The Coordinator’s activities will focus on issues that are parallel to the Rio Grande Interbasin Roundtable’s Basin-wide vision of keeping a sustainable balance between limited water supplies and tomorrow’s growing water demands. As stated in the vision statement of the

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Rio Grande Interbasin Basin Roundtable Response to IBCC, December 9, 2008, “to have sustainable water resource while recognizing Colorado Water Law.”

**Raising Public Understanding:** Future water conservation requires educating today’s youth, raising the level of public awareness, increasing understanding of issues relating to the management of the Basin’s natural water supply, and openly discussing and analyzing the issues faced by our communities as they struggle to satisfy changing demands within the Rio Grande Basin. Public education is critical as we prepare tomorrow’s leaders to support economic, environmental, and community values, which the people of the San Luis Valley attach to conserving land, water, forests and rangelands, and wetlands.

**Need for Funding:** With the exception of its Conservation Education Specialists, all positions in RGWCEI are non-paid, volunteer positions. At the time of its incorporation, RGWCEI took over all funds of the Association that had been designated for conservation education activities, which consisted of more than 25% of that organization’s total assets, or \$19,586.00. The community-based conservation organizations represented by the five San Luis Valley Conservation Districts have contributed \$2,000.00 per year for approximately the past twenty-one years, with these funds earmarked for conservation education purposes. The rest of the positions’ funding comes from water entities throughout the valley, agriculture organizations, and county commissions, who value resource awareness. This commitment will continue into the foreseeable future. However, RGWCEI’s budget is not sufficient to retain a part-time Value of Water in the Rio Grande Basin Coordinator.



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### Part III. – Threshold and Evaluation Criteria

1. Describe how the water activity meets these **Threshold Criteria**. (Detailed in Part 3 of the Water Supply Reserve Account Criteria and Guidelines.)
  - a) The water activity is consistent with Section 37-75-102 Colorado Revised Statutes.<sup>1</sup>

**This water activity is educational in nature. It in no way affects the current system of allocating water within Colorado nor does it diminish, impair or cause injury to any property or contractual right created by intergovernmental agreements, contracts, stipulations, etc. nor does it impair or limit or otherwise affect any persons or entities relating to the appropriation, movement, or use of water.**

- b) The water activity underwent an evaluation and approval process and was approved by the Basin Roundtable (BRT) and the application includes a description of the results of the BRT's evaluation and approval of the activity. At a minimum, the description must include the level of agreement reached by the roundtable, including any minority opinion(s) if there was not general agreement for the activity. The description must also include reasons why general agreement was not reached (if it was not), including who opposed the activity and why they opposed it. Note- If this information is included in the letter from the roundtable chair simply reference that letter.

**This information is included in the letter from the Rio Grande Roundtable Chair, Mike Gibson, accompanying this proposal.**

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<sup>1</sup> 37-75-102. Water rights - protections. (1) It is the policy of the General Assembly that the current system of allocating water within Colorado shall not be superseded, abrogated, or otherwise impaired by this article. Nothing in this article shall be interpreted to repeal or in any manner amend the existing water rights adjudication system. The General Assembly affirms the state constitution's recognition of water rights as a private usufructuary property right, and this article is not intended to restrict the ability of the holder of a water right to use or to dispose of that water right in any manner permitted under Colorado law. (2) The General Assembly affirms the protections for contractual and property rights recognized by the contract and takings protections under the state constitution and related statutes. This article shall not be implemented in any way that would diminish, impair, or cause injury to any property or contractual right created by intergovernmental agreements, contracts, stipulations among parties to water cases, terms and conditions in water decrees, or any other similar document related to the allocation or use of water. This article shall not be construed to supersede, abrogate, or cause injury to vested water rights or decreed conditional water rights. The General Assembly affirms that this article does not impair, limit, or otherwise affect the rights of persons or entities to enter into agreements, contracts, or memoranda of understanding with other persons or entities relating to the appropriation, movement, or use of water under other provisions of law.

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- c) The water activity meets the provisions of Section 37-75-104(2), Colorado Revised Statutes.<sup>2</sup> The Basin Roundtable Chairs shall include in their approval letters for particular WSRA grant applications a description of how the water activity will assist in meeting the water supply needs identified in the basin roundtable's consumptive and/or non-consumptive needs assessments.

This request for funding is specifically for water education and public outreach. It furthers the Rio Grande Roundtable's basin-wide water needs by building on the momentum created by the "Water 2012" Initiative and continues constructing the public base. The new "Value of Water" campaign responds to the continuing support of Rio Grande Basin Roundtable members to strive for knowledge, educate future generations, and build a solid base of public understanding of the complex issues involved in meeting the State's future water needs.

As indicated in the WSRA Funding Legislative Criteria, HB 05-1177 (37-75-104), each basin roundtable has powers and responsibilities that include the following:

"(c) .... Basin roundtables shall actively seek the input and advice of affected local governments, water providers, and other interested stakeholders and persons in establishing its needs assessment, and shall propose projects or methods for meeting those needs." The value and potential effectiveness of this public feedback function depends on how well people understand and can articulate and deal with the issues. By funding the educational work of RGWCEI, the Rio Grande Roundtable will strongly support the statewide "Value of Water" mission which is to narrow Colorado's water gap, while also outlining the challenges and the sense of urgency the state faces as we move ahead to 2050. The purpose of this proposal is to participate in efforts to further involvement and learning for all Colorado's citizens, and provide focused efforts which target constituents in the Rio Grande Basin. Activities will be branded for public appeal using the "Value of Water Campaign". This meets the legislative imperative that the Rio Grande Basin Roundtable "(d) serve as a forum for education and debate regarding methods for meeting water supply needs." It also opens the Roundtable to greater and better-informed public participation so that it can, "(e) as needed, establish roundtable subcommittees or other mechanisms to facilitate dialogue and resolution of issues and conflicts within the basin."

Summary: More than 75% of RGWCEI's activities are directly related to water, with educational activities involving exploring and sharing concepts, ethics, principles, and curricula directly related to meeting the consumptive and non-consumptive water needs of the San Luis Valley and the Rio Grande Basin. The Rio Grande Basin Decision Support System lists as a goal "to promote information sharing among government agencies and water users." The Rio Grande Basin lists among its alternative nonstructural options "expanding outreach and education," with the Rio Grande Water Conservation District and the San Luis Valley Water Conservancy being sponsors. The purpose is "to raise the awareness of the importance of a healthy river." RGWCEI plays an important educational role for all of these partners, so that together we can skillfully help

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<sup>2</sup> 37-75-104 (2)(c). Using data and information from the Statewide Water Supply Initiative and other appropriate sources and in cooperation with the on-going Statewide Water Supply Initiative, develop a basin-wide consumptive and nonconsumptive water supply needs assessment, conduct an analysis of available unappropriated waters within the basin, and propose projects or methods, both structural and nonstructural, for meeting those needs and utilizing those unappropriated waters where appropriate. Basin Roundtables shall actively seek the input and advice of affected local governments, water providers, and other interested stakeholders and persons in establishing its needs assessment, and shall propose projects or methods for meeting those needs. Recommendations from this assessment shall be forwarded to the Interbasin Compact Committee and other basin roundtables for analysis and consideration after the General Assembly has approved the Interbasin Compact Charter.

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identify and implement new approaches to address our future water needs.

These are some of the ways RGWCEI amplifies the voice of basin, state, and local water providers as they work to meet consumptive and non-consumptive needs. Through conservation education, RGWCEI provides the Roundtable with an extended six-county forum for the discussion of water issues which are vital to the people of the San Luis Valley.

This proposal requests \$23,500 to fund the Conservation Education Coordinator, who will direct the activities of The Value of Water“, as described in the Statement of Work, below. The project will be coordinated and directed by Judy Lopez, Conservation Education Specialist, Rio Grande Watershed Conservation Education Specialist, PEPO team member and member of the Statewide “Water 2012” management team.

- d) Matching Requirement: For requests from the Statewide Fund, the applicants is required to demonstrate a **20 percent** (or greater) match of the request from the Statewide Account. Statewide requests must also include a minimum match of **5 percent** of the total grant amount from Basin Funds. Sources of matching funds include but are not limited to Basin Funds, in-kind services, funding from other sources, and/or direct cash match. Past expenditures directly related to the project may be considered as matching funds if the expenditures occurred within 9 months of the date the application was submitted to the CWCB. Please describe the source(s) of matching funds. (NOTE: These matching funds should also be reflected in your Detailed Budget in **Exhibit A** of this application)

**(Funds are requested from Basin Account only.)**

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2. For Applications that include a request for funds from the **Statewide Account**, describe how the water activity/project meets all applicable **Evaluation Criteria**. (Detailed in Part 3 of the Water Supply Reserve Account Criteria and Guidelines and repeated below.) Projects will be assessed on how well they meet the Evaluation Criteria. **Please attach additional pages as necessary.**

**Evaluation Criteria** – the following criteria will be utilized to further evaluate the merits of the water activity proposed for funding from the Statewide Account. In evaluation of proposed water activities, preference will be given to projects that meet one or more criteria from each of the three “tiers” or categories. Each “tier” is grouped in level of importance. For instance, projects that meet Tier 1 criteria will outweigh projects that only meet Tier 3 criteria. WSRA grant requests for projects that may qualify for loans through the CWCB loan program will receive preference in the Statewide Evaluation Criteria if the grant request is part of a CWCB loan/WSRA grant package. For these CWCB loan/WSRA grant packages, the applicant must have a CWCB loan/WSRA grant ratio of 1:1 or higher. Preference will be given to those with a higher loan/grant ratio.

### Tier 1: Promoting Collaboration/Cooperation and Meeting Water Management Goals and Identified Water Needs

- a. The water activity addresses multiple needs or issues, including consumptive and/or non-consumptive needs, or the needs and issues of multiple interests or multiple basins. This can be demonstrated by obtaining letters of support from other basin roundtables (in addition to an approval letter from the sponsoring basin).
- b. The number and types of entities represented in the application and the degree to which the activity will promote cooperation and collaboration among traditional consumptive water interests and/or non-consumptive interests, and if applicable, the degree to which the water activity is effective in addressing intrabasin or interbasin needs or issues.
- c. The water activity helps implement projects and processes identified as helping meet Colorado’s future water needs, and/or addresses the gap areas between available water supply and future need as identified in SWSI or a roundtable’s basin-wide water needs assessment.

### Tier 2: Facilitating Water Activity Implementation

- d. Funding from this Account will reduce the uncertainty that the water activity will be implemented. For this criterion the applicant should discuss how receiving funding from the Account will make a significant difference in the implementation of the water activity (i.e., how will receiving funding enable the water activity to move forward or the inability obtaining funding elsewhere).
- e. The amount of matching funds provided by the applicant via direct contributions, demonstrable in-kind contributions, and/or other sources demonstrates a significant & appropriate commitment to the project.

### Tier 3: The Water Activity Addresses Other Issues of Statewide Value and Maximizes Benefits

- f. The water activity helps sustain agriculture & open space, or meets environmental or recreational needs.
- g. The water activity assists in the administration of compact-entitled waters or addresses problems related to compact entitled waters and compact compliance and the degree to which the activity promotes maximum utilization of state waters.
- h. The water activity assists in the recovery of threatened and endangered wildlife species or Colorado State species of concern.
- i. The water activity provides a high level of benefit to Colorado in relationship to the amount of funds requested.
- j. The water activity is complimentary to or assists in the implementation of other CWCB programs.



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Continued: Explanation of how the water activity/project meets all applicable **Evaluation Criteria**.  
**Please attach additional pages as necessary.**

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### Part IV. – Required Supporting Material

1. **Water Rights, Availability, and Sustainability** – This information is needed to assess the viability of the water project or activity. Please provide a description of the water supply source to be utilized, or the water body to be affected by, the water activity. This should include a description of applicable water rights, and water rights issues, and the name/location of water bodies affected by the water activity.

**No water supply source will be utilized and no water body will be affected by this water and natural resource conservation education activity. This project does not affect any water rights.**

2. Please provide a brief narrative of any related studies or permitting issues.

3. Statement of Work, Detailed Budget, and Project Schedule

The statement of work will form the basis for the contract between the Applicant and the State of Colorado. In short, the Applicant is agreeing to undertake the work for the compensation outlined in the statement of work and budget, and in return, the State of Colorado is receiving the deliverables/products specified. **Please note that costs incurred prior to execution of a contract or purchase order are not subject to reimbursement.** All WSRA funds are disbursed on a reimbursement basis after review invoices and appropriate backup material.

### Statement of Work

**WATER ACTIVITY NAME - Value of Water: The Rio Grande Basin “Narrowing the Gap” for Colorado’s Water Future**

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### **GRANT RECIPIENT – Rio Grande Watershed Conservation & Education Initiative**

### **FUNDING SOURCE – Water Supply Reserve Account – Rio Grande 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)

Value of Water: The Rio Grande Basin “Narrowing the Gap” for Colorado’s Water Future project is multi-tiered initiative designed to showcase the collaborative work of water users of all types from across the Rio Grande Basin. The “Value of Water” initiative furthers the Rio Grande Roundtable’s ongoing basin-wide water needs assessment process by building on the momentum created by the “Water 2012” Initiative and in it continues constructing the base of an informed public. The new “Value of Water” campaign responds to the continuing obligation of Roundtable members to strive for knowledge, to educate future generations, and to build a solid base of public understanding of the complex issues involved in meeting the basin’s two main goals:

- Bring the Rio Grande Basin water supply and demand into balance
- Keep all possible water within the Rio Grande Basin

The project further aligns with the educational mandates set forth by the Inter Basin Compact Commission (IBCC) and the Consensus Messages they are working towards through the PEPO process. The project will include the newspaper articles that reached 11,000 reader a week: a “Narrow the Gap” type of logo that recognizes folks who have done something to narrow the state water gap; a continuation of the monthly water radio series reaching 60,000 listeners a month; a “Water Leaders” class will also be funded; this will give the 20 participants an opportunity to engage in concentrated water education offered by basin experts, building new water leaders. Tours will also be provided that will include basin funded projects and educational tours dedicated to Water 101 topics: Irrigation & Agriculture, Recreation, Wetlands, Wells etc. This will provide a collaborative sharing of opinions, solutions and views all in an attempt to educate enlighten and encourage participation in our water future and creating a more informed public.

#### **OBJECTIVES**

List the objectives of the project

1. Build on Water 2012 Efforts to educate citizens of the Rio Grande Basin through print, radio, and public events.
2. We have a stakeholder driven process in the Rio Grande Basin that aligns itself with the IBCC “Value of Water” Goals.
3. The Rio Grande Basin’s outreach and education program aligns itself with the IBCC’s Consensus Messages to communicate a clear water message about Colorado’s water future.
4. The Rio Grande Basin’s communication portfolio of solutions incorporates water from conservation, reuse, agricultural to municipal transfers, and the development of new supplies to minimize the impact to agriculture, the environment, and recreation.

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5. The communication tools within the basin will demonstrate that supporting agriculture, environmental, and recreational projects can be multi-purpose, meeting more than one need.

### TASKS

Provide a detailed description of each task using the following format

**TASK 1** – The Statewide “Value of Water” initiative is set educate Colorado’s community about water.

Description of Task: The “Value of Water” message furthers the Rio Grande Roundtable’s ongoing basin-wide water needs assessment process by building on the momentum created by the “Water 2012” Initiative and it continues constructing the base of an informed public. The new “Value of Water” campaign responds to the continuing obligation of Roundtable members to strive for knowledge, to educate future generations, sustain Colorado’s water, while also charting a new course with the consensus messages set forth by the IBCC.

Method/Procedure: Integrate the message and methods from the statewide program into the Rio Grande basin’s water activities and ensure all basin constituents are provided with relevant examples that both sustain and stress the importance of Colorado’s water and the challenges that Coloradan’s face meeting future water supply demands. This will include ensuring the future work of the IBCC as passed down through PEPO, is implemented such as the CONSENSUS MESSAGES (adapted from IBCC in late 2011).

Deliverable: Provide summaries of the PEPO and IBCC events to Basin RT table members and attending public at meetings. Use the traveling display throughout the basin to highlight Rio Grande Basin Roundtable and IBCC activities from across the state, so that we can have a mobile story board in libraries and town halls on display throughout the year

**TASK 2** – Develop a “Narrow the Gap” campaign to proactive involve efforts in the Colorado Value of Water Initiative.

Description of Task: The Value of Water in the Rio Grande Basin will start with a proactive initiative recognizing what has been done with in the basin to narrow the water “Gap”. This will include the development a committee of partners that will develop of a matrix of measures that recognize water conservation measures for agriculture, recreation, rural home owners, urban home owners, schools, etc. Becoming part of this gets you admission in the Rio Grande basin “Narrow the Gap” Club. This can earn you a possible bumper sticker, yard or gate sign, etc.

Method/Procedure: The objective is to highlight the grassroots nature of the roundtable and involve the community in the outreach. This will include the development a committee of partners that will develop of a matrix of measures that recognize water conservation measures for agriculture, recreation, rural home owners, urban home owners, schools, etc. Becoming part of this gets you admission in the Rio Grande basin “Narrow the Gap” Club. This can earn you possible a bumper sticker, yard or gate sign, etc .



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Deliverable: Provide a written summary of each of the events report numbers on the [www.rgwcei.org/narrowthegap](http://www.rgwcei.org/narrowthegap) website you could like us on Facebook or join the blog.

**TASK 3 --** Tours of Roundtable projects and educational tours dedicated to Water 101 topics: Irrigation& Agriculture, Recreation, Wetlands, Wells, etc..

Description of Task: These tours will take participants on tours of the wide variety of projects that have been funded by the Roundtable process. The basin will schedule tours the WRSA projects that have funded. Educational 101 tours will also take place that will highlight topics such as Irrigation and Agriculture, Recreational Water Use, Wetlands, and Wells.

Method/Procedure: : These tours will be provided though a collaboration of the grantee's, the project coordinator, agency and private professionals and individuals. The objective is to highlight the grassroots nature of the roundtable and to highlight the expenditure of state funds in this region, as well as the idea that water touches us at every level. Besides the community, the press and legislature will also be invited.

Deliverable: Provide a written summary of the events held, including an online photo library of the events. Also catalog the number of persons attending including evaluations.

**TASK 4 –** Publish 24 bi-weekly water stories showcasing our water past, present and future.

Description of Task: These are the stories of water that will envelop both the technical and legal aspects of consumptive and non-consumptive use as well as the historical and cultural aspects.

Method/Procedure: : These stories will be written though a collaboration of both consumptive and non-consumptive users and professionals (i.e. Rio de la Vista, Steve Vandiver, Craig Cotton, Jay Winner, Perry Cabot) and the Project Coordinator. The objective is to highlight the many aspects of water and paint an accurate picture of the Rio Grande Basin and the State of Colorado for readers. The Roundtable has begun to define a topics list and has also compiled a list of writers who are willing to write the articles, as well as received a commitment from Ruth Heide, editor of the Valley Courier, to print the articles.

Deliverable: Articles will be submitted for inclusion on the Rio Grande Watershed Conservation and Education Initiative Website and will be linked to any partners' websites who request them.

**TASK 5 –** A one-time pull-out in the 6 county weekly “free” newspaper; the pull-out will be all about water. The paper will be directed to all schools in the San Luis Valley and Mineral County.

Description of Task: The pull-out called “Ripple Effects” has stories and activities that are geared for students K-12. The pull-out contains stories of water that will envelop all aspects of consumptive and non-consumptive use as well as the historical and cultural aspects that make up the

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water we use. The goal is to develop a dialogue that gives students a chance to see what is happening outside their region. A critical part of this piece will be to do a writer/speaker exchange at water events as part of this task.

Method/Procedure: These stories will be written through a collaboration with users and the project coordinator.

Deliverable: The pull-out will be a one-time published piece that will be submitted for inclusion on the Rio Grande portion of the CWCB website via a web link.

**TASK 6 --** The Basin will continue to do radio shows, with a total of 12 radio interviews that will keep listeners up to date on a wide variety of water topics.

Description of Task: These interviews will explain both the technical and legal aspects of consumptive and non-consumptive water and how that has shaped the basin today. Further, they will demonstrate how the Rio Grande Basin is connected to Colorado's whole water picture and what we are doing to work with our partners on that front.

Method/Procedure: KRZA has agreed to host radio spots on water during their "Valley Views" show. Radio speakers will include water experts from the Rio Grande Basin (e.g., Steve Vandiver, Rio de la Vista, Craig Cotton) and outside the basin (e.g., Jay Winner) through a collaboration with the roundtable and the project coordinator. The objective is to highlight the many aspects of water, including cross-basin issues and paint an accurate picture for listeners.

Deliverable: Using the local radio station KRZA and the show "Valley Views" up to 12 shows will be streamed live and then can be heard via web link.

**TASK 7—** "Water fest at Cole Park" with hands-on activities that highlight the Value of Water.

Description of Task: The goal for the Value of Water is to piggy back onto the existing "waterfest" that the Rio Grande Watershed Conservation and Education Initiative already holds, but attach the theme "Value of Water" and instead of offering it for just the 4<sup>th</sup> graders in the basin, also include the 5<sup>th</sup> graders; about 1500 kids. It will build on the success from a previous WSRA grant and activities by the RGWCEI. Activities will focus on helping this age group understand the consumptive and non-consumptive water issues in the basin and in the state and more broadly get kids interested in being part of the water solution.

Method/Procedure: The Waterfest includes kids from 6 counties, 14 school districts and activities are provided by a collaboration of resource and non-profit water and education groups. 2013 will be the sixth year of the Waterfest program. Since the project is open to more kids (2X more) it takes a much larger manpower investment, this event is a great bridge to water future and provides tremendous benefit from a lot of non-traditional participants.

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Deliverable: Expanding conservation education and creating a more informed public, the Waterfest is a perfect opportunity to bring out a new audience; an online picture scrapbook can be uploaded to the website, along with attendance counts and teacher evaluations.

**TASK 8 –.** A “Rio Grande Water Leaders” course will also be funded and organized; this will give the 20 participants an opportunity to engage in concentrated water education offered by state and basin experts.

Description of Task: The Water leaders Course will give the 20 participants an opportunity to engage in concentrated water education offered by state and basin experts.

Method/Procedure: Work with the Rio Grande Water Conservation District, Rio Grande Headwaters Restoration Project, and San Luis Valley Water Conservancy District to build a curriculum from local water experts such as, Dave Robbins, Steve Vandiver, Travis Smith, and others. Set an application process and provide continuing education credits through Extended Studies at Adams State University.

Deliverable: An opportunity to link a new generation of water professionals to current leaders the local and state water communities. The Course will include an evaluation tool and DVD.

### 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.

### BUDGET

Provide a detailed budget by task including number of hours and rates for labor and unit costs for other direct costs (i.e. mileage, \$/unit of material for construction, etc.). A detailed and perfectly balanced budget that shows all costs is required for the State’s contracting and purchase order processes. Sample budget tables are provided below. Please note that these budget tables are examples and will need to be adapted to fit each individual application.

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Total Costs					
	WRSA  Labor	WRSA  Supplies	Matching Funds  Other Direct Costs	Matching Funds Labor (If Applicable) (See Table For Breakdown)	Total Project Costs
Tasks:	\$21000.00	\$2500.00	\$24450.00	\$27400.00	\$75350.00
Task 1	\$2310.50			\$3402.25	
Task 2	\$2310.50	\$1500.00	\$6000.00	\$3402.25	
Task 3	\$2310.50		\$3200.00	\$3402.25	
Task 4	\$2310.50		\$8000.00	\$3402.25	
Task 5	\$2310.50		\$2450.00	\$3402.25	
Task 6	\$2310.50		\$1800.00	\$3402.25	
Task 7	\$2337.50		\$3250.00	\$3402.25	
Task 8	\$2314.50	\$1000.00	\$1750.00	\$3402.25	
Cash Match			\$27400.00		\$27400.00
In-Kind Contributions			\$24450.00	\$27400.00	\$51850.00
Total Costs:	\$21000.00	\$2500.00	\$51850.00	\$27400.00	\$75350.00



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	WRSA Funds	WRSA Funds	Cash In-kind Funds (From RGWCEI)	Cash In-kind Funds (From RGWCEI)	In-kind Funds		
Example Project Personnel: Hourly Rate:	Project Coordinator/ Manager \$27.00 (778 hrs)	Supplies	Project Coordinator/ Manager \$27.00 (834 hrs)	Administration \$17.50 (279)	Direct Costs		Total Costs
Task 1 - The Statewide "Value of Water" initiative is set educate Colorado's community about water.	98 \$2425.75		103 \$2781.00	35 \$621.25			2921.13
Task 2 - Develop a "Narrow the Gap" campaign to proactive involve efforts in the Colorado Value of Water Initiative .	110 \$2425.75	\$1500.00	103 \$2781.00	17.75 \$621.25	\$6000.00		16692.26
Task 3- Tours of all Roundtable projects and educational tours dedicated to Water 101 topics: Irrigation& Agriculture, Recreation, Wetlands, Wells etc	120 \$2425.75		103 \$2781.00	17.75 \$621.25	\$3200.00		9636.61
Task 4- Publishing of 24 bi- weekly water stories showcasing our water past, present and future.	120 \$2425.75		103 \$2781.00	17.75 \$621.25	\$8000.00		13,942.26
Task 5- A one-time pull-out in the 6 county weekly "free" newspaper; the pull-out will be all about water. The paper will be directed to all schools in the San Luis Valley and Mineral County schools.	70 \$2425.75		103 \$2781.00	17.75 \$621.25	\$2450.00		6892.26
Task 6 -- The Basin will continue to do radio shows, with a total of 12 radio interviews that will keep listeners up to date on a wide variety of water topics.	70 \$2425.75		103 \$2781.00	17.75 \$621.25	\$1800.00		7492.26
Task 7- "Water fest at Cole Park" with hands-on activities that highlight the Value of Water."	35 \$3325.75		103 \$2781.00	17.75 \$621.25	\$3250.00		4198.13
Task 8—. A "Water Leaders" class will also be funded; this will give the 20 participants an opportunity to engage in concentrated water education offered by basin experts."	155 \$3119.75	\$1000.00	103 \$2781.00	17.75 \$621.25	\$1750.00		4675.09
Total Hours:	778		241	140			1159
Cost:	\$ 21000.00	\$2500.00	\$ 22515.00	\$ 4885.00	\$24450.00		\$75350.00

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## Summary of Direct Costs ( In-Kind)

Item:  Units: Unit Cost:	Interview Prep Expense	Materials	Equipment/ Supplies	Mileage		Total
Task 1						
Task 2	1000.00	3500.00	4000.00	1500.00		10000.00
Task 3		3000.00		1000.00		4000.00
Task 4	1000.00			800.00		1800.00
Task 5		2200.00				2200.00
Task 6	600.00			200.00		800.00
Task 7		3250.00				3250.00
Task 8			2400.00			2400.00
Total Cost:	2600.00	11950.00	6400.00	3500.00		24450.00

### Interview Prep Expense:

12 (interviews) X 2(hours prep each) X 25( per hour) = \$600.00 (Various Speakers)

8 (articles) X 5(hours prep each) X 25 (pr hr) = \$1000.00 (Various Authors)

8 (articles) X 5(hours prep each) X 25 (pr hr) = \$1000.00 (Various Authors)

### Materials:

\$3500.00 Materials Narrow Gap Campaign Signs, Stickers, etc:

\$3000.00 meals for tours (Conservation Districts, Conservancy Districts, etc.)

\$2200.00 Ads for pull out various businesses

\$3250.00 Materials for Water Fest (RGWCEI);

### Equipment/Supplies:

\$4000.00 Equipment and Supplies for Narrow the Gap Campaign; \$2400.00 Waterfest (RGWCEI)

### Mileage:

\$1500.00 Narrow the Gap (Various Vendors);\$1000.00 Basin Tours (Various Sources):

\$800.00 for coordinator mileage (RGWCEI); \$200.00 for Radio show s donated by participants.

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## SCHEDULE

Provide a project schedule including key milestones for each task and the completion dates or time period from the Notice to Proceed (NTP). This dating method allows flexibility in the event of potential delays from the procurement process. Sample schedules are provided below. Please note that these schedules are examples and will need to be adapted to fit each individual application.

Task 2013	First 6 Months						Second 6 Months					
	1/13 – 3/13			4/13 – 6/13			7/13 – 9/13			10/13 - 12/13		
Task 1	X	X	X	X	X	X	X	X	X	X	X	X
Task 2	X	X	X	X	X	X	X	X	X	X	X	X
Task3	X	X	X	X	X	X	X	X	X			
Task 4	X	X	X	X	X	X	X	X	X	X	X	X
Task 5	X	X	X	X	X	X	X	X	X	X		
Task 6	X	X	X	X	X	X	X	X	X	X	X	X
Task 7	X	X	X	X	X	X	X	X	X			
Task 8	X	X	X	X	X	X	X	X	X	X		
Final Reports												X

## **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.

## **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.

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The above statements are true to the best of my knowledge:

Signature of Applicant:



Print Applicant's Name: Rio Grande Watershed Conservation & Education Initiative, Judy Lopez

Project Title: Value of Water: The Rio Grande Basin "Narrowing the Gap" for Colorado's Water Future

Return an electronic version (hardcopy may also be submitted) of this application to:

Greg Johnson – WSRA Application  
Colorado Water Conservation Board  
1580 Logan Street, Suite 200  
Denver, CO 80203  
[gregory.johnson@state.co.us](mailto:gregory.johnson@state.co.us)