

Grant Application to the Colorado Water Conservation Board Water Efficiency Grant Program

Applicant: Green Industries of Colorado (GreenCO)

Project Name: Drought Educational Materials

Goal: Provide project funding to develop educational fact sheets and videos designed to provide the public with practical outdoor water use information for the drought of 2013 and beyond. Fact sheets and videos would be based on the GreenCO Best Management Practices (BMPs) and cover various topics that have a widespread appeal and application.

CWCB Funds Requested: \$29,275

GreenCO Matching In-Kind Donations: \$9,800

Total Project Value: \$39,075

Contact: Brenda O'Brien, 303-973-4026, brenda.obrien@comcast.net
9367 W. Vandeventor Drive, Littleton, CO 80128

Project Overview and Background

The Green Industries of Colorado (GreenCO) believes that the 2012-13 drought presents challenges to those who sell water and those who use water. With the likelihood of mandatory outdoor watering restrictions this summer, it will be imperative to re-educate the public on how to reduce outdoor water use. GreenCO, the voice of Colorado's green industry, is uniquely positioned to provide educational and scientific practices to help reduce outdoor water use, while insuring the overall health and value of the landscape during dry weather conditions.

GreenCO has a proven reputation and has promoted the efficient use of Colorado's water for well over two decades. In 2008, GreenCO produced its third release of the *Green Industry Best Management Practices (BMPs) for the Conservation and Protection of Water Resources in Colorado – Moving Towards Sustainability*, made possible through a water efficiency grant from the Colorado Water Conservation Board. The purpose of the manual is to consolidate and improve upon Green Industry Best Management Practices (BMPs) for the conservation of water resources and protection of water quality, with an emerging ethic of working toward sustainable landscaping practices. The BMPs are guidelines on how to reduce water consumption and protect water quality while producing, designing, installing and maintaining healthy, beautiful landscapes, and will be used as the foundation for this project.

GreenCO developed the BMP materials in cooperation with Colorado State University

Cooperative Extension, Colorado State University Department of Horticulture and Landscape Architecture, Denver Water, Irrigation Association, and Northern Colorado Water Conservancy District and Wright Water Engineers, along with input from a broad group of conservation, education, engineering, landscape, plant and water experts across the state, and included many leaders from Colorado WaterWise. The BMPs are the basis for many municipal codes, state laws and state-mandated water conservation plans. The BMPs are good everyday practices, in wet or dry years, and are available for free download at www.greenco.org.

The GreenCO Board of Director's consists of seven volunteer voting members, representing the following organizations: Associated Landscape Contractors of Colorado (ALCC), Colorado Association of Lawn Care Professionals (CALCP), ASLA Colorado (ASLA), formerly known as the American Society of Landscape Architects-Rocky Mountain Chapter, ASLA-RMC), Colorado Nursery and Greenhouse Association (CNGA), Garden Centers of Colorado (GCC), International Society of Arboriculture Rocky Mountain Chapter (ISA-RMC), and the Rocky Mountain Sod Growers Association (RMSGa). GreenCO is an alliance of trade organizations that represents the common interests of landscape related trades. GreenCO has more than 4,000 member companies, employs over 40,000 Coloradans, and contributes more than \$2 billion annually to Colorado's economy.

Project Scope of Work

Well-maintained landscapes represent a considerable financial investment for many property owners as well as enhancing our quality of life. Trees and plants also provide many environmental benefits including reducing greenhouse gases, cleaning our air and water, and cooling buildings thus reducing energy consumption. It is important to provide the public hands-on, easy-to-follow guidelines on how they can save water by using the proper planning, planting and maintenance BMPs. These BMPs include a variety of design, installation, maintenance, grower and retail practices relevant to the Green Industry and the public that they serve.

GreenCO intends to develop a set of educational fact sheets and "how-to" videos for mass distribution through various channels to the green industry, water providers, government agencies, cities and municipalities, media outlets, concerned citizens and all stakeholders. Fact sheets and video content will be based on GreenCO's BMPs relative to healthy landscapes, drought practices, and the appropriate amount of water needed to maintain a healthy landscape. The drought of 2002 provided valuable lessons learned, most importantly, the need to prioritize when and where water is applied to a landscape.

Fact sheets will be developed for the following categories:

1. Helping your yard survive a drought and watering restrictions
2. A guide to conserving water for Home Owner Associations (HOAs)
3. How to determine if your plants/yard requires water
4. How the sprinkler system can save water and money

Fact sheets are planned to be 2-sided with a call-to-action directing stakeholders to additional information resources. Final format for fact sheets would be PDFs for emailing and posting on websites.

Additionally, GreenCO proposes developing a series of short, informative videos that will provide practical tips from landscape experts. The advantage of the video format is that the visual element of the medium aids in the teaching and videos can be readily and inexpensively distributed to a large number of stakeholders. The videos would be made available free of charge as links to GreenCO members, statewide water utilities, CWCB, and all stakeholders interested in educational materials. Video messaging could include:

Video 1: Helping your yard weather the drought: A three-minute would focus on how to keep trees, turf and perennials alive during a drought and reduce water use. Tips could include proper maintenance, mulching, watering (how much and how often), etc.

Video 2: Xeriscape is not a garden, it's a system: A three-minute video would focus on the seven principles of Xeriscape and how it saves water. The video would dispel the notion that Xeric gardens and plants are not attractive and underscore the importance of these principles in times of drought.

Video 3: Sprinkler technology to save water: A two-minute video on how new sprinkler technology can save a large volume of water and help keeps plants healthy. ET technology, drip vs. spray, and setting timers would be covered.

Video 4: Protecting our trees in a drought: Due the cost and the length of time trees remain in our urban landscapes, they are some of the most valuable plants we grow. Trees also provide tremendous environmental benefits and enhance our quality of life and the appearance of our cities. This two-minute video would cover the watering needs of trees based on type and size and how to ensure trees remain alive during dry conditions.

Collaborative Partners

GreenCO has built and maintained valued efficiency relationships over many years due to its steadfast commitment to education and implementation of outdoor water-use practices across Colorado. Letters in support for this grant have been received from the following organizations thus far: They are:

- Western Resource Advocates
- Center for ReSource Conservation
- Colorado Foundation for Water Education
- Denver Water
- Eagle River Water and Sanitation District
- Platte Canyon Water and Sanitation
- Colorado Springs Utilities
- City of Westminster
- City of Thornton

- City of Aurora
- Northern Water
- City of Greeley
- City of Fort Collins
- City of Boulder
- Water Demand Management (Peter Mayer)

Initial feedback from partners indicates that GreenCO materials will be most useful in helping to meet their 2013 internal drought response plans, specifically, communicating outdoor water use with their customers, while helping to offset the cost of individualized messaging campaigns. Educational fact sheets and how-to videos will aid in scripting a consistent message, in layman's terms, that can be easily understood and implemented by the general public. Stakeholders would have the ability to link materials to their website, include them in statement stuffers, communicate via social media networks, and all other communication channels, whether written or electronic, to help spread the word about outdoor water-use during a dry 2013 watering season.

Scope of Work

Task 1 - Develop and deliver outdoor water use “fact sheets” for mass publication and distribution.

- Assemble small group of GreenCO members to vet useful and pertinent BMPs
- Select BMPs
- Write and edit 2-sided fact sheets
- Circulate fact sheets for review by key group of stakeholders and incorporate changes
- Design fact sheets to include photos and graphics
- Deliver final fact sheets in a PDF format

Task 2 – Produce and deliver how-to videos for mass electronic distribution

- Secure production company to create videos
- Craft messaging and write scripts for each video
- Recruit industry experts to conduct videos
- Begin video shooting on location, review still photos to use in videos
- Edit video production
- Distribute draft for review with a pre-selected group of stakeholders
- Incorporate feedback
- Finalize production and post to You Tube
- Deliver and share videos via links

Timeline and Distribution (estimated pending final grant approval)

Month:	April 18, 2013	May 1, 2013	June 1, 2013
Task 1	X	X	X
Task 2	X	X	X
Task 3		X	X

Estimated Timeline for Interim and Final Grant Reporting

Month:	May 17, 2013	May 30, 2013	June 28, 2013
Task 3	X	X	X

Supporting Exhibits in this Grant are:

- Project budget (itemized and summarized)
- In-Kind Donation (matching hours)
- Letters of Support from Partners

Financial Summary for Grant

Total CWCB Contribution: \$29,275

Total GreenCO Contribution: \$9,800

Total Project Value: \$39,075

Authorized Signature

The undersigned acknowledges that significant resources will need to be designated to this program and that the above information is accurate to the greatest extent possible.



Brenda O'Brien, Project Manager, GreenCO

303.973.4026

brenda.obrien@comcast.net

Exhibit A: GreenCO - Drought Educational Materials

Estimated GreenCO Drought Educational Materials Project Budget

Exhibit A: GreenCO - Drought Educational Materials					Consultant #1: Sigler Communications Hourly Rate 175		Mar-Apr 2013		Consultant #2: Graphic Designer Hourly Rate (Lynn Noonan, Sigler Communications Sub-Contractor) 75		Mar-Apr 2013		Consultant #3: GreenCO Project Management Hourly Rate (Brenda O'Brien) 50			Mar - Apr 2013		Green Industry & Stakeholder In-Kind Hourly Rate 40				
					Consultant #1 PR & Marketing	Consultant Labor	Quantity	Total Consultant Cost	Consultant #2 Graphic Design	Consultant Labor	Quantity	Total Consultant Cost	Consultant #3 Project Manager	Consultant Labor	Total Consultant Cost	Combined Consultant Costs	In-Kind Hours	In-Kind Donation	Grant Requested	% of Grant		
Project Task Breakdown																						
Task 1 - Develop and Deliver Outdoor Water Use Fact Sheets (Per Fact Sheet)																						
1.1 Development/Edit/Design/Distribute					7.00	\$1,225		\$1,225	3	\$225		\$225		\$750	\$750	\$6,550	67	\$2,680	\$6,550			
Identify subject matter expert, concepts and draft fact sheet content					6.00	\$1,050		\$1,050					10	\$500	\$500		20.00		\$3,208			
Circulate to industry and select stakeholders					1.00	\$175		\$175									47.00		\$2,886			
Graphic design									3.00	\$225		\$225	5	\$250	\$250				\$1,956			
Deliver final Fact Sheets in PDF format																			\$4,930			
Task 1 Sub-Total					7.00	\$1,225	4	\$4,900	3	\$225	4	\$900	15	\$750	\$750	\$6,550	67.00	\$2,680	\$6,550	22%		
Task 2 -Produce and Deliver How-To Videos (Per Two Minutes Videos)																						
2.1 Research/Script/Edit/Produce/Format and Distribute					25.00	\$1,400		\$8,750						\$500	\$500	\$9,250	82.50		\$9,250			
Research shoot locations					1.00	\$175		\$175										2.00				
Write Script					4.50	\$788		\$788										4.00				
Script review/approvals					1.50	\$263		\$263										4.00				
Prepare spokesperson					1.00	\$175		\$175										5.00				
Assemble still photos to supplement video					0.50	\$88		\$88										4.00				
Shoot video on location					7.00	\$1,225		\$1,225										10.00				
Edit video footage					3.00	\$525		\$525										4.00				
Produce draft video					3.00	\$525		\$525										2.50				
Draft review by select stakeholders and incorporate changes					1.50	\$263		\$263				10	\$500	\$500			47.00					
Post production/format for You Tube					1.50	\$263		\$263														
Post to You Tube and make available for stakeholders via links					0.50	\$88		\$88														
Task 2.1 Sub-Total					25.00	\$4,375	2	\$8,750					10	\$500	\$500	\$9,250	82.50	\$3,300	\$9,250	32%		
Task 2 -Produce and Deliver How-To Videos (Per Three Minutes Videos)																						
2.2 Research/Script/Edit/Produce/Format and Distribute					9.50	\$1,663		\$1,663					15	\$750	\$750	\$2,413	95.50		\$13,175			
Research shoot locations					1.00	\$175		\$175										2.00				
Write Script					6.00	\$1,050		\$1,050										4.00				
Script review/approvals					1.50	\$263		\$263										4.00				
Prepare spokesperson					1.00	\$175		\$175										10.00				
Assemble still photos to supplement video					0.50	\$88		\$88										2.00				
Shoot video on location					12.00	\$2,100		\$2,100										12.00				
Edit video footage					5.00	\$875		\$875										3.00				
Produce draft video					4.00	\$700		\$700										2.50				
Draft review by select stakeholders and incorporate changes					2.50	\$438		\$438				15	\$750	\$750			56.00					
Post production/format for You Tube					1.50	\$263		\$263														
Post to You Tube and make available for stakeholders via links					0.50	\$88		\$88														
Task 2 Sub-Total					35.50	\$6,213	2	\$12,425					15	\$750	\$750	\$13,175	95.50	\$3,820	\$13,175	45%		
Task 3 -Grant Reporting																						
3.1 Grant Reporting													6	\$300	\$300	\$300						
Provide 50%/75% Interim Grant Reports and Financial Management/Invoicing													2	\$100	\$100							
Final Grant Report													4	\$200	\$200							
Task 3 Sub-Total													6	\$300	\$300	\$300			\$300	1%		
Sub-Total					68	\$11,813		\$26,075	3	\$225	4	\$900	46	\$2,300	\$2,300							
Total					68	\$11,813	8.00	\$26,075	3	\$225		\$900	46	\$2,300	\$2,300	\$29,275	245	\$9,800	\$29,275	100%		
																			\$39,075			

TOTAL CWCB CONTRIBUTION \$ 29,275



**EAGLE RIVER
WATER & SANITATION DISTRICT**

Forest Road • Vail, Colorado 81657
(970) 476-7480 • FAX (970) 476-4089
www.erwsd.org

Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

This letter is to inform the Colorado Water Conservation Board of our support in GreenCO's grant request to develop educational fact sheets and how-to videos in preparation for the 2013 drought and beyond.

The materials created by GreenCO will be helpful and useful to our organization in educating the general public, and others, on outdoor water use efficiency. Utilizing the Best Management Practices (BMPs) to convey specific outdoor water conservation messages, in laymen's terms, are essential to train the public to use less water, while maintaining healthy and sustainable landscapes during a drought. As we embark into another dry year, help-us help-you partnerships and collaboration are vital in providing practical hands-on, easy-to-follow guidelines on how water can be conserved by using the proper planning, planting and maintenance BMPs.

As a long-time partner of GreenCO, I support their efforts and will utilize the information and share them with my customers.

Sincerely,

Sarah Fleury
Eagle River Water & Sanitation District
sfleury@erwsd.org



Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

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As a long-time partner of GreenCO, I support their efforts and will utilize the information and share them with my customers.

Sincerely,

Lindsay Weber

Lindsay Weber
Denver Water
Lindsay.weber@denverwater.org



Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

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As a long-time partner of GreenCO, I support their efforts and will utilize the information and share them with my customers.

Sincerely,

Ann Seymour
Colorado Springs Utilities
Aseymour@csu.org



Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

March 12, 2013

Dear Ben,

I would like to inform the Colorado Water Conservation Board of CFWE's support of GreenCO's grant request to develop educational fact sheets and how-to videos in preparation for the 2013 drought and beyond.

The materials created by GreenCO will be helpful and useful to CFWE in educating the general public, and others, on outdoor water use efficiency. Utilizing the Best Management Practices (BMPs) to convey specific outdoor water conservation messages, in laymen's terms, are essential to train the public to use less water, while maintaining healthy and sustainable landscapes during a drought. As we embark into another dry year, help-us help-you partnerships and collaboration are vital in providing practical hands-on, easy-to-follow guidelines on how water can be conserved by using the proper planning, planting and maintenance BMPs.

As a long-time partner of GreenCO, I support their efforts. CFWE will utilize the information and share them through our educational networks.

Sincerely,

A handwritten signature in black ink, appearing to read "Nicole Seltzer", with a long horizontal line extending to the right.

Nicole Seltzer
Colorado Foundation for Water Education
nicole@yourwatercolorado.org



March 11, 2013

Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

This letter is to inform the Colorado Water Conservation Board of our support in GreenCO's grant request to develop educational fact sheets and how-to videos in preparation for the 2013 drought and beyond.

The materials created by GreenCO will be helpful and useful to our organization in educating the general public, and others, on outdoor water use efficiency. Utilizing the Best Management Practices (BMPs) to convey specific outdoor water conservation messages, in laymen's terms, are essential to train the public to use less water, while maintaining healthy and sustainable landscapes during a drought. As we embark into another dry year, help-us help-you partnerships and collaboration are vital in providing practical hands-on, easy-to-follow guidelines on how water can be conserved by using the proper planning, planting and maintenance BMPs.

As a long-time partner of GreenCO, I support their efforts and will utilize the information and share them with my customers.

Sincerely,

Patrick Fitzgerald
Platte Canyon Water and Sanitation District
pjfitzgerald@plattecanyon.org

Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

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As a long-time partner of GreenCO, I support their efforts and will utilize the information and share them with my customers.

Sincerely,



Dan Stellar
Center for ReSource Conservation
dstellar@conservationcenter.org



WESTMINSTER

Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

This letter is to inform the Colorado Water Conservation Board of the City of Westminster's support in GreenCO's grant request to develop educational fact sheets and how-to videos in preparation for the 2013 drought and beyond.

The materials created by GreenCO will be helpful and useful to our organization in educating the general public, and others, on outdoor water use efficiency. Utilizing the Best Management Practices (BMPs) to convey specific outdoor water conservation messages, in laymen's terms, are essential to train the public to use less water, while maintaining healthy and sustainable landscapes during a drought. As we embark into another dry year, help-us help-you partnerships and collaboration are vital in providing practical hands-on, easy-to-follow guidelines on how water can be conserved by using the proper planning, planting and maintenance BMPs.

As a long-time partner of GreenCO, I support their efforts and will utilize the information and share them with my customers.

Sincerely,

Stu Feinglas
City of Westminster
Water Resources Analyst
sfeinglas@cityofwestminster.us
p 303-658-2386 f 303-706-3927

City of Westminster
Department of
Public Works
and Utilities

4800 West 92nd Avenue
Westminster, Colorado
80031

303-658-2400
FAX 303-706-3927



March 13, 2013

Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

This letter is to inform the Colorado Water Conservation Board of our support in GreenCO's grant request to develop educational fact sheets and how-to videos in preparation for the 2013 drought and beyond.

The materials created by GreenCO will be helpful and useful to our organization in educating the general public, and others, on outdoor water use efficiency. Utilizing the Best Management Practices (BMPs) to convey specific outdoor water conservation messages, in laymen's terms, are essential to train the public to use less water, while maintaining healthy and sustainable landscapes during a drought. As we embark into another dry year, help-us help-you partnerships and collaboration are vital in providing practical hands-on, easy-to-follow guidelines on how water can be conserved by using the proper planning, planting and maintenance BMPs.

As a long-time partner of GreenCO, I support their efforts and will utilize the information and share them with my customers.

Sincerely,

A handwritten signature in cursive script that reads "Ruth Quade".

Ruth Quade, Water Conservation Coordinator
City of Greeley Water & Sewer
Ruth.quade@greeleygov.com



March 13, 2013

Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

This letter is to inform the Colorado Water Conservation Board of our support in GreenCO's grant request to develop educational fact sheets and how-to videos in preparation for the 2013 drought and beyond.

The materials created by GreenCO will be helpful and useful to our organization in educating the general public, and others, on outdoor water use efficiency. Utilizing the Best Management Practices (BMPs) to convey specific outdoor water conservation messages, in laymen's terms, is essential to train the public to use less water, while maintaining healthy and sustainable landscapes during a drought. As we embark into another dry year, "help-us/help-you" partnerships and collaboration are vital in providing practical hands-on, easy-to-follow guidelines on how water can be conserved by using the proper planning, planting and maintenance BMPs.

As a long-time partner of GreenCO, I support its efforts and will utilize the information and share them with my customers.

Sincerely,



Esther Vincent
Water Quality Manager

evincent@northernwater.org

rdm



**WESTERN RESOURCE
ADVOCATES**

Protecting the West's land, air, and water

March 13, 2013

Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Board Members and Staff,

Western Resource Advocates supports GreenCO's CWCB grant request to develop educational fact sheets and how-to videos in preparation for the 2013 drought and beyond.

The materials created by GreenCO will be helpful and useful to our organization in educating the general public, and others, on outdoor water use efficiency. Utilizing Best Practices to convey outdoor-specific water conservation messages, in laymen's terms, is essential to train the public to use less water, while maintaining healthy and sustainable landscapes during a drought. As we embark into another dry year, help-us help-you partnerships and collaboration are vital in providing practical hands-on, easy-to-follow guidelines on how water can be conserved by using the proper planning, planting, and maintenance best practices.

As a long-time partner of GreenCO, we support their efforts and will certainly utilize the information in our outreach and policy efforts.

Sincerely,

Drew Beckwith
Water Policy Manager
Western Resource Advocates
720-763-3726
drew.beckwith@westernresources.org

COLORADO • 2260 Baseline Road, Suite 200 • Boulder, CO 80302 • 303.444.1188 • Fax: 303.786.8054 • Email: info@westernresources.org
NEVADA • 204 N. MINNESOTA STREET, SUITE A • CARSON CITY, NV 89703 • 775.841.2400 • Fax: 866.223.8365 • Email: info@westernresources.org
NEW MEXICO • 409 E. PALACE AVENUE, SUITE 2 • SANTA FE, NM 87501 • 505.820.1590 • Fax: 505.820.1589 • Email: info@westernresources.org
UTAH • 150 SOUTH 600 EAST, SUITE 2AB • SALT LAKE CITY, UT 84102 • 801.487.9911 • Email: utah@westernresources.org

www.westernresourceadvocates.org



City of Thornton

Infrastructure Maintenance Center
12450 Washington Street
Thornton, CO 80241-2405

Infrastructure Department
720-977-6600
FAX 720-977-6202
www.cityofthornton.net

March 13, 2013

Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

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I support their efforts and will utilize the information and share them with my customers.

Sincerely,

Laura Wing
Water Conservation Administrator
City of Thornton
Laura.Wing@cityofthornton.net

LW/dm

cc: MLCB



Colorado Water Conservation Board
Attn: Ben Wade
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Ben,

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As a long-time partner of GreenCO, I support their efforts and will utilize the information and share them with my customers.

Sincerely,

A handwritten signature in black ink that reads "Laurie D'Audney". The signature is written in a cursive, flowing style.

Laurie D'Audney
Fort Collins Utilities
ldaudney@fcgov.com