



May 17, 2013

Ben Wade
Office of Water Conservation and Drought Planning
Colorado Water Conservation Board
1313 Sherman Street, Room 721
Denver, CO 80203

Dear Mr. Wade,

**Status Report for Green Industries of Colorado's Drought Educational Materials
Grant Routing #13000000098 / CMS #55259**

As of May 17, 2013, the Green Industries of Colorado's (GreenCO) has approached its 50% grant completion benchmark. To date, the project is on task and within budget. Below is a synopsis of the successes encountered since the project's inception in April 2013.

The project has progressed swiftly given the urgency to deliver drought materials to stakeholders before the 2013 watering season commences. GreenCO has contracted with Sigler Communications, a reputable and seasoned local public relations firm, and Brenda O'Brien, GreenCO's longtime project manager to coordinate and deliver all assigned tasks including, the development of five drought-related Fact Sheets, and four How-To videos to educate the general public on outdoor water-use efficiency. Upon completion, the Drought Educational Materials will be made available free of charge for co-branding and mass distribution to the green industry, water providers, government agencies, cities and municipalities, media outlets, non-profits, concerned citizens and all stakeholders across Colorado.

Fact Sheet categories are:

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
5. Xeriscape is Not a Garden, It's A System (Added Fact Sheet as In-Kind Donation)

"How-To" Video messaging includes:

1. Helping Your Yard Weather the Drought (3 minute)
2. Xeriscape is Not a Garden, It's A System (3 minute)
3. Sprinkler Technology To Save Water (2 minute)
4. Protecting Our Trees In A Drought (2 minute)

50% Grant Status Report

The project scope of work as outlined in the grant application includes two key tasks that build upon GreenCO's commitment to fulfilling its mission as the voice of the Colorado's green industry, and promoting its *Best Management Practices (BMPs) for the Conservation and Protection of Water Resources in Colorado* as the statewide standard for outdoor water-use efficiency. The BMPs are the basis for many municipal codes, state laws and state-mandated water conservation plans, and are employed as the foundation for this project.

The status of the tasks is as follows.

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

Subtask and status updates are:

- Assemble small group of GreenCO members to vet useful and pertinent BMPs - *complete*
- Select BMPs - *complete*
- Write and edit 2-sided fact sheets - *drafted*
- Circulate fact sheets for review by key group of stakeholders and incorporate changes - *in progress May 13 - 17*
- Design fact sheets to include photos and graphics - *scheduled May 22 – 27*
- Deliver final fact sheets in a PDF format - *goal May 31*

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

- Secure production company to create videos - *complete*
- Craft messaging and write scripts for each video - *complete*
- Recruit industry experts to conduct videos - *complete*
- Begin video shooting on location, review still photos to use in videos – *in progress May 13 & 15*
- Edit video production – *scheduled May 16 - 22*
- Distribute draft for review with a pre-selected group of stakeholders – *estimated May 23 - 27*
- Incorporate feedback – *estimated May 28 - 29*
- Finalize production and post to You Tube – *estimated May 30 - 31*
- Deliver and share videos via links – *estimated June 3*

Conclusion

In conclusion, GreenCO is pleased with the project's progression and desired outcomes. Well-maintained landscapes represent a considerable financial investment for many Coloradoans. GreenCO is looking forward to providing the public with hands-on, easy-to-follow guidelines on how they can save water by using proper planning, installation and maintenance BMPs.

As always, GreenCO will be happy to answer any questions you may have after reading this report.

Respectfully submitted,

A handwritten signature in dark ink on a light green rectangular background. The signature reads "Brenda O'Brien" in a cursive script.

Brenda O'Brien
GreenCO Project Manager

Cc: GreenCO Board of Directors
GreenCO Association Executives