



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

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TO: Colorado Water Conservation Board Members

FROM: Mara MacKillop
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DATE: May 18, 2016

AGENDA ITEM: 15. Colorado Foundation for Water Education 2016-2017 Scope of Work

Staff recommendation: Staff recommends the Board approve the Fiscal Year 2017 Scope of Work for the Colorado Foundation for Water Education (Foundation).

Background

The Board annually reviews and approves the Foundation Scope of Work (Scope) for the upcoming fiscal year (attached). The CWCB currently supports the Foundation's annual operations, water education, and outreach programs with \$150,000. This funding is in the form of an annual, automatic nonreimbursable grant from the Construction Fund.

There are a few new items and changes to funding from the previous year in the 2017 Scope. The CWCB and Foundation have narrowed the Scope to two main overarching tasks that align with both organizations' missions: Water Education & Leadership Program Support and Water Information Program Support. This change will allow the CWCB and Foundation to prioritize work related to Colorado's Water Plan goals and objectives, including education and outreach.

A new item proposed in the Scope is working with the Water Educator Network to identify and implement the most relevant tasks to achieve the goals in Colorado's Water Plan. Another new funding item is program evaluation for the Foundation to review and design impact metrics for their programs. The Water Information Program Support task includes funding for four water topic focus areas including water and public health, treatment, and reuse; water data in decision-making and public education; finance and economics; and the Statewide Water Supply Initiative. The Scope also includes on-line content expansion, which was identified as a top priority for the Foundation in their 2016 communications assessment.

The CWCB will continue to fund the Water Fluency Course, the Water Leaders Course, and statewide tours.

James Eklund and Lauren Ris (DNR Executive Director's Office) currently serve as the CWCB and DNR staff representatives on the Foundation's Board. Nicole Seltzer, the Executive Director of the Foundation, will be present at the meeting to make a presentation and answer questions.





FY2017 Scope of Work

Water Education & Leadership Program Support

1.1 Water Fluency

Overview

In its third year, CFWE's Water Fluency course offers elected officials, appointed water board members, students and members of the public immersion in the language and concepts of water as well as tools for navigating the culture, complexity and future of water management and policy issues. This 4-month class received strong positive feedback in its initial year, and both the first and second year classes were filled past the 35-member capacity. In partnership with CML, CCI and SDA, CFWE will offer the third course on the West Slope.

Work Plan

CFWE will evaluate feedback from the 2016 course, adjust the curriculum for a West Slope audience, market the program and hold 4 sessions between March and July 2017 in the Glenwood Springs/Grand Junction areas. CWCB will receive one registration of the 2017 class free of charge.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2017	\$20,000	\$10,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Strengthen partnerships with local governments *Municipal Water Conservation Actions, Sec. 6.3.1*
- Strengthen partnerships with local municipalities and county governments *Land Use Actions, Sec. 6.3.3*
- Encourage the incorporation of best management practices in land use for water demand management, water efficiency, and water conservation *Land Use Critical Action, Ch. 10*

1.2 Water Leaders

Overview

The Water Leaders program is a highly-regarded professional development program for mid-career water professionals. The curriculum instills leadership and management

principles in a select group of water professionals, broadens their knowledge of Colorado water issues, and grows their peer network.

Work Plan

CFWE will complete the second half of the 2016 course, collect and analyze feedback, adjust the curriculum based upon that feedback, market the program, select applicants and run the first half of the 2017 program.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2017	\$80,000	\$40,000

Support of Water Plan Implementation

Colorado's Water Plan does not directly call for investment in the knowledge and skills of the work force needed to carry out its goals. However, implementing the Water Plan will require the next generation of leaders to be versed in the techniques of collaboration, compromise, shared values, and have a wide knowledge base and diverse professional network. The Water Leaders program, by instilling these values within our profession and widening the experience and networks of the class members, is foundational to implementing many of the Water Plan recommendations.

1.3 Water Educator Network

Overview

The Water Educator Network is a membership group of educators who are interested in increasing the amount, quality and effectiveness of water education in Colorado. The Network's goal is to increase the capacity of local water educators by providing members with tools, trainings and collaborations that are relevant to their work, easily accessible and simple to implement. In 2016, with support from CoBank, CFWE hired a part-time coordinator for the program, who is working on a series of statewide trainings on Project WET curriculum.

Work Plan

Once hired, CFWE will work with the Education & Outreach Coordinator to identify the tasks most relevant to CWCB's goals. These may include a workshop for educators on implementation of the Water Plan, or assistance with development of an assessment of water education in Colorado. CWCB's Education and Outreach Coordinator will receive a Water Educator Network membership free of charge.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2017	\$30,000	\$5,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Foster continued engagement of the Water Education Task Force and use the network of existing water educators in a coordinated fashion to educate the various and diverse audiences in Colorado *Education & Outreach Actions, Ch 9.5*

1.4 Tours

Overview

CFWE's one and multi-day tours are an opportunity to see water management in action and to put a face to the challenges and opportunities currently before the industry. Tours regularly hit capacity, and generally one-half of tour attendees are individuals new to CFWE.

Work Plan

CFWE will produce one multi-day tour of the Southwestern basins (Dolores, Animas, San Juan), and one full-day tour focused on the Crystal River Stream Management Plan, and one full-day tour focused on climate science. The Basin Roundtables will be involved in the agenda setting and presentation of the Southwest and Crystal River tours in order to focus a portion of the agenda on their Basin Implementation Plans. CWCB will receive one seat on all tours free of charge.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2017	\$35,000	\$17,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Support and assist the basin roundtables in moving forward priority municipal, industrial, environmental, and agricultural projects and methods identified in their BIPs *Supply-Demand Gap Critical Actions, Ch 10*
- Develop common metrics for assessing the health and resiliency of watersheds, rivers, and streams *Watershed Health Critical Actions, Ch 10*
- Support to local stakeholder groups to develop watershed master plans *Watershed Health Critical Actions, Ch 10*

1.5 Program Evaluation

Overview

"One of the great mistakes is to judge policies and programs by their intentions rather than their results" Milton Friedman

Since its inception CFWE has collected data to support improvement and identify the impact of our work. We collect data on individual event attendance and philanthropic giving, conduct pre/post surveys of our leadership programs, track website analytics, gather feedback from tour attendees, and survey our members and supporters annually to identify how they use CFWE, what they think about our work, and how we can better meet their needs. While there is no lack of data on our programs, CFWE has not perfected using that data to examine the overall impact we have as an organization.

Struggling to evaluate and convey the impact of a non-profit's work is a common problem, and one that is often tackled as an organization matures. CFWE is ready to take a look at the kinds of data and feedback it collects, and how we can maximize the use of that information to define our impact and adapt our practices and programs.

This aligns with CWCB's intent to conduct an assessment of water education programs in Colorado. As the state's premiere water education organization, we should have clear metrics of success, thereby setting an example for others to follow. The more organizations that are focused on the impact of their work (rather than just the logistics, such as how many people attended an event) the stronger and more effective Colorado's water education community will be.

Work Plan

CFWE will engage an evaluation firm to assist us in turning our strategic plan into a series of data-based metrics that will identify the organization's progress towards its goals. We will set a series of outcomes for each program area (leadership, information, education) that will ensure we are collecting the right data and using it effectively. This will culminate in an overhaul of the amount and kinds of data we collect (likely streamlining it), and development of an annual report on the organization's impact that will be shared with all members and funders.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2017	\$25,000	\$15,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Create a data-based water education plan *Recommended Action, Ch 9.5*

Water Information Program Support

2.1 Topical Focus: Water and Public Health, Treatment and Reuse

Overview

Surveys of public attitudes commonly indicate Coloradans have great concern regarding the water quality in one's home and in our rivers and streams. In a BBC survey commissioned by

CWCB in 2012, “the quality of water you receive in your home” was rated most frequently as the area of highest concern to those polled. Likewise, in a 2014 survey by Corona Insights for the Colorado Watershed Assembly, about 40 percent of statewide respondents indicated that water pollution was the most important environmental issue. In addition, the crisis in Flint, Michigan has put a national spotlight on water treatment and public health. CFWE has not focused on public health aspects of water for many years, making it the right time to focus on this issue.

Work Plan

CFWE will produce the following:

- Half-day gathering of public health, water treatment and reuse experts to identify the issues, current research, challenges and opportunities that CFWE should focus on
- Fall 2016 issue of *Headwaters* magazine on Public Health
- Two 3-4 minute public radio segments in partnership with Rocky Mountain Community Radio and their coalition of 15 stations in Colorado
- Series of blog articles authored by CFWE staff and experts in the field of public health
- CWCB will receive 25 copies of the *Headwaters* magazine free of charge and be invited to attend the expert brainstorming session

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
July-December 2016	~\$40,000	\$17,500

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Educate on the current state of reuse *Other Critical Actions, Ch. 10*
- Examples of how BIPs can improve public health through consumptive, recreational, and environmental projects. *Recommended actions, Sec 7.3*
- Explore the relationship between water quantity, quality and public health *Stakeholder & Public Outreach Actions, Sec 7.3*

2.2 Focus: Water Data in Decision-Making and Public Education

Overview

Snowpack forecasts, streamflow data, water rights administration, water quality sampling, household use, public attitudes, water footprint calculations, soil moisture...the list of data that water managers and users collect to inform their daily and long-term decisions is staggering. In an April 2016 New York Times op-ed, author Charles Fishman said that “More than any other single step, modernizing water data would unleash an era of water innovation unlike anything in a century.” CFWE will examine the role that data plays in water decision-making, the challenges we face in its collection and use, and how these systems could be improved to help elected officials and the public understand water’s relevancy to their daily lives.

Work Plan

CFWE will produce the following:

- Half-day gathering of data collection, visualization, and innovation experts to identify the issues, current research, challenges and opportunities that CFWE should focus on
- Spring 2017 issue of *Headwaters* magazine on water and data
- Two 3-4 minute public radio segments in partnership with Rocky Mountain Community Radio and their coalition of 15 stations in Colorado
- Series of blog articles authored by CFWE staff and experts in the field
- CWCB will receive 25 copies of the *Headwaters* magazine free of charge and will be invited to attend the expert brainstorming session

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
January-June 2017	~\$40,000	\$17,500

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Educate on the opportunities to share and visualize data in a way that supports innovation, public policy, and public education *Education & Outreach Critical Action, Ch 10*
- Explore the role of data in developing stream management plans *Watershed health Critical Actions, Ch 10*
- Support water management activities for all water providers by presenting examples of how data can be used to strengthen municipal water conservation programs *Water Conservation Actions, Sec 6.3*

2.3 Topical Focus: Finance and Economics

Overview

In 2016, CFWE's Summer *Headwaters* magazine (supported in the FY2016 CWCB Scope of Work) focused on Water's value in Colorado's economy, options for financing the work outlined in Colorado's Water Plan, and the case for and against regionalization of water infrastructure.

Work Plan

To build upon the content released in June 2016, CFWE will produce the following:

- One 3-4 minute public radio segments in partnership with Rocky Mountain Community Radio and their coalition of 15 stations in Colorado
- Series of blog articles authored by CFWE staff and experts in the field of water financing and economics
- One free, publicly available webinar based on selected *Headwaters* content

- CWCB will be invited to write at least one blog article

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
July-October 2016	~\$5,500	\$3,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Develop preliminary support data for various public funding options, such as state referendums, individual county mill levy increases, insurance tax premiums, user fees, and other potential funding mechanisms. *Sec 9.2, Economics & Funding*

2.4 Topical Focus: Statewide Water Supply Initiative

Overview

CWCB will spend staff and financial resources in FY2017 updating SWSI. CFWE will work with CWCB to determine the most appropriate mechanisms to assist in communicating the goals, process and outcomes of this important work.

Work Plan

A detailed work plan will be crafted with the SWSI team, but may include a workshop for educators, a blog series, agenda items on CFWE tours, or a webinar.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2017	\$3,000	\$3,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Ensure that water remains a focus of Colorado's ongoing policy development and that state policies continue to be responsive to ongoing technical and stakeholder work. *Ch 11, Updating CWP*

2.5 On-line Content Expansion

Overview

CFWE is known for the high quality of our print publications and intends to continue investing in this work. At the same time, we are behind the curve in offering readily accessible online content, with an outdated website that uses old technology and isn't conducive to providing content that is clearly targeted to varied audiences with different information-gathering needs.

In FY2016, CFWE completed a communications assessment which identified the redesign, modernization and expansion of our online platforms as a top priority for ongoing success in reaching our audiences. This work is needed to improve the user experience and bring CFWE into the modern era where mobile responsiveness is a must and online content must be both compelling and current, as well as easy to find and navigate. Investing in updating and redesigning our website is a key next step in pursuing our strategic goals to increase decision makers' exposure to a diverse array of quality water information and making it easier for the water-interested public to be more deeply involved in water issues.

Work Plan

CFWE will employ work completed in FY2016 to update the organization's look and feel across communications platforms, survey and evaluate desirable website models, contract a web designer, and re-craft our site to provide increased online content and improved delivery. The CFWE communications committee will provide input into the process, and the CWCB Education and Outreach Coordinator is invited to join the committee.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2017	\$30,000	\$20,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Significantly improve the level of public awareness and engagement regarding water issues. *Education Measurable Objective (ch 10)*

Task #1: Water Education & Leadership Program Support

Subtask	Deliverable	Time of Deliverable	Description of Deliverable	CWCB Contribution	Deliverable Total
1.1	Water Fluency Course	June 2017	Implement 2017 West Slope Program	\$10,000	\$10,000
1.2	Water Leaders Course	June 2017	Complete 2016 Course, Plan and implement 2017 course	\$40,000	\$40,000
1.3	Water Educator Network	March 2017	Work with CWCB Ed & Outreach staff to ID tasks most relevant to CWCB and CWP goals	\$5,000	\$5,000
1.4	Tours	June 2017	Host 1 multi-day tour of Southwest basin, one-day tours on Crystal SMP and climate adaptation	\$17,000	\$17,000
1.5	Program Evaluation	January 2017	Hire evaluation firm to review and design impact metrics for CFWE programs	\$15,000	\$15,000
Task 1 Total					\$87,000

Task #2: Water Information Program Support

Subtask	Deliverable	Time of Deliverable	Description of Deliverable	Budget	Deliverable Total
2.1	Water and Public Health, Treatment and Reuse Focus	January 2017	Headwaters, radio and blog content on public health and reuse	\$17,500	\$17,500
2.2	Water Data in Decision-Making and Public Education Focus	June 2017	Headwaters, radio and blog content on public health and reuse	\$17,500	\$17,500
2.3	Finance and Economics Focus	October 2016	Radio, webinar and on-line content on finance and economics	\$5,000	\$5,000
2.4	SWSI Focus	June 2017	Work with SWSI team to ID tasks most relevant to goals	\$3,000	\$3,000
2.5	On-line content expansion	June 2017	Develop plan for expanded and improved, hire firm to implement	\$20,000	\$20,000
Task 2 Total					\$63,000

SCOPE OF WORK TOTAL**\$150,000**