



To: Kevin Reidy, Water Conservation Technical Specialist  
Colorado Water Conservation Board  
From: Tom Cech, Director  
One World One Water Center, MSU Denver  
Date: February 23, 2016

RE: Grant Application - Colorado Water Efficiency & Stewardship film with Havey Productions

Dear Kevin,

Thank you for allowing us to submit this proposal to begin work on the Colorado Water Efficiency & Stewardship film with Havey Productions. The purpose of this effort is to create a 7-10 minute film focusing on urban water efficiency and stewardship – primarily residential uses, but will also include commercial aspects (hotels and/or offices). The intended audience is the general public, university students, and educators.

### **Background**

The One World One Water (OWOW) Center at Metropolitan State University (MSU) Denver is the grant applicant for this Project, and will also be the fiscal agent. Funds would be distributed to the OWOW Center's account at the MSU Denver Foundation, Inc. which is recognized as a 501(c)(3) tax-exempt organization under the Internal Revenue Code, and classified as a public charity as described in Section 170(b)(1)(A)(vi).

The OWOW Center has three major functions:

- 1) Offer an interdisciplinary Water Studies minor to complement a wide variety of majors;
- 2) Provide enriching co-curricular activities; and
- 3) Enhance water stewardship on and beyond the Auraria Campus by promoting effective use of water resources.

The primary contact person at MSU Denver is Tom Cech, Director of the OWOW Center, MSU Denver, 1045-9th Street Park, Denver, Colorado 80217, tcech@msudenver.edu, 303.352.7400.

### **Goals of the Project**

The goal of the project is to provide a short film on water use efficiency and best practices for the general public. The targeted audience will be homeowners and renters, and will focus particularly on the 20-45 age group. The film will be approximately 7-10 minutes long so that it captures and holds the attention of non-experts in the field. Outcomes will include:

- Greater awareness of the need for water use efficiency
- Improved understanding of population growth projections in Colorado and water constraints
- Identification of potential urban water use efficiency practices (particularly outdoor)

- Increased interest in viewers to want to learn more about water conservation and water use efficiency techniques available to them

The Project will promote the benefits of water resource conservation through public education and outreach. It will also improve the nature and breadth of water conservation practices at the local level, which has been identified as a goal of the Colorado Water Conservation Board. Finally, the Project will demonstrate the benefits of water use efficiency – another goal of the CWCB – by showing viewers the economic costs and environmental benefits of water conservation in urban settings.

### **Scope of Work**

#### **Advisory Group**

An informal, exploratory meeting with a number of water efficiency experts was held on January 28, 2016 to gauge interest in the value of making a water efficiency film and to assess topic areas for further development. In attendance were Nona Shipman & Tom Cech – OWOW Center at MSU Denver, Kevin Reidy – CWCB, Jeff Tejral - Denver Water, Paul Lander – CU- Boulder, Beorn Courtney - Element Water Consulting, and Jim Havey & Blair Miller - HaveyPro Cinema. Others who will be involved include Peter Mayer - Water Demand Management, Drew Beckwith – Western Resource Advocates, and Frank Kinder – Colorado WaterWise. Through the meeting it was agreed that this is a project that had merit and that this core group would comprise an Advisory Group that will assist with reviewing content and ensuring accuracy of movie messaging.

#### **Film Content**

- How does water use efficiency and stewardship fit into your everyday life, and how does it tie into the bigger picture? Show the cumulative impact of the water efficiency and stewardships efforts that have already happened, with the motivation to do more.
- Why do we need to care about this issue? Need to show the universal motivation and importance of water.
- What/who motivates us - peers, leaders, elected officials, and universities. Provide discussion of “the third place” where we’re more susceptible to outside influences that include church, gym, pubs, neighborhood associations, etc.
- Show the importance of communication - when Denver Water switched from every other month billing to monthly billing, overall water usage declined significantly.
- Provide some discussion of the energy/water nexus. Perhaps bring it up in an interview as ancillary to the main topic, but too much of a big topic for this piece to be looked at on its own.
- Conduct approximately eight interviews - everyday people and experts, some possibilities discussed were:
  - single family home owner - outdoor use
  - public spaces – Denver Public Schools or JeffCo Schools, or park manager
  - landscaper - planting and irrigation discussion
  - HOA association as user

- developer or contractor – Zocalo or Sterling Ranch
- hotel/hospitality – maybe a ski resort
- Denver Water – Jeff Terjal’s group is rolling out a series of positive upbeat stories about a family who cut their water use by x%. This would be THE benchmark, and here is where your household is in relationship to this efficiency effort

## **Production Schedule**

### Preproduction

Production Management, Meetings & Coordination

*Ongoing as needed from grant approval to project completion*

### Sound Production

Video Interview Filming with crew & equipment

*8 interviews scheduled as subjects available in late March*

Interview Edit/Transcription

*Completion by April 1*

Research & Scripting

*April 4 to 20*

*Script Submission April 22 • Script notes returned from client April 29*

Original Music Production

*May 5, 6 & 7*

### Production

Cinematography w/Crew & Equipment

*4.5 Days April 1 to May 6*

Stock & Archival Images research and rights

*April 20 to May 6*

Travel Expenses

*Front Range Day Trip Mileage as accrued and submitted with final invoice in June*

### Post Production

B-Roll Editing, Media Management & File Preps

*3.5 Days April 18 to May 6*

Film Editing

*May 9, 10, 11, 12*

Production Design & Graphics

*May 12, 13*

*Approval Cut May 18 • Notes Returned by May 20 • Final Cut submitted June 3*

Storage & Archiving

*June 8*

### **Production Team**

Producer/Director/Script Editor/Cinematographer: Jim Havey

Art Director/Editor/Cinematographer: Nathan Church

Associate Producer: Blair Miller

Production Manager/Assistant Editor: Alysha Burney

Production Assistant/Assistant Editor: Daniel Sharkey

Music Director/Composer: Jeff Jenkins

Transcription Supervisor: Charlotte Havey

Student Interns from the MSU Denver OWOW Center Program (\$11/hr)

### **Project Budget**

*See Attached.*

### **Deliverables**

Progress Report @ 50% completion point – April 15, 2016

Progress Report @ 75% completion point – May 15, 2016

The completed film will be shown at the *Watershed Conference at Denver Botanic Gardens* on *June 9, 2016* and distributed through social media outlets (You Tube, etc.) as well as being made available through various organization's websites such as, the Colorado Water Conservation Board, Denver Water, Colorado Springs Utilities, Colorado WaterWise and Metro State University. A final report will be written after the completion of the work, anticipated to be June 2016.

Task	Staff	In-Kind/Cash Match	CWCB Grant Request	TOTAL
<b>1- Pre Production</b>				
1.1 - Management, Meetings, Reports & Coordination	Alysha Burney - 26.6 hours at \$75/Hour		\$ 2,000.00	\$ 6,500.00
	Jim Havey - 20 hours at \$100/Hour		\$ 2,000.00	
	MSU Tom Cech In-Kind Match - 25 Hours at \$100/Hour	\$ 2,500.00		
<b>2- Sound Production</b>				
2.1 - 8 Video Interviews w/ Crew, Equipment	Jim Havey - 16 hours at \$150/Hour		\$ 2,400.00	\$ 6,000.00
	Nathan Church - 16 hours at \$150/Hour		\$ 2,400.00	
	Daniel Sharkey - 24 hours at \$50/Hour		\$ 1,200.00	
2.2 - Interview Edit/Transcription	Daniel Sharkey - 16 hours at \$50/Hour		\$ 800.00	\$ 1,200.00
	Charlotte Havey - 8 hours at \$50/Hour		\$ 400.00	
2.3 - Research & Scripting	Jim Havey - 10 hours at \$150/Hour		\$ 1,500.00	\$ 4,500.00
	Alysha Burney - 8 hours at \$75/Hour		\$ 600.00	
	Student Interns from OWOW cash match - 75 hours at \$12/hour	\$ 900.00		
	HaveyPro In-Kind Match - 10 Hours @ 150/hour	\$ 1,500.00		
2.4 - Original Music Production	Jim Havey - 10 hours at \$150/Hour		\$ 1,500.00	\$ 4,000.00
	Nathan Church - 6.667 hours at \$150/Hour		\$ 1,000.00	
	Jeff Jenkins - 25 hours at \$60/Hour		\$ 1,500.00	
<b>3 - Production</b>				
3.1 - 4.5 Cinematography w/Crew, Equipment	Jim Havey - 36 hours at \$150/Hour		\$ 5,400.00	\$ 13,500.00
	Nathan Church - 36 hours at \$150/Hour		\$ 5,400.00	
	Daniel Sharkey - 26 hours Grant, 10 hours In-Kind at \$50/Hour	\$ 500.00	\$ 1,300.00	
	In-Kind Match, Alysha Burney - 12 hours at \$75/Hour	\$ 900.00		
3.2 - Stock & Archival Images	Nathan Church - 10 hours at \$150/Hour		\$ 1,500.00	\$ 2,000.00
	Daniel Sharkey - 10 hours at \$50/Hour		\$ 500.00	
3.3 - Travel Expenses	Front Range Day Trip Mileage for Film Crew at \$.55/Mile		\$ 500.00	\$ 500.00
	Allotment as needed for trips outside Denver Metro area			
<b>4 - Post Production</b>				

4.1 - B-Roll Editing, Media Management & File Preps			\$ 3,500.00
	Nathan Church - 10 hours at \$150/Hour	\$ 1,500.00	
	Daniel Sharkey - 40 hours at \$50/Hour	\$ 2,000.00	
4.2 - Film Editing			\$ 7,000.00
	Jim Havey - 6.667 hours at \$150/Hour	\$ 1,000.00	
	Nathan Church - 40 hours at \$150/Hour	\$ 6,000.00	
4.3 - Production Design & Graphics			\$ 2,020.00
	Nathan Church - 10 hours at \$150/Hour	\$ 1,500.00	
	In-Kind Match - 10.4 hours at \$50/Hour	\$ 520.00	
4.4 - Storage & Archiving			\$ 600.00
	In-Kind Match - 4 hours at \$150/Hour	\$ 600.00	
4.5 - Advisory Committee Reviews & Notes			\$ 3,200.00
	In-Kind Match - 8 members 32 hours @ \$100/Hour	\$ 3,200.00	
4.6 Advisory Committee Meeting			\$ 3,950.00
	In-Kind Match - 8 members 32 hours @ \$100/Hour	\$ 3,200.00	
	In-Kind Match, Alysha Burney - 10 hrs. at \$75/Hour	\$ 750.00	
4.7 Staging Video at June 9th Event			\$ 941.33
	Jim Havey - 6.2755 Hours Coordinate and Direct at \$150/Hour	\$ 941.33	
<b>Financial Management</b>			
6% of grant request MSU Denver Foundation Fee		\$ 2,634.00	\$ 2,634.00
<b>Sub Total - Total Request for CWCB Funding</b>		\$ 46,534.00	
<b>In-Kind/Cash Match</b>		\$ 15,511.33	
<b>Total Project Cost</b>			\$ 62,045.33



February 24, 2016

Kevin Reidy  
Water Conservation Technical Specialist  
Colorado Water Conservation Board  
1313 Sherman St., Room 718  
Denver, CO 80203

Dear Mr. Reidy:

Colorado Springs Utilities is pleased to support the Colorado Water Efficiency & Stewardship film project proposed by the One World One Water (OWOW) Center at Metropolitan State University Denver. Tom Cech, Director of the OWOW Center, is a leader in water resource management issues and is an ideal steward for such a project.

Colorado Springs Utilities is a nationally recognized leader in water efficiency programming, strategic collaboration and education. This project will reinforce our efforts to inform our customers about the importance of using water efficiently. Further, the need for a concise, compelling and unified message about these issues which is tailored specifically for water users has been discussed in Colorado for many years. This project promises to take a considerable and overdue step toward that objective.

In addition to simply promoting efficient water use in the urban environment, this film has the potential to also convey the immense value that water use in our urban environments provides in terms of quality of life and economic vitality. Due to financial pressures and a variety of other factors, much of the built landscape in Colorado Springs is currently watered at a deficit, compromising its overall health and sustainability. This film is capable of providing a "model" of efficient water use which can appeal to and be implemented by a broad range of users, including those of lesser means or currently not enjoying the full benefit of the water we provide.

Colorado Springs Utilities fully supports this project and is willing to provide in-kind support in the form of project input, review, and promotion, if necessary. Please, feel free to contact me with any questions.

Sincerely,

Ann Seymour  
Water Conservation Manager  
719-668-4599  
aseymour@csu.org

# University of Colorado at Boulder

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## Department of Geography

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24 February 2016

Kevin Reidy  
Colorado Water Conservation Board  
Denver CO

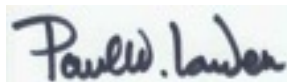
Dear Kevin:

Please accept this letter in full support of the Metro State University-Denver OWOW Center application for funds to assist in producing the “Colorado Water Efficiency Film”. As a board member of the OWOW center, I can speak directly to their commitment to water education for the betterment of all Colorado citizens.

As an educator, and long-time conservation professional, I also endorse this production as an important element in the evolution of water management in our state. OWOW has enlisted Havey Productions, known for high-quality video productions, and has identified a key audience in addressing this work at home owners and renters, with the goal of painting a picture of what a water-wise and robust Colorado future looks like.

This film will serve as a valuable tool in helping all Coloradans better understand our water future, and OWOW is to be commended for leading this effort. If you should require any other information from me, please feel free to contact me at any time.

Cordially,

A handwritten signature in blue ink that reads "Paul W. Lander". The signature is written in a cursive, slightly stylized font.

Paul W. Lander, PhD, ASLA, LEED A.P.  
Lecturer



March 3, 2016

Kevin Reidy, Water Conservation Technical Specialist  
Colorado Water Conservation Board  
1313 Sherman St.  
Denver CO, 80204

Dear Mr. Reidy:

Denver Water supports One World One Water in their work with Havey Productions to create and disseminate a short film on water use efficiency and best practices for the general public. This effort matches the intent of both the Colorado's Water Plan and Denver Water's ongoing conservation efforts to educate citizens on water stewardship. I look forward to the final product being released and using it as another way to reach the homeowners and renters in our area.

Please consider funding this grant as a way to continue the good work being done at One World One Water, Colorado's Water Plan and water providers across the state to increase awareness on water efficiency.

Regards,

Jeff Tejral  
Manager of Conservation  
Denver Water



February 24, 2016

Kevin Reidy  
Water Conservation Technical Specialist  
Colorado Water Conservation Board  
1313 Sherman Street  
Denver, CO 80203

Mr. Reidy –

I'm writing to encourage your support for a grant to produce the Colorado Water Efficiency Film. Water efficiency will be a cornerstone of how the State of Colorado meets its future water needs, but we must find new ways to engage the public, build their knowledge base, and provide them with tangible actions to save water. This film can help make it happen.

Tom Cech, Director of the One World One Water Center at Metropolitan State University of Denver, has put together a solid proposal to create a film that can provide: 1) greater awareness of the need for water use efficiency; 2) improved understanding of population growth and water constraints; and 3) identification of urban water use efficiency practices. To be filmed by Havey Productions, you can guarantee the film will be attention grabbing and visually beautiful as well.

This film will help build momentum for achieving the state's urban water conservation goal of reducing use 400,000 acre-feet by 2050, as called for in Colorado's Water Plan. And it furthers CWCB goals to improve the nature and breadth of water conservation practices at the local level, and demonstrate the benefits of water use efficiency.

The Colorado Water Efficiency Film is a needed asset for my work to reduce future water demand and protect our state's world-class rivers. I encourage you to fund this important project. Please be in touch if I can provide any additional information.

Sincerely,

Drew Beckwith  
Water Policy Manager  
Western Resource Advocates  
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Boulder, CO 80302  
[drew.beckwith@westernresources.org](mailto:drew.beckwith@westernresources.org)  
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