



Last Updated: July 2017

**Colorado Water Conservation Board**

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**Water Plan Grant Application**

**Instructions**

To receive funding for a Water Plan Grant, applicant must demonstrate how the project, activity, or process (collectively referred to as “project”) funded by the CWCB will help meet the measurable objectives and critical actions in the Water Plan. Grant guidelines are available on the CWCB website.

If you have questions, please contact CWCB at (303) 866-3441 or email the following staff to assist you with applications in the following areas:

Supply and Demand Gap Projects: [Rebecca.Mitchell@state.co.us](mailto:Rebecca.Mitchell@state.co.us)

Water Storage Projects: [Anna.Mauss@state.co.us](mailto:Anna.Mauss@state.co.us)

Conservation, Land Use Planning: [Kevin.Reidy@state.co.us](mailto:Kevin.Reidy@state.co.us)

Education & Innovation Activities: [Mara.MacKillop@state.co.us](mailto:Mara.MacKillop@state.co.us)

Agricultural Projects: [Gregory.Johnson@state.co.us](mailto:Gregory.Johnson@state.co.us)

Environmental & Recreation Projects: [Linda.Bassi@state.co.us](mailto:Linda.Bassi@state.co.us)

Applicants interested in submitting an ‘Intent to Apply’ in the future are encouraged to check here  and fill in all sections with the best information available at the time. Exhibits excluded.

This “Intent to Apply” will help CWCB prioritize Projects that are not ready for fully completed Water Plan Grant Application due to the initial timeframe and deadlines required.

**Water Project Summary**

Name of Applicant	One World One Water Center at MSU Denver	
Name of Water Project	Activating Colorado’s Water Plan with Student Driven Innovation	
CWP Grant Request Amount	\$ 40,000	
Other Funding Sources: <u>Walton Family Foundation</u>	\$ 10,000	
Total Project Cost	\$ 50,000	



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<b>Applicant &amp; Grantee Information</b>	
Name of Grantee(s)	One World One Water Center at MSU Denver
Mailing Address	PO Box 173362, Campus Box 8, Denver, CO 80217
FEIN	
Organization Contact	Tom Cech
Position/Title	Co-Director
Email	<a href="mailto:tcech@msudenver.edu">tcech@msudenver.edu</a>
Phone	970-371-9598
Grant Management Contact	<u>Tom Cech</u>
Position/Title	Co-Director
Email	<a href="mailto:tcech@msudenver.edu">tcech@msudenver.edu</a>
Phone	970-371-9598
Name of Applicant (if different than grantee)	
Mailing Address	
Position/Title	
Email	
Phone	



**COLORADO**

Colorado Water  
Conservation Board

Department of Natural Resources

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### Description of Grantee/Applicant

Provide a brief description of the grantee's organization (100 words or less).

The One World One Water (OWOW) Center at Metropolitan State University of Denver strives to prepare an educated, empowered, solution-oriented Colorado citizenry to protect and preserve our precious water resources. This is accomplished through academic water studies programs, online classes, community partnerships, internship development, research projects, hands on experiential learning opportunities, conferences, water festivals, and collaborations with other universities in addition to many other creative activities. The OWOW Center recognizes that collaboration is a key component to creating successful, innovative, and impactful programs.



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Type of Eligible Entity (check one)	
X	<b>Public (Government):</b> Municipalities, enterprises, counties, and State of Colorado agencies. Federal agencies are encouraged to work with local entities. Federal agencies are eligible, but only if they can make a compelling case for why a local partner cannot be the grant recipient.
	<b>Public (Districts):</b> Authorities, Title 32/special districts (conservancy, conservation, and irrigation districts), and water activity enterprises.
	<b>Private Incorporated:</b> Mutual ditch companies, homeowners associations, corporations.
	<b>Private Individuals, Partnerships, and Sole Proprietors:</b> Private parties may be eligible for funding.
	<b>Non-governmental organizations (NGO):</b> Organization that is not part of the government and is non-profit in nature.
	<b>Covered Entity:</b> As defined in <a href="#">Section 37-60-126 Colorado Revised Statutes</a> .

Type of Water Project (check all that apply)	
X	Study
	Construction
X	Identified Process or Program
	Other

Category of Water Project (check all that apply)	
	Supply and Demand Gap Projects - Multi-beneficial projects and those projects identified in basin implementation plans to address the water supply and demand gap. (Applicable Exhibit A Task(s) _____)
	Water Storage Projects - Projects that facilitate the development of additional storage, artificial recharge into aquifers, and dredging existing reservoirs to restore the reservoirs' full decreed storage capacity. (Applicable Exhibit A Task(s) _____)
	Conservation and Land Use Planning Projects - Activities and projects that implement long-term strategies for conservation, land use, and drought planning. (Applicable Exhibit A Task(s) _____)
X	Engagement & Innovation Projects - Activities and projects that support water education, outreach, and innovation efforts. Please fill out the Supplemental Application available on the website. (Applicable Exhibit A Task(s) <u>All Tasks</u> )
	Agricultural Projects - Projects that provide technical assistance and improve agricultural efficiency. (Applicable Exhibit A Task(s) _____)
	Environmental & Recreation Projects – Projects that promote watershed health, environmental health, and recreation. (Applicable Exhibit A Task(s) _____)
	Other
	Explain:



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<b>Location of Water Project</b>	
Please provide the general county and coordinates of the proposed project below in <b>decimal degrees</b> . The Applicant shall also provide, in Exhibit C, a site map if applicable.	
County/COUNTIES	Denver and Boulder
Latitude	39.742043, 40.014984
Longitude	-104.991531, -105.270546

<b>Water Project Overview</b>
<p>Please provide a summary of the proposed water project (200 words or less). Include a description of the project and what the CWP Grant funding will be used for specifically (e.g., studies, permitting process, construction). Provide a description of the water supply source to be utilized or the water body affected by the project, where applicable. Include details such as acres under irrigation, types of crops irrigated, number of residential and commercial taps, length of ditch improvements, length of pipe installed, and area of habitat improvements, where applicable. If this project addresses multiple purposes or spans multiple basins, please explain.</p> <p>The Applicant shall also provide, in Exhibit A, a detailed Statement of Work, Budget, Other Funding Sources/Amounts and Schedule.</p>
<p>Students and faculty at university campuses are often so focused on their specific area of study that their natural connection to water, the vast field of water related studies, and the details of Colorado’s Water Plan are largely unknown to them. It’s time to change that dynamic by Activating Colorado’s Water Plan with Student Driven Innovation.</p> <p>The One World One Water Center at MSU Denver (MSU), CU-Boulder, Denver Botanic Gardens and Brendle Group, working together as the Colorado Water Collaboratory, would like to partner to develop a cross-campus contest that helps university departments and students see themselves (and their area of study) in Colorado’s Water Plan. In 2015 and 2016, MSU helped pilot efforts with a Theatre class and an Industrial Design class to create a water play and design a better rain barrel, respectively. In each case, there was a focus on understanding water challenges in Colorado and the need for wise water planning. Building on the group’s vision for “Collaboratory” efforts that use campuses as living labs for water innovation and MSUs past success getting students to see themselves in the Colorado Water Plan, the team would like to create a multi-campus contest with replicable outputs and measurable impact that focuses on challenges in Colorado’s Water Plan.</p>



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<b>Measurable Results</b>	
To catalog measurable results achieved with the CWP Grant funds, please provide any of the following values as applicable:	
	New Storage Created (acre-feet)
	New Annual Water Supplies Developed or Conserved (acre-feet), Consumptive or Nonconsumptive
	Existing Storage Preserved or Enhanced (acre-feet)
	Length of Stream Restored or Protected (linear feet)
	Efficiency Savings (indicate acre-feet/year OR dollars/year)
	Area of Restored or Preserved Habitat (acres)
	Quantity of Water Shared through Alternative Transfer Mechanisms
	Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning
X	Other Explain: The measurable results will include number of students/faculty/staff impacted as well as the direct impacts of the campus projects selected through the competition.

<b>Water Project Justification</b>
<p>Provide a description of how this water project supports the goals of <a href="#">Colorado's Water Plan</a>, the most recent <a href="#">Statewide Water Supply Initiative</a>, and the applicable Roundtable <a href="#">Basin Implementation Plan</a> and <a href="#">Education Action Plan</a>. The Applicant is required to reference specific needs, goals, themes, or Identified Projects and Processes (IPPs), including citations (e.g. document, chapters, sections, or page numbers).</p> <p>The proposed water project shall be evaluated based upon how well the proposal conforms to Colorado's Water Plan Framework for State of Colorado Support for a Water Project (CWP, Section 9.4, pp. 9-43 to 9-44:)</p> <p>Colorado's Water Plan identifies the OWOW Center at MSU Denver as group that's leading campus communities on water supply planning, research, dialogue, and education. Bringing together the MSU Denver and CU-Boulder campuses with Denver Botanic Gardens and Brendle Group - through the Colorado Water Collaboratory - allows for unique opportunities to spearhead programs that will incorporate Colorado's Water Plan priorities and campus sustainability.</p> <p>The Basin Implementation Plans described a list of goals including to "identify the necessary institutional changes, and the related cultural and economic adaptations in Colorado lifestyle, to address increasing water demands." University campuses are prime locations to test and analyze changes to water use on campus through institutional practices, infrastructure, and behavior as well as assessing cultural and economic trends amongst Colorado's growing higher education communities.</p> <p>The South Platte Basin Roundtable and Metro Roundtable Education Action Plan includes an objective to work with universities to gauge public support and knowledge of the BIP and CWP through survey. This effort will include a pre- and post-survey component to measure students' knowledge before and after the contest roll-out.</p>



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**Related Studies**

Please provide a list of any related studies, including if the water project is complementary to or assists in the implementation of other CWCB programs.

**Past Projects/Studies from Which This Project Will Build-on Include:**

- 2015 CWFE Work with Omni on Behavior Change and Outreach Planning
- 2015 CWCB Funding of MSU Theatre Troupe
- 2016 MSU Industrial Design Class/Rain Barrel Competition Findings
- 2015-2016 Collaboratory Phase 1 Campus Efforts, Surveys, etc.
- 2016 Collaboratory Phase 1 Behavior Change Survey analysis

**Other CWCB Requested Support Which This Project Will Seek to Leverage:**

- 2017 Collaboratory Phase 2 funding request for ongoing campus data analysis, team-building, and water efficiency and water quality enhancements.

**Previous CWCB Grants, Loans or Other Funding**

List all previous or current CWCB grants (including WSRF) awarded to both the Applicant and Grantee. Include: 1) Applicant name; 2) Water activity name; 3) Approving RT(s); 4) CWCB board meeting date; 5) Contract number or purchase order; 6) Percentage of other CWCB funding for your overall project.

- OWOW Center, State Water Plan Student Engagement, Metro Basin Roundtable, 2014.
- OWOW Center, Water Theater Troupe, Metro Basin Roundtable, WSRA Grant – POGG1 2016-695, February 2016, no other CWCB funding for this project.
- OWOW Center, Englewood Schools and Shed '16 conference, Severance Tax Operational Fund, 2015.
- OWOW Center, Water Efficiency Film, Water Efficiency Grant, POGG1PDAA2016000000000000769, November 2016, no other CWCB funding.
- OWOW Center, Englewood Schools, Shed '17 conference, and Value of Water economics class, Severance Tax Operational Fund, POGG7 PDAA 201700000043, no other CWCB funding.
- OWOW Center, Colorado Water Collaboratory, Water Conservation Public Education & Outreach Grant, POGGI PDAA 2016000000000000888, May 2016, no other CWCB funding.
- OWOW Center, Colorado's Water Plan: Education Asset Mapping.
- Severance Tax Operational Fund, March 2017, no contract number yet, no other CWCB funding.



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The Taxpayer Bill of Rights (TABOR) may limit the amount of grant money an entity can receive. Please describe any relevant TABOR issues that may affect your application.

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Submittal Checklist	
X	I acknowledge the Grantee will be able to contract with CWCB using the <a href="#">Standard Contract</a> .
Exhibit A	
X	Statement of Work <sup>(1)</sup>
X	Budget & Schedule <sup>(1)</sup> ( <i>Spreadsheet</i> )
X	Letters of Matching and/or Pending 3 <sup>rd</sup> Party Commitments <sup>(1)</sup>
Exhibit C	
	Map <sup>(1)</sup>
	Photos/Drawings/Reports
	Letters of Support (Support letter from Basin Roundtable encouraged)
	Certificate of Insurance (General, Auto, & Workers' Comp.)
	Certificate of Good Standing with Colorado Secretary of State <sup>(2)</sup>
	W-9 <sup>(2)</sup>
	Independent Contractor Form <sup>(2)</sup> (If applicant is individual, not company/organization)
Engagement & Innovation Grant Applicants ONLY	
X	Engagement & Innovation Supplemental Application <sup>(1)</sup>

(1) Required with application.

(2) Required for contracting. While optional at the time of this application, submission can expedite contracting upon CWCB Board approval.

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<b>Colorado Water Conservation Board</b>
<b>Water Plan Grant - Exhibit A</b>

<b>Statement Of Work</b>
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<b>Date:</b>	September 30, 2017
<b>Name of Applicant:</b>	One World One Water Center, MSU Denver
<b>Name of Water Project:</b>	Activating Colorado's Water Plan with Student Driven Innovation
<b>Funding Source:</b>	Engagement & Innovation Activities

**Water Project Overview:** Please provide a summary of the proposed water project (200 words or less). The same summary can be used from Page 5 of the CWP Grant Application.

**GOAL:** Engage university partners to help students learn about and see themselves in the Colorado Water Plan through a multi-campus competition that asks faculty and students to participate in pitching a project in their departments that help address an issue in Colorado's Water Plan.

This initiative seeks to engage university students and faculty at two Colorado campuses –the University of Colorado - Boulder (CU-Boulder), and Metropolitan State University of Denver (MSU Denver) – in a competition to develop classroom projects that relate to an area of Colorado's Water Plan. For example, in 2016, Industrial Design students from MSU Denver competed to design a better rain barrel for a small prize. Through the process, student teams created six different rain barrel designs, learned about Colorado water issues, and engaged with water professionals. This initiative intends to replicate and scale this model by holding competitions at two campuses – CU-Boulder and MSU Denver (organized through the One World One Water Center (OWOW)).

**Objectives:** List the objectives of the project.

**Task 1: Competition Planning, Partner Building, and Competition Roll-out** - The goal will be to identify department-level champions who might be willing to participate in and promote the competition. At the same time, the E-Team will help outline best practices for rolling out the challenge.

**Task 2: Implement the Competition** - This task also includes consulting with E-Team and Advisory Panel members to identify key learning objectives that will help enhance student understanding of local and regional water goals.

**Task 3: Highlight Successes: Promotion & the Final Report** - After working with the E-Team and Advisory Panel to review an initial draft report, a final report will be drafted and submitted to the CWCB along with content for the Colorado Water Plan website Implementation Plan Update page.

<b>Tasks</b>
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Provide a detailed description of each project task using the following format:

Task 1: Competition Planning, Partner Building, and Competition Roll-out

Description of Task:

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<b>Tasks</b>
<p>As a first step, Brendle Group will hold a kick-off meeting with staff from CU-Boulder, MSU Denver OWOW and supporting partner, Denver Botanic Gardens (DBG). These four groups, along with Brendle Group, will make up the Executive Team (E-Team). The goal will be to identify department-level champions who might be willing to participate in and promote the competition. At the same time, the E-Team will help outline best practices for rolling out the challenge.</p> <p>Another goal of the initial meeting will be to identify partner organizations (e.g. Urban Drainage and Flood Control District) and local utilities (e.g. City of Boulder, Denver Water) who may be willing to support this effort through funding and/or by participating on an Advisory Panel. The Advisory Panel may also include other campus representatives and experts. Additionally, a Colorado Water Conservation Board (CWCB) representative would also be invited to participate on the Advisory Panel.</p>
<p>Method/Procedure:</p> <p>The Advisory Panel will support the E-Team by helping guide the process, providing direction on outcomes, making meaningful linkages to the Colorado Water Plan and local water issues. They will also act as judges for the competitions.</p> <p>With potential department champions identified and the Advisory Panel established, a larger meeting will be scheduled to bring key leaders, faculty, and other partners together. This will be the first of two campus meetings which will help layout competition goals. This first meeting is meant to provide background on Colorado's Water Plan, explain participant rolls, identify competition needs, and invite potential department champions to identify possible projects a class could explore.</p> <p>Using feedback from the first meeting, Brendle Group will work with the E-Team and the Advisory Panel to help craft the competition roll-out plan. This includes developing contest rules, education materials, screening criteria, prize values, etc. Because the projects and classes involved will likely vary by campus, the competition roll-out plan will likely be unique to each campus.</p> <p>Brendle Group will work with potential department champions to help identify additional needs and requests. A second meeting will be used to solidify department/class participation, competition details, and classroom needs in the following semester.</p>
<p>Grantee Deliverable: Describe the deliverable the grantee expects from this task</p>
<p>At the end of this task, deliverables (unique to each campus) will include:</p> <ul style="list-style-type: none"> <li>• Contest Campaign Name, Logo, etc.</li> <li>• Detailed Project Schedule</li> <li>• Competition Rule Book and Outreach Plan</li> <li>• Advisory Panel Members and Partners</li> <li>• Participating department(s) and class(es)</li> </ul>
<p>CWCB Deliverable: Describe the deliverable the grantee will provide CWCB documenting the completion of this task</p>
<p>Report including:</p> <ul style="list-style-type: none"> <li>• Contest Campaign Name, Logo, etc.</li> <li>• Detailed Project Schedule</li> <li>• Competition Rule Book and Outreach Plan</li> <li>• Advisory Panel Members and Partners</li> <li>• Participating department(s) and class(es)</li> </ul>

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<b>Tasks</b>
Provide a detailed description of each task using the following format:
Task 2: Implement the Competition
Description of Task:
<p>This task will take place in the semester that immediately follows the Task 1 planning period. In this task, participating departments at each campus will roll out the competition in at least one classroom. Brendle Group will help facilitate and support participants in this roll out.</p> <p>Initially, this will include providing any classroom kick-off materials (Power Points, handouts, etc.), checking in to identify project progress, and providing technical support and logistics. This technical support could include organizing any educational needs students may have to help them better understand a specific topic in Colorado's Water Plan and/or specific guidance that would enhance their project development.</p>
Method/Procedure:
<p>This task also includes consulting with E-Team and Advisory Panel members to identify key learning objectives that will help enhance student understanding of local and regional water goals. Based on this input, Brendle Group will work with participating department champions to identify crucial learning opportunities which could include in-person visits, panels, videos, materials, and highlights from Colorado's Water Plan.</p> <p>In all cases, Brendle Group will survey to measure students' understanding of Colorado's Water Plan using pre- and post-competition surveys. Brendle Group staff will work to engage campus behavior change experts at each campus to help develop and evaluate survey questions.</p> <p>Using E-Team and Advisory Panel input, as a last part of this task, Brendle Group will help identify how final competition submissions will be scored, presented, and judged. Depending on the number of participating classes at each campus, this process may vary but could include on-site judging, video submission, or some other selected format.</p> <p>Brendle Group will then work with the E-Team and Advisory Panel to select winners and provide cash prizes. Prize values will be determined in Task 1 and are designed to maximize interest and participation. For example, the winning department, professor, and student or student group may receive \$1000, \$500, and \$500 respectively.</p>
Grantee Deliverable: Describe the deliverable the grantee expects from this task
<p>At the end of this task deliverables (unique to each campus) will include:</p> <ul style="list-style-type: none"> <li>• Contest Participant/Project List</li> <li>• Supporting Materials and Final Selection Criteria</li> <li>• A list of Participant Survey Results and Other Classroom Metrics</li> <li>• Selected Project Winners and Prizes for the winning Department, Professor, and Student/Team</li> <li>• Media/Social Media and Communications Outreach Plan and Materials</li> </ul>
CWCB Deliverable: Describe the deliverable the grantee will provide CWCB documenting the completion of this task
<p>Report including:</p> <ul style="list-style-type: none"> <li>• Contest Participant/Project List</li> <li>• Supporting Materials and Final Selection Criteria</li> <li>• A list of Participant Survey Results and Other Classroom Metrics</li> </ul>



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<b>Tasks</b>
<ul style="list-style-type: none"> <li>Selected Project Winners and Prizes for the winning Department, Professor, and Student/Team</li> <li>Media/Social Media and Communications Outreach Plan and Materials</li> </ul>
<b>Tasks</b>
Provide a detailed description of each task using the following format:
Task 3: Task 3: Highlight Successes: Promotion & the Final Report
Description of Task:
Highlighting success that activate Colorado's Water Plan is a main driver for this initiative. To do this, a final report (and supporting executive summary) will frame the competition results and highlight any produced concepts and metrics that serve to evaluate impact, specifically for the participating campuses and more globally for Colorado's Water Plan.
Method/Procedure:
<p>Brendle Group will work with the E-Team and Advisory Panel to debrief on best practices, successes, ideas for improvement, and ideas for scaling to give the project more reach and broaden impact, expanding the reach of the funded initiative by maximizing exposure. To help tell the project story, expand reach, provide student opportunities, and encourage project replication, a variety of outreach efforts will be explored. These may include:</p> <ul style="list-style-type: none"> <li>Showcasing winners through groups like Colorado Water Congress or the Watershed Summit.</li> <li>Making the final report available on websites and developing website content for partners.</li> <li>Creating a newsletter article for groups like the Colorado Foundation for Water Education.</li> <li>Discussing additional educational opportunities in K-12 with utilities (e.g. local Water Festivals).</li> <li>Exploring additional multi-media opportunities on radio, video, campus magazines, etc.</li> <li>Exploring student opportunities to participate in future TAP-IN events.</li> <li>Identifying any opportunities for project recognition from elected officials.</li> <li>Evaluating community outreach through groups like Denver Botanic Gardens.</li> </ul> <p>For all outreach efforts, a focus will be highlighting how the project worked in concert with the Colorado Water Plan to help build awareness and tackle local issues. However, since water challenges are not limited to the region, Brendle Group will also explore opportunities for national recognition through avenues like the America Water Works Association, the Water Research Foundation, and other national organizations.</p> <p>After working with the E-Team and Advisory Panel to review an initial draft report, a final report will be drafted and submitted to the CWCB along with content for the Colorado Water Plan website Implementation Plan Update page.</p>
Grantee Deliverable: Describe the deliverable the grantee expects from this task
<p>At the end of this task deliverables will include:</p> <ul style="list-style-type: none"> <li>Draft Report and Outreach Materials/Strategies</li> <li>Final Report with a List of Achieved Outreach Efforts</li> </ul>
CWCB Deliverable: Describe the deliverable the grantee will provide CWCB documenting the completion of this task

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### Tasks

- Draft Report and Outreach Materials/Strategies
- Final Report with a List of Achieved Outreach Efforts

### Budget and Schedule

This Statement of Work shall be accompanied by a combined Budget and Schedule that reflects the Tasks identified in the Statement of Work and shall be submitted to CWCB in excel format.

### Reporting Requirements

**Progress Reports:** The applicant shall provide the CWCB a progress report every 6 months, beginning from the date of issuance of a purchase order, or the execution of a contract. The progress report shall describe the status 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. The CWCB may withhold reimbursement until satisfactory progress reports have been submitted.

**Final Report:** At completion of the project, the applicant shall provide the CWCB a Final Report on the applicant's letterhead that:

- Summarizes the project and how the project was completed.
- Describes any obstacles encountered, and how these obstacles were overcome.
- Confirms that all matching commitments have been fulfilled.
- Includes photographs, summaries of meetings and engineering reports/designs.

The CWCB will withhold disbursement the last 10% of the budget until the Final Report is completed to the satisfaction of CWCB staff. Once the Final Report has been accepted, and final payment has been issued, the purchase order or grant will be closed without any further payment.



## ENGAGEMENT & INNOVATION GRANT FUND SUPPLEMENTAL APPLICATION

### Introduction & Purpose

Colorado’s Water Plan calls for an outreach, education, public engagement, and innovation grant fund in Chapter 9.5.

The overall goal of the Engagement & Innovation Grant Fund is to enhance Colorado’s water communication, outreach, education, and public engagement efforts; advance Colorado’s water supply planning process; and support a statewide water innovation ecosystem.

The grant fund aims to engage the public to promote well-informed community discourse regarding balanced water solutions statewide. The grant fund aims to support water innovation in Colorado. The grant fund prioritizes measuring and evaluating the success of programs, projects, and initiatives. The grant fund prioritizes efforts designed using research, data, and best practices. The grant fund prioritizes a commitment to collaboration and community engagement. The grant fund will support local and statewide efforts.

The grant fund is divided into two tracks: engagement and innovation. The Engagement Track supports education, outreach, communication, and public participation efforts related to water. The Innovation Track supports efforts that advance the water innovation ecosystem in Colorado.

### Application Questions

\*The grant fund request is referred to as “project” in this application.

Overview (answer for both tracks)
In a few sentences, what is the overall goal of this project? How does it achieve the stated purpose of this grant fund (above)?
The One World One Water Center at MSU Denver, CU-Boulder, Denver Botanic Gardens and Brendle Group want to spark campus innovation by making the Colorado Water Plan relevant for students, faculty, and staff in university academic departments. The \$50k project (\$40 in requested funding from CWCB) will seek to leverage past and ongoing studies (survey data; best practices; research) to develop a cross-campus competition that highlights challenges in Colorado’s Water Plan and helps meet the goals and measurable outcomes of related Basin Implementation Plans. The competition will help communicate and educate students, faculty, and (through outreach) the public about Colorado’s water challenges to create a replicable engagement process that helps spur innovation and provides measurable outcomes that advance statewide water goals.
Who is/are the target audience(s)? How will you reach them? How will you involve the community?
The target audience for the contest is students and faculty at MSU Denver and with a larger engagement process planned to highlight success and call attention to the Colorado Water Plan. Participating departments and classes will receive direct education opportunities throughout the competition and campus-wide communications will reach other students with messaging. At the end of the competition, developed concepts, findings, and opportunities for replicating the challenge will be broadcast widely through social media, websites, newsletters, and other means. Where possible, the goal will be to use partners (e.g., Denver Botanic Gardens) and potentially interested organizations and events (e.g., CFWE, AWWA, AWE, TAP-IN, Watershed Summit) and others to help promote the initiative to serve as a capacity building tool for developing the water innovation ecosystem in Colorado.



Overview (answer for both tracks)

Describe how the project is collaborative or engages a diverse group of stakeholders. Who are the partners in the project? Do you have other funding partners or sources?

MSU Denver, CU-Boulder, and the Denver Botanic Gardens are diverse stakeholders who have collaborated in the past on a wide range of successful water education activities. This project seeks to break new ground by taking the Colorado Water Plan and making it real for students despite their specific area of study (showing how water connects to everything from the Psychology of behavior change, to developing business models that evaluate water education impact, or engineering improved rain barrels). Additional outreach (post-competition) will help spread the message that water connects us all and water innovation is everywhere.

This project is bringing a 25% funding match (\$10,000 of the \$40,000 grant request) to bear utilizing additional funding from the Walton Family Foundation. The team is also providing an additional \$10,000 in-kind support from to add value to the project. To that end, the team is only requesting \$40,000 from CWCB for this effort which is valued at \$60,000.

Describe how you plan to measure and evaluate the success and impact of the project?

Success will be measured in several ways including:

- 1-**Campus interest** and participation rates, with specific interest in non-traditional water collaborators.
- 2-**Pre/Post survey analysis** of participants to measure their increased Colorado water knowledge.
- 3-**Innovation** of ideas developed, potential impact, related interest, etc.
- 4-**Media** attention, partner promotions, number of published stories, social media, etc.
- 5-**General uptake** or requests to use tools developed with intent to replicate.

What research, evidence, and data support your project?

Despite being a headwaters state, having a water plan and having great water-related resources like the One World One Water Center, Colorado still has several water-related challenges. Chief among these is the looming M&I water gap but other issues, like gaps in water professionals entering the workforce to tackle these issues, are key. Students may not see “water” as a field that relates to their interests, but water can relate to a much broader skill set and MSU Denver has proven this with pilots in Theatre classes and with Industrial Design students. To move Colorado’s Water Plan forward toward implementation, it will be critical to not only engage young professionals but have them help innovate solutions. By engaging a variety of academic departments (such as business, history, education, human services, and engineering) to innovate and compete on water issues, this project will tap into a time-proven method of education and outreach that pushes the bar toward implementation.

Describe potential short- and long-term challenges with this project.

Short term challenges with the project include engaging with departments and faculty to gain buy-in and developing stakeholder teams and advisory groups. Mid-term challenges will be moving University department-level participants from interested University participants to active and committed classroom implementers who agree to incorporate the competition into a semesters curriculum. Luckily, we have two examples at MSU to build from that will help highlight effective collaboration that gets results. Longer-term, the challenge will be understanding how to best highlight this work and its findings so they can be used as catalysts for ongoing water innovation in the state.

Please fill out the applicable questions for either the Engagement Track or Innovation Track, unless your project contains elements in both tracks. If a question does not relate to your project, just



leave it blank. Please answer each question that relates to your project. Please reference the relevant documents and use chapters and page numbers (Colorado’s Water Plan, Basin Implementation Plan, PEPO Education Action Plan, etc.).

Engagement Track

Describe how the project achieves the education, outreach, and public engagement measurable objective set forth in Colorado’s Water Plan to “significantly improve the level of public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys.”

Effective outreach messages can be impactful, but real engagement is often about involving the community in an idea and bringing them in as active and willing participants. Students working on previous MSU engagement efforts had a real opportunity to interact with water professionals and understand the Colorado water issues in ways that moved beyond general outreach towards hands-on, STEM-focused approaches to embracing Colorado water issues. These efforts received media attention to reach a broader populace. This project seeks to significantly improve the level of public awareness and engagement by building on past efforts, data, surveys, and research to develop a broader cross-campus competition that will be designed for replication and broad promotion to help expand the public’s knowledge and help both students and the public see themselves in Colorado’s Water Plan. According to a 2014 Colorado poll by Corona Insights, “About 75 percent of respondents said that people in their area took action to preserve water quality, but of this value, the majority indicated they only ‘somewhat agreed’,” and, “Younger residents were much less likely to take actions than middle-aged or older residents.” This project aims to talk about both water quality and water conservation and move the needle on increasing participation in younger audiences as well as the larger public by creating an exciting water innovation challenge.

Describe how the project achieves the other measurable objectives and critical goals and actions laid out in Colorado’s Water Plan around the supply and demand gap; conservation; land use; agriculture; storage; watershed health, environment, and recreation; funding; and additional.

This project is not limited to a specific area of the Water Plan. In fact, because one goal is to inspire water innovation in unlikely areas, participants will receive an overview of the full Water Plan to highlight how financing, land use, climate, and a host of other issues all relate to water. By utilizing a project advisory team, experts will help guide potential ideas and gaps they see that will enhance the quality of the messaging and develop opportunities for participants to engage directly with water professionals. Key areas of the water plan such as the M&I gap will form the foundational basis of background that can be measured in pre- and post-surveys to gauge student and faculty knowledge.

Describe how the project achieves the education, outreach, and public engagement goals set forth in the applicable Basin Implementation Plan(s).

This project will help achieve education, outreach, and public engagement goals established in the South Platte Basin Implementation Plan by helping fulfill their objective to develop messaging, leverage exiting basin resources through education and outreach organizations within the basin, and develop and maintain basin-specific outreach tools and approaches.

Describe how the project achieves the basin roundtable’s PEPO Education Action Plans.

In the 2016-2017 PEPO Education Action Plan, it calls for “Enhancing water education opportunities in higher education. The plan also talks about “Using film, radio, art and literature to engage people who don’t have an intrinsic interest in water science and policy issues,” a sentiment that is emblematic of this competition and its proposed outreach efforts.



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### Innovation Track

Describe how the project enhances water innovation efforts and supports a water innovation ecosystem in Colorado.

Because this project spans both education and innovation, brief answers have been provided in this section as well. As noted above, the goal of this project is to move from education to implementation by using classrooms as living laboratories for innovation around Colorado's Water Plan. MSU's past efforts to engage an Industrial Design class to build a better rain barrel is a great example of what this challenge intends to inspire and share on a broader scale. In the end, post-competition outreach efforts will try to use the experience to catalyze innovation by promoting the challenge and partnering with organizations and events like Denver Botanic Gardens and TAP-IN.

Describe how the project engages/leverages Colorado's innovation community to help solve our state's water challenges.

This project will work with students to mine "new innovators" and help them to think outside of the box, bringing their specific area of study to the water industry and Colorado's water challenges. Advisory group members will help guide this process and provide their own input, and potential outreach partners (e.g. TAP-IN) will help to leverage the reach of this effort to maximize exposure and impact.

Describe how the project helps advance or develop a solution to a water need identified through TAP-IN and other water innovation challenges. What is the problem/need/challenge?

Because this competition is cross-campus and potentially spans multiple departments, the goal is to come up with new ideas to problems that may ultimately feed into future TAP-IN events. That being said, problems around water loss or greenways are all relevant TAP-IN pitch materials that students may cover and could be highlighted as part of this project. To best connect with TAP-IN, we propose that CWCB staff be included on the advisory panel for this project, as time allows.

Describe how this project impacts current or emerging trends; technologies; clusters, sectors, or groups in water innovation.

Increasingly, crowd sourcing, hackathons, and increased transparency of municipal issues are all hotbeds of innovation for any number of ideas. This project seeks to use these best practices as a foundation for setting a challenge that lets students drive new innovations and see themselves in Colorado's Water Plan.