



Last Updated: July 2017

## Colorado Water Conservation Board

### 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  
Water Storage Projects  
Conservation, Land Use Planning  
Engagement & Innovation Activities  
Agricultural Projects  
Environmental & Recreation Projects

Gregory.Johnson@state.co.us  
Anna.Mauss@state.co.us  
Kevin.Reidy@state.co.us  
Mara.MacKillop@state.co.us  
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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 may be 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 required deadlines.

**FINAL SUBMISSION:** Submit all application materials to [waterplan.grants@state.co.us](mailto:waterplan.grants@state.co.us) in the original file formats [Application (word); Statement of Work (word); Budget/Schedule (excel)]. Please do not combine documents.

#### Water Project Summary

Name of Applicant	Colorado Foundation for Water Education DBA Water Education Colorado	
Name of Water Project	Design and Build Statewide, Data-Based Strategic Water Education Action Plan and Associated Tools	
CWP Grant Request Amount		\$ 47,000
Other Funding Sources <u>OWOW in-kind staff support</u>		\$ 806
Other Funding Sources <u>ThinkWater grant</u>		\$ 32,500
Other Funding Sources _____		\$
Applicant Funding Contribution		\$ 3,781
Total Project Cost		\$84,087



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### Description of Grantee/Applicant

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

Water Education Colorado (formerly the Colorado Foundation for Water Education) is uniquely positioned in Colorado as the only independent, nonprofit organization working statewide to provide water information and educational programs with no advocacy agenda. Our trusted reputation comes from 15 years of providing quality, objective and engaging programs to Coloradans ranging from the highest levels of decision making to passionate, interested citizens in local communities across the state.

We provide balanced and accurate information and educational opportunities to enable Coloradans to make more informed water resource decisions, which taking into consideration water's complexities and trade-offs, developing collaborative and innovative solutions, and ultimately ensuring a sustainable water future for generations to come.

### Type of Eligible Entity (check one)

<input type="checkbox"/>	<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.
<input type="checkbox"/>	<b>Public (Districts):</b> Authorities, Title 32/special districts (conservancy, conservation, and irrigation districts), and water activity enterprises.
<input type="checkbox"/>	<b>Private Incorporated:</b> Mutual ditch companies, homeowners associations, corporations.
<input type="checkbox"/>	<b>Private Individuals, Partnerships, and Sole Proprietors:</b> Private parties may be eligible for funding.
<input checked="" type="checkbox"/>	<b>Non-governmental organizations (NGO):</b> Organization that is not part of the government and is non-profit in nature.
<input type="checkbox"/>	<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)

<input type="checkbox"/>	Study
<input type="checkbox"/>	Construction
<input type="checkbox"/>	Identified Projects and Processes (IPP)
<input checked="" type="checkbox"/>	Other: Education



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

Location of Water Project	
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/Countries	We work in all counties in Colorado
Latitude	
Longitude	

Water Project Overview
<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>



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## Water Project Overview

Water Education Colorado proposes to design and build a statewide strategic Water Education Action Plan to fulfill Goal 2 of Colorado Water Plan Ch. 9.5: "Create a Data-Based Water Education Plan." This plan would be developed in consultation with local partners from around the state, and would serve as a playbook for coordinated statewide and basin-wide water education activities over the next 3-5 years.

As the leading organization for informing and engaging Coloradans on water, we are uniquely positioned to fulfill this task. Not only do we have 15 years of experience to draw from, but we lead a statewide network of water education and outreach professionals that the CWCB Engagement and Innovation Grant Fund has also invested in called the Water Educator Network (WEN). WEN constitutes an army of educators with overlapping aims who are poised to not only inform but also to implement aspects of the plan with our facilitation and leadership.

In addition to building the statewide strategic plan, a small portion of this grant will be used to help Water Education Colorado revamp its own organizational strategic plan to align with the goals of the statewide plan. This will enable WEco to be most effective in stewarding the state plan's implementation between now and 2020, that being the targeted date by which Colorado's Water Plan aims to demonstrate having "significantly improv[ed] public awareness and engagement regarding water issues statewide."

## Measurable Results

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	
250,000-500,000	Number of Coloradans Impacted by Engagement Activity	
	Other	Explain:

## Water Project Justification

Provide a description of how this water project supports the goals of [Colorado's Water Plan](#), the most recent [Statewide Water Supply Initiative](#), and the applicable Roundtable [Basin Implementation Plan](#) and



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## Water Project Justification

[Education Action Plan](#). 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).

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;)

Water Education Colorado's proposal to design and build a statewide, strategic Water Education Action Plan will not only expand public engagement and outreach efforts in Colorado, but will also provide a cohesive framework from which to organize collaboratively to achieve greater collective impact. The plan itself is a stated goal in Colorado's Water Plan, and this work will help guide further decision making related to program development and investments in the education, engagement and innovation space in Colorado. It will also be a tool used to amplify local efforts through the identification of common goals and resource needs and a plan to fulfill them.

This work is needed—and the time is right—for many reasons, several of which include:

- 1) There is broad recognition that the water plan as a whole cannot be successfully funded and implemented without significantly increased awareness, understanding and support among constituents and community members. The PEPO liaisons and Basin Roundtables, which have a leading role to plan in engaging their local communities, have very mixed abilities and resources to devote to water education efforts. Assuring that PEPO funds/grant funds have maximum impact and align with the CWP strategic goals is critical to its success. Water Education Colorado would involve the PEPO liaisons and other roundtable members in developing the statewide plan to align with regional Education Action Plans and further support their work through improved coordination.
- 2) The CWCB recognized the need for such a plan when it established Goal 2 in Ch. 9.5 of Colorado's Water Plan to "Create a data-based water education plan." We can help the CWCB get this important project done. The data is coming together through the Water Education Asset Mapping project being led by the One World One Water Center as well as the OMNI baseline survey being conducted this spring, which means the timing is right for a plan's development to get underway.
- 3) The Colorado Water Plan's stated goal of "significantly improv[ing] public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys" is already being addressed by Water Education Colorado and many other entities. However, our efforts would resonate further if they were better coordinated under a shared statewide strategy. Our Water Educator Network members have expressed a desire for "a coordinated vision and coordinated action." They too want to ensure their work does not get lost in a vacuum, but resonates across all corners of the state.
- 4) The Water Education Action Plan would inform the investments made through the "new outreach, education, and public engagement grant fund" that was initially outlined in Goal 1 of Ch. 9.5 of Colorado's Water Plan. The plan would establish priorities, define short- and long-term goals, separate goals and objectives (e.g basin vs. statewide; BIP vs. CWP; PEPO vs. WEco vs. CWCB), and require measurement and feedback per strategic goals, thereby aiding the CWCB in most effectively allocating engagement and innovation funds moving forward.
- 5) While there are many topics that should be developed with customized content to specific basins, there are just as many high-level "Water 101" topics that can be developed and communicated at a statewide level. Many of these are the first topics that Coloradans need to understand toward water literacy.



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## Water Project Justification

Outreach, education and engagement permeates every aspect of Colorado's Water Plan. With the requested funds we will work with numerous stakeholders to identify the tools, resources, and actions needed to advance understanding and support for water solutions, broadly, and for the plan's implementation more specifically among Colorado's community members. Our own organizational strategic plan will be updated to align ourselves with taking the lead in advancing the statewide strategy that is outlined in the statewide Water Education Action Plan once it is developed. Our Water Educator Network, already in place and gaining steam, will play a critical role in both informing and implementing the action plan moving forward.

## 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.

**2018 Water Education Asset Map:** The Water Education Asset Mapping Project is a wonderful first step in preparing to develop a Statewide Water Education Plan. The Asset Mapping project, currently being implemented by the One World One Water Center at Metro State University through a CWCB grant, will report on successful water education programs and tools being implemented statewide, as well as gaps in programming. Water Education Colorado is involved in this project by connecting OWOW staff to our Water Educator Network members as a critical source of data collection. The results of this work, as well as the early engagement of stakeholders participating in the project, will be a critical advantage in developing a statewide strategy for moving forward.

**2018 OMNI Baseline Survey:** Water Education Colorado is playing a supporting role in the development of the 2018 baseline survey that CWCB contracted OMNI to develop and conduct. This survey was called for in Colorado's Water Plan in order to begin tracking progress toward the water plan's stated goal of "significantly improving public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys." The results of this survey will also help inform the strategic actions identified in the Statewide Water Education Plan most needed to continue to improve the results of successive surveys.

**2008 Water Education Task Force Report:** The Colorado Foundation for Water Education (now WEco) produced this report for CWCB in 2008 in partnership with the Colorado Alliance for Environmental Education and the Colorado Watershed Network. The report's goal was to inform CWCB on the status of water education programs in Colorado and provide recommendations for addressing gaps. This was the guiding document in creating what is now the Water Educator Network run by WEco, and the new Statewide Water Education Plan will serve as a more actionable, comprehensive and broadly useful update of the original task force report's recommendations.

**WEco Evaluations/Impact Reporting:** Water Education Colorado has extensive historical and current data from pre- and post-program evaluations as well as from annual member and supporter surveys that we use to shape and evolve our programs, as well as demonstrate impact. This data can be one more source to draw from in designing a Statewide Water Education Action Plan.

## 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.

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Previous CWCB Grants, Loans or Other Funding
1) Colorado Foundation for Water Education (DBA Water Education Colorado) 2) Water Educator Network 3) N/A 4) May 17, 2017, Nov. 16, 2018 5) CWCB Annual Scope, CWCB Water Plan Grant-Engagement and Innovation Fund 6) 0% toward this project

Taxpayer Bill of Rights
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.
None

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>
	Letters of Matching and/or Pending 3 <sup>rd</sup> Party Commitments <sup>(1)</sup>
Exhibit C	
	Map (if applicable) <sup>(1)</sup>
	Photos/Drawings/Reports
	Letters of Support (Support letter from Basin Roundtable encouraged)
	Certificate of Insurance (General, Auto, & Workers' Comp.) <sup>(2)</sup>
	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>

Statement Of Work	
<b>Date:</b>	2.1.18
<b>Name of Grantee:</b>	Colorado Foundation for Water Education DBA Water Education Colorado
<b>Name of Water Project:</b>	Design and Build Statewide, Data-Based Strategic Water Education Action Plan and Align Leadership
<b>Funding Source:</b>	Engagement and Innovation Fund
<b>Water Project Overview:</b>	
<p>Water Education Colorado proposes to design and build a statewide strategic Water Education Action Plan to fulfill Goal 2 of Colorado Water Plan Ch. 9.5: "Create a Data-Based Water Education Plan." This plan would be developed in consultation with local partners from around the state, and would serve as a playbook for coordinated statewide and basin-wide water education activities over the next 3-5 years.</p> <p>As the leading organization for informing and engaging Coloradans on water, we are uniquely positioned to fulfill this task. Not only do we have 15 years of experience to draw from, but we lead a statewide network of water education and outreach professionals that the CWCB Engagement and Innovation Grant Fund has also invested in called the Water Educator Network (WEN). WEN constitutes an army of educators with overlapping aims who are poised to not only inform but also to implement aspects of the plan with our facilitation and leadership.</p> <p>In addition to building the statewide strategic plan, a small portion of this grant will be used to help Water Education Colorado revamp its own organizational strategic plan to align with the goals of the statewide plan. This will enable WEco to be most effective in stewarding the state plan's implementation between now and 2020, that being the targeted date by which Colorado's Water Plan aims to demonstrate having "significantly improv[ed] public awareness and engagement regarding water issues statewide."</p>	
<b>Project Objectives:</b>	
<p>The primary objective of this project, across all tasks, is to increase the amount, quality and effectiveness of water education activities statewide through improved coordination and sharing of resources, thereby significantly advancing public awareness and understanding of water. Another objective of building a statewide strategy for water education is to identify and prioritize activities that will require investment from multiple entities over the next 3-5 years and then to collaboratively work to secure that investment and complete those activities. A final objective will be to work with local stakeholders, including Basin Roundtables and PEPO liaisons, to close gaps in water education programming across the state that are identified in the data investigations that will be relied upon, which are identified elsewhere in this grant application.</p>	



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Tasks	
<b>Task 1 – Design and Build Statewide Water Education Action Plan</b>	
Description of Task:	
<p>The outcome of this task will be a strategic plan for statewide water education activities, developed with local input, that fulfill the objectives of Colorado’s Water Plan. This plan will serve as a comprehensive “playbook” for statewide and basin-wide water education, outreach and engagement for the next 3-5 years.</p>	
Method/Procedure:	
<p>Water Education Colorado will lead the development of a statewide, strategic Water Education Action Plan by taking the following steps:</p> <ul style="list-style-type: none"> <li>• Contract a strategic planning expert facilitator to assist with reviewing data, facilitating meetings and developing the plan.</li> <li>• Gather and assess all available data, including from past surveys, the new 2018 OMNI public awareness survey, and the OWOW Water Education Asset Map.</li> <li>• Survey the basin’s Education Action Plans and identify common themes.</li> <li>• Identify stakeholders that need to be at the table from each basin.</li> <li>• Convene 4-5 meetings around the state, convenient to different regions or in conjunction with basin roundtable meetings in each basin to gather input.</li> <li>• Convene 2-3 separate meetings with stakeholders dedicated to the strategic planning process.</li> <li>• Design the plan.</li> <li>• Get feedback on the plan and revise over multiple rounds until finished product is satisfactorily achieved.</li> </ul>	
Deliverable:	
Final Water Education Action Plan document will be provided to the CWCB staff and board.	

Tasks	
<b>Task 2 – Update Weco Strategic Plan to Align with Statewide Water Education Action Plan</b>	
Description of Task:	
<p>As the statewide leader in water education, Water Education Colorado will be instrumentally engaged in implementing the statewide Water Education Action Plan once it is developed. To position the organization in such a way that its priorities align in step with the statewide plan, and so that it is prepared to execute successfully in conjunction with educators across the state, a new strategic plan update for WEco will be developed in tandem with the development of the broader, inclusive statewide plan. Water Education Colorado’s last strategic plan was developed in September/October 2014.</p>	
Method/Procedure:	



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## Tasks

Water Education Colorado will update its strategic plan to align with the statewide Water Education Action Plan by taking the following steps:

- Contract with a facilitator to lead the WEco board and staff in strategic planning process.
- Review available data, including that which is used to inform the statewide plan.
- Host board/staff retreat to engage in strategic planning discussions.
- Draft and finalize organizational plan that aligns with statewide strategy.

Deliverable:

Final Water Education Colorado strategic plan document will be provided to the CWCB staff and board.

## 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.

**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 pay out the last 10% of the budget when 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.



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### Payment

Payment will be made based on actual expenditures and must include invoices for all work completed. The request for payment must include a description of the work accomplished by task, an estimate of the percent completion for individual tasks and the entire Project in relation to the percentage of budget spent, identification of any major issues, and proposed or implemented corrective actions.

Project costs not covered by those or other grants, and are therefore the responsibility of the grantee, will be eligible for CWCB funds at the following percentages of project costs:

Type of Activity	Percent of Project Costs		
	Recommended Grant Funding Request	Max Grant Funding Request (All CWCB Sources)	Minimum Funding Match (Non-CWCB Sources)
Engineering & Construction	20%	50%	50%
Feasibility Study	50%	50%	50%
Reducing Agricultural Dry Up	50%	80%	20%
Conservation/Efficiency Methods	50%	80%	20%
Educational Efforts	50%	80%	20%
Environmental Conservation	50%	80%	20%
Watershed Improvements	50%	80%	20%
Stream Improvements	50%	80%	20%
Land Use Planning	20%	50%	50%
Recreational Projects	20%	80%	20%

Costs incurred prior to the effective date of this contract are not reimbursable. The last 10% of the entire grant will be paid out when the final deliverable has been received. All products, data and information developed as a result of this contract must be provided to CWCB in hard copy and electronic format as part of the project documentation.

### Performance Measures

Performance measures for this contract shall include the following:

- Performance standards and evaluation: Grantee will produce detailed deliverables for each task as specified. Grantee shall maintain receipts for all project expenses and documentation of the minimum in-kind contributions (if applicable) per the budget in Exhibit B. Per Water Plan Grant Guidelines, the CWCB will pay out the last 10% of the budget when 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.
- Accountability: Per Water Plan Grant Guidelines full documentation of project progress must be submitted with each invoice for reimbursement. Grantee must confirm that all grant conditions have been complied with on each invoice. In addition, per Water Plan Grant Guidelines, Progress Reports must be submitted at least once every 6 months. A Final Report must be submitted and approved before final project payment.
- Monitoring Requirements: Grantee is responsible for ongoing monitoring of project progress per Exhibit A. Progress shall be detailed in each invoice and in each Progress Report, as detailed above. Additional inspections or field consultations will be arranged as may be necessary.
- Noncompliance Resolution: Payment will be withheld if grantee is not current on all grant conditions. Flagrant disregard for grant conditions will result in a stop work order and cancellation of the Grant Agreement.



**COLORADO**

Colorado Water  
Conservation Board

Department of Natural Resources

**Colorado Water Conservation Board**

**Water Plan Grant - Exhibit B  
Budget and Schedule**

**Date: Feb. 1, 2018**

**Name of Applicant: Colorado Foundation for Water Education DBA Water Education Colorado**

**Name of Water Project: Design and Build Statewide, Data-Based Water Education Action Plan and Align Leadership**

<b>Task No.</b>	<b>Task Description</b>	<b>Start Date</b>	<b>End Date</b>	<b>Grant Funding Request</b>	<b>Match Funding</b>	<b>Total</b>
1	Design and Build Statewide Water Education Action Plan	Aug. 1, 2018	30-Jun-19	41,835	16,997	\$58,832
2	Update/Align Weco Strategic Plan	Aug. 1, 2018	June 30, 2019	\$5,165	\$20,090	\$25,255
<b>Total</b>				<b>\$47,000</b>	<b>\$37,087</b>	<b>\$84,087</b>

## 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)
<p>In a few sentences, what is the overall goal of this project? How does it achieve the stated purpose of this grant fund (above)?</p> <p>Water Education Colorado proposes to design and build a statewide strategic Water Education Action Plan to fulfill Goal 2 of Colorado Water Plan Ch. 9.5: “Create a Data-Based Water Education Plan.” This plan would be developed in consultation with local partners from around the state, and would serve as a playbook for coordinated statewide and basin-wide water education activities over the next 3-5 years. This project is directly in line with the purpose of this grant fund, in that it will help support local and statewide entities in using data-driven programming and will amplify their efforts to inform local and statewide audiences across Colorado.</p>
<p>Who is/are the target audience(s)? How will you reach them? How will you involve the community?</p> <p>Our target audience for this project consists of our Water Educator Network, the PEPO liaisons and Basin Roundtables, as well as other educators and outreach professionals interested in supporting the development of a common vision and strategic plan to guide collective efforts and investments in education, outreach and engagement activities. Our hope is that those educators and outreach professionals in turn will be the army who marches forward to implement the plan, affecting hundreds of thousands of Coloradans across the state. We will involve these community members in our strategy sessions held in every basin locally during the course of the plan’s development in order to ensure the plan incorporates local input and expertise and meets regional needs.</p>



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?

Just as broad input and feedback was incorporated into the development of the Colorado Water Plan, the design and creation of a statewide, strategic Water Education Action Plan for Colorado must involve those in local and regional water communities with the most expertise in education, public engagement, and communications strategies relevant to their audiences.

This project will build off of numerous other collaborative efforts, including Water Education Colorado's own Water Educator Network, the PEPO workgroup and Basin Roundtables, as well as the work being done by the One World One Water Center on the Water Education Asset Mapping Project.

The Water Educator Network currently has 72 members and maintains a list of 100+ additional prospective members. Network members are education and outreach professionals engaged in a wide variety of educational activities throughout the state. The Network serves as an umbrella group/association for these water professionals to provide training, coordination and acceleration of individual educational efforts. The Water Educator Network includes many of the PEPO liaisons, and Water Education Colorado maintains close ties with those individuals, including by attending their annual meeting and collaborating on various opportunities. This group would be a key stakeholder group to involve in the project.

While we also plan to involve all of the major universities' water centers, our primary partner in this project will be the One World One Water Center at Metro State University in Denver. Nona Shipman, Assistant Director of OWOW, is spearheading the Water Education Asset Mapping Project. Currently underway and scheduled for completion in July 2018, the asset mapping project will identify trends, gaps, needs, challenges, and potential solutions within community water education programs for adults across the state of Colorado. Nona's experience meeting and organizing with communities, collecting valuable information, and assembling the asset map report will be incorporated into the strategic plan's development. Nona's involvement will help transition the intention of prioritizing community needs and values into an actionable plan to further support successful programs and also to address gaps.

Other funding for this project includes in-kind contributions of staff time from the One World One Water Center, in addition to a capacity-building grant from ThinkWater to support strategic planning work by Water Education Colorado. We will also allocate some funds from our organizational membership dues. This demonstrates our commitment to the importance of this project.

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

A large part of the success of this project will be determined by its utilization by individuals and institutions across the state of Colorado. For the statewide strategic Water Education Action Plan to ultimately succeed, others must join Water Education Colorado in its implementation, and for that to happen, development of the plan itself, as covered by this grant's scope of work, must have broad participation. Therefore, measures of success will include:

- 1) The number and diversity of individuals and organizations engaged as stakeholders in the development of the statewide, strategic Water Education Action Plan.
- 2) The number and diversity of individuals and organizations who commit to being part of the plan's implementation.
- 3) Ultimately, the reach and impact of the specific actionable projects that result from the plan.



By nature, measuring the impact of water education and engagement activities is a challenge. However, Water Education Colorado has numerous evaluation processes currently in place and honed over time to measure the success and impact of our projects. Even as we continue to refine our data collection mechanisms, we have begun to train our Water Educator Network members on how to design effective program evaluation themselves. We will continue to work through the Network to broadly implement best practices in education program evaluation, particularly where it relates to implementation of the State Water Education Plan and use of the Dashboard.

Water Education Colorado will also be helping to inform the baseline survey which OMNI is slated to conduct in spring 2018 to identify priority educational messages and measure penetration among the public. Not only will that data be used to inform the development of the Statewide Water Education Plan, but follow-ups to that survey will be imperative to measure the plan's effectiveness as those messages are disseminated and begin to take hold.

What research, evidence, and data support your project?

**2018 Water Education Asset Map** - The Water Education Asset Mapping Project is a wonderful first step in preparing to develop a Statewide Water Education Plan. The Asset Mapping project, currently being implemented by the One World One Water Center at Metro State University through a CWCB grant, will report on successful water education programs and tools being implemented statewide, as well as gaps in programming. Water Education Colorado is involved in this project by connecting OWOW staff to our Water Educator Network members as a critical source of data collection. The results of this work, as well as the early engagement of stakeholders participating in the project, will be a critical advantage in developing a statewide strategy for moving forward.

**2018 OMNI Baseline Survey:** Water Education Colorado is playing a supporting role in the development of the 2018 baseline survey that CWCB contracted OMNI to develop and conduct. This survey was called for in Colorado's Water Plan in order to begin tracking progress toward the water plan's stated goal of "significantly improving public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys." The results of this survey will also help inform the strategic actions identified in the Statewide Water Education Plan most needed to continue to improve the results of successive surveys.

**2008 Water Education Task Force Report:** The Colorado Foundation for Water Education (now WEco) produced this report for CWCB in 2008 in partnership with the Colorado Alliance for Environmental Education and the Colorado Watershed Network. The report's goal was to inform CWCB on the status of water education programs in Colorado and provide recommendations for addressing gaps. This was the guiding document in creating what is now the Water Educator Network run by WEco, and the new Statewide Water Education Plan will serve as a more actionable, comprehensive and broadly useful update of the original task force report's recommendations.

**WEco Evaluations:** Water Education Colorado has extensive historical and current data from pre- and post-program evaluations as well as from annual member and supporter surveys that we use to shape and evolve our programs, as well as demonstrate impact. This data can be one more source to draw from in designing a Statewide Water Education Action Plan.

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





Potential short-term challenges for this project include assuring local educators, including the PEPO workgroup and Basin Roundtables, that we do not intend that the state plan become a substitute that supercedes their own local Education Action Plans and activities, but rather we are looking for ways to further amplify local efforts, cross-pollinate messaging from one basin to another, and help identify common resources, programs or projects that could be jointly funded with our assistance to create bigger impact in public awareness across the state.

Long-term challenges with this project will be moving it from planning to implementation and continuing to dedicate sufficient resources to evaluation.

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."

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.

Outreach, education and engagement permeates every aspect of Colorado's Water Plan. With the requested funds we will work with numerous stakeholders to identify the tools, resources, and actions needed to advance understanding and support for water solutions, broadly, and for the plan's implementation more specifically among Colorado's community members.

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

This project will provide additional guidance, coordination, and resources for the PEPO liaisons and Basin Roundtables to achieve the goals of their locally established Education Action Plans, and to educate their local communities about the objectives of their BIPs. The statewide Water Education Action Plan will also identify messaging that emphasizes the value of engagement in the local Basin Roundtables.

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

Same as above.

Innovation Track
Describe how the project enhances water innovation efforts and supports a water innovation ecosystem in Colorado.
N/A
Describe how the project engages/leverages Colorado's innovation community to help solve our state's water challenges.
N/A
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?
N/A
Describe how this project impacts current or emerging trends; technologies; clusters, sectors, or groups in water innovation.
N/A



**TO:** Colorado Water Conservation Board Staff

**FR:** Jim Pokrandt, Community Affairs Director, Colorado River District

**RE:** Support for Water Education Colorado's Colorado Water Plan Grant Feb. 1 Submission

**March 1, 2018**

I am writing to express strong support for Water Education Colorado's (WEco) Water Plan Grant request to begin action on an important action item in Chapter 9 of Colorado's Water Plan – to begin concerted efforts to accelerate education and outreach regarding Colorado's water challenges through development of a statewide strategic plan for water education. The necessity for accelerated education and outreach is also reflected in the Colorado River District's Strategic Plan as well as in the Colorado Basin Roundtable's Basin Implementation Plan. I also write as the chair of the Roundtable. Clearly, everybody wants more. What WEco can do with this grant is bring structure, coherence, guidance and metrics to advancing education and outreach at the state level – and to the many efforts already conducted by many entities across Colorado.

The Water Plan and grant materials correctly identify that education and outreach is necessary in order for the citizens of Colorado to become better informed and engaged in solving water challenges, while helping them to better understand the funding imperatives that go with it.

I especially look forward to the results of Task 1. I also think Task 2 is right on target. WEco is uniquely positioned as a seasoned purveyor of education and outreach, as referenced in Chapter 9. Allocating financial support to help WEco align its priorities more closely with the statewide strategic water education plan described in Chapter 9 will enable it to better assist education efforts, old and new, across the state.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jim Pokrandt', is located below the 'Sincerely,' text.

201 Centennial Street / PO Box 1120 • Glenwood Springs, CO 81602  
(970) 945-8522 • (970) 945-8799 Fax  
[www.ColoradoRiverDistrict.org](http://www.ColoradoRiverDistrict.org)

Rio Grande Basin Roundtable  
623 Fourth Street  
Alamosa, CO 81101

March 5, 2018

Mara MacKillop  
Colorado Water Conservation Board  
1313 Sherman Street, Room 721  
Denver, CO 80203  
[Mara.MacKillop@state.co.us](mailto:Mara.MacKillop@state.co.us)

Re: Water Education Colorado's Colorado Water Plan Grant Application

Dear Ms. MacKillop:

I am writing to express the Rio Grande Basin Roundtable's support for Water Education Colorado's application to the CWCB's Colorado Water Plan Grant program. Water Education Colorado's proposed project provides an opportunity to build on existing partnerships and data to develop an education action plan for the State of Colorado, which was a goal of the Colorado Water Plan. The action plan will provide a coordinated guide for state and basin-wide education activities for the next 3-5 years. The project funding will also allow Water Education Colorado to update their strategic plan to be consistent with the education action plan. By amplifying state and regional education efforts, Water Education Colorado and its partners will work to reach people throughout Colorado to raise awareness of water issues and build increased support for implementation of the Colorado Water Plan.

The Rio Grande Basin Roundtable will partner in the project by providing relevant information from the Rio Grande Basin Implementation Plan and Rio Grande Basin Education Action Plan. The Roundtable Education Committee will also provide updates from on-going regional education efforts, which include tours, a video and radio series, newspaper articles, Roundtable newsletters, and more.

I appreciate the opportunity to comment on Water Education Colorado's application and hope you will look fondly on their request for funding.

Sincerely,



Nathan Coombs  
Chair, Rio Grande Basin Roundtable