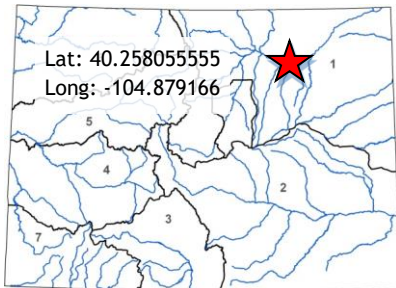




Agricultural Producers Outreach and Education Program Middle South Platte River Alliance

May 2019 Board Meeting
Final Consideration

Water Plan Grant Application



L O C A T I O N
County/Countries: Weld
Drainage Basin: South Platte

D E T A I L S	
Total Project Cost:	\$69,995
Water Plan Grant Request:	\$34,997
Recommended Amount:	\$34,997
Other CWCB Funding:	\$0
Other Funding Amount:	\$34,998
Applicant Match:	\$0
Project Type(s):	Other - Education & Outreach
Project Category(Categories):	Engagement & Innovation
Measurable Results:	122,000, comprising municipal citizens and property owners along the targeted reach of the South Platte

The applicant, Middle South Platte River Alliance (MSPRA) is a 501(c)(3) that was organized in response to the September 2013 flood. The applicant serves Weld County with the task of identifying and managing projects designed to preserve natural habitat, restore the natural floodplain, reduce impacts from future flooding events, and rehabilitate infrastructure. MSPRA states it has long-standing relationships in the community through which it has successfully implemented more than \$6 million on projects that effect floodplain improvement, river protection and restoration.

The proposed project aims to develop a program to engage agricultural producers and communities in watershed health improvement through surveys, interviews, workshops, and education for effective management of agricultural practices. MSPRA will focus their outreach on the portion of the South Platte River between the confluence of the St. Vrain Creek and the Cache la Poudre River.

Currently the South Platte is still experiencing flood-related losses in habitat and water quality that severely impact its ability to sustain life. MSPRA will work closely with property owners to discover efficient ways to continue successful crop production while protecting a resilient river corridor that supports multiple uses.

MSPRA will use Board members, who are also producers in the area, to begin the process of “building trust and starting conversations” regarding river protection. The outreach program will educate farmers and ranchers about implementing management practices that optimize environmental benefits on working agricultural land. Water Plan funds will be used to hire a consultant team that will collaborate with the applicant to:

- Design an outreach plan that includes recruitment, data collection, evaluation, and materials for education, training, and workshops.
- Provide continued oversight, management, training, workshops, and support for outreach efforts in order to ensure long-lasting benefits to the watershed.

MSPRA believes the project helps meet engagement and agricultural goals in the Water Plan as well as meet goals in the South Platte Basin Implementation Plan.

Funding Recommendation: Staff is recommending approval the full request of \$34,997 from the Engagement and Innovation category contingent upon the applicant securing matching funds.



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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:

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

Anna.Mauss@state.co.us
Kevin.Reidy@state.co.us
Ben.Wade@state.co.us
Alexander.Funk@state.co.us
Chris.Sturm@state.co.us

FINAL SUBMISSION: Submit all application materials in one email to

waterplan.grants@state.co.us

in the original file formats [Application (word); Statement of Work (word); Budget/Schedule (excel)]. Please do not combine documents. In the subject line, please include the funding category and name of the project.

Water Project Summary

Name of Applicant	Middle South Platte River Alliance
Name of Water Project	Agriculture Producers Outreach and Education Program
CWP Grant Request Amount	\$34,997
Other Funding Sources _____	\$34,998
Other Funding Sources _____	\$
Other Funding Sources _____	\$
Applicant Funding Contribution	\$
Total Project Cost	\$69,995



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Applicant & Grantee Information
Name of Grantee(s) Middle South Platte River Alliance
Mailing Address P.O. Box 614, Loveland, CO 80539
FEIN 81-3658987
Organization Contact Rose Fry
Position/Title Watershed Coordinator
Email rfrymspra@gmail.com
Phone 804-301-8616
Grant Management Contact same as above
Position/Title
Email
Phone
Name of Applicant (if different than grantee)
Mailing Address
Position/Title
Email
Phone
Description of Grantee/Applicant
Provide a brief description of the grantee's organization (100 words or less).
The Middle South Platte River Alliance (Alliance) is a 501(c)(3) that organized in response to the September 2013 South Platte River flood. Serving Weld County, the Alliance identifies and manages projects designed to preserve natural habitat, restore the natural floodplain, reduce impacts from future flooding events, and rehabilitate infrastructure. The Alliance has long-standing relationships in the community through which it has successfully implemented more than \$6 million on projects that effect floodplain improvement and river protection and restoration. Using a collaborative approach, the Alliance brings potential adversaries to the table to find solutions that work for all involved.



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Type of Eligible Entity (check one)	
	Public (Government): 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.
	Public (Districts): Authorities, Title 32/special districts (conservancy, conservation, and irrigation districts), and water activity enterprises.
	Private Incorporated: Mutual ditch companies, homeowners associations, corporations.
	Private Individuals, Partnerships, and Sole Proprietors: Private parties may be eligible for funding.
x	Non-governmental organizations (NGO): Organization that is not part of the government and is non-profit in nature.
	Covered Entity: As defined in Section 37-60-126 Colorado Revised Statutes .

Type of Water Project (check all that apply)	
	Study
	Construction
	Identified Projects and Processes (IPP)
X	Other

Category of Water Project (check the primary category that applies and include relevant tasks)	
	Water Storage - Projects that facilitate the development of additional storage, artificial aquifer recharge, and dredging existing reservoirs to restore the reservoirs' full decreed capacity and 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>
	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> <ul style="list-style-type: none"> • Task 1: Design a strategic outreach plan that includes recruitment efforts, data evaluation, and relationship building • Task 2: Develop communication plans and materials for education, training, and workshops • Task 3: Provide continued oversight, management, training, workshops, and support for outreach efforts
	Agricultural - Projects that provide technical assistance and improve agricultural efficiency. <i>Applicable Exhibit A Task(s):</i>



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	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 **decimal degrees**. The Applicant shall also provide, in Exhibit C, a site map if applicable.

County/Countries	Weld: the portion of the South Platte River through Weld County between the confluence of the St. Vrain Creek and the Cache la Poudre River
Latitude	40° 15' 29" to approximately 40° 39' 52"
Longitude	104° 52' 45" to approximately 105° 13' 26"

Water Project Overview

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.

The Applicant shall also provide, in Exhibit A, a detailed Statement of Work, Budget, Other Funding Sources/Amounts and Schedule.

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This project aims to develop an Agricultural Producers Outreach and Education Program to engage our community in watershed health improvement through surveys, interviews, workshops, and education for effective management of agricultural practices. Currently the South Platte is still experiencing flood-related losses in habitat and water quality that severely impact its ability to sustain life. With this project, MSPRA will work closely with property owners to discover efficient ways to continue successful crop production while protecting a resilient river corridor that supports multiple uses. With Chuck Sylvester and Gene Kamerzell as Board members and long-time ag producers in the area, we will build upon our organization's deep familiarity with the ag community to begin the process of building trust and starting conversations about river protection. The outreach program will educate farmers and ranchers about implementing management practices that optimize environmental benefits on working agricultural land. CWP funding will be used to hire a consultant team that will collaborate with the Alliance to:

1. Design an outreach plan that includes recruitment, data collection, evaluation, and materials for education, training, and workshops.
2. Provide continued oversight, management, training, workshops, and support for outreach efforts in order to ensure long-lasting benefits to the watershed.

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
122,000, comprising municipal citizens and property owners along this reach of the South Platte	Number of Coloradans Impacted by Engagement Activity



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	Other	Explain:
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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 [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;)

CWP

This project engages a population whose livelihood contributes a majority of the state's income to help them consider and prioritize many of the Colorado Water Plan's objectives, primarily enabling agricultural productivity to grow along with state, national and global needs (CWP, Section 10.2, p. 10-6, D); and engaging the public to become better informed for discussion and decision making regarding balanced water solutions (CWP, Section 10.2, p.10-7, H). In addition, the following CWP objectives will also be addressed:

Section 6.3 "Increased conservation, reuse, and better integration of land use and water planning will help maintain a healthy environment, promote livable and sustainable cities, and preserve agricultural production into the future."

Our Ag Outreach program will focus on the CWP goal to "seek creative options for improving agricultural irrigation conservation and efficiency."

Section 9.5 "To achieve a sustainable water future, Coloradans must be sophisticated water users. Colorado's Water Plan expands outreach and education efforts that engage the public and promote well-informed community discourse regarding balanced water solutions."

This project explores avenues to better engage agricultural producers and provide relevant water education to help foster dialogue and adoption of best management practices.

SWSI

Within agricultural water user meetings, participants will learn about how their best practices can help solve the nearly 400,000 acre/ft/yr shortage projected for irrigation needs. This collaborative approach will directly follow SWSI recommendation #1, while utilizing tactics to implement recommendations #s 3 and 6 during the planning and implementation phases.

Recommendation 1: "Actively encourage projects to address multiple purposes, including municipal, industrial, environmental, recreational, agricultural, risk management, and compact compliance needs."

Recommendation 3: "Continue to lead the dialogue and foster cooperation among water interests in every basin...for the purpose of implementing solutions to Colorado's water supply challenges."

Recommendation 6: "Help meet Colorado's agricultural water supply needs by incorporating agricultural water needs into the development of water supply portfolios and supporting the implementation of multi- purpose agricultural water supply projects."

BIP



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Primarily, the project realizes the South Platte Basin Implementation Plan S.5.9 *“Facilitate effective South Platte communications and outreach programs that complement the state’s overall program.”* In this effort, the Alliance will present the South Platte Basin Roundtable priorities to stimulate open and honest discussion of various stakeholder perspectives. Participants in these sessions will be encouraged to evaluate possible solutions to ensuring adequate water for future needs of all users, both consumptive and non-consumptive. Primarily the stakeholder meetings will be structured to address two objectives:

“Preserving agricultural production, rural communities and the environmental and aesthetic benefits from irrigated agriculture while also complying with the principles of private property rights.”

“Establishing systems where farmers can decide for themselves how to manage their water rights, while maintaining their right to use or sell vested property rights in the form of water rights, and concurrently offering potential new transactional methods to help lessen the associated impacts on others.”

EAP

The Alliance will work closely with the South Platte Basin Roundtable (SPBR) in developing the materials used to elicit vigorous discussions among participants in the stakeholder meetings. To ensure a consistent message, the Alliance will confer with the basin Education and Outreach committee to utilize and adapt fact sheets into larger displays for water education topics. If possible, stakeholder meetings may host a speaker from the committee to answer participant questions. In this way, the Alliance will assist the SPBR in educating the public on the Basin Implementation Program and its larger goal of enabling solutions-oriented water supply planning.

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.

This project realizes the goal of the South Platte Basin Roundtable PEPO plan to develop and implement education and outreach programs to generate a lasting baseline of public awareness and support. Our Ag Outreach Program will address several of the six areas of lowest water knowledge identified in the latest PEPO survey – water quality regulation, river restoration, drought planning, groundwater hydrology, and climate variability.

To tie this work into other state efforts, we’ve seen that data collection has been an issue in making progress on policies regarding the Ag/Water connection. In fact, ColoradoAgNutrients.org has stated “A lack of data hinders development of statewide best management practices.” This project will encourage producers to track site-specific data to help modelling that can inform policy. As ag producers in the South Platte begin to consider and potentially adopt Best Management Practices (BMPs), their experiences and resulting data may help to gain support of the Water Quality Control Commission of CDPHE for locally-driven solutions by showing “sufficient progress” toward statewide water quality goals.

In addition, our project follows the goals of the Colorado Watershed Assembly to support watershed protection at the local level by emphasizing local control, local agenda-setting, and engaging local expertise. By engaging in discussions about BMPs, the South Platte farming community will indicate their interest and commitment to exercising local control over water quality challenges. Through this project we will effectively *“grow the “water ethic” by engaging citizens in work to benefit their watershed as a way to grow local stewardship, understanding, and connection to the local resource.”*



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Moreover, our education program will showcase the latest work being done in this field to ensure that the outreach is complementary to other statewide efforts. It will capitalize on current studies at CSU that demonstrate improvements resulting from practices such as conservation tillage and nutrient management, as well as how to prevent sediment infiltration of runoff, reduce phosphorus loads, etc.

And this project lays the foundation for our recently-funded Stream Management Plan (SMP). By pulling in the largest economic sector of the South Platte and activating their willingness to learn about river protection, we are setting the stage for a lasting partnership that will inform our SMP committee.

Lastly, this project will allow us to begin a substantive dialogue about ag runoff, which has long contributed to water quality problems. Concurrent to this program, MSPRA is also beginning the development of a water quality monitoring network. As part of a budding relationship we are starting with the WQCD, we explicitly intend to help educate farmers and eventually develop projects that help the ag community while improving water quality. For example, we will explore the benefits of riparian buffers, which would be one topic where ag production and water quality intersect.

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.

Applicant name: MSPRA
Water Activity Name: State Highway 60 Flood Mitigation
Approving RT: South Platte Basin Roundtable
CWCB Board Meeting Date: January 2016
Contract Number: EWP 2018-674
Percentage of CWCB Funding: 12.5%

Applicant name: MSPRA
Water Activity Name: State Highway 60 Post-Project Management
Approving RT: South Platte Basin Roundtable
CWCB Board Meeting Date: August 2018
Contract Number: POGG1,PDAA,201900002119
Percentage of CWCB Funding: 50%



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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.

As MSPRA is a non-profit organization, TABOR issues will not affect our application.

Submittal Checklist

	I acknowledge the Grantee will be able to contract with CWCB using the Standard Contract .
Exhibit A	
	Statement of Work ⁽¹⁾
	Budget & Schedule ⁽¹⁾
	Engineer's statement of probable cost (projects over \$100,000)
	Letters of Matching and/or Pending 3 rd Party Commitments ⁽¹⁾
Exhibit C	
	Map (if applicable) ⁽¹⁾
	Photos/Drawings/Reports
	Letters of Support (Optional)
	Certificate of Insurance (General, Auto, & Workers' Comp.) ⁽²⁾
	Certificate of Good Standing with Colorado Secretary of State ⁽²⁾
	W-9 ⁽²⁾
	Independent Contractor Form ⁽²⁾ (If applicant is individual, not company/organization)
Engagement & Innovation Grant Applicants ONLY	
	Engagement & Innovation Supplemental Application ⁽¹⁾

(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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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)?
Our Agriculture Outreach and Education program's aims are twofold: 1) Improving farmers' awareness of practices that can ameliorate watershed problems without negatively impacting their productivity. 2) Encouraging farmers' adoption of these practices and building a sense of responsibility for watershed health. These outcomes will result from participatory learning through workshops, farm tours, and surveys. Our project directly addresses the stated purpose of the Engagement & Innovation Grant Fund by informing the agricultural community about the intersection of farming and watershed management and protection. Additionally, this approach fulfills the fund's priorities by demonstrating the latest thinking on best practices as evidenced in academic research and recent data on water quality along the South Platte. Moreover, we will evaluate the impact of this outreach program by assessing changes in awareness levels, measuring attendance at events and participation in surveys.
Who is/are the target audience(s)? How will you reach them? How will you involve the community?
We will reach our target audience of farmers and ranchers along the middle South Platte by implementing a strategic communication plan. The plan includes a variety of communication vehicles such as social media, print advertisements, direct mail, and in-person workshops and site visits. While the main target is the ag community, public relations using mass media extend the reach of our messaging to the entire community. Advertisements will invite all interested people to attend events and participate in surveys, etc.
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?



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This project encourages collaboration through soliciting farmers' individual perspectives first to show that their concerns will be heard and through workshop small-group discussions. A diverse group of farming individuals will have ample opportunity to connect and learn from each other at these events and during the course of the conversations initiated by our group.

Our project solicits partnership from Northern Colorado Conservancy District, the Central Colorado Conservancy District as well as the Western Greeley Conservation District. Moreover, we have the support of faculty and students at the University of Northern Colorado. Additionally, we will rely on input from Trout Unlimited, Westervelt Ecological and other natural resource entities .

Identified funding sources include the entities listed above as well as the Harris Foundation, the Lawrence Foundation, and the cities of Greeley and Evans.

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

To measure and demonstrate effectiveness, we will survey agriculture producers along the middle South Platte to establish a baseline level of awareness. We will then measure changes to that baseline at the conclusion of the project. In addition, we will track the number of participants attending meetings and workshops, open rates on surveys and emails, and likes and shares on social media.

What research, evidence, and data support your project?

We will already have a host of data points and best practices amassed by a UNC graduate student during the spring 2019 semester as a starting point. Additionally, many universities have programs dedicated to the effectiveness of engaging the public to achieve sustainability and environmental improvement initiatives. Below are a selection of studies and tools addressing community based natural resources management topics that will inform our activities.

Annan, K. CEPA Toolkit: How to engage stakeholders and mainstream biodiversity. <https://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Section3.pdf>. (2008).

National Audubon Society. Tools of Engagement: A Toolkit for Engaging People in Conservation. (National Audubon Society; U.S. Fish and Wildlife Service; Environmental Education and Training Partnership (EETAP); TogetherGreen, 2011).

Reed, M. S. Stakeholder participation for environmental management: A literature review. Biological Conservation 141, 2417-2431 (2008).

Young, J. C. et al. Does stakeholder involvement really benefit biodiversity conservation? Biological Conservation 158, 359-370 (2013).

Mahanty, S. & Russell, D. High stakes: Lessons from stakeholder groups in the Biodiversity Conservation Network. Society & Natural Resources 15, 179-188, doi:10.1080/089419202753403346 (2002).

Greiner, R. Factors influencing farmers' participation in contractual biodiversity conservation: a choice experiment with northern Australian pastoralists. Australian Journal of Agricultural and Resource Economics 58, 1-21 (2015).

Blackmore, L. & Doole, G. J. Drivers of landholder participation in tender programs for Australian biodiversity conservation. Environmental Science & Policy 33, 143-153 (2013).



COLORADO

Colorado Water
Conservation Board

Department of Natural Resources

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Cooke, B., Langford, W. T., Gordon, A. & Bekessy, S. Social context and the role of collaborative policy making for private land conservation. *Journal of Environmental Planning and Management* 55, 469-485 (2012).

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

While there are a whole host of potential risks to the success of this project, we anticipate the following to be the main challenges:

Short term: Attracting initial attention, establishing trust

Long-term: Continuing to engage the target audience to re-invigorate their commitment to better management practices

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."

Colorado Water Plan Objectives That Will Be Achieved:

Section 9.5 (pg. 9-53) Goals: 1. "Colorado's Water Plan provides technical and financial assistance for high-quality, balanced, and grassroots water education and outreach efforts that inform Coloradans about the issues so that they may engage in determining Colorado's water future."

Through this outreach effort, our coalition--led by stakeholders within the community--will inform agriculture producers about ways to achieve continued successful crop yields while supporting CWP goals. Because we will be working one-on-one with these property owners, the pitch will be adapted to show benefits for individual issues, which naturally vary among the population. By tailoring the message, we will increase awareness significantly as well as the likelihood of adoption of BMPs.

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.

Other Colorado Water Plan Objectives Achieved

Section 6.2 (Measurable Outcomes for South Platte, pg. 6-50). 1. "Protect, Maintain, and Improve Conditions of Streams, Lakes, Wetlands, and Riparian Areas..."

The main goal of this outreach effort is to help farmers make the connection between their on-farm practices and the health of adjacent waterways. By showcasing possible solutions, we aim to open farmers' minds about ways to change harmful practices, thus improving conditions along the South Platte.

Section 6.6 (pg. 6-157) Goals: 1. "Understand, protect, maintain, and improve conditions of streams, lakes, wetlands, and riparian areas to promote self-sustaining fisheries and functional riparian and



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wetland habitat to promote long-term sustainability and resiliency.” 2. “Maintain watershed health by protecting or restoring watersheds that could affect critical infrastructure and/or environmental and recreational areas.”

Again, by educating farmers about less harmful practices, conditions will incrementally improve along the South Platte to restore function to its riparian and wetland habitats. The focus of our outreach effort is to activate farmers to participate in protecting the watershed.

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

Primarily, the project realizes the South Platte Basin Implementation Plan S.5.9 *“Facilitate effective South Platte communications and outreach programs that complement the state’s overall program.”* In this effort, the Alliance will present the South Platte Basin Roundtable priorities to stimulate open and honest discussion of various stakeholder perspectives. Participants in these sessions will be encouraged to evaluate possible solutions to ensuring adequate water for future needs of all users, both consumptive and non-consumptive. Primarily the stakeholder meetings will be structured to address two objectives:

“Preserving agricultural production, rural communities and the environmental and aesthetic benefits from irrigated agriculture while also complying with the principles of private property rights.”

“Establishing systems where farmers can decide for themselves how to manage their water rights, while maintaining their right to use or sell vested property rights in the form of water rights, and concurrently offering potential new transactional methods to help lessen the associated impacts on others.”

This program implements enhanced public outreach specific to the agriculture community that will achieve BIP objectives to *“engage the public, decision-makers and elected officials to support solution-oriented water supply planning efforts of the South Platte Basin Roundtable and its member organizations reflecting statewide efforts.”*

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

According to the recent survey conducted by the South Platte Basin’s PEPO, “The preferred methods of receiving information are interactive and collaborative in nature (e.g., presentations and joint meetings).” -This project will convene ag producers in workshops that include small group discussions and activities to encourage active participation and dialogue so discussion and solutions reflect the sentiments of the local community.

Additionally, the PEPO determined that “a vibrant education program is fundamental to help move the entire roundtable process forward with solutions-oriented educational programs.” This project focuses on providing information about Best Management Practices (BMPs) to encourage individual farmers to find solutions that work for their site-specific issues.

Innovation Track

Describe how the project enhances water innovation efforts and supports a water innovation



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ecosystem in Colorado.

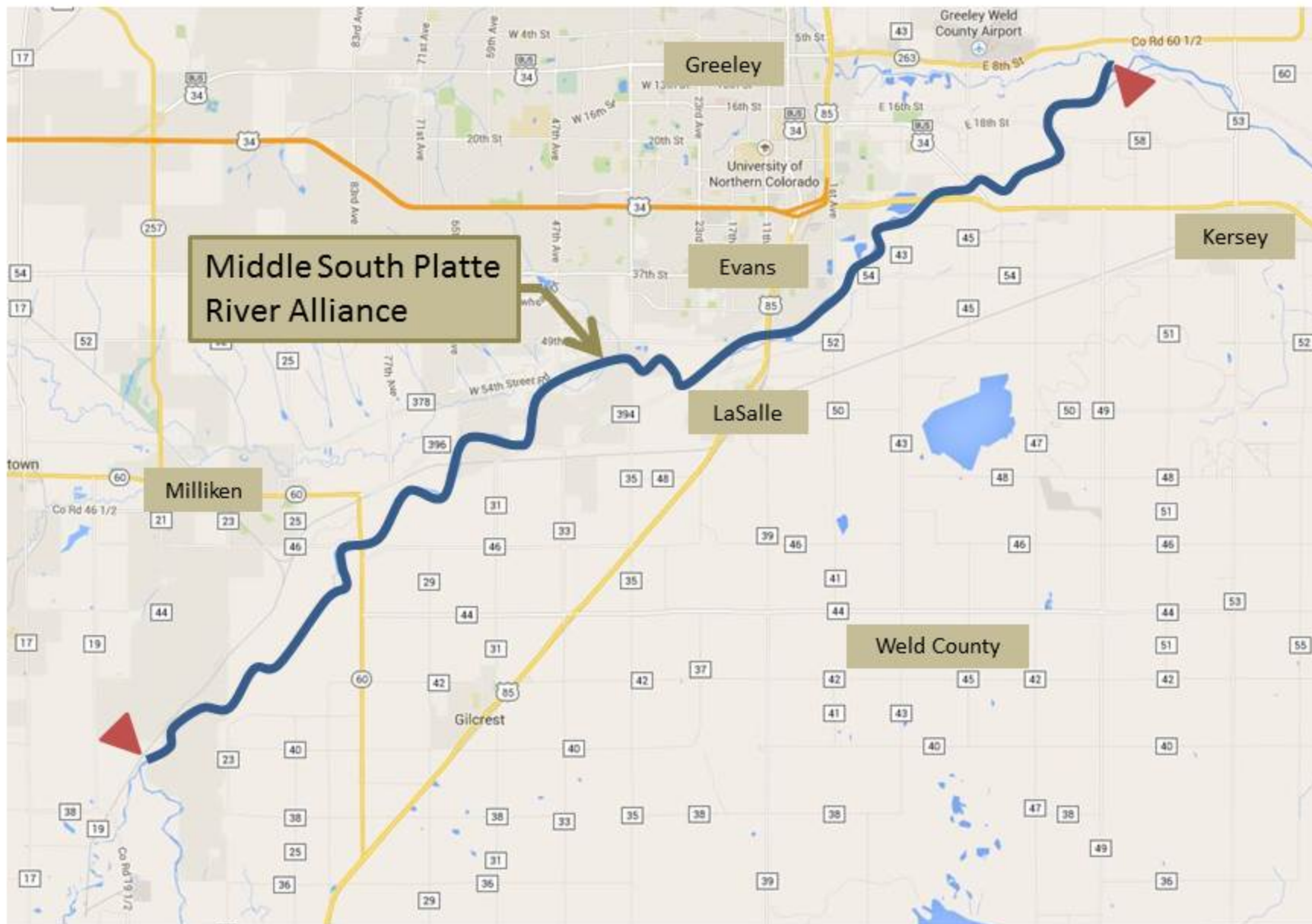
Despite a reputation for being slow to change, farmers will quickly adapt to new ideas if they believe the innovation will help increase productivity and/or revenue. This project aims to introduce new crop management practices that potentially can support those objectives while also protecting or enhancing river health.

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

This project will be based on a compilation of the most recent thinking about farm management as assembled by a UNC graduate student during his final semester. He will have spent weeks amassing data that will help demonstrate how innovative practices can achieve both what the farmer and the river needs born out by academic research as well as on the ground examples discovered in his efforts.

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?

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





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Colorado Water Conservation Board

Water Plan Grant - Exhibit A

Statement Of Work

Date: 1/31/2019

Name of Grantee: Middle South Platte River Alliance

Name of Water Project: Agricultural Producers Outreach and Education Program

Funding Source:

- Healthy Watershed Consortium Grant
- Clif Bar Family Foundation Small Grants
- Resilient Communities Program - NFWF
- Harris Foundation

Water Project Overview:

This project aims to develop an Agricultural Producers Outreach Program to engage our community in water quality improvement through surveys, interviews, workshops, and education for effective management of agricultural practices. Currently the South Platte is still experiencing flood-related losses in habitat and water quality that severely impact its ability to sustain life. With this project, MSPRA will work closely with property owners to discover efficient ways to continue successful crop production while protecting a resilient river corridor that supports multiple uses. The outreach program will educate farmers and ranchers about implementing management practices that optimize environmental benefits on working agricultural land. CWP funding will be used to hire a consultant team that will collaborate with the Alliance to: 1. Design an outreach plan that includes approaches for recruitment, data collection, evaluation, and materials for education, training, and workshops. 2. Provide continued oversight, management, training, workshops, and support for outreach efforts in order to ensure long-lasting benefits to the watershed.

Project Objectives:

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Objective 1. Design a strategic outreach plan that includes recruitment efforts, data evaluation, and relationship building.

Objective 2. Develop communication plans and materials for education, training, and workshops.

Objective 3. Provide continued oversight, management, training, workshops, and support for outreach efforts in order to ensure long-lasting benefits to the community.

Tasks
Task 1 – Strategic Outreach Plan
Description of Task:
<p>The purpose of this task is to develop a strategic outreach plan using best management practices for public relations and pedagogical effectiveness. The plan will include detailed strategies for all aspects of a successful outreach program from initial invitation and recruitment strategy all the way to collection of data.</p> <ul style="list-style-type: none"> ● Subtask 1.1: Program Strategy <ul style="list-style-type: none"> ○ Develop an overall program strategy identifying key elements necessary for a successful agriculture outreach program using best management practices for public engagement.. ○ Complete research and outreach to other experts and review literature to leverage recommendations and experience from existing agricultural best practices. ● Subtask 1.2: Outreach and Engagement Strategy <ul style="list-style-type: none"> ○ Identify and develop specific outreach strategies for the agricultural community. ○ Consider potential barriers to buy-in for diverse sites/crops including corn, wheat, beets, cattle, etc. ○ Consider those who do not have time to attend workshops but want to participate using surveys and individual interviews. ○ Consider and incorporate approaches for opportunities to connect producers with professional scientists and decision-makers in the community to promote discussion and information sharing. ● Subtask 1.3: Agriculture Sentiment Data Collection Protocol Development <ul style="list-style-type: none"> ○ Using insights gathered from UNC graduate student investigation from Spring 2019 semester, identify parameters that are appropriate for an agriculture community and develop categories and datasheets to measure and record these responses. ● Subtask 1.4: Final plan <ul style="list-style-type: none"> ○ Develop final strategic agriculture outreach plan that MSPRA staff can implement. ○ Final plan should also include evaluation rubric to measure the effectiveness of the plan in achieving scores for indicators such as participant attitude, knowledge, interest, and motivation among participants with regard to watershed stewardship and resource management.
Method/Procedure:

Last Updated: November 2018

MSPRA will lead and manage consultants in the development of the strategic agriculture outreach plan. This will start with research and outreach to topic experts, with particular emphasis on specific strategies for each element defined in subtasks 1.2 and 1.3. MSPRA staff will work closely with the consultant team to develop each part of the plan to ensure that it is workable and usable for staff to implement and modify as needed.

Deliverable:

The deliverable will be a strategic agriculture outreach plan provided in final report format that MSPRA can implement for the long-term benefit of our community. The plan will be provided in an editable format so that it may be modified and updated as needed by MSPRA staff or other users.

Tasks
Task 2 – Develop Communication Plan and Materials for Education, Workshops and Trainings
Description of Task: The purpose of this task is to determine communication elements and schedule and create resulting educational materials that are appropriate to the target audience, using simple design and clear, direct language for easy comprehension.



Last Updated: November 2018

- SubTask 1: Develop communication plan
 - Develop plan that details communication vehicles, target audience segments, and messaging framework
 - Determine schedule for dissemination of materials
 - Develop list of media contacts and farmers/ranchers
- SubTask 2: Develop materials for ag outreach workshops and trainings so that MSPRA staff can lead future workshops and training sessions.
 - Develop taglines, headlines, and body copy that gain interest and deliver information in an engaging voice
 - Design survey materials using free service, such as Survey Monkey
 - Design print pieces including invitations, advertisements, posters, handouts
 - Manage print production and mailing/launch

Method/Procedure:

MSPRA will collaborate with consultants that will provide expertise on communication vehicles for agriculture audience. MSPRA will also work with consultants to develop surveys, invitations, posters, handouts, and advertisements/social posts. MSPRA will oversee consultants in designing a webpage and developing content.

Deliverable:

Final deliverables will include a detailed communication plan spreadsheet with communication vehicles, audiences, and schedule of launches included. Additional deliverables comprise a suite of materials, both print and electronic, to engage and educate the audience.

Tasks

Task 3 - Provide continued oversight, management, training, workshops, and support for outreach efforts in order to ensure long-lasting benefits to the community

Description of Task:



Last Updated: November 2018

The purpose of this task is for MSPRA to implement, oversee, manage, and support the Agriculture Outreach and Education Program using the plan and materials developed under the first two tasks. MSPRA will retain contracts with the consultant team to provide as-needed support with training sessions and data management, analysis, and sharing.

- Subtask 3.1: Recruit agriculture participants
 - Implement outreach and recruitment strategies developed under task one.
- Subtask 3.2: Train agricultural producers on best management practices
 - Implement training and workshop strategies developed under task one.
- Subtask 3.3: Oversight and management of agricultural outreach follow-up
 - Working directly with participants to provide support and oversight as needed
- Subtask 3.4: Data management, analysis, and sharing
 - Quality control, management, analysis, summaries
- Subtask 3.6: Other direct cost
 - Office supply, printing, and poster board materials.

Method/Procedure:

MSPRA will implement plan strategies based on best management practices for outreach to agricultural producers, engaging consultants as needed to provide technical support. MSPRA anticipates:

- Hosting up to four targeted workshops/training sessions/farm tours annually
- Disseminating educational materials
- Implementing and gaining expertise in public outreach protocols so that future public events can be effectively managed
- Evaluating and measuring the effectiveness of the Program using rubrics developed under Task 1

Deliverable:

At the completion of this task MSPRA will be managing an effective Agricultural Outreach and Education Program with a network of participants engaged in learning about best management practices to help protect the watershed while continuing to produce successful yields..

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.



Last Updated: November 2018

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.

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.

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:

(a) 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.

(b) 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.

(c) 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.

(d) 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.

Last Updated: November 2018

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COLORADO

Colorado Water
Conservation Board

Department of Natural Resources

Colorado Water Conservation Board

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

Prepared Date: 1/23/2019

Name of Applicant: Middle South Platte River Alliance

Name of Water Project: Agriculture Producers Outreach and Education Program

Project Start Date: 7/15/2019

Project End Date: 10/15/2020

Task	Task Description	Task Start	Task End	Grant	Match	Total
1	Design a strategic outreach plan that includes	7/15/2019	11/15/2019	\$7,100.00	\$7,100.00	\$14,200
2	Develop communication plans and materials	11/15/2019	3/15/2020	\$10,397.00	\$10,398.00	\$20,795
3	Provide continued oversight, management,	3/15/2020	10/15/2020	\$17,500.00	\$17,500.00	\$35,000
Total				\$34,997	\$34,998	\$69,995

January 31, 2019



Ben Wade, Water Conservation Coordinator
Colorado Water Conservation board
1313 Sherman St., Room 718
Denver, CO 80203

Dear Mr. Wade,

The City of Evans is writing to convey our support for the Middle South Platte River Alliance's (MSPRA) proposal for *Agriculture Producers Outreach and Education*.

The South Platte river runs through the heart of Evans, serving as a valuable community resource most notably as the backdrop for the City's newly re-opened Riverside park. As the City continues to grow, our role in helping to maintain the river's health and resilience grows with it. This is why we support the MSPRA's mission to build and enhance relationships along the Middle South Platte while serving as a facilitator of projects that improve the river's ecological condition and function.

We believe that outreach to the agriculture community regarding non-point source pollution is an important aspect to the alliance's well-rounded approach towards supporting a healthy river. This project specifically will garner stakeholder cooperation to manage non-point source pollution which will assist in meeting the State of Colorado's water quality goals. Most importantly, this project will advance water quality education in the Middle South Platte basin.

We appreciate MSPRA's initiative and support their proposal to CWCB for outreach to the agriculture community along the Middle South Platte River.

Sincerely,

A handwritten signature in blue ink, reading "James L. Becklenberg", with a stylized flourish at the end.

James L. Becklenberg
City Manager
City of Evans, CO



January 28, 2019

Mr. Ben Wade, Water Conservation Coordinator
Colorado Water Conservation Board
1313 Sherman Street, Suite 721
Denver, CO 80203

Dear Mr. Wade:

I am writing to express the City of Greeley's support of the Middle South Platte River Alliance's (MSPRA) proposal for the *Outreach to the Agriculture Community Regarding Non-Point Source Water Quality*.

The South Platte River forms the eastern boundary of Greeley's Long Range Expected Growth Area and the riparian corridor is recommended for open lands in both *Imagine Greeley*' Greeley's Comprehensive Plan adopted in 2018 and the *Parks, Trails, and Open Lands Plan* adopted in 2015. The River is a critical resource for the City to maintain our environmental and economic vitality. Future trails planned along the South Platte will encourage tourism and associated recreation are key elements that depend on a healthy river with unpolluted water.

We believe completion of outreach to the agriculture community regarding non-point source water quality will assist in gaining stakeholder cooperation to manage nonpoint source pollution, thereby meeting the State of Colorado's water quality goals. This project will enhance water quality education, engagement and outreach activities particularly those that provide technical assistance or improve reduce non-point source pollution.

We plan on being significantly involved in MSPRA's process. The City is particularly enthusiastic about the community involvement envisioned by the project. MSPRA will work with diverse partners to establish a representative advisory committee and local stakeholder group that will guide a science-based assessment of the watershed.

We greatly appreciate MSPRA's initiative and strongly support their proposal to the CWCB for outreach to the agriculture community regarding non-point source water quality along the Middle South Platte River.

If I can be of further assistance in supporting MSPRA's efforts to implement outreach to the agriculture community regarding non-point source water quality, please contact me.

Sincerely,



Roy H. Otto
City Manager



Chelsie L. Romulo

Assistant Professor, Environmental and Sustainability Studies

University of Northern Colorado

501 20th St. Greeley, CO 80639

Phone: 530.514.8877 | Email: chelsie.romulo@unco.edu

Colorado Water Conservation Board

1313 Sherman Street, Suite 721

Denver CO 80203

Date: 23 October 2018

RE: Middle South Platte River Agriculture Producers Outreach and Education and Water Quality Monitoring Network Projects

Dear CWCD Board and Staff Members,

I am writing on behalf of the Faculty from the Department of Geography, GIS, and Sustainability and the Earth and Atmospheric Science Department at University of Northern Colorado in support for the Middle South Platte River Alliance's (MSPRA) proposed projects for outreach and education to agriculture producers and to form a water-quality monitoring network. The University of Northern Colorado has environmental programs and expertise that are currently being leveraged for these projects via two graduate student interns and a senior capstone course project. The Department of Geography, GIS, and Sustainability offers expertise in public engagement, technical writing, impact assessment, GIS analysis, and collaborative planning and the Environmental Earth Science programs offer expertise in collecting physical and water-quality parameters related to understanding and predicting river processes.

As an engaged member of the Greeley Community, our environmental programs, and University of Northern Colorado in general, have a stake in the health and welfare of our human and natural environment. The proposed projects directly benefit the environment of the City of Greeley through proactive administration and engagement of activities to maintain and improve streamflows. This planning also contributes to local understanding and management of water as a critical resource in the state of Colorado.

Part of our university strategic planning are nine core plans that highlight our university commitment to different tasking areas. One of those plans is [a sustainability plan](#) that includes conservation measures as well as partnerships for education and learning. Currently the Environmental and Sustainability Studies program engages with MSPRA as a Community

Partner for our project-based courses - including topics such as adaptive management, environmental impact assessment, and our capstone planning course. During these courses, students propose projects, develop materials, write technical reports and grant proposals, and conduct scientific studies for our Community Partners. Jessica Salo, our GIS coordinator, contributes expertise and training in GIS data collection and processing that can support both the outreach and water quality monitoring efforts. Providing MSPRA with support to develop agriculture outreach and a stream monitoring network would afford expanded opportunities for experiential learning to many UNC students.

The Earth and Atmospheric Sciences Department at the University of Northern Colorado trains students in environmental data collection and analysis. Two graduate students in the Professional Science Master's program of the Earth and Atmospheric Science Department are currently working with MSPRA collecting baseline information on existing water quality data and stakeholder and expert opinions. Sharon Bywater-Reyes, coordinator of the Environmental Science undergraduate program and masters programs, is dedicated to supporting the development and implementation of a Middle South Platte River Stream Management Plan that includes outreach and water-quality monitoring. As a fluvial geomorphologist, Bywater-Reyes has expertise in stream hydraulics and sediment transport, as well as associated implications for biota. Bywater-Reyes could support the efforts of the MSPRA by providing guidance on implementation of the water monitoring plan through student data collection and analysis in courses including Principles of Hydrology and Geomorphology as well as through mentorship of additional student researchers.

We strongly support the distribution of CWCD funding for the proposed development of a Stream Management Plan for managing streamflows for the South Platte River as well as for use as an educational resource. Please feel free to reach out if you have any questions.

Sincerely,

A handwritten signature in purple ink, appearing to read "Chelsie L. Romulo".

Chelsie L. Romulo
Environmental and Sustainability Studies
University of Northern Colorado
501 20th St. Greeley, CO 80639
Phone: 530.514.8877 | Email: chelsie.romulo@unco.edu