



**COLORADO**

Colorado Water  
Conservation Board

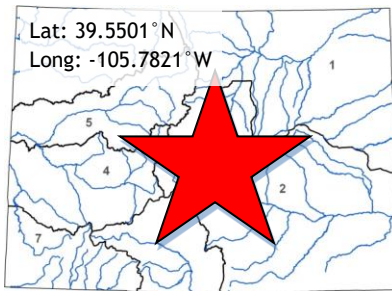
Department of Natural Resources

**For the Love of Colorado Public Education Initiative**

**Keystone Policy Center**

November 2019 Board Meeting

## Water Plan Grant Application



L O C A T I O N
Counties: Statewide
Drainage Basin: All

D E T A I L S	
Total Project Cost:	\$900,000
Water Plan Grant Request:	\$400,000
Recommended Amount:	\$85,000
Other CWCB Funding:	\$0
Other Funding Amount:	\$500,000
Applicant Match:	\$0
Project Type:	Other
Project Category:	Engagement & Innovation
Measurable Result:	Coloradoans attitudes toward water usage and awareness of water challenges

The Keystone Policy Center will act as the fiscal agent on this proposal. The For the Love of Colorado Coalition (the Coalition) is a program within the Keystone Policy Center made up of Colorado leaders selected by the Walton Family Foundation and the Gates Foundation to educate Coloradans on the state's long term water supply and demand challenges, and highlight Colorado's Water Plan as providing a road map for solutions to this challenge.

For the Love of Colorado is an initiative to raise public awareness of the looming water challenges facing the state, as well as Coloradans general lack of knowledge on water issues, and spotlight the solutions identified in Colorado's Water Plan.

The proposal has four key objectives:

- Make Coloradans aware of the water challenges as well as the solutions identified in Colorado's Water Plan
- Inspire Coloradans to speak out in support of these solutions
- Encourage Coloradans to become more water efficient
- Encourage Coloradans to support full implementation of Colorado's Water Plan

To develop the public awareness initiative, the Coalition has engaged Sukle, an advertising and design agency that has two decades of experience creating social marketing campaigns for water-related efforts. Sukle was the agency that worked with Denver Water on its "Use Only What Your Need" ad campaign.

If approved, the grant funds will go directly towards funding a research-based education initiative that Coloradans will see on TV, online, on billboards, and at bus stops, hear on the radio, and see on social media. The applicant has stated that they will use the most up to date information from the Water Plan Analysis and Technical Update to educate Colorado residents and staff will work with the applicant to draft an appropriate scope of work.

Funding Recommendation: Staff is recommending a grant of \$85,000 from the Engagement and Innovation category of funding. Because of more demand than funds available, the recommended funding is \$315,000 less than the requested amount. The remainder of the project will be funded through a grant from the Walton Family Foundation. Staff also recommends the following conditions be made by the Board: funds are to be used for educational purposes only, may not be used in furtherance of any political campaign, and must reference factual and up to date information. A grant approval is not an endorsement of any political campaign efforts the applicant may pursue and CWCB logos or name not be used or listed by the applicant in any way associated with any political campaign.



Last Updated: July 2019

## 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) 866-3319/53195441 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](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. In the subject line, please include the funding category and name of the project.**

#### Water Project Summary

Name of Applicant	For the Love of Colorado Coalition, a program of the Keystone Policy Center	
Name of Water Project	For the Love of Colorado public education initiative	
CWP Grant Request Amount		\$400,000
Other Funding Sources: Walton Family Foundation		\$500,000
Other Funding Sources _____		\$
Other Funding Sources _____		\$
Applicant Funding Contribution		\$
Total Project Cost		\$3,463,300



Last Updated: July 2019

Applicant & Grantee Information	
<b>Name of Grantee:</b> For the Love of Colorado Coalition, a program of the Keystone Policy Center	
Mailing Address: 1628 Sts. John Road, Keystone, CO 80435	
FEIN: 84-0688506	
<b>Organization Contact:</b> Tim Wohlgenant	
<b>Position/Title:</b> Coalition Director	
<b>Email:</b> <a href="mailto:timwohlgenant@gmail.com">timwohlgenant@gmail.com</a>	
<b>Phone:</b> 303-324-6881	
<b>Grant Management Contact:</b> Tori Thompson	
<b>Position/Title:</b> Project Manager	
<b>Email:</b> <a href="mailto:tthompson@keystone.org">tthompson@keystone.org</a>	
<b>Phone:</b> 970-513-5836	
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).	
<p>The For the Love of Colorado Coalition (the Coalition) is a diverse alliance of Colorado leaders convened by the Walton Family Foundation and the Gates Foundation to educate Coloradans on the state's long term water supply and demand challenges, highlight Colorado's Water Plan as providing a road map for solutions to this challenge, and explore strategies for addressing the funding needs identified in Colorado's Water Plan.</p>	



Last Updated: July 2019

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

Type of Water Project (check all that apply)	
	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>	
	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:



Last Updated: July 2019

### 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	State of Colorado
Latitude	39.5501° N
Longitude	105.7821° W

### 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.

For the Love of Colorado is an initiative to raise public awareness of the looming water challenges facing the state, as well as Coloradans general lack of knowledge on water issues, and spotlight the solutions identified in Colorado's Water Plan.

The project has four key objectives:

- Make Coloradans aware of the water challenges as well as the solutions identified in Colorado's Water Plan
- Inspire Coloradans to speak out in support of these solutions
- Encourage Coloradans to become more water efficient
- Encourage Coloradans to support full implementation of Colorado's Water Plan

To develop the public awareness initiative, the Coalition has engaged Suple, an award-winning advertising and design agency that has two decades of experience creating impactful social marketing campaigns that result in real behavior change, and over fifteen years of experience developing a multitude of water-related efforts.

The CWP Grant funding will go directly towards funding an effective, research-based education initiative that Coloradans will see on TV, online, on billboards, and at bus stops, hear on the radio, and read through earned media.

### 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



Last Updated: July 2019

	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	
	Number of Coloradans Impacted by Engagement Activity	
X	Other	Explain: Coloradans attitudes toward water usage and awareness of water challenges

### 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;)

For the Love of Colorado was created to directly support the goals and objectives of Colorado's Water Plan as they relate to public outreach, engagement, education, and funding.

#### Colorado's Water Plan

##### *Section 9.5 (p. 9-53) Goal:*

- a. *"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."*

Between the diversity of the stakeholders involved in the Coalition and Sukle's history of producing effective and impactful public awareness campaigns, the project is closely aligned with the high-quality and balanced water education and outreach efforts outlined in this goal.

##### *Section 10.2 (p. 10-7) Objectives:*

- b. *"Funding: Colorado's Water Plan sets an objective to sustainably fund its implementation. In order to support this objective, the State will investigate options to raise additional revenue in the amount of \$100 million annually (\$3 billion by 2050) starting in 2020. Such funds could establish a repayment guarantee fund and green bond program focused on funding environmental and recreational projects. In addition, such funds could further support conservation, agricultural viability, alternative transfer methods, education and outreach, and other plan implementation priorities."*

The Coalition came together in part to explore strategies for addressing the funding needs identified in Section 10.2 of Colorado's Water Plan in order to enhance Colorado's rivers and watersheds, protect water quality, support the efficiency and productivity of our agricultural economy, improve conservation



Last Updated: July 2019

practices in our cities and towns, modernize our water infrastructure systems, and reduce Colorado's interstate compact water supply risks.

A key objective of the project is to encourage Coloradans to support the full implementation of Colorado's Water Plan.

- c. *"Education, Outreach, and Innovation: Colorado's Water Plan sets a measurable objective to significantly improve the level of public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys. Colorado's Water Plan also sets a measurable objective to engage Coloradans statewide on at least five key water challenges (identified by CWCB) that should be addressed by 2030."*

The project is directly aligned with this objective, as the primary function of For the Love of Colorado is to raise public awareness and increase the level of public engagement regarding water issues statewide.

#### Basin Implementation Plans

For the Love of Colorado is a statewide effort and will not emphasize the goals or objectives from any single Basin. However, the project will support and work in concert with the education goals and identified strategies highlighted in the Basin Implementation Plans. We have already begun outreach to Basin Roundtables, to inform them of this effort, to seek their ambassadorial support in their communities, and to foster alignment with their own educational outreach activities. Presentations about the For the Love of Colorado education initiative have been made to the Rio Grande Basin Roundtable (June 11), and the West Slope Joint Basin Roundtable – Colorado, Gunnison, Yampa, and Southwest (June 20), and we will continue outreaching to the other Roundtables.

#### Gunnison Basin Implementation Plan

1. *"Goal 9: Create and maintain active, relevant and comprehensive public education, outreach and stewardship processes involving water resources in the six sectors of the Gunnison Basin" (Section 1, p. 39).*

#### North Platte Basin Implementation Plan

1. *"Perception can be a constraint to securing acceptance of a project. Representatives of competing water interests typically have a fair amount of knowledge on their own project needs, but may lack specific knowledge and/or have differing perspectives on the needs of competing water interests. Lack of knowledge and differing perspectives may generate an adverse perception of competing needs that may limit the ability of a project sponsor to implement a proposed project. Public education/outreach and incentive-based programs can effectively address adverse perceptions... Recommendations: Work closely with organizations that specialize in facilitation of public education and outreach programs (e.g. the Colorado Foundation for Water Education, CFWE). Increase public understanding and participation in important basin water issues through the NPBRT" (5.3, p. 111).*

#### Rio Grande Basin Implementation Plan

1. *"Goal 8: Establish a long-term education and outreach effort for water use and needs in the San Luis Valley/Rio Grande Basin" (Section 3, p. 59).*

#### South Platte Basin Implementation Plan

1. *"Facilitate effective South Platte communications and outreach programs that complement the state's overall program. Recommendations: Design and implement an intensive education, participation and outreach program designed to generate a lasting baseline of public awareness and support" (S.5.9, p. S-15).*





Last Updated: July 2019

**Southwest Region Basin Implementation Plan**

1. *“Strategy: Education and outreach about water values, water supplies, available funding options, and new information and tools will be a critical component for the implementation of this BIP” (5.1, p. 99).*

**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.

The project complements other CWCB programs because it promotes implementation of Colorado’s Water 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.

N/A

**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 the project is strictly a public awareness and education effort, TABOR issues will not affect this application.





Last Updated: July 2019

Submittal Checklist	
	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>
N/A	Engineer's statement of probable cost (projects over \$100,000)
	Letters of Matching and/or Pending 3 <sup>rd</sup> Party Commitments <sup>(1)</sup>  The project is funded by the Walton Family Foundation and the Gates Family Foundation. A letter of commitment/award is expected in August or September and will be submitted to CWCB upon receipt.
Exhibit C	
	Map (if applicable) <sup>(1)</sup>
	Photos/Drawings/Reports
	Letters of Support (Optional)  The Coalition is pursuing letters of support from multiple Basin Roundtables and will submit upon receipt.
	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.



Last Updated: July 2019

## 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)?

Through education, outreach, and communication, For the Love of Colorado directly engages the public to promote well-informed community discourse regarding balanced water solutions statewide.

The project has four key objectives:

- Make Coloradans aware of the water challenges as well as the solutions identified in Colorado's Water Plan
- Inspire Coloradans to speak out in support of these solutions
- Encourage Coloradans to become more water efficient
- Encourage Coloradans to support full implementation of Colorado's Water Plan

Who is/are the target audience(s)? How will you reach them? How will you involve the community?

The target audience is the entirety of the state of Colorado, with an emphasis on engaged citizens. In 2018, Sukle conducted in-depth ethnographic research across the state to identify the messages that would most strongly resonate and inspire Coloradans from every part of the state and in every walk of life. Building on that research, Sukle has developed a smart and creative communications and outreach concepts that will capture attention and resonate with the target audience. Sukle will also implement a sophisticated media strategy focused on delivering the message when and where it will be most effective.



Last Updated: July 2019

Overview (answer for both tracks)
<p>In June of this year, the Coalition did a “soft launch” of the For the Love of Colorado initiative at the Outdoor Retailer Summer Market (ORSM), North America’s largest tradeshow in the outdoor industry. The launch included a presence at the expo, as well as a cover story and op-ed in the ORSM daily publication. The successful effort resulted in media coverage by The Denver Post, CBS News, The Colorado Sun, and Colorado Politics.</p> <p>The project will continue to reach the community through a presence at relevant and targeted Colorado water and outdoor-related events.</p>
<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?</p>
<p>The Coalition is comprised of leaders from organizations representing diverse interests throughout the state, including the Colorado Cattleman’s Association, the Colorado River District, the Denver Metro Chamber of Commerce, Denver Water, the Gates Family Foundation, the Interbasin Compact Committee, the Walton Family Foundation, and Western Resource Advocates.</p> <p>Western Resource Advocates has and will continue to serve as the point of contact managing work performed by Sukle throughout the period of any grant awarded.</p> <p>To help bring the Coalition’s vision to reality, For the Love of Colorado has also partnered with the following organizations (and is continuing to reach out and engage others):</p> <ul style="list-style-type: none"><li>• American Rivers</li><li>• American Whitewater</li><li>• Audubon Rockies</li><li>• Business for Water Stewardship</li><li>• Club 20</li><li>• Colorado Contractors Association</li><li>• Colorado Municipal League</li><li>• Colorado Outdoor Recreation Industry Office</li><li>• Colorado Water Trust</li><li>• Conservation Colorado</li><li>• Environmental Defense Fund</li><li>• The Nature Conservancy</li><li>• The Trust for Public Land</li><li>• The Theodore Roosevelt Conservation Partnership</li><li>• Upper Gunnison River Water Conservancy District</li><li>• WaterNow Alliance</li></ul> <p>The project is currently funded by The Walton Family Foundation and the Gates Foundation.</p>
<p>Describe how you plan to measure and evaluate the success and impact of the project?</p>
<p>The project will be closely monitored and optimized by Sukle. The agency will use internal measurements to evaluate success and impact – paid media reporting, engagement reporting, and awareness, attitude and behavior reporting.</p>



Last Updated: July 2019

Overview (answer for both tracks)
The effectiveness of the effort will also be tracked by a research to measure Coloradans' attitudes and usage with regard to water before, during, and after the implementation of the project.
What research, evidence, and data support your project?
<p>According to Colorado's Water Plan, "much of water conservation is based—and reliant— on human behavior. It requires constant communication and education to make water conservation a standard community practice (also known as social norming), and to directly influence behavior to achieve water conservation results" (6.3.1, p. 6-63). While this section of the plan refers to the role water providers play in municipal water conservation, the principal can be applied to public awareness and educational initiatives as well.</p> <p>For the Love of Colorado seeks to expose Coloradans to accessible communication and education on the importance of water conservation in order to influence individuals' attitudes and behaviors. Past projects developed by Suple have demonstrated the impact this initiative can have and provide strong evidence to support For the Love of Colorado.</p> <p>The agency created Denver Water's "Use Only What You Need" public awareness campaign, which generated a 21% decrease in water consumption after its first three months in the market – an especially impressive statistic considering the Denver Water Board had set a 10-year goal to reduce water consumption by 22%.</p> <p>Suple is also behind the "Generation Wild" public awareness campaign for Great Outdoors Colorado, which achieved a 67.1% awareness level with its target audience. Aimed at reversing the rapidly expanding disconnect between kids and nature, nearly 40% of the target audience reported doing the activities suggested by the campaign.</p> <p>In the agency's work on the For the Love of Colorado education initiative, Suple will direct their expertise and proven methods towards raising awareness around water issues, in order to achieve the objectives laid out in Colorado's Water Plan.</p>
Describe potential short- and long-term challenges with this project.
<p>The key challenge for this project will be successfully penetrating the public consciousness to change opinions and behavior. However, Suple has extensive experience in developing similar large-scale and results-driven public awareness and education initiatives for complex stakeholder groups including the Wyoming department of Health, the Wyoming Governor's Council, the Colorado Governor's Office, Great Outdoors Colorado, Irvine Ranch Water District and Denver Water.</p>
<p>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.).</p>



Last Updated: July 2019

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."
<p>The Coalition will work with Sukle to develop an integrated, statewide education initiative that will drive awareness by breaking through the noise with important facts, relevant ideas, and memorable branding. The initiative will educate citizens and create a more informed public. It will raise Coloradans' interest in water issues and motivate individuals to act on their convictions.</p> <p>The effort will use a mixture of mass media, digital and social media, owned and earned media, and non-traditional tactics to raise awareness, shift attitudes, and change behaviors. The pacing of the project will include heavy "downpours" of media to raise awareness, quickly followed by a constant "drizzle" to keep water issues top of mind. Sukle will launch the initiative with executions that communicate the water gap and its consequences. The effort will then begin to evolve to educate people on the identified solutions outlined in Colorado's Water Plan.</p>
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.
<p>The project will contribute to successfully meeting the funding objective laid out in Colorado's Water Plan. As the objective states, "Colorado's Water Plan sets an objective to sustainably fund its implementation. In order to support this objective, the State will investigate options to raise additional revenue in the amount of \$100 million annually (\$3 billion by 2050) starting in 2020. Such funds could establish a repayment guarantee fund and green bond program focused on funding environmental and recreational projects. In addition, such funds could further support conservation, agricultural viability, alternative transfer methods, education and outreach, and other plan implementation priorities" (10.2, p. 10-7).</p> <p>The Coalition came together in part to explore strategies for addressing the funding needs identified in Section 10.2 of Colorado's Water Plan in order to enhance Colorado's rivers and watersheds, protect water quality, support the efficiency and productivity of our agricultural economy, improve conservation practices in our cities and towns, modernize our water infrastructure systems, and reduce Colorado's interstate compact water supply risks.</p> <p>A key objective of the project is to encourage Coloradans to support the full implementation of Colorado's Water Plan.</p>



Last Updated: July 2019

Describe how the project achieves the education, outreach, and public engagement goals set forth in the applicable Basin Implementation Plan(s).
<p>For the Love of Colorado is a statewide effort and will not emphasize the goals or objectives from any single Basin. However, the project will support and work in concert with the education goals and identified strategies highlighted in the Basin Implementation Plans. We have already begun outreach to Basin Roundtables, to inform them of this effort, to seek their ambassadorial support in their communities, and to foster alignment with their own educational outreach activities. Presentations about the For the Love of Colorado education initiative have been made to the Rio Grande Basin Roundtable (June 11), and the West Slope Joint Basin Roundtable – Colorado, Gunnison, Yampa, and Southwest (June 20), and we will continue outreaching to the other Roundtables.</p>
Describe how the project achieves the basin roundtable's PEPO Education Action Plans.
<p>As the project is a statewide initiative, there is no applicable basin PEPO Education Action Plan. However, the project's objectives directly complement the overarching objectives of the Education Action Plans. For example, according to the Metro Basin Roundtable Education Action Plan, the overall goals of the Education &amp; Outreach Committee are "to engage the public, decision-makers, and elected officials on solutions-oriented water supply planning" (p. 3). Educational priorities and implementation objectives include providing "consistency and commonality of water education outreach messaging and coordinating social media communications" (p. 3).</p> <p>By raising awareness and educating Coloradans, For the Love of Colorado will help each Basin Roundtable as well as the state of Colorado achieve the goals and visions laid out in Colorado's Water Plan.</p>

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



Last Updated: July 2019

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





Last Updated: July 2019

**Colorado Water Conservation Board**

**Water Plan Grant - Exhibit A**



Last Updated: July 2019

## Colorado Water Conservation Board

### Water Plan Grant - Exhibit A

#### Statement of Work

<b>Date:</b>	<b>August 1, 2019</b>
<b>Name of Grantee:</b>	<b>For the Love of Colorado Coalition, a program of the Keystone Policy Center</b>
<b>Name of Water Project:</b>	<b>For the Love of Colorado public education initiative</b>
<b>Funding Source:</b>	<b>Walton Family Foundation &amp; Gates Foundation</b>
<b>Water Project Overview:</b>	
<p>For the Love of Colorado is an initiative to raise public awareness of the water challenges facing the state, as well as Coloradans' general lack of knowledge on water issues, and spotlight the solutions identified in Colorado's Water Plan.</p> <p>To develop the public awareness campaign, the For the Love of Colorado Coalition (the Coalition) has engaged Suple, an award-winning Advertising &amp; Design agency that has two decades of experience creating impactful social marketing campaigns that result in real behavior change, and over fifteen years of experience developing a multitude of water-related efforts.</p> <p>The CWP Grant funding will go directly towards funding the implementation and evaluation of an effective, research-based public awareness campaign that Coloradans will see on TV, online, on billboards, and at bus stops, hear on the radio, and read through earned media.</p>	
<b>Project Objectives:</b>	



Last Updated: July 2019

The project has four key objectives:

- Make Coloradans aware of the state's water challenges as well as the solutions identified in Colorado's Water Plan
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- Encourage Coloradans to support full implementation of Colorado's Water Plan

## Tasks

### Task 1 – Public Awareness Initiative Implementation

#### Description of Task:

Sukle will implement an effective, research-based public awareness initiative in two stages. First, the agency will launch the effort statewide to generate awareness of “the gap” while leveraging citizens love of Colorado. The effort will drive people to learn more about the situation and the solution. Then, the agency will cultivate and educate people to support Colorado's Water Plan.

The effort will use a combination of paid, owned, earned and shared media channels to effectively accomplish specific tasks. While efforts in each channel will align with the project's objectives, the specific role of each channel will vary.

#### Subtask 1.1: Paid Media

The paid media plan will focus on increasing awareness of the water issues in Colorado and providing ongoing education and motivation to rethink Coloradans' relationship with water.

#### Method/Procedures for Subtask 1.1: Paid Media

The paid media plan will focus on increasing awareness of the water issues in Colorado and providing ongoing education and motivation to rethink Coloradans' relationship with water. To achieve that, Sukle will use several strategies:

#### Strategy 1: Use a steady flow of information to engage audience

This will be an integrated effort directed at the target audiences. The project will be designed to build awareness quickly while engaging and activating the audience in the issue by Q3 2020. This will require a large-scale launch followed by a steady flow of information throughout the duration of the project. Over the course of the effort, there will be bursts of heavier media at key times in the year. The heavier media periods will be used to break through the cluttered media landscape, driving awareness and action. The sustaining media will be tightly targeted with the frequency required to change attitudes and habits in a short time.



Last Updated: July 2019

## Tasks

### **Strategy 2: Establish a Strong Backbone**

A “Digital First” philosophy will be the backbone of implementation. Digital and social media will run for the entire duration, providing an “always on” element. These media tactics will allow for immediate and direct access to the target audience. Social media is consistently the most powerful performer. Its ability to generate word-of-mouth from influencers can help to create supporters and extend the reach of the education initiative.

### **Strategy 3: Create Impact at Key Moments**

For the Love of Colorado will launch with high impact. This strategy will also be utilized at other specific times to spike interest and engagement. Television will extend the video presence from digital devices into the room with high, wide and fast reach. It will help to create bonds and community with viewers. Out-of-home advertising, such as billboards, bus shelters and wallsapes, will also drive wide reach and awareness while increasing frequency. The larger-than-life images will be used to create buzz and fuel social media efforts.

### **Strategy 4: Heavy-Up Media for Specific Audiences**

In marketing and advertising, “heavy-up” involves purchasing lots of ads in a short timeframe. Specific media heavy-up strategies will be used to help build coalitions with government agencies, organizations and the general public. Radio and newspaper in select markets and with select outlets will accomplish this.

### **Strategy 5: Deliver the Right Message at the Right Time and the Right Place**

Media analysis will identify the right devices to deliver messages throughout the day, and the audience segments these messages will reach.

- Strategy Component - Digital Video:

Digital video will provide the backbone of the public education campaign, driving awareness with an always-on presence, whether on its own or running concurrent with other media. Digital media increases the cross-channel frequency of the For the Love of Colorado message, which enables us to reach target audiences wherever they are viewing video, not just on a TV set. The efficiency of digital video allows for a continuous presence that increases exposure, maximizes learning and delivers optimal performance based on viewable impressions and completed video views.

- Strategy Component - Digital Display:

Digital display and native advertising will increase the reach and frequency of the plan with retargeting. More efficient than digital video, it contributes to the always-on approach.

- Strategy Component - Paid Social:

Paid social will enable the agency to take advantage of the amount of time spent on social to boost the message while fostering engagement and increasing awareness amongst the target audience. It drives awareness and engagement with an always-on approach. Suple will build optimal performance based on actual engagements. Facebook and Instagram will be the key platforms, with some Twitter presence. The agency will use a mix of animated gifs and video content to attract views while keeping an efficient mix cost-wise.

- Strategy Component – Television:

Spot TV and Cable provide an efficient method of driving mass awareness during limited times. The television buy will extend reach on a local scale through a heavily-used medium, on networks



Last Updated: July 2019

## Tasks

and in programming that are favored by the target audience. Using a mix of broadcast and cable will increase and diversify the reach across target audiences.

- Strategy Component – Out-of-home:

Out-of-home advertising creates a wide reach and frequency through impactful units. Exposure to out-of-home advertising increases the communication value, like “day-after recall” of other media. The nature of the media also matters. Viewing out-of-home ads outdoors helps inspire Coloradans to think about water use in its “natural state,” and to do so more frequently. It can also captivate audiences and generate buzz through creative build-outs, while standard units serve as a base to broaden reach. Lastly, it provides an efficient, always-on media to serve as an awareness-builder and frequent reminder.

- Strategy Component – Newspaper:

Newspaper reaches target audience segments and key water stakeholders at home and work, delivering education and motivation in a local medium. The context of the message makes it newsworthy, delivering a sense of urgency from a trusted local voice. It will inspire Coloradans to think about water use in their local community and can create buzz and attention through creatively-configured ad formats, like sequential pages, full spreads, single columns, or double-truck strip ads.

- Strategy Component – Radio:

Like newspaper, traditional radio reaches target segments at home and while driving, creating opportunities to educate and motivate the target in a “one-to-one,” local voice. News, talk and music formats provide reach against the target subsegments and deliver to both English and Spanish listeners.

### Deliverables:

Based on the approved concept and media plan, the agency will begin work. This will include developing production budgets for each tactic. Once the estimates are approved and funded, the agency will write, design, create final art, and produce each element of the public education campaign.

Elements may include:

- Website
- Social media templates and content
- Television spots
- Radio
- Out-of-home advertising
- Digital video and display
- Paid social posts
- Non-traditional and experiential tactics
- Collateral
- Promotional giveaways



Last Updated: July 2019

## 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.

## 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



Last Updated: July 2019

## Performance Measures

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.3195

(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.





**COLORADO**  
Colorado Water  
Conservation Board  
Department of Natural Resources

### Budget and Schedule

Water Plan Grant Exhibit B  
Budget and Schedule

Date: 8/1/2019

Name of Grantee: For the Love of Colorado Coalition, a program of the Keystone Policy Center

Name of Water Project: For the Love of Colorado public education initiative

Task No.	Task Description	Start Date	End Date	Grant Funding Request	Additional Cost	Total
1	Public Awareness Initiative Implementation	11/15/2019	12/31/2020	\$ 400,000.00	\$ 500,000.00	\$ 900,000.00
			<b>Total</b>	\$ 400,000.00	\$ 500,000.00	\$ 900,000.00

WALTON FAMILY  
F O U N D A T I O N



August 8, 2019

Ben Wade  
Colorado Water Conservation Board  
1313 Sherman Street, Room 721  
Denver CO 80203

Dear Mr. Wade,

This letter is to confirm that the Walton Family Foundation has approved a grant to the Keystone Center, which includes funds in the amount of \$749,086 to support the For the Love of Colorado coalition and public education campaign from August 1, 2019 to December 31, 2020.

Sincerely,

Handwritten signature of Jill Ozarski.

Jill Ozarski  
Program Officer – Environment, Colorado River Initiative



August 19, 2019

Ben Wade  
Colorado Water Conservation Board  
1313 Sherman Street, Room 721  
Denver CO (303) 866-3441

Dear Mr. Wade,

The Metro Basin Roundtable endorses the Colorado Water Conservation Board Colorado Water Plan Grant application for the For the Love of Colorado education initiative.

The Denver Metro region is home to about half of the state's residents. In 2010, the region had a population of 2.6 million. By 2050, this number is expected to increase to 4.1 million. For the Love of Colorado will education Coloradans on the state's long-term water challenges, including the impact population growth will have on water supply if the challenges are not addressed.

It is estimated that the Metro Basin Roundtable will need an additional 183,000 acre feet (AF) to 272,000 AF to meet its 2050 demands with passive conservation included. Additionally, the South Metro area expects it will need approximately 25,900 AF of additional annual supplies to replace non-renewable Denver Basin groundwater. For the Love of Colorado will encourage Coloradans to support the full implementation of Colorado's Water Plan, which will in turn increase water supply and help the Metro region meet future water demands.

Education and outreach are important components of both the South Platte Basin Implementation Plan and Colorado's Water Plan, and For the Love of Colorado will directly support these components. The Metro Basin Roundtable is confident For the Love of Colorado will support the goals and visions laid out in Colorado's Water Plan.

Sincerely,



Barbara Biggs  
Chair, Metro Basin Round Table