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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) 866-3319/53195441 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		\$315,000
Other Funding Sources: Walton Family Foundation		\$495,000
Other Funding Sources: CWCB		\$85,000
Other Funding Sources		\$205,000
Applicant Funding Contribution		
Total Project Cost		\$1,100,000



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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 (FLC) 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>	

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



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	<b>Covered Entity:</b> As defined in <a href="#">Section 37-60-126 Colorado Revised Statutes</a> .
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Type of Water Project (check all that apply)	
	Study
	Construction
	Identified Projects and Processes (IPP)
X	Other: Public education and awareness

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:

Location of Water Project	
Please provide the general county and coordinates of the proposed project below in <b>decimal degrees</b> . The Applicant shall also provide, in Exhibit C, a site map if applicable.	
County/Countries	State of Colorado
Latitude	39.5501° N
Longitude	105.7821° W



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## 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 (FLC) is a statewide initiative focused on raising awareness of the state's water supply and demand challenges and elevating the importance of the Colorado Water Plan as providing a road map for solutions to those challenges. The FLC public education initiative will launch in 2020, beginning with a focus on two demographically and socially different areas of the state with different perspectives and challenges related to water. Pre- and post-initiative evaluation will demonstrate the effectiveness of social marketing in raising awareness, changing attitudes, and inspiring action.

The FLC education initiative 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 campaign, FLC has engaged Suple, an award-winning Advertising & Design agency with two decades of experience creating impactful social marketing campaigns that result in real behavior change, and over fifteen years of experience developing water-related education campaigns.

## 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
	Number of Coloradans Impacted by Engagement Activity



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X	Other	Explain: Coloradans attitudes toward water usage and awareness of water challenges
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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;)

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 Suple'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 FLC 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.

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."*



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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).*

#### 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.



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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.



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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.





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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)?

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

The FLC education initiative 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 first stage of the public awareness effort will be focused on two distinct geographies in the state: a group of West Slope counties in the Colorado River Basin, the most stressed waterway in the country, and a few Front Range counties with a mix of both rural and urban residents. These focus areas will include approximately 715,000 residents.

FLC will reach audiences statewide through an enhanced website that will include key messages and short, engaging video that will run on a variety of different media.



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### Overview (answer for both tracks)

FLC will reach additional audiences in the state through the establishment of business partnerships though co-branding and event opportunities.

In 2018, Suple 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, Suple has developed smart and creative communications and outreach concepts that will capture attention and resonate with the target audience. Suple will also implement a sophisticated media strategy focused on delivering the message when and where it will be most effective.

In 2019, 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, sidewalk art to engage passersby, 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.

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?

The FLC Coalition is comprised of leaders from organizations representing diverse interests throughout the state. The steering committee members represent 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.

For the Love of Colorado staff has and will continue to serve as the point of contact managing work performed by Suple throughout the period of any grant awarded.

To help bring the coalition’s vision to reality, FLC has also partnered with the following organizations (and is continuing to reach out and engage others):

- American Rivers
- American Whitewater
- Audubon Rockies
- Business for Water Stewardship
- Club 20
- Colorado Contractors Association
- Colorado Municipal League
- Colorado Outdoor Recreation Industry Office
- Colorado Water Trust
- Conservation Colorado
- Environmental Defense Fund
- The Nature Conservancy
- The Trust for Public Land
- The Theodore Roosevelt Conservation Partnership
- Upper Gunnison River Water Conservancy District
- WaterNow Alliance

The project is currently funded by The Walton Family Foundation and the Gates Foundation.

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



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Overview (answer for both tracks)
<p>The initiative will be closely monitored and optimized by Sukle. The agency will evaluate success and impact – paid media reporting, engagement reporting, and awareness, attitude and behavior reporting.</p> <p>The effectiveness of the effort will also be measured using surveys which will measure Coloradans' knowledge, attitudes, and actions before, during, and after the implementation of the project.</p>
<p>What research, evidence, and data support your project?</p>
<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 principle 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 Sukle have demonstrated the impact a social marketing campaign like this can deliver.</p> <p>The Sukle team created Denver Water's "Use Only What You Need" public awareness campaign, which is credited with driving 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>Sukle 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 growing disconnect between kids and nature, nearly 40% of the target audience reported taking part in the activities suggested by the campaign.</p> <p>In the agency's work on the For the Love of Colorado education initiative, Sukle will direct their expertise and proven methods towards raising awareness around the state's water supply and demand issues, and highlight Colorado's Water Plan as providing a road map for solutions to those challenges.</p>
<p>Describe potential short- and long-term challenges with this project.</p>
<p>The key challenge for this project will be successfully penetrating the public consciousness to change opinions and behavior. Sukle 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>



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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 FLC Coalition will work with Sukle to develop a social marketing campaign that will drive awareness and build trust 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 media, and non-traditional tactics to raise awareness, shift attitudes, and change behaviors.</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 FLC 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>
Describe how the project achieves the education, outreach, and public engagement goals set forth in the applicable Basin Implementation Plan(s).
<p>FLC 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 to make presentations at all of the remaining BRTs (as well as repeat visits to the others) by the end of 2020.</p>
Describe how the project achieves the basin roundtable's PEPO Education Action Plans.



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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 & 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).

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.

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



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

### Water Plan Grant - Exhibit A

#### Statement of Work

<b>Date:</b>	<b>February 1, 2020</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 Sources:</b>	<b>Walton Family Foundation &amp; Colorado Water Conservation Board</b>
<b>Water Project Overview:</b>	
<p>For the Love of Colorado (FLC) is a statewide initiative focused on raising awareness of the state's water supply and demand challenges and elevating the importance of the Colorado Water Plan as providing a road map for solutions to those challenges. The FLC public education initiative will launch in 2020, beginning with a focus on two demographically and socially different areas of the state with different perspectives and challenges related to water. Pre- and post-initiative evaluation will demonstrate the effectiveness of social marketing in raising awareness, changing attitudes, and inspiring action.</p> <p>To develop the public awareness campaign, FLC has engaged Suple, an award-winning Advertising &amp; Design agency with two decades of experience creating impactful social marketing campaigns that result in real behavior change, and over fifteen years of experience developing water-related education campaigns.</p>	
<b>Project Objectives:</b>	
<p>The For the Love of Colorado education initiative has four key objectives:</p> <ul style="list-style-type: none"><li>• Make Coloradans aware of the state's water challenges as well as the solutions identified in Colorado's Water Plan</li><li>• Inspire Coloradans to speak out in support of these solutions</li><li>• Encourage Coloradans to become more water efficient</li><li>• Encourage Coloradans to support full implementation of Colorado's Water Plan</li></ul>	

#### Task 1: Implementation of statewide initiatives and development of evaluation strategy

##### *Subtask 1.1 – Enhanced and updated website content*

##### **Description of Task/Method:**

Suple will identify key messages that need to be incorporated into the core communication tactics. These will then be shared with the FLC team for feedback and approval. They will then be included on the For the Love of Colorado website.



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<b>Task 1: Implementation of statewide initiatives and development of evaluation strategy</b>	
<b>Deliverables:</b>	<ul style="list-style-type: none"><li>• Website content updates</li></ul>
<b><i>Subtask 1.2 – Design and implementation of an evaluation strategy</i></b>	
<p><b>Description of Task:</b> Once the campaign strategy and specific creative executions are determined, Sukle will design and deploy an evaluation to measure the impact of the effort.</p> <p>The purpose of campaign reporting and evaluation is to track momentum and indications that the For the Love of Colorado initiative is increasing awareness of the importance of Colorado water issues, changing attitudes and ultimately activating behaviors among key audiences. The initiative will be closely monitored and optimized throughout. Understanding the impact will be an on-going concern. Three areas of evaluation are likely be monitored as part of this task: media metrics, engagement, and awareness, attitude and behavioral shifts.</p>	
<p><b>Method/Procedures:</b></p> <p>The exact methodology will be determined, but it will include a pre- and post-test along with a final report that explains the findings.</p>	
<b>Deliverables:</b>	<ul style="list-style-type: none"><li>• Evaluation design</li><li>• Pre- and post-test</li><li>• Evaluation report</li></ul>
<b><i>Subtask 1.3 – Maximized impact from a select number of new partnership opportunities</i></b>	
<p><b>Description of Task:</b></p> <p>Marketing partnerships with businesses can play an important role in increasing the overall effectiveness of this effort, especially with audiences that can be otherwise difficult to reach. An example of such a partnership might include an agreement with a beverage company to produce a unique drink container containing compelling FLC messages about water along with the company's brand for use at a particular venue (e.g. Red Rocks, a Rockies game) for a specific event.</p> <p>Partnerships will exist on four levels:</p> <ul style="list-style-type: none"><li>• Endorsements to build credibility</li><li>• Sharing messages and broadening our reach</li><li>• Co-branded opportunities</li><li>• Financial support</li></ul>	
<p><b>Method/Procedure:</b></p> <p>As business partnership opportunities are managed by the For the Love of Colorado team and coalition member Business for Water Stewardship, Sukle will help shape co-branding possibilities and create materials specific to the both the business and the target audience.</p>	





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### **Task 1: Implementation of statewide initiatives and development of evaluation strategy**

#### **Deliverables:**

- Workshops to explore partner relationships (included in base scope of work)
- Co-branded materials/campaign (pending incremental budget)

### **Task 2: Regional public awareness campaign development and implementation**

#### **Description of Task:**

This stage of the public awareness effort will be focused on two distinct geographies of the state: a group of West Slope counties in the Colorado River Basin, the most stressed waterway in the country, and a few Front Range counties with a mix of both rural and urban residents. These focus areas will include approximately 715,000 residents.

Increasing awareness and understanding of the statewide water supply and demand challenges will help grow concern of its importance, which could lead to increased support for initiatives and adoption of behaviors that can further Water Plan objectives.

This campaign effort will launch in early summer and run through mid-September.

#### **Method/Procedure:**

The first step in this process will be to develop a campaign strategy that maps out the specific communication goals and defines strategies to achieve them. This will be followed by an audit of existing creative assets to determine what new elements are needed. Those specific elements will then be conceived and shared with the FLC members.

At the same time, a media strategy and plan will be developed to determine the most effective way of bringing the message to this audience. This plan will include mass media tactics.

Once the media plan and creative concepts are shared with and approved, each element will be produced and deployed in market. Exact tactics will be determined, but could include a combination of television, digital video, social, newspaper, radio and guerrilla executions. Additionally, branded swag/collateral will also be considered as ways to extend the reach of the campaign (e.g., buttons, bottle openers, bumper stickers).

#### **Deliverables:**

- Campaign strategy
- Audit of existing creative concepts
- Creative concepting (to address any gaps that exist)
- Media strategy, plan and management
- Campaign execution, production and deployment



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 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.



Last Updated: July 2019

### Performance Measures

(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: 2/1/2020

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	Raised Funds	Funding Source	Total
1	Implementation of statewide initiatives and development of evaluation strategy	2/1/2020	5/15/2020	\$ -	\$ 120,000.00	CWCB (\$85k) WFF (\$35k)	\$ 120,000.00
2	Regional public awareness campaign development and implementation	5/15/2020	9/15/2020	\$ 315,000.00	\$ 665,000.00	WFF (\$460k) TBD (\$205k)	\$ 980,000.00
			<b>Total</b>	\$ 315,000.00	\$ 785,000.00		\$ 1,100,000.00





## COLORADO RIVER DISTRICT

PROTECTING WESTERN COLORADO WATER SINCE 1937

February 1, 2020

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

***Re: For the Love of Colorado Public Awareness Campaign Water Plan Grant Application***

Dear Mr. Wade:

As General Manager of the Colorado River District, I am writing to express support for the Colorado Water Plan grant application submitted by For the Love of Colorado for the public awareness campaign and education initiative.

Coloradans are generally not aware of the looming challenges the state faces in water supply and planning. Increasing awareness and understanding of these water challenges can lead to increased support for initiatives and adoption of behaviors that impact the state in positive and sustainable ways.

The For the Love of Colorado public awareness campaign will focus on elevating the importance of water in the state, creating a sense of urgency around water issues, and building trust and consensus in solutions. For the Love of Colorado supports the education and outreach components of Colorado's Water Plan and will promote the plan's objectives for well-informed community discourse and decision-making regarding balanced water solutions statewide.

As a member of the For the Love of Colorado Management Committee, we are committed to and strongly support For the Love of Colorado and this public awareness campaign. Thank you for your consideration.

Sincerely,

Andrew A. Mueller  
General Manager



February 7, 2020

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

Re: Support for  
*For the Love of Colorado* Public Awareness Campaign Water Plan Grant Application

Dear Mr. Wade:

I write in support of a Colorado Water Plan Implementation grant application recently submitted by For the Love of Colorado for the public awareness campaign and education initiative.

Western Resource Advocates is a member of the For the Love of Colorado Management Committee where we have put in many hours over the past year in productive dialogue on how to tackle our state's biggest water challenges.

What have we found? Nearly all Coloradans are generally *unaware* of the looming challenges the state faces in water supply and planning. Building increased awareness and understanding of these water challenges can lead to increased support for initiatives and adoption of behaviors that will impact the state in positive and sustainable ways.

The For the Love of Colorado public awareness campaign will focus on elevating the importance of water in the state, creating a sense of urgency around water issues, and building trust and consensus in solutions we can reach together. For the Love of Colorado supports the education and outreach components of Colorado's Water Plan and will promote the plan's objectives for well-informed community discourse and decision-making regarding balanced water solutions statewide.

We trust you will look favorably upon funding the For the Love of Colorado public awareness and education initiative.

Thank you for your consideration.

Sincerely,

Bart Miller  
Director, Healthy Rivers Program  
Western Resource Advocates

