

Community Agriculture Alliance Report on:

Development and Implementation of Water Education and Outreach a \$150,000 Yampa-White-Green Basin Roundtable Water Supply Reserve Fund Grant CTGG1 2017-728

Background information:

Community Agriculture Alliance was awarded a \$150,000 YWG BRT WSRF grant to develop and implement water education and outreach on behalf of the Yampa-White-Green Basin Roundtable in January 2017. CAA completed the Grant June, 2021. The objectives and tasks of the grant were to support education and outreach of the YWG BRT. The objectives and tasks, as per the original 2017 grant application, are listed below.

OBJECTIVES

- Raise public awareness of the YWG Basin Implementation Plan and the Colorado's Water Plan
- Raise public awareness of YWG Roundtable activities
- Increase public awareness of water related issues, projects and program in Northwest Colorado
- Encourage collaboration and partnerships to promote better water education, discussions and locally driven collaborative solutions
- Coordinate the grants applications process submitted to the YWG BRT for review and consideration
- Develop and implement a system to inform the members of the YWG BRT of projects and activities within their basins

Tasks:

Task 1: Implement a Collateral and Media Plan

Development, implementation and dissemination of a collateral and media outreach plan to raise public awareness of water issues in the region and how we relate to the Colorado River Basin and Colorado's State Water Plan.

The work items produced that support this task include the website, logo, members handbook, videos and poster board. The media plan was to provide water education content to the regional newspapers and radio stations.

Task 2: Raise Public Awareness of the Yampa-White-Green Basin Roundtable

Development and Implementation of a three year plan to better inform the public of the purpose of the YWG BRT, the content of studies executed by the YWG BRT, the YWG BRT BIP, past accomplishments of the YWG and future opportunities available through the YWG BRT.

Work items produced that support this task include social media posts, videos, print and radio ads in the regional media outlets.

Task 3: Increase Public Knowledge about Water Issues

Development and Implementation of a three-year plan to further focus on community education, outreach and stakeholder participation.

CAA developed and supported water education events, and included YWG BRT updates.

Task 4: Coordinate the YWG BRT Grant Process

Development and Implementation of a plan to inform the public of the availability of YWG BRT projected funds. Development and coordination of a system for the YWG BRT to review grant applications.

CAA worked with the YWG BRT Grant Committee to develop a process for the YWG BRT.

Task 5: Raise Awareness for YWG BRT about Water Projects and Activities in the Basin

Develop a method to chart water related activities in Moffat, Rio Blanco and Routt Counties.

CAA worked with partners to get them placed on the YWG website.

Below are the list of work products, activities, and events that CAA completed on behalf of the YWG BRT to meet the objectives and tasks of this grant. These work activities encompassed one or more of the tasks outlined in the grant, so it was difficult to break out each work item to a specific task.

Website:

The initial website was developed by contractors, Jeff Devere and April McIntyre. The initial website had a couple of tabs which now has grown into 9 different tabs (Home, IWMP, Events Calendar, BIP, Education, Grants, Membership, Partnerships, Projects) a calendar and depository through Google Suite. The website is the first place we point people to find information about the YWG BRT and water issues. While they have done a wonderful job maintaining and updating the website with all the requested information, it was time to have a professional update the website. CAA has contracted with Hive 180, a local professional marketing and design firm, to update the website and use the website as the main marketing tool for the YWG BRT. Hive 180 developed a website that will help the public find and learn about the YWG BRT and how it supports the Colorado Water Plan. At the same time, the website will be utilized by the BRT members to find the information they need (meeting packets, meeting notices). Hive 180 will have the updated website released in 2021. The website currently is costing \$15 a month for hosting and \$48 a month for G Suite. G Suite allows us to have email addresses and storage of documents that members and the public need access to. After the website update the website will be hosted on Hive 180 at a cost of \$225 a year.

Specific website content related to grant objectives and tasks:

- IWMP pages were added to provide information on the Yampa IWMP. This page provides basic information about the process and its findings. Both stakeholders and committee members use this page to find information about the IWMP.
- Events calendar page was added to the website for BRT related events. Partners can list water related events on the page as well.
- BIP page has the general information on the Basin Implementation Plan.

- Education page is where the PEPO committee has a general description of PEPO and some educational material. Reports from the PEPO committee can be found here.
- The Grants page is where all the information needed on the YWG BRT WSRF process can be found. This includes a timeline, flowchart, application materials and details.
- The Membership page lists the BRT members, as well as has the handbook and bylaws.
- The Partnership page was developed to have a place where all the entities working on water in the basin can be found. We ask that partners also share events and projects within the basin with use through this page.
- The Projects page was added to promote what the YWG BRT has done within the basin. This page on a map shows the locations of projects funded by the roundtable and provides a link to the reports and final reports of the project. We did not have all the information on the early projects but plan on keeping up to date on new projects.



Figure 1: Screen Capture of the YWG BRT Website

Social Media:

Contractor, April McIntyre is using Facebook posts (information provided by YWG BRT and CAA) as our social media this time. She has scheduled posts weekly to keep the account active. We will look at more social media presence after the website is updated and be able to use it as a marketing tool.

<https://www.facebook.com/YWGBRT>

Logo:

A professional logo for the Yampa-White-Green Basin Roundtable was developed:



Figure 2: YWG BRT Logo

Yampa-White-Green Basin Roundtable Handbook:

A handbook was developed for new Roundtable members to review the requirements of membership and history of the YWG BRT. Sections of the handbook are: History, Committees, By-Laws, Robert's Rules of Order, Common Acronyms, BIP and WSRF Grant Process. The handbook is on the website for members to review. The handbook can also be accessed by the general public to learn more about the BRT.

Other Collateral:

Other collateral was developed as needed or requested. Examples include informational poster boards, printouts for talks, etc.

YWG Videos:

A series of six professional, educational videos were produced by contractor, Mountain Town Film for the YWG BRT. The initial contract for the videos were for six 90 second videos. The final version of the videos will be close to the 200 seconds for each video. The six main topics for the videos are: Agriculture, Municipal & Industrial, Recreation, Storage, the Hydrograph, and the White River. Key points from each video are listed below in the video table.

Video	Length	Key Points
Agriculture	140 seconds	Agriculture one of the first water rights, Flood irrigation, return flows, sprinkler irrigations
Storage	190 seconds	Beneficial Use, Conservancy Districts, Dam Operations, Yampa Call, Major Storage in the Basin, Wild river can go dry in drought years, prior appropriation systems.

Municipal & Industrial	210 seconds	Snow falls is the water for the city consumptive, Filtration process larger number of steps, towns that rely on rivers for water, IWMP, consumptive use, water needed to make power
Recreation and Wildlife	212 seconds	Colorado first states to recognize the importance of environmental and rec water. Yampa is one of the first rivers with Rec water right. Elkhead reservoir critical bucket for fish recovery. Native fish vs nonnative fish. Collaborative process. Northwest influence at the state level.
White River	215 seconds	White river, flood irrigation, a river allowed to move, upstream affects downstream, recreation, agriculture
The Hydrograph	222 seconds	Elk River has more water per length than any other river in the US. The Elk River is unique in that it flows unencumbered. Lack of large-scale reservoirs, high water flows adds ecological benefits. Flooding of the banks is a con that ranchers must make a compromise. Really low lows because we do not have reservoirs. Hard water management decisions because of the natural hydrograph.



Figure 3: Screen Shot from Agriculture Video

All six videos have been embedded into the YWG BRT website:

https://yampawhitegreen.com/water_table_videos/ with a brief introduction to each video from the BRT perspective. The videos live on yourwatertable.org website on Vimeo where the producer of the videos made a discussion starter and glossary.

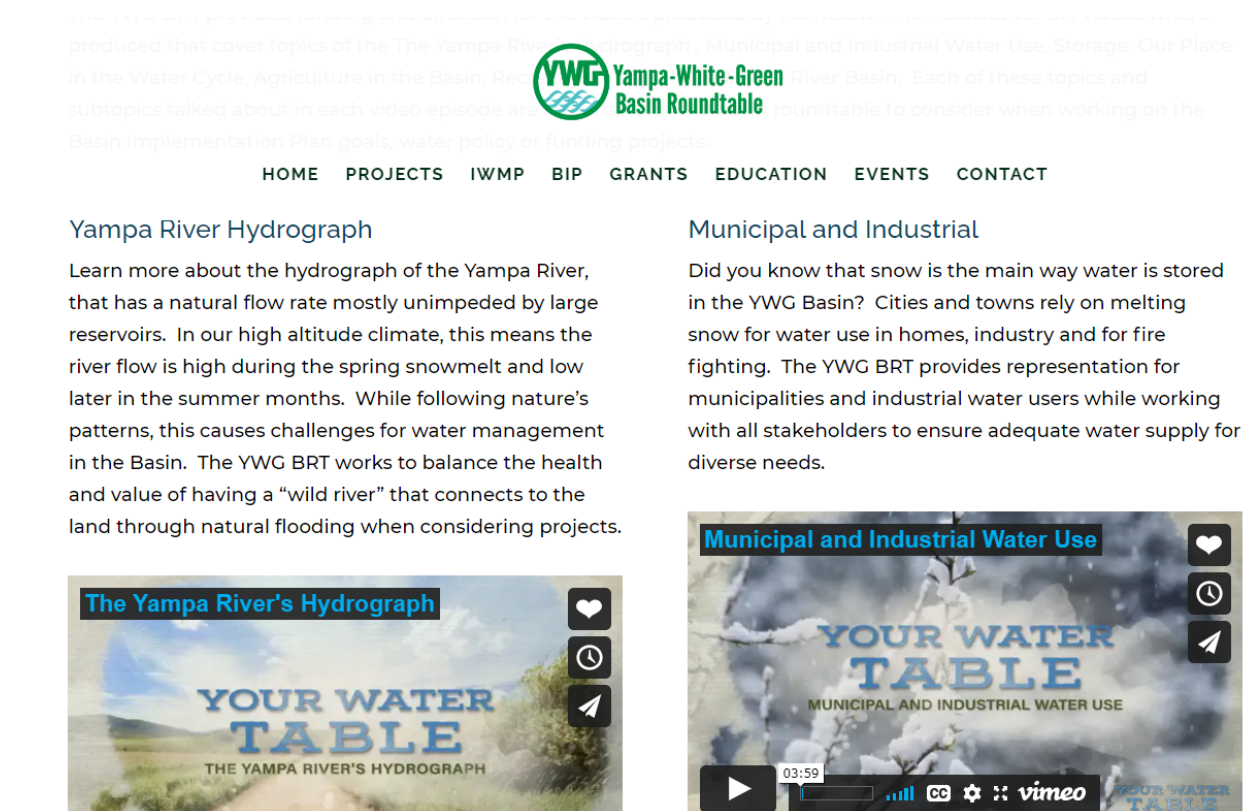


Figure 4: Screen Shot from YWG BRT Website.

Youth Education

On behalf of the BRT, CAA contracted with Yampatika, a local environmental education non-profit, to work with regional school districts to develop youth water education and programs that included the Roundtable process and BIP goals. Yampatika also made an additional contact in the Meeker and Rangely School Districts to expand the education program basin wide. This initial contract led to a WSRF grant that Yampatika received to develop and deliver youth water education basin wide. CAA and Yampatika are working with Water Education Colorado to include SWEAP in the education development.

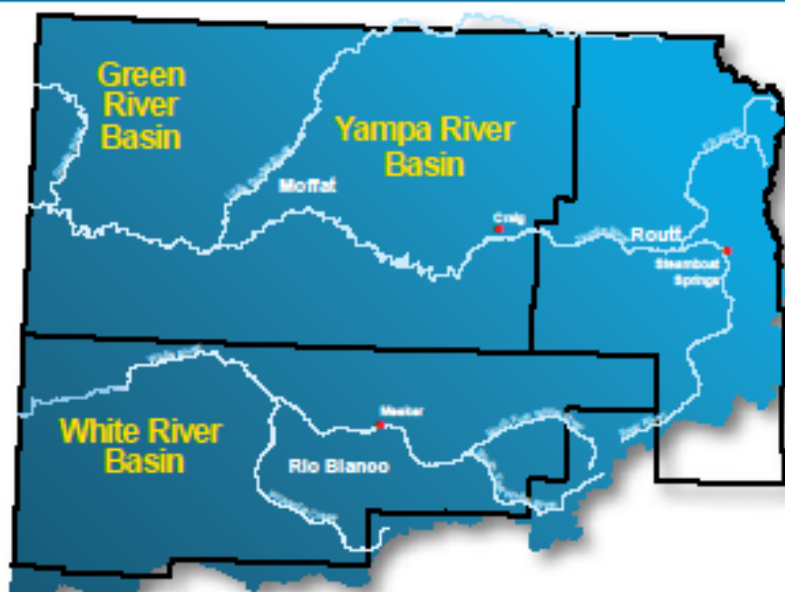


Figure 5: Roundtable Member Kelly Romero-Heaney talking to a Third and Fourth Graders

Print Ads

Print ads were run in 2017 and 2020 listed below in the table. Ads that were run in 2018 were based on the Basin Implement Plan. The ads covered basin facts, goals, model findings, non-consumptive uses, agriculture and municipal & industrial water needs and uses. The ads run in 2020 used key water concepts from the State Water Education Action Plan and tied them to the YWG BRT, work the BRT is working on or goals of the BIP. The last two ads of 2020 focused on education and information about the Colorado Compact and Drought Contingency Plan.

Date	Print Ads	Newspapers
Sept 2017	Basin Facts	Craig Press, Rio Blanco Herald Times, Steamboat Today, Valley Voice
Nov 2017	Goals and Measurable Outcomes form the YWG BIP	Craig Press, Rio Blanco Herald Times, Steamboat Today, Valley Voice
Jan 2018	Preliminary Model Findings	Craig Press, Rio Blanco Herald Times, Steamboat Today
June 218	Non-Consumptive	Craig Press, Rio Blanco Herald Times, Steamboat Today, Valley Voice
July 2018	Ag	Craig Press, Rio Blanco Herald Times, Steamboat Today
Sept 2018	M&I	Craig Press, Rio Blanco Herald Times, Steamboat Today, Valley Voice
May 2020	21 st Act Ad	Craig Press, Rio Blanco Herald Times, Steamboat Today
May 2020	BIP	Craig Press, Rio Blanco Herald Times, Steamboat Today
June 2020	Infrastructure	Craig Press, Rio Blanco Herald Times, Steamboat Today
July 2020	IWMP	Craig Press, Rio Blanco Herald Times, Steamboat Today
July 2020	Water Quality	Craig Press, Rio Blanco Herald Times, Steamboat Today
Aug 2020	Compact	Craig Press, Rio Blanco Herald Times, Steamboat Today
Aug 2020	Drought Contingency Plan	Craig Press, Rio Blanco Herald Times, Steamboat Today



THE YAMPA-WHITE-GREEN (YWG) RIVER BASIN ROUNDTABLE was established in 2005 when the Colorado General Assembly passed the Colorado Water Act for the 21st Century.

It is one of nine grassroots water policy roundtables throughout Colorado working to develop locally-driven, collaborative solutions to water supply challenges.

THE YAMPA-WHITE-GREEN (YWG) RIVER BASIN FACTS

- The YWG Basin covers roughly 10,500 square miles.
- Elevations range from 12,200 feet to 5,100 feet.
- Varied landscapes: from wet, high-mountain elevations, sagebrush steppes & desert canyons.
- The Yampa River - largest tributary to the Green River with an average annual flow of 1.3 million-acre feet.
- The White River - average annual flow of 500,000 million-acre feet to the Green River.
- The Green River - average annual flow of 4.4 million-acre feet to the Colorado River.
- Average usage of YWG water is currently 282,000 acre-feet per year. Demand is expected to increase to 361,000 acre-feet per year by 2050.
- YWG Basin is relatively undeveloped and has limited storage compared to other basins in Colorado.
- The Basin has a rich agriculture heritage, a strong tourist economy, environmental assets, vast natural landscapes and deep deposits of fossil fuels. All interests recognize the importance of water.

Yampa-White-Green Basin Roundtable

CWA community agriculture alliance

Map provided by:

UPPER YAMPA WATER
—COURTESY DISTRICT—

Figure 6: Sample Print Ad from 2017



Water is a Public Resource Governed by Water Law

Colorado water law governs the allocation of public resources for beneficial use, within the Prior Appropriation system, better known as “First in time, first in right.”

The 2005 Colorado Water for the 21st Century Act was created by the Interbasin Compact Committee and Nine CO Basin Roundtables. The Yampa-White-Green Basin Roundtable is our regional Roundtable.

The Roundtable was chartered to develop a Basin Implement Plan through water needs assessments and Water Supply Reserve Fund supported programs to bring collaborative solutions to water supply gaps.

The Interbasin Compact Committee (IBCC), which is made up of members of the CO Roundtables and Governor appointees, is chartered to conduct negotiations between basins.

The Colorado Water Plan was finalized in 2015 by the Colorado Water Conservation Board following the Governor’s executive order to find solutions to close the Colorado Water Supply Gap by 2050.

To find out more information about you local water policy influencers please visit:

yampawhitegreen.com

cwcb.colorado.gov

Meet One of Your Local YWG BRT Member: Chuck Whiteman

Chuck has been a resident of Meeker for 46 years, with much of that time he owned and operated a land surveying business. Working with several large absentee landowners he has learned that the agricultural community, is one of the greatest importance to the area and economy. Sustainability for the agricultural community, as well as all businesses, are challenged with many issues and he feels water is one of the biggest.



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

c community
a agriculture
a alliance

Figure 7: Sample Print Ad from 2020

Radio Ads:

The first radio ads followed the flow of the related print ads and provided general information about the Basin and Roundtable. The second and third round of ads highlighted a specific basin issue or fact but was presented by Roundtable members. Below is the list of ads developed and when they ran.

Date	Radio Ads	Station
2017 (Dec), 2018 (Jan, Aug), 2019 (Apr, May)	Basin Facts	KRAI, Steamboat Radio
2018 (Jan, Feb), 2019 (Apr, May), 2020 (Apr, May)	Goals and Measurable Outcomes from the YWG BIP	KRAI, Steamboat Radio
2018 (Mar, Apr), 2019 (Apr, May)	Preliminary Model Findings of the YWG BIP	KRAI, Steamboat Radio
2018 (May). 2019 (May, Jun)	Non-Consumptive goals of the YWG BIP"	KRAI, Steamboat Radio
2018 (Jun, Jul), 2019 (May, Jun)	Agriculture goals of the YWG BIP	KRAI, Steamboat Radio
2018 (Aug, Sep) 2019 (May, Jun)	Basin Facts of the YWG RT	KRAI, Steamboat Radio
2018 (Sep) 2019 (May, Jun)	M&I goals of the YGW BIP"	KRAI, Steamboat Radio
2019 (Jul, Sep), 2020(Apr, May)	Kent Vertrees (Rec)	KRAI, Steamboat Radio
2019 (Jul, Sep), 2020(Apr, May)	Jackie Brown (Roundtable)	KRAI, Steamboat Radio
2019 (Jul, Sep) 2020 (May)	Will Meyers (Ag)	KRAI, Steamboat Radio
2019 (Aug, Sep), 2020 (May)	Frank Alfone (M&I)	KRAI, Steamboat Radio
2019 (Aug, Sep), 2020(Apr, May)	Alden Vanden Brink (Storage)	KRAI, Steamboat Radio
2019 (Aug, Sep)	Geoff Blakeslee (IWMP)	KRAI, Steamboat Radio
2020 (Jun, Jul, Aug, Sept)	Will Meyer #2 (Infrastructure)	KRAI, Steamboat Radio
2020 (Jul, Aug, Sept)	Kelly Romero-Heaney (Water Plan)	KRAI, Steamboat Radio
2020(Aug, Sept)	Brian Hodge (IWMP)	KRAI, Steamboat Radio

Events:

BRT specific events and support for region wide water events were focused on the grant task of providing stakeholder outreach and involvement on water issues or topics. These events include a variety of partners including Community Ag Alliance, support of regional conservation districts, and in partnership with other NGOs. Below is the list of events, the partners in the event and the number of attendees. Events in 2020 were pivoted to online content due to the COVID pandemic.

2017:

Date	Event	Partnership	Attendance
Feb 18, 2017	Water issues that affect the Lower White River	Douglas Creek Conservation District	60
Feb 28, 2017	Water issues that affect Moffat	Colorado First Conservation District	70
March 22, 2017	Colorado Ag Water Alliance Workshop in Steamboat	CAWA, CAA	102
May 23, 2017	Residential Water Efficiency Workshop in Steamboat	City of Steamboat Springs	25
June 1, 2017	State of the Yampa	Friends of the Yampa	150
Sept 11, 2017	Maybell Ditch Tour and Water Leasing Workshop		54

2018:

Date	Event	Partnership	Attendance
Feb 20, 2018	Water issues in Craig	Colorado First Conservation District	70
March 17, 2018	Art! Water! Ranches! In Steamboat	Steamboat Art Council	16
March 20, 2018	State of the River	Colorado River District	215
March 22, 2018	Create you Own Power with Water in Craig and Steamboat	CAA	56
April 4, 2018	State of the White River	White and Douglas Creek Conservation District	53
April 19, 2018	State of River	Colorado River District	41
May 31, 2018	State of the Yampa	Friends of the Yampa	100

2019:

Date	Event	Partnership	Attendance
Jan 17, 2019	White River Water Expo	White River and Douglass Creek Conservation District	100
Feb 19, 2019	Forum on water issues for Moffat	Colorado First Conservation District	70
April 2, 2019	State of the River Craig	Colorado River District	45
April 3, 2019	State of the River Steamboat	Colorado River District	100
May 6, 2019	Watershed and Stream Management Planning Training for AG	Colorado Cattlemen's Ag Water NetWORK and CAWA	24
May 30, 2019	State of the Yampa	Friends of the Yampa	100
August 22, 2019	Water Trust Tour	Colorado Water Trust	20

2020:

Date	Event	Partnership	Attendance
Jan 17, 2020	White River Water Expo	White River and Douglas Creek Conservation District	115
Feb 19, 2020	Water Forum Moffat	Colorado First Conservation District	70
July 29, 2020	State of the River Northwest Colorado (online event)	Colorado River District	
Sep 29, 2020	Ag Water Update (in person and Online)	Colorado Cattlemen's Ag Water NetWORK and Routt County Conservation District	30

2021:

Date	Event	Partnership	Attendance
Feb 16, 2021	Water Forum Moffat	Colorado First Conservation District	70
March 3 rd and 6 th , 2021	Snow Course Webinar and field tour	Routt County NCRS, Farmers Union, Routt County Extension	20/10
May 19 th , 2021	State of the River Yampa Basin	Colorado First Conservation District	80
June 4 th , 2021	Flood Irrigation Tour	Routt County Extension	14



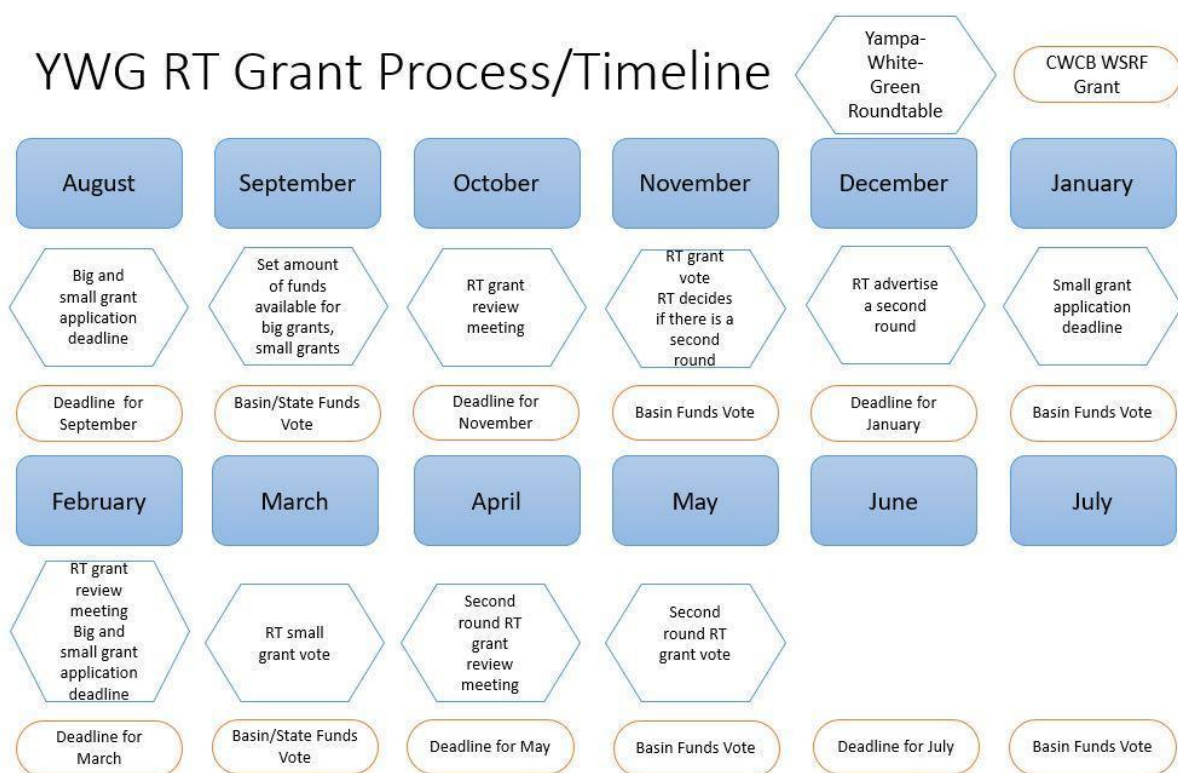
Figure 8: State of the River 2018 Steamboat



Figure 9: CAA Director Marsha Daughenbaugh and Roundtable Member Geoff Blakeslee at Water Event

Grant Process:

The YWG BRT Grant Committee and CAA staff and contractors worked to develop a formal grant procedure for the YWG BRT. The process is outlined on the website and in the BRT handbook. The grant process describes the steps required by the applicant to receive a WSRF grant from the YWG Basin Roundtable, as well as the dates, in which applications are due, meetings will be held for the applicants. For the fiscal years 2019 and 2020 April and CAA supported 5 grant cycles with a total of 12 applications processed and presented to the Grant Committee and Roundtable.



CAA will not continue to provide support or administration for the BRT grant process after the grant is closed (requirements from CWCB staff). Promotion of the BRT grants will be announced in print ads and press releases. Below is the table when the grant cycle notifications were published in the newspapers. The cycles are listed on the website.

Date	Print Ads	Newspapers
July, Aug, Dec 2018	Grant Notification	Craig Press, Rio Blanco Herald Times Steamboat Today
Dec 2019	2020 Grant Notification	Craig Press, Rio Blanco Herald Times Steamboat Today
Dec 2020	2021 Grant Notification	Craig Press, Rio Blanco Herald Times Steamboat Today

Partnership Page:

The partnership and event page on the website are to fulfill Task 5 of the grant. This task was to raise awareness of water projects in the basin. These pages allow partners to share organizational information and provide a place to list activities. This task could be further expanded though with the next grant, as additional time and resources are needed to keep content up to date and complete.

Current partners included on the YWG BRT website:

Colorado Water Conservation Board
Colorado Division of Water Resources
City of Craig
City of Meeker
City of Rangely
City of Steamboat Springs
Moffat County
Routt County
Colorado River District
Upper Yampa Water Conservancy District
Rio Blanco Water Conservancy District
Yellow Jacket Water Conservancy District
Mount Werner Water District
Douglas Creek Conservation District
White River Conservation District
Community Agriculture Alliance
Friends of the Yampa
The Nature Conservancy
River Network
Trout Unlimited
Tri-State Generation and Transmission Association