

COLORADO HEALTHY RIVERS FUND

Purgatoire Watershed Partnership

Final Report



Prepared for:
Colorado Healthy Rivers Fund Grants
Attn: Chris Sturm

June 29th, 2018

Our Water, Our Watershed

Grant Amount: \$11,000

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Sam Wallace, PWP AmeriCorps VISTA



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Introduction

The goal of this grant was to further the education and outreach projects laid out in PWP's Education and Outreach Plan, which is part the Purgatoire River Watershed Plan completed by PWP in 2014. Education and Outreach efforts for this project included: designing, compiling and effectuating K-12 curriculum both for in-classroom and field trip opportunities; establishing Colorado RiverWatch chapters throughout the watershed to compile data to address water quality which will be shared with Colorado RiverWatch and in the Colorado Data Sharing Network; assembling and strengthening a volunteer network; creating a PR/Marketing plan and creating public outreach marketing materials for public education with the goal of promoting natural resource conservation; and the creation and preservation of partnerships with organizations, governmental agencies, businesses and individuals to ensure public involvement and support of PWP projects and goals throughout the watershed region.

Background

The primary information used to guide and inform the need for this project was the Purgatoire Watershed Plan, Education and Outreach section. The Education and Outreach plan has outlined goals for PWP in order to promote natural resource conservation and gain the involvement and support of local communities, thus building organizational capacity.

An additional component of this grant (not in the original application) was the opportunity to begin working closely with the newly established Purgatoire Watershed Weed Management Collaborative. This partnership has proved invaluable to both organizations.

Goals

G.1 The purpose of the Public Relations plan is to bring watershed health issues to the forefront of communities and their activities, catalyzing citizens and all stakeholders to take action on providing input and solutions for improving watershed health.

G.2 Attract diverse funding mechanisms to support capacity building and on-the-ground implementation of watershed health projects.

Objectives

- G. 1
 - O.1.1 Develop and implement a comprehensive PR plan to include extensive education and outreach efforts.
 - O.1.2 Develop and effectuate (in phases) a K-12 watershed health curriculum for school districts within the watershed.
 - O.1.3 Support existing, and establish new, River Watch chapters within the watershed.
 - O.1.4 Build upon and strengthen the volunteer network.
 - O.1.5 Build upon and strengthen existing partnerships.
- G.2
 - O.2.1 Identify and actively seek out diverse funding mechanisms

Methods (i.e. tasks) and Results

Task	Description	Activity
1	Public Relations Plan Development of PR Plan	Implementation of PR Plan Printing of Publications Educational Materials for Outreach events Media outreach Costs (advertising/promotions)
2	k-12 Watershed Health Curriculum Development (in phases)	Utilized curriculum for: Trinidad Water Festival, Trinidad Lake State Park Summer Youth Program, Branson-Trinchera CD Youth Conservation Day
3	River Watch Program	Training for new participants Water Quality Monitoring kits and materials for existing/new program participants
4	Strengthen Volunteer Network	PWP/PWWMC Administration – Build volunteer base/planning and implementing watershed volunteer event
5	Strengthen Partnerships	PWP/PWWMC Administration – Build upon existing, and establish new partnerships
6	Increase and Diversity Funding	PWP/PWWMC Administration - Seek and apply for grant funding/engage private donors/ID and pursue other creative funding streams

1) Public Relations Plan/Development of PR Plan

Results:

- In July 2017, the PWP VISTA with assistance from the Purgatoire Weed Management Collaborative coordinator completed a public relations plan outline highlighting the different strategies to outreach to the community for both PWP and PWWMC.
- A Facebook page for Purgatoire Watershed Partnership was created. On this page, we post updates and share events hosted by PWP and other organizations. On the Facebook page, PWP shares events and accomplishments to raise the profile of the organization and local conservation efforts. While only a small handful of people follow the page (13), our posts have reached up to seventy people.
- In January of 2017, PWP revived its newsletter with bimonthly posts. The newsletters are generated using the online platform Vertical Response. They are divided into two sections: “News” and “Events”, with a third section occasionally being put in titled “Noxious Weed Spotlight” which highlights one noxious weed in the watershed. There are 130 people on the newsletter listserv, including key stakeholders and partners, interested community members, and local news organizations.
- PWP and PWWMC, as identified in the Public Relations plan, were able to purchase critical marketing and promotional materials from this grant. These materials have been utilized to jointly promote the message and vision of both organizations throughout local communities during educational events, volunteer workdays and important stakeholder meetings.

2) k-12 Watershed Health Curriculum Development

Results:

- Full k-12 watershed health curriculums were developed for the following subjects: watershed modeling, water quality testing, tour of the wastewater treatment plant, soil quality testing, and freshwater macroinvertebrates. The full curriculums include a description of the learning objectives, an outline of a learning activity, a pre-activity survey, and a teacher satisfaction survey.

- In 2017 and 2018 the AmeriCorps VISTA used the macroinvertebrate curriculum to teach students about freshwater macroinvertebrates. This occurred at the Branson-Trinchera Conservation District Youth Conservation Day and during a summer camp held at Trinidad Lake State Park. Over 100 youth were reached.

3) River Watch Program

Results:

- In September 2016, PWP sent the AmeriCorps VISTA Volunteer to a River Watch Training in Cedaredge. The VISTA Volunteer has been taking samples at two different sites in the watershed: one on a stream in the upper part of the watershed on the Bar NI Ranch property and one on a creek before it enters into Trinidad Lake. Over the course of a year, the VISTA has collected 23 water samples between the two sites, collecting data that will be used by the state to determine classification under the EPA 303(d) impaired water list.
- Several people were identified to start new River Watch programs in the watershed. Employees at Trinidad Lake State Park will be sent to attend the next River Watch training. This will be a particularly advantageous site to have a River Watch program. The state park wants to take samples on several of the tributaries to Trinidad Lake. The lake itself is classified under the 303(d) impaired waters list for mercury in fish tissue and low dissolved oxygen levels related to temperature. Collecting samples for water quality testing on the three tributaries to the lake will reveal a larger picture about the health of the lake and the health of the river. Other interested volunteers are in the upper part of the watershed who will take samples on different tributaries and the mainstem of the Purgatoire River so we can begin to understand the different factors affecting water quality. The Colorado Healthy Rivers Fund has been used to pay for the training of those participants, strengthening the River Watch network in the watershed.
- Three new RW participants have been registered for fall training in 2018. One is a private landowner and PWP board member, and his son. Their testing sites will be in the upper watershed. The second will be an CPW employee that will conduct River Watch testing within waterways on Trinidad Lake State Park as explained above.

4) Strengthen Volunteer Network

Results:

- On November 1st, 2016, PWP and PWWMC attended the Bar NI Ranch Landowner Conservation Dinner. PWP and PWWMC led a presentation and poster session on the health of Purgatoire River Watershed and the different organizations leading projects to conserve the watershed. Many partner organizations and volunteers helped prep the presentation and also presented about their various projects. Over 50 people were reached at this event; namely private landowners in the upper watershed.
- PWP has participated in and hosted several events for volunteers. In April of 2017, Purgatoire Watershed Partnership recruited volunteers for the Trinidad Comcast Cares River Clean Up Day hosted by Trinidad Community Foundation. The day was spent picking up trash in the Purgatoire River Corridor in the city limits of Trinidad. PWP with the local Trout Unlimited chapter led a sub-group of volunteers to a specific section of the river to pick up trash. In total, PWP and Trout Unlimited worked with 15 volunteers to collect trash.
- In May of 2017, PWP hosted a community forum for recreation-focused organizations in the watershed. The session included local representatives from Trout Unlimited and the Trinidad Parks and Recreation board. Over 30 people were in attendance to talk about recreational developments in the area, including the development of hiking trails and in-stream fish habitat.
- In October, PWP hosted an Invasive Species Removal Workday to bring volunteers out to the river to cut down Russian-olive trees that had dominated the bank. The workday occurred on Saturday, October 21st and went from 9am to 12pm. We had 13 volunteers in attendance who signed volunteer waivers at the beginning of the

day. The primary method of removal was the cut-stump method. The cut-stump method involves cutting Russia-olive trees using chainsaws, handsaws, or loppers and then applying herbicide to the exposed stump to decrease the likelihood of regrowth. Through the workday, we treated approximately 1.5 acres of riparian habitat. There were eight project partners involved: Purgatoire Watershed Weed Management Collaborative, Bar NI Ranch Community Service Fund, Arkansas Basin Roundtable: Public Education, Participation, Outreach (PEPO) Committee, Colorado State Forest Service, Trout Unlimited – Chapter 100, Trinidad Development Group, Stonewall Fire Protection District, and the City of Trinidad

5) Strengthen Partnerships

Results:

- The AmeriCorps VISTA volunteer attends regular meetings to disseminate information about PWP and PWP projects. Some of these meetings are local boards of the city of Trinidad, such as Trinidad's Parks and Recreation Board and Urban Forestry Board. The VISTA also attends a monthly meeting hosted by the Trinidad Chamber of Commerce to meet new partners and to keep businesses and non-profits in the community informed about PWP initiatives. Lastly, the VISTA attends regional meetings too, like the Arkansas Basin Roundtable, during which PWP strengthens its networks and creates relationships between PWP and other organizations.
- The cornerstone of PWP's efforts to strengthen partnerships is hosting meetings for the Trinidad River Walk Project. The project came about from a collaborative working group, initiated by PWP, whose task is to examine the Purgatoire River corridor from Trinidad Dam to Kit Carson Bypass. This part of the river represents a 4.5-mile section as it runs through the City of Trinidad. We have continued to hold monthly meetings since December of 2016. Partners make up a variety of industries and organizations, including private business, local non-profits, farmers and ranchers, City of Trinidad, state agents, recreators, and local federal employees. There are over 13 organizations represented on a regular basis at the meetings.

Through the working group, we have highlighted four main goals of the project: 1) remove invasive plant species and replace with native vegetation, 2) enhance fish habitat, 3) improve recreation and educational access for the community and tourists, 4) develop a collaborative flow management plan, and 5) project administration. The project has been successful at developing a scope of work and has recently received funding from CWCB's Colorado Watershed Restoration Grant program. The funding will be used to commission a river health assessment and hydraulic modeling to develop a scientific basis for river planning.

- The AmeriCorps VISTA Volunteer has also strengthened partnerships by attending conferences. The conferences attended were the 2017 Annual Tamarisk Coalition conference, the Paonia River Park Workshop hosted in June 2017, the Sustaining Colorado Watersheds Conference in October 2017, and the 2018 Annual Tamarisk Coalition conference. At the Paonia River Park Workshop, the VISTA volunteer presented on the Trinidad River Walk Project, highlighting the successes and challenges of collaborative river planning. The VISTA volunteer has also participated in the Arkansas Basin Water Forum planning committee. The Arkansas Basin Water Forum "serves as a conduit for information about the Arkansas River Basin in Colorado, and for issues related to water allocation and management. Through the Forums, a wider understanding of water issues has evolved and along with it the opportunity to find common ground." Through this committee, PWP secured a presentation at the Arkansas Basin Water Forum to occur in April 2018 and has developed stronger partnerships with the Arkansas Basin Roundtable Public Education, Participation, Outreach (PEPO) committee and several other participating organizations.
- By formally collaborating with PWWMC, both organizations have increased organizational capacity for project work.

6) Increase and Diversify Funding

Results:

- Since September 2016, the PWP VISTA, with assistance from the PWWMC Coordinator, has applied to ten grants. A total of \$126,850 has been awarded to PWP.

Organization	Grant Program	Amount Requested	Grant Award
Clif Bar Family Foundation	Small Grants	\$7,000	\$0
National Fish & Wildlife	Five Star and Urban Waters Restoration Grant	\$35,000	\$0
Bar NI Ranch Community Foundation	Bar NI Ranch Community Service Fund	\$2,235	\$1,700
Colorado Department of Public Health & Environment	Non-Point Source Program Grant	\$142,770	\$0
Patagonia	Corporate Environmental Grant	\$6,000	\$6,000
Colorado Water Conservation Board	Water Supply Reserve Account	\$400,000	\$14,300
Colorado Water Conservation Board	Colorado Water Plan Implementation Grant	\$66,400	\$0
Colorado Water Conservation Board	Colorado Water Plan Implementation Grant (under the Arkansas Basin Roundtable PEPO Committee's application)	\$5,850	\$5,850
Colorado Water Conservation Board	Colorado Watershed Restoration Grant (under Arkansas River Watershed Collaborative Grant)	\$90,000	\$99,000
Bureau of Reclamation	WaterSMART Grant – Phase I	\$92,080	Pending

- These grants have varying purposes. For example, the Bar NI Ranch Community Service Fund and Patagonia's Corporate Environmental Grant were used to host an invasive species removal volunteer workday. The funding from CWCB's Water Supply Reserve Account (WSRA) and Colorado Watershed Restoration Grant were used to fund different aspects of the Trinidad River Walk Project. The WSRA funds are to be used for administrative purposes in connection to the Trinidad River Walk project. The Colorado Watershed Restoration Grant funds are to hire a full-time coordinator for PWP for two years and to fund a cross-sectional river health assessment and hydraulics analysis on the 4.5-mile stretch of the Purgatoire River as identified in the Trinidad River Walk project. Lastly, the Colorado Water Plan Implementation Grant is to host a conference on the Purgatoire River to be held in Trinidad and to host a river clean-up event where volunteers will pick up trash in the Purgatoire River riparian corridor.
- PWP has also received supporting funds from other organizations. The City of Trinidad has donated \$50,000 to fund the cross-sectional river health assessment and hydraulic analysis for the Trinidad River Walk project. Of these funds, \$35,000 will go to the scientific analyses and \$15,000 will go to hiring a full-time coordinator for PWP.

Conclusions and Discussion

Project Objectives were met overall as outlined in the “Methods and Results” section. The watershed curriculum is not fully complete, but most lesson plans are robust with very few additions needed.

This grant project provided the start-up resources for PWP to move forward on a continued projection with education and outreach activities outlined in their Education and Outreach plan.

Lessons Learned

The major lesson learned from this project is a positive one, and it is one of collaboration. By PWP and PWWMC both working together, more and better quality outreach was accomplished. This has proven to be mutually beneficial to both organizations.

Long-term Sustainability

Due to the resources and capacity provided by this grant, PWP was able to acquire substantial grant funding. This funding will be used to hire a short-term coordinator (two years) in the hopes the new coordinator can sustain funding for the organization. This is leaps and bounds ahead of where PWP was before implementing this grant. The new coordinator will continue with implementing the Education and Outreach plan, focusing on furthering the tasks accomplished in this project, as well as implementing other components of the Watershed Plan.

Actual Expense Budget (these tables have also been provided as separate attachments)

Total Project Cost = \$56,658.78

CWCB Funds = \$11,000

Cash Match = \$ 1,700

In-Kind Match = \$43,958.78

Overall Budget

FINAL Budget & Timeline Table									
Task	Description	Target Start Date	Target Completion Date	CWCB Funds	BarNI Community Service Fund Cash*	PWWMC Coordinator In-Kind*	Partners In-Kind*	PWP VISTA	Total
1	Public Relations Plan	10/24/2016							
	Development of PR Plan		5/31/2017	\$3,250.00		\$3,250.00		\$1,000.00	\$7,500.00
	Implementation of PR Plan	5/31/2017							
			6/31/2018						
	Water Festival - Water Colorado Readers			\$ 300.00					\$ 300.00
	Water Festival - education supplies			\$ 59.42					\$ 59.42
	Water Festival - PWP/PWWMC Banners			\$ 218.28					\$ 218.28
	PWWMC/Noxious Weed Publication Printing for workshops			\$ 957.00					\$ 957.00
	Folders for In the Weeds Workshop			\$ 18.73					\$ 18.73
	CO Thistle Guides			\$ 315.00					\$ 315.00
	PWWMC Promotional Bumper Stickers			\$ 512.65					\$ 512.65
	PWP/PWWMC Promotional Ball Caps			\$ 405.00					\$ 405.00
	Projector/Screen/Easel/Accessories/Protection Warranties			\$ 1,452.53					\$ 1,452.53
	Carrying Case/Replacement Bulb			\$ 147.85					\$ 147.85
	PWP promotional clips and mugs			\$ 502.09					\$ 502.09
	PWP promotional stickers			\$ 106.47					\$ 106.47
2	k-12 Watershed Health Curriculum Development (in phases)	10/24/2016	6/1/2018 (for phase I)					\$500.00	\$500.00
3	River Watch Program	10/24/2016							
	RW Training for new participants (attending fall of 2018)		6/29/2018	\$463.00			\$3,000.00	\$617.75	\$4,080.75
	Water Quality Monitoring kits and materials for existing/new program participants		6/29/2018	\$1,041.98					\$1,041.98
4	Strengthen Volunteer Network	10/24/2016			\$1,700.00	\$10,000.00	\$5,631.03	\$1,000.00	\$18,331.03
	PWP Administration - Build volunteer base/planning and implementing watershed volunteer event		ongoing during project	\$416.66					\$416.66
5	Strengthen Partnerships	10/24/2016					\$3,465.00		
	PWP Administration - Build upon existing, and establish new, partnerships		ongoing during project	\$416.66					\$416.66
6	Increase and Diversity Funding	10/24/2016				\$10,495.00	\$3,000.00	\$2,000.00	\$15,495.00
	PWP Administration - Seek and apply for grant funding/engage private donors/ID and pursue other creative funding streams		ongoing during project	\$416.68					\$416.68
TOTALS				\$11,000.00	\$1,700.00	\$23,745.00	\$15,096.03	\$5,117.75	\$56,658.78

CWCB Expenditures

Task	Description	Expenses	Total Budget/Grant Funds	Previously Invoiced	Current Invoice	Remaining Total	Percent Complete
1 - Public Relations Plan			\$ 8,250.00	\$ -	\$ 8,245.02	\$ -	100.00
	Water Festival - Water Colorado Readers	\$ 300.00					
	Water Festival - education supplies	\$ 59.42					
	Water Festival - PWP/PWWMC Banners	\$ 218.28					
	PWWMC/Noxious Weed Publication Printing for workshops	\$ 957.00					
	Folders for In the Weeds Workshop	\$ 18.73					
	CO Thistle Guides	\$ 315.00					
	PWWMC Bumper Stickers	\$ 512.65					
	PWP/PWWMC Promotional Ball Caps	\$ 405.00					
	Projector/Screen/Easel/Accessories	\$ 1,452.53					
	Carrying Case/Replacement Bulb	\$ 147.85					
	PWP promotional clips and mugs	\$ 502.09					
	PWP promotional stickers	\$ 106.47					
	PWWMC as PWP VISTA Supervisor - guide and assist VISTA with Development and Implementation of Public Relations Plan	\$ 3,250.00					
2 - K-12 Watershed Curriculum		\$ -	No CWCB funds allocated to this task			\$ -	
3 - River Watch Program		\$ -	\$ 1,500.00	\$ -		\$ -	100.00
	River Watch Training for Program Participants	\$ 463.00			\$ 463.00		
	Water Quality Testing Kits	\$ 1,041.98			\$ 1,041.98		
4 - Strengthen Volunteer Network	PWWMC as PWP VISTA Supervisor - guide and assist VISTA with volunteer networking, outreach and projects 8.87 hrs @ \$47/hr	\$ 416.66	\$ 416.66	\$ -	\$ 416.66	\$ -	100.00
5 - Strengthen Partnerships	PWWMC as PWP VISTA Supervisor - guide and assist VISTA increase collaborative partnerships with local/regional stakeholders through creation of the Trinidad River Walk Improvement Project 8.87 hrs @ \$47/hr	\$ 416.66	\$ 416.66	\$ -	\$ 416.66	\$ -	100.00
6 - Increase/Diversify Funding	PWWMC as PWP VISTA Supervisor - guide and assist VISTA with grant writing, extensive editing 8.87 hrs @ \$47/hr	\$ 416.68	\$ 416.68	\$ -	\$ 416.68	\$ -	100.00
		\$ 11,000.00	\$ 11,000.00	\$ -	\$ 11,000.00	\$ -	

Partner In-Kind

In-Kind TIME Tracking - Our River Our Water, Purgatoire Watershed Partnership - CWCB CHRF Grant

Partner	Name	Date/Month	Activity	Hours or Days (include round trip travel time)	Rate \$24.14/hr or \$/day	Total
PWP	Sam Wallace		Prep BarNI LandO Conservation Dinner	8	\$24.14	\$193.12
			BarNI LandO Conservation Dinner	8	\$24.14	\$193.12
		11/7/2016	Grant Research into Healthy Watersheds Consortium Grant	6	\$24.14	\$144.84
		11/9/2016	Arkansas Basin Roundtable Meeting	7	\$24.14	\$168.98
		11/10/2016	River Watch Meeting w/ Teacher from Hoehne High School	0.5	\$24.14	\$12.07
		11/11/2016	River Watch Site Trip	5	\$24.14	\$120.70
		11/14/2016	Grant Research and Conversation for HWC Grant	2	\$24.14	\$48.28
		11/15/2016	Webinar and Research for Five Star and Urban Waters Restoration Grant	2	\$24.14	\$48.28
		11/17/2016	River Watch Meeting w/ Crystal Dreiling and Site Visit	3	\$24.14	\$72.42
		11/29/2016	River Watch Sampling @ the Bar NI Ranch	6	\$24.14	\$144.84
		12/5/2016	Grant Research	3	\$24.14	\$72.42
		12/8/2016	HWC Grant Writing	3	\$24.14	\$72.42
		12/9/2016	Five Star Urban Water Restoration Grant Meeting, Editing of the HWC Gra	7	\$24.14	\$168.98
		12/14/2016	Grant Research and Clif Bar Family Foundation Application	1	\$24.14	\$24.14
		12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		12/19/2016	Grant Research	1	\$24.14	\$24.14
		12/20/2016	Clif Bar Family Foundation Grant Application	5	\$24.14	\$120.70
		12/21/2016	Clif Bar, Patagonia, NFWF Grant	6	\$24.14	\$144.84
		12/22/2016	Clif Bar, Captain Planet, NFWF Grant	7	\$24.14	\$168.98
		12/23/2016	NFWF Grant	3	\$24.14	\$72.42
		12/28/2016	NFWF Grant	4.5	\$24.14	\$108.63
		12/29/2016	River Watch Site Trip	4	\$24.14	\$96.56
		1/5/2017	Network Council Meeting & Grant Programmatic Outreach	2.5	\$24.14	\$60.35
		1/6/2017	Five Star and Clif Bar Grant Editing	2	\$24.14	\$48.28
		1/9/2017	Newsletter Construction for Outreach	2	\$24.14	\$48.28
		1/10/2017	Grant Editing & CSU Collaboration Meeting	2	\$24.14	\$48.28
		1/11/2017	Arkansas Basin Roundtable Meeting	4	\$24.14	\$96.56
		1/13/2017	NFWF Five Star Grant	2	\$24.14	\$48.28
		1/18/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/19/2017	Clif Bar Family Foundation Grant Application	3	\$24.14	\$72.42
		1/20/2017	Public Relations Outline	2	\$24.14	\$48.28
		1/24/2017	River Watch Planning w/ Crystal Dreiling & Public Relations Plan	4	\$24.14	\$96.56
		1/25/2017	Public Relations Outline	1	\$24.14	\$24.14
		1/26/2017	NFWF and Clif Bar Family Foundation Grant Review	4	\$24.14	\$96.56
		1/27/2017	Public Relations Campaign Development	4	\$24.14	\$96.56
		2/1/2017	Newsletter Construction for Outreach	2	\$24.14	\$48.28
		2/13/2017	CDPHE Grant Research & Development	4	\$24.14	\$96.56
		2/23/2017	Trinidad River Walk Project Meeting	2	\$24.14	\$48.28
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		10/21/2017	Invasive Volunteer Workday Planning	30	\$24.14	\$724.20
		10/21/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		ongoing throughout project (3yrs)		211	\$24.14	\$5,093.54
	Tom Perry		Prep BarNI LandO Conservation Dinner	21	\$24.14	\$506.94
			BarNI LandO Conservation Dinner	8	\$24.14	\$193.12
		11/11/2016	River Watch Site Trip	5	\$24.14	\$120.70
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		10/21/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
	Shelly Simmons		Prep BarNI LandO Conservation Dinner	10	\$24.14	\$241.40
			BarNI LandO Conservation Dinner	9	\$24.14	\$217.26
		12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		1/18/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/23/2017	Trinidad River Walk Project Meeting	2	\$24.14	\$48.28
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		10/21/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21

City of Trinidad	Gil Ramirez		Prep BarNI LandO Conservation Dinner	10	\$24.14	\$241.40
			BarNI LandO Conservation Dinner	7	\$24.14	\$168.98
		12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		1/18/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/23/2017	Trinidad River Walk Project Meeting	2	\$24.14	\$48.28
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
	Juan DelaRoca	3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
City of Trinidad Public Works	Jennifer Laidig	10/21/2017	In-Kind Donation Hauling Trees for Invasive Removal Workday	1	\$515.00	\$515.00
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
	Andrew Wallace	1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Colorado Parks & Wildlife	Bob Holder	9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
US Army Corps of Engineers	Kim Falen	2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Trinidad State Junior College	Linda Perry		BarNI LandO Conservation Dinner	8	\$24.14	\$193.12
		10/21/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
NRCS, Trinidad	Levi Montoya		Prep BarNI LandO Conservation Dinner	15	\$24.14	\$362.10
			BarNI LandO Conservation Dinner	8	\$24.14	\$193.12
		12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		2/23/2017	Trinidad River Walk Project Meeting	2	\$24.14	\$48.28
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Colorado State Forest Service	Mark Loveall		BarNI LandO Conservation Dinner	9	\$24.14	\$217.26
		10/21/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
	Derek Sokoloski		BarNI LandO Conservation Dinner	9	\$24.14	\$217.26
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Pugatoire River Anglers, Trout Unlimited Chapter 100	Howard Lackey	1/18/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/23/2017	Trinidad River Walk Project Meeting	2	\$24.14	\$48.28
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		10/21/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Trinidad State Park	Crystal Dreiling	11/17/2016	River Watch Meeting w/ Sam	0.5	\$24.14	\$12.07
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Purgatoire Watershed Weed Management Collaborative	Shelly Simmons		BarNI LandO Conservation Dinner	2	\$24.14	\$48.28
		12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		1/10/2017	CSU Collaboration Meeting	1	\$24.14	\$24.14
		Ongoing throughout project (3yrs)	Serve as PWP Interim Coordinator; Project Manager for CHRF grant	595.7 hours	\$39.86	\$23,745.00
Stonewall Fire Protection District	Loyd Holliman		Prep BarNI LandO Conservation Dinner	6	\$24.14	\$144.84
			BarNI LandO Conservation Dinner	7	\$24.14	\$168.98
	Glenn Dubis	12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		10/21/2017	Invasive Volunteer Workday	2	\$24.14	\$48.28
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21

Purgatoire River Water Conservancy District	Tom Verquer	12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		1/18/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/23/2017	Trinidad River Walk Project Meeting	2	\$24.14	\$48.28
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		10/21/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
	Steve Kastner	12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		1/18/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/23/2017	Trinidad River Walk Project Meeting	2	\$24.14	\$48.28
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Arkansas Basin Roundtable	Gary Barber	12/15/2016	Collaborative Meeting with Arkansas Basin Roundtable	1.5	\$24.14	\$36.21
		1/18/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/23/2017	Trinidad River Walk Project Meeting	2	\$24.14	\$48.28
		3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		2/21/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Trinidad Development Group	Karl Gabrielson	3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Chapparral Construction	Ron Jameson	3/23/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		4/20/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		5/30/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		9/28/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Arkansas River Watershed Collaborative	Lisa Patton	12/7/2017	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
		1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
	Carol Ekarius	1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Business Owners	Jay Gonzalez	1/17/2018	Trinidad River Walk Project Meeting	1.5	\$24.14	\$36.21
Private Landowners/Private Citizens	Bar NI - Cabbot Family					\$0.00
	Brad Cabbot		Prep BarNI LandO Conservation Dinner	15	\$24.14	\$362.10
			BarNI LandO Conservation Dinner	8	\$24.14	\$193.12
	Kevin Fitzgerald	10/21/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
	Karl Gabrielson (+ Two Children)	10/21/2017	Invasive Volunteer Workday	9	\$24.14	\$217.26
Cash Donations	Brad Kirby	10/22/2017	Invasive Volunteer Workday	3	\$24.14	\$72.42
	Bar NI Ranch Community Service Fund		Volunteer Invasive Removal Work Day	1	\$1,700.00	\$1,700.00
	Arkansas Basin Roundtable PEPO Committee		Volunteer Invasive Removal Work Day	1	\$569.70	\$569.70
					Grand Total	\$43,958.78

Appendices

A – PR Plan

B – Watershed Curriculum (example)

References

1. Purgatoire Watershed Plan
2. River Watch Training/Guides
3. ARWC – Carol Eukarius and Lisa Patton
4. Arkansas Basin Round Table – Jean Van Pelt, PEPO
5. Arkansas Basin Round Table – Gary Barber
6. Third Sector Innovations – Ilene Roggensack

Appendix A – PR Plan

Purgatoire Watershed Weed Management Collaborative and Purgatoire Watershed Partnership

Outline for a Public Relations Plan

**Sam Wallace, PWP AmeriCorps Vista
Shelly L. Simmons, PWWMC/PWP Coordinator**

June 2017



Executive Summary

Developing a PR plan for PWWMC and PWP is an important step for both organizations. In order to maintain financial sustainability, organizations (especially not-for-profits entities) must tirelessly engage in activities that will build the reputation of the organization, build support and active engagement in the organization, and that will ultimately provide financial support.

This plan will serve as a guide to:

1. Increase public awareness and active participation in PWWMC/PWP
2. Increase potential funding opportunities by building relationships with key partners

Context

Why Engage Public Relations?

For PWP and PWWMC to work effectively, we require the all public sectors and demographics within the watershed to be aware of our organizations, their missions, and goals projects.

More attention is being brought to the Purgatoire Watershed from regional and statewide organizations, including the Tamarisk Coalition through the Restore Our Rivers Campaign, The Nature Conservancy, the Arkansas Basin Roundtable and the Colorado Water Conservation Board. Building public support legitimizes our organizations further and gives us more opportunity for active public engagement and diversifying our funding streams at a local level, state, federal and with private foundations and landowners. With a variety of projects underway, we can leverage active projects to bolster our organizational reputation.

Ultimately, our goal is to conserve and protect the resources of Purgatoire River watershed while improving the quality of life for its residence. To do this, we must increase community investment and active engagement in the management of our natural resources.

Why Now (Analysis of Competition and other External Factors; Organizational Needs)? ***Intended Purpose and Outcomes***

With the formalization and hiring of a full time coordinator for PWWMC and PWP in 2016, both organizations are gaining momentum, exponentially building programs and outreach. With our increased programs there is opportunity for increase public outreach to bolster community-wide visibility and support. Long-term sustainability plans for both organizations are dependent on increased awareness and active involvement at a local level.

For PWP, a complete Public Relations plan can improve the reputation of the organization with two goals in mind: resource development and volunteer recruitment. As an organization whose work has been primarily behind-the-scenes, we need to promote our accomplishments with the intent of exhibiting PWP as an invaluable asset to the Purgatoire Watershed. Our biggest accomplishment, the Purgatoire Watershed Management Plan, should be the center of the promotion. By highlighting the watershed plan and our other successes, PWP can organize community support for our organization and bring forth other issues or concerns in the watershed. This will translate into opportunities for fundraisers and volunteer recruitment. Both raising money and building a volunteer base is vital to the success of PWP.

PWWMC is operating with support from the Tamarisk Coalition and Spanish Peak-Purgatoire River Conservation District. PWWMC has recently developed a cost-share program for private landowners to remove non-native herbaceous weeds from their properties – a program of which several landowners have already taken advantage. Considering that over 61.3% of land in the Purgatoire River Watershed is privately owned, PWWMC must have a good relationship with the public to accomplish their goal of managing non-native invasive plants throughout the watershed. With a sleuth of projects and programs being developed, now is a good time to improve the relationship with the community and establish PWWMC as an organization that landowners can turn to for information on noxious weeds. The public relations campaign will elevate the visibility of PWWMC and allow the organization to assist more landowners in removing non-native species from their property.

Strategy/Approach

There are multiple facets to the strategy. The first is to organize watershed education events for both students and adults. PWP and PWWMC will hold several workshops through the next year. For adult educational programs, these will take on variations but will primarily be geared to educate ag producers and private landowners about non-native invasive plants. Educational events for young people will be day camps and outdoor activities. Educational events include:

- ARWKIPP – April
- In the Weeds Workshop – July
- Branson-Trinchera Youth Conservation Day – April
- Watershed Festival – May 18th
- Trinidad Lake Summer Camp – June/July
- Year of the Young Child - May
- Educational hikes for local after school programs – ongoing

Another approach to increasing our public presence is to hold volunteer workdays, fundraisers, and other publicly engaging events. Contingent upon the approval of multiple grants, there will be opportunity for Russian-olive and tamarisk removal, which will require volunteer labor. Volunteer recruitment/events include:

- Volunteer workday for Russian-olive and tamarisk removal on Boulevard Addition Park
- Parks & Recreation community forum with Trinidad Outdoor Club
- Fundraiser at Dodgeton Creek Brewing Company
- Environmental Movie Night at the Carnegie Library

For each event, there will be outreach to local news outlets. Two newspapers in the area are the Trinidad Chronicle-News and the Huerfano World Journal. The Trinidad Chronicle-News is focused on local activities in Trinidad and would be good for promoting Trinidad events, like the Watershed Festival and volunteer workdays. The World Journal has an outdoor recreation section and has showed interest in writing stories on recreation in Trinidad. They are a good avenue to promote volunteer workdays in Boulevard Addition Park and/or the Parks & Recreation community forum.

Another strategy is increasing our online presence. PWP has recently bolstered our online activity with the development of a new website and social media pages on Facebook and Twitter. The next step for PWP is to optimize our page on Google (so if you search for “Purgatoire Watershed Partnership” on Google, the correct website comes up first) and to increase our following on Facebook and Twitter. Another aspect of our online presence is the monthly newsletter that we will use to keep subscribers up to date.

For those who are not on Twitter, Facebook, or social media, there needs to be a different outreach strategy. One idea is to promote PWWMC/PWP through billboards and road signage. Several organizations in Montana implemented the Montana Noxious Weed Education Campaign which we are using as a resource to emulate for this type of outreach.

Other promotional material, like brochures, bumper stickers and posters, which have been developed in a collaborative partnership with CSU’s Center for Collaboration, is another way to disseminate information.

Goals and Objectives

Public Relations/Campaign Goals:

3. Increase public awareness and active participation in PWWMC/PWP
4. Increase potential funding opportunities by building relationships with key partners

The overall goal is to make PWWMC/PWP well-known and supported organizations, which ultimately raises awareness and active participation in watershed health initiatives. One objective to reach this goal is to increase our social media presence through Facebook followers to 150 and Twitter followers to 100. This indicates public support and name recognition in the community and allows us to communicate effectively and quickly. Other key objectives include participating in annual educational/outreach events, hosting annual volunteer workdays, promoting our work through local media outlets, building relationships with key stakeholders, and promoting our organizations through avenues such as road signage and hard-copy information distribution.

Targeted Stakeholders, Geographic Reach

External, Internal

The geographic reach of the project is the full extent of the Purgatoire Watershed.

Private Landowners/Ag Producers:

In the Purgatoire Watershed, 61.3% of the land is private property. For this reason, private landowners are the most important demographic for PWWMC and PWP. Due to the diversity of geography in the watershed, landowners have different priorities: agricultural production, recreation, forestry, vacation properties, large landholdings in conservation easements, or small acre residences. There are over 100 homeowners associations in Las Animas County, most in the upper watershed. Many of the landowners in these associations are out-of-state absentee landowners, which presents a huge challenge for land management. Each type of landowner will require a different messaging strategy.

For example, modern communication, such as social media and email, may not be effective in the Ag community, considering the average age of farmer or rancher in Las Animas County is 57.6. General communication strategies that may be more impactful include road signage, information distribution via the postal service, outreach in local media such as newspapers and the radio, and localized workshops/community forums focused on their natural resource concerns.

Signage on the major highways would be a strategy to reach all demographics, and may be the only effective way to reach many absentee landowners. Signage should be placed at high traffic intersections where speeds are slower on Hwy 12 (Upper Watershed), Hwy 350, Hwy 160 and ideally on or at I-25 exits.

Distributing hard copy outreach materials at community events, or having them available at local businesses and the USDA Service Center is another strategy to reach private landowners.

Oil and Gas Industry

The oil and gas companies own the mineral rights on thousands of acres in the watershed, most of which is in the Upper Purgatoire Watershed. While they are mandated to manage noxious weeds on their well pad sites and on their road right-of-ways, and manage their roads, the disturbance caused by the initial installation of wells has caused two major issues that have spread onto private lands and into waterways: soil erosion and noxious weed infestations. The oil and gas industry is aware of these issues and they recognize it is in their best interest to partner with organizations like PWP and PWWMC to mitigate these issues.

The Oil and gas industry has been severely reduced over last few years in Las Animas County, so funding opportunities from them may not be as great in years' past. However, they still are active in the area and there is potential for funding opportunities.

Ditch Companies and Water Management Organizations

Local ditch companies and the Purgatoire River Water Conservancy District (PRWCD) are important stakeholders to PWP and PWWMC. They possess the oldest water rights in the area and represent the agricultural sector in matters concerning water. In Las Animas County, there are 567 farms totalling 2,304,766 acres. Non-native invasive plants can affect water quantity (primarily thickets of

tamarisk and Russian-olive), and crop production. Key messaging for ditch companies and PRWCD should leverage water loss and production losses.

Another key water management organization is the Colorado Division of Water Resources (DWR) that works hand-in-hand with the ditch companies and the PRWCD to manage water. Although DWR may not be a direct source of potential funding, building a relationship with them strengthens PWP and PWWMC's relationship with ditch companies and PRWCD.

Small and Large Business:

When reaching out to small and large businesses, we must keep in mind their bottom-line. A business will be interested in return on their investments. For example, a fundraiser at the Dodgeton Creek Brewing Company may only work if we can guarantee a crowd of 25 or more. Gaining support from the business community is a key strategy to build PWP and PWWMC's reputation and buy-in from the larger community. In particular, the City of Trinidad has many private investors buying property in town, looking to better the City's infrastructure and marketability. This includes Jay Cimino, Dana Crawford, and Frank Azar. Partnering with these investors and marketing PWP and PWWMC as organizations seeking to improve the livability of the area is a message for these businesses and therefore increases our potential fundraising opportunities.

Other important stakeholders include philanthropic entities, private foundations or private individuals who are known for financially supporting natural resource entities, City of Trinidad, local non-profits such as Trout Unlimited, and more geographically broad reaching non-profits such as the Tamarisk Coalition and The Nature Conservancy.

Methodology by Stakeholder Group

Activities

The strategy for PWP and PWWMC is to continue to build upon our public outreach opportunities as means to engage all public sectors and demographics in the watershed. It is important to leverage all events with as many newspaper articles, radio spots, flyers, and social media posts as possible. While the intention of these events is to bring a service to the community, we should use every opportunity for promotion to put our names out there, which ultimately leads to us developing name recognition. Continuing the monthly newsletter as an important and consistent form of watershed updates is another way to create a foundational membership.

Tools/Materials

PWWMC has recently formed a partnership with CSU Center for Collaboration. Through this partnership, graduate level students are preparing outreach material for each of the above stakeholder groups, including a brochure and messaging. The material that they produce will be used heavily in the PR campaign, where we can produce hard copies to distribute throughout the watershed.

Other tools include our online capabilities. This is the social media and newsletter arm of our PR campaign. Using our online tools, we can gather a following of people who receive information and updates frequently.

Timelines

2017

- March – Parks & Recreation Community Forum
- April 3rd – Branson-Trinchera Youth Conservation Day
- April 5th – ARKWIPP Spring Session
- April – Environmental Movie Night (movie TBD)
- May 18th – Watershed Festival
- May – Working with CSU's Center for Collaboration Conservation on developing outreach materials
- Spring – In The Weeds Workshop for Landowners – Stonewall, Tercio Ranch
- June – Dodgeton Creek Brewing Company
- June/July – Trinidad Lake Summer Camp
- Ongoing – Social Media
- Ongoing – Monthly Newsletter

Messaging and Imaging (Branding)

Consistency

It is important that PWP and PWWMC maintain a politically neutral and positive tone. Additionally, any messaging should be informative and/or solution-oriented. If we choose to identify an issue in the watershed, like Selenium in the river, we should not frame the problem with a tone of “doom and gloom.” Instead, we should keep the message explanatory and provide solutions to address the problem. This builds up a reputation of credibility as well as promotes PWP and PWWMC as beneficial contributors to the health of the watershed.

Delivery (including use of Mass/Social Media)

Delivery will take on several mediums:

Social media through Facebook and Twitter are the primary forms of daily communication. Through social media we can have “interesting facts” and event promotion to consistently remind people the importance of having organizations that address watershed health.

A monthly newsletter will be sent out to keep subscribers up to date on activity. The newsletter is also a way to take care of organizational business, like recruiting for new board members.

For those in the watershed who do not have Facebook or Twitter, hard copy informational materials such as brochures, bumper stickers and road signage will be tangible ways to convey information. The intention of the brochures is to be informative, letting people know exactly what programs PWWMC implements and how private landowners can become involved with non-native invasive control. The road signage is to pique interest for any people who are passing by, and to reach those landowners that may not be reachable in any other capacity

Newspaper articles and radio spots will be the communication avenue for us to highlight our accomplishments. These will precede or follow events or to promote big steps taken in a project (like the approval of a large grant).

Call to Action

For PWWMC, the call to action is to manage land properly through non-native invasive species removal. PWWMC has a cost-share program for landowners to remove herbaceous weeds from their property, like Scotch, Canadian, and Musk Thistle. A call to action would be for farmers to take advantage of the cost-share opportunity and the expertise of the PWWMC to treat non-native plants. Additionally, PWWMC would like to motivate landowners to learn more about the invasive species problems in the area: what plants are non-native, what are the issues concerned with these plants, where do they grow, how do you treat them? The associated action would be for landowners to attend a workshop or contact PWWMC for a brochure and more information.

PWP's call to action is more related to volunteer initiatives and fundraising. Contingent upon grant approval, we will host volunteer days to remove non-native species from the Trinidad River Walk and Boulevard Addition Park. The call to action would be to attend those events and volunteer time to this important task. If grant funding is not available, it is still possible to host a River Clean-Up day to pick up trash along the Purgatoire River, a less expensive undertaking. Additional action that a person can take is to attend educational and outreach events, like an environmental movie night or a parks & recreation public forum.

Budget *Financial*

Current support for implementation of our PR plan is coming from a PWP grant awarded by the CWCB Colorado Healthy Rivers Fund. This \$11,000 will be used to bolster all aspects of this plan, such as printing hard copy outreach materials, including flyers, bumper stickers and brochures, money for developing and installing signage, and capacity dollars for implementation.

For some events, we may be able to leverage strategic partnerships to minimize costs for our organization. For example, screening a movie at the library may not cost any money and we can use the library's outreach ability to promote the event. This way we can use cost effective methods to improve public relations with community. Fundraisers in concert with other partners may also be another avenue to creatively utilize avenues for PR and marketing that may cost little to no money.

Time – Staffing/Expertise

Staffing is minimal. Currently, there is one full time coordinator for PWWMC and PWP and one full time AmeriCorps VISTA volunteer. More staff is needed to implement this plan to its fullest potential, but that is not a reality.

However, PWP board members can provide much needed support for all of these activities, helping with all aspects such as promotion, events, building partnerships and fund raising. PWP board members make up a diverse cross section of the watershed, thus their personal and business relationships are essential for garnering support for PWP/PWWMC.

Other key partnerships are also critical to implementing this plan. One of the major partners is the Spanish Peaks-Purgatoire River Conservation District, who is fully invested in both PWWMC and PWP and assists both on a daily basis. They are a key conduit to private landowners, especially Ag producers.

Another key partner is the Tamarisk Coalition. The TC brings in years of experience in the non-profit sector and will assist PWWMC/PWP with identifying successful PR strategies. TC also brings potential resources to the table for PWWMC/PWP, as their reach is very broad, striking a cross section of the Western US. This has been, and will continue to be, critical for fundraising and supporting the coordinator position.

Appendix B – Watershed Curriculum Example

Macro Invertebrates Study

Objective:

Students will learn

- The importance of macroinvertebrates in the aquatic environment.
- The different types of macroinvertebrates in an aquatic environment.
- Human effects on water quality and riparian ecosystems.

Background:

Macro invertebrates are a vital part of any ecosystem. They provide a source of food to other animals, they pollinate flowers, and indicate environmental stress. Macro invertebrates are organisms that lack an internal skeleton and are large enough to be seen with the naked eye. In this activity we will be focusing on aquatic macro invertebrates. Aquatic macro invertebrates are found in every type of water you can find from lakes, ponds, huge rivers, and tiny mountain streams.

The aquatic insects that we are looking for in this activity are mayflies, stoneflies, caddisflies, dragonflies, and damselflies. These are all nymph stages and live most of their lives in the water. Once they reach a certain stage in their life they swim to the surface of the water and hatch out into flying insects, where they then mate, lay eggs, and then die. Some species like mayflies don't even have a mouth or digestive system. You may find many other kinds of aquatic invertebrates such as hellgrammites, alderflies, scuds and crayfish.

Now that we know what aquatic invertebrates are let's discuss how they may be affected with changes in the river or body of water. Pollution from urban and/or agricultural runoff can induce the growth of algae and bacteria in a river or lake. The increased amount of algae and bacteria remove oxygen from the water and makes it unavailable for aquatic invertebrates. The removal of streamside vegetation may reduce shade along the water and increase the temperature of the water. Many aquatic insects require specific temperatures to regulate their life cycles, and when to change from nymphs to adults.

Some aquatic invertebrates, such as mayflies, caddisflies and stoneflies, are sensitive (intolerant) to changes in water conditions brought from changes in the stream environment and pollution. Some organisms may leave to find more favorable habitats while many others will die or be unable to reproduce. Organisms that thrive in polluted conditions are called tolerant organisms examples would be midges, maggots, and some worm species. Other organisms, such as dragonflies and damselflies, are called facultative organisms and prefer good stream conditions but can survive polluted conditions.

Water quality researchers and scientists often sample macro invertebrate's populations to monitor changes in stream conditions over time and to assess the cumulative effects of environmental stressors. When the number of sensitive species of aquatic insects drop or disappear altogether researchers can predict that the water quality of a stream or body of water to be bad. If a high diversity of organisms are found researchers can predict the water quality is good. However, baseline data must be obtained to determine what the natural amount of diversity is for a stream or lake because some bodies of water may contain only a few aquatic invertebrates.

Kit Materials:

1-4 kick nets, tweezers and/or pipettes, magnifying glasses, plastic tubs, ice cube trays, 1-4 pairs of waders/hip boots, macroinvertebrate data collection and identification sheets.

Preparation:

1. Determine where you are going for the river sampling. Make sure that there is easy access in and out of the river. Make sure that it is in a section that doesn't have a lot of water and the flow isn't going too fast. Always scope out an area a couple days before you take students to it to make sure that it is safe and accessible. If on private land always check with the landowners first to ensure that it is ok to be on their land.
2. Familiarize yourself with the most common type of macro invertebrates found. (Mayflies, caddisflies, stoneflies, dragonflies, midges, and crayfish).

3. Assemble materials – every 3-4 students should receive one plastic container, four tweezers and/or four pipettes, one ice cube tray, one data sheet, and an identification sheet. If available each group should get a kick net and waders, if not available the instructor should have at least one for himself or herself.

Time:

45-90minutes

Setting:

Outside.

The Activity:

There are two methods of doing this lesson depending on if there are enough waders for all the kids. Start by introducing macro invertebrates and what they are and how they are important to a watershed. Then explain why we should or need to sample macro invertebrates.

Method One:

- Have the students divide into groups of about four students.
- Have the students get into the water and spread out so each group is in a different type of water/river bottom.
- Once in the water two students will stand in front of the seine net and two will hold the net. Have the students in front kick and scrape up rock from the river bottom, letting dirt and rock flow onto the seine net. Do this for 10-15 minutes.
- Once the students have kicked up lots of rock and dirt have them take the net and everything that has collected onto the net and move it out of the river. Preferably, onto a picnic table or onto some grass. Transfer all the material to plastic tubs to make collection easier. Hand out the worksheets for the macro identification and count.
- Have the kids then sort through the material and pick out any bugs they find. Have them identify the bugs (refer to the included guide for any help with identification) and place them into ice cube trays filled with water. Do this for 20-30 minutes.
- Then have them count all the different types of bugs and report them on their given worksheet.

Method Two:

- Have the students divide into groups of about four students.
- The teacher or head of the lesson will collect material from the river and divide the material up into tubs for the groups.
- Have the students sort through the material picking out bugs and placing them into ice cube trays.
- Have them count all the different types of bugs and report them on their collection worksheets.

Wrap up both methods by connecting the types of bugs found with the health, type, and quality of the water sampled.