



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

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TO: Colorado Water Conservation Board Members

FROM: Elizabeth Schoder & Ben Wade
Water Supply Planning Section

DATE: September 7, 2023

AGENDA ITEM: Consent Agenda 3a-c, PEPO Statewide Initiatives, Grant Funding Recommendations

Staff Recommendation - Action Items: PEPO Statewide Initiatives Grant Requests:

A summary of staff's recommendation for each PEPO Statewide application are provided in the first component of the attached table.

Favorable recommendations may be contingent on the applicants' abilities to resolve issues and additional needs in the attached Water Activity Summaries. Please refer to the Water Activity Summary Sheets contained within this agenda item to find a summary of staff's review and any conditions associated with each recommendation.

Background:

For this agenda item, the Board is provided with a brief overview of applications to the Public Education Participation & Outreach (PEPO) Statewide Initiatives Grant Program. Attachments to this memo include:

- Summary spreadsheet detailing funding requests;
- Water Activity Summary Sheets, which provide an overview, discussion, issues/additional needs, and staff recommendation regarding funding, partial funding, or not funding the applications.

Staff's review of the applications involves the following steps:

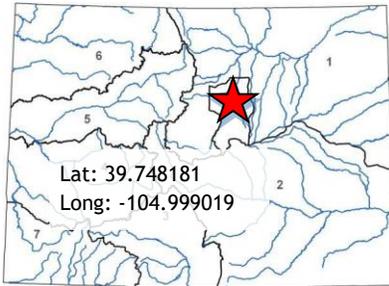
- 1) Applications are reviewed for completeness based on the information requirements, to verify that the water activity meets the eligibility requirements, and also verifies that the applicant was an eligible entity to receive funding which are primarily outlined in the Grant Guidelines.
- 2) Staff then prepares the Water Activity Summary Sheet which documents the outcome of the review process and contains staff's recommendations.



PEPO Applications for Consideration at the September 2023 CWCB Board Meeting												
Agenda Item	Basin(s)	Applicant/Grantee	Name of Water Activity	Basin Coordinator Request	Statewide Initiative Requests	RT/Staff Recommended Amount	Non-PEPO CashMatch	Non-PEPO In-Kind Match	Non-PEPO Total Match	Waiver Request	PEPO Total Project Costs	Match % (min 25%)
Consent Agenda	Statewide	Corona Research, Inc.	Landscape Transformation Public Survey Project	N/A	\$73,650	\$73,650	\$0	\$0	\$0	25.00%	\$73,650	0.00%
Director's Report	Statewide	Harris Water Engineering, Inc	Education & Outreach Campaign - Phase 1	N/A	\$43,738	\$43,738	\$0	\$15,041	\$15,041	0%	\$58,779	25.59%
Consent Agenda	Statewide	Resource Central	Statewide Resources to Inspire Landscape Transformation	N/A	\$99,000	\$99,000	\$19,500	\$16,000	\$35,500	0%	\$134,500	26.39%
Consent Agenda	Statewide	Water Education Colorado	Accelerating Availability of Spanish-Language Water Education & Outreach Materials	N/A	\$67,700	\$67,700	\$24,000	\$800	\$24,800	0%	\$92,500	26.81%
Director's Report	Arkansas	Arkansas River Watershed Collaborative	PEPO - Arkansas Basin Coordinator	\$25,000	N/A	\$25,000	\$0	\$2,500	\$2,500	15%	\$27,500	9.09%
Director's Report	Colorado	Fountainhead Consulting	Colorado Basin Roundtable Public Education, Participation, and Outreach Coordinator	\$25,000	N/A	\$25,000	\$10,946	\$900	\$11,846	0%	\$36,846	32.15%
Director's Report	Gunnison	Upper Gunnison River Water Conservancy District	Gunnison Basin PEPO Water Education & Outreach	\$24,296	N/A	\$24,296	\$0	\$7,450	\$7,450	N/A	\$31,746	23.47%
Director's Report	Metro South Platte	Colorado Watershed Assembly	2023/2024 Metro and South Platte Roundtable PEPO Coordination	\$50,000	N/A	\$50,000	\$9,600	\$2,900	\$12,500	25%	\$62,500	20.00%
Director's Report	Rio Grande	Colorado Rio Grande Restoration Foundation	Rio Grande Basin PEPO Coordination, FY 2023-2024	\$25,000	N/A	\$25,000	\$14,950	\$6,106	\$21,056	N/A	\$46,056	45.72%
Director's Report	Southwest	San Juan Resource Conservation & Development	Southwest Basins Roundtable PEPO Coordination & Implementation	\$25,000	N/A	\$25,000	\$0	\$5,740	\$5,740	0%	\$30,740	18.67%
Director's Report	Yampa/White/Green	Community Agriculture Alliance	YWG BRT PEPO Committee 2024 Project	\$25,000	N/A	\$25,000	\$0	\$0	\$0	25.00%	\$25,000	0.00%
				\$199,296	\$210,438	\$483,384						



PEPO Statewide Initiatives Grant Application



LOCATION
County/Counties: Statewide
Water Source Basin(s): Arkansas, Colorado, Gunnison, Metro/South Platte, Yampa/White/Green, North Platte, Rio Grande, Southwest

DETAILS	
Total Project Cost:	\$73,650
Total PEPO Statewide Initiatives Request:	\$73,650
Recommended Amount:	\$73,650
Other CWCB Funding:	\$0
Applicant Match:	\$0
Waiver Amount Requested:	25%
Project Type(s): Education, Planning	
Major Water Use Type: Education	
Measurable Result: Other: produce a report that represents the study population, can be trusted by decision makers, and serves as a useful resource to groups around the state as they move forward with initiatives to replace high-water use landscapes.	

The applicant, Corona Research Inc., proposes to create a statewide survey of Colorado adult residents to better understand awareness, perceptions, and behaviors around low-water use residential landscapes.

If approved, the funding will be used to develop a survey with the following broad learning objectives: 1) assess current receptiveness to replacing or adapting residential landscape to use less water; 2) measure current attitudes toward turf replacement including advantages and disadvantages; 3) measure barriers to adopting low-water use landscape; and 4) understand preferences for types of low-water use landscapes and the reason behind those preferences.

The applicant proposes to create the questionnaire in collaboration with CWCB and other key partners and will leverage an online survey platform that optimizes how questions can be asked about visual landscape preferences. The survey will be available in both English and Spanish. A large sample of Colorado residents will be invited to respond to the survey by mail or online, corresponding to six sub-regions of Colorado (aligning with past research regions), including the San Luis Valley, Western Slope, and the Eastern Plains with an oversampling of residents in rural watersheds to ensure accurate results.

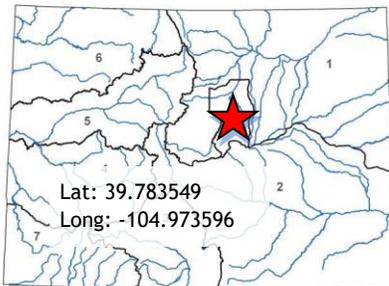
A final survey report will share key findings, insights, and implications that can help inform how current beliefs impact future behavior and can serve as a resource to decision makers around the state as they move forward with initiatives to replace high-water use landscapes.

Issues/Additional Needs: If approved, applicant must secure match funding or a match letter approved by CWCB staff, as well as provide a revised budget prior to contracting.

Funding Recommendation: Staff recommends approval of up to \$73,650 from the PEPO Statewide Initiatives Fund. Project approval is contingent upon the applicants' abilities to resolve issues and additional needs identified by staff.



PEPO Statewide Initiatives Grant Application



LOCATION
County/Counties: Statewide
Water Source Basin(s): Arkansas, Colorado, Gunnison, Metro/South Platte, Yampa/White/Green, North Platte, Rio Grande, Southwest

DETAILS	
Total Project Cost:	\$92,500
Total PEPO Statewide Initiatives Request:	\$67,700
Recommended Amount:	\$67,700
Other CWCB Funding:	\$0
Applicant Match:	\$24,800
Waiver Amount Requested:	0%
Project Type(s): Education	
Major Water Use Type: Education	
Measurable Result: Number of Coloradans Impacted by Engagement Activity: 100,000	

The applicant, Water Education Colorado (WEco), is a nonprofit organization with a mission to work statewide to ensure Coloradans are informed on water issues and equipped to make decisions that guide our state to a sustainable water future. Their educational programming reaches audiences that include legislators and other elected officials, local, state and federal agency staff, environmental and agricultural organizations, consultants, educators, students and interested community members.

The applicant proposes to use funds to support the update and/or development of, translation to Spanish, production, and low-to-no-cost availability for PEPO liaisons to access and utilize the following WEco education and outreach materials:

- 22 Ways to Care for Colorado fliers from the Water '22 Campaign
- A 3rd Edition of the Community Guide to Colorado Water Conservation in both English and Spanish
- 100 copies of each of the three Spanish-language community guides that will be available in WEco's library—Where Your Water Comes From, Colorado Water Law, and Colorado Water Conservation—distributed to each of the Basin Roundtables' PEPO liaisons. An additional 100 copies of the English versions provided as well.
- A 2-page Executive Summary or complementary Fact Sheet for each of these three community guides in both English and Spanish to reach as many Colorado constituents as possible.

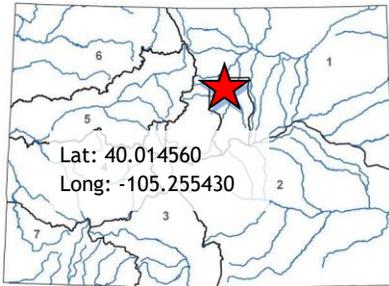
If approved, these education and outreach materials created would be available in both digital and print versions.

Issues/Additional Needs: If approved, applicant must provide a detailed budget and proof of matching funds prior to contracting.

Funding Recommendation: Staff recommends approval of up to \$67,700 from the PEPO Statewide Initiatives Fund. Project approval is contingent upon the applicants' abilities to resolve issues and additional needs identified by staff.



PEPO Statewide Initiatives Grant Application



LOCATION
County/Counties: Statewide
Water Source Basin(s): Arkansas, Colorado, Gunnison, Metro/South Platte, Yampa/White/Green, North Platte, Rio Grande, Southwest

DETAILS	
Total Project Cost:	\$134,500
Total PEPO Statewide Initiatives Request:	\$99,000
Recommended Amount:	\$99,000
Other CWCB Funding:	\$0
Applicant Match:	\$35,500
Waiver Amount Requested:	0%
Project Type(s): Education	
Major Water Use Type: Education	
Measurable Result: Number of Coloradans Impacted by Engagement Activity: 30,000	

The applicant, Resource Central, is a nonprofit organization focused on helping communities reduce their dependence on nonrenewable resources, with focus areas including water and energy conservation. In their water programs, they partner with over 40 utilities to bring educational programming such as their low-water Garden In a Box kits, Slow the Flow Sprinkler Evaluations, and turf replacement to residents.

The applicant aims to target current gaps in statewide resources and public education around landscape transformation as key components of implementing the Colorado Water Plan. Resource Central proposes to create DIY videos and a suite of digital resources to help residents understand the basics of turf removal and share the firsthand experiences of homeowners around the state (including in high altitudes) who have undertaken similar efforts. Resources will be promoted with targeted outreach through SEO and new partnerships on the Western Slope.

If approved, funding will complement a CWCB Water Plan Grant that Resource Central is seeking to scale landscape transformation efforts across the state and will help boost outreach to build support beyond the Front Range, providing DIY resources to increase implementation of turf removal efforts. The applicant aims to provide storytelling videos with before and after images and comprehensive DIY resources to anyone in Colorado interested in learning how they can become part of the solution to Colorado water challenges by transitioning to more sustainable waterwise yards. Project tasks include an initial assessment of needs for educational materials, video and DIY resource creation, and targeted social media and SEO marketing campaign to conclude.

Issues/Additional Needs: No other issues or additional needs have been identified.

Funding Recommendation: Staff recommends approval of up to \$99,000 from the PEPO Statewide Initiatives Fund. Project approval is contingent upon the applicants' abilities to resolve issues and additional needs identified by staff.