

His Vision
~
Our Mission

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Theodore Roosevelt Conservation Partnership
Final Report to the Colorado Water Conservation Board
Contract #POGG1,PDAA,202200003098
Attn: Ben Wade, Project Manager
October 6, 2022

Task 1 – Creation of Educational Materials for Colorado Water Campaign: Complete

The TRCP collaborated with the Water for Colorado Coalition on a [22-day](#) social media [campaign](#) launched 22 days before the state water plan was released on June 30, 2022. The campaign defined a different water planning term each day to build the public base of knowledge. TRCP Strategic Partnerships Director, Jared Romero, vetted content with the Rio Grande Roundtable Educational Committee to ensure that the posts supported the goals and position of the Rio Grande Basin Roundtable. Jared virtually attended Rio Grande Basin Roundtable Education Committee meetings in February, March, April, May, July, and August. He also shared invitation to the in-person events (discussed below) and will report out on those events at the upcoming November meeting (per the request of the Committee). The TRCP also created a [presentation](#) that was given at each pint night to educate attendees on the status of water resources and planning efforts in the state, including opportunities for public engagement. Fact sheets, in both Spanish and English, created by the CWCB and Water Education Colorado were printed and distributed at the events.

Task 2 – Digital Public Outreach Campaign: Complete

The TRCP's digital public outreach campaign directly facilitated 40 touch points. These included 30 social media posts (22 social media campaign with Water for Colorado and event-advertisements), one op-ed, one guest blog, Spanish radio ad, one Spanish radio interview, and two banner ads. The 30-second Spanish radio advertisement on La Jota Radio Station ran leading up to the water plan's release along with two banners with Spanish Media Consulting on the radio website to educate Latino viewers and listeners on the water plan and guide them to the planning documents and comment period. The ad ran 200 times leading up to the release of the water plan. The script for the ad was:

"Help the Colorado Water Conservation Board in its mission to conserve, develop, protect, and manage Colorado's water for present and future generations. The CWCB is currently revising the Colorado Water Plan and is seeking public feedback on updates in support of vibrant communities (comunidades dinamicas), robust agriculture (agricultura robusta), thriving watersheds (cuencas prosperas) and resilient planning (planificacion resiliente). Ensure that the latest version of the Colorado Water Plan reflects the needs of all Coloradans by providing your public comment before September 30th. Water is essential to all of us, make sure your voice is heard!"

La Jota Radio Station also aired an interview with a representative of Green Latinos to discuss the water plan. The TRCP helped connect the radio station with the speaker and helped prepare talking points and questions for both the interviewer and the interviewee for the 30-minute radio segment.

The TRCP's Strategic Partnerships Director, Jared Romero, also co-authored an [op-ed in the Colorado Sun](#) on the importance of including BIPOC communities in the water planning process and co-authored [a guest blog for Water for Colorado](#) on the same subject with Beatriz Soto of Protége for Conservation Colorado.

Social media posts (Instagram and Linked In) had a combined reach of 2,964. Reach of the Spanish radio advertisement, op-ed, and guest blog are not available to us.

Task 3 – In-Person Education Events (Water and Taps - Pint nights at brewery): Complete

The TRCP, Green Latinos, and HECHO co-hosted two in-person education events to distribute information and answer questions about the Colorado Water Plan and process. The events were advertised on social media ([example](#) and [example](#)) and held at Breckenridge Brewery in Littleton, Colorado (July 20 and August 10). Representatives from each host organization had an opportunity to speak at the events and three short films were screened including the HECHO film [Nuestra Agua, Nuestro Futuro](#) and two TRCP films featuring diverse voices within the Colorado River and Rio Grande Basins ([Geo Romero](#) and [Danny Strange](#)). Danny Strange was able to join us for the second event.

The TRCP gave a [presentation](#) at each event on the status of water resources and planning efforts in the Colorado River Basin and Rio Grande River Basin that included a question and answer session. Attendees were also provided with several print resources including the [Water 22 guide](#), [WECO Citizen's Guide to Colorado Water Protection](#), [Headwater magazines](#), and CWCB fact sheets. We combined the Spanish and English versions of the printed documents to make sure they were appropriate for the event audiences. We combined the Spanish and English versions of the printed documents to make sure they were appropriate for the event audiences.

An unexpected challenge for our first Pint Night event was a power outage that snarled traffic in the local area due to a thunderstorm. We believe that this had an impact on the turnout of our first event, most attendees were 30-60 minutes late. We had about 75-80 attendees between the two events.

Task 4 – Water Conservation Family/Recreation Event: Complete

The TRCP partnered with [Environmental Learning for Kids \(ELK\)](#) to host a community recreation event at its new center in the Montbello neighborhood, a predominately a Black and Latino community. The event was advertised in [English](#) and [Spanish](#) on social media.

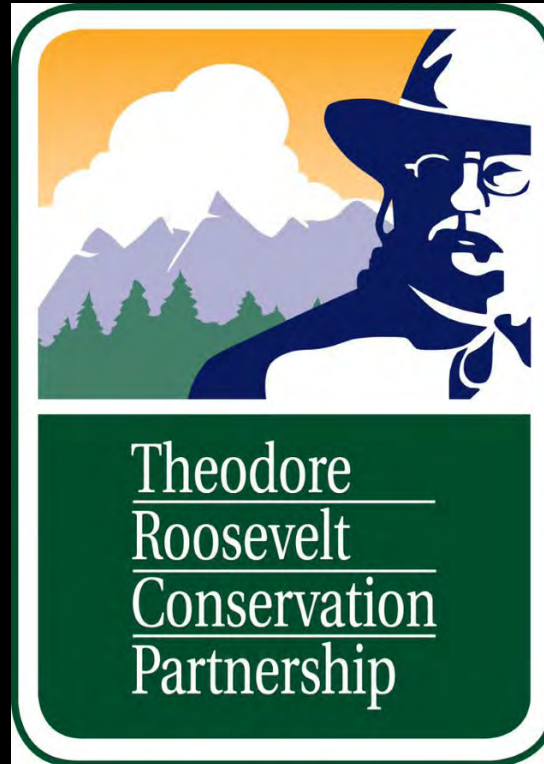
The free event was held on July 16, 2022, during Latino Conservation week and in conjunction with the opening of the new ELK center, and featured 20 different tents with activities, music, and food for the community. Approximately 150 members of the public attended. The US Fish and Wildlife Service, Colorado Parks & Wildlife, HECHO, Colorado Treks, Latino Outdoors and Black and Brown Girls Climb set up booths at the event to educate attendees about outdoor recreation opportunities in the state. Activities included a "learn to fish" station with CPW who brought free fishing poles to give away to participants. Attendees were also provided with water education resources and information about how to stay informed and engaged in state water planning.

Financials: \$32,250 in matched funding was raised for this project, fully satisfying the requirement.

To guarantee all
Americans quality
places to hunt and
fish



Director of Strategic
Partnerships



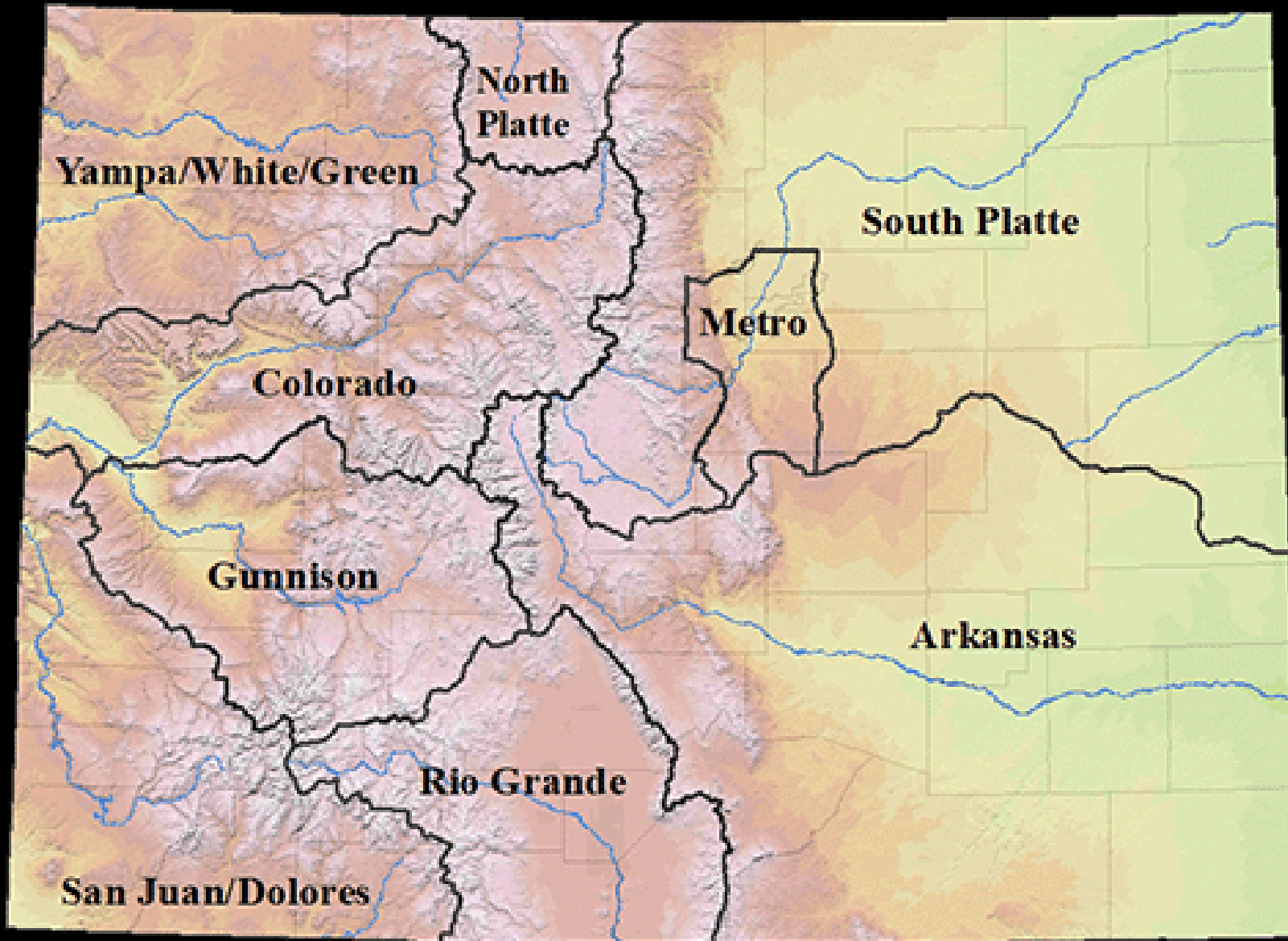
‘Whiskey is for
drinking and water is
for fighting’

Foundational Knowledge

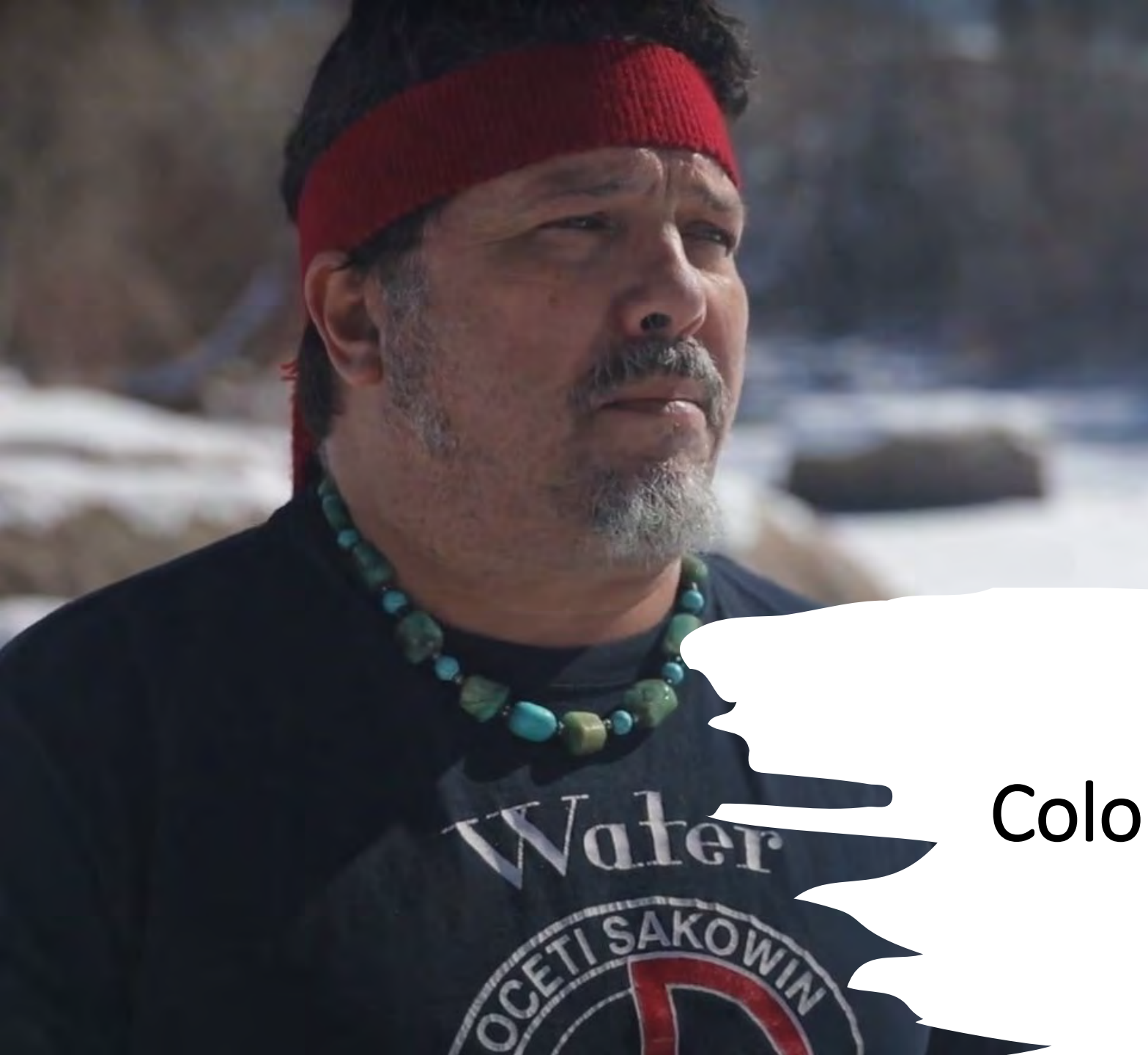
- **Conservation:** The prevention of wasteful resource usage through actions — whether on a small or large scale to ensure sustainable usage of natural resources for current and future generations
- **River Basin:** A river basin describes an area of land in which all precipitation — and resulting streams, creeks, and smaller rivers drains to one, large river.
- **Aquifer:** An aquifer is an underground layer of permeable rock and sediment that stores groundwater
- **Transmountain diversion:** In Colorado, transmountain diversions move water from the western part of the state to the eastern part of the state, often over (or under) the continental divide
- **Consumptive use:** is the portion of water that is withdrawn and or lost from the water system by evaporation, transpiration, consumed by humans or livestock and is ultimately removed from the immediate water environment.
- **Aridification:** The long process during which an area becomes drier; drought describes a temporary reduction in precipitation and available water, whereas aridification describes a long-term and often permanent change.

Trivia Question

- How many river basins are in Colorado?
- How many basin roundtables are in Colorado?



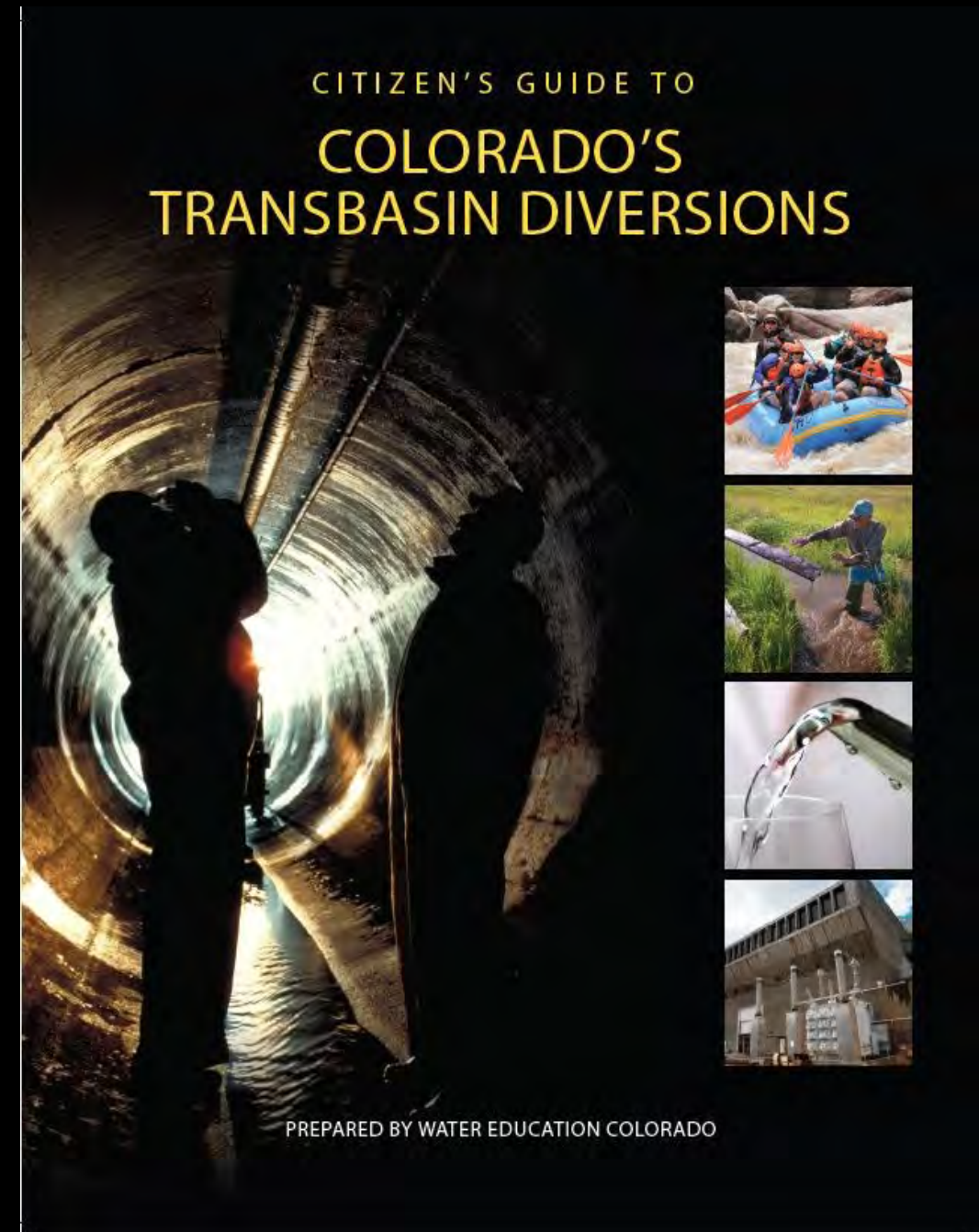
- Only roundtable not designated out of a natural hydrological river basin
- The Metro region's unique needs and water uses necessitated its designation apart from the South Platte River Basin



Colorado River Videos

Colorado River

- 7 States 2 countries
- 40 million people
 - 30 Native American Tribes
 - 1/3 of US Hispanic/Latino Population
- Drives a 1.4 trillion-dollar economy
- 4 Transmountain Diversion
- Glen Canyon Dam provides regional electricity and \$150 million in annual revenue that is reinvested in the river to protect wildlife, restore habitat, and maintain water quality



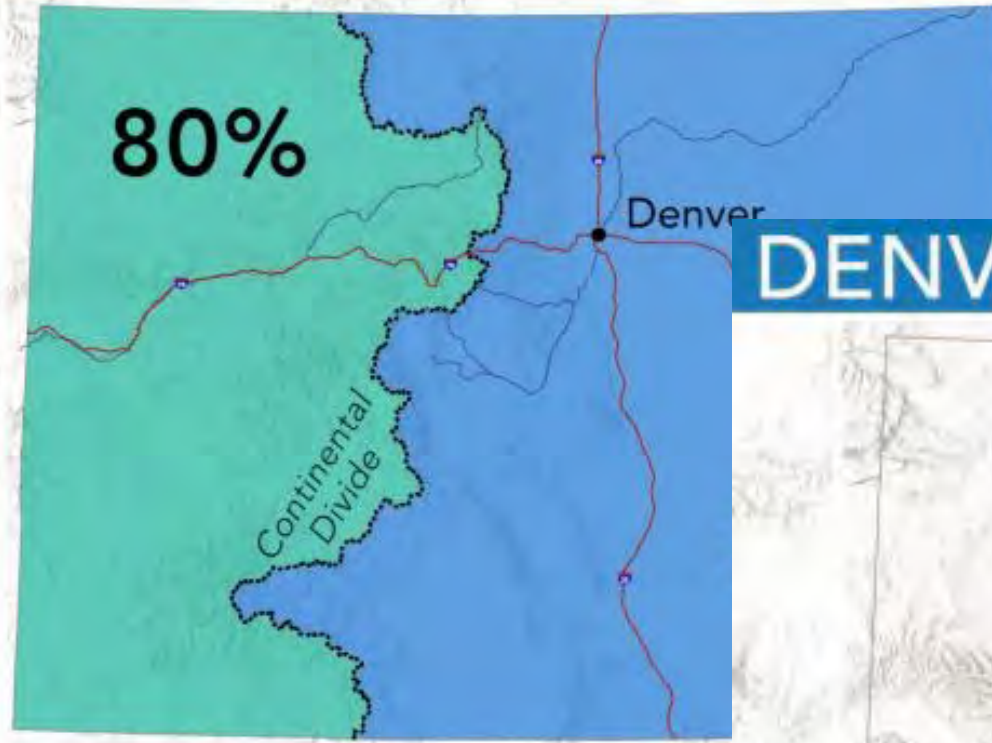
Climate Change Further Complicates Colorado Water

“Human activities (primarily the burning of fossil fuels) have fundamentally increased the concentration of greenhouse gases in Earth’s atmosphere, warming the planet. Natural drivers, without human intervention, would push our planet toward a cooling period.” *Nasa Global Climate Change*

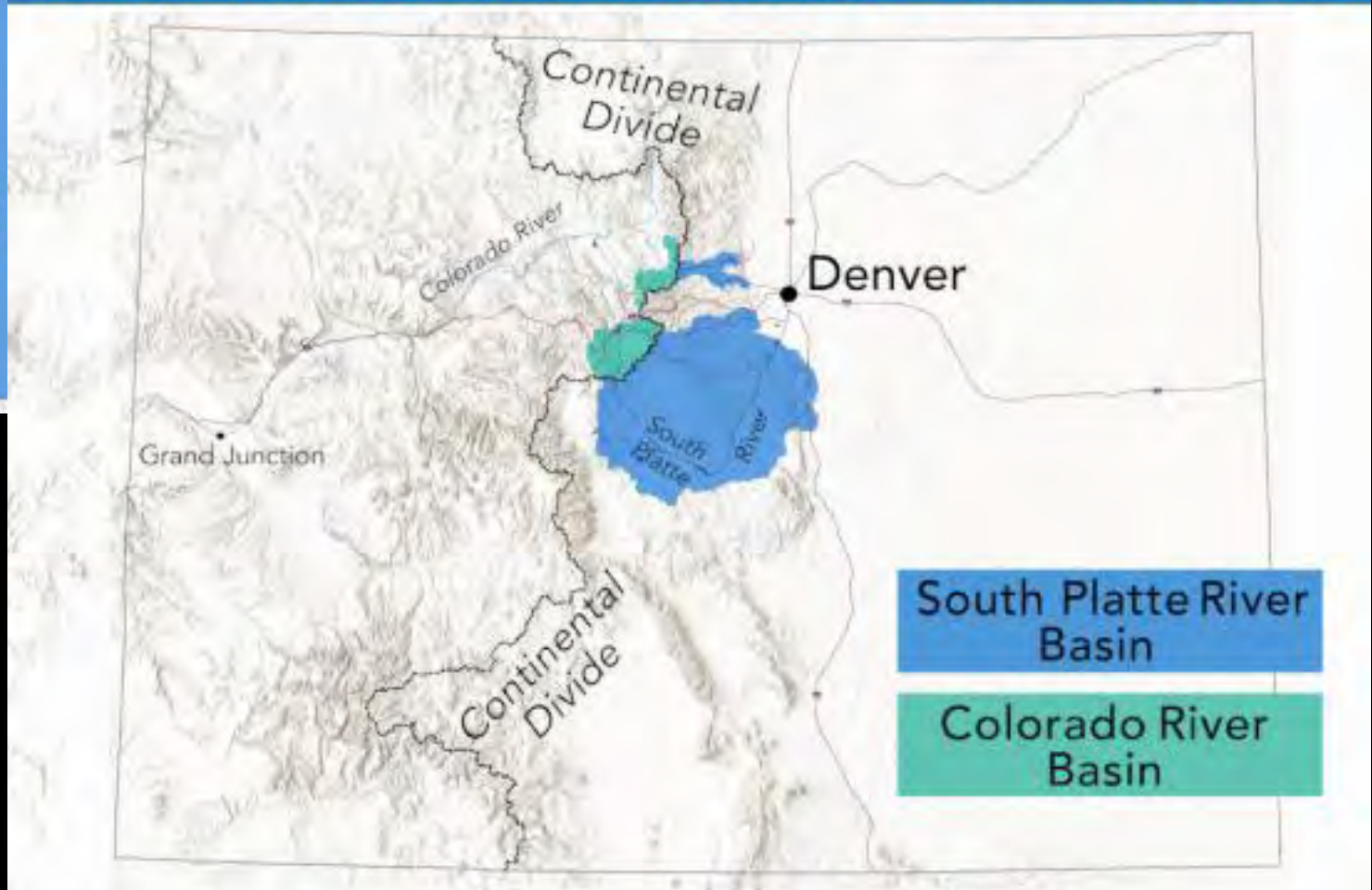
- Lost 20% of its historic flows in the past 20 years
- Projected to continue to drop another 20-30% over the next 30 years
- Increased temperatures account for 33% of the 21-century decline [in CO river flows]
- In 2021, snowmelt measured 90% of average, but snowmelt that filled the rivers was only 30% of average



COLORADO PRECIPITATION



DENVER WATER'S SUPPLY DIVIDE



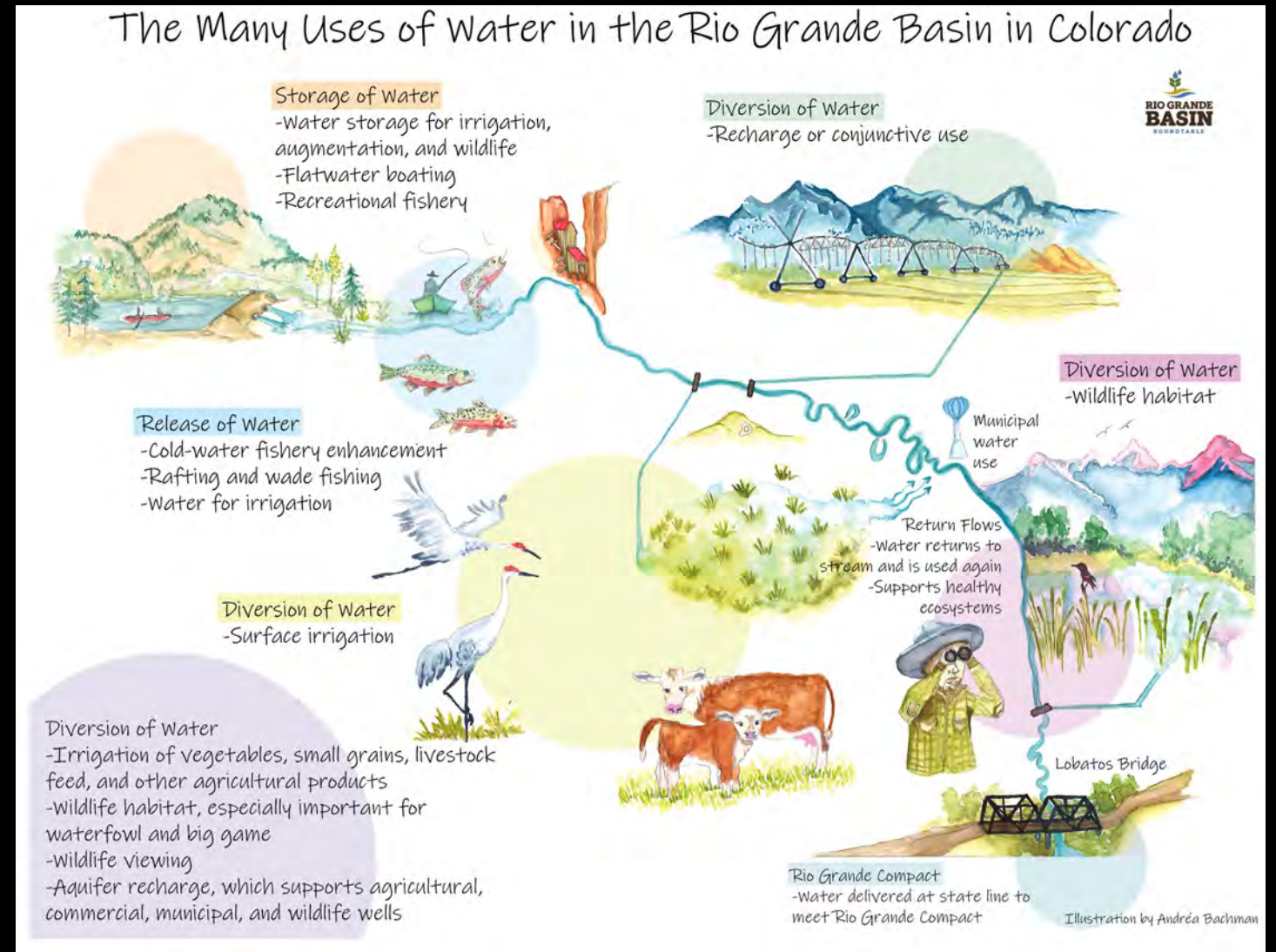
**50% of
Denver Water**

Door prize!

**Pull out those
tickets!!!**

Rio Grande

- 3 states, 2 countries
- San Luis Valley
- The principal crops grown here are potatoes, alfalfa, native hay, barley, wheat, and vegetables like lettuce, spinach and carrots.
- 3 Refuges and a National Park (Trivia question)
- RWR proposal



Rio Grande River Video



Climate Change Further Complicates Colorado Water

- Exceptionally dry 2021 Spring in the Upper Basin
 - April to July runoff into Lake Powell totaling just 26 percent of average, despite near-average snowfall
- 2000 - 2021 has been the driest 22-year period recorded in more than 100 years of record-keeping
- The reservoir system was 95 percent full in 2000, but as of July 18th, 2022 Lake Mead sits at just 27%, the lowest levels since it began to fill
- Diminished flows due to hotter and drier conditions
- More severe and longer lasting wildfires that impacts water quality and quantity
- For every 1 degree Celsius (1.8 F) we will lose 10% of annual flow





COLORADO

Colorado Water Conservation Board

Department of Natural Resources

- State Water Plan June 30th - Sept 30th
- CWCB Podcast
- Engagement events and outreach
- Further information in the back



Robust agriculture supports a sustainable agricultural economy and culture where farms and ranches are profitable and a high quality of life for farming communities is maintained.

VISION:

Agriculture is important to Colorado's culture, heritage, and economy, and it faces unprecedented future challenges. Innovations are needed to sustain irrigated agriculture and increase its profitability, stretch available water supplies, increase resiliency, and enhance local food production. Water supplies for Colorado's urban growth should not come at the expense of our rural communities through buy-and-dry methods. Collaborative partnerships among agriculture, environmental groups, and municipal water providers should be used to create multi-purpose projects that help keep irrigated lands in production.

PARTNER ACTIONS:

Thoughtful Storage: Storage projects are often out of reach financially for individual producers, and developing partnerships for multi-purpose storage projects will be key

Meeting Future Water Need: Modernization of farming and ranching infrastructure can increase water efficiency and protect the agricultural economy and irrigated acres

Wise Water Use: New technologies and crops can enhance profitability while stretching available water supplies

Healthy Lands: Agriculture provides benefits beyond food production that should be protected

Engaged Partners: Partnerships are needed to help prevent buy and dry of agricultural lands

Integration with Other Water Sectors: Smart growth can reduce the impact of urbanization on agricultural production



A 150-year-old San Luis Valley farm stops growing food to save a shrinking water supply. It might be the first deal of its kind in the country

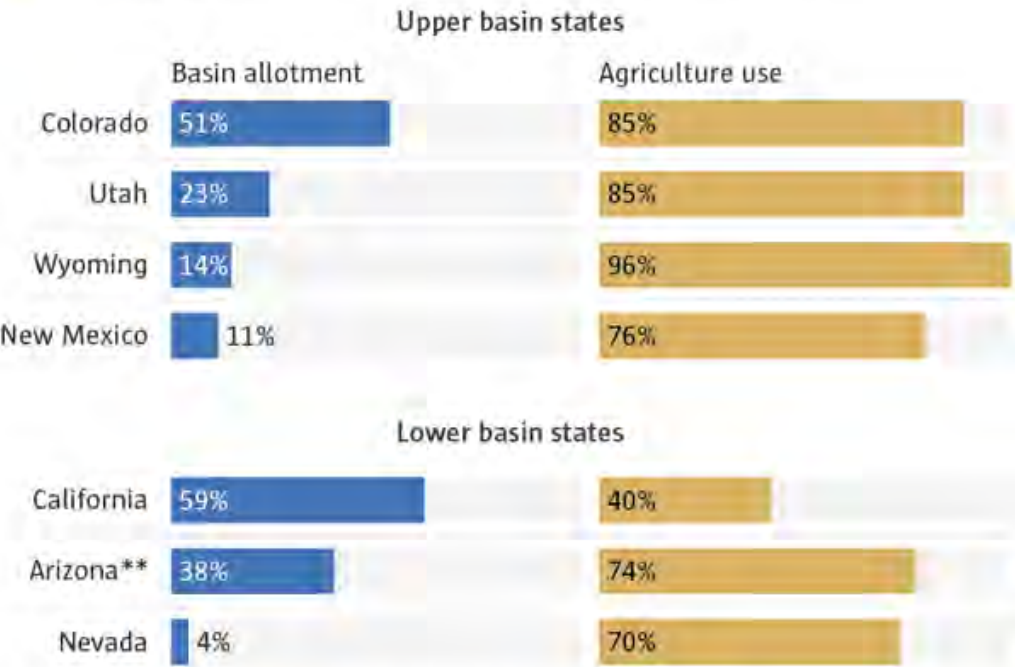
By Michael Elizabeth Sakas · Jul. 11, 2022, 4:00 am

Lots of water for crops

According to the 1922 Colorado River Compact, Upper Basin states and Lower Basin states each share 7.5 million acre-feet of water. The U.S. Geological Survey estimates that an average of 85% of total “offstream use” of water from the Colorado River goes toward the irrigation of crops.

■ Percentage of annual basin allotment state receives

■ Percentage of state’s annual water use* that goes toward agriculture



*Total from all water sources, not just Colorado River allotment

**Arizona’s allocation includes 0.6% it receives from the Upper Colorado River Basin

Sources: U.S. Geological Survey, state water departments, Public Policy Institute of California, Kenny Guinn Center for Policy Priorities, Utah Rivers Council, Wyoming-Montana Water Science Center

The Denver Post



Mike Coffman: We must limit turf in new developments and ban new turf golf courses

Cash for Grass: Colorado Bill Would Pay to Abandon Lawns

Colorado lawmakers are considering a proposal to offer financial incentives to home and business owners to abandon their lawns and green strips.

By [Associated Press](#) | March 12, 2022, at 10:10 a.m.



Vibrant communities are economic and cultural centers, spaces for innovation, and where Coloradans live, play and work.

VISION:

Holistic water management is essential for creating vibrant communities that balance water supply and demand needs with their environment and urban landscape. Colorado communities need resilient water supplies, water-conscious and attractive urban landscapes, planning that integrates land use and water solutions, and citizens who understand the importance of water to their lives and economy. An integrated One Water ethic is necessary to create the transformative change needed to meet the moment and the future.

PARTNER ACTIONS:

Thoughtful Storage: Water storage plays a critical role in many communities by creating reliable supplies

Meeting Future Water Need: Communities need to provide for growing future demands in the face of increasing water scarcity

Wise Water Use: Water efficiency and conservation programs will help communities stretch their water supplies and be more resilient in the future

Healthy Lands: Landscapes should be built for a warmer and drier future

Engaged Partners: Partner engagement at different scales is critical to the implementation of a One Water approach

Integration with Other Water Sectors: Supply and One Water strategies should seek to preserve agriculture and the environment and prepare for extremes



THRIVING WATERSHEDS

Thriving Watersheds are healthy watersheds. Healthy watersheds are resilient, which means they are able to adapt to change without fundamentally altering the services upon which society and the environment depend.

VISION:

Colorado's watersheds hold the future of our water supply security. Water resources planning should consider conditions of forests, streams, wetlands, and wildlife habitat. As our state's water source, the health of watersheds affects agriculture, downstream communities, recreation, tourism, and ecosystem function. Colorado will continue to follow a shared stewardship ethic to plan and implement multi-benefit projects to enhance the health of our watersheds.

PARTNER ACTIONS:

Thoughtful Storage: Water storage can provide flexibility in delivering flows to support critical habitat for wildlife and protect recreational interests

Meeting Future Water Need: Multi-use projects are needed to meet water demands across all sectors of water use while maintaining and enhancing our environment

Wise Water Use: Resilient systems recognize social, ecological, and economic connections

Healthy Lands: Shared stewardship improves watershed health and resilience across multiple jurisdictions

Engaged Partners: Agencies and stakeholders need to plan together, prioritize together, and act together

Integration with Other Water Sectors: Efforts to improve stream health or function often benefit other water sectors

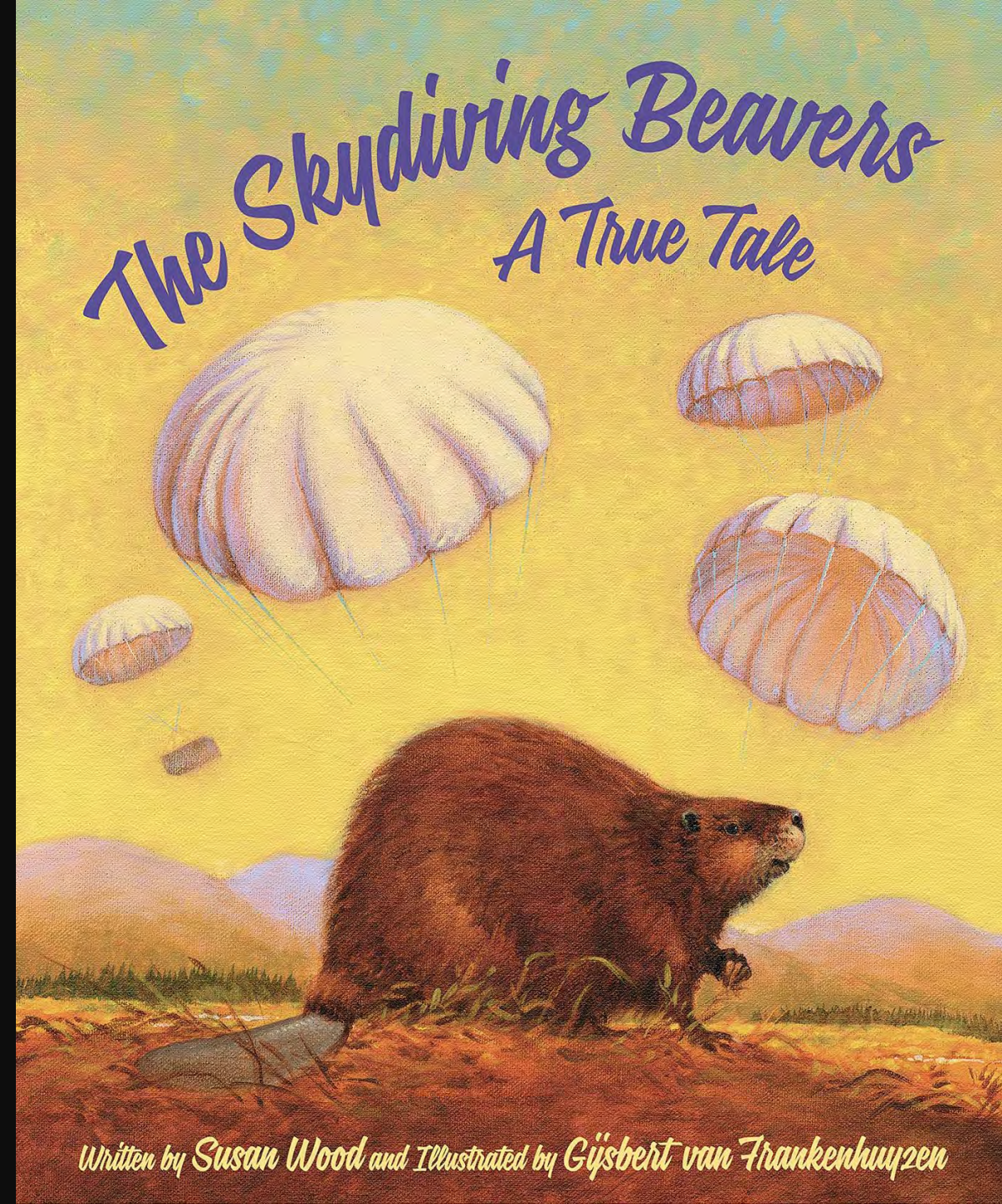


Trivia Question

- What year did Colorado's largest wildfire happen in?

Natural Solutions

- <https://www.youtube.com/watch?v=6IT5W32xRN4>
 - <https://www.youtube.com/watch?v=HuYGSrGLEZE>
-



VISION:

Water security is critical to the quality of life, environment, and economy of Colorado. The future is uncertain, and Colorado needs to be adaptive and resilient to face the challenges ahead. Water security roadmaps, inclusively developed at a local level, can identify acute and chronic risks to water supply, integrate local planning strategies, prioritize collaborative solutions, and build adaptive capacity and resilience.



RESILIENT PLANNING

Resilient planning applies forward-thinking solutions to create strong equitable communities that are able to effectively respond to water-related challenges.

PARTNER ACTIONS:

Thoughtful Storage: Storage can help communities develop reliable water supplies while mitigating natural hazard risk

Meeting Future Water Need: One Water approaches can meet needs, enhance water quality, and build resiliency

Wise Water Use: Raising awareness and improving accessibility to water efficiency programs is a cornerstone of solving water challenges

Healthy Lands: Adaptive strategies are needed for climate change resilience

Engaged Partners: Creative solutions supported by flexible government are needed and can promote sustainability and resiliency

Integration with Other Water Sectors: Coloradans need to work alongside each other to build solutions together

One Health

Healthy ecosystems

Healthy humans

Healthy animals





1. Be bolder to meet this moment of crisis
2. Include measurable objectives to ensure accountability
3. Prioritize assessable conservation across sectors
4. Specify and secure a sustainable, long-term source of funding
5. Move beyond traditional storage in favor of nature-based solutions
6. Acknowledge the importance of ecologically healthy rivers for Colorado's economy
7. Commit to actionable steps on equity, diversity, and inclusion

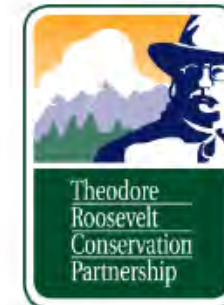




COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources



Door prize!

**Pull out those
tickets!!!**

LATINO
CONSERVATION WEEK

Divulga y Aprende sobre nuestra Tierra

Fiesta ¡en Denver!

¡Celebremos nuestra herencia de conservación!

Ven con tu familia a compartir una mesa, bailar, jugar y festejar los increíbles esfuerzos de nuestra comunidad latina por proteger a nuestra gente y a nuestra Madre Tierra.

Todos son bienvenidos a esta celebración **gratuita** de nuestro poder colectivo, que incluirá:

- almuerzo, helado y refrescos
- actividades para niños
- sorteos
- DJ y música en vivo
- ¡y mucho más!

ACOMPÁÑANOS

Sábado, 16 de Julio | 10am - 2:30pm
Montbello Open Space Park
12680 Albrook Drive
Denver, CO 80239

Para más información:

Jeremy Sifuentes

(956) 572-3445 | jsifuentes@elkkids.org



MÁS INFORMACIÓN



LATINO
CONSERVATION WEEK

Fiesta in Denver!

Celebrate our heritage of conservation!

Come with your family to share a meal, dance, play, and rejoice over the amazing efforts of our Latino community in protecting our gente and our Madre Tierra.

All are welcome to this **free** celebration of our collective power, that includes:

- lunch, ice cream, & refreshments
- kid friendly activities
- giveaways
- DJ & live music
- and much more!

JOIN US

Saturday, July 16 | 10am - 2:30pm
Montbello Open Space Park
12680 Albrook Drive
Denver, CO 80239

For more information:

Jeremy Sifuentes
(956) 572-3445 | jsifuentes@elkkids.org

MORE INFORMATION

