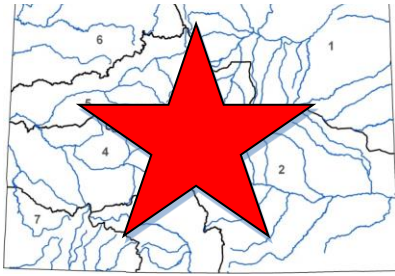




Water Plan Grant Application



L O C A T I O N
Counties: Statewide
Drainage Basin: All

D E T A I L S	
Total Project Cost:	\$111,468
Water Plan Grant Request:	\$55,709
Recommended Amount:	\$55,709
Other CWCB Funding:	\$13,000
Other Funding Amount:	\$15,000
Applicant Match:	\$27,759
Project Type: Other	
Project Category: Engagement & Innovation	
Measurable Result: 100,000 Coloradoan Impacted by Engagement Activity	

Water Education Colorado (formerly the Colorado Foundation for Water Education) is a nonprofit organization working statewide to provide water information and educational programs with no advocacy agenda. WEco provides *“balanced and accurate information and educational opportunities to enable Coloradans to make more informed water resource decisions, which taking into consideration water’s complexities and trade-offs, developing collaborative and innovative solutions, and ultimately ensuring a sustainable water future for generations to come”*.

In 2018, WEco received an Engagement and Innovation Water Plan grant to design and build a statewide Strategic Water Education Action Plan (SWEAP) which was Goal 2 of Colorado Water Plan, Ch. 9.5: “Create a Data-Based Water Education Plan.” The Plan was completed in October 2019 and a presentation to the Board will be given at the November 2019 CWCB Board Meeting.

WEco has been working in consultation with a Coalition of partners from around the state to create the plan in their hopes it can serve as a guide and provide support materials for coordinated statewide and basin-wide water education activities over the next 5 years. This effort will help achieve the education and outreach goals set forth in the Colorado Water Plan.

SWEAP outlines strategic goals for water education and outreach that can be collectively pursued, measured and tracked by Water Educator Network educators and others. While numerous individuals have contributed to the plan, including a 30-member SWEAP Coalition, WEco proposes a wider launch and rollout to popularize and familiarize stakeholders with the plan will be necessary to achieve broad involvement in implementation. WEco has identified essential “groundwork” actions necessary during the first phase of implementation in order to begin providing tools and resources to educators who choose to partner in working toward the collective impact envisioned by SWEAP. These groundwork actions include educational toolkits and curriculum materials, online forums and in person workshops and integrating with the proposed Water 2022 Initiative.

The project helps advance the Water Plan goal of helping to improve public awareness and engagement by continuing to partner and support ongoing water education with youth and adult education as well as working with the PEPO liaisons.

Funding Recommendation: Staff is recommending a grant of \$55,709 from the Engagement and Innovation category of funding.



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Colorado Water Conservation Board
Water Plan Grant Application

Instructions		
<p>To receive funding for a Water Plan Grant, applicant must demonstrate how the project, activity, or process (collectively referred to as “project”) funded by the CWCB will help meet the measurable objectives and critical actions in the Water Plan. Grant guidelines are available on the CWCB website.</p> <p>If you have questions, please contact CWCB at (303) 866-3441 or email the following staff to assist you with applications in the following areas:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Water Storage Projects Conservation, Land Use Planning Engagement & Innovation Activities Agricultural Projects Environmental & Recreation Projects </td> <td style="width: 50%; vertical-align: top;"> Anna.Mauss@state.co.us Kevin.Reidy@state.co.us Ben.Wade@state.co.us Alexander.Funk@state.co.us Chris.Sturm@state.co.us </td> </tr> </table> <p>FINAL SUBMISSION: Submit all application materials in one email to <u>waterplan.grants@state.co.us</u> in the original file formats [Application (word); Statement of Work (word); Budget/Schedule (excel)]. Please do not combine documents. In the subject line, please include the funding category and name of the project.</p>	Water Storage Projects Conservation, Land Use Planning Engagement & Innovation Activities Agricultural Projects Environmental & Recreation Projects	Anna.Mauss@state.co.us Kevin.Reidy@state.co.us Ben.Wade@state.co.us Alexander.Funk@state.co.us Chris.Sturm@state.co.us
Water Storage Projects Conservation, Land Use Planning Engagement & Innovation Activities Agricultural Projects Environmental & Recreation Projects	Anna.Mauss@state.co.us Kevin.Reidy@state.co.us Ben.Wade@state.co.us Alexander.Funk@state.co.us Chris.Sturm@state.co.us	

Water Project Summary	
Name of Applicant	Water Education Colorado
Name of Water Project	Statewide Water Education Action Plan Launch, Phase I Implementation and Essential Groundwork Actions
CWP Grant Request Amount	\$ 55,709
Other Funding Sources <u>CWCB-WEco FY2020</u> Annual SOW	\$13,000
Other Funding Sources <u>USDA NIFIA grant *not secured</u>	\$15,000
Other Funding Sources _____	\$
Applicant Funding Contribution *in-kind	\$ 27,759
Total Project Cost	\$ 111,468



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Applicant & Grantee Information	
Name of Grantee(s)	Water Education Colorado
Mailing Address	1600 Downing St. Suite 200 Denver, CO 80218
FEIN	
Organization Contact	Jayla Poppleton
Position/Title	Executive Director
Email	jayla@wateredco.org
Phone	(720) 325-1448
Grant Management Contact	Jayla Poppleton
Position/Title	Executive Director
Email	jayla@wateredco.org
Phone	(720) 325-1448
Name of Applicant (if different than grantee)	
Mailing Address	
Position/Title	
Email	
Phone	
Description of Grantee/Applicant	
Provide a brief description of the grantee's organization (100 words or less).	
<p>Water Education Colorado (formerly the Colorado Foundation for Water Education) is uniquely positioned in Colorado as the only independent, nonprofit organization working statewide to provide water information and educational programs with no advocacy agenda. Our trusted reputation comes from 17 years of providing quality, objective and engaging programs to Coloradans ranging from the highest levels of decision making to passionate, interested citizens in local communities across the state.</p> <p>We provide balanced and accurate information and educational opportunities to enable Coloradans to make more informed water resource decisions, which taking into consideration water's complexities and trade-offs, developing collaborative and innovative solutions, and ultimately ensuring a sustainable water future for generations to come.</p> <p>We also play a leadership role working with other water educators from around the state through the Water Educator Network, through which we provide tools, trainings, resources and opportunities for collaboration.</p>	



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Type of Eligible Entity (check one)	
	Public (Government): Municipalities, enterprises, counties, and State of Colorado agencies. Federal agencies are encouraged to work with local entities. Federal agencies are eligible, but only if they can make a compelling case for why a local partner cannot be the grant recipient.
	Public (Districts): Authorities, Title 32/special districts (conservancy, conservation, and irrigation districts), and water activity enterprises.
	Private Incorporated: Mutual ditch companies, homeowners associations, corporations.
	Private Individuals, Partnerships, and Sole Proprietors: Private parties may be eligible for funding.
X	Non-governmental organizations (NGO): Organization that is not part of the government and is non-profit in nature.
	Covered Entity: As defined in Section 37-60-126 Colorado Revised Statutes .

Type of Water Project (check all that apply)	
	Study
	Construction
	Identified Projects and Processes (IPP)
X	Other

Category of Water Project (check the primary category that applies and include relevant tasks)	
	Water Storage - Projects that facilitate the development of additional storage, artificial aquifer recharge, and dredging existing reservoirs to restore the reservoirs' full decreed capacity and Multi-beneficial projects and those projects identified in basin implementation plans to address the water supply and demand gap.. <i>Applicable Exhibit A Task(s):</i>
	Conservation and Land Use Planning - Activities and projects that implement long-term strategies for conservation, land use, and drought planning. <i>Applicable Exhibit A Task(s):</i>
X	Engagement & Innovation - Activities and projects that support water education, outreach, and innovation efforts. Please fill out the Supplemental Application on the website. <i>Applicable Exhibit A Task(s):</i>
	Agricultural - Projects that provide technical assistance and improve agricultural efficiency. <i>Applicable Exhibit A Task(s):</i>
	Environmental & Recreation - Projects that promote watershed health, environmental health, and recreation. <i>Applicable Exhibit A Task(s):</i>
	Other
	Explain:



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Location of Water Project	
Please provide the general county and coordinates of the proposed project below in decimal degrees . The Applicant shall also provide, in Exhibit C, a site map if applicable.	
County/Countries	We work in all counties in Colorado
Latitude	
Longitude	

Water Project Overview
<p>Please provide a summary of the proposed water project (200 words or less). Include a description of the project and what the CWP Grant funding will be used for specifically (e.g., studies, permitting process, construction). Provide a description of the water supply source to be utilized or the water body affected by the project, where applicable. Include details such as acres under irrigation, types of crops irrigated, number of residential and commercial taps, length of ditch improvements, length of pipe installed, and area of habitat improvements, where applicable. If this project addresses multiple purposes or spans multiple basins, please explain.</p> <p>The Applicant shall also provide, in Exhibit A, a detailed Statement of Work, Budget, Other Funding Sources/Amounts and Schedule.</p>
<p>In 2018, Water Education Colorado received a grant to design and build a statewide Strategic Water Education Action Plan to fulfill Goal 2 of Colorado Water Plan, Ch. 9.5: "Create a Data-Based Water Education Plan." We have been working in consultation with a Coalition of partners from around the state to create a plan that can serve as a guide and provide support materials for coordinated statewide and basin-wide water education activities over the next 5 years. This effort will help achieve the education and outreach goals set forth in the Colorado Water Plan.</p> <p>This statewide water education plan (SWEAP) is currently in near-final draft form and is being vetted with the Water Educator Network (WEN), a statewide network of water education and outreach professionals led by WEco. We are on track to have the plan completed by October 2019.</p> <p>SWEAP outlines strategic goals for water education and outreach that can be collectively pursued, measured and tracked by WEN educators and others. While numerous individuals have contributed to the plan, including a 30-member SWEAP Coalition, we anticipate a wider launch and rollout to popularize and familiarize stakeholders with the plan will be necessary to achieve broad involvement in implementation. We have also identified essential "groundwork" actions necessary during the first phase of implementation in order to begin providing tools and resources to educators who choose to partner in working toward the collective impact envisioned by SWEAP. These groundwork actions are described in the attached SOW, which this grant will enable.</p>

Measurable Results	
To catalog measurable results achieved with the CWP Grant funds, please provide any of the following values as applicable:	
	New Storage Created (acre-feet)
	New Annual Water Supplies Developed or Conserved (acre-feet), Consumptive or Nonconsumptive



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	Existing Storage Preserved or Enhanced (acre-feet)	
	Length of Stream Restored or Protected (linear feet)	
	Efficiency Savings (indicate acre-feet/year OR dollars/year)	
	Area of Restored or Preserved Habitat (acres)	
	Quantity of Water Shared through Alternative Transfer Mechanisms	
	Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning	
100,000+	Number of Coloradans Impacted by Engagement Activity	
	Other	Explain:

Water Project Justification	
<p>Provide a description of how this water project supports the goals of Colorado's Water Plan, the most recent Statewide Water Supply Initiative, and the applicable Roundtable Basin Implementation Plan and Education Action Plan. The Applicant is required to reference specific needs, goals, themes, or Identified Projects and Processes (IPPs), including citations (e.g. document, chapters, sections, or page numbers).</p> <p>The proposed water project shall be evaluated based upon how well the proposal conforms to Colorado's Water Plan Framework for State of Colorado Support for a Water Project (CWP, Section 9.4, pp. 9-43 to 9-44;)</p>	
<p>Water Education Colorado's work to begin implementing the Statewide Water Education Action Plan (SWEAP) will not only expand public engagement and outreach efforts in Colorado, but will also provide a cohesive framework for effective collaboration among water educators to achieve greater collective impact. The plan itself is a stated goal in the Colorado Water Plan, and this next phase of work will help guide critical actions and early implementation tasks related to program development and investments in the education, engagement and innovation space in Colorado. It will also be a tool used to amplify local efforts through the identification of common goals and resource needs, with a plan to address them. This work is needed—and the time is right—for many reasons, several of which include:</p> <ol style="list-style-type: none"> 1) There is broad recognition that the Colorado Water Plan as a whole cannot be successfully funded and implemented without significantly increased awareness, understanding and support among constituents and community members. The PEPO liaisons and Basin Roundtables, which have a leading role to plan in engaging their local communities, have mixed abilities and resources to conduct water education efforts. Assuring that PEPO funds/grant funds have maximum impact and that education efforts align with the CWP strategic goals is critical to its success. Water Education Colorado will involve the PEPO liaisons and other roundtable members in to support Education Action Plans in alignment with the statewide and to further advance their work through improved coordination. 2) The Colorado Water Plan's stated goal of "significantly improv[ing] public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys" is already being addressed to some degree by Water Education Colorado and other entities. However, we anticipate existing efforts will be more effective when they are better coordinated under a shared statewide strategy. With SWEAP in hand, the real work begins - providing coordination and ensuring progress toward the outcomes identified in the plan. 	



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3) SWEAP can help inform the investments made through the “outreach, education, and public engagement grant fund” that was established in fulfillment of Goal 1 of Ch. 9.5 of Colorado’s Water Plan. SWEAP establishes priorities, defines short- and long-term outcomes, and requires measurement and documentation based on defined metrics, thereby enabling the CWCB to effectively allocate these funds now and in the future.

4) While there are many topics that should be developed with customized content for specific basins and issues, there are also high-level “Water 101” topics that can be developed and communicated at a statewide level. Many of these comprise the requisite core water knowledge that Coloradans need to understand in order to become more “water fluent” and effective in engaging in discourse at the statewide, regional and community levels. SWEAP defines critical water concepts and envisions the development of toolkits that would enable water educators throughout Colorado to ensure core water knowledge is established as a component of their educational activities.

5) Outreach, education and engagement permeates every aspect of the CWP. With the requested funds, we will work with key stakeholders and on-the-ground educators to identify the tools, resources, and actions needed to advance broad understanding and support for effective public engagement in solving Colorado’s water challenges. WEco is currently updating our organizational strategic plan to better align our organization with the statewide strategy that is outlined in SWEAP and to take the lead in advancing this important project. Specifically, WEco’s Water Educator Network is expected to fulfill a critical role in implementing the plan moving forward.

Related Studies

Please provide a list of any related studies, including if the water project is complementary to or assists in the implementation of other CWCB programs.

2018 Water Education Asset Map: The Water Education Asset Mapping Project was a good first step in preparing to develop a Statewide Water Education Action Plan. The Asset Mapping project, completed by the One World One Water Center at Metro State University in 2018 through a CWCB grant, reported on successful water education programs and tools being implemented statewide, as well as self-identified gaps in programming and capacity noted by the water education organizations who informed the study. Water Education Colorado supported this project by connecting OWOW staff to our Water Educator Network members as a critical source of data collection. The results of this work, as well as the early engagement of stakeholders participating in the project, helped inform the development of SWEAP.

2018 OMNI Baseline Survey: Water Education Colorado played a supporting role in the development of the 2018 baseline survey that CWCB contracted OMNI to develop. This survey was called for in the Colorado Water Plan in order to begin tracking progress toward the CWP’s stated goal of “significantly improving public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys.” The results of this survey, which has not yet been administered, are still needed in order to establish baselines for the identified outcomes in SWEAP. WEco has included in the scope of work for this grant application work to support CWCB in incorporating additional specific questions related to SWEAP outcomes and in advising the administration of the survey and analyzing results.

2008 Water Education Task Force Report: The Colorado Foundation for Water Education (now WEco) produced this report for CWCB in 2008 in partnership with the Colorado Alliance for Environmental Education and the Colorado Watershed Network. The report’s goal was to inform CWCB on the status of water education programs in Colorado and provide recommendations for



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addressing gaps. This was the guiding document in creating what is now the Water Educator Network run by WEco, and SWEAP will serve as a more actionable, comprehensive and broadly useful update of the original task force report's recommendations.

WEco Evaluations/Impact Reporting: Water Education Colorado has extensive historical and current data from pre- and post-program evaluations as well as from annual member and supporter surveys that we use to shape and evolve our programs, as well as demonstrate impact. This data was an additional resource in the design of SWEAP.

Previous CWCB Grants, Loans or Other Funding

List all previous or current CWCB grants (including WSRF) awarded to both the Applicant and Grantee. Include: 1) Applicant name; 2) Water activity name; 3) Approving RT(s); 4) CWCB board meeting date; 5) Contract number or purchase order; 6) Percentage of other CWCB funding for your overall project.

- 1) Colorado Foundation for Water Education (DBA Water Education Colorado)
- 2) Deepening Water Engagement through Expansion of the Water Educator Network
- 3) N/A
- 4) Nov. 16, 2017
- 5) CTGG1 2018-1605
- 6) 0% toward this project

- 1) Water Education Colorado
- 2) Design and Build Statewide, Data-Based Strategic Water Education Action Plan and Associated Tools
- 3) N/A
- 4) May 24, 2018
- 5) POGG12019-2021
- 6) 0% toward this project

- 1) Water Education Colorado
- 2) FY2020 Annual Scope of Work
- 3) N/A
- 4) May 16, 2019
- 5) PO # not yet received
- 6) 11.7% toward this project

- 1) Water Education Colorado
- 2) Follow-Up Education from Colorado Water Conservation Board Adoption of "Best Practices for Implementing Water Conservation and Demand Management Through Land Use Planning Efforts: Addendum to 2012 Guidance Document"
- 3) N/A
- 4) N/A
- 5) PO # not yet received
- 6) 0% toward this project

Taxpayer Bill of Rights

The Taxpayer Bill of Rights (TABOR) may limit the amount of grant money an entity can receive. Please describe any relevant TABOR issues that may affect your application.

N/A



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Submittal Checklist	
X	I acknowledge the Grantee will be able to contract with CWCB using the Standard Contract .
Exhibit A	
X	Statement of Work ⁽¹⁾
X	Budget & Schedule ⁽¹⁾
	Engineer's statement of probable cost (projects over \$100,000)
	Letters of Matching and/or Pending 3 rd Party Commitments ⁽¹⁾
Exhibit C	
	Map (if applicable) ⁽¹⁾
	Photos/Drawings/Reports
	Letters of Support (Optional)
	Certificate of Insurance (General, Auto, & Workers' Comp.) ⁽²⁾
	Certificate of Good Standing with Colorado Secretary of State ⁽²⁾
	W-9 ⁽²⁾
	Independent Contractor Form ⁽²⁾ (If applicant is individual, not company/organization)
Engagement & Innovation Grant Applicants ONLY	
X	Engagement & Innovation Supplemental Application ⁽¹⁾

(1) Required with application.

(2) Required for contracting. While optional at the time of this application, submission can expedite contracting upon CWCB Board approval.

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ENGAGEMENT & INNOVATION GRANT FUND SUPPLEMENTAL APPLICATION

Introduction & Purpose

Colorado’s Water Plan calls for an outreach, education, public engagement, and innovation grant fund in Chapter 9.5.

The overall goal of the Engagement & Innovation Grant Fund is to enhance Colorado’s water communication, outreach, education, and public engagement efforts; advance Colorado’s water supply planning process; and support a statewide water innovation ecosystem.

The grant fund aims to engage the public to promote well-informed community discourse regarding balanced water solutions statewide. The grant fund aims to support water innovation in Colorado. The grant fund prioritizes measuring and evaluating the success of programs, projects, and initiatives. The grant fund prioritizes efforts designed using research, data, and best practices. The grant fund prioritizes a commitment to collaboration and community engagement. The grant fund will support local and statewide efforts.

The grant fund is divided into two tracks: engagement and innovation. The Engagement Track supports education, outreach, communication, and public participation efforts related to water. The Innovation Track supports efforts that advance the water innovation ecosystem in Colorado.

Application Questions

*The grant fund request is referred to as “project” in this application.

Overview (answer for both tracks)
In a few sentences, what is the overall goal of this project? How does it achieve the stated purpose of this grant fund (above)?
The goal of this project is to rollout and initiate Phase I Implementation of the Statewide Water Education Action Plan. The grant fund aims to engage the public to promote well-informed community discourse regarding balanced water solutions statewide, and all of SWEAP’s Outcomes are designed toward that end. The grant fund prioritizes measuring and evaluating the success of programs, projects, and initiatives, and SWEAP itself is a tool for educators to collectively measure the success of their programs’ ability to achieve the stated purpose of the grant fund. SWEAP’s Strategies were developed by relying on research, data and best practices, and SWEAP implementation will foster greater adoption of these proven strategies. By its very nature, SWEAP was also designed collaboratively and is meant to be implemented in collaboration by a statewide Water Educator Network, professionals whom are all dedicated to community engagement.
Who is/are the target audience(s)? How will you reach them? How will you involve the community?
Our target audience for this Phase I of SWEAP Implementation are the partners in and provisioners of water education across the state. This includes Water Educator Network members, PEPO liaisons, Basin Roundtables, water utilities, the Colorado Department of Education, and other water education providers from a broad spectrum of organizations. We will reach them through one-on-one outreach, focused presentations, and by holding and/or participating in one or more gatherings as envisioned in this grant application.



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Overview (answer for both tracks)
Describe how the project is collaborative or engages a diverse group of stakeholders. Who are the partners in the project? Do you have other funding partners or sources?
<p>In order to accomplish this project, WEco will work collaboratively with a wide variety of partners, primarily through the Water Educator Network, comprised of 60-plus educators from across Colorado, as well as with the Basin Roundtables, PEPO liaisons and other partners as described above.</p> <p>As part of the partner outreach and engagement envisioned in this grant, we will be checking in with organizations both in Colorado and at the federal level about their capacity to support elements of SWEAP implementation. This will constitute a “scoping” for additional funding potential.</p>
Describe how you plan to measure and evaluate the success and impact of the project?
<p>In the near-term, the success and impact of the project will be measured by:</p> <ul style="list-style-type: none">• The number of partner meetings held.• The number of commitments received to participate in SWEAP implementation.• Completion and delivery of the products of the essential “groundwork” actions. <p>In the long-term success will be measured by:</p> <ul style="list-style-type: none">• The extent to which the Basin Roundtable’s EAP updates incorporate SWEAP outcomes and strategies.• Increased usage of resource library, toolkits and training opportunities.• Positive trends on the SWEAP metrics being tracked toward the Outcomes.
What research, evidence, and data support your project?
<p>The essential groundwork actions were developed by relying on input gleaned from more than 60 experts and participation by 30 SWEAP Coalition members in identifying Outcomes and Strategies needed to accomplish the agreed-upon impact, which is that by 2025 “Coloradans are engaged in well-informed community discourse and decision making regarding balanced water solutions, and are empowered to take action regarding critical water challenges facing the state and their communities.” In addition, SWEAP relied on the 2018 Water Education Asset Map developed by the One World One Water Center, as well as the ThinkWater framework and Bloom’s Taxonomy of Educational Objectives. This project will continue to rely heavily on survey data and assessment results in the establishment of baselines for each SWEAP Outcome.</p>
Describe potential short- and long-term challenges with this project.
<p>In the near-term, a challenge will be engaging new partners, on-boarding them with the current stakeholder network, and facilitating their involvement in SWEAP. It will take time for all partners to shift resources and approaches to align with SWEAP Outcomes and Strategies, so WEco will likely be responsible at the outset to accomplish the initial set of essential groundwork actions.</p>



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Overview (answer for both tracks)

In the long-term, the SWEAP Coalition established some high bars as expressed in the SWEAP Outcomes, and coordinating, tracking and ultimately accomplishing them in the timeframe identified (2020-2025) given current capacity constraints for WEco and many Water Educator Network members will be a challenge.

Please fill out the applicable questions for either the Engagement Track or Innovation Track, unless your project contains elements in both tracks. If a question does not relate to your project, just leave it blank. Please answer each question that relates to your project. Please reference the relevant documents and use chapters and page numbers (Colorado’s Water Plan, Basin Implementation Plan, PEPO Education Action Plan, etc.).

Engagement Track

Describe how the project achieves the education, outreach, and public engagement measurable objective set forth in Colorado’s Water Plan to “significantly improve the level of public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys.”

This is precisely the vision for the impact of SWEAP. We will begin implementation of the action plan to achieve a set of 8-9 defined outcomes that, when accomplished, will achieve the CWP’s measurable objective above. The scope of work supported by these funds also includes advising the update and administration of the water awareness survey developed by OMNI in 2018, as well as a post-survey analysis and collection of other information that is essential for setting baselines that can be measured against between now and 2025 (an extended timeframe from the initial CWP stated goal).

Describe how the project achieves the other measurable objectives and critical goals and actions laid out in Colorado’s Water Plan around the supply and demand gap; conservation; land use; agriculture; storage; watershed health, environment, and recreation; funding; and additional.

SWEAP envisions the development of toolkits and training opportunities to support the work of water educators around the state in equipping their audiences with awareness, knowledge and skills needed to participate in discourse and decision making that advance the trajectory of all of these CWP measurable objectives. As we prioritize toolkits for initial development, we will consider alignment with the CWP measurable objectives as a key qualifier.

Describe how the project achieves the education, outreach, and public engagement goals set forth in the applicable Basin Implementation Plan(s).

SWEAP directly advances several of the BIP education, outreach and engagement goals listed on page 9-59 of the Colorado Water Plan:

1) Work closely with organizations that specialize in the facilitation of public education and outreach programs in order to leverage existing resources within each basin and increase overall impact. WEco, by nature of its organizational mission and goals, will provide the bedrock expertise in public education and outreach, and the partnerships anticipated in planning and accomplishing this project’s essential groundwork actions will further increase impact at the basin and statewide scale.

2) Enhance coordination and financial support that enable watershed groups and other grassroots organizations to effectively engage the public and increase participation. Coordination with CWCB and other funders will improve the cohesiveness and focus of grant requests, as they reflect improved



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<p>coordination and programming among entities engaged in promoting SWEAP's outcomes and strategies.</p> <p>3) <i>Establish metrics to evaluate the success and effectiveness of statewide and basin-level communication and education programs, and modify strategies as needed.</i> SWEAP is explicitly designed around an adaptive process of planning, implementation, assessment and renewal. This project proposal will support refinement of the metrics identified in SWEAP, while WEco and SWEAP partners are committed to conducting periodic assessments of each metric to evaluate the success and effectiveness of SWEAP activities.</p>
<p>Describe how the project achieves the basin roundtable's PEPO Education Action Plans.</p>
<p>Assessment of the current EAPs from each roundtable was an important component in the development of SWEAP. In Phase I of Implementation, we will work with each of the PEPO liaisons to consider how their EAPs already align with SWEAP, and where there is opportunity to achieve greater alignment that could help them both contribute to statewide impact and have cross-pollinating benefits for multiple basins.</p>

Innovation Track
<p>Describe how the project enhances water innovation efforts and supports a water innovation ecosystem in Colorado.</p>
<p>N/A</p>
<p>Describe how the project engages/leverages Colorado's innovation community to help solve our state's water challenges.</p>
<p>N/A</p>
<p>Describe how the project helps advance or develop a solution to a water need identified through TAP-IN and other water innovation challenges. What is the problem/need/challenge?</p>
<p>N/A</p>
<p>Describe how this project impacts current or emerging trends; technologies; clusters, sectors, or groups in water innovation.</p>
<p>N/A</p>



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Colorado Water Conservation Board
Water Plan Grant - Exhibit A

Statement Of Work

Date:	8/1/19
Name of Grantee:	Water Education Colorado
Name of Water Project:	Statewide Water Education Action Plan Launch, Phase I Implementation and Essential Groundwork Actions
Funding Source:	Colorado Water Plan Engagement and Innovation Grant Fund

Water Project Overview:

In 2018, Water Education Colorado received a grant to design and build a statewide Strategic Water Education Action Plan to fulfill Goal 2 of Colorado Water Plan, Ch. 9.5: “Create a Data-Based Water Education Plan.” We have been working in consultation with a Coalition of partners from around the state to create a plan that can serve as a guide and provide support materials for coordinated statewide and basin-wide water education activities over the next 5 years. This effort will help achieve the education and outreach goals set forth in the Colorado Water Plan.

This statewide water education plan (SWEAP) is currently in near-final draft form and is being vetted with the Water Educator Network (WEN), a statewide network of water education and outreach professionals led by WEco. We are on track to have the plan completed by October 2019.

SWEAP outlines strategic goals for water education and outreach that can be collectively pursued, measured and tracked by WEN educators and others. While numerous individuals have contributed to the plan, including a 30-member SWEAP Coalition, we anticipate a wider launch and rollout to popularize and familiarize stakeholders with the plan will be necessary to achieve broad involvement in implementation. We have also identified essential “groundwork” actions necessary during the first phase of implementation in order to begin providing tools and resources to educators who choose to partner in working toward the collective impact envisioned by SWEAP. These groundwork actions are described in the attached SOW, which this grant will enable.

Project Objectives:

- A. SWEAP Launch – Produce and rollout the plan in both print and online formats with extensive outreach and communications efforts to ensure familiarity
- B. Phase I Implementation – Set the Stage by initiating and solidifying partnerships, commitments and support toward implementation
- C. Phase I Implementation – Essential Groundwork Strategies are the first initial implementation steps identified to support the collective work moving forward



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Tasks
<p>Task 1 – SWEAP Launch</p>
<p>Description of Task:</p> <p>Get SWEAP out into the world and initiate adoption by producing official plan for circulation, conducting official rollout/launch through a range of communications channels, and initiating partner/stakeholder outreach to share vision, answer questions, define roles and secure commitments.</p>
<p>Method/Procedure:</p> <p>a. <u>Production</u></p> <p>Produce official plan in print and online dashboard format.</p> <ol style="list-style-type: none"> i. Hire graphic designer to design plan; print Executive Summaries only ii. Work with web developer to design and install online dashboard <p>b. <u>Rollout</u></p> <p>Official rollout/launch to include press releases, blog posts, email announcements, webinars and in-person presentations.</p> <ol style="list-style-type: none"> i. Contract communications professional to develop press releases, blog posts, email announcements, webinar and presentations ii. Establish communication plan that identifies key audiences and talking points iii. Deliver announcements, webinars and in-person presentations <ol style="list-style-type: none"> a. CWCB Board meeting, BRT meetings, Colorado Water Congress presentation, PEPO meeting, WEN trainings, State of the Watershed presentations, etc. <p>c. <u>Partner/Stakeholder Engagement</u></p> <p>Engage and communicate with key parties to understand their interests and harness their insights - set out messaging, planned approaches, responsible parties and timelines, and establish a process to gauge and handle feedback.</p> <ol style="list-style-type: none"> i. Strategic meetings with key stakeholders/partners (e.g., CWCB, CDE, CAEE, PEPO liaisons, University water centers, etc.) ii. Conduct planning charette(s) with select groups iii. Presentations to key groups (Basin Roundtables, PEPO gatherings, Water Educator Network workshops, Colorado Water Congress, State of the Watershed events, Sustaining Colorado Watersheds Conference, etc.)
<p>Deliverable:</p> <ol style="list-style-type: none"> a. Published SWEAP document in print and online b. Published communications plan c. Documentation of all meetings/commitments/feedback

Tasks
<p>Task 2 – Phase I Implementation – Set the Stage</p>



Last Updated: July 2019

Tasks
<p>Description of Task:</p> <p>This task sets the stage for a successful beginning to SWEAP implementation by getting the necessary baselines for tracking in place, assessing opportunities for coordinating and combining resources within the water education community, clarifying roles, and developing a systems-level tracking tool to monitor SWEAP progress and activity.</p>
<p>Method/Procedure:</p> <p>a) <u>Establish baselines for SWEAP metrics</u></p> <p>Develop and disseminate online survey to measure key indicators against which change and progress can be assessed. Completing this survey will allow WEco to plan, monitor, and evaluate SWEAP results.</p> <ol style="list-style-type: none"> i. Revisit 2018 OMNI survey ii. Develop 2020 survey (work w/CWCB, align some questions in survey with SWEAP outcomes) iii. Support CWCB in conducting survey, analyze & report results iv. Where a statewide public survey is not the appropriate measuring tool, identify other sources of data and procure data to establish baselines <p>b) <u>Refine SWEAP implementation strategy</u></p> <p>Review SWEAP outcomes and strategies to identify opportunities for coordinating and combining resources, look for opportunities to collaborate and to clarify roles.</p> <ol style="list-style-type: none"> i. SWOT Analysis ii. Apply Systems Approach (ThinkWater) <ol style="list-style-type: none"> a. Examine the interactive nature and interdependence of external and internal factors contributing to SWEAP's successful implementation. b. Develop systems-mapping & planning tools (Plectica)
<p>Deliverable:</p> <ol style="list-style-type: none"> a. New survey questions b. Baselines for SWEAP outcomes c. SWOT analysis report d. Plectica systems map template for tracking SWEAP progress toward outcomes

Tasks
<p>Task 3 – Phase I Implementation – Essential Groundwork Strategies</p> <p>Description of Task:</p>



Last Updated: July 2019

Tasks

This task focuses on initial essential “groundwork” strategies to initiate implementation of SWEAP through coordination between lead entities responsible for water education planning related to the Colorado Water Plan, Basin Implementation Plans and Education Action Plans, development of initial priority toolkits, curriculum, and training opportunities, identification of funding opportunities, and integration with early planning phases for a Water 2022 education campaign.

Method/Procedure:

a) Coordinate with CWCB & IBCC

Maintain regular contact with “sponsoring” organizations and individuals to ensure activities are staying on track and any barriers are being addressed.

- i. Updates to CWP
- ii. Maintain participation with Basin Roundtables and PEPO liaisons as they work to update EAPs and BIPs

b) Develop initial key supporting components of SWEAP

Apply refined strategy, using new baselines with established metrics, by developing initial set of on-the-ground tools and strategies.

- i. Priority Toolkits & Curriculum materials
- ii. Online Forum(s)
- iii. Workshops & Professional Development opportunities
- iv. Scoping for additional funding opportunities for SWEAP implementing entities

c) Integrate with Water 2022 Initiative

Incorporate SWEAP in planning for the “Colorado Water 2022” initiative to raise awareness about water as a valuable and limited resource, increase support for management and protection of Colorado’s water and waterways, connect Coloradans to existing and new opportunities to learn about water, and motivate Coloradans to become proactive participants in Colorado’s water future.

Deliverable:

- a. List of priority toolkits and curriculum materials identified
- b. Materials from any completed toolkits, curriculum or trainings developed
- c. List of non-CWCB funding opportunities identified

Budget and Schedule

This Statement of Work shall be accompanied by a combined Budget and Schedule that reflects the Tasks identified in the Statement of Work and shall be submitted to CWCB in excel format.



Last Updated: July 2019

Payment

Payment will be made based on actual expenditures and must include invoices for all work completed. The request for payment must include a description of the work accomplished by task, an estimate of the percent completion for individual tasks and the entire Project in relation to the percentage of budget spent, identification of any major issues, and proposed or implemented corrective actions.

Costs incurred prior to the effective date of this contract are not reimbursable. The last 10% of the entire grant will be paid out when the final deliverable has been received. All products, data and information developed as a result of this contract must be provided to CWCB in hard copy and electronic format as part of the project documentation.

Performance Measures

Performance measures for this contract shall include the following:

(a) Performance standards and evaluation: Grantee will produce detailed deliverables for each task as specified. Grantee shall maintain receipts for all project expenses and documentation of the minimum in-kind contributions (if applicable) per the budget in Exhibit B. Per Water Plan Grant Guidelines, the CWCB will pay out the last 10% of the budget when the Final Report is completed to the satisfaction of CWCB staff. Once the Final Report has been accepted, and final payment has been issued, the purchase order or grant will be closed without any further payment.

(b) Accountability: Per Water Plan Grant Guidelines full documentation of project progress must be submitted with each invoice for reimbursement. Grantee must confirm that all grant conditions have been complied with on each invoice. In addition, per Water Plan Grant Guidelines, Progress Reports must be submitted at least once every 6 months. A Final Report must be submitted and approved before final project payment.

(c) Monitoring Requirements: Grantee is responsible for ongoing monitoring of project progress per Exhibit A. Progress shall be detailed in each invoice and in each Progress Report, as detailed above. Additional inspections or field consultations will be arranged as may be necessary.

(d) Noncompliance Resolution: Payment will be withheld if grantee is not current on all grant conditions. Flagrant disregard for grant conditions will result in a stop work order and cancellation of the Grant Agreement.



COLORADO

Colorado Water Conservation Board

Department of Natural Resources

Colorado Water Conservation Board

Water Plan Grant - Exhibit B

Budget and Schedule

Prepared Date: August 1, 2019

Name of Applicant: Water Education Colorado

Name of Water Project: Statewide Water Education Action Plan Rollout, Implementation Scoping and Essential Groundwork Actions

Project Start Date: Oct. 1, 2019

Project End Date: Dec. 31, 2020

Task No.	Task Description	Task Start Date	Task End Date	Grant Funding Request	Match Funding	Total
1	SWEAP Launch	Oct. 1, 2019	Feb. 28, 2020	\$18,785	\$18,835	\$37,620
2	Phase I Implementation - Set the Stage	March 1, 2020	June 30, 2020	\$11,164	\$11,164	\$22,328
3	Phase I Implementation - Essential Groundwork Strategies	July 1, 2020	Dec. 31, 2020	\$25,760	\$25,760	\$51,520
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
Total				\$55,709	\$55,759	\$111,468