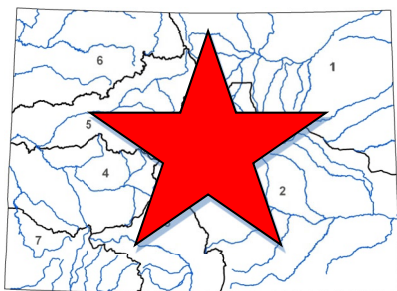


Water Plan Grant Application



| L O C A T I O N | |
|-------------------|-----------|
| County/Countries: | Statewide |
| Drainage Basin: | All |

| D E T A I L S | |
|---------------------------|--|
| Total Project Cost: | \$24,250”+” |
| Water Plan Grant Request: | \$23,250 |
| Other CWCB Funding: | \$0 |
| Other Funding Amount: | \$0 |
| Applicant Match: | \$1,000 |
| Project Type: | Other |
| Project Category: | Engagement & Innovation |
| Measurable Result: | Double website traffic, up to 5,000 visits per month & increase newsletter subscribers |

H2O Media, Ltd. (d/b/a H2O Radio), a nonprofit (501(c)(3), was launched in 2013 to promote an informed and engaged citizenry to “*protect our collective water future*”. H2O Radio provides information to listeners and readers via its weekly newscast “This Week in Water” and through feature stories that dig deep into topics, ranging from infrastructure and energy to climate change and agriculture. H2O Radio stories can be heard on public and community radio stations, via podcast networks, online at partner news organization websites, and at our site, H2ORadio.org.

The goal of the proposal is to redesign and redevelop H2O Radio’s website (H2ORadio.org). The main deficiency of the current H2O Radio site is that it was not constructed with a Content Management System (CMS). It was built in 2013 using basic HTML. Grant funds would be used to transition the site to a CMS that will allow better engagement with website visitors and help H2O Radio reach more people with its reporting.

The goals of the proposal are to:

- Make content more widely accessible and allow the content to be archived searchable on their website. A CMS website will make the site responsive and readable on mobile devices; expand distribution channels; engage more people; build organizational capacity; and support their fundraising and revenue stream apparatus. The current H2O Radio website is hindering our ability to meet these goals in its current form.
- Expand its distribution channels. H2O Radio is offered frequent opportunities to use Really Simple Syndication (RSS) feeds which allow news outlets to republish their reporting with no effort on their end. Unfortunately, their current website cannot generate RSS feeds
- Engage more people. A CMS will allow easy integration of plugins and functionality for our newsletter, social media, surveys, signup forms, and other engagement methods to cultivate conversations with our listeners.
- Build organizational capacity by allowing all staff to publish stories, alleviating the current bottleneck the existing site creates, thereby building efficiencies into their daily operations.
- Support revenue generation. An upgraded website will integrate a *Customer Relationship Management* system into the CMS to manage donors and contacts. Having a CMS will help their site keep pace with changing technology and offer more protection for security concerns like hacking and data loss.

Funding Recommendation: Staff is not recommending approval of this grant. The proposal did not score as well compared to the other grants this round. Most notably, the Review Committee scored the proposal lower on the technical and financial feasibility criteria. The Review Committee does believe an improved proposal will be more competitive in future and will encourage the applicant to reapply on or before the next Water Plan grant submittal deadline.



COLORADO
Colorado Water
Conservation Board
Department of Natural Resources

H2O Radio Website Upgrade
H2O Media, Ltd.
September 2021 Board Meeting



Last Updated: May 2021

Colorado Water Conservation Board

Water Plan Grant Application

Instructions

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.

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:

| | |
|-------------------------------------|-----------------------------|
| Water Storage & Supply Projects | Matthew.Stearns@state.co.us |
| Conservation, Land Use Planning | Kevin.Reidy@state.co.us |
| Engagement & Innovation Activities | Ben.Wade@state.co.us |
| Agricultural Projects | Alexander.Funk@state.co.us |
| Water Sharing & ATM Projects | Alexander.Funk@state.co.us |
| Environmental & Recreation Projects | Chris.Sturm@state.co.us |

FINAL SUBMISSION: Submit all application materials in one email to

waterplan.grants@state.co.us

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.

Water Project Summary

| | |
|--------------------------------|-----------------------------------|
| Name of Applicant | H2O Media, Ltd. (d/b/a H2O Radio) |
| Name of Water Project | H2O Radio Website Upgrade |
| CWP Grant Request Amount | \$ 23,250.00 |
| Other Funding Sources _____ | \$ 0 |
| Other Funding Sources _____ | \$ |
| Other Funding Sources _____ | \$ |
| Applicant Funding Contribution | \$ 1,000.00 in kind |
| Total Project Cost | \$ 24,250.00 plus |



Last Updated: May 2021

| Applicant & Grantee Information |
|---|
| Name of Grantee(s) H2O Media, Ltd. (d/b/a) H2O Radio |
| Mailing Address 2359 Kearney St., Denver, CO 80207 |
| FEIN: 46-3205286 |
| Organization Contact: Frani Halperin |
| Position/Title: Executive Producer |
| Email: frani@h2oradio.org |
| Phone: 303.570.6156 |
| Grant Management Contact: Jamie Sudler |
| Position/Title: Executive Producer |
| Email: jamie@h2oradio.org |
| Phone: 303.570.6156 |
| Name of Applicant (if different than grantee): same as grantee |
| Mailing Address |
| Position/Title |
| Email |
| Phone |
| Description of Grantee/Applicant |
| Provide a brief description of the grantee's organization (100 words or less). |
| H2O Media, Ltd. (d/b/a H2O Radio), a nonprofit (501(c)(3), was launched in 2013 to promote an informed and engaged citizenry to protect our collective water future. |
| H2O Radio provides timely information to listeners and readers via its weekly newscast <i>This Week in Water</i> and through feature stories that dig deep into topics, ranging from infrastructure and energy to climate change and agriculture. |
| H2O Radio stories can be heard on public and community radio stations, via podcast networks, online at partner news organization websites, and at our site, H2ORadio.org . |
| Our website needs to keep pace with the growing demand for our journalism, and the reason we are applying for this grant. |



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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 |
| X | Other |

| Category of Water Project (check the primary category that applies and include relevant tasks) | | |
|--|---|----------|
| | Water Storage & Supply - Projects that facilitate the development of additional storage, artificial aquifer recharge, and dredging existing reservoirs to restore the reservoirs' full decreed capacity, multi-beneficial projects, water sharing agreements, Alternative Transfer Methods, and those projects identified in basin implementation plans to address the water supply and demand gap. <i>Applicable Exhibit A Task(s):</i> Note: For Water Sharing Agreements or ATM Projects - please include the supplemental application available on the CWCB's website. | |
| | Conservation and Land Use Planning - Activities and projects that implement long-term strategies for conservation, land use, water efficiency, and drought planning. <i>Applicable Exhibit A Task(s):</i> | |
| X | Engagement & Innovation - Activities and projects that support water education, outreach, and innovation efforts. <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: |

Last Updated: May 2021

| 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 | N/A |
| 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>The goal of the project is to redesign and redevelop H2O Radio's website (H2ORadio.org) to: 1) make content more widely accessible; 2) expand distribution channels; 3) engage more people; 4) build organizational capacity; and 5) support our fundraising and revenue stream apparatus. The current H2O Radio website is hindering our ability to meet these goals in its current form.</p> <p>The main deficiency of the H2O Radio site is that it was not constructed with a Content Management System (CMS). It was built at our founding in 2013 using basic HTML. The CWP grant will be used to transition the site to a CMS that will allow better engagement with website visitors and help H2O Radio reach more people with its reporting.</p> <p>Goal #1: Make Content More Widely Accessible. A top priority for us is to allow our content, including all editions of our weekly newscast, <i>This Week in Water</i>, to be archived with a unique "permalink" and be searchable, which a CMS will do in a means similar to a blog. We have heard from listeners that they have visited our site to do research, but because it had no database, they could not conduct a search to benefit from our years of reporting. Also, a CMS will make the site responsive and readable on mobile devices. The CMS will make content easy to find in search engines by generating Search Engine Optimization (SEO) friendly links.</p> <p>Goal #2: Expand Distribution Channels. H2O Radio is a member of the esteemed Institute for Nonprofit News (INN). Through our membership we are offered frequent opportunities to use Really Simple Syndication (RSS) feeds to allow news outlets to republish our reporting with no effort on our part. Unfortunately, our site, in its current form, cannot generate RSS feeds and audiences have missed out on our essential reporting. All CMSs generate RSS feeds, and this problem would be solved immediately with a new website.</p> |

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Goal #3: Engage More People. A CMS will allow easy integration of plugins and functionality for our newsletter, social media, surveys, signup forms, and other engagement methods to cultivate conversations with our listeners.

Goal #4: Build Organizational Capacity. A CMS will allow all staff—including new reporters—to publish stories, alleviating the current bottleneck our existing site creates. It will also allow us to use our site as the “brains” of our nonprofit, where we have a repository for internal communications and documents, thereby building efficiencies into our day-to-day operations.

Goal #5: Support Revenue Generation. H2O Radio has three main sources of revenue—donors, underwriters, and partners. We will integrate a Customer Relationship Management system (CRM) into the CMS to manage our donors and contacts. The CMS will streamline the underwriting process by allowing organizations to view options and select a donation level. The CMS will allow us to display our underwriters’ logos prominently. Having a CMS will help our site keep pace with changing technology and offer more protection for security concerns around transactions e.g., hacking and data loss.

| Measurable Results | | |
|--|---|--|
| To catalog measurable results achieved with the CWP Grant funds, please provide any of the following values as applicable: | | |
| N/A | New Storage Created (acre-feet) | |
| | New Annual Water Supplies Developed or Conserved (acre-feet), Consumptive or Nonconsumptive | |
| | 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 or water sharing agreement | |
| | Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning | |
| | Number of Coloradans Impacted by Engagement Activity | |
| X | Other | Explain: We believe the project may, at minimum, double website traffic, which currently reaches up to 2,500 visits per month. Through increased visitors we expect to add newsletter subscribers. We average about five new subscribers per week. |

| Water Project Justification |
|--|
| Provide a description of how this water project supports the goals of Colorado’s Water Plan , the Analysis and Technical Update to the Water Plan , 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). |

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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;)

The project supports the goals of the Colorado Water Plan because it will improve the capability of H2O Radio to provide timely information about water availability and quality to many in the state.

The project supports the Colorado Water Plan's goals of education and outreach. (See Chapter 9 of the Plan). As stated in the Plan, "...given the current demand and the increased future demands on water supplies, it is important to focus on education efforts. Water users need to be aware of the inherent true costs of providing water." (p. 9-12 of the Plan).

One goal of the Plan is to provide technical and financial assistance for high-quality, balanced, and grassroots water education and outreach efforts that inform Coloradans about the issues, so that they may engage in determining Colorado's water future. (p. 9-53 of the Plan). This goal is aligned with the mission of H2O Radio, and the project will allow H2O Radio to improve its capability to promote CWCB's goal of educating the public.

H2O Radio publishes stories relying on the expertise and experience of university professors, political leaders, water providers, farmers, ranchers, and homeowners—all with the goal of educating audiences.

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.

N/A

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.

None.

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 . |
| X | Statement of Work ⁽¹⁾ |
| X | Budget & Schedule ⁽¹⁾ |
| | Engineer's statement of probable cost (projects over \$100,000) |
| X | Letters of Matching and/or Pending 3 rd Party Commitments ⁽¹⁾ |
| | Map (if applicable) ⁽¹⁾ |
| | Photos/Drawings/Reports |
| X | 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) |
| Water Sharing Agreements and Alternative Transfer Methods ONLY | |
| | Water Sharing Agreements and Alternative Transfer Methods 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.

Last Updated: May 2021

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) |
|--|
| <p>In a few sentences, what is the overall goal of this project? How does it achieve the stated purpose of this grant fund (above)?</p> <p>The goal of the project is to improve H2O Radio's ability to engage and educate more people about water. By upgrading H2O Radio's website with a Content Management System, people will be able to stay current about water issues and become more educated by searching past articles and newscasts.</p> <p>The goal of the project is to redesign and redevelop H2O Radio's website (H2ORadio.org) to: 1) make content more widely accessible; 2) expand distribution channels; 3) engage more people; 4) build organizational capacity; and 5) support our fundraising and revenue stream apparatus. The current H2O Radio website is hindering our ability to meet these goals in its current form.</p> <p>By extending H2O Radio's reach and accessibility, a broader community will be informed about water solutions, which promotes the fund's purpose.</p> |
| <p>Who is/are the target audience(s)? How will you reach them? How will you involve the community?</p> <p>H2O Radio's content is distributed in various channels—on air, via podcast networks, via social media, online at partner news sites, and at our website. For this reason, our audience is diverse. The strength of our brand of journalism is making water news, science, and innovation accessible to all—from water wonks and academics to legislators and the public.</p> |

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H2O Radio is a long-standing contributor to the **Rocky Mountain Community Radio Network (RMCR)**, which includes stations in Colorado that air our content. They include: KBUT – Crested Butte, KDNK – Carbondale, KDUR – Durango, KGNU – Boulder/Denver, KOTO – Telluride, KRZA – Alamosa, KSJD – Cortez, KSUT – Ignacio, KUNC – Greeley, KVNF – Paonia, KZMU – Moab, UT, and High Plains Public Radio

In the past, H2O Radio has worked with local radio stations such as KGNU in Boulder to **host live radio call-in programs** to discuss water issues.

H2O Radio is a partner in **AP StoryShare Colorado**, which distributes stories via the Associated Press to news outlets not only in Colorado but also throughout the West. We are also a member of **COLab**—a reporting collaborative with many news outlets through which stories are shared.

Our content is also distributed via our **newsletter** to subscribers, who include scientists, water providers, political leaders, nonprofit organizations, and the public.

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?

We also reach audiences through our partners, such as the **One World, One Water Center (OWOW)** at **MSU Denver**. We have a shared goal to cultivate an interest in water and water journalism through a work-study program with the school. We collaborate with OWOW on ways to help one another reach broader audiences and bring attention to important water issues. (Note: OWOW is not a funder of this project.)

There are no funders for this project other than Frani Halperin's in-kind contribution.

Describe how you plan to measure and evaluate the success and impact of the project?

Measurement and evaluation will be done using Google Analytics to assess website traffic and user behavior before and after the project is completed. Additionally, growth in the number of newsletter subscribers and the number of individual donors will be tracked through the CRM to gauge the project's effectiveness.

What research, evidence, and data support your project?

H2O Radio knows from experience the importance of a Content Management System to effective distribution of information. Executive Producer, Frani Halperin, has years of experience in designing websites for clients. CMSs are important upgrades for basic websites. In addition, our Google Analytics show that many people visit on mobile devices, but our site is not responsive and is instead a fixed size that diminishes readability.

Describe potential short- and long-term challenges with this project.

The short-term challenge is getting the site built as soon as possible to coincide with planned giving campaigns and increased reporting. We see no long-term challenges but would want to have the site available in Spanish to reach broader audiences. The obstacle would be translation costs for existing content and as new stories are released.

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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." |
| <p>By funding the improvement of H2O Radio's website, the organization will be able to increase its reach and engagement with listeners and readers and significantly improve public awareness and engagement around water availability and quality issues.</p> <ol style="list-style-type: none"> 1. Upgrading the H2O Radio website to be built with a CMS, will mean it has a searchable database to find all reporting on a topic. In addition to producing radio pieces, every story we complete includes a written article that often goes into more detail than the broadcast piece allows. Since our launch in 2013, we have spoken to engineers, researchers, scientists, legislators, and other experts whose knowledge makes our site a valuable resource about water issues for residents to tap into. 2. Upgrading to a CMS will generate Really Simple Syndication (RSS) feeds for every story that news sites, partners, and the public can use to pull content from our site automatically. In our current site construction, we have missed numerous opportunities to distribute our reporting more broadly. 3. From our Google Analytics we can see that many users come to our site on mobile devices. Because of its rigid HTML construction, the site is hard to read on small screens. A CMS will make the site responsive and not only make the site look good at all resolutions, but it will also meet Web Content Accessibility Guidelines (WCAG) to make our reporting more accessible to people with disabilities. 4. The CMS will make sharing stories via social media easier with functionality that will generate posts with links and images. 5. The CMS will allow us to create surveys and forms to get feedback from site visitors. It will also allow us to announce H2O Radio news, such as conferences where we are speaking or new partners. 6. Because unique Search Engine Optimization (SEO) friendly links will be created for each piece by the CMS, it will make H2O Radio reporting easier to find by search engines. |
| 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. |
| <p>The project will improve H2O Radio's presentation and distribution of its reporting that addresses issues prominent in the Water Plan. Below are some examples.</p> <p>Regarding the supply and demand gap, H2O Radio did early reporting on cloud seeding in the state when we accompanied Joe Busto from the Colorado Water Conservation Board to Fraser, Colorado, to learn how the program was helping to bridge the divide between West Slope and East Slope partners.</p> |



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We drove through a nine-mile pipe with Glenn and Kim Schryver, the caretakers of Grizzly Reservoir, just east of Aspen. The story helped listeners understand the complex system of ditches, canals, and storage that transports water under Colorado's Continental Divide east to cities along the Front Range.

We covered Colorado's complex water law in a story about a couple who installed a small hydro generator in a ditch on their property south of Salida and had to go all the way to the state Supreme Court to win a water right to keep it.

We also profiled how Soldier Canyon filtration plant in Fort Collins used the energy from water falling from their reservoir to treat 50 million gallons a day and run the entire plant—saving rate payers money and burning fewer fossil fuels.

We've done much reporting in our series, *The Dirt*, on the intersection of agriculture, food, and water, such as how farmers and ranchers, like Tyler Snyder from Yampa, Colorado, are using the flow of water on their land to power their operations. By switching to the hydro-mechanical center pivot he was able to irrigate his fields more efficiently and spread water across more land. We also profiled dryland farmers on the eastern plains who grow crops only with what falls from the sky, and how some farmers there are moving to regenerative agriculture to conserve water and increase yields despite social pressures to do things "the old way."

We've done pieces about urban conservation (and sustainability), such as getting "into the weeds" so to speak about turf removal programs that save thousands of gallons of water. We profiled participants in the Mile High Youth Corps who learned skills around installing low-flow and efficient fixtures.

Much of our coverage in the state has been about water quality and includes stories about PFAS chemicals, lead in drinking water, and the effects of wildfires on water quality. We also did a two-part investigative series on drinking water contamination in the Raton Basin from gas drilling in the area. We've also reported on the problem of road salts degrading water quality.

We have covered watershed health in an early piece on the "Forests to Faucets" program. We've reported about how dust on snow is leading to early melting and runoff—and how thirsty soils are absorbing water before it can reach rivers, reducing supply. Climate change and its effects on supply are often issues that we cover, including our story on a "new vocabulary" of terms such as "aridification" entering the lexicon. We also reported how iconic Aspen trees are moving to higher elevations to survive and might be harder to see.

H2O Radio did a series on the South Platte River, which included that surprising circumstance in Gilcrest, Colorado, where they had *too much* water, inundating their fields and basements. In that series we also covered E. coli contamination in the river, and how the City of Denver is using green infrastructure to prevent runoff from reaching waterways.

In summary, H2O Radio is committed to reporting on issues that are directly in line with the goals and objectives of the Water Plan.



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| |
|--|
| Describe how the project achieves the education, outreach, and public engagement goals set forth in the applicable Basin Implementation Plan(s). |
| The project is not tied to any BIP but can be seen as improving education and public engagement in all basins. |
| Describe how the project achieves the basin roundtable's PEPO Education Action Plans. |
| See answer above. |

| Innovation Track |
|---|
| Describe how the project enhances water innovation efforts and supports a water innovation ecosystem in Colorado. |
| |
| Describe how the project engages/leverages Colorado's innovation community to help solve our state's water challenges. |
| |
| 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? |
| |
| Describe how this project impacts current or emerging trends; technologies; clusters, sectors, or groups in water innovation. |
| |

Last Updated: May 2021

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| Colorado Water Conservation Board |
|-----------------------------------|
| Water Plan Grant - Exhibit A |

| Statement Of Work | |
|---|---------------------------------------|
| Date: | June 30, 2021 |
| Name of Grantee: | H2O Media, Ltd (d/b/a H2O Radio) |
| Name of Water Project: | H2O Radio Website Upgrade |
| Funding Source: | Grant from CWCB (Colorado Water Plan) |
| Water Project Overview: | |
| The project will upgrade H2O Radio's website to strengthen its ability to promote an informed and engaged citizenry to protect our collective water future. | |
| Project Objectives: | |
| A primary objective of the project is to extend H2O Radio's reach to more listeners and readers by upgrading its website with an improved user experience. Another objective is to make H2O Radio's large collection of news stories and features to be a resource for the public that can be easily searched. Additionally, an objective is to remove current website bottlenecks, which will create more efficiency in our day-to-day operations and allow more time for reporting on water issues. | |

| Tasks |
|--|
| Task 1 – Discovery |
| Description of Task: |
| This task includes an initial website audit to identify brand assets to be maintained in a new site. It involves conducting a SWOT analysis to assess site performance. The resulting creative brief will summarize site objectives and metrics. Estimated cost: \$750 |
| Method/Procedure: |
| Site analysis |
| Deliverable: |
| Creative brief summarizing brand assets, target audience, site requirements, value proposition, budget, timeline, and metrics. |



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| Tasks |
|--|
| Task 2 – Information Architecture |
| Description of Task: |
| Information organization, wireframes, user flow, and site map. Estimated cost \$2,500. |
| Method/Procedure: |
| Page by page analysis to determine site navigation, main content areas, and functionality requirements |
| Deliverable: |
| Wireframes (schematic) of site architecture with key calls-to-action |

| Tasks |
|--|
| Task 3 – Concept Work |
| Description of Task: |
| Concept the look and feel for the home page and interior pages. Estimated cost \$3,000. |
| Method/Procedure: |
| Develop 2-3 concepts for presentation to the H2O Radio board. |
| Deliverable: |
| A finalized concept for the home page and key interior pages in Adobe PhotoShop for delivery to the web developer. |

| Tasks |
|--|
| Task 4 – Design Development/Site Development |
| Description of Task: |
| Detailed design work of each page, CSS style guide, and content migration |
| CMS configuration; custom form development; donation page development; CRM integration; project management. Estimated cost \$15,500. |



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| |
|-----------------------------|
| Method/Procedure: |
| Completion of final website |
| Deliverable: |
| Final website |

| Tasks |
|---|
| Task 5- Launch/Quality Assurance |
| Description of Task: |
| Test and deploy to host; Quality Assurance updates; performance test against Google page speed. Estimated cost \$500. |
| Method/Procedure: |
| |
| Deliverable: |
| |

| Tasks |
|--|
| Task 6- Maintenance |
| Description of Task: |
| Monthly maintenance for the first year; resolving issues, including annual hosting, domain renewals, and third-party fees: Estimated cost \$2,000. |
| Method/Procedure: |
| |
| Deliverable: |
| |

Last Updated: May 2021

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.

Reporting Requirements

Progress Reports: The applicant shall provide the CWCB a progress report every 6 months, beginning from the date of issuance of a purchase order, or the execution of a contract. The progress report shall describe the status of the tasks identified in the statement of work, including a description of any major issues that have occurred and any corrective action taken to address these issues.

Final Report: At completion of the project, the applicant shall provide the CWCB a Final Report on the applicant's letterhead that:

- Summarizes the project and how the project was completed.
- Describes any obstacles encountered, and how these obstacles were overcome.
- Confirms that all matching commitments have been fulfilled.
- Includes photographs, summaries of meetings and engineering reports/designs.

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.

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 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 C. 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.



Last Updated: May 2021

(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.

Water Plan Grant - Exhibit C Budget and Schedule

Prepared Date: June 30, 2021

Name of Applicant:H2O Media, Ltd (d/b/a H2O Radio)

Name of Water Project:H2O Radio Website Upgrade

Project Start Date: September 15, 2021

Project End Date: January 10, 2023

| Task No. | Task Description | Task Start Date | Task End Date | Grant Funding | | Total |
|--------------|-------------------------------------|-----------------|---------------|-----------------|---------------|-----------------|
| | | | | Request | Match Funding | |
| 1 | Discovery | 15-Sep-21 | 22-Sep-21 | \$750 | | \$750 |
| 2 | Information Architecture | 23-Sep-21 | 1-Oct-21 | \$2,500 | | \$2,500 |
| 3 | Concept Work | 4-Oct-21 | 31-Oct-22 | \$2,000 | \$1,000 | \$3,000 |
| 4 | Design Development/Site Development | 1-Nov-21 | 3-Jan-22 | \$15,500 | | \$15,500 |
| 5 | Launch/Quality Assurance | 4-Jan-22 | 11-Jan-22 | \$500 | | \$500 |
| 6 | Maintenance | 11-Jan-22 | 10-Jan-23 | \$2,000 | | \$2,000 |
| Total | | | | \$23,250 | | \$24,250 |

30 June 2021

Mr. Ben Wade
Colorado Water Conservation Board
Ben.Wade@state.co.us
1313 Sherman St. Room 721
Denver, CO 80203

Dear Mr. Wade,

As part of the application of H2O Media, Ltd. for a grant to update the H2O Radio website, I am committed to donating ten hours (\$1,000.00) of my time to design the new website. I have nearly 20 years of experience in designing websites, four of which were recently completed for the Arizona Municipal Water Users Association (AMWUA). If you have questions, please let me know.

Sincerely,



Frani Halperin
Executive Producer
H2O Radio



H2O Radio

Journalism About Water and the Environment



Mr. Ben Wade
Colorado Water Conservation Board
1313 Sherman St. Room 721
Denver, CO 80203

June 24, 2021

Dear Ben,

Representing two organizations (Denver Botanic Gardens and MSU Denver) who have received funding from the Colorado Water Conservation Board, I'm writing to express my very enthusiastic support for the request for funding from H2O Radio.

In the case of both Denver Botanic Gardens and MSU Denver, CWCB funding has been difference-making in helping expand the reach and impact of a variety of water-education programs through our co-run One World One Water (OWOW) Center. The opportunity for CWCB to again be difference-making is even greater with H2O Radio in that it would enable a small but impactful news organization to immediately expand its reach through the modernization/improvement of its website.

As a board member of H2O Radio and as a collaborator through OWOW, I am convinced that H2O Radio's work exemplifies "activities and projects that support water education, outreach, and innovation efforts" – I'm further convinced that with this support from your organization, the impact of their work will grow exponentially. H2O Radio's This Week in Water is a must-hear for anyone interested in water, and their independent and thorough reporting raise Colorado's and the nation's water IQ. An investment in H2O Radio is an investment in a population with a greater understanding for and value of water.

Please don't hesitate to reach out with any questions. Thanks so much for the opportunity to support H2O Radio's application, which I sincerely hope will be reviewed favorably.

Best regards,

A handwritten signature in blue ink, appearing to read "Jennifer Riley-Chetwynd".

Jennifer Riley-Chetwynd

Director of Marketing and Social Responsibility, Denver Botanic Gardens

Co-director One World One Water Center

O [720-865-3581](tel:720-865-3581) M [310-666-1128](tel:310-666-1128)

Jennifer.Riley@botanicgardens.org

909 York Street
Denver, Colorado 80206
720-865-3500
www.botanicgardens.org

June 29, 2021

Mr. Ben Wade
Colorado Water Conservation Board
Ben.Wade@state.co.us
1313 Sherman St. Room 721
Denver, CO 80203

Re: Grant Application of H2O Radio

Dear Mr. Wade,

I am writing in support of the Colorado Water Conservation Board ("CWCB") grant application of H2O Media, LLC, (d/b/a H2O Radio) to upgrade its website. I am a Board member of H2O Radio. As a Board member and a water professional involved with the South Platte Basin Roundtable and as a member of the Interbasin Compact Committee (IBCC), I have unique insight to conclude this application is in line with CWCB's goal of fostering public awareness about water.

H2O Radio serves a vital function in making the public aware of water supply and quality issues. Radio stations across Colorado and the nation carry H2O Radio's stories and their weekly newscast, *This Week in Water*.

The H2O Radio website has hundreds of visitors to their website each month. Upgrading the website will enhance visitor engagement and make content searchable, enabling more interaction. The upgrade will also broaden the distribution of information about water.

Thank you for taking the time to review H2O Radio's application.

Sincerely,



Sean T. Cronin