



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

Jared Polis, Governor

Dan Gibbs, DNR Executive Director

Lauren Ris, CWCB Director

TO: Colorado Water Conservation Board Members

FROM: Elizabeth Schoder, Water Supply Planning

DATE: July 16, 2025 CWCB Board Meeting

ITEM: Agenda Item #9 Water Plan Agency Action 4.3 Statewide Messaging Campaign

This is an informational item with no Board action required.

Water Supply Planning staff will provide an overview of the progress made on Agency Action 4.3, the creation of a Statewide Messaging Campaign. The presentation will cover scoping efforts to date, next steps, and provide an opportunity for the Board to shape the Messaging Campaign strategy ahead of staff advancing a Request For Proposal (RFP).

Background

Water Plan Agency Action 4.3 calls for the creation of a Colorado Water Plan education and outreach campaign. The main goals of the statewide messaging and outreach campaign include generating greater awareness, appreciation, and understanding of how water impacts all who live in Colorado, and creating interest in conserving, sharing, and protecting Colorado water.

Water Supply Planning staff sought funding to support this action through a \$1 million request through the Projects Bill (SB 24-1435), which the Board approved. Staff have also led several scoping efforts for a potential campaign. These include an assessment of past statewide water-focused campaigns led by the consulting firm, Strategic by Nature, and through numerous facilitated visioning & scoping sessions with CWCB staff and external partners, facilitated by Suple, an advertising and design agency based out of Colorado. The assessment of past statewide water messaging campaigns was compiled from 11 interviews with six representatives from different campaigns, focusing on campaign structure, outcomes, total budget, successes and challenges.

In June 2025, staff convened three small virtual stakeholder listening sessions, also facilitated by Suple, to test assumptions on the core “problem” that this statewide messaging effort would address. These sessions strategically brought together key stakeholders from across the state representing different water sectors, geographical areas, and perspectives to explore the potential creative strategy of this messaging campaign, as well as offer feedback on concepts developed in earlier scoping sessions with CWCB staff. The guided discussions focused on identifying shared water values, priorities, and concerns across agricultural, municipal, and environmental sectors, as well as where Coloradans from different backgrounds can align on water messaging.

Next Steps

Following Board discussion and input, staff plans to advance an RFP and contract with a lead marketing & advertising agency in the fall of 2025.