



Colorado Water Conservation Board

## Water Plan

### Water Project Summary

Name of Applicant	H2O Media, Ltd. (d/b/a H2O Radio)
Name of Water Project	Project-01876 H2O Radio Website Redevelopment
Grant Request Amount	<b>\$18,187.50</b>
Primary Category	\$18,187.50
<i>Engagement &amp; Innovation Activities</i>	
Total Applicant Match	<b>\$6,062.50</b>
<i>Applicant Cash Match</i>	\$3,031.25
<i>Applicant In-Kind Match</i>	\$3,031.25
Total Other Sources of Funding	<b>\$0.00</b>
Total Project Cost	<b>\$24,250.00</b>

### Applicant & Grantee Information

Name of Grantee: H2O Media, Ltd. (d/b/a H2O Radio)  
Mailing Address: 2359 Kearney Street Denver CO 80207  
FEIN: 463,205,286

Organization Contact: Jamie Sudler  
Position/Title: Email: jamie@h2oradio.org  
Phone: (303) 570-6156

Organization Contact - Alternate: Frani Halperin  
Position/Title: Exec. Producer Email: frani@h2oradio.org  
Phone: 3036918838

Grant Management Contact: Jamie Sudler  
Position/Title: Email: jamie@h2oradio.org  
Phone: (303) 570-6156

Grant Management Contact - Alternate: Frani Halperin  
Position/Title: Exec. Producer Email: frani@h2oradio.org  
Phone: 3036918838

### Description of Grantee/Applicant

Non-profit journalism organization focusing on water, the environment, and climate change.

### Type of Eligible Entity

- ☐ Public (Government)
- ☐ Public (District)
- ☐ Public (Municipality)
- ☐ Ditch Company

- ☐ Private Incorporated
- ☐ Private Individual, Partnership, or Sole Proprietor
- ☒ Non-governmental Organization
- ☐ Covered Entity
- ☐ Other

### Category of Water Project

- ☐ Agricultural Projects  
*Developing communications materials that specifically work with and educate the agricultural community on headwater restoration, identifying the state of the science of this type of work to assist agricultural users among others.*
- ☐ Conservation & Land Use Planning  
*Activities and projects that implement long-term strategies for conservation, land use, and drought planning.*
- ☒ Engagement & Innovation Activities  
*Activities and projects that support water education, outreach, and innovation efforts. Please fill out the Supplemental Application on the website.*
- ☐ Watershed Restoration & Recreation  
*Projects that promote watershed health, environmental health, and recreation.*
- ☐ 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 and Multi-beneficial projects and those projects identified in basin implementation plans to address the water supply and demand gap.*

### Location of Water Project

Latitude 39.742043  
 Longitude -104.991531  
 Lat Long Flag Other: Coordinates based on other boundaries or locations  
 Water Source  
 Basins  
 Counties  
 Districts

### Water Project Overview

Major Water Use Type Education  
 Subcategory Education  
 Scheduled Start Date - Design 4/1/2022  
 Scheduled Start Date - Construction  
 Description  
 H2O Radio is a nonprofit newsroom producing journalism in the public interest. The goal of the project is to redesign and redevelop H2O Radio's website ([H2ORadio.org](https://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.

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 keep H2O Radio financially sustainable to

meet its mission.

**Goal #1: Make Content More Widely Accessible.** A top priority for us is to allow our content, including all editions of our weekly newscast, This Week in Water, 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.

**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 republish our reporting on many news outlets 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.

**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

New Storage Created (acre-feet)  
New Annual Water Supplies Developed or Conserved (acre-feet), Consumptive or Nonconsumptive  
Existing Storage Preserved or Enhanced (acre-feet)  
New Storage Created (acre-feet)  
Length of Stream Restored or Protected (linear feet)  
Efficiency Savings (dollars/year)  
Efficiency Savings (acre-feet/year)  
Area of Restored or Preserved Habitat (acres)  
Quantity of Water Shared through Alternative Transfer Mechanisms or water sharing agreement (acre-feet)  
Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning  
Number of Coloradans Impacted by Engagement Activity

### Water Project Justification

The project supports the goals of the Colorado Water Plan because it will improve the capability of H2O Radio—a nonprofit newsroom producing journalism in the public interest—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.

#### EDUCATION ACTION PLANS:

Each basin, through their EAPs, seeks to educate residents about critical issues in their areas. For example, the Colorado River Basin EAP for 2021-2022 identifies issues, such as hydrology, transmountain diversions, agriculture, and conservation.

The Gunnison Basin Education Action Plan for 2020-2021 says its resource information will support education about historical water uses, water quality, warming, climate variability, and dust on snow, among others.

Below are examples of how our previous work is consistent with the goals of Education Action Plans of various Basins. We plan to continue similar reporting in the future and to follow Basin Roundtable updates to look for opportunities for stories.

#### South Platte and Metro Basins

H2O Radio did a series on the South Platte, called "South Platte Stories," which included a piece on excessive groundwater in the Gilcrest area due to curtailment of groundwater pumping. This story addressed not only farmers in the area but also low-income people, who had water rising in their basements.

Another story dealt with E.Coli in the South Platte River from urban runoff and how the city of Denver is using green infrastructure to contain it. A separate piece about the "Leave No Trace" program helped listeners understand that what they do in wilderness areas affects water quality.

H2O Radio reported on water conservation in the Denver metro area and other western cities in the Colorado River Basin, and how some utilities are offering rebates to residents who replace turf with drought tolerant plants—and why some are not.

H2O Radio did a piece about the Mile-High Youth Corps that trains volunteers to replace toilets and other plumbing fixtures with high-efficiency models for low-income families in Aurora. Most of the volunteers and the recipients of the fixtures were people of color.

H2O Radio did a story about how the Fort Collins-Loveland Water District is generating enough electricity to run their entire filtration plant by harnessing the energy of falling water—energy they once not only wasted but also paid to lose.

## Rio Grande River Basin

We may be the only newsroom to cover the story of Barbara and Chuck Tidd, who took a case all the way to the Colorado Supreme Court to win a water right to put a small generator in a ditch on their property, which is in the northern part of the San Luis Valley.

H2O Radio highlighted the story of a farmer near Center, Colorado, who uses cover crops, field rotation, and cattle grazing to keep his soils healthy and conserve water.

## Colorado River Basin

H2O Radio met with Joe Busto from CWCB and was one of the first newsrooms to report on cloud seeding efforts in Colorado to boost snowpack near the Winter Park ski area. The story tells how the program had buy-in from both West Slope and Front Range partners.

We were one of the earliest newsrooms to cover the adoption of the term “aridification” in the Colorado River Basin. We interviewed Doug Kenney from CU Boulder about how the word “drought” may mislead people into thinking dryness is temporary, rather than a continuing condition due to climate change.

## Arkansas River Basin

We drove inside a 9-1/2-foot-diameter concrete pipe for four miles to talk with the caretakers of Grizzly Reservoir near Aspen to report on the very complex plumbing system of ditches, canals, and storage that transports water west of Colorado’s Continental Divide east to thirsty cities along the Front Range.

We met with staff from the USGS to report on their new effort to use drones to track how much water flows through rivers and streams that are hard to access, which will help the agency plan for shortages or brace for floods.

H2O Radio has done much coverage of PFAS contamination in our newscast and in feature stories, where we reported on PFOS and PFOA in the towns of Security-Widefield and Fountain near Colorado Springs. We also did a two-part investigation into groundwater contamination from gas drilling in the Raton Basin.

## Yampa/White River Basin

H2O Radio met with a rancher near Yampa, who participated in a program by the Colorado Department of Agriculture that helps farmers harness hydropower on their land to power operations, save time—and conserve the water itself.

## Southwest Basin

H2O Radio reports on infrastructure and told the little known story about how the world came to run on alternating current (AC) rather than direct current (DC) because of what happened in a small town in Colorado. The “War of the Currents” was won because of mining near Telluride and the Ames Hydroelectric Plant.

## All Basins

Some stories we cover are relevant to several basins, such as reporting on the effects of wildfires on water

supply and road salts on water quality.

Each week, H2O Radio produces a newscast, "This Week in Water," which contains a wrapup of science, politics, and events that affect people in Colorado and elsewhere.

#### Related Studies

No Related Studies provided

#### Taxpayer Bill of Rights

No Tax Bill of Rights provided

#### 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: (1) Summarizes the project and how the project was completed. (2) Describes any obstacles encountered, and how these obstacles were overcome. (3) Confirms that all matching commitments have been fulfilled. (4) 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 the Budget & Schedule 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.

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>H2O Radio is a nonprofit newsroom producing journalism in the public interest. 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, visitors will be able to stay current about water issues and become more educated by searching past articles and newscasts.</p> <p>The project will redesign and redevelop H2O Radio's website (<a href="http://H2ORadio.org">H2ORadio.org</a>) 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 Colorado reporting collaborative with many news outlets through which stories are shared.

H2O Radio’s content is also distributed via a **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?

H2O Radio is in a partnership with the One World One Water center (OWOW) at Metropolitan State University of Denver. Through that collaboration we seek to educate and inform about water conservation and quality.

Recently, through this collaboration, we produced a story about [climate change](#) and how students and faculty at the Auraria campus are responding to the crisis. Most of the students had studied with OWOW. The student population on the Auraria campus is estimated to be 25 percent Hispanic. The story featured two Hispanic voices and one from Jamaica, in addition to a young white woman.

H2O Radio’s reporting engages a diverse group of stakeholders that range from small town residents on the Eastern Plains and young farmers on the West Slope to university researchers and water providers. The project will allow H2O Radio to engage even more people by making our stories more accessible and shareable online. H2O Radio’s mission is to raise awareness about water issues and our approach is to allow people from all aspects of society to tell their story in their own words. Authenticity makes a story that brings to light Colorado water issues more powerful, engaging, and informative.

In addition to Frani Halperin’s in-kind contribution, we have a commitment for funding for the project from a donor.

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 to gauge the project’s effectiveness.



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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 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.

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"><li>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.</li><li>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. Our current site construction does not generate RSS feeds, so we have missed numerous opportunities to distribute our reporting more broadly.</li><li>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 web content more accessible to people with disabilities.</li><li>4. The CMS will make sharing stories via social media easier with functionality that will generate posts with links and images.</li></ol>



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5. 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.

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.

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.

We drove through a four-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.

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We have covered the South Platte 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 because of climate change 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.

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 one BIP but can be seen as improving education and public engagement in all basins. (See Water Project Justification in application)

Describe how the project achieves the basin roundtable’s PEPO Education Action Plans.

The project is not tied to any one PEPO EAP but can be seen as improving education in all basins. (See Water Project Justification in application)

Last Updated: May 2021

Colorado Water Conservation Board
Water Plan Grant - Exhibit A

Statement Of Work	
<b>Date:</b>	November 30, 2021
<b>Name of Grantee:</b>	H2O Media, Ltd (d/b/a H2O Radio)
<b>Name of Water Project:</b>	H2O Radio Website Upgrade
<b>Funding Source:</b>	Grant from CWCB (Colorado Water Plan)
<b>Water Project Overview:</b>	
H2O Radio is a nonprofit newsroom producing journalism in the public interest. The project will rebuild H2O Radio's website to strengthen its ability to promote an informed and engaged citizenry to protect our collective water future.	
<b>Project Objectives:</b>	
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
<b>Task 1 - Discovery</b>
Description of Task:
Site Analysis. Estimated cost: \$750
Method/Procedure:
Initial website audit to identify brand assets to be maintained in a new site. This involves conducting a SWOT analysis to assess site performance. The resulting creative brief will summarize site objectives and metrics.
Deliverable:
A creative brief that will summarize brand assets, strategic objectives, target audience, site requirements, value proposition, budget, timeline, and metrics.



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Tasks
<b>Task 2 – Information Architecture</b>
Description of Task:
Site Planning. Estimated cost: \$1,500
Method/Procedure:
Page by page planning to determine site navigation, main content areas, and functionality requirements to best organize information. Develop a site map that supports optimal user flow to meet strategic objectives.
Deliverable:
Wireframes (schematics) of site architecture

Tasks
<b>Task 3 – Concept Work</b>
Description of Task:
Develop Design Concepts. Estimated cost: \$4,000
Method/Procedure:
Conceptualize the look and feel for the home page and interior pages. Develop 2-3 concepts for presentation to the H2O Radio board.
Deliverable:
A finalized concept for the home page and key interior pages in PhotoShop for delivery to the web developer

Tasks
<b>Task 4 – Design Development/Site Development</b>
Description of Task:
Site Development. Estimated cost: \$15,500
Method/Procedure:
<ol style="list-style-type: none"><li>1. Detailed design work of each page</li><li>2. CMS configuration; custom form development; CSS style guide, donation page development; third party integration and plug-ins; Admin portal development</li><li>3. Content migration from old site with redirects</li></ol>
Deliverable:
Final Website



Last Updated: May 2021

Tasks
<b>Task 5- Launch/Quality Assurance</b>
Description of Task:
Quality Assurance: Estimated cost: \$500
Method/Procedure:
Test and deploy to host; quality assurance updates; performance test against Google page speed
Deliverable:
Launch site and promote on social channels

Tasks
<b>Task 6- Maintenance</b>
Description of Task:
Maintenance: Estimated cost: \$2,000
Method/Procedure:
Monthly maintenance for the first year; resolving issues, troubleshooting any security threats, annual hosting, domain renewals, and third-party fees
Deliverable:
Site stability and durability

**Water Plan Grant - Exhibit B Budget and Schedule**

**Prepared Date: November 24, 2021**

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

**Name of Water Project: H2O Radio Website Upgrade**

**Project Start Date: April 1, 2022**

**Project End Date: August 2, 2023**

Task No.	Task Description	Task Start Date	Task End Date	Grant Funding	Re Match Funding	Total
1	Discovery	1-Apr-22	8-Apr-22	\$750		\$750
2	Information Architecture	11-Apr-22	18-Apr-22	\$1,500		\$1,500
3	Concept Work	19-Apr-22	20-May-22	\$969	\$3,031	\$4,000
4	Design Development/Site Development	23-May-22	22-Jul-22	\$12,469	\$3,031	\$15,500
5	Launch/Quality Assurance	25-Jul-22	1-Aug-22	\$500		\$500
6	Maintenance	2-Aug-22	2-Aug-23	\$2,000		\$2,000
<b>Total</b>				<b>\$18,188</b>		<b>\$24,250</b>



24 November 2021

Mr. Ben Wade  
Colorado Water Conservation Board  
[Ben.Wade@state.co.us](mailto: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 30 hours of my time (\$3,031.25) 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

## James S. Sudler, Esq.

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2359 Kearney St., Denver, CO 80207 | (303) 570-6156

[jamesudler@hotmail.com](mailto:jamesudler@hotmail.com)

November 24, 2021

To: Colorado Water Conservation Board, Grant Review Team  
Re: Application of H2O Media, Ltd. (d/b/a H2O Radio)

I commit to support H2O Media, Ltd.'s application for a grant from the Water Plan for H2O Radio's Website Redevelopment.

The amount of my commitment is \$3,031.25.

Should you have any questions I trust you will contact me. Thanks very much.

Sincerely,



James S. Sudler



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](mailto:Jennifer.Riley@botanicgardens.org)**

909 York Street  
Denver, Colorado 80206  
720-865-3500  
[www.botanicgardens.org](http://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