



Last Updated: June 2020

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 Projects Conservation, Land Use Planning Engagement & Innovation Activities Agricultural Projects Environmental & Recreation Projects	Matthew.Stearns@state.co.us Kevin.Reidy@state.co.us Ben.Wade@state.co.us Alexander.Funk@state.co.us Chris.Sturm@state.co.us
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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	Water Education Colorado
Name of Water Project	Statewide Water Education Action Plan Phase II and Water '22
CWP Grant Request Amount	\$ 124,631
Other Funding Sources <u>Sponsorships</u>	\$ 87,000
Other Funding Sources <u>Workshop Registration fees</u>	\$ 5,044
Other Funding Sources <u>Other state and federal grants</u>	\$ 100,000
Other Funding Sources <u>Private foundation grant</u>	\$ 62,000
Applicant Funding Contribution <u>In-Kind and volunteer hours</u>	\$ 62,315
Total Project Cost	\$ 440,990



Last Updated: June 2020

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 is the leading organization for informing and engaging Coloradans on water. Dedicated to carrying out the legislative mandate given to us in 2002, we work statewide to ensure Coloradans are informed on water issues and equipped to make decisions that guide our state to a sustainable water future.</p> <p>We have a trusted reputation, built over 18 years, of providing factual, policy-neutral water reporting, high-quality informational resources, engaging educational experiences, and leadership training that fosters collaborative solutions. Our programs reach a wide spectrum of audiences that include legislators and other elected officials, local, state and federal agency staff, environmental and agricultural organizations, consultants, educators, students and interested community members.</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>	



Last Updated: June 2020

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>



Last Updated: June 2020

	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	
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>We propose this grant to support the continued implementation of Statewide Water Education Action Plan (SWEAP), which was previously developed with the support of this grant program. SWEAP involved broad stakeholder input and participation, and the plan’s framework was finalized in 2019 to fulfill Goal 2 of Colorado Water Plan, Ch. 9.5: “Create a Data-Based Water Education Plan.”</p> <p>SWEAP is a common agenda for water education’s role in achieving sustainable water for Colorado by 2050, as defined by the Colorado Water Plan. It is critical that work to implement the strategies identified in SWEAP, to achieve progress toward SWEAP’s 10 shared outcomes, and to measure, track and report on that progress, be continued to fulfill the vision and impact of the plan</p> <p>The SWEAP vision is for “Coordinated, well-funded, and impactful education, outreach and public engagement achieving measureable objectives in water education by 2025 that contribute to sustainable water by 2050.”</p> <p>And the SWEAP impact is that “Coloradans are engaged in well-informed community discourse and decision making regarding balanced water solutions, and are empowered to take thoughtful action regarding critical water challenges facing the state and their communities.”</p> <p>SWEAP has a 5-year timeframe, from 2020-2025. Phase I Implementation, including the SWEAP launch, roll-out, partner development, initial groundwork strategies, and preliminary coordination with the Colorado Water Plan update, is also being supported by this grant fund. Work under that grant began in January 2020 and is on track to be completed by the end of June 2021.</p> <p>This grant would continue that work into Phase II, through a two-year period spanning from July 1, 2021-June 30, 2023. Phase II will include ongoing coordination by WEco as we work to continue to foster and guide a collective impact model for participation in SWEAP implementation. It also includes</p>



Last Updated: June 2020

tracking activities and progress as the plan’s outcomes are pursued, and offering professional development and capacity-building opportunities for participating educators.

Finally, this grant will also support WEco’s work to coordinate an expansive collaborative statewide project: Water 2022. Water ’22 will be modeled after the highly collaborative and successful Water 2012 campaign, when Gov. Hickenlooper issued a proclamation declaring 2012 the “Year of Water,” kicking off a year-long celebration of water and the collaborative management needed to ensure the long-term viability of this precious resource in supporting all that we care about in Colorado. Notably, the Water ’22 campaign will fulfill a strategy identified in SWEAP to support increased public awareness for water: “Implement a multi-channeled public relations and media campaign that can be applied at various scales throughout the state.” The campaign will celebrate the anniversaries of some of the state’s most prominent water institutions and frameworks, including the 100th anniversary of the Colorado River Compact; 85th anniversary of the Colorado Water Conservation Board, Colorado River District and Northern Water; 20th anniversary of Water Education Colorado; and more. The timing will also be right to use the campaign to generate public awareness and engagement in the Colorado Water Plan update. Importantly, the campaign will not include any lobbying or advocacy activities.

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	
	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	
500,000+	Number of Coloradans Impacted by Engagement Activity	
	Other	Explain:

Water Project Justification

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).

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;)



Last Updated: June 2020

Connection to Colorado Water Plan

The Statewide Water Education Action Plan is intimately connected to the Colorado Water Plan in that it is intended to fulfill the water plan action No. 2 identified in Ch. 9.5: “Create a data-based water education plan.” (p. 9-6)

As a result, SWEAP is identified in its Executive Summary as a “common agenda for water education’s role in achieving sustainable water for Colorado by 2050,” and one of eight guiding principles for SWEAP is that it is “Supportive of the Colorado Water Plan vision.” This means that water educators will equip and empower the people of Colorado so that they can contribute to informed decision making and forward progress on solutions that ultimately result in success for Colorado Water Plan objectives. That principle and seven others are implicit throughout SWEAP and should guide the work of Colorado water educators participating in SWEAP implementation.

The impact statement for SWEAP was drawn, in part, directly from the Colorado Water Plan Ch. 9.5 where it states: “To achieve a sustainable water future, Coloradans must be sophisticated water users. Colorado’s Water Plan expands outreach and education efforts that engage the public and promote well-informed community discourse regarding balanced water solutions.” (p. 9-53).

Also in Ch. 9.5, action No. 1 was the establishment of this very grant fund, an attribute for which was suggested “Guidelines could stress the importance of measuring success and targeting specific audiences and approaches, and could include other education and outreach best practices that lead to successful public engagement.” (p. 9-61)

The establishment of shared metrics to measure SWEAP’s 10 outcomes (accomplished in SWEAP Phase I) and the further development of a protocols document for measuring and tracking success toward achieving those outcomes (supported by this grant) could be used to further advance the above objective of the grant fund, ensuring the most effective use of state resources.

Finally, SWEAP outcomes and metrics may be useful in helping to inform the development of new measureable outcome(s) for education and outreach in the Colorado Water Plan update.

With regard to Water ’22, the Colorado Water Plan highlighted the work of the previous iteration, Water 2012, in generating broad collaboration to accomplish specific aims: “The Colorado Water 2012 campaign leveraged hundreds of passionate volunteers, nonprofits, and other organizations to raise awareness about water, increase support for the management and protection of Colorado’s water, showcase exemplary models of cooperation and collaboration, connect Coloradans to their water, and motivate them to participate in planning the future of their water resources.” (p. 9-55) The goals of Water ’22 will be similar, and the timing in conjunction with engaging the public around the Colorado Water Plan update will be a great opportunity for raising awareness and fostering participation.

Connection to Basin Implementation Plans (BIPs) and Education Action Plans (EAPs)

For the past two and a half years, Water Education Colorado has been working with basins around the state to first develop and then begin to implement the shared vision and framework that is SWEAP. There is continued support for a strong coordination role in accomplishing the plan’s outcomes, and WEco is a trusted organization well-positioned to fill that role.

When looking at BIPs and EAPs, there is support for a statewide education effort, and more recent Education Action Plans include more specific support for working together on SWEAP implementation:

- Gunnison EAP (2020): “Participating in state and regional activities that are consistent with guidance provided by the Statewide Water Education Action Plan (SWEAP).”



Last Updated: June 2020

- North Platte BIP Strategies to Address Public Perception (2015): “Work closely with organizations that specialize in facilitation of public education and outreach programs (e.g. the Colorado Foundation for Water Education, CFWE*).” **now WECO.*
- Rio Grande EAP (2020): “Our Basin EAP includes strategies to implement the Statewide Water Education Action Plan (SWEAP) which is estimated to begin implementation in the next two years.” And: “In addition to these useful tools, we also have an active PEPO liaison who will be supported to attend statewide meetings and discussions regarding outreach and education efforts, particularly as they pertain to SWEAP...”
- South Platte EAP (2020): “Our Education Committee will work closely with WECO on the SWEAP process to develop consistent and locally relevant messaging reflecting the diversity of interests in the northern front range and northeastern Colorado.” Also, “We expect the SWEAP effort to result in specific messages which can be shared with the many community organizations that engage the public on a regular basis.”

For those basins who have not directly listed involvement in SWEAP in their EAP, these basins continue to highlight the importance of SWEAP in their updates to their Basin Roundtable, as well as on their website (e.g. Arkansas Basin PEPO).

We intend that the resources developed through SWEAP will be useful for furthering basin-specific strategies at the basin scale. The work of building capacity for water education will support the success of each basin and each PEPO in achieving their education goals for different audiences. Specifically, the work to develop resources to support SWEAP implementation for teachers and youth education is a new iteration of work advanced by the Water Education Task Force, which was noted in Chapter 9.5 of the CWP. Examples of specific basin priorities for youth education that could be supported by this work include:

- Arkansas BIP IPP: *Our Water, Our Watershed (Las Animas, Otero, Bent counties)*: “Implement engaging and hands-on educational programs for youth and the public.”
- Gunnison BIP IPP: “Through coordination between the Gunnison Basin Roundtable Education Committee and the faculty and administration in the Basin’s public schools, water education program materials will be made available at all levels in the public schools by 2025.”
- Rio Grande EAP (2020): “RGWCEI continues to work with K-12 programs and schools for the youth component.” And “...we also have an active PEPO liaison who will be supported to attend statewide meetings and discussions regarding outreach and education efforts, particularly as they pertain to SWEAP, Basin Implementation Plan updates, and coordination with K-12 and higher education curriculum.”
- Yampa-White-Green EAP (2020): “Support and Follow Yampatika Youth Water Education in the Yampa and White Basin.”

The effort to develop resources to support SWEAP implementation for adult and professional audiences is also supported in BIPs and EAPs. For example, the effort to develop protocols and create a guidebook for program evaluation using the SWEAP protocols is supported by basins looking to measure their impact, such as:

- Gunnison EAP (2020): “It is anticipated that such a GRB EAP survey would be consistent with, and performed in coordination with, data collection and evaluation methods (i.e., survey questions and metrics) being developed by the SWEAP team.”

The task to curate and share a compendium of best practices for inclusive civic engagement (SWEAP strategy supporting Outcome 5), supports many if not all PEPO liaisons to fulfill the mission of PEPO. For example:

- North Platte EAP (2016-2019): “Host community water education workshop(s) to better engage stakeholders in water law and issues relevant to the North Platte River Basin.”



Last Updated: June 2020

- Yampa-White-Green BIP Section 5.1 (2015): “Encourage participation in the BRT public process” and “Bring parties together and educate stakeholders about IPP challenges and how impacts may be felt outside of the immediate project location.”

The task to support creation of a “Great Course” on water (or other priority of the state water centers) and a water-related simulation, can support those basins with key partnerships with their water center, such as:

- Rio Grande EAP (2020): “Working with higher education, specifically the Salazar Rio Grande del Norte Center, allows us to leverage the reach of Adams State University to utilize facilities, faculty, and staff,”

The creation of virtual statewide resources that can be shared also supports several basins that are interested in resource efficiencies, such as:

- Gunnison BIP (2015): “To maximize efficiencies, the GBRT encourages like-minded water organizations within the basin to share existing materials and resources with regard to education and outreach programs.”

Efforts to connect educators with funding resources should support work in all basins. Currently, each PEPO group with an approved EAP is provided \$6,500.

- CWP Chapter 9.5 noted in 2015 that, “On average, costs for outreach activities have amounted to between \$15,000 and \$50,000 per roundtable over the past year—and most roundtables have indicated that given their level of current BIP outreach, this amount is insufficient.”

Finally, the effort to raise public awareness through planning and implementing Water '22 should support the awareness goals, which are common in each EAP, and are often achieved through a basin-by-basin approach with limited resources.

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.

2020-2025 Statewide Water Education Action Plan: A common agenda for water education's goal in achieving sustainable water for Colorado by 2050

2020-2025 Water Education Colorado Strategic Plan: Includes an imperative identified by the WEco board to serve as a lead for SWEAP implementation in continuing to coordinate and work through the Water Educator Network

2018 Water Education Asset Map: The Water Education Asset Mapping Project was a good first step in preparing to develop SWEAP. 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.



Last Updated: June 2020

2018 OMNI Baseline (DRAFT) 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 a number of the identified outcomes in SWEAP. WEco’s existing grant for SWEAP Phase I implementation includes in the scope of work to support CWCB in incorporating additional specific questions related to SWEAP outcomes and in advising the administration of the survey and analyzing results. We still hope to fulfill this task in collaboration with CWCB and are in active conversations with staff about how and when to do so.

2012 Colorado Water 2012 Initiative Final Report: Colorado Foundation for Water Education (now WEco) received a Water Supply Reserve Fund grant to support its role in spearheading Water 2012. This report summarizes the activities and the results of that initiative, which included participation by more than 600 entities across Colorado and a total reach of more than 500,000 audience members.

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 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 and development 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) 3.6%

- 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%

- 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



Last Updated: June 2020

4) N/A 5) POGG12020-2002 6) 0%
1) Water Education Colorado 2) Statewide Water Education Action Plan Launch, Phase I Implementation and Essential Groundwork Actions 3) N/A 4) Nov. 20, 2019 5) POGG12020-2645 6) 11.7%

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

Submittal Checklist

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

Last Updated: June 2020

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 SWEAP Implementation Phase II is to provide the support structure and resources to ensure substantial progress towards the Vision statement for the Statewide Water Education Action Plan (SWEAP). That vision is “Coordinated, well-funded, and impactful education, outreach, and public engagement achieving measurable outcomes by 2025.” This grant will also provide critical support for the SWEAP Impact statement, which directly aligns with the purpose of this grant fund that “Coloradans are engaged in well-informed community discourse and decision making regarding balanced water solutions, and are empowered to take thoughtful action regarding critical water challenges facing the state and their communities.”
The goal of Water ’22 is to accomplish a key SWEAP strategy for advancing SWEAP Outcome 1, “The proportion of Coloradans in each river basin who can identify how water supports their quality of life, as well as the threats to and potential solutions for a sustainable water supply, increases.” This is envisioned as a statewide effort to enhance communication and outreach, as well as to highlight and promote opportunities for public engagement with the Colorado Water Plan update process.
Who is/are the target audience(s)? How will you reach them? How will you involve the community?
SWEAP directly targets other educators and organizations and provides coordination and resources to boost their capacity to reach their audiences effectively and efficiently, with shared metrics to measure progress. SWEAP’s impact statement directly aligns with the goal of this grant program, that “Coloradans are engaged in well-informed community discourse and decision-making regarding balanced water solutions and are empowered to take thoughtful action regarding critical water challenges facing the state and their communities.



Last Updated: June 2020

Overview (answer for both tracks)
<p>Water '22 will target the general public for broad awareness building and to foster increased participation, including in providing public input on the Colorado Water Plan update. While the specific goals of Water '22 remain to be determined by the Management Team that is being formed, it will more than likely focus on advancing at least 3-4 of the SWEAP Outcomes:</p>
<p>Outcome No. 1: “The proportion of Coloradans in each river basin who can identify how water supports their quality of life, as well as the threats to and potential solutions for a sustainable water supply, increases.”</p>
<p>Outcome No. 2: “The proportion of Coloradans in each river basin who can articulate at least three “Critical Water Concepts” increases.</p>
<p>Outcome No. 5: “Participation in community discourse and decision processes about water at the state, regional and local levels increases.”</p>
<p>Outcome No. 7: “The proportion of Coloradans in each river basin that are demonstrating sustainable water behaviors increases.”</p>
<p>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>
<p>Successful SWEAP implementation is reliant on the willingness and capacity of local educators to participate in aligning local actions to SWEAP strategies and outcomes. We are enlisting partners who see natural synergies with their own goals and programs, and want to contribute to a statewide strategy and impact. We are advising on opportunities to customize actions to meet the needs of their audiences, including for PEPO liaisons and Basin Roundtables as they update their Education Action Plans and the education and outreach goals in their Basin Implementation Plan updates. Currently, SWEAP has 34 endorsers and over 40 organizations that have described how they intend to contribute to implementation. Additionally, implementation is being coordinated through the Water Educator Network, which currently has over 70 affiliates and is growing.</p> <p>Water '22 will be a tremendous statewide collaborative effort. It will be modelled after the Water 2012 initiative, which included participation by more than 600 entities from every basis across the state. Water '22 will be managed by a “Management Team.” WEco will be the chair and ultimately responsible, but the team itself will be a collective of representatives from different organizations and interests.</p>
<p>Describe how you plan to measure and evaluate the success and impact of the project?</p>
<p>Completion of all project deliverables.</p> <p>SWEAP tracking to measure progress toward the SWEAP outcomes, which itself is a project deliverable.</p> <p>Measures designed specifically for Water '22, including number of partners, number of events, number of participants, number of media hits, web traffic, etc. as well as measures to gauge the impact of participants’ encounters with Water '22 messaging and events. These evaluations will be developed as part of the project once the goals and activities are defined.</p>
<p>What research, evidence, and data support your project?</p>



Last Updated: June 2020

Overview (answer for both tracks)

The research and analysis for developing SWEAP was informed by:

- 61 individual and small group phone interviews
- A coalition of 30 experts from around the state with diverse experience and perspectives in water education; the Coalition came together to build the strategic framework
- One World One Water, Water Education Asset Mapping Project, 2018
- 2008 Water Education Task Force Report
- ThinkWater Systems Analysis and ThinkWater staff
- A review of related documents, data and surveys shared by the SWEAP Coalition

After completion of SWEAP, Water Education Colorado participated in over 50 meetings and presentations specific to SWEAP implementation, and sought feedback on future phases of SWEAP implementation during almost every one of these meetings.

WECo also received feedback from over 40 organizations who completed the SWEAP Google Form. Participants were asked, “What resources would be most helpful to your organization or program for implementing SWEAP?”

- 91% wanted opportunities to collaborate with other water educators, *which highlights the importance of WECo’s role in continuing to support the Water Educator Network*
- 77% wanted Training/Professional Development on SWEAP strategies or tracking metrics, *which supports efforts to develop protocols for SWEAP metrics and to offer regular professional development opportunities through the Water Educator Network*
- 73% wanted educational materials to distribute to audiences, *which supports the efforts to build educator capacity through the development of shared resources in this grant*

When asked, “Which SWEAP Outcomes best align with your current organizational goals and/or programs?” participants reported as follows:

- 89% aligned to the awareness outcome, *which relates directly to the Water ’22 initiative*
- 66% aligned to the Critical Water Concepts outcome, *which relates directly to the teacher and youth education resources in this grant*
- 82% aligned to the outcome regarding knowledge necessary to take an active role in water stewardship, *which relates directly to capacity building task, including both youth/teacher and adult/professional education resources*
- 73% aligned to the sustainable water behaviors outcome, *which relates to the effort to define priority sustainable water behaviors in each basin*

WECo used this information to complete a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. This grant was directly informed by this analysis, as the tasks in this grant seek to build off the strengths of SWEAP, seize some key opportunities, develop resources and educator capacity to address weaknesses, and to mitigate threats/challenges.

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



Last Updated: June 2020

Overview (answer for both tracks)

As noted in our Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis for SWEAP implementation,

Shorter-term challenges with this project include:

- Coronavirus-related impacts on budgets/capacity and restrictions affecting programs
- Developing a vision and capacity for reporting on implementation of SWEAP, including who tracks what, why, when
- Developing a shared vision for implementation with CWCB and other state agencies
- Addressing resource limitations of Water Educator Network affiliates and other SWEAP implementers, including limits regarding time, scope, budget, staff, wages, jurisdictional focus and large geographic areas

Longer-term challenges with this project, include:

- Being clear on what change the public can affect
- State agency support (endorsement and funding)
- Potential for retreat/disjunction with reduced budgets
- Education policy: Schools may cut or deemphasize subjects where water issues can be a key focus, such as science and social studies, etc. if facing budget limitations
- Public bandwidth/receptivity to water education message
- Momentum/communication during staff/leadership turnover in partnering organizations
- Continuing to strengthen inter-organizational relations for collective impact

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 continue implementation of the action plan to achieve a set of defined outcomes that, when accomplished, will achieve the CWP's measurable objective above. The scope of work supported by these funds also includes tracking progress on SWEAP outcomes between 2020 and 2025 in order to document an increase in both public awareness and engagement, among other SWEAP outcomes. That timeframe is extended from the initial CWP stated goal based on where we are today. Lastly, Water '22 will be an extensive and collaborative statewide public awareness campaign to increase awareness and engagement on critical water issues facing our state.

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.



Last Updated: June 2020

SWEAP envisions capacity development through shared resources 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 continue to prioritize shared and capacity-building resources 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 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. *Continued coordination with CWCB and other funders will improve the cohesiveness and focus of grant requests, as they reflect improved coordination and programming among entities engaged in promoting SWEAP's outcomes and strategies.*

3) Establish metrics to evaluate the success and effectiveness of statewide and basin-level communication and education programs, and modify strategies as needed. *SWEAP is explicitly designed around an adaptive process of planning, implementation, assessment and renewal. This project proposal will support the development of protocols to gather data on those 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.*

When looking at specific BIPs, there is support for a statewide education effort, e.g.:

- North Platte BIP Strategies to Address Public Perception (2015): “Work closely with organizations that specialize in facilitation of public education and outreach programs (e.g. the Colorado Foundation for Water Education, CFWE*).” *now WECo.
- South Platte/Metro BIP (2015): “Facilitate effective South Platte communications and outreach programs that complement the state’s overall program.”

We intend that the resources developed through SWEAP will be useful for furthering basin-specific goals. The work of building capacity for water education will support the success of each basin and each PEPO in achieving their education goals for different audiences. Specifically, the work to develop resources to support SWEAP implementation for teachers and youth education is a new iteration of work advanced by the Water Education Task Force, which was noted in Chapter 9.5 of the CWP. Examples of specific basin priorities for youth education that could be supported by this work include:

- Arkansas BIP IPP: Our Water, Our Watershed (Las Animas, Otero, Bent counties): “Implement engaging and hands-on educational programs for youth and the public.”
- Gunnison BIP IPP: “Through coordination between the Gunnison Basin Roundtable Education Committee and the faculty and administration in the Basin’s public schools, water education program materials will be made available at all levels in the public schools by 2025.”

The effort to develop resources to support SWEAP implementation for adult and professional audiences is also supported in BIPs and EAPs. The task to curate and share a compendium of best



Last Updated: June 2020

practices for inclusive civic engagement (SWEAP strategy supporting Outcome 5), supports many if not all PEPO liaisons to fulfill the mission of PEPO. For example:

- Yampa-White-Green BIP Section 5.1 (2015): “Encourage participation in the BRT public process” and “Bring parties together and educate stakeholders about IPP challenges and how impacts may be felt outside of the immediate project location.”

Finally, the creation of virtual statewide resources that can be shared also supports several basins that are interested in resource efficiencies, such as:

- Gunnison BIP (2015): “To maximize efficiencies, the GBRT encourages like-minded water organizations within the basin to share existing materials and resources with regard to education and outreach programs.”

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

When looking at Education Action Plans (EAPs), there is support for a statewide education effort, and more recent Education Action Plans include more specific support for working together on SWEAP implementation:

- Gunnison EAP (2020): “Participating in state and regional activities that are consistent with guidance provided by the Statewide Water Education Action Plan (SWEAP).”
- Rio Grande EAP (2020): “Our Basin EAP includes strategies to implement the Statewide Water Education Action Plan (SWEAP) which is estimated to begin implementation in the next two years.” And: “In addition to these useful tools, we also have an active PEPO liaison who will be supported to attend statewide meetings and discussions regarding outreach and education efforts, particularly as they pertain to SWEAP...”
- South Platte EAP (2020): “Our Education Committee will work closely with WECO on the SWEAP process to develop consistent and locally relevant messaging reflecting the diversity of interests in the northern front range and northeastern Colorado.” Also, “We expect the SWEAP effort to result in specific messages which can be shared with the many community organizations that engage the public on a regular basis.”

For those basins who have not directly listed involvement in SWEAP in their EAP, these basins continue to highlight the importance of SWEAP in their updates to the Basin Roundtable, as well as on their website (e.g. Arkansas Basin PEPO).

We intend that the resources developed through SWEAP will be useful for furthering basin-specific strategies at the basin scale. The work of building capacity for water education will support the success of each basin and each PEPO in achieving their education goals for different audiences. Specifically, the work to develop resources to support SWEAP implementation for teachers and youth education is a new iteration of work advanced by the Water Education Task Force, which was noted in Chapter 9.5 of the CWP. Examples of specific basin priorities for youth education that could be supported by this work include:

- Rio Grande EAP (2020): “RGWCEI continues to work with K-12 programs and schools for the youth component.” And “...we also have an active PEPO liaison who will be supported to attend statewide meetings and discussions regarding outreach and education efforts, particularly as they pertain to SWEAP, Basin Implementation Plan updates, and coordination with K-12 and higher education curriculum.”
- Yampa-White-Green EAP (2020): “Support and Follow Yampatika Youth Water Education in the Yampa and White Basin.”

The effort to develop resources to support SWEAP implementation for adult and professional audiences is also supported in BIPs and EAPs. For example, the effort to develop protocols and create a guidebook for program evaluation using the SWEAP protocols is supported by basins looking to measure their impact, such as:



Last Updated: June 2020

- Gunnison EAP (2020): “It is anticipated that such a GRB EAP survey would be consistent with, and performed in coordination with, data collection and evaluation methods (i.e., survey questions and metrics) being developed by the SWEAP team.”

The task to curate and share a compendium of best practices for inclusive civic engagement (SWEAP strategy supporting Outcome 5), supports many if not all PEPO liaisons to fulfill the mission of PEPO. For example:

- North Platte EAP (2016-2019): “Host community water education workshop(s) to better engage stakeholders in water law and issues relevant to the North Platte River Basin.”

The task to support creation of a “Great Course” on water (or other priority of the state water centers) and a water-related simulation, can support those basins with key partnerships with their water center, such as:

- Rio Grande EAP (2020): “Working with higher education, specifically the Salazar Rio Grande del Norte Center, allows us to leverage the reach of Adams State University to utilize facilities, faculty, and staff,”

Efforts to connect educators with funding resources should support work in all basins. Currently, each PEPO group with an approved EAP is provided \$6,500.

- CWP Chapter 9.5 noted in 2015 that, “On average, costs for outreach activities have amounted to between \$15,000 and \$50,000 per roundtable over the past year—and most roundtables have indicated that given their level of current BIP outreach, this amount is insufficient.”

Finally, the effort to raise public awareness through planning and implementing Water ’22 should support the awareness goals, which are common in each EAP, and are often achieved on a basin-by-basin approach with limited resources.

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



Last Updated: June 2020

Colorado Water Conservation Board
Water Plan Grant - Exhibit A

Statement Of Work

Date:	Dec. 1, 2020
Name of Grantee:	Water Education Colorado
Name of Water Project:	Statewide Water Education Action Plan Phase II and Water '22
Funding Source:	Colorado Water Plan Grant – Engagement and Innovation

Water Project Overview:

We propose this grant to support the continued implementation of Statewide Water Education Action Plan (SWEAP), which was previously developed with the support of this grant program. SWEAP involved broad stakeholder input and participation, and the plan’s framework was finalized in 2019 to fulfill Goal 2 of Colorado Water Plan, Ch. 9.5: “Create a Data-Based Water Education Plan.”

SWEAP is a common agenda for water education’s role in achieving sustainable water for Colorado by 2050, as defined by the Colorado Water Plan. It is critical that work to implement the strategies identified in SWEAP, to achieve progress toward SWEAP’s 10 shared outcomes, and to measure, track and report on that progress, be continued to fulfill the vision and impact of the plan

The SWEAP vision is for “Coordinated, well-funded, and impactful education, outreach and public engagement achieving measureable objectives in water education by 2025 that contribute to sustainable water by 2050.”

And the SWEAP impact is that “Coloradans are engaged in well-informed community discourse and decision making regarding balanced water solutions, and are empowered to take thoughtful action regarding critical water challenges facing the state and their communities.”

SWEAP has a 5-year timeframe, from 2020-2025. Phase I Implementation, including the SWEAP launch, roll-out, partner development, initial groundwork strategies, and preliminary coordination with the Colorado Water Plan update, is also being supported by this grant fund. Work under that grant began in January 2020 and is on track to be completed by the end of June 2021.

This grant would continue that work into Phase II, through a two-year period spanning from July 1, 2021- June 30, 2023. Phase II will include ongoing coordination by WEco as we work to continue to foster and guide a collective impact model for participation in SWEAP implementation. It also includes tracking activities and progress as the plan’s outcomes are pursued, and offering professional development and capacity-building opportunities for participating educators.

Finally, this grant will also support WEco’s work to coordinate an expansive collaborative statewide project: Water 2022. Water ’22 will be modeled after the highly collaborative and successful Water 2012 campaign, when Gov. Hickenlooper issued a proclamation declaring 2012 the “Year of Water,” kicking off a year-long celebration of water and the collaborative management needed to ensure the long-term viability of this precious resource in supporting all that we care about in Colorado. Notably, the Water ‘22 campaign will fulfill a strategy identified in SWEAP to support increased public awareness for water: “Implement a multi-channeled public relations and media campaign that can be applied at various scales throughout the state.” The campaign will celebrate the anniversaries of some of the state’s most prominent water institutions and frameworks, including the 100th anniversary of the Colorado River



Last Updated: June 2020

Compact; 85th anniversary of the Colorado Water Conservation Board, Colorado River District and Northern Water; 20th anniversary of Water Education Colorado; and more. The timing will also be right to use the campaign to generate public awareness and engagement in the Colorado Water Plan update. Importantly, the campaign will not include any lobbying or advocacy activities.

Project Objectives:

1. **Coordinate:** Maintain and strengthen Water Education Colorado’s role in coordinating implementation of SWEAP and empower the Water Educator Network to take a lead role in SWEAP implementation.
2. **Evaluate:** Develop and implement protocols for measuring water education’s impact in advancing the Water Plan that can be utilized at the state and program level.
3. **Build capacity:** Collaboratively develop key educational resources for both youth and adult audiences and connect implementers with funding sources to implement SWEAP strategies.
4. **Build public awareness:** Plan and implement Water’22 to engage and energize Coloradans to take an active role in water stewardship in their communities through celebration of water’s role in shaping Colorado, building awareness, and providing a conduit for follow-up resources to become more active and informed water stewards.

Tasks

Task 1 – Coordinate many entities contributing to SWEAP Implementation

Description of Task:

WEco serve as a coordinating “backbone” organization to foster and guide a collective impact model for participation by a wide variety of entities in SWEAP implementation. Maintain regular communication with partners and stakeholders, facilitate participation and peer-to-peer learning via the Water Educator Network (WEN), and coordinate with the Colorado Water Conservation Board, Interbasin Compact Committee, PEPO liaisons, and Basin Roundtables through advising on the education goals and strategies incorporated into Basin Implementation Plans, Education Action Plans, and the Colorado Water Plan update.

Method/Procedure:

- a) Establish infrastructure for successful SWEAP implementation via the Water Educator Network and maintenance of the SWEAP website
 - i. Continue to support the existing Water Educator Network structure and communications channels
 - a. Maintain affiliates roster, WEN Directory, WEN Google Group, and WEN quarterly newsletter
 - ii. Develop a Water Educator Network task-force structure for SWEAP implementation; Consider the use of a Steering Committee
 - iii. Coordinate “affinity groups” to continue organizing WEN, as well as PEPO in pursuing SWEAP strategies where those organizations’ priorities align.
 - iv. Continue to support WEN affiliates through professional development opportunities that align with SWEAP outcomes and strategies
 - a. Plan, promote, and deliver the Annual Water Educator Network Symposium in 2022 and 2023.

Last Updated: June 2020

Tasks
<ul style="list-style-type: none"> b. Partner with other organizations to provide 2-3 professional development webinars per year v. Maintain SWEAP website as key communications channel <p>b) <u>Coordinate with PEPO, Basin Roundtables, CWCB and IBCC</u></p> <ul style="list-style-type: none"> i. Support PEPO and Basin Roundtables by advising on education/outreach goals and strategies, using SWEAP as a guide, to include in updates to Education Action Plans and Basin Implementation Plans ii. Support CWCB by advising on education/outreach goals and strategies, using SWEAP as a guide, to include in update to Colorado Water Plan <p>c) <u>Ongoing partner/stakeholder engagement</u></p> <ul style="list-style-type: none"> i. Continue to engage new partners and inform stakeholders of SWEAP progress through regular updates, presentations, and reporting.
<p>Deliverable:</p> <ul style="list-style-type: none"> a. WEN Directory kept current on WEco website b. Quarterly WEN newsletters c. Database with dates, topics and participation in WEN task force and affinity group meetings d. Agendas and promotional materials for 2022 and 2023 Water Educator Network Symposiums e. Recordings for 2-3 WEN webinars per year f. “Crosswalks” identifying SWEAP alignment with goals and strategies written into EAPs, BIPs, and CWP, where relevant

Tasks
<p>Task 2 – Track progress on SWEAP Outcomes (Or Measuring Success and Filling Water Education Gaps)</p>
<p>Description of Task:</p> <p>This task is critical to monitoring and measuring SWEAP impact and progress toward outcomes. It will include developing data collection protocols and reporting mechanisms for SWEAP metrics so that co-implementers can successfully participate in telling a common story and evaluating success. It will also sharing that data and making it publicly accessible through a SWEAP dashboard.</p>
<p>Method/Procedure:</p>
<p>a) <u>Identify priority sustainable water behaviors for SWEAP Outcome #7</u></p> <ul style="list-style-type: none"> i. Convene task force(s) in the regions of each of the nine basin roundtables to identify top-tier “sustainable water behaviors” that are a priority for their basin. ii. Hire a facilitator experienced in social marketing to support identification of sustainable water behaviors for each basin through a series of “charrettes” and to advise on best practices for social marketing and data collection. <p>b) <u>Establish SWEAP baselines</u></p>



Last Updated: June 2020

Tasks
<ul style="list-style-type: none"> i. SWEAP Outcomes 1,2,3,4,7: Support analysis and synthesis of results from CWCB’s statewide public awareness survey in measuring these baselines. ii. SWEAP Outcome 5: Work with appropriate contacts to collect, tally, and analyze data on the number of participants in community discourse and decision processes about water iii. SWEAP Outcome 6: Contract with an independent evaluator to conduct a standardized review of literature and web resources iv. SWEAP Outcome 8: Convene expert panel OR Contract with an independent evaluator to conduct a standardized review of policies and practices v. SWEAP Outcome 9: Convene expert panel OR Contract with an independent evaluator to conduct a standardized review of policies, regulations and practices vi. SWEAP Outcome 10: Conduct demographic surveys of specific water decision-making bodies to establish a baseline <p>c) <u>Establish SWEAP reporting and tracking</u></p> <ul style="list-style-type: none"> i. Consult organizations with experience in requesting voluntary implementation data from participating organizations ii. Develop a streamlined SWEAP reporting process using LEAN principles and open data-sharing platforms, in consultation with entities participating in SWEAP iii. Establish a draft guidance document and FAQ defining the purpose, scope, and procedure for SWEAP implementation metrics iv. Gather commitments from organizations to participate in regular reporting v. Work with CWCB and other state organizations to incorporate SWEAP reporting requirements into grants and funding <p>d) <u>Develop and maintain data-sharing and SWEAP dashboard</u></p> <ul style="list-style-type: none"> i. Work with CWCB to ensure collection of SWEAP implementation data syncs with collection of Colorado Water Plan implementation data ii. Evaluate options for an open data-sharing platform with or outside of CWCB iii. Develop a SWEAP dashboard, possibly hosted on SWEAP website iv. Maintain a SWEAP dashboard
<p>Deliverables:</p> <ul style="list-style-type: none"> a. List of priority sustainable water behaviors for each basin b. Baselines for SWEAP Outcomes c. Guidance document and FAQ defining the purpose, scope, and procedure for tracking and reporting SWEAP metrics d. List of organizations committed to regular reporting e. List of grants with reporting requirements connected to SWEAP and example requirements f. SWEAP progress dashboard, possibly hosted on SWEAP website

Tasks
<p>Task 3 – Build capacity for water education</p> <p>Description of Task:</p>



Last Updated: June 2020

Tasks

This task is focused on increasing funding and creating resources to build capacity toward effective and equitable implementation of SWEAP. It includes the curation and development of resources and toolkits to help bring all implementation strategies to a common standard of practice. Toolkits will be developed collaboratively and supported by technical assistance through training, coaching and mentoring in ways that reach educators throughout the state.

Audiences for SWEAP activities run the gamut from youth to adults, community members to decision makers, and rural to urban Colorado residents.

Not only is it critical that today's voters, constituents, and policy makers be informed on the biggest water challenges and opportunities, but consider:

- A kindergarten student during the 2002 drought will be old enough to serve as U.S. Representative in 2022.
- A sixth grader at the time of the adoption of the first Colorado Water Plan (2015) will be old enough to vote in 2022.
- A child born in 2015 (a Kindergarten today) could be the governor of Colorado in 2050, when we reach the Colorado Water Plan's goal of sustainable water.

Method/Procedure:

- a) Develop resources to support SWEAP implementation for teachers and youth education.
 - i. Finalize SWEAP standards alignment analysis
 - a. Work with Colorado Department of Education and K-12 teachers to vet analysis of Critical Water Concepts alignment to Colorado Academic Standards
 - b. Publish and widely distribute a white paper along with the standards alignment document.
 - ii. Finalize curation/development of water-related phenomena
 - a. Work with the Water Educator Network (WEN), in consultation with Colorado Department of Education, to finalize Colorado-specific examples of water-related phenomena for each Critical Water Concept for use in K-12 units, lessons and assessments. *(Note: According to the Colorado Department of Education, "Local, community-related phenomena engage students and make science meaningful, preparing students for life beyond school in college, in careers, and as citizens. A good phenomenon often has no one right answer, but is a specific event or connection within the natural or designed world, ideally that students can directly experience." Examples of Colorado's water-related phenomena and how they might be presented include farmer setting pipes or a community cleaning an acequia, an image of the bathtub ring in Lake Powell, side-by-side images of a dryland farm and irrigated farm (or xeriscape and irrigated lawn), a before-and-after image of an urban river restoration site or water recreation park, an image of a scientist measuring snow depth at a Snotel site, or even a graph of the price of a share of Colorado-Big Thompson water unit.)*
 - b. Publish and widely distribute the example phenomena.
 - iii. Coordinate and enhance the quality of the Colorado Project WET program
 - a. Conduct listening sessions with Project WET Facilitators and Educators from Colorado and Project WET Coordinators from other Colorado Basin states to better understand how Water Education Colorado, as the host institution for Project WET in Colorado, can support and enhance the work of this network of educators.



Last Updated: June 2020

Tasks

- b. Improve communications channels within the Colorado Project WET network
- c. Plan and deliver Project WET professional development opportunities, including at least one statewide Project WET opportunity for Project WET Facilitators and at least one Project WET Demonstration Workshop at a conference or gathering of multiple educators.
- d. Promote, support, and collect evaluation data from partner Project WET Educator Workshops.
- e. Coordinate facilitator support and professional development opportunities with Project Learning Tree, Project WILD, and Agriculture in the Classroom with support from the Colorado Alliance for Environmental Education (CAEE).
- iv. Evaluate a K-12 Teacher Professional Development Pilot for Expansion
 - a. Assess student and teacher engagement and growth through a PDU underway in Denver Public Schools to train K-12 educators to incorporate water education in classrooms.
 - b. Compare lessons learned with other similar programs and develop recommendations for refinement and expansion to other school districts.
- v. Work with WEN to implement early SWEAP actions for K-12 audiences
 - a. Identify and support specific actions to facilitate incorporation of Critical Water Concepts in educational programming.
 - b. Foster connections to ongoing formative and summative assessment work and opportunities to measure progress on water literacy in schools and non-formal programs.
 - c. Support connections with relevant local and statewide education groups, such as Colorado Science Education Network (CSEN), Colorado Association of Science Teachers, Colorado Center for Civic Learning and Engagement, and Career and Technical Education.
- b) Develop resources to support SWEAP implementation for adult and professional audiences by accomplishing 2-3 of the following sub-tasks:
 - i. Create a guidebook for program evaluation using the SWEAP protocols.
 - a. Polish and package protocols for assessing SWEAP metrics for use by co-implementers.
 - ii. Curate and share a compendium of best practices for inclusive civic engagement (SWEAP strategy supporting Outcome 5)
 - a. Work directly with PEPO liaisons and affiliates of the Water Educator Network to better understand the evolving needs for such a resource.
 - b. Work with CWCB to understand lessons learned from EngageCWCB and other efforts and continued needs around inclusive engagement.
 - c. Link to existing resources such as *Community Engagement: Guidelines for Excellence (from NAAEE)* and the Water Educator Network webinar on *Inclusive Civic Engagement in a Pandemic* through the WEco and/or SWEAP website.
 - d. Provide an access point and synthesizing role by linking to “hubs” of such guidance with companion text describing the relevancy to water issues.
 - e. Maintain communication with Colorado Alliance for Environmental Education (CAEE), relevant university programs, and key Water Educator Network affiliates to ensure resources are kept up to date with this rapidly evolving field.
 - iii. Support creation of a “Great Course” on water (or other priority of the state water centers)
 - a. Convene leaders of university Water Centers in Colorado to develop a common syllabus



Last Updated: June 2020

Tasks	
	<ul style="list-style-type: none"> b. Support conversations among Water Centers as they address challenges (e.g. intellectual property rights, setting and collecting appropriate tuition, etc.) c. Support recruitment of high-profile speakers d. Support identification of a platform for sharing the Great Course e. Promote the Great Course <ul style="list-style-type: none"> iv. Create virtual statewide resources that can be shared <ul style="list-style-type: none"> a. Provide 5 virtual recorded lessons using presenters and slides via a recorded webinar on the topics of WEco Citizen's Guides v. Develop simulation activity for water issues <ul style="list-style-type: none"> a. Develop a "Mock Drought," historic agreement negotiation (e.g. Colorado River Compact), or other simulation for use with high school, higher education, and adult audiences. b. Working with a group of educators which includes Colorado's university water centers, consult best practices and existing examples to either expand an existing program that works or develop a new program with guidelines and resources that can be used statewide and tailored, as necessary, for local use. c. Provide the simulation as a resource for educators wanting to engage learners in Water '22.
	<ul style="list-style-type: none"> c) <u>Identify funding opportunities for co-implementers working on SWEAP</u> <ul style="list-style-type: none"> i. Distribute funding opportunities in quarterly Water Educator Network newsletters and SWEAP communications ii. Proactively work to connect implementers with appropriate funding sources through individual outreach and collaborative discussions.
Deliverables:	
	<ul style="list-style-type: none"> a. Published white paper on standards alignment with Critical Water Concepts b. Published example phenomena c. Strategic plan for Colorado Project WET d. Project WET workshops (two per year) e. Recommendations for PDU expansion f. Produce 2-3 of the following: 1) Guidebook for program evaluation, 2) Links and summary descriptions posted for a compendium of best practices for inclusive civic engagement, 3) Syllabus with confirmed speakers for the Great Course on Water, 4) 5 Virtual Lessons from WEco Citizen's Guides, 5) Guidance and supplies for conducting a role-play simulation for a major water issue g. Funding opportunities listed in quarterly WEN newsletter
Tasks	
Task 4 - Plan and Implement Water '22	
Description of Task:	
<p>Water '22 will target the general public for broad awareness building and to foster increased participation, including in providing public input on the Colorado Water Plan update. Water '22 will be a tremendous statewide collaborative effort. It will be modelled after the Water 2012 initiative, which included participation by more than 600 entities from every basis across the state. Water '22 will be managed by a "Management Team." WEco will be the chair of that team and ultimately responsible, but the team itself will be a collective of representatives from different organizations and interests. Specific campaign goals will be established by the team in consultation with a broader coalition of partners, and will not include any lobbying or advocacy activities.</p>	



Last Updated: June 2020

Tasks	
Method/Procedure:	
	<ul style="list-style-type: none">a) <u>Establish and coordinate a broad Water '22 coalition and organizing structure</u><ul style="list-style-type: none">i. Convene a Water '22 Management Teamii. Establish a committee structure for coordinationiii. Identify and recruit a broad coalition of partners, including public agencies; cultural institutions such as museums, libraries, and visitor centers; and businesses.iv. Work with the Management Team to adopt the campaign's mission, goals, and objectivesv. Hire a consultant to assist with coordination, administration, communications and fundraisingvi. Evaluate whether to set up a separate DBA for Water '22, and do so if needed b) <u>Develop detailed campaign strategy, communications plan and timeline</u><ul style="list-style-type: none">i. Work with Management Team and committees to develop detailed campaign strategy and timelineii. Work with Management Team and committees to develop toolkit of programs, tools, resources and activities to support the identified goals and objectives. This could include, but is not limited to, a central website, events calendar, printed publications, displays, speakers' bureau, videos, book clubs, art exhibits and coordination with existing events such as conferences, water festivals and more to highlight the campaign and its messages. c) <u>Develop and produce campaign branding, messaging and collateral</u><ul style="list-style-type: none">i. Work with Management Team and committees to create a communications planii. Work with Management Team and committees to develop campaign brandingiii. Hire graphic designer to design campaign collateraliv. Produce campaign collateral and coordinate distribution to partners d) <u>Fundraise to support the development and dissemination of campaign collateral</u><ul style="list-style-type: none">i. Develop a fundraising plan including sponsorship packageii. Implement fundraising plan to raise at least \$80,000 f) <u>Coordinate implementation of campaign strategy and activities</u><ul style="list-style-type: none">i. Coordinate with all participating partners to implement campaign strategy and activitiesii. Maintain and publicize calendar of activities
Deliverables:	
	<ul style="list-style-type: none">a. Rosters for Management Group, coalition, and committeesb. Detailed strategy and timelinec. Campaign collaterald. Report on funds raisede. Inventory of all Water '22 activities conducted

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: June 2020

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 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.

Last Updated: June 2020

Performance Measures