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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) 866-3319/53195441 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

Anna.Mauss@state.co.us
Kevin.Reidy@state.co.us
Ben.Wade@state.co.us
Alexander.Funk@state.co.us
Chris.Sturm@state.co.us

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 | For the Love of Colorado Coalition, a program of the Keystone Policy Center | |
| Name of Water Project | For the Love of Colorado public education initiative | |
| CWP Grant Request Amount | | \$400,000 |
| Other Funding Sources: Walton Family Foundation | | \$500,000 |
| Other Funding Sources _____ | | \$ |
| Other Funding Sources _____ | | \$ |
| Applicant Funding Contribution | | \$ |
| Total Project Cost | | \$3,463,300 |



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| Applicant & Grantee Information | |
|--|--|
| Name of Grantee: For the Love of Colorado Coalition, a program of the Keystone Policy Center | |
| Mailing Address: 1628 Sts. John Road, Keystone, CO 80435 | |
| FEIN: 84-0688506 | |
| Organization Contact: Tim Wohlgenant | |
| Position/Title: Coalition Director | |
| Email: timwohlgenant@gmail.com | |
| Phone: 303-324-6881 | |
| Grant Management Contact: Tori Thompson | |
| Position/Title: Project Manager | |
| Email: tthompson@keystone.org | |
| Phone: 970-513-5836 | |
| 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>The For the Love of Colorado Coalition (the Coalition) is a diverse alliance of Colorado leaders convened by the Walton Family Foundation and the Gates Foundation to educate Coloradans on the state's long term water supply and demand challenges, highlight Colorado's Water Plan as providing a road map for solutions to this challenge, and explore strategies for addressing the funding needs identified in Colorado's Water Plan.</p> | |



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

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

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



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Location of Water Project

Please provide the general county and coordinates of the proposed project below in **decimal degrees**. The Applicant shall also provide, in Exhibit C, a site map if applicable.

| | |
|------------------|-------------------|
| County/Countries | State of Colorado |
| Latitude | 39.5501° N |
| Longitude | 105.7821° W |

Water Project Overview

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.

The Applicant shall also provide, in Exhibit A, a detailed Statement of Work, Budget, Other Funding Sources/Amounts and Schedule.

For the Love of Colorado is an initiative to raise public awareness of the looming water challenges facing the state, as well as Coloradans general lack of knowledge on water issues, and spotlight the solutions identified in Colorado's Water Plan.

The project has four key objectives:

- Make Coloradans aware of the water challenges as well as the solutions identified in Colorado's Water Plan
- Inspire Coloradans to speak out in support of these solutions
- Encourage Coloradans to become more water efficient
- Encourage Coloradans to support full implementation of Colorado's Water Plan

To develop the public awareness initiative, the Coalition has engaged Suple, an award-winning advertising and design agency that has two decades of experience creating impactful social marketing campaigns that result in real behavior change, and over fifteen years of experience developing a multitude of water-related efforts.

The CWP Grant funding will go directly towards funding an effective, research-based education initiative that Coloradans will see on TV, online, on billboards, and at bus stops, hear on the radio, and read through earned media.

Measurable Results

To catalog measurable results achieved with the CWP Grant funds, please provide any of the following values as applicable:

| | |
|--|---|
| | New Storage Created (acre-feet) |
| | New Annual Water Supplies Developed or Conserved (acre-feet), Consumptive or Nonconsumptive |



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| | | |
|---|--|--|
| | Existing Storage Preserved or Enhanced (acre-feet) | |
| | Length of Stream Restored or Protected (linear feet) | |
| | Efficiency Savings (indicate acre-feet/year OR dollars/year) | |
| | Area of Restored or Preserved Habitat (acres) | |
| | Quantity of Water Shared through Alternative Transfer Mechanisms | |
| | Number of Coloradans Impacted by Incorporating Water-Saving Actions into Land Use Planning | |
| | Number of Coloradans Impacted by Engagement Activity | |
| X | Other | Explain: Coloradans attitudes toward water usage and awareness of water challenges |

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;)

For the Love of Colorado was created to directly support the goals and objectives of Colorado's Water Plan as they relate to public outreach, engagement, education, and funding.

Colorado's Water Plan

Section 9.5 (p. 9-53) Goal:

- a. *"Colorado's Water Plan provides 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."*

Between the diversity of the stakeholders involved in the Coalition and Sukle's history of producing effective and impactful public awareness campaigns, the project is closely aligned with the high-quality and balanced water education and outreach efforts outlined in this goal.

Section 10.2 (p. 10-7) Objectives:

- b. *"Funding: Colorado's Water Plan sets an objective to sustainably fund its implementation. In order to support this objective, the State will investigate options to raise additional revenue in the amount of \$100 million annually (\$3 billion by 2050) starting in 2020. Such funds could establish a repayment guarantee fund and green bond program focused on funding environmental and recreational projects. In addition, such funds could further support conservation, agricultural viability, alternative transfer methods, education and outreach, and other plan implementation priorities."*

The Coalition came together in part to explore strategies for addressing the funding needs identified in Section 10.2 of Colorado's Water Plan in order to enhance Colorado's rivers and watersheds, protect water quality, support the efficiency and productivity of our agricultural economy, improve conservation



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practices in our cities and towns, modernize our water infrastructure systems, and reduce Colorado's interstate compact water supply risks.

A key objective of the project is to encourage Coloradans to support the full implementation of Colorado's Water Plan.

- c. *"Education, Outreach, and Innovation: Colorado's Water Plan sets a measurable objective to significantly improve the level of public awareness and engagement regarding water issues statewide by 2020, as determined by water awareness surveys. Colorado's Water Plan also sets a measurable objective to engage Coloradans statewide on at least five key water challenges (identified by CWCB) that should be addressed by 2030."*

The project is directly aligned with this objective, as the primary function of For the Love of Colorado is to raise public awareness and increase the level of public engagement regarding water issues statewide.

Basin Implementation Plans

For the Love of Colorado is a statewide effort and will not emphasize the goals or objectives from any single Basin. However, the project will support and work in concert with the education goals and identified strategies highlighted in the Basin Implementation Plans. We have already begun outreach to Basin Roundtables, to inform them of this effort, to seek their ambassadorial support in their communities, and to foster alignment with their own educational outreach activities. Presentations about the For the Love of Colorado education initiative have been made to the Rio Grande Basin Roundtable (June 11), and the West Slope Joint Basin Roundtable – Colorado, Gunnison, Yampa, and Southwest (June 20), and we will continue outreaching to the other Roundtables.

Gunnison Basin Implementation Plan

1. *"Goal 9: Create and maintain active, relevant and comprehensive public education, outreach and stewardship processes involving water resources in the six sectors of the Gunnison Basin" (Section 1, p. 39).*

North Platte Basin Implementation Plan

1. *"Perception can be a constraint to securing acceptance of a project. Representatives of competing water interests typically have a fair amount of knowledge on their own project needs, but may lack specific knowledge and/or have differing perspectives on the needs of competing water interests. Lack of knowledge and differing perspectives may generate an adverse perception of competing needs that may limit the ability of a project sponsor to implement a proposed project. Public education/outreach and incentive-based programs can effectively address adverse perceptions... Recommendations: Work closely with organizations that specialize in facilitation of public education and outreach programs (e.g. the Colorado Foundation for Water Education, CFWE). Increase public understanding and participation in important basin water issues through the NPBRT" (5.3, p. 111).*

Rio Grande Basin Implementation Plan

1. *"Goal 8: Establish a long-term education and outreach effort for water use and needs in the San Luis Valley/Rio Grande Basin" (Section 3, p. 59).*

South Platte Basin Implementation Plan

1. *"Facilitate effective South Platte communications and outreach programs that complement the state's overall program. Recommendations: Design and implement an intensive education, participation and outreach program designed to generate a lasting baseline of public awareness and support" (S.5.9, p. S-15).*



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Southwest Region Basin Implementation Plan

1. *“Strategy: Education and outreach about water values, water supplies, available funding options, and new information and tools will be a critical component for the implementation of this BIP” (5.1, p. 99).*

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.

The project complements other CWCB programs because it promotes implementation of Colorado’s Water Plan.

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.

N/A

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.

As the project is strictly a public awareness and education effort, TABOR issues will not affect this application.



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| Submittal Checklist | |
|---|---|
| | I acknowledge the Grantee will be able to contract with CWCB using the Standard Contract . |
| Exhibit A | |
| X | Statement of Work ⁽¹⁾ |
| X | Budget & Schedule ⁽¹⁾ |
| N/A | Engineer's statement of probable cost (projects over \$100,000) |
| | Letters of Matching and/or Pending 3 rd Party Commitments ⁽¹⁾ The project is funded by the Walton Family Foundation and the Gates Family Foundation. A letter of commitment/award is expected in August or September and will be submitted to CWCB upon receipt. |
| Exhibit C | |
| | Map (if applicable) ⁽¹⁾ |
| | Photos/Drawings/Reports |
| | Letters of Support (Optional) The Coalition is pursuing letters of support from multiple Basin Roundtables and will submit upon receipt. |
| | Certificate of Insurance (General, Auto, & Workers' Comp.) ⁽²⁾ |
| | Certificate of Good Standing with Colorado Secretary of State ⁽²⁾ |
| | W-9 ⁽²⁾ |
| | Independent Contractor Form ⁽²⁾ (If applicant is individual, not company/organization) |
| Engagement & Innovation Grant Applicants ONLY | |
| X | Engagement & Innovation Supplemental Application ⁽¹⁾ |

(1) Required with application.

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



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ENGAGEMENT & INNOVATION GRANT FUND SUPPLEMENTAL APPLICATION

Introduction & Purpose

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

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

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

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

Application Questions

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

Overview (answer for both tracks)

In a few sentences, what is the overall goal of this project? How does it achieve the stated purpose of this grant fund (above)?

Through education, outreach, and communication, For the Love of Colorado directly engages the public to promote well-informed community discourse regarding balanced water solutions statewide.

The project has four key objectives:

- Make Coloradans aware of the water challenges as well as the solutions identified in Colorado's Water Plan
- Inspire Coloradans to speak out in support of these solutions
- Encourage Coloradans to become more water efficient
- Encourage Coloradans to support full implementation of Colorado's Water Plan

Who is/are the target audience(s)? How will you reach them? How will you involve the community?

The target audience is the entirety of the state of Colorado, with an emphasis on engaged citizens. In 2018, Sukle conducted in-depth ethnographic research across the state to identify the messages that would most strongly resonate and inspire Coloradans from every part of the state and in every walk of life. Building on that research, Sukle has developed a smart and creative communications and outreach concepts that will capture attention and resonate with the target audience. Sukle will also implement a sophisticated media strategy focused on delivering the message when and where it will be most effective.



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| Overview (answer for both tracks) |
|--|
| <p>In June of this year, the Coalition did a “soft launch” of the For the Love of Colorado initiative at the Outdoor Retailer Summer Market (ORSM), North America’s largest tradeshow in the outdoor industry. The launch included a presence at the expo, as well as a cover story and op-ed in the ORSM daily publication. The successful effort resulted in media coverage by The Denver Post, CBS News, The Colorado Sun, and Colorado Politics.</p> <p>The project will continue to reach the community through a presence at relevant and targeted Colorado water and outdoor-related events.</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>The Coalition is comprised of leaders from organizations representing diverse interests throughout the state, including the Colorado Cattleman’s Association, the Colorado River District, the Denver Metro Chamber of Commerce, Denver Water, the Gates Family Foundation, the Interbasin Compact Committee, the Walton Family Foundation, and Western Resource Advocates.</p> <p>Western Resource Advocates has and will continue to serve as the point of contact managing work performed by Sukle throughout the period of any grant awarded.</p> <p>To help bring the Coalition’s vision to reality, For the Love of Colorado has also partnered with the following organizations (and is continuing to reach out and engage others):</p> <ul style="list-style-type: none"> • American Rivers • American Whitewater • Audubon Rockies • Business for Water Stewardship • Club 20 • Colorado Contractors Association • Colorado Municipal League • Colorado Outdoor Recreation Industry Office • Colorado Water Trust • Conservation Colorado • Environmental Defense Fund • The Nature Conservancy • The Trust for Public Land • The Theodore Roosevelt Conservation Partnership • Upper Gunnison River Water Conservancy District • WaterNow Alliance <p>The project is currently funded by The Walton Family Foundation and the Gates Foundation.</p> |
| <p>Describe how you plan to measure and evaluate the success and impact of the project?</p> |
| <p>The project will be closely monitored and optimized by Sukle. The agency will use internal measurements to evaluate success and impact – paid media reporting, engagement reporting, and awareness, attitude and behavior reporting.</p> |



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| Overview (answer for both tracks) |
|---|
| The effectiveness of the effort will also be tracked by a research to measure Coloradans' attitudes and usage with regard to water before, during, and after the implementation of the project. |
| What research, evidence, and data support your project? |
| <p>According to Colorado's Water Plan, "much of water conservation is based—and reliant— on human behavior. It requires constant communication and education to make water conservation a standard community practice (also known as social norming), and to directly influence behavior to achieve water conservation results" (6.3.1, p. 6-63). While this section of the plan refers to the role water providers play in municipal water conservation, the principal can be applied to public awareness and educational initiatives as well.</p> <p>For the Love of Colorado seeks to expose Coloradans to accessible communication and education on the importance of water conservation in order to influence individuals' attitudes and behaviors. Past projects developed by Suple have demonstrated the impact this initiative can have and provide strong evidence to support For the Love of Colorado.</p> <p>The agency created Denver Water's "Use Only What You Need" public awareness campaign, which generated a 21% decrease in water consumption after its first three months in the market – an especially impressive statistic considering the Denver Water Board had set a 10-year goal to reduce water consumption by 22%.</p> <p>Suple is also behind the "Generation Wild" public awareness campaign for Great Outdoors Colorado, which achieved a 67.1% awareness level with its target audience. Aimed at reversing the rapidly expanding disconnect between kids and nature, nearly 40% of the target audience reported doing the activities suggested by the campaign.</p> <p>In the agency's work on the For the Love of Colorado education initiative, Suple will direct their expertise and proven methods towards raising awareness around water issues, in order to achieve the objectives laid out in Colorado's Water Plan.</p> |
| Describe potential short- and long-term challenges with this project. |
| <p>The key challenge for this project will be successfully penetrating the public consciousness to change opinions and behavior. However, Suple has extensive experience in developing similar large-scale and results-driven public awareness and education initiatives for complex stakeholder groups including the Wyoming department of Health, the Wyoming Governor's Council, the Colorado Governor's Office, Great Outdoors Colorado, Irvine Ranch Water District and Denver Water.</p> |
| <p>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.).</p> |



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| 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>The Coalition will work with Sukle to develop an integrated, statewide education initiative that will drive awareness by breaking through the noise with important facts, relevant ideas, and memorable branding. The initiative will educate citizens and create a more informed public. It will raise Coloradans' interest in water issues and motivate individuals to act on their convictions.</p> <p>The effort will use a mixture of mass media, digital and social media, owned and earned media, and non-traditional tactics to raise awareness, shift attitudes, and change behaviors. The pacing of the project will include heavy "downpours" of media to raise awareness, quickly followed by a constant "drizzle" to keep water issues top of mind. Sukle will launch the initiative with executions that communicate the water gap and its consequences. The effort will then begin to evolve to educate people on the identified solutions outlined in Colorado's Water Plan.</p> |
| Describe how the project achieves the other measurable objectives and critical goals and actions laid out in Colorado's Water Plan around the supply and demand gap; conservation; land use; agriculture; storage; watershed health, environment, and recreation; funding; and additional. |
| <p>The project will contribute to successfully meeting the funding objective laid out in Colorado's Water Plan. As the objective states, "Colorado's Water Plan sets an objective to sustainably fund its implementation. In order to support this objective, the State will investigate options to raise additional revenue in the amount of \$100 million annually (\$3 billion by 2050) starting in 2020. Such funds could establish a repayment guarantee fund and green bond program focused on funding environmental and recreational projects. In addition, such funds could further support conservation, agricultural viability, alternative transfer methods, education and outreach, and other plan implementation priorities" (10.2, p. 10-7).</p> <p>The Coalition came together in part to explore strategies for addressing the funding needs identified in Section 10.2 of Colorado's Water Plan in order to enhance Colorado's rivers and watersheds, protect water quality, support the efficiency and productivity of our agricultural economy, improve conservation practices in our cities and towns, modernize our water infrastructure systems, and reduce Colorado's interstate compact water supply risks.</p> <p>A key objective of the project is to encourage Coloradans to support the full implementation of Colorado's Water Plan.</p> |



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| |
|---|
| |
| Describe how the project achieves the education, outreach, and public engagement goals set forth in the applicable Basin Implementation Plan(s). |
| <p>For the Love of Colorado is a statewide effort and will not emphasize the goals or objectives from any single Basin. However, the project will support and work in concert with the education goals and identified strategies highlighted in the Basin Implementation Plans. We have already begun outreach to Basin Roundtables, to inform them of this effort, to seek their ambassadorial support in their communities, and to foster alignment with their own educational outreach activities. Presentations about the For the Love of Colorado education initiative have been made to the Rio Grande Basin Roundtable (June 11), and the West Slope Joint Basin Roundtable – Colorado, Gunnison, Yampa, and Southwest (June 20), and we will continue outreaching to the other Roundtables.</p> |
| Describe how the project achieves the basin roundtable's PEPO Education Action Plans. |
| <p>As the project is a statewide initiative, there is no applicable basin PEPO Education Action Plan. However, the project's objectives directly complement the overarching objectives of the Education Action Plans. For example, according to the Metro Basin Roundtable Education Action Plan, the overall goals of the Education & Outreach Committee are "to engage the public, decision-makers, and elected officials on solutions-oriented water supply planning" (p. 3). Educational priorities and implementation objectives include providing "consistency and commonality of water education outreach messaging and coordinating social media communications" (p. 3).</p> <p>By raising awareness and educating Coloradans, For the Love of Colorado will help each Basin Roundtable as well as the state of Colorado achieve the goals and visions laid out in Colorado's Water Plan.</p> |

| Innovation Track |
|---|
| Describe how the project enhances water innovation efforts and supports a water innovation ecosystem in Colorado. |
| |



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



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Colorado Water Conservation Board

Water Plan Grant - Exhibit A



COLORADO
Colorado Water
Conservation Board
Department of Natural Resources

Budget and Schedule

Water Plan Grant Exhibit B
Budget and Schedule

Date: 8/1/2019

Name of Grantee: For the Love of Colorado Coalition, a program of the Keystone Policy Center

Name of Water Project: For the Love of Colorado public education initiative

| Task No. | Task Description | Start Date | End Date | Grant Funding Request |
|----------|---|------------|--------------|-----------------------|
| 1 | Research and Market Plan Refinements (not part of grant funding request) | 7/1/2018 | 3/1/2019 | \$ - |
| 2 | Public Awareness Initiative Development (not part of grant funding request) | 3/1/2019 | 11/1/2019 | \$ - |
| 3 | Public Awareness Initiative Implementation | 11/15/2019 | 12/31/2020 | \$ 400,000.00 |
| | | | Total | \$ 400,000.00 |

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| Additional Cost | Total |
|-----------------|-----------------|
| \$ 218,300.00 | \$ 218,300.00 |
| \$ 1,595,000.00 | \$ 1,595,000.00 |
| \$ 1,250,000.00 | \$ 1,650,000.00 |
| \$ 3,063,300.00 | \$ 3,463,300.00 |



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Colorado Water Conservation Board

Water Plan Grant - Exhibit A

Statement of Work

| | |
|--|--|
| Date: | August 1, 2019 |
| Name of Grantee: | For the Love of Colorado Coalition, a program of the Keystone Policy Center |
| Name of Water Project: | For the Love of Colorado public education initiative |
| Funding Source: | Walton Family Foundation & Gates Foundation |
| Water Project Overview: | |
| <p>For the Love of Colorado is an initiative to raise public awareness of the water challenges facing the state, as well as Coloradans' general lack of knowledge on water issues, and spotlight the solutions identified in Colorado's Water Plan.</p> <p>To develop the public awareness campaign, the For the Love of Colorado Coalition (the Coalition) has engaged Suple, an award-winning Advertising & Design agency that has two decades of experience creating impactful social marketing campaigns that result in real behavior change, and over fifteen years of experience developing a multitude of water-related efforts.</p> <p>The CWP Grant funding will go directly towards funding the implementation and evaluation of an effective, research-based public awareness campaign that Coloradans will see on TV, online, on billboards, and at bus stops, hear on the radio, and read through earned media.</p> <p>Tasks 1 and 2 of this Statement of work have either been completed or are in progress and are only included for reference. These activities are not part of the grant funding request in this application.</p> | |
| Project Objectives: | |

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The project has four key objectives:

- Make Coloradans aware of the state's water challenges as well as the solutions identified in Colorado's Water Plan
- Inspire Coloradans to speak out in support of these solutions
- Encourage Coloradans to become more water efficient
- Encourage Coloradans to support full implementation of Colorado's Water Plan

| Tasks |
|--|
| <i>Task 1 – Research and Market Plan Refinements (For reference only – this task is not part of the grant funding request)</i> |
| Description of Task: |
| <p>Task 1 is the research and planning stage of the project. Sukle developed strategy, conducted research, presented findings, and refined the market plan. This task is divided into five subtasks:</p> <p>Subtask 1.1: Day One Strategy Session</p> <p>Subtask 1.2: Discovery Research</p> <p>Subtask 1.3: Message Development</p> <p>Subtask 1.4 Report of Findings</p> <p>Subtask 1.5: Market Plan Refinement</p> |
| Method/Procedure: |
| <p>Subtask 1.1: Day One Strategy Session (Completed July 2018)</p> <p>Sukle led a seven-hour work session. Participants included representatives from the Coalition and the agency. The goal was to share knowledge, discuss the challenge being taken on, identify key target audience(s), and develop a range of strategic areas/concepts to explore in the Discovery Research and ultimately leverage in communications. The Day One was a critical first step in forming a strong foothold to build from. Key takeaways from the session included problem definition, identification of potential audiences, development of strategic message areas, and awareness of potential impacts the project can have.</p> <p>Subtask 1.2: Discovery Research (Completed February 2019)</p> <p>A moderator traveled across Colorado for 8 days, spending 1-2 days in each location with one member from the agency to conduct qualitative, ethnographic research.</p> |



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| Tasks |
|--|
| Subtask 1.3: Message Strategy (Completed February 2019) Building from the themes identified in the Day One Strategy Session and based on the findings of the Discovery Research, Sukle refined messages, and created a simple and compelling overarching message with sub messages that address specific issues and initiatives. A message strategy and hierarchy was developed with supporting rationale and submitted to the Coalition for approval. |
| Subtask 1.4: Report of Findings (Completed February 2019) Sukle presented the findings from the research to the Coalition. The presentation included main findings, verbatims, implications, and recommendations. |
| Subtask 1.5: Market Plan Refinement The market plan will continue to evolve and be refined as information becomes available. The plan detailed media recommendations for specific tactics, timing and individual budgets. |
| Deliverables: |
| There will be no additional deliverables for this task. |

| Tasks |
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| <i>Task 2 – Public Awareness Initiative Development (For reference only – this task is not part of the grant funding request)</i> |
| Description of Task: While behavior change takes time, this initiative must quickly drive awareness and interest in the issue. This action may take the form of individual behavior change and/or speaking out in support of the issue. The initiative will be built on the research-based platform developed in Task 1. It will utilize a creative approach to messaging which is shown to increase ROI and drive interest quicker and more effectively. Sukle will develop the public awareness materials and tactics. The plan will include use of paid media, owned media, earned media, and shared media. |
| Method/Procedure: |

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| Tasks |
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| <p>Upon approval of the message strategy and hierarchy submitted as part of Task 1, Sukle developed a creative brief to guide and inspire the creation of ideas. The agency will then begin to develop creative articulations of the strategy and citizen-facing big ideas will be created, written and designed. Studies have found that creative can affect the ROI twelve-fold. Thus, Sukle designed the public awareness campaign to use highly visible and memorable work in order to increase the impact and achieve the greatest efficiency from every dollar invested. The message strategy was applied to key areas: foundational elements, including identity, and social media and website design.</p> <p>Foundational Elements:</p> <p>The agency used the approved creative brief to inform and inspire the creative development, including the creation of the identity (i.e., the name, tagline and logo). Sukle also developed concepts for the website to be developed to align with, and be an extension of, the campaign identity. The current version of the website can be visited at: https://www.fortheloveofcolorado.org</p> <p>Project Concepts:</p> <p>The agency then worked from the approved creative brief to explore a variety of creative directions and ideas. This process brought the message strategy to life. During this process, the agency generated and refined a multitude of ideas. The best ideas were then developed, shown in multiple executions, and presented to the Coalition for consideration. Based on feedback from the Coalition and once a direction is approved, Sukle will proceed into execution where each tactic will be designed, written, and produced.</p> <p>Deliverables:</p> <p>There will be no additional deliverables for this task.</p> |

| Tasks |
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| Task 3 – Public Awareness Initiative Implementation |
| Description of Task: |



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Tasks

Sukle will implement an effective, research-based public awareness initiative in two stages. First, the agency will launch the effort statewide to generate awareness of “the gap” while leveraging citizens love of Colorado. The effort will drive people to learn more about the situation and the solution. Then, the agency will cultivate and educate people to support Colorado’s Water Plan.

The effort will use a combination of paid, owned, earned and shared media channels to effectively accomplish specific tasks. While efforts in each channel will align with the project’s objectives, the specific role of each channel will vary.

Subtask 3.1: Paid Media

The paid media plan will focus on increasing awareness of the water issues in Colorado and providing ongoing education and motivation to rethink Coloradans’ relationship with water.

Subtask 3.2: Owned Media

Owned media provides the opportunity for in-depth information and education and will be a key element of this effort. These are elements that will be developed and controlled by the Coalition, including a campaign website and social media pages. These will become the digital basecamp for the initiative and function as an online activity hub.

Subtask 3.3: Earned Media

Earned media coverage such as letters to the editor in statewide and local newspapers as well as articles about the effort will expand and amplify the reach across the state.

Method/Procedures for Subtask 3.1: Paid Media

The paid media plan will focus on increasing awareness of the water issues in Colorado and providing ongoing education and motivation to rethink Coloradans’ relationship with water. To achieve that, Sukle will use several strategies:

Strategy 1: Use a steady flow of information to engage audience

This will be an integrated effort directed at the target audiences. The project will be designed to build awareness quickly while engaging and activating the audience in the issue by Q3 2020. This will require a large-scale launch followed by a steady flow of information throughout the duration of the project. Over the course of the effort, there will be bursts of heavier media at key times in the year. The heavier media periods will be used to break through the cluttered media landscape, driving awareness and action. The sustaining media will be tightly targeted with the frequency required to change attitudes and habits in a short time.

Strategy 2: Establish a Strong Backbone

A “Digital First” philosophy will be the backbone of implementation. Digital and social media will run for the entire duration, providing an “always on” element. These media tactics will allow for immediate and direct access to the target audience. Social media is consistently the most powerful performer. Its ability to generate word-of-mouth from influencers can help to create supporters and extend the reach of the campaign.



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Strategy 3: Create Impact at Key Moments

For the Love of Colorado will launch with high impact. This strategy will also be utilized at other specific times to spike interest and engagement. Television will extend the video presence from digital devices into the room with high, wide and fast reach. It will help to create bonds and community with viewers. Out-of-home advertising, such as billboards, bus shelters and wallsapes, will also drive wide reach and awareness while increasing frequency. The larger-than-life images will be used to create buzz and fuel social media efforts.

Strategy 4: Heavy-Up Media for Specific Audiences

In marketing and advertising, “heavy-up” involves purchasing lots of ads in a short timeframe. Specific media heavy-up strategies will be used to help build coalitions with government agencies, organizations and the general public. Radio and newspaper in select markets and with select outlets will accomplish this.

Strategy 5: Deliver the Right Message at the Right Time and the Right Place

Media analysis will identify the right devices to deliver messages throughout the day, and the audience segments these messages will reach.

- Strategy Component - Digital Video:

Digital video will provide the backbone of the public education campaign, driving awareness with an always-on presence, whether on its own or running concurrent with other media. Digital media increases the cross-channel frequency of the For the Love of Colorado message, which enables us to reach target audiences wherever they are viewing video, not just on a TV set. The efficiency of digital video allows for a continuous presence that increases exposure, maximizes learning and delivers optimal performance based on viewable impressions and completed video views.

- Strategy Component - Digital Display:

Digital display and native advertising will increase the reach and frequency of the plan with retargeting. More efficient than digital video, it contributes to the always-on approach.

- Strategy Component - Paid Social:

Paid social will enable the agency to take advantage of the amount of time spent on social to boost the message while fostering engagement and increasing awareness amongst the target audience. It drives awareness and engagement with an always-on approach. Suple will build optimal performance based on actual engagements. Facebook and Instagram will be the key platforms, with some Twitter presence. The agency will use a mix of animated gifs and video content to attract views while keeping an efficient mix cost-wise.

- Strategy Component – Television:

Spot TV and Cable provide an efficient method of driving mass awareness during limited times. The television buy will extend reach on a local scale through a heavily-used medium, on networks and in programming that are favored by the target audience. Using a mix of broadcast and cable will increase and diversify the reach across target audiences.

- Strategy Component – Out-of-home:

Out-of-home advertising creates a wide reach and frequency through impactful units. Exposure to out-of-home advertising increases the communication value, like “day-after recall” of other media. The nature of the media also matters. Viewing out-of-home ads outdoors helps inspire



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| Tasks |
|--|
| <p>Coloradans to think about water use in its “natural state,” and to do so more frequently. It can also captivate audiences and generate buzz through creative build-outs, while standard units serve as a base to broaden reach. Lastly, it provides an efficient, always-on media to serve as an awareness-builder and frequent reminder.</p> <ul style="list-style-type: none">• Strategy Component – Newspaper: Newspaper reaches target audience segments and key water stakeholders at home and work, delivering education and motivation in a local medium. The context of the message makes it newsworthy, delivering a sense of urgency from a trusted local voice. It will inspire Coloradans to think about water use in their local community and can create buzz and attention through creatively-configured ad formats, like sequential pages, full spreads, single columns, or double-truck strip ads.• Strategy Component – Radio: Like newspaper, traditional radio reaches target segments at home and while driving, creating opportunities to educate and motivate the target in a “one-to-one,” local voice. News, talk and music formats provide reach against the target subsegments and deliver to both English and Spanish listeners. |
| Method/Procedures for Subtask 3.2: Owned Media |
| <p>Owned media properties will serve as a way of housing content and maintaining a continued presence year-round. These properties will provide greater depth on issues and education.</p> <p>Website:</p> <p>The purpose of the For the Love of Colorado website is to educate citizens about the water issue in Colorado and provide ways they can get involved within their own communities throughout the campaign.</p> <p>Organic Social:</p> <p>Organic social media serves as an engagement tool that will be always-on year-round, whether paid media is active or not. The goal of organic social media outreach will be to grow a community of advocates who want to better understand that water is a major issue in the state and effect change.</p> |
| Methods/Procedures for Subtask 3.3 Earned Media |
| <p>Media Outreach:</p> <p>Media coverage extends and deepens statewide presence with the target audiences. The earned media effort will reach citizens, decision makers and influencers throughout the state who are critical for support.</p> <p>Deliverables:</p> |



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Tasks

Based on the approved concept and media plan, the agency will begin work. This will include developing production budgets for each tactic. Once the estimates are approved and funded, the agency will write, design, create final art, and produce each element of the public education campaign.

Elements may include:

- Website
- Social media templates and content
- Television spots
- Radio
- Out-of-home advertising
- Digital video and display
- Paid social posts
- Non-traditional and experiential tactics
- Collateral
- Promotional giveaways

Budget and Schedule

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

Reporting Requirements

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

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

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



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Reporting Requirements

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.³¹⁹⁵



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Performance Measures

(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.

August 19, 2019

Ben Wade
Colorado Water Conservation Board
1313 Sherman Street, Room 721
Denver CO (303) 866-3441

Dear Mr. Wade,

The Metro Basin Roundtable endorses the Colorado Water Conservation Board Colorado Water Plan Grant application for the For the Love of Colorado education initiative.

The Denver Metro region is home to about half of the state's residents. In 2010, the region had a population of 2.6 million. By 2050, this number is expected to increase to 4.1 million. For the Love of Colorado will educate Coloradans on the state's long-term water challenges, including the impact population growth will have on water supply if the challenges are not addressed.

It is estimated that the Metro Basin Roundtable will need an additional 183,000 acre feet (AF) to 272,000 AF to meet its 2050 demands with passive conservation included. Additionally, the South Metro area expects it will need approximately 25,900 AF of additional annual supplies to replace non-renewable Denver Basin groundwater. For the Love of Colorado will encourage Coloradans to support the full implementation of Colorado's Water Plan, which will in turn increase water supply and help the Metro region meet future water demands.

Education and outreach are important components of both the South Platte Basin Implementation Plan and Colorado's Water Plan, and For the Love of Colorado will directly support these components. The Metro Basin Roundtable is confident For the Love of Colorado will support the goals and visions laid out in Colorado's Water Plan.

Sincerely,



Barbara Biggs
Chair, Metro Basin Round Table