

Value of Water Campaign Meeting Agenda

March 9, 2011, 1-3pm

I. Introductions

- a. GBSM Company and Team Intro
- b. Participant Introductions

II. Project Overview

- a. Goals
- b. Project Phases
- c. Potential Components of Plan
- d. Clarifying differences among various efforts (2012, Value of Water, etc.)

III. Discussion

- a. How can this plan best help you? How can it be of the most value to you?
- b. What trends and changes have you seen in the public's understanding of water?
- c. What does the success of this plan look like to you?

IV. Research-Related Questions

- a. Any examples of similar successful efforts/campaigns, either within Colorado or in other states, that we should analyze?
- b. Any relevant research/surveys that have been conducted within Colorado?

V. Next Steps