

Water Awareness Campaign Meeting Notes

Meeting with GBSM Consultants 3/9/11

Attendees:

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| Deborah Burrell | CWCB |
| Steve Coffin | GBSM |
| Amy Conklin | Water 2012 |
| Veva Deheza | CWCB |
| Melissa Essex Elliott | Denver Water |
| Eric Hecox | CWCB |
| Becky Karlin | GBSM |
| Megan Lane | GBSM |
| Loretta Lohman | CWI/CDPHE |
| Lisa May | Greenway Foundation |
| Brenda O'Brien | Colorado Waterwise |
| Alyssa Quinn | Platte Canyon Water |
| Jeff Tejral | Denver Water |
| Laura Wing | City of Thornton |
| Esther Vincent | Northern Water |

On phone: Julia G., Colorado Springs; Peter Mayer, Aquacraft; Jim Pokrandt, Colorado River District; Matt DeGraff, Pagosa Springs; Jean Van Pelt, SECWCD; Nicole Seltzer, CFWE

GBSM is a communications consulting firm involved with water. They have been consultants for Denver Water, CWCB, and the SWSI I team.

Veva talked about her e-mail sent out before the meeting:

As many of you know, the Colorado Water Conservation Board has hired GBSM, a strategic communications consulting firm, to develop a statewide communications plan about the value and importance of water. I am attaching the scope that describes the work they will be doing, but I wanted to take this opportunity, in advance of next week's meeting, to clarify the project's purpose and what we are asking of GBSM.

The goal of this plan will be to raise awareness among all Coloradans of the value and importance of water. We want to elevate the consciousness about water in the minds of Coloradans. We want the recognition of the uses of this resource, its importance and why it is so precious to our state, our environment and our quality of life to be instilled in their daily lives and thinking so that it becomes ingrained as an intrinsic value.

This will not be an action-oriented plan. We are not going to be asking Coloradans to conserve water, or to support new storage projects, or to take any other specific action. Those actions and others, however, could well be an outcome of this plan. If water becomes an intrinsic value in the lives of Coloradans, it is likely that it will lead to a variety of actions and behavioral changes (enhanced conservation, for example), but it will not be CWCB asking for the action; that call to action will come from the various water interests (providers, environmental groups, others). This plan will provide a foundation of awareness that will help those water interests be even more successful in their calls to action. By elevating Coloradans' consciousness about the value and importance of water, they will be more receptive to the pleas from providers to conserve, from the environmental community to protect, from the agricultural community to preserve, etc.

The plan will provide a roadmap for our group and other water interests to implement. It will be completed by the end of this fiscal year (June 30) and outline strategies and tactics for raising awareness. The actual implementation of the plan, such as the development of any logo and brand identity, advertising campaigns, etc., will come in the next phase and be contingent upon available funding.

Your input will be critical to the development of this plan, and that input begins with our meeting next week. I look forward to seeing you there, and in the meantime, let me know if you have questions or comments.

Attached are the GBSM Scope of Work and the project description for the CWCB 2008 appropriation to work on a statewide water awareness campaign.

Target audience for the campaign: All Coloradoans, with focus on the people with a lower awareness about the value of Colorado water. Not limited to utilities. Audience includes people moving into the state from other regions and urban population that does not see the connection of water's many values.

GBSM will have a plan by June 30. Campaign implementation and brand identity are not included in the scope of this part of the project. It will be a road map of how to proceed. The plan will set a platform, then utilities, NGO's, etc. can springboard off of it. The goal is to help existing efforts be more effective. Phased implementation will be the next step. Need to look at funding opportunities and fund each phase. Flexibility to ramp up or down according to funding.

The group wants to make sure the campaign focuses on the multiple uses of water...value includes many aspects.

GBSM Project includes 4 Phases

Phase 1: Research best practices in CO and other states, collect relevant research that has already been done, research public attitudes about water, Water 2012 activities

Phase 2: Dialogue with this group. Make sure the plan fits with the group's goals. Figure out how we measure success. Define funding options.

Phase 3: Write the plan.

Phase 4: Adjust plan according to CWCB and group feedback.

The group wants to know what type of messaging works? Is it humor? GBSM stated that message testing will be an important part of the campaign plan.

Loretta Lohman stated that water related surveys from the past 10 years are posted on npsc.colorado.com. The San Luis Valley is a great example of what works in regards to water awareness.

Need to explore what other values, that are important to Coloradoans, can be attached to water to help raise awareness: Air quality, energy, K-12 education, taxes, higher education? The group would like to see water to rise to be a top issue in the public view.

What is success for this campaign? Bumping water up on the list of public concerns could be one measure of success.

Kristin Winn from Grand Jct. talked about the DRIP campaign, developed by a group in response to drought and rate increases. Website: thedripwebsite.com. Other campaigns were discussed and are listed in Steve Coffin's follow-up e-mail below.

Discussion on campaign considerations:

- What is the story of Colorado water? Path of water from rain drops to the river. How do industries perceive the issue: agriculture, municipal, recreation, ski, landscape groups? Want to bring the message home that all of these things are connected.
- How do you send a consistent message when water availability varies year to year? Today's snowpack is tomorrow's water supply.
- Time issues: Why should people care about water for the future?
- Denver Water survey: Top 3 Issues – 1. Transportation, 2. Education and Healthcare, 3. Water
- See a change...more people care about wildlife and sustainability now. Recycled water is more acceptable. Other green efforts are helping raise awareness.
- People don't understand why water leaves the state. Some think we sell water to other states.

- Need to prioritize audiences as a part of the research.
- Viewing water as an economic development driver could help raise the value of water.

Steve Coffin, GBSM Follow-up e-mail (3/15/11)

For those of you who attended last week's meeting in person or by phone, thanks. It was a great discussion and generated a lot of good ideas about goals, messaging, tactics and other issues. For those who couldn't participate, we look forward to meeting or talking in the near future.

We wanted to follow-up with everyone on a few things coming out of that meeting. First, we want you to have our contact info. Our emails are stevecoffin@qbsm.com, meganlane@qbsm.com, and beckykarlin@qbsm.com. Our phone number and address are below.

Second, we are beginning the research phase of our plan and have a few questions or follow-up issues for the group. We are currently researching other water awareness efforts in Colorado and other states to see what we can learn from them (e.g., what tactics have they used, how successful have they been, what have been their key lessons learned, etc.). Based on your comments and other information, the programs we intend to explore are:

- *Boulder's H2o Joe Campaign*
- *Grand Junction's Drought Response Information Project (DRIP)*
- *The River District's It's the Same Water campaign*
- *It's the Desert. Deal with it. (Not sure whose campaign this is – does anyone know?)*
- *Arizona's Water – Use it Wisely campaign*
- *We understand Texas and California have programs and will look into those*

We have a few questions or requests.

- *If anyone has insights that will help guide our search of Texas, California, or anywhere else (like web addresses for example), that would be very helpful. It would minimize the amount of time (and state budget) we have to go surfing for them.*
- *Are these the right ones? Are there others we should look into?*
- *For some of these efforts (e.g., Boulder, Grand Junction) the web sites provide only partial information so we will be following up with the relevant person to learn more.*

Finally, Loretta mentioned that her website contains many valuable surveys. We reviewed the site and identified the following as the most relevant. Loretta, do you agree that these are in fact the most relevant? Are there others you would suggest?

- *Colorado Water Quality Survey, conducted by Corona Research (CDPHE)*
- *Public Perceptions, Preferences and Values for Water in the West (CSU Survey)*
- *Survey of Public Attitudes about Water Issues in Colorado (Northern Plains and Mountains Regional Water Program)*
- *AWARE Colorado Marketing Assessment*

If anyone else is familiar with other polling or research into the attitudes of Coloradans on water that would be helpful, please let us know.

For those of you who were not able to participate in last week's meeting, we look forward to meeting you at our next meeting that will occur later this spring. In the meantime, do not hesitate to contact us if you have any questions.

Steve Coffin, Managing Principal, GBSM, Inc.

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Action item: The group will send a list of surveys and successful water or environmental campaigns to stevecoffin@gbsm.com at GBSM by 3/23/11.