

Value of Water Campaign

Feb. 14, 2012 Meeting Notes

Thank you to Alyssa and Platte Canyon Water for hosting the meeting and to all attendees!

Attendees:

Name	Organization	Email
Laura Wing	Colorado WaterWise/ Thornton	laura.wing@cityofthornton.net
Alyssa Quinn	Water 2012/Colorado Waterwise/Platte Canyon W&S	alquinn@plattecanyon.org
Veva Deheza	CWCB	veva.deheza@state.co.us
Amy Conklin	Water 2012	amy.conklin@comcast.net
Jim Pokrandt	Colorado River District	jpokrandt@crwcd.org
On Phone		
Jean Van Pelt	SECWCD	jean@secwcd.com
Curry Rosato	Boulder	rosatoc@bouldercolorado.gov
Nicole Seltzer	CFWE	nseltzer@cfwe.org
Kristin Maharg	CFWE	kmaharg@cfwe.org
Ruth Quade	Greeley	Ruth.quade@greeleygov.com
Eric Olson	Ft. Collins	eolson@fcgov.com
Doug Kemper	Colorado Water Congress	dkemper@cowatercongress.org
Peter Mayer	Aquacraft	mayer@aquacraft.com
Julia Gallucci	Colorado Springs	jgallucci@csu.org
Hannah Holm	Mesa County	Hannah@mesacountywater.org
Brenda O'Brien	Water 2012/Colorado WaterWise	Brenda.Obrien@comcast.net

- **Update from Veva Deheza, CWCB**

- Meeting with the Board determined that they approve funding for research surveys and report. The goal is to address SWSI Recommendations and gear up for the 2016 version of SWSI.
- Steve Coffin, GBSM, will complete a Scope of Work for selecting a survey consultant and will help CWCB select the consultant.
- Working on a draft Request for Proposal
 - Plan for administering surveys (statistically sound)
 - Plan for focus groups

- Raw data, analysis, interpretation, report
 - Determine feasibility of implementing a statewide campaign
 - Handouts, agendas, minutes, etc.
 - Expect RFP to go to the State BID system on Feb. 24, deadline will likely be March 23.
 - March 26 – April 10: Review Proposals
 - Goal is to have a contract by April 20, surveys completed over the summer and a report by fall of 2012.
 - Budget: \$120,000
- **CWCB sees the Value of Water group's role as an advisory group for this process.**
 - Veva will check in with group at project milestones
 - Survey questions will be provided to the advisory group when complete. Questions will be crafted by the expert consultant.
 - Focus group info
 - Review drafts and final deliverables
- **Opportunities for collaboration with other groups**
 - IBCC Public Awareness group
 - Working on outreach plans for each basin
 - Developing statewide messages (water supply gap, avoid agricultural dry-up, why conservation is important)
 - Developing media packages
 - Amy Conklin: Barr-Milton Watershed Association (South Platte Basin)
 - Applying for an EPA Urban Waters Grant
 - Theme: "Water Education Together"
- **Discussion on the future of the Value of Water campaign**
 - CWCB is not sure what the State's role is for implementation of a statewide campaign. Results of the surveys will help determine the next steps.
 - CFWE: Water 2012 will disband in December and possibly turn into something else in the coming years. CFWE is tracking the media reach of the Water 2012 campaign items.
 - Colorado WaterWise: This year, the Value of Water group can work together on a plan for 2013 and beyond. The foundation that Water 2012 has built can be used in the future.
 - Curry Rosato asked CWCB if GBSM could look at Water 2012 and Value of Water projects and provide recommendations on how both efforts could best be merged into one.
- **These notes and the final GBSM Communications Report to CWCB are posted here:**
<http://www.coloradowaterwise.org/campaign>