

Colorado Water 2012

Statewide Water Awareness Campaign Subcommittee

Conference Call Minutes

January 11, 2011, 10am – 12pm

Attendees: Alyssa Quinn (Platte Canyon), Laura Wing (Thornton), Ben Wade (CWCB), Veva Deheza (CWCB), Eric Hecox (CWCB), Lyle Whitney (Aurora Water), Esther Vincent (Northern Water), Judy Lopez (Rio Grande Watershed Cons. District), Ruth Quade (Greeley), Natalie (Greeley), Marge Price (Greenway), Brenda O'Brien (Colorado WaterWise), Curry Rosato (Boulder), Amy Conklin (Amy Conklin, LLC), Kristin Winn (Grand Junction), Nicole Seltzer (CFWE), Kristin Maharg (CFWE),

- Update on CWCB Water Reserve Supply grant application & meeting with the CWCB
 1. Year of Water 2012 is applying for the Water Supply Reserve Grant through the Arkansas Basin Round table (Nicole presenting in Pueblo tomorrow), but the Statewide Water Campaign is taking a separate path. Grant will be specific to Year of Water 2012 activities. CFWE will hire part time staff in April, raised \$20,000 in separate funds to hire staff and grant will be used to continue staffing through to 2012. Staff will be a 2012 coordinator, not a statewide campaign coordinator. Need to make a decision on if this could be a dual role (statewide campaign coordinator in addition to 2012 activities coordinator).
 2. CWCB has funds to hire a marketing firm, such as GBSM, to write a full scope for this project. Estimate a budget of \$25,000 to have a consultant develop the scope. A phased, task based approach may be the best way to fund a project of this size and budget. Consultant would meet with this committee to start flushing out a comprehensive scope of work for the entire project. Need to use the money by June 30. Tasks that could be funded separately need to be defined in this process. Looking for a firm or individual with broad experience to create a scope. Campaign will cover broad spectrum, including quality and quantity.
 - CWCB can't fund it all themselves, there has got to be a water quality perspective with funding/participation. This committee will need to find funders (CDPHE?).
 - Doug Kemper, Reagan Waskom and others need to be a part of the advisory group. Key partners need to be included.

- Could have two groups (working group and larger stakeholder group).
 - Non-point source program – it would be great to have a CDPHE liason. Need to include private sector, non-governmental, governmental.
 - Consultant will be asked to provide guidance on how to create focus/stakeholder groups for this project.
3. The following items that were listed in the agenda will be addressed with the scope developed by the CWCB consultant (explained above):
- Marketing firm to develop campaign elements
 - Strategic planning and evaluation process
 - Design campaign elements
 - Implement campaign elements
 - Leverage existing & new partners to fundraise for campaign implementation beyond 2012
 - Budget
 - Schedule
4. Clarification: The Year of Water 2012 and the Statewide Water Campaign groups have different missions and are pursuing different funding mechanisms. The two efforts have a common goal of increasing water awareness. The main distinction: Year of Water 2012 is focused on the coordination of various water education/awareness activities for 2012. The Statewide Water Campaign will develop a consistent messaging/marketing campaign to promote the value of Colorado water, hopefully showing the general public why they should care about water's importance for recreation, agriculture, municipal and other uses and why they should invest in efficiency and water quality improvements.
- Update on other funding mechanisms
 1. USBR – Brenda - Wanted feedback from USBR on if this campaign would be a project they would be interesting in funding. Committee researched the WaterSmart grant and it seemed to falls in line with mission. USBR noted that this project would not score well. FOA is not set up for this type of project. USBR is going to check what kind of funding might be available that would be a good fit. Get campaign kicked off with CWCB money and we might be able to engage other partners. Put together the plan and we can go for grants for specific tasks.
 1. EPA – Peter, Esther – still waiting to hear back.
 2. NPS 319 – Curry

- Year of Water 2012: Small outreach grant: Keep it Clean Partnership
 - \$49,250 of 319 funds, initial phases of Colorado Water Awareness Campaign – Non-point perspective. Currently reviewing: Jan&Feb, find out in March. Tweak proposal, create implementation plan, can't use money until October. They were excited to get proposal and Curry may hear something in Feb. or March.
3. Melissa Elliott, Denver Water, offered to go the AWWA Board to ask for funding. AWWA seemed interested in being a part of it. Need to define what the funding is for – Water 2012 or Awareness Campaign. Ruth suggested a flow chart to help define the difference.
- Discuss Project Coordinator position – This task will be included in the scope developed by the CWCB's consultant.
 - Reports and Feedback on past Survey Projects
 - Curry – NPSColorado.com: Tracked knowledge of water quality issues. It is a resource that's out there for referencing information.
 - Alyssa – Denver Water survey:
 - Shows that it's important to keep in mind Spanish only speaking audience has different views on water.
- **Action Items:**
 1. **Alyssa will send current committee member list to e-mail distribution list.**
 2. **Committee members: please send ideas for other partners to Alyssa. Alyssa will talk to Ron F. (from CWUC) about CDPHE partnership.**
 3. **Curry will talk to a non-point source contact from CDPHE about partnership.**
 4. **Alyssa will follow up with Melissa Elliott about possible AWWA funding.**
 5. **CWCB will meet with possible campaign scope of work consultants by early February. Committee members please send potential consultant contact information to Eric and Veva.**
 6. **Alyssa will give an update about the campaign at the next Water 2012 meeting.**
 7. **Nicole will create a flow chart that shows the difference between Water 2012 and Water Awareness Campaign activities.**

8. Alyssa and Laura will post meeting info on the Water 2012 Forum on the CFWE website.

Meeting: Feb. 16, 1 p.m. at CWCB, 1313 Sherman Street, to define the next steps for the statewide campaign. Roles of CWCB, Colorado WaterWise, and Committee will be discussed.

Committee agreed to continue monthly meetings. Doodle survey will be sent to schedule February conference call.