

Stakeholder Survey Results

1. Compared to five or ten years ago, do you think Coloradans are more aware today of the water challenges and issues facing Colorado or less? Why?

- The level of awareness varies and is also cyclical, but generally most respondents say yes, Coloradans are more aware
- But, the level of awareness continues to be superficial
 - There is limited interest and attention span for water issues (as long as water comes out of the tap and fees don't get too high)
 - Increased awareness of conservation, but the knowledge and awareness generally isn't deeper than that
- This increase in awareness is due to several factors
 - Providers are communicating more (conservation)
 - The Roundtables, IBCC, CFWE
 - Projects (NISP, Southern Delivery, etc.)
 - Longer drought shadow
- Significant challenge: the influx of new residents

2. With regard to Coloradans' perception and understanding of water in Colorado, has that changed in the last few years? How? (e.g., Are they more aware of the conflicts between uses? That supplies are limited? Of the need to conserve?) Why has it changed?

- The answers are less clear
 - Some are more aware of the conflicts between uses
 - There is a greater awareness of the need to conserve
 - There may be greater awareness of supply challenges, but superficial – there is limited awareness of the reasons behind the supply challenges
 - Some think there is greater awareness of the challenges facing groundwater users
- Deeper research is needed to ascertain key developments and changes in perception and understanding

3. What are the greatest barriers or obstacles to increasing the appreciation of the value of water among Coloradans? Among your specific stakeholders?

- The complexity of the issues – need to speak in terms that resonate with Coloradans and that they can understand
- The limited interest and attention span for water issues
- Providers are good at their job – i.e., people don't need to worry about this
 - Price is too low; service is flawless
- The lack of understanding of the full water cycle and how what one individual does benefits the whole and that, in turn, benefits the individual
 - The connection between water and the economy, between east and west slope, between uses – the full picture

- Limited resources
- Lack of overarching, consistent and compelling messages
 - Communications efforts are balkanized

4. For each of the following water-related issues, please rank the level of awareness that you believe Coloradans currently have.

- Overall, the majority of respondents believe that Coloradans have either *minimal awareness* or *some awareness* of water-related issues
- Most respondents believe that Coloradans have minimal awareness of the following:
 - Understanding the state’s projected water shortages
 - Understanding water runoff and its impact on water quality
 - Understanding the varied uses of water beyond residential needs, such as industrial and agricultural
 - Understanding the important role of infrastructure improvements in addressing the state’s water challenges
- Most respondents believe that Coloradans have some awareness of the following:
 - Understanding where their water comes from
 - Understanding the relationship between today’s snowpack and tomorrow’s water supply
 - Understanding the importance of conservation to addressing the state’s water challenges

5. Coloradans already hear a lot about water, whether it is through provider conservation programs, bill stuffers, news reports, etc. Given that, are there any key messages that they are NOT hearing today that you believe would have a significant impact on how they think about water and their appreciation of its value?

- Answers varied, but there are several consistent themes
 - They get it in chunks – need to understand the full cycle and the full picture
 - Need a coordinated message that is simple, clever, meaningful and resonates
 - Why conservation alone won’t secure our water future
 - The link between the tap and the source
 - How the variability in snowpack impacts water supplies
 - The full cycle – the connection between skiing, rafting, etc. and the tap
 - The connection with a healthy economy
 - The connection with agriculture
 - The significance of the investment in water infrastructure
 - The gap – limited supply
 - The many uses and users and the competition and conflict between them
 - The link between stormwater and water quality
 - And more...
- Deeper research is needed to see which message(s) move the needle of public awareness and appreciation

- 6. Please rank in order of importance (1-7, with 1 being the most important) which of the following things you believe would have the greatest impact on enhancing Coloradans' appreciation for water.**
- Respondents appear to believe that understanding the state's projected water shortages, where their water comes from and the importance of conservation to addressing the state's water challenges would have the greatest impact on enhancing appreciation
 - However, no clear cut conclusions can be drawn
 - There may have been some confusion with the wording of the question
 - Clearly, this is a question that needs further research with a larger audience
- 7. Would you want to use this awareness campaign to further your organization's goals? How?**
- Most said yes
 - Use it to supplement their own messages, communications goals, organizational goals
 - E.g., overarching message could provide support for their projects, causes, calls to conserve, infrastructure investment etc.
 - It can help increase the receptivity of Coloradans to water messages and calls to action
 - Leads to more informed decision-making and opinion-shaping by Coloradans
 - Some are wait and see
 - Depends on what the products are or what the campaign proposes
 - A few said as long as it doesn't compete with their own communications efforts
 - One response wants this to lead to legislative and policy changes
- 8. How important is enhancing Coloradans' appreciation of water to your organization?**
- Overall, the majority of respondents believe enhancing Coloradans' appreciation of water is either extremely important or very important to their organization
 - Results include the following:
 - 70.4% – extremely important
 - 18.5% – very important
 - 11.1% – somewhat important
- 9. When it comes to increasing the public's appreciation of water, what do you think would be the most effective communication/outreach tools? (Select up to three.)**
- The majority of respondents believe an advertising campaign would be most effective when it comes to increasing the public's appreciation of water
 - Results, in descending order of importance include the following:
 - Advertising campaign – 84.6%
 - Grassroots Public Education – 80.8%
 - Social Media – 50.0%
 - Events (e.g. festivals, conferences) – 38.5%
 - Printed Materials (e.g fact sheets, handouts, bill inserts) – 19.2%
 - Website – 19.2%

10. Of the various mediums that you currently use to communicate with your stakeholders, what methods do you find to be the most effective? (List up to three)

- There is wide variation among the methods that respondents find to be the most effective
- Methods generally fall into the following categories:
 - Printed materials
 - Bill inserts, newsletters, bills
 - Web based
 - Website, e-newsletters, emails, social media
 - Advertising (noted for its high numbers and consistent message)
 - Radio, TV, billboards, etc.
 - Events
 - Media
 - News media (when they get it right), City Magazine
 - Grassroots outreach (noted for its low reach but high effectiveness)
 - Meetings and presentations
 - Educational outreach
 - Meetings, seminars, school programs
 - Partnerships
 - Other
 - Commitment from customers – pledge

11. This plan will include recommendations for developing specific tools to enhance the value and appreciation of water. How likely would your organization be to utilize the following communication tools/programs?

- Overall, most respondents indicate that their organizations would be *highly likely* to use web content about the value and appreciation of water and campaign videos, while they would be *highly unlikely* to use campaign bill inserts
- Most respondents indicate their organizations would be *highly likely* to use:
 - Web content about the value and appreciation of water
 - Campaign videos
- Most respondents indicate their organizations would be *somewhat likely* to use:
 - Campaign fact sheets
 - Campaign brochures
 - Campaign messaging platform
- Most respondents indicate that their organizations would be *highly unlikely* to use campaign bill inserts

12. What outcome or outcomes would you want to achieve as a result of this greater water awareness?

- Support for individual organization's projects and goals
 - Investment in infrastructure
 - Conservation
 - Rate increases
- Greater conservation, less water use
- Greater appreciation, more awareness, leading to more informed development of opinions and actions
 - Less extremism
- More balance between water uses
- Statewide cooperation
- More engagement in water issues

13. How would you define the success of this plan?

- Some answers were quantitative
 - Need a baseline to measure against
 - Specific percent have heard of campaign and have changed behavior
 - Specific decrease in water demand
 - Specific increase in knowledge of where water comes from
- Others more qualitative
 - Citizens taking action
 - Better success passing water related legislation
 - Reduced demand for ag to muni transfers
 - Support for watersense products and programs
- A roadmap that stakeholders agree on