



**Colorado Foundation  
for Water Education**

*Your State. Your Water. Your Future.*



**2012**

# **Sustaining Colorado Watersheds**

## **Colorado's Water Education Infrastructure Workshop**

**Nicole Seltzer, CFWE**  
**October 9, 2012**

# 2007 Water Education Task Force

- Goal: Better understand the current status of water education in Colorado to provide guidance on ways to improve the understanding and stewardship of our water resources through education.
- 2008 survey, focus groups and Task Force meetings
  - Gathered information on non-curriculum based water education efforts across Colorado, including scope, budgets, geographic reach.
  - 292 respondents
- Set of 9 recommendations to achieve higher levels of water stewardship in Colorado
- CFWE undertook convening WETF post-report with the goal of moving some recommendations forward

# Report Recommendations

- Supporting a **state-wide public education initiative** to raise awareness about the importance of water in our state. Programs should focus beyond information transfer ... and incorporate further elements which develop appreciation, understanding, and ultimately action ....
- ...**Consistent and audience-appropriate messages** to increase the public's understanding and stewardship of Colorado's water resources; including a public relations campaign
- Establishing long-term, **adequate funding for intra- and inter-state collaboration opportunities** among Colorado's water educators ...
- ...**Cross-collaborating** with those working to educate about other natural resource issues
- Coordinating education efforts **across State Departments and Divisions**
- ...Integrate water resource content and skills... into the **K-12 Model Content Standards**
- Emphasize **moving learners from awareness to action**...
- Implementing an assessment strategy... to **measure the effectiveness** of Colorado's water education programs
- Planning and implementing **Phase II of the WETF** initiative to characterize the nature and extent of water education in schools and to explore findings from the 2008 survey in greater depth

# Water 2012 Overview

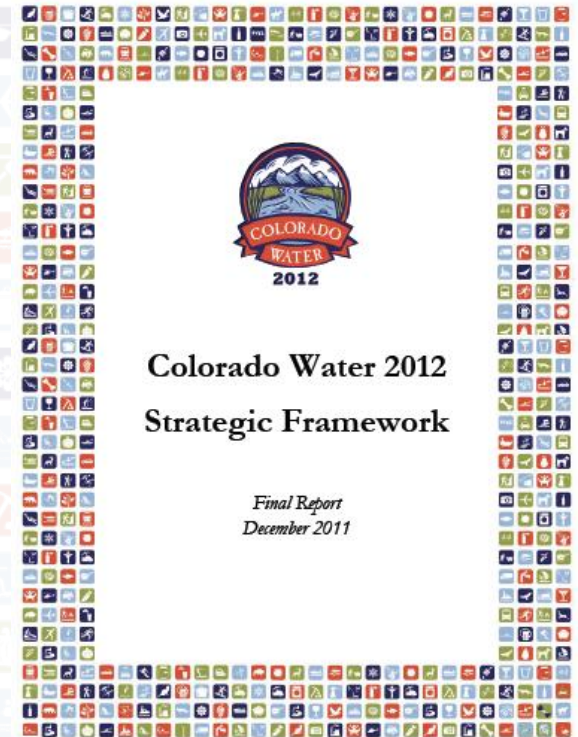
## Goals

- Raise awareness about water as a precious and limited resource
- Connecting Coloradans to existing and new opportunities to learn about water
- Showcase exemplary models of cooperation and collaboration among Colorado water users
- Motivate Coloradans to become pro-active participants in Colorado's water future
- Increase support for management and protection of Colorado's water and waterways

## Mechanisms

Connect 500,000 Coloradans with Water 2012's message of celebrating water through:

- Books and libraries
- K-12 and University programs
- A Speakers Bureau
- Media outreach
- On-line communications



# Books & Libraries: 48,197 Readers

## Author Talks

- Committee Chair: Justice Gregory Hobbs
- Book of the Quarter partnership with Colorado Humanities
- 1,557 people present at author visits across Colorado
- 1,956 CLE author video hits
- Recommended reading lists for adults and youth

## Upcoming Author Visits

- 10/8 – Patricia Limerick
  - Continuing Legal Education, Denver
- 10/12 – Greg Hobbs
  - La Junta High School and Lamar Public Library
- 11/3 - Craig Childs and Jonathan Waterman
  - Colorado Mesa University and Grand Junction High School

## Library Displays

- Committee Chair: Liz Gardener, Denver Water
- 53 libraries & 4 museums hosted a display
- 44,684 display viewers
- Xcel Foundation funding



Fraser Valley Library, Feb 2012

# K-12 Committee: 8,045 School Children

## CSU goal: a rain gauge in every school

12:16 PM, Sep 5, 2012 | 0 comments



- Committee Chairs: Noah Newman, CoCoRaHS and Marcee Camenson, Ft. Collins Utilities
- CoCORaHS Rain Gauge in CO schools
- Lesson Plans for Educators
- River of Words Contest
- Water Cartoon
- Partnership in Water Festivals



# Higher Education: 200 University Students

## Past Events

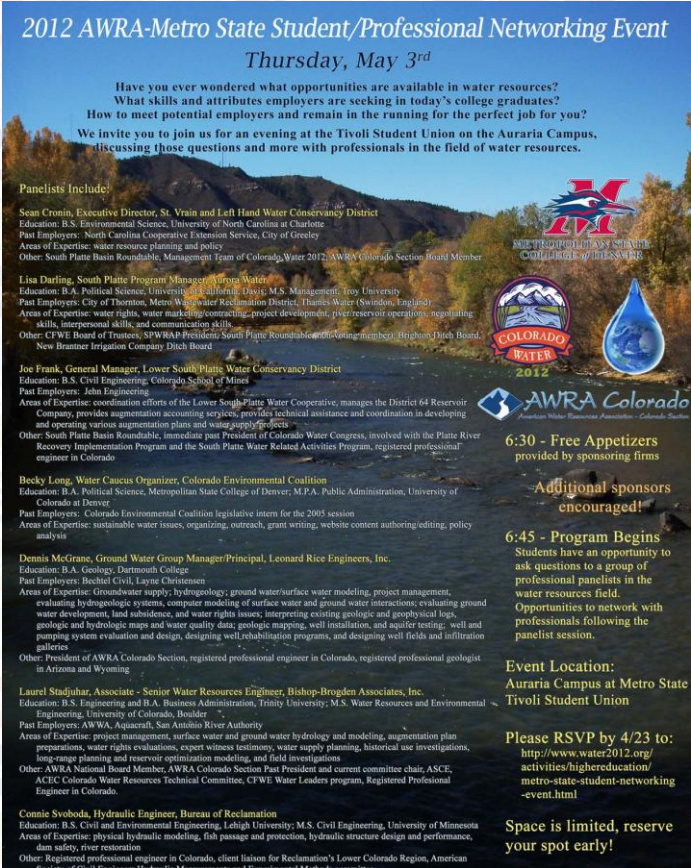
- Metro State University
- Fort Lewis College

## Upcoming Networking Events

- University of Northern Colorado, October 12
- Colorado Mesa University, October 25
- CSU Pueblo, October 25
- Adams State, mid-October

## Water 2012 Scholarship

- \$4,000 sponsored by AWRA CO



**2012 AWRA-Metro State Student/Professional Networking Event**  
Thursday, May 3<sup>rd</sup>

Have you ever wondered what opportunities are available in water resources?  
What skills and attributes employers are seeking in today's college graduates?  
How to meet potential employers and remain in the running for the perfect job for you?

We invite you to join us for an evening at the Tivoli Student Union on the Auraria Campus, discussing those questions and more with professionals in the field of water resources.

**Panelists include:**

**Sean Cronin, Executive Director, St. Vrain and Left Hand Water Conservancy District**  
Education: B.S. Environmental Science, University of North Carolina at Charlotte  
Past Employers: North Carolina Cooperative Extension Service, City of Greeley  
Area of Expertise: water resource planning and policy  
Other: South Platte Basin Roundtable, Management Team of Colorado Water 2012, AWRA Colorado Section Board Member

**Lisa Darling, South Platte Program Manager, Aurora Water**  
Education: B.A. Political Science, University of California, Davis; M.S. Management, Troy University  
Past Employers: City of Thornton, Menlo Water Reclamation District, Thames Water (Swindon, England)  
Area of Expertise: water rights, water marketing/contracting, project development, water reservoir operations, negotiating skills, interpersonal skills, and communication skills  
Other: CFWE Board of Trustees, SPWBAP President, South Platte Roundtable, Young Members, Brighton Ditch Board, New Branner Irrigation Company Ditch Board

**Joe Frank, General Manager, Lower South Platte Water Conservancy District**  
Education: B.S. Civil Engineering, Colorado School of Mines  
Past Employers: John Engineering  
Area of Expertise: coordination efforts of the Lower South Platte Water Cooperative, manages the District 64 Reservoir Company, provides augmentation accounting services, provide technical assistance and coordination in developing and operating various augmentation plans and water supply projects  
Other: South Platte Basin Roundtable, Immediate past President of Colorado Water Congress, involved with the Platte River Recovery Implementation Program and the South Platte Water Related Activities Program, registered professional engineer in Colorado

**Becky Long, Water Caucus Organizer, Colorado Environmental Coalition**  
Education: B.A. Political Science, Metropolitan State College of Denver; M.P.A. Public Administration, University of Colorado at Denver  
Past Employers: Colorado Environmental Coalition legislative intern for the 2005 session  
Area of Expertise: sustainable water issues, organizing, outreach, grant writing, website content authoring/editing, policy analysis

**Dennis McGrana, Ground Water Group Manager/Principal, Leonard Rice Engineers, Inc.**  
Education: B.A. Geology, Dartmouth College  
Past Employers: Bechtel Civil, Layne Christensen  
Area of Expertise: Groundwater supply, hydrogeology; ground water/surface water modeling, project management, evaluating hydrogeologic systems, computer modeling of surface water and ground water interactions; evaluating ground water development, land subsidence, and water rights issues; interpreting existing geologic and geophysical logs; geologic and hydrologic maps and water quality data; geologic mapping, well installation, and aquifer testing; well and pumping system evaluation and design, designing well/rehabilitation programs, and designing well fields and infiltration galleries  
Other: President of AWRA Colorado Section, registered professional engineer in Colorado, registered professional geologist in Arizona and Wyoming

**Laurel Stadjahar, Associate - Senior Water Resources Engineer, Bishop-Brogden Associates, Inc.**  
Education: B.S. Engineering and B.A. Business Administration, Trinity University; M.S. Water Resources and Environmental Engineering, University of Colorado, Boulder  
Past Employers: AWWA, Aquacraft, San Antonio River Authority  
Area of Expertise: project management, surface water and ground water hydrology and modeling, augmentation plan preparations, water rights evaluations, expert witness testimony, water supply planning, historical use investigations, long-range planning and reservoir optimization modeling, and field investigations  
Other: AWRA National Board Member, AWRA Colorado Section Past President and current committee chair, ASCE, ACIC Colorado Water Resources Technical Committee, CFWE Water Leaders Program, Registered Professional Engineer in Colorado

**Connie Svoboda, Hydraulic Engineer, Bureau of Reclamation**  
Education: B.S. Civil and Environmental Engineering, Lehigh University; M.S. Civil Engineering, University of Minnesota  
Area of Expertise: physical hydraulic modeling, fish passage and protection, hydraulic structure design and performance, dam safety, river restoration  
Other: Registered professional engineer in Colorado, client liaison for Reclamation's Lower Colorado Region, American Society of Civil Engineers, Hydraulics, Measurements and Experimental Methods committee

**6:30 - Free Appetizers** provided by sponsoring firms  
Additional sponsors encouraged!

**6:45 - Program Begins**  
Students have an opportunity to ask questions to a group of professional panelists in the water resources field. Opportunities to network with professionals following the panelist session.

**Event Location:**  
Auraria Campus at Metro State  
Tivoli Student Union

**Please RSVP by 4/23 to:**  
<http://www.water2012.org/activities/highereducation/metro-state-student-networking-event.html>

**Space is limited, reserve your spot early!**

# Speaker's Bureau: 6,322 Civic Org Members

- Committee Chair: Brian Werner, Northern Water
- 52 knowledgeable speakers
- 55 speaking engagements so far
- 2,871 people in attendance
- Reached out to >143 civic groups
- Water 101 Fact Sheets
- Videos: Water Fluency and Water in Colorado: 3,451 total video views

## South Platte and Metro Basin

Need the logos/graphics for these South Platte Basin speakers to use on your slide show?



## COLORADO WATER 101 DROUGHT

Drought: A period of insufficient precipitation that restricts change to provide adequate water to urban and rural areas. (The Colorado Climate Center)

**Drought Affects Us All**  
From farmers and ranchers to city dwellers, recreational and aquatic species, water shortage can impact all residents of Colorado. Agricultural water users and all Colorado residents depend on the state's legal system of water management. Those who own the oldest senior right to use water receive their water first when there is not enough for all, although water use can be curtailed during drought. This legal system provides reliability even in times of scarcity.

People in towns and cities may experience water restrictions issued by their water provider. Each water provider has the right to implement restrictions and to decide whether they develop a drought plan, with assistance available from the State of Colorado. Water conservation can help. All citizens can contribute to water conservation by reducing personal water use at home and on landscapes. Learn more in the [Colorado Water 101](#) video.

**Climate and Colorado's Water**  
About 80 percent of Colorado's surface water supply comes from melting snowpack and about 10 percent of that water falls west of the Continental Divide. Snow accumulates in the mountains each winter, building into frozen reservoirs of snowpack and melting in warm months to rush down into our mountains, your drought river. All our reservoirs, press our cities and irrigate crops before flowing out of state. Up to two-thirds of Colorado's water is obligated to downstream states and Mexico.

Colorado's water-rich—receiving an average of 17 inches of precipitation each year, dry compared to New York's average of 40 inches per year. In Colorado, snowmelt all winter demands a challenge. The mountains west get the most precipitation, with some regions receiving more than 50 inches annually, while the least area, the San Luis Valley, receives an average of only 7 inches of precipitation annually. Year-to-year precipitation levels in Colorado vary significantly.

During the 2002 drought and again in 2012, Colorado has seen less snow, low stream flows, increased stream temperatures, increased fire danger, loss of homes and lost lives. Additional agricultural, economic and water-based impacts we often see during and after drought.

Tree ring data and computer modeling allow researchers to study the historical climate and to make future projections for Colorado. There is evidence of increased drought severity and length, but projections could present different possibilities for Colorado's future climate. Learn more in the [Colorado Climate Center](#).





# Website, Blog and Social Media: >15,391

- Over 15,391+ hits from Jan – Sept
- 426 Likes on Facebook
- 268 Twitter followers
- 3,451 Video views
- Approx. 2,000+ hits each month
- 185+ active Water 2012 bloggers

**Colorado Water 2012**  
Connecting Coloradans to Their Water

Home | About | Activities | Calendar | Blog | Partners | Join Us | Sponsor

**CWE presents A Ditch in Time, Denver, the West, and Water**  
Once again CWE will be hosting a new webcast on behalf of the Colorado Water 2012 Book Club! This time Patricia Limerick is up to bat with her new book *A Ditch in Time, Denver, the West, and Water*. Limerick's new book is about how a great and growing city on the eastern plains learns to cross many political, legal, and cultural divides. In the Water 2012 exclusive interview, Limerick admitted her favorite passage from her new book is, "Once upon a time, the area where Denver now sits was defined by water—an unmanageable and unmanageable abundance. The part of the planet we know as the Front Range of Colorado once sat 1000 feet beneath the salty waters of a giant sea." Seventy million years can make quite a difference." Read the rest of the interview.

October 8, 2012  
4:56pm  
CWE Office  
1900 Grand Street, Suite 300  
Denver, CO

The event is free to attend in person or via webcast but please RSVP to Monica Santillanes at 303-824-5356 or [mksa@cobar.org](mailto:mksa@cobar.org). Include your name, email, phone number, and if you need to join in person or webcast.

**Colorado's Water History**  
The history of Colorado's water is diverse and complex but the folks at CSU's Water Resources Active have made it easy for you! Are you interested in dipping your toes and your mind into the historical waters of the west? Check out this brief timeline of Colorado's water and visit their website for even more guidance into the history of water in Colorado.

Colorado's Water History  
CSU's Water Resources Active Website

**Campaign Statistics**  
By the end of the year Water 2012 drives to reach 500,000 people:

Item	Number of People
Book Club	1,517
Speakers Bureau	2,871
Water Literacy	44,004
Webinars	8,440
W-12	6,440
Higher Education	200
Other Events	27,248
News Articles	320,274
Water	3,700 weeks
Radio	60,000-100,000
Billboards	10,000 images
Signage	100,000 images
Blog	180 followers
Total	479,024-619,024

Help Water 2012 reach this goal with the Colorado Water 2012 Promotional Packet

**October Newsletter**  
The new issue of the Colorado Water 2012 newsletter has been posted - click here to read it! If you'd like to contribute an article about the Water 2012 project you are working hard on, please contact Nina at [Water2012@cwe.org](mailto:Water2012@cwe.org) or 303-377-4423. Please include a short article between 100-500 words accompanied by a photo or graphic if possible. All submissions are appreciated! Click here for past newsletters.

**Upcoming Events**

Mon Oct 08 @ 4:00PM - 05:30PM	Fall Seminar Series: Natural Resources of the West Water and Drought
Mon Oct 08 @ 4:00PM - 06:00PM	CWE presents A Ditch in Time
Thu Oct 11 @ 10:30AM - 11:30AM	Children's Story Hour and Hands-On Snow Activity
Fri Oct 12 @ 9:00AM - 05:00PM	100 Outdoors
Fri Oct 12 @ 3:45PM - 05:15PM	UNC-Greenville hosts student networking event
Sat Oct 13 @ 8:00AM - 05:00PM	100 Outdoors

**About Colorado Water 2012**  
What started as a small celebration to commemorate the major anniversaries of some of Colorado's most important water organizations and legislation quickly grew into a statewide water awareness campaign called Colorado Water 2012. Throughout the year 2012, Colorado Water 2012 will be connecting Coloradans to their water through resources, events, and activities created by western Colorado Water 2012 Committees and by a coalition of over 200 volunteers statewide. To learn more about the campaign, visit our About page. To join the movement and show your support, register as a member of the Water 2012 Coalition of Partners.

**Your Water Colorado Blog**  
Water Smart: reflections on a conference and meeting future water demand

**Water 2012 Sponsors**  
Water 2012 programs are made possible from the sponsorship of many organizations. Thank you to our Marquee Sponsor:

encana  
natural gas  
View a full list of our sponsors here!

Water Conservancy District

## Your Water Colorado Blog

Water Smart: reflections on a conference and meeting future water demand

By Mark Sheely, Douglas County Water Resource Authority

The week I attended for *Colorado Water 2012* in Las Vegas, Nevada, a seemingly never-ending report on the state of water in Colorado and other states was being presented. The reports were full of statistics and charts, but they were all missing a key element: the human story. The reports were full of statistics and charts, but they were all missing a key element: the human story. The reports were full of statistics and charts, but they were all missing a key element: the human story.

## The Enratic Educator

Water Smart: reflections on a conference and meeting future water demand

1. **Colorado Water 2012** is a statewide water awareness campaign that is designed to connect Coloradans to their water through resources, events, and activities created by western Colorado Water 2012 Committees and by a coalition of over 200 volunteers statewide.

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## HAPPY NEW (water) YEAR!

Water Smart: reflections on a conference and meeting future water demand

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## Denver Area Students Participate in World Water Monitoring Day

Water Smart: reflections on a conference and meeting future water demand

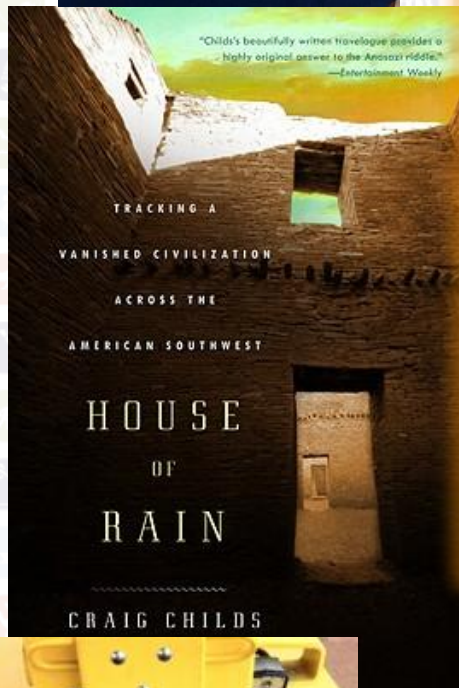
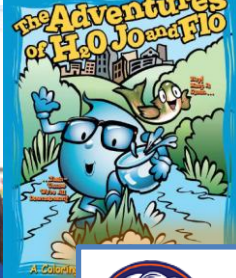
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Water Smart: reflections on a conference and meeting future water demand



Activity	Touch Points	How?
Book Club	1,557 attendees/1,956 on-line views	13 Author visits and blog
Speaker's Bureau	2,871 attendees	Schedule yours today
Water 2012 Displays	44,684 viewers	5 displays visiting 53 libraries and 4 museums
K - 12	8,045 youthful participants	Rain gauge demonstrations and Water Festivals
Higher Education	200+ student attendees	2 events at Metro and Ft. Lewis, 4 scheduled for Fall
Other events	27,249 participants	Conferences, Expos, and meetings
News Articles	320,774 readers	3 papers run weekly 2012 articles, 21 other papers mention 2012, blog references
Videos	3,734 views	5 Water 2012 videos on website
Website	10,328 unique hits, 15,391 total hits	Jan 1 –Sept 30
Radio	60,000 – 100,000 listeners	PSAs on West slope air 6-10 per day
Blog	185 followers	At Your Water Colorado
Social Media	694 friends/followers 2,000+ weekly	Facebook, Twitter and LinkedIn interaction friends, friends/friends, etc.

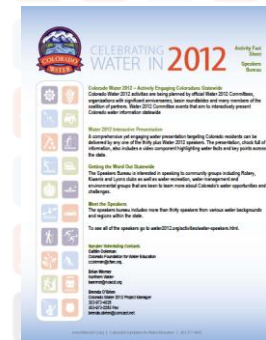


# Colorado Water 2012

Connecting Coloradans To Their Water

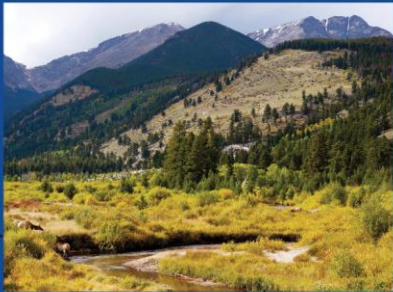
## 479,000 - 624,000

# Coloradans Connected



# Beyond Water 2012

- Survey in November of partners and funders
- Final Report in mid-January
- Post-year workshop (invite only for highly involved partners) on January 29<sup>th</sup> at CO Water Congress
- Wrap up celebration for all on January 30<sup>th</sup> at CO Water Congress
- Key Questions will be answered...
  - *What did we accomplish?*
  - *Where did we fall short?*
  - *What elements should not be allowed to “expire”?*
  - *How can we capitalize on this momentum?*



*A Pre-Conference Workshop at the  
Sustaining Colorado Watersheds Conference*

# **Colorado's Water Education "Infrastructure"**

**October 9, 2012, 9:00-11:30am**

## **AGENDA**

**9:00am – Welcome and Colorado Water 2012, *Nicole Seltzer (CFWE)***

**9:30am – Value of Water campaign, *Tom Browning (Colorado Water Conservation Board), Alyssa Quinn (Colorado WaterWise), Amy Conklin (Barr-Milton Watershed Association)***

**10:45am – Future of the Water Education Task Force, *Kristin Maharg (CFWE)***

**11:30am – Lunch, networking, conference begins at 1:00pm**

# Planning for Colorado's Water Future

**Tom Browning**  
CWCB Assistant Director



Pre-Conference Workshop

Avon, Colorado

October 9, 2012

A photograph of a snow-covered mesa with ancient cliff dwellings. The mesa is a large, flat-topped rock formation with a deep, narrow slot cut through its center. The rock is a warm, reddish-brown color. The top of the mesa and the surrounding landscape are covered in a layer of snow. The cliff dwellings are built into the sandstone walls of the slot, appearing as small, rectangular structures with windows and doorways. The background shows more of the mesa and some evergreen trees.

“An investment in knowledge  
pays the best interest”-

*Benjamin Franklin*



# HB05-1177 Water for the 21st Century Act created nine Basin Roundtables



- Consumptive Needs
- Non-Consumptive Needs
- Water Supply Availability
- Projects and Methods to Meet Needs



# CWCB/IBCC/Roundtable Process



- The State is helping to plan for our water future
- The IBCC and BRTs provide forum for locally driven, collaborative solutions
- Broad range of stakeholders—municipal providers, counties, industry and interest groups have a seat at the table

Providing an adequate water supply will involve implementing a mix of low-risk strategies. No single solution will meet all of Colorado's future needs.



**Conservation**



**Ag to Urban  
Transfers**



**New & Existing  
Projects**



**And...**



# Education and Outreach Component

- Water Education Task Force
- IBCC Letter to the Governor
- SWSI

Led to:

Collaborative meetings with stakeholders  
Communications Roadmap (GBSM, 2011)  
Public Survey (BBC, 2012)

# Brief Overview of Current Efforts

- Overall goal is to develop and implement a plan to:
  - Educate the public
  - Promote awareness of Colorado's water resources
- Statewide outreach effort has been informally dubbed the “value of water” campaign.
- What's in a name? (Campaign title likely to change)



# Status and Next Steps

- Current status
  - Recently received public comments on the draft survey
  - Consultant team has met / revisions made (see handout)
  - Updated schedule will be made available soon
  - Phone survey call for 2,000 successful phone calls
  - Coordinating with IBCC education subcommittee (PEPO)
- Next Steps
  - Continued coordination with interested stakeholders
  - Regional focus group meetings
  - Results and report should be available by end of March 2013
- Work with stakeholders on implementation phase
  - Use the survey results to help guide next steps
  - Assess roadmap and prepare for implementation



[tom.browning@state.co.us](mailto:tom.browning@state.co.us)

[www.cwcb.state.co.us](http://www.cwcb.state.co.us)

# “Value Your Water” Campaign

colorado  
waterwise



Alyssa Quinn  
Platte Canyon Water and Sanitation

# Who is Colorado WaterWise?

## Mission:

*Connecting stakeholders, providing resources, and serving as the collaborative leader in the efficient use of urban water in Colorado.*

## Strategy:

- *Serve as the primary urban water conservation technical resource for professionals in Colorado.*
- *Promote urban water conservation to professionals throughout Colorado.*
- *Ensure CWW's organizational sustainability and growth.*
- *Participate in the development of urban water conservation policies and integrated resources planning.*



A decorative background consisting of a grid of small, colorful icons representing various concepts like water, nature, and community. The icons are arranged in a pattern that is denser at the top and bottom edges of the slide.

# Campaign Background

- **AN IDEA**....that started back in 2006 with a small group of ambitious people in the water conservation and water quality fields.
- **THE GOAL**....is to raise Coloradoans' awareness of the high value of clean and abundant water in Colorado. The goal is to lay the foundation for changing the public's behavior toward water so they use it efficiently, keep it clean, and invest in water supply and infrastructure.
- **THE PARTNERS**.....Word about this project has spread and its goal has sparked interest with diverse groups of stakeholders across Colorado.

## Where is Colorado WaterWise now.....

- An umbrella campaign with NO call to action messaging
- Will NOT seek to put a value on water
- Inclusive of all water issues
- Working with and supporting the CWCB
- Leveraging momentum sustained by the Water 2012 efforts
- Many groups are talking about an awareness/education campaign
- Join us now! Let's collaborate for consistent messaging!



# Next Steps – Your Opportunity to Get Involved

## Colorado WaterWise Water Conservation Summit

Friday, October 19, 2012

8:15 am – 4:30 pm in Denver

Visit [www.coloradowaterwise.org](http://www.coloradowaterwise.org) for more information

## “Value Your Water” Stakeholder Meeting

Thursday, November 1, 2012

9:30 am – 12:30 pm

City of Westminster Water Reclamation Facility

If you are interested in joining the effort please contact Alyssa Quinn at:  
[alquinn@plattecanyon.org](mailto:alquinn@plattecanyon.org)





# Colorado Watersheds Conference

Colorado's Water Education Infrastructure

October 9<sup>th</sup>, 2012

Amy Conklin

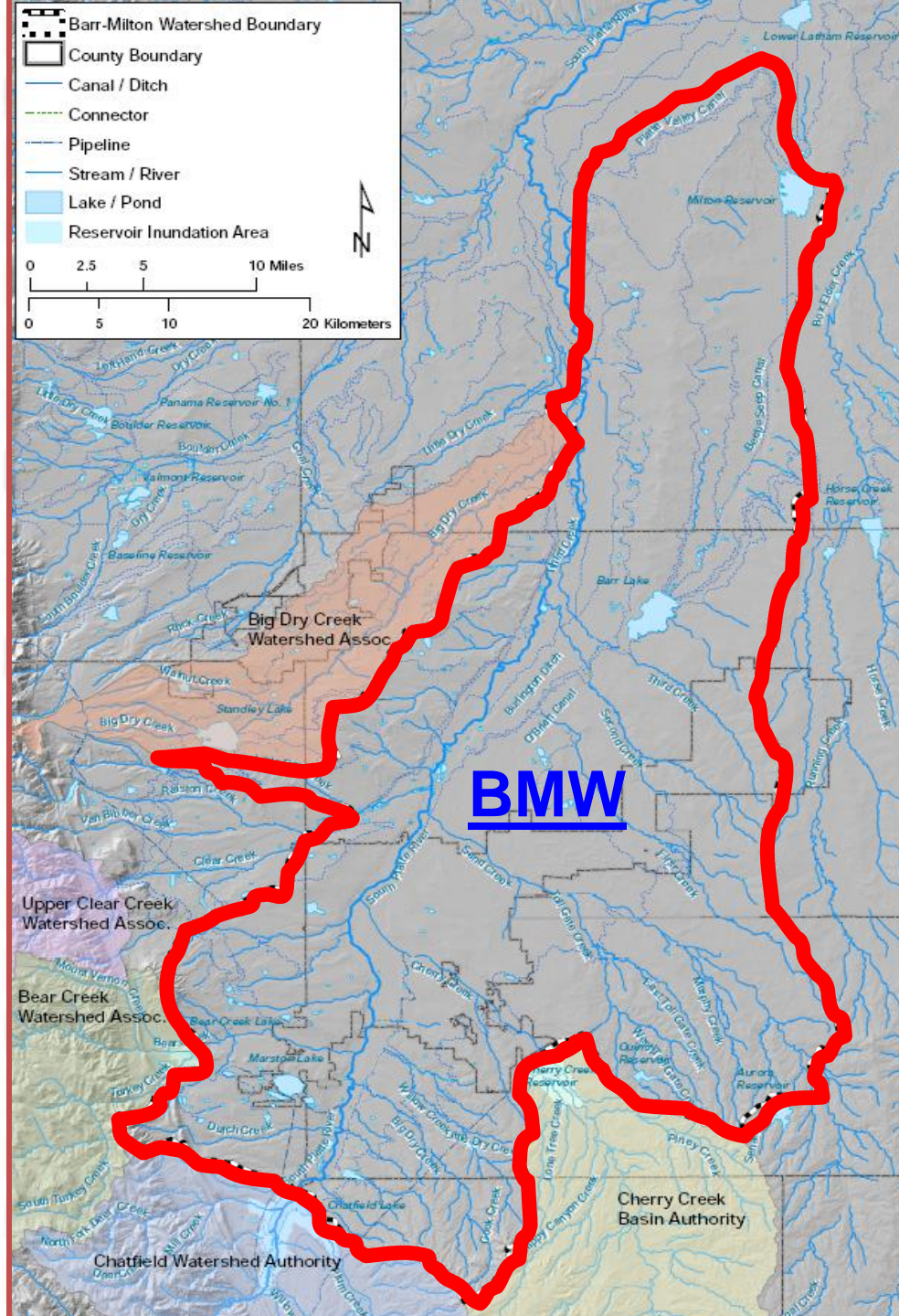
BMW

# Barr Lake and Milton Reservoir Watershed

- Population: 2.5 Million (1 in 2 Coloradoans)

Half the people in the state live in BMW. Do You?

- 850 Sq. Miles Including 6 Front Range Counties
- 500 Miles of Streams and 550 Miles of Canals



# Association Board



**Wastewater Mgmt  
Agencies**

**Cities/Counties**

**Drinking Water  
Providers**

**Regulatory and  
Planning  
Agencies**

**Recreation  
Interests**

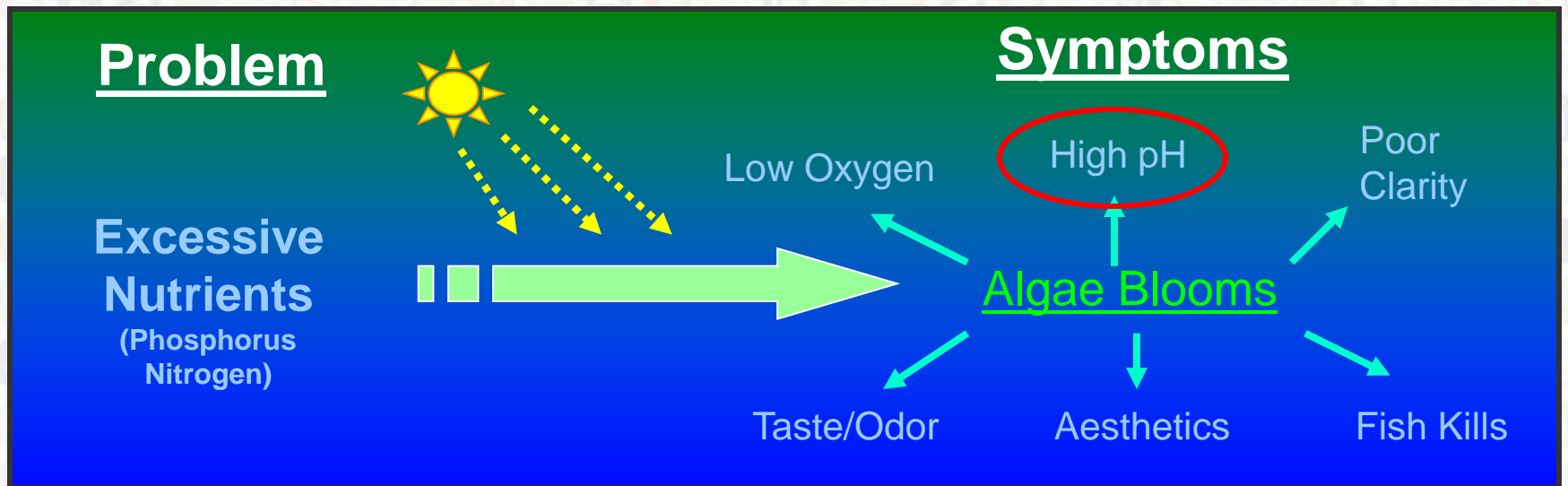
**Raw Water  
Providers**

- City of Aurora
- City & County of Denver
- City of Thornton
- Denver Water
- East Cherry Creek Valley Water & Sanitation
- S. Adams County Water & Sanitation District
- United Water & Sanitation District
- Littleton/Englewood Wastewater Treatment Plant
- Metro Wastewater Reclamation District
- S. Platte Coalition for Urban River Evaluation
- Farmers Reservoir and Irrigation Company
- Barr Lake State Park
- Steven Janssen

# Nutrient Problem



## Cultural Eutrophication

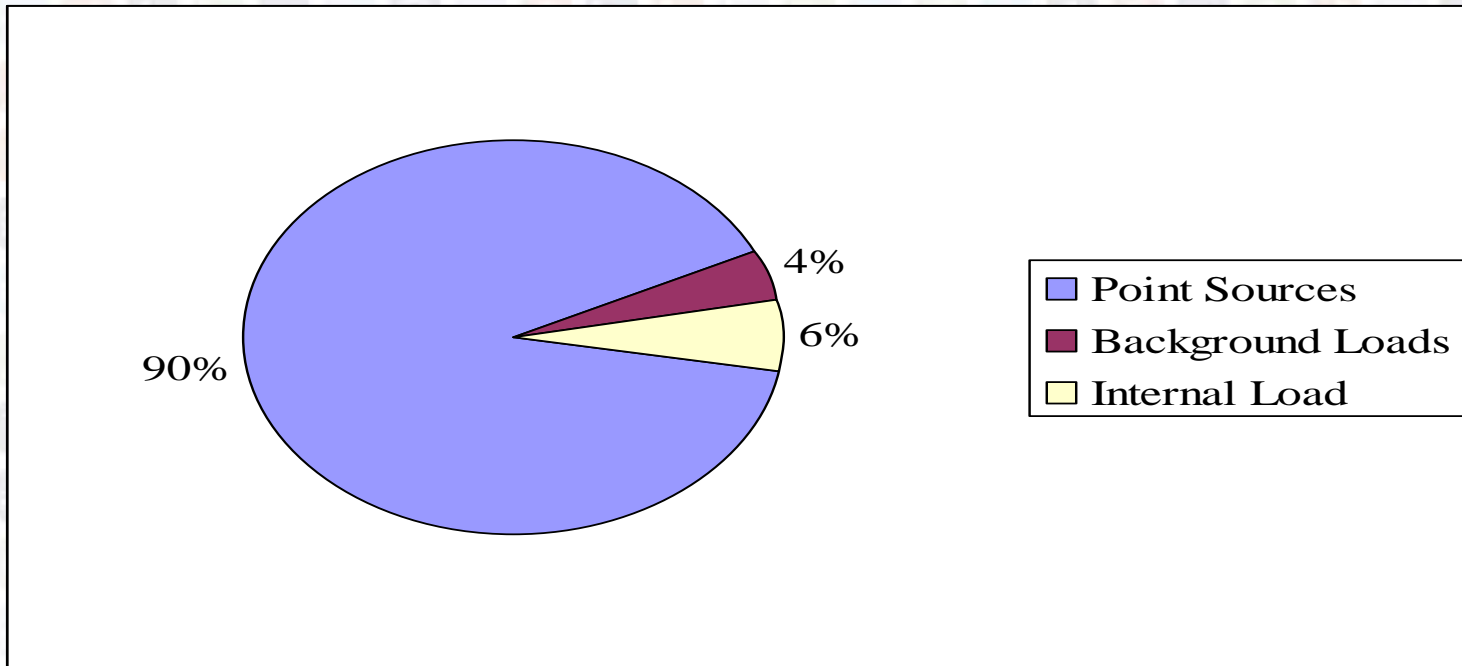


Barr and Milton are classified as hypereutrophic

# Nutrient Problem



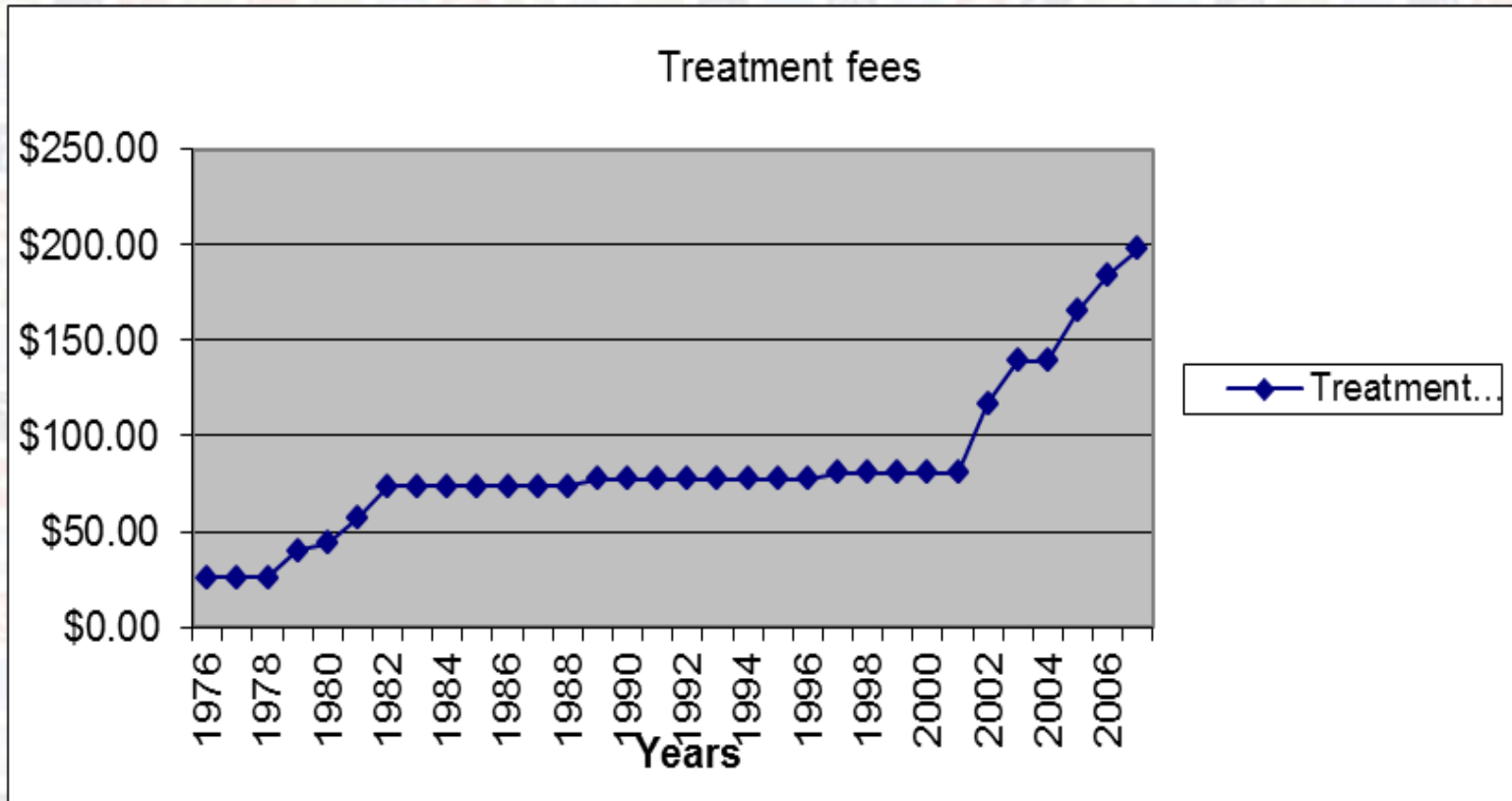
## TMDL Goal – Phosphorus Source Control



**> 95% reduction required to meet pH standard**



Whether we're treating wastewater or developing new sources of water, it's expensive.



Technology that is insufficiently understood, is indistinguishable from 'Magic'.

# The Cost of Water can become a political football

## The Littleton Examiner

A News Magazine for the People of Littleton

March 2006



### **It's All About Money - YOURS!** **Sewer Controversy Bubbles Over**

by Jack Randall

### **Your Sewer Bill is Going Up! Again**

- The Littleton City Council is voting April 4, 2006 to increase your sewer bill again this year.
- The cost of running the sewer plant has been decreasing for the last 5 years.
- Your sewer bill is increasing each year, *and has already doubled since 2001.*
- The City Council plans to raise your sewer bill each year for the next 7 years.
- This increase is to pay for new growth.

**You already paid for your part of the sewer plant**

“Public sentiment is everything. With public sentiment, nothing can fail. Without it, nothing can succeed” – Abraham Lincoln



# Many Reports Have Reached the Same Conclusions

- We need consistent messaging about water.
- Messages targeting specific populations
- Statewide awareness campaign

GBSM 2011

CWCB Water Education Task Force 2008

Xcelente Research 2009



# How Does the BMW Fit In?

BMW received an Urban Waters Grant to:

- Develop and test clean water messages
- Include messages for Spanish Speakers
- Intent is on-going sustained campaign
- Only the metro area – not statewide



# What Might this Campaign Look Like?

**USE ONLY  
WHAT YOU  
NEED.**

 **DENVER WATER**  
denverwater.org



## Water Is Worth It



PROTECTING YOUR CLEAN WATER FOR 40 YEARS

# How Do we develop messages?

- Surveys – to figure out what the target audience knows
- Focus Groups – to dig deeper into baseline knowledge and to test messages
- Message Development – need creative folks to develop messages that ‘stick’



# What messaging tools can we use?

- Bill stuffers
- Newspaper ads, articles and Letters to Editor
- TV and radio
- Bus Tails
- Yard signs
- Give-aways (T-shirts, posters, mugs, etc.)
- Attending community events
- Websites, Facebook, Twitter

# Public Action Messages

WHEN YOUR PET GOES ON THE LAWN,  
REMEMBER IT DOESN'T JUST  
GO ON THE LAWN.

WATER  
QUALITY  
CONSORTIUM



When our pets leave those little surprises, rain washes all that pet waste and bacteria into our storm drains. And then pollutes our waterways. So what to do? Simple. Dispose of it properly (preferably in the toilet). Then that little surprise gets treated like it should.

WHEN YOU'RE FERTILIZING THE LAWN,  
REMEMBER YOU'RE NOT JUST  
FERTILIZING THE LAWN.

WATER  
QUALITY  
CONSORTIUM

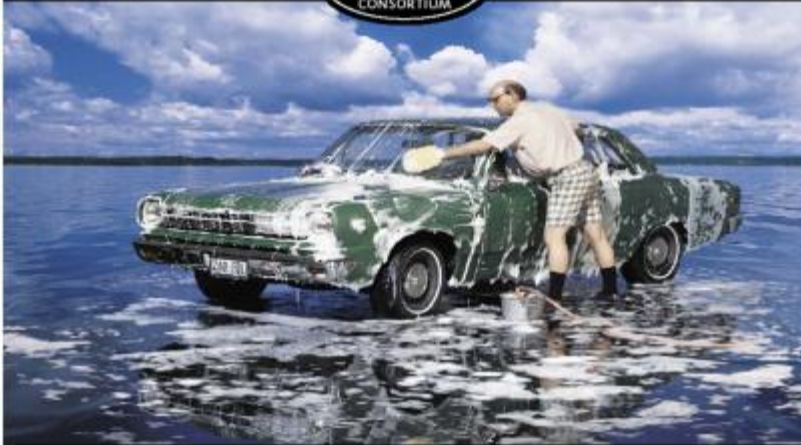


You fertilize the lawn. Then it rains. The rain washes the fertilizer along the curb, into the storm drain, and directly into your local stream and to downstream reservoirs. This causes unsightly algae blooms. The decomposition of the algae bloom uses up the oxygen that fish need to survive. So if you fertilize, please follow directions closely, keep off of your driveway and sidewalk, and use sparingly.



# More Public Action Messages

WHEN YOU'RE WASHING YOUR CAR IN  
THE DRIVEWAY, REMEMBER YOU'RE  
NOT JUST WASHING YOUR CAR  
IN THE DRIVEWAY.



All the soap, scum, and oily grit run along the curb and into the storm drain, which goes directly into your local stream, eventually reaching downstream lakes and reservoirs. And that causes pollution, which is unhealthy for fish and us. So how do you avoid this whole mess? Easy! Wash your car on grass or gravel instead of the street. Or better yet, take it to a car wash where the water gets treated and recycled.

WHEN YOUR CAR'S LEAKING OIL ON  
THE STREET, REMEMBER IT'S NOT JUST  
LEAKING OIL ON THE STREET.



Leaking oil goes from car to street. And is washed from the street into the storm drain and into your local stream, eventually reaching downstream lakes and reservoirs. Now imagine the number of cars in Colorado and you can imagine the amount of oil that finds its way from leaky gaskets into our water. So please, fix oil leaks.

# One Thing is CLEAR



At one time, great taste.  
Now over-filling.



It's not good for our water...  
either.



HOUSEHOLD CHEMICAL WARNING:  
Thins paint, kills wildlife.

# One thing is CLEAR



Don't duck your responsibilities.



Fertilizer: arch enemy of waterways



Freedom has responsibility.




What kind of Message does your organization need?

What kinds of messaging tools do you have?

What kinds of messaging tools can you buy?



## Feedback: What would your \$1M campaign include?

1. Invest in homework = what does success look like? Metric is GPCD? How to integrate quantity/quality? Pilot project
  2. Hire professional for plan/strategy, use technology to go viral (i.e. Twitter) to promote interagency events and tools (fine arts, breweries, farmers markets, xeric demos, music festivals, web ads)
  3. Define collaborative goal and strategy to fund effort. Organize statewide stakeholder group. Example programs and how to lead to change = grocery stores, community landscape events, ads at sporting events, fact sheets/Headwaters distribution
  4. Strategic overview first as tactical efforts exist. What do people know and what will change behavior? Sustainability successes (peer pressure with recycling), consistent messaging to lead to action, audience specific
- 



## Feedback: Value of Water

1. Local adaptation for specificity of messages
  2. Value of advertising campaign - how do the broad messages lead into the “so what”? Balance between diluting impact and call to action
  3. Regional differences, audience specific
  4. Integrate human elements into the messages
  5. Empower participants to fill in Water is \_\_\_\_\_ .
  6. What does “Your” water mean? Too possessive?
  7. Communication from leadership, build on statewide partnerships
  8. Define whether this is a brand, tagline, etc.
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