



# Funding Colorado's Water Plan

Colorado Contractor's Association -  
May 30, 2019

Tim Wohlgenant  
For the Love of Colorado  
Coalition Director



## The Challenge

- ▶ Colorado's population expected to reach 8.5 million in 2050
- ▶ How to sustain Colorado's character and quality of life in the face of increasing demand for water and diminishing supply?



## Colorado's Water Plan Values

- ▶ *A productive economy that supports vibrant and sustainable cities, viable and productive agriculture, and a robust skiing, recreation and tourism industry.*
- ▶ *Efficient and effective water infrastructure promoting smart land use, and*
- ▶ *A strong environment that includes healthy watershed, rivers and streams, and wildlife.*



## The Funding Gap

- ▶ CWP identified \$20 billion cost to implement
- ▶ \$17 billion from existing sources (rate payers, state and federal grants/loans, severance tax)

**\$3 billion shortfall = \$100 million/year for 30 years**



## Funding Coalition Formation

- ◀ 2018 Keystone Policy Center convening of stakeholders
- ◀ Consensus recommendations:
  - ◀ Funding Needs,
  - ◀ Fund Distribution and Governance, and
  - ◀ Sources of Funding



## Coalition Steering Committee Members

Kelly Brough – Denver Metro Chamber

Terry Fankhauser – Colorado Cattlemen’s Association

Russ George – Inter -Basin Compact Committee

Jon Goldin -Dubois – Western Resource Advocates

Tom Gougeon – Gates Family Foundation

Ted Kowalski – Walton Family Foundation

Jim Lochhead – Denver Water

Sam Mamet – Colorado Municipal League

Andy Mueller – Colorado River District



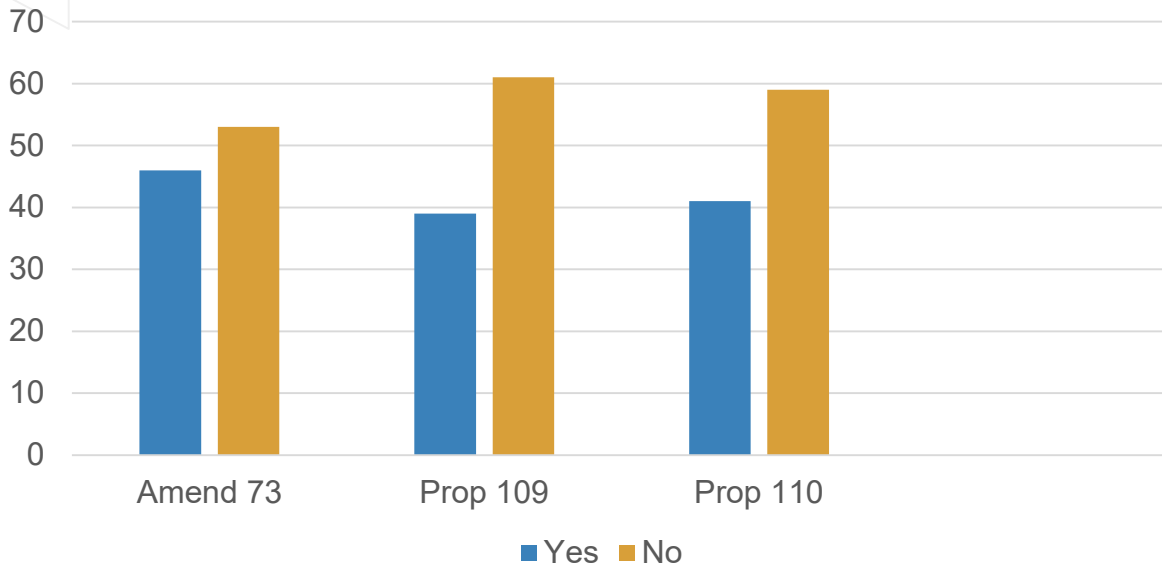
## Funding Needs & Distribution

- ▶ Healthy Rivers
- ▶ Watershed Health and Water Quality
- ▶ Conservation and Efficiency
- ▶ Productive Agriculture
- ▶ Infrastructure
- ▶ Colorado Compact Obligations

# Funding Sources: The Challenge

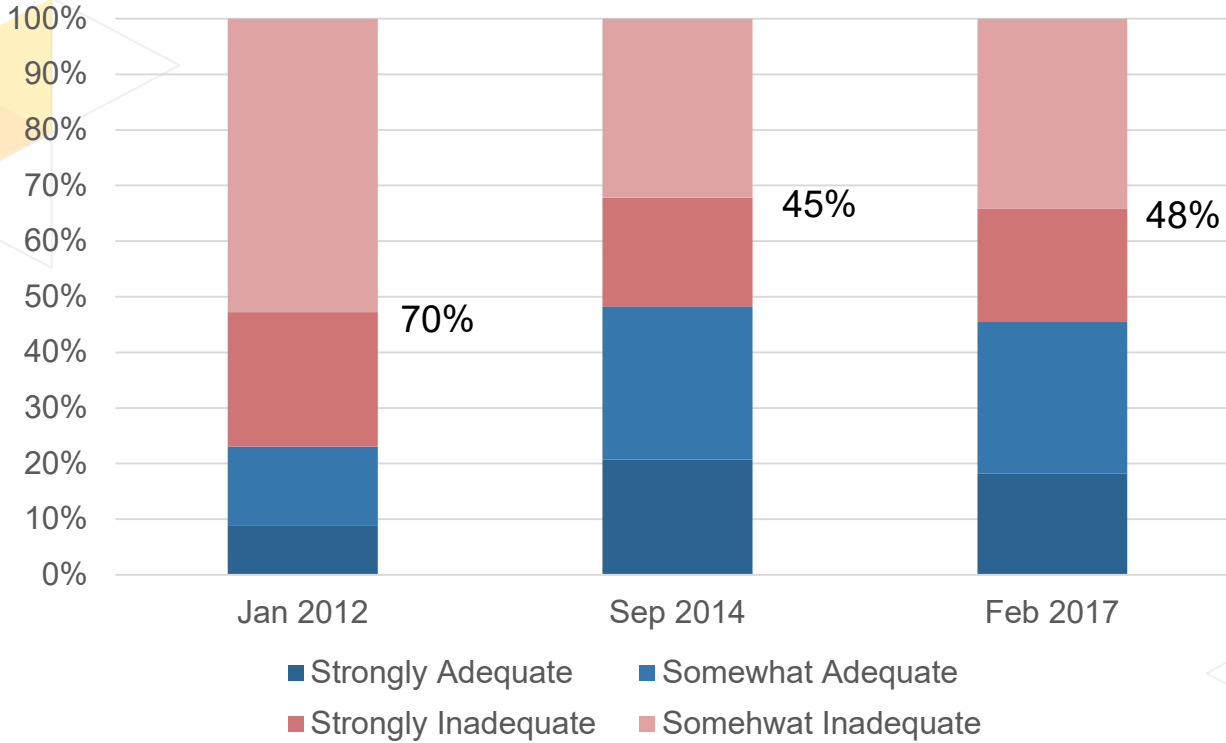
Since 1992, only 2 statewide tax measures have passed in CO

2018 CO Fiscal Measures



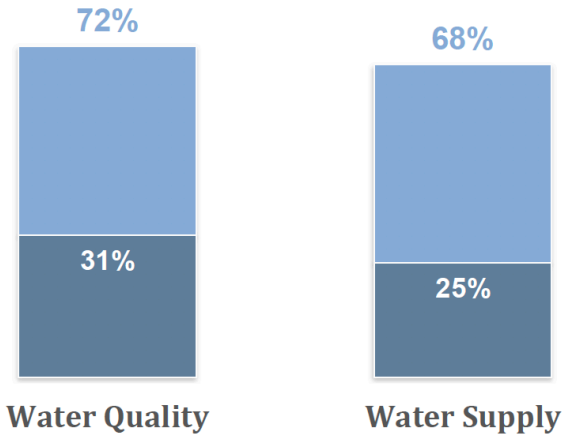


## Perceptions Stable, Unlike Drought Year



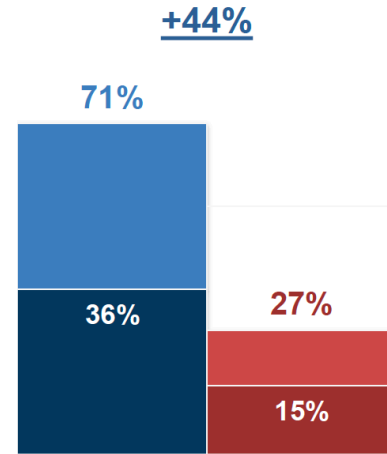
# Seven-in-ten indicate support for a modest increase in taxes or fees to fund water-related needs.

Willing to Pay More In Taxes For...



■ Strongly Willing ■ Total Willing

Support for Tax Increase for Water Plan

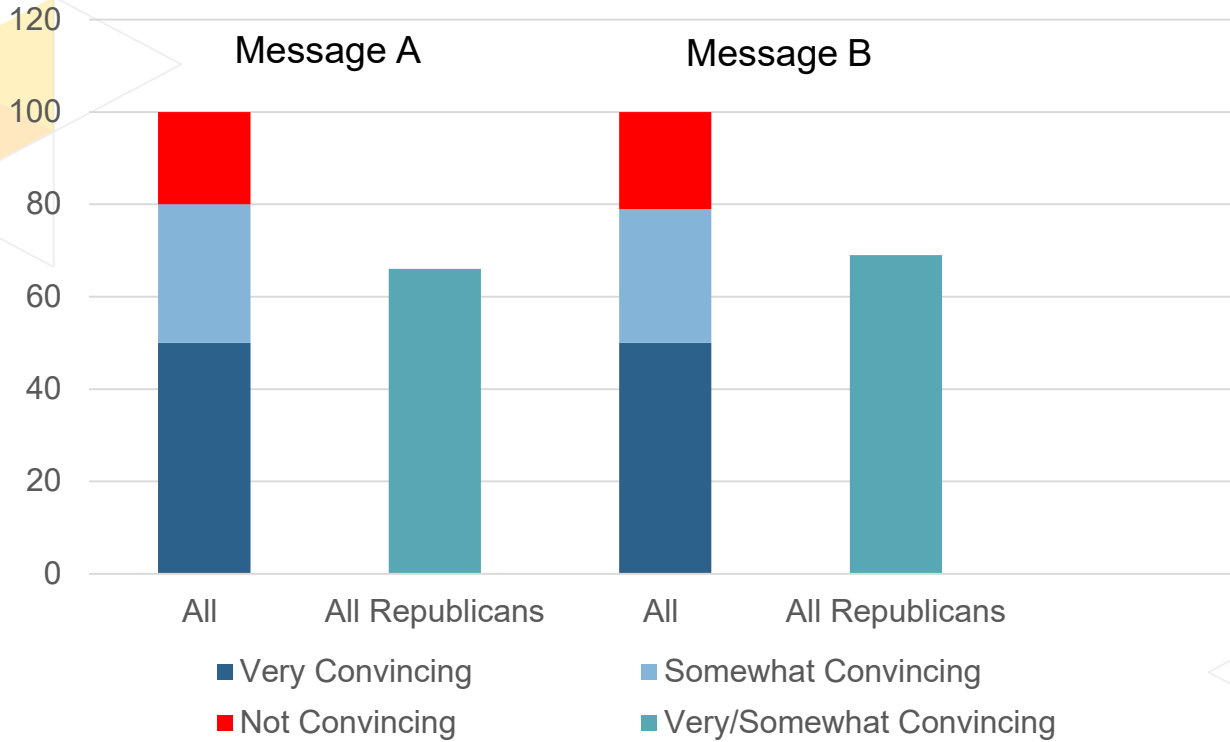


■ Strongly Support ■ Total Support  
■ Strongly Oppose ■ Total Oppose

Would you support or oppose increasing funding through a small increase in taxes or fees in order to improve the amount of water supply for drinking, irrigating crops, recreation and wildlife, and to prevent polluted runoff from contaminating rivers, lakes, streams and groundwater?

Would you be willing, or not willing, to pay more in taxes to increase funding for...

# Strength of Water Messaging





## Coming Up

- ▶ Prop DD: Sports Gaming measure, referred to November 2019 ballot
  - ▶ \$8 - \$15 million/year (up to \$29 million)
- ▶ Summer 2019 public awareness campaign



**For the love of Colorado**



**S U K L E**

Water for Colorado  
2019-2020 Integrated Campaign

# The Challenge

---

Colorado's water supply is quickly being outpaced by our water demand. Yet, most people are oblivious to this growing threat.

This campaign must get Coloradans to know about, care about and act on Colorado's water issue.

# The Approach

---

An informed, research-based process has led to a sound strategic foundation and inspired a campaign that's designed to raise awareness, shape attitudes and motivate action.

# The Key Messages

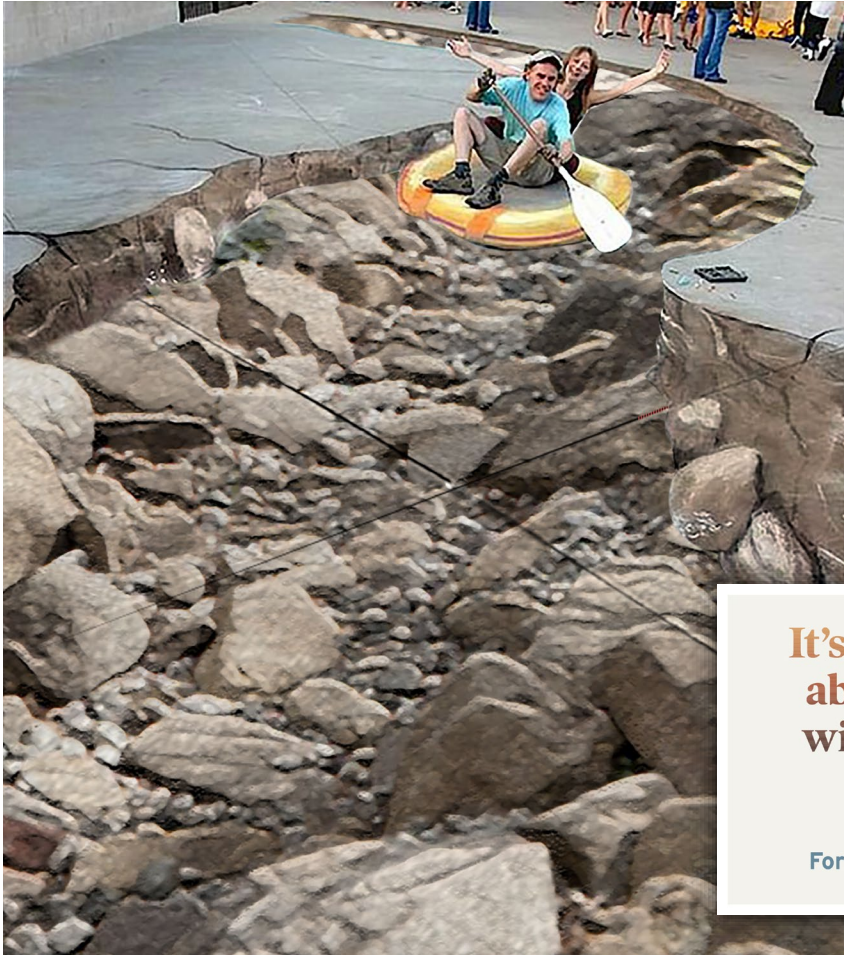
---

The campaign needs to leverage people's love of Colorado and make them aware of the looming "water gap."





For the love of Colorado



## Dry River Rafting

Let's give Coloradans a feel for what a dry Colorado would look like using clever chalk drawings. We'll get chalk artists to draw empty rafts floating down dry creek beds. Visitors can then pretend to sit in the raft and share pictures of it on social media.

**It's crazy to think  
about Colorado  
without enough  
water.**

[ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)



## Colorado Flag Installation

We'll create a Colorado Flag installation made of native flowers. Over time, it will dry up revealing a hidden message: Save our supply.

**Fun Fact:  
In 30 years,  
our population  
will double,  
but our water  
supply won't.**

**Ok, not so fun.**

**It's crazy to think about  
Colorado without enough water.**

[ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)



**By 2050, our  
water supply  
will diminish by  
35% while our  
population  
doubles.**

**Math is really scary.**

It's crazy to think about  
Colorado without enough water.  
[ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)

**All those in  
favor of saving  
our dwindling  
water resources,  
raise your dry,  
cracked hands.**

**If the thought  
of losing rafting  
and fishing due  
to our water  
crisis doesn't  
scare you,  
imagine a \$28  
glass of beer.**

It's crazy to think about  
Colorado without enough water.  
[ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)



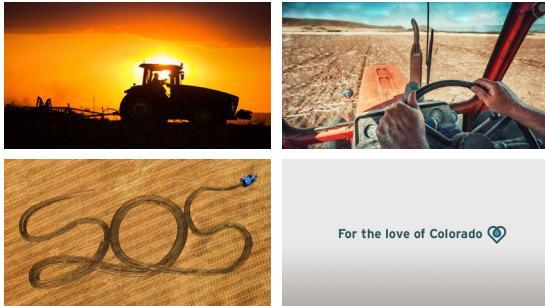
**Do you like  
water for  
drinking,  
cooking and  
enjoying?**

**Do you like rhetorical  
questions?**

It's crazy to think about  
Colorado without enough water.  
[ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)



## :30 video Old McDonald



Open on the sun rising on the eastern plain of a Colorado wheat field. Cut to a close-up of a middle-aged, weathered farmer looking out over his land.

Music: Old time folk version of "Old McDonald Had A Farm" starts to play.

Cut to the farmer now in his tractor, about to plow his field.

Cut to various close-ups of the tractor and farmer...the wheels kicking up dirt.

Cut to the windshield covered in dust. Farmer turns on his wipers. The camera starts to pan out.

Super: Over 700,000 acres of Colorado farmland is at risk of going dry.

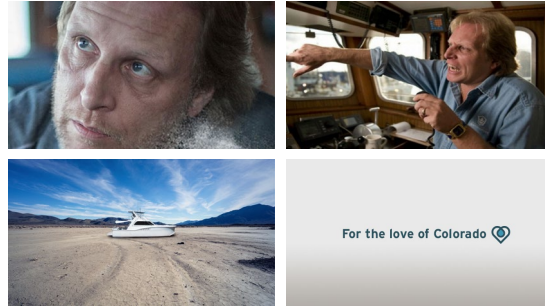
Cut to drone shot of the tractor rolling through a desolate dirt field, revealing the letters SOS in its wake.

Super: That's Crazy.

Logo: For the love of Colorado

Super: Learn how Colorado's Water Plan will solve this crisis at [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)

## :30 video No Catch



Open on a boat captain. He's frantically searching for something in the cabin. He moves toward the radio and tries to contact somebody.

Captain: Come in, marine patrol...Come in, anybody???????

Cut to captain throwing down the radio, and reaching for a flare gun.

Cut to captain going out on deck and firing off a flare.

Super: Since 2000, our water supply has diminished by nearly 20%.

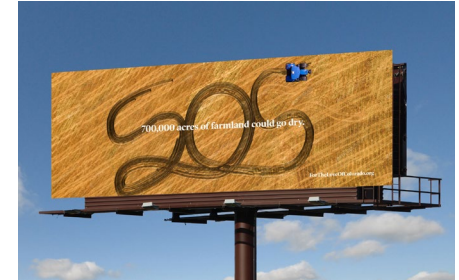
Super: And it's expected to decrease at least 15% more.

Cut to a wider shot of the boat, and we see it's stranded on a dry lake bed.

Super: That's Crazy.

Logo: For the love of Colorado

Super: Learn how Colorado's Water Plan will solve this predicament at [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)

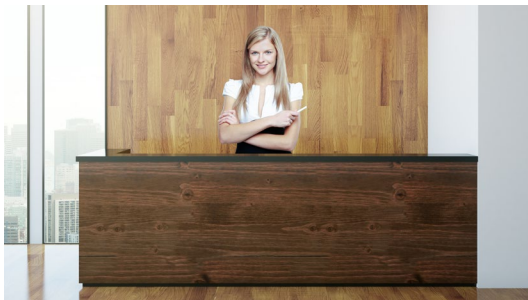


Introducing  
the new  
one-pack.



It's crazy to think about  
Colorado without enough water.





:30 video

## Fish Tank

Hidden camera/real people/real reactions

The following is a dramatization of what might happen:

Open on an elegant lobby of a downtown office building. Sitting at a desk is a security woman/receptionist.

Cut to a giant fish tank at the center of the lobby. The water in the tank is extremely low and looks as if were leaking.

Cut to a man walking into the building. He sees the puddle and looks up at the fish tank.

Cut back to the man, now at the reception desk. He states his business and the receptionist asks him to have a seat while she rings the man's appointment. The man focuses his gaze on the fish tank, clearly wondering what the deal is. He finally gets up and approaches the reception desk again, pointing to the fish tank.

Man: Hey, I think your fish tank's leaking.

Receptionist: Yeah, I know.

Man looks confused.

Man: Shouldn't you call someone?

Receptionist: Ahh, it's fine. Don't worry. Someone will fix it.

Man: Those fish don't have much time.

Receptionist: (dismissively) They're used to it.

Man now looks miffed.

VO: If you knew something was happening to our water supply, you'd do something, right?

Cut to black.

Logo: For the love of Colorado

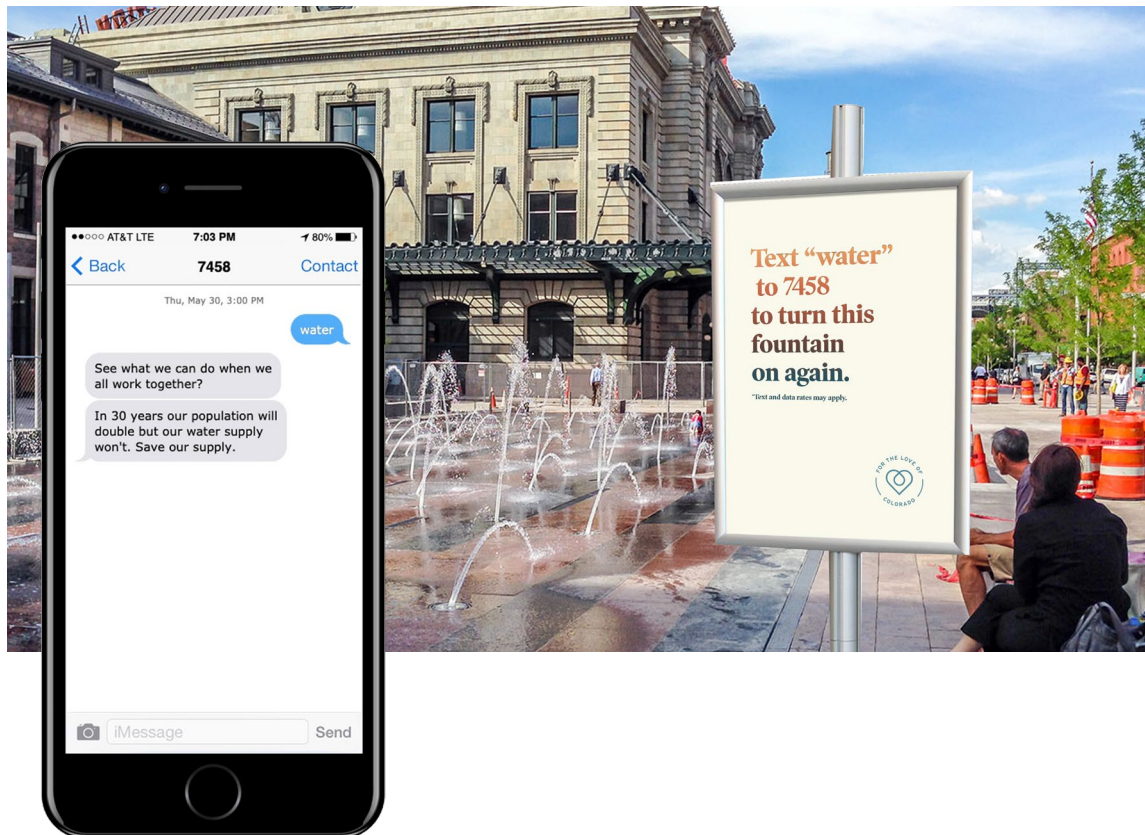
Super: Support funding for Colorado's Water Plan. Learn more at [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)



For the love of Colorado 

## Splash Pad at Union Station

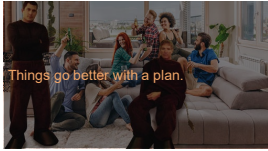
Passersby will be prompted to text a message that activates the splash pad, reinforcing the idea that life in Colorado without water will be diminished.





:30 video

## Halloween Party



Things go better with a plan.



We open on a Halloween party. We focus on a guy dressed as the rear end of a donkey. He's drinking punch, waiting for his other half to show up. After a moment, we see a look of extreme disappointment come across his face. We pan over to reveal that his buddy also dressed up as the rear end of a donkey. His buddy is also annoyed.

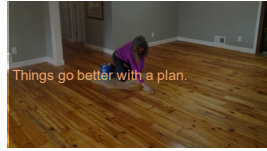
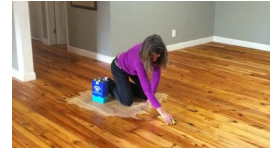
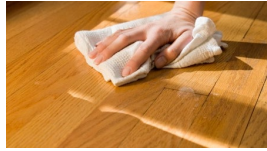
Super/VO: Things go better with a plan.

VO: That's why 30,000 farmers, scientists and residents created a plan to solve the water crisis in Colorado. Learn more at [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org).

Art Card: [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)

:30 video

## Floor Staining



Things go better with a plan.



We open on a woman staining her living room floors. She's sweating, working hard to stain the floors. Suddenly, she stops and looks panicked. We pull out to reveal that she's stained the floors around her and has left herself stuck in the middle of the living room with no way out. She sighs.

Super/VO: Things go better with a plan.

VO: That's why Coloradans from every corner of the state united to create a solution to Colorado's water crisis. Learn more at [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org).

Art Card: [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)

:30 video  
At The Table



We open on a farmer sitting at the head of a table. Slowly, the camera begins to pull back and you see other people sitting with him. The camera continues to zoom back over the table and you see that this is the longest table ever, with 30,000 people sitting around it.

VO: Colorado is in the midst of a water crisis. So, 30,000 people from every corner of the state were invited to design and develop a solution. The result? Colorado's Water Plan. A plan for the people. By the people.

VO: Learn more about this extraordinary effort at [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org).

Art Card: [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)

:30 video  
Take The Credit



We open on a job interview. A candidate is sitting across from the interviewer.

Owner: It says here that you solved the Colorado water crisis?

Interviewee: Ohh... That little thing? Yes, I was instrumental.

We cut to a long line forming at a book signing in a book store. We see a regular looking guy on the cover of the books everyone's holding. The book is titled "How I solved the Colorado water crisis."

We cut to a date happening at a restaurant. We focus on the waitress who is refilling their waters.

Man: Oh, and did I tell you about the time I solved the Colorado water crisis?

The waitress has heard this line before and mouths out what he says. His date looks impressed.

VO: Take the credit for solving the Colorado water crisis. All you have to do is vote for Amendment 23 on November 4<sup>th</sup>.

Super: Vote for Amendment 23 on November 4<sup>th</sup>.

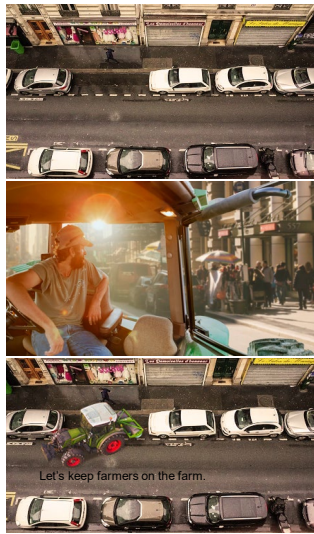
Art Card: [ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)



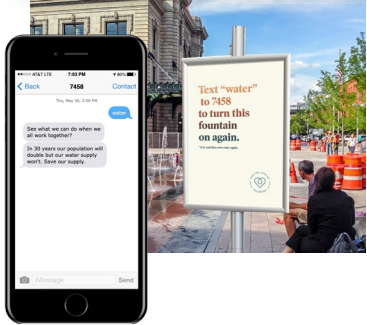
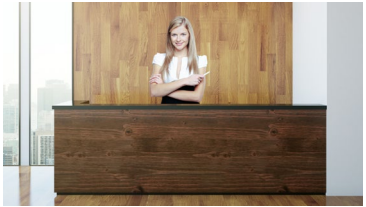


**All those in favor of saving our dwindling water resources, raise your dry, cracked hands.**

It's crazy to think about Colorado without enough water.  
[ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)



Learn what you can do to help save our water supply at  
[ForTheLoveOfColorado.org](http://ForTheLoveOfColorado.org)



For the love of Colorado



# Thank You.

