



December 1, 2017

Dear CWSP Funders,

Thank you for your support of the Colorado Water Stewardship Project. We have completed our fifth successful year of tracking ballot measures and representing all of Colorado's water interests.

The results of a recent Colorado Water Congress (CWC) membership poll indicate our members consider this work on ballot initiatives to be one of CWC's top priorities. Since this ongoing effort on behalf of all our members does require funding to maintain its effectiveness, the Executive Committee of the Colorado Water Stewardship Project is requesting contributions from participating organizations to support activities in 2018. We are making the request now because many participating organizations establish their 2018 budgets at this time of year, while some prefer to make their contributions in the current calendar year rather than waiting until next year.

Requested contributions for 2018 are based on the attached 2018 Work Plan and Budget approved by the Stewardship Project Executive Committee and the Colorado Water Congress Board. The overall project budget for 2018 is \$50,000.

The strategy is for the CWC to maintain a long-term capacity to respond to ballot measures as Colorado law allows for public entities, including title setting and appeals prior to petition circulation. (Actual campaign work remains the responsibility of the private sector.)

Should a credible ballot initiative threat emerge, there will be a direct appeal for additional funds to address that specific measure. A strong CWC response would be essential, being mindful that all CWC work must comply with the same restrictions placed on any public entity by the Fair Campaign Practices Act.

Your continued participation will help protect all Colorado water users from potentially damaging ballot proposals. We appreciate your support of this vital program. If you have any questions, please contact Chane Polo at Chane@cowatercongress.org.

Sincerely,

Steve Fearn, Chair

Colorado Water Stewardship Project

Doug Kemper

Colorado Water Congress Executive Director



Colorado Water Stewardship Project 2018 Work Plan

Over the past 25 years, several ballot measures have periodically been introduced that would substantially disrupt Colorado's system of water law and regulation. Whether in the form of a Public Trust Doctrine, environmental rights, or local control; Colorado's economy and water supply reliability would be directly threatened by these sudden, sweeping changes.



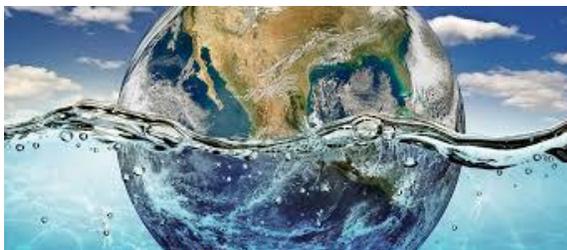
On their surface, these ballot proposals might appeal to voters who often must decide on complex issues. Because they can move so quickly, a rapid response capacity and long-term presence is required. The CWC Board created the Colorado Water Stewardship Project to be the sentinel for Colorado's water community.



The Colorado Water Stewardship Project maintains vigilance and a readiness to respond to ballot measures as Colorado law allows for public entities, including title setting and appeals prior to petition circulation. Campaigns to urge votes to deny a ballot measure rely on the private sector.

The Colorado Water Stewardship Project is a committee of CWC members deeply concerned about the adverse impact of ballot measures on Colorado's water community. Funding support is by modest continuing commitments from these members. About 90% of the annual budget goes to expert contractors that conduct project work. For 2018, the funding target is \$50,000.

If a credible ballot threat emerges, a strong CWC response is needed on a larger scale. Although CWC maintains a reserve fund for an initial response, overall project success would ride on the strength of a separate, one-time appeal for at least \$100,000. Ballot campaign activities by the private sector aimed at defeating a measure might exceed \$5 million.



Public sentiment towards Colorado's water community drives how the public might vote. Surveys show that CWC members have a positive and trusted image. The Colorado Water Stewardship Project will work together with the newly-created CWC Communications Committee

to further develop and carry the water community's message, both internally among members and externally to our partners and the public.

Ballot Initiative Readiness

Project Purpose*

Continue alertness of ballot initiatives that might adversely impact Colorado water community interests. Maintain baseline and reserves to fund immediate response. Pursue legal action when appropriate. Complete tasks that are not specific to any one proposed measure. Build communications network and strengthen partnerships.

Project Objectives

Monitor and summarize ballot initiatives filed.
Summarize Review and Comment Hearings for initiatives that impact water interests.
Participate in Title Board Hearings for initiatives that are a specific threat.
Challenge initiatives in Colorado Supreme Court (where strategy warrants the cost of appeal).
Scan websites and social media of likely ballot proponents.
Provide comments on Blue Book materials for initiatives of concern.
Work with state and local government, oil and gas interests, and other interested parties to prepare communications on programs supported by severance tax revenue.
Work with new CWC Communications Committee in developing messaging/branding/image.
Maintain/replenish funding reserve of \$50,000.

** No resources will be used for campaign purposes. All work will comply with the Fair Campaign Practices Act as applied to public entities and be reviewed by legal counsel.*

Work Products

Continuous online reports on the content and status of ballot initiatives.
Informative written materials and graphics supporting the purposes of the Project.
Periodic Enews, webinars, and event presentations.

Budget - \$50,000/year

Initiative Credible Threat

Purpose

Actively respond to credible threats of a serious nature to the maximum extent of the law and available funds.

Tasks

Evaluate economic impact on water community.
Develop messaging including focus groups, "Think Before You Ink", speaker bureau, etc.
Intensify work on partnerships and prepare written material for distribution.
Encourage water community and others to pass resolutions and post them on our website.

Work Products

TBD

Budget - \$100,000+



December 1, 2017

CWSP Funders,

Colorado Water Stewardship Project 2018 Funding Request:

_____ would like to fund \$_____ in support of the 2018 Colorado Water Stewardship Project. Check here ____ and return to CWC if you would like an invoice.

We appreciate your support of this important project. If you have any questions, please feel free to contact me.

Warmest Regards,

Douglas Kemper
Executive Director
Colorado Water Congress
1580 Logan Street, #700
Denver, CO 80203
303-837-0812 x1