

**Notice**  
**Information and Outreach Committee Meeting of the**  
**Board of Directors of the**  
**Colorado River Water Conservation District**  
**January 16, 2018**  
**4:00 p.m.**  
**Glenwood Springs, Colorado**

A meeting of the Information and Outreach Committee of the Board of Directors of the Colorado River Water Conservation District will be held on Tuesday January 16, 2018 at the offices of the Colorado River Water Conservation District, 201 Centennial Street Glenwood Springs, Colorado, commencing at 4:00 p.m.

**Agenda**  
**Information and Outreach Committee Meeting of the**  
**Board of Directors of the**  
**Colorado River Water Conservation District**  
**January 16, 2018**  
**4:00 p.m.**  
**Glenwood Springs, Colorado**

1. 2018 Information and Outreach Planning.

Persons with special needs due to a disability are requested to call the River District at  
970-945-8522 at least three days prior to the meeting.

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This agenda may be viewed and printed from our website at  
[www.crwcd.org](http://www.crwcd.org)



**MEMORANDUM**  
**JANUARY 4, 2018**

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**TO: BOARD OF DIRECTORS**

**FROM: JIM POKRANDT AND ZANE KESSLER**

**SUBJECT: EXTERNAL AFFAIRS ACTIVITIES/ JANUARY 16-17, 2017 BOARD MEETING MEMO**

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***ACTION:*** The Information and Outreach Committee will be reconstituted at the Tuesday, January 16<sup>th</sup> Board meeting. New committee members will meet at 4:00p.m. on Tuesday afternoon to discuss the 2018 work plan.

***STRATEGIC INITIATIVE(S):***

**1.E. & 1.F. Outreach and Advocacy**

**2.A. Outreach in All Basins**

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It is more important than ever for the Colorado River District to promote public understanding of important Western Slope water issues while branding the District's mission and services to our constituents. This is a dual task because while we want better public understanding of water challenges and concerns, citizens need to have a much greater knowledge about who we are and what we do. This has always been a challenge since we are not a retail water provider with direct links to constituents.

This year, the severity of the snowpack offers an opportunity to get the District's name in front of the public with messaging around wise water use and other appropriate topics, especially should the CRD be taking steps to manage the situation.

Included below is an overview of the outreach plan for 2018. New items are italicized.

- 1. Annual Report.** At each April Board meeting, the Annual Report is released, both in print and electronically. *Staff is exploring new ways to distribute the report through online mediums to promote awareness of our mission and brand throughout the District.*
- 2. Annual Water Seminar.** Our signature event drew a record crowd of nearly 250 attendees to the Two Rivers Convention Center in Grand Junction last fall, a record probably attributable to it being Eric's last stand. The 2018 seminar is set tentatively for Friday, Sept. 14. We plan to aggressively promote the seminar again this year using a combination of print, email, and online announcements. We also film the program, which can be live-streamed via our Facebook page and can be viewed subsequently on our website and YouTube channel.

3. ***Ten State of the River*** public meetings in May and June are designed to address current snowpack/runoff conditions. We always feature a CRD segment to keep our work before the public. This year, we want to feature our new GM as much as possible. We round them out with presentations on topical water issues. A key feature of these meetings is that we have collaborative partners in almost all locations to help with organizing, costs and publicity. Attendance ranges from 50 to up to 150 for each, depending on the location. Several of the public meetings are filmed by local cable TV video coverage that are then repeatedly aired on local Public, Education and Government channels. 2018 State of the River meetings will be held in the following locations:
  - a. *Carbondale*
  - b. *Craig*
  - c. *Eagle County*
  - d. *Grand County*
  - e. *Gunnison Basin*
  - f. *Mesa County*
  - g. *Rangely*
  - h. *Rifle*
  - i. *Steamboat Springs*
  - j. *Summit County*
4. ***County Meetings with General Manager.*** *The EA team has developed an aggressive schedule that will bring Andy Mueller and key staff members to meetings with each of the 15 Boards of County Commissioners in the District before the end of May 2018. Individual Board members will play a key role in these meetings and will be consulted prior to scheduling.*
5. ***Grant Workshops.*** *EA staff plans to pilot a small series of River District grant workshops in 2018. These workshops will bring together representatives from key water agencies to highlight the various water-related grant opportunities that exist at the local, state, and federal levels.*
6. ***Videos.*** *Much of the District's video content is outdated and in need of revisions in order to disseminate widely via social media. In 2018, the EA team will work to revise and condense existing video content, and develop new video content for online distribution.*
7. ***Outreach to Water Conservancy and Soil Conservation Districts*** will continue to be a priority in the coming year. Admin staff is compiling and updating an extensive list of contacts to assist with our outreach efforts in the coming months.
8. ***Board News Summary.*** **These** reports are emailed broadly to the public, the press and local governments after each quarterly Board meeting (four times a year). This is an all-electronic endeavor, but the reports are designed for easy printing for further distribution. News Summaries will also be distributed in the form of online articles, or original content, via social media.
9. ***Public radio underwriting.*** We continue to promote a water message and our brand on public radio stations throughout Colorado. This is a fairly cost-effective way to message an audience that is more likely to discover an interest (and participate) in western water issues. *This year, we will evaluate the cost and necessity of commercial radio messaging, especially in light of the severity of the snowpack.*

10. **H2O Outdoors.** The River District co-sponsors H2O Outdoors, an educational camp held at Keystone Science School (KSS) and co-sponsored by KSS, Aurora Water and Denver Water. We usually have an attendance of around 50, which is near capacity and represents a geographically diverse group of Colorado High School students. Students experience first-hand where much of Colorado's water originates by hiking the Continental Divide, learning about Colorado water law and conducting hands-on water quality experiments as they explore and observe watersheds. The next H2O Outdoors session is April 18-20, 2018.
11. **Water Festivals.** We continue to take part in local water festivals upon request. The most noteworthy, and the largest in the state, is the Mesa County Water Festival that attracts about 2,500 students over two days each May.
12. **Website/Social Media.** We maintain a robust website that gives a good window into our operation and the issues we highlight. The District also maintains a suite of growing social media platforms that are consistently used to promote visibility in the communities we serve, and to disseminate targeted information to constituents (see attached social media plan for more information).
13. **Speakers Bureau.** A variety of staff members are recruited by civic groups and other organizations to address current water issues.
14. **Press Relations.** The Colorado River District has become a go-to place for reporters to find background, context and quotes for what seems to be an increasing awareness of Western water issues.
15. **Director briefings.** As individual director's desire and request, staff is available to assist in any briefings you may have with Boards of Commissioners and other groups.
16. **Shoshone.** Protection of the Shoshone senior water rights call on the river is a high priority of the District, the Colorado River Cooperative Agreement and the Colorado Basin Roundtable. We will look for opportunities to educate the public on Shoshone's importance.
17. **Live Video of Board Meetings.** *In thinking through the design of our new Board room, we had discussed installing video equipment to broadcast our Board meetings live while also archiving them on our website for continual access to the public. Andy Mueller will also be discussing this with the Board.*



**MEMORANDUM**  
**JANUARY 4, 2018**

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**TO: BOARD OF DIRECTORS**

**FROM: ZANE KESSLER, COMMUNICATIONS DIRECTOR**

**SUBJECT: 2018 SOCIAL MEDIA COMMUNICATIONS PLAN**

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*ACTION: No Action required*

**STRATEGIC INITIATIVE(S):**

***I.B., D., E., and F. Outreach and Advocacy***

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**Overview:** This memo serves to provide an overview of the River District's social media planning efforts. As such, it outlines our strategic vision for social media activities, benchmarks current positions and future goals, and outlines content planning efforts being implemented to ensure consistent and effective online communications.

**Background:** The Colorado River District represents some 500,000 Coloradans covering 15 different counties on the Western Slope. Our constituents include a diverse group of stakeholders from all walks of life, including agricultural, municipal, industrial, recreational and environmental interests, and members of the general public.

Unfortunately for us, it can be difficult to effectively communicate the River District's mission and the importance of the work we do to our constituents. With this challenge in mind, our online communications efforts need to be carefully coordinated to ensure that we are communicating effectively with the communities we serve.

**1) Strategic Vision:** Prior to engaging in a conversation about goals and implementation of our efforts, it is important to outline the strategic vision that will define the main aim of our social media presence and guide what our future efforts will deliver.

- Identify specific audiences within the District with whom we can and should prioritize communications.
- Using content that is targeted to specific constituencies, we will test the River District's brand and key messages in an effort to shape the future growth of our social media platforms and social interactions.
- Identify key messages that will inform our social media efforts going forward.
- Significantly increase our overall reach into the communities we serve through organic & paid online activities.

2) **Current Positions and Future Goals:** Fortunately, we have a good foundation to build upon in the social media space. The River District’s Facebook, Twitter, and Instagram accounts are established and well positioned for growth.

**River District Social Media Platforms by the Numbers:**

	Jan 2017	Jan 2018
<b>Twitter</b>	797 followers	1,596 followers
<b>Facebook</b>	247 likes	587 likes
<b>Instagram</b>	N/A	139 followers

Goal	Unit of Measurement	Numerical Goal
<b>Building Community Engagement and Subscription</b> <i>Build upon current Social Media audience reach and develop new strategies to better engage our followers</i>	(By EOY 2018)	
	# of Twitter Followers	Goal: 2,500
	# of Facebook Followers	Goal: 1,800
<b>Increase Original, High-Quality Content for CRWCD Platforms</b> <i>The key to higher traffic is fresh, high quality content. Our team is working to increase the District’s cache of multimedia content (written, photo, and video).</i>	# of Instagram Followers	Goal: 600
	# of social media-oriented video posts	Goal: 1 video per quarter
	# of high resolution photo content posts	Goal: 12 per quarter
<b>Building CRWCD Visibility and Brand Identity</b> <i>Promoting the CRWCD brand is crucial to ensuring grassroots support and recognition of the District as the leading voice on Colorado River/Western Slope Water issues.</i>	# of written original content pieces	Goal: 4 per quarter
	# of branded advertisements per basin, per month	Goal: 1
	# of direct engagements per basin, per month	Goal: 150
	# of subscriptions (follows) per basin/per month	Goal: 20

**3) Content Planning and Management Priorities:** In order to meet our goals for 2018, staff is working to implement the following practices to ensure consistent social media management and to increase engagement with target audiences throughout the District:

- **Create and Maintain a Content Calendar:** Staff has developed and will draw from of a monthly content calendar to proactively plan and manage our social media communication. Advanced planning also allows us to evenly distribute content to different constituencies over the course of multiple weeks so we are not overloading any one audience.
- **Develop and Advance Water Values:** Our messaging on social media should serve to convey the District’s “water values” wherever possible. Staff has developed and is expanding a list of established value propositions, or key messaging points, that can be incorporated into the majority of our original content.
- **Use Branded Content Where Possible:** We will work to communicate to our key constituencies &/or communities with branded content as often as possible.
- **Develop Ongoing Campaigns:** We are working to develop content that speaks to specific groups of people in specific communities as often as possible. Boosted, or paid, campaigns provide an opportunity for us to reach a level of specificity that is not necessarily possible with traditional media.



# Colorado River District

*Protecting Western Colorado Water Since 1937*

## MEMORANDUM JANUARY 4, 2018

**TO:** BOARD OF DIRECTORS  
**FROM:** MARTHA MOORE  
**SUBJECT:** RIVER DISTRICT WEBSITE 2017 ANALYTICS & 2018 GOALS

*ACTION: No specific action requested with this memo*

**STRATEGIC INITIATIVE(S):**  
*I.B., D., E. and .F Outreach and Advocacy*

### ColoradoRiverDistrict.org Analytics

2016 Jan. 1 - Dec. 31: **Visitors = 21,076**      **Page views = 62,487**  
2017 Jan. 1 - Dec. 31: **Visitors = 30,060**      **Page views = 74,942**

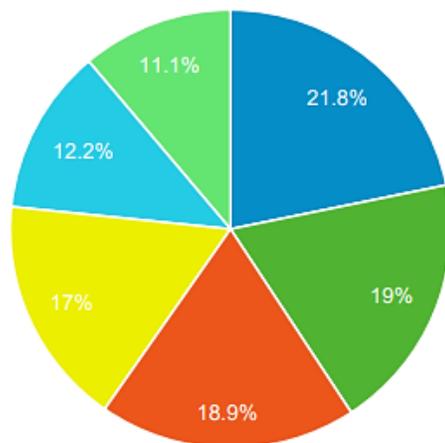
**Visitor increase of 42%**      **Page view increase of 20%**

### 2017 Analytics

**New Visitors 70%**  
**Returning Visitor 30%**

#### Age of visitors (of the 56% that could be identified)

1.	■ 25-34	21.78%
2.	■ 35-44	18.99%
3.	■ 55-64	18.90%
4.	■ 45-54	16.95%
5.	■ 18-24	12.24%
6.	■ 65+	11.13%



### Top 10 Pages visited:

1. homepage
2. water measurement
3. map gallery
4. staff
5. wolford mountain reservoir
6. annual seminar\*
7. board of directors
8. who we are
9. state of the river meetings\*
10. water conservation\*

\*indicates pages not previously in the top ten

### Pages that dropped off from being in the top ten for 2016:

- quarterly board meetings
- grant program
- water marketing

### How did they get to our site:

Searched via Google = 61%

Direct (typed in our name or clicked on a hyperlink) = 28%

Clicked link via one of our social media platforms = 3%

The remaining 8% used bing, yahoo, etc.

### What is the most popular time to visit in 2017?

Tuesdays from 9:00-10:00 am

### 2018 Goals:

Increase number of new visitors

Create (in partnership with Mike Eytel & Don Meyer) and upload interactive maps

Increase email subscribers via website contact form

Continue posting content in support of our outreach and advocacy initiatives

**Bonus fun fact:** In September 2017 our website was recognized as a finalist (earning 241 out of 300 points) in the State/Federal category of a contest sponsored by the National Association of Government Web Professionals. With this award came copies of peer and website development company reviews. Incorporation of their suggestions has begun.