



WATER22

It All Starts Here

2022 SWCD Southwest Water
Seminar

WATER22.ORG



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Water '22 is a year-long celebration of Colorado's water, dedicated to the idea that "It all starts here."

It's about Coloradans from all corners of the state, and all walks of life, recognizing the value of water, and growing in understanding of how water connects all people, upstream and downstream, past, present and future. It's about coming together as a statewide community to collectively act, in the face of drought and climate change, in order to make sure our water can meet all of the needs of today and for future generations.

2022 is a milestone year for water in Colorado.

It is the 100th anniversary of the Colorado River Compact; the 50th anniversary of the Clean Water Act; the 20th anniversary of Water Education Colorado; and the year when the 2015 Colorado Water Plan will be updated to continue our long history of ensuring high quality water to support our state's wide range of water uses and values. **Water '22 is calling upon all Coloradans to come together to collectively meet the urgency of the moment.**

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Who is behind Water '22?



- Water Education Colorado is leading campaign
- CWCB is the Supporting Partner
- 64 other sponsoring organizations
- Many more implementation partners, including the Water Information Program!
- Professional firms supporting marketing and media outreach strategies
- Other collaborators:
 - PEPO and Basin Roundtables
 - Water Educator Network
 - Colorado Humanities
 - Many more!
 - Contact water22@wateredco.org to join in.



Water '22 Campaign Goals



22 Ways TO CARE FOR COLORADO WATER IN 2022

There are easy actions you can take to keep our water clean and save 22 gallons or more every day. That adds up to over 8,000 gallons of savings per year. If every Coloradan does their part, we can save close to 48 billion gallons. That's almost 150,000 acre-feet, or the size of Horsetooth Reservoir in Fort Collins or Green Mountain Reservoir near Kremmling!



TAKE THE Water '22 Pledge!
Scan this code to visit water22.org/22ways for more info and take a pledge to commit to these simple actions to care for our water.

- **Connect Coloradans to existing and new opportunities to learn about water and how they can affect change...we can all do our part!**
- **Motivate Coloradans to become more proactive participants in Colorado's water future.**
- **Instill passion for Water programs throughout the community by maximizing visibility of Water '22 campaign messages and Water '22 events.**

Gov. Polis Proclamation and PSA



Jan. 2022 Launch: The “Year of Water”



WHEREAS, water is the lifeblood of Colorado upon which a high quality of life for all Coloradans is dependent; and

WHEREAS, water is one of Colorado's most important and precious natural resources as it is integral to our economic, social, and environmental well-being; and

WHEREAS, Colorado's rivers, lakes, and streams provide abundant recreational opportunities; and

WHEREAS, plentiful water supplies are critical for agricultural production, and all water users should work together to supply the wide range of water needs; and

WHEREAS, Colorado is experiencing the very real impacts of climate change, battling historic drought conditions; and

WHEREAS, water awareness is a fundamental step in helping the citizens and residents of Colorado understand the risks to a sustainable water future and the need to work together innovatively to stretch scarce supplies, as outlined in the Colorado Water Plan; and

WHEREAS, the year 2022 is a milestone for water in Colorado: it is the 100th anniversary of the Colorado River Compact; the 50th anniversary of the Clean Water Act; the 85th anniversary of legislation that created the Colorado Water Conservation Board, the Colorado River Water Conservation District, and the Northern Colorado Water Conservancy District; and

WHEREAS, greater awareness of water issues can be achieved through community education, celebration and activation around shared stewardship;

THEREFORE, I, Jared Polis, Governor of the State of Colorado, do hereby proclaim 2022 as the

YEAR OF WATER

in the State of Colorado,



GIVEN under my hand and the Executive Seal of the State of Colorado, this first day of January, 2022

A handwritten signature in blue ink that reads 'Jared Polis'.

Jared Polis
Governor



Activities



- **Monthly “Celebrity” PSAs and other media outreach**
- **Statewide Book Club**
 - March/April: The Water Knife by Paolo Bacigalupi
 - Virtual Author Talk – May 11th
 - Up next: The Emerald Mile by Kevin Fedarko
- **Speakers Bureau**
 - Please consider inviting a Water ‘22 Speaker to your next community event or meeting
- **Basin Beers Contest – coming this summer!**
- **Visit Water22.org to learn more and take the pledge to conserve and protect Colorado water!**

When it comes to protecting our most vital natural resource...

It all starts here, with YOU!

Show your talent and share your voice!

Water '22 Student Showcase
CALL FOR SUBMISSIONS NOW OPEN

CREATIVE WRITING · PHOTOGRAPHY · ART · MUSIC · ENGINEERING · AND MORE!



Youth Engagement



- Student Showcase - Call For Entries Open Now through Oct. 1 for K-12 students
- Water Awareness Week – April 18-22
- Toolkit for educators to engage students all week, leading up to Earth Day
- Know educators who may be interested in participating with their students?
 - Invite them to complete: bit.ly/water22youthengagement

Join the Flow
Come together with other Coloradans for a year-long celebration of our water.

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#Water22

Youth Engagement

Water '22 Student Showcase Call for Submissions

Presented by

WATER EDUCATION COLORADO

COLORADO HUMANITIES

It all starts here, with YOU! This is a call for submissions to the Water '22 Student Showcase, open to all K-12 students, ages 5-19, throughout Colorado. This *free* Student Showcase is designed to help young people connect with the value of water in daily life and the natural and built world around them, encourage critical thinking, and emphasize the crucial role young people will play as future water leaders who can help identify solutions for water sustainability. **The deadline for submissions is October 1, 2022, at 11:59 PM.**

Using whichever medium interests you most, we invite you to create a work that reflects a place, thing, or activity you cherish within your watershed, or river basin, connected to water. This place, thing, or activity could be a favorite park, an animal population that lives in the neighborhood, a hobby, a landscape feature, or a local business that is dependent on water, to name a few. You must also include a paragraph (up to 300 words) explaining the relationship between their work and the following learning objectives.

Entrants will submit their work for the Water '22 Student Showcase via the [online portal](#). We accept submissions in English or Spanish.

Notable Colorado artists, writers, and water professionals will judge submitted work. All entrants will receive a certificate. Top entrants will receive a prize. The top submissions and entrants from each Age Division and Category will also be showcased across the state using a variety of online platforms and in local venues.

For more information, please visit water22.org. Send questions to cailyn@wateredco.org.

22 Ways to Care for CO Water



TAKE THE **Water '22 Pledge!**
Scan this code to visit
water22.org/22ways for more info
and take a pledge to commit to these
simple actions to care for our water.

We are encouraging Coloradans to start by learning where their water comes from as a first step in understanding why their actions matter.

22 Ways To Care for Colorado Water in 2022

Know your water

1. Go to the source

What river or groundwater source are you drinking? Find out where your water comes from to understand why your actions matter.

Conserve water indoors

2. Lessen up while you freshen up

Shorten showers and turn off water while you brush and shave.

3. Make appliances do the dirty work

Use dishwashers and washing machines instead of handwashing and run with full loads.

4. Save water during food prep

Defrost foods in the fridge and compost waste instead of using disposal.

5. Lose the leaks

Fix running toilets and faucet drips.

6. Toss trash, don't flush it!

Trash, don't flush tissues or insects.

7. Use WaterSense low-flow fixtures

Install low-flow showerheads and faucet aerators, and look for the EPA's WaterSense label on appliances and fixtures.

Conserve water outdoors

8. Go native and limit turf

Replace thirsty grass with xeriscape landscaping.

9. Water at dawn or dusk

Water during cooler hours and avoid run-off.

10. Be sprinkler smart

Install drip irrigation, rotary nozzles and smart systems, then program seasonally.

11. Skip the crewcut on grass

Keep lawns at least 3" tall to retain moisture.

12. When it rains, use it!

Skip watering if it rains or is about to, and use rain barrels to capture rain for later use.

13. Sweep, don't spray

Use a broom, not a hose to clear sidewalks and driveways.

14. Use your voice

Talk to your property manager, HOA and local government or utility about smart outdoor watering practices.

Protect water quality

15. Go commercial to shine up your wheels

Wash your car at a commercial car wash where the water is recycled.

16. Scoop the poop and can litter

Pick up after your pet and keep trash out of waterways.

17. Don't P on your lawn

Use only slow-release, phosphorus-free fertilizer to prevent algae growth in rivers.

18. Keep streets clean of auto fluids

Fix leaky auto fluids to keep them off roads and out of rivers.

19. Let only rain down storm drains

Don't dump anything into storm sewers, which drain directly to rivers.

20. Got ice? Curb the salt

Manually clear icy walks and driveways, then use sand, not salt, sparingly and sweep up after ice melts.

21. Install a rain garden

Install a rain garden for beautiful effects and improved stormwater management.

Connect and commit

22. Stay connected

Connect with Water '22 at Water22.org and show your commitment on social media with [#water22](https://twitter.com/water22).



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Upper Gunnison River Water Conservancy District



Thank you!!