Funding Colorado’s Water Future
The Challenge

- Colorado’s population expected to reach 8.5 million by 2050
- The West experiencing 20 year drought – “aridification”
- Could face a water shortfall for one million people by mid-century

How to sustain Colorado’s character, quality of life, and robust economy in the face of increasing demand for water and diminishing supply?
The Water Plan Implementation Funding Gap (30 years)

- $20 billion
- $15 billion
- ~$3 billion
- ~$2 billion
- $100 million annual "funding gap" between 2020 and 2050
- $10 - $29 million funded annually under Prop DD between 2020 and 2050

New source
Existing state funding
Project proponents & rate payers
Funding Gap Coalition Formation

- Agriculture
- Business
- Environment
- Recreation
- Water Providers
- WATER
Water Plan Implementation Fund
Policy Committee

Kelly Brough – Denver Metro Chamber
Terry Fankhauser – Colorado Cattlemen’s Association
Russ George – Interbasin Compact Committee
Jon Goldin-Dubois – Western Resource Advocates
Tom Gougeon – Gates Family Foundation
Ted Kowalski – Walton Family Foundation
Jim Lochhead – Denver Water
Andy Mueller – Colorado River District
Funding Gap
Coalition Formation

- 2018 Keystone Policy Center convening of stakeholders

- Coalition Objectives:
  - Funding Needs
  - Fund Distribution and Governance
  - Raising Public Awareness
  - Potential Sources of Funding
Funding Needs & Distribution

- Healthy Rivers
- Watershed Health and Water Quality
- Conservation and Efficiency
- Productive Agriculture
- Infrastructure
- Colorado Compact Obligations
What do we learn from Prop DD?

- Water made the difference (83% of Yes voters did so because tax revenue will go to water plan projects)
- Addressing state water needs a top or high priority for 78% of voters – across demographics and geography
- Protecting drinking water and healthy rivers considered most important priorities
- Need for greater clarity on how funds will be spent
- 59% unfamiliar with CO Water Plan
For the love of Colorado
The Campaign

For the love of Colorado 💚

In 30 years our population will double, but our water supply won’t.

The time to act is now.
Dry River Rafting Exhibit

Outdoor Retailer Show in Denver: June 2019

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

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Installation Concept

Colorado Flag Installation
Splash Pad concept

Water is important for our quality of life.
Video Ad Concept

We’re all in this together. Let’s own the problem and give ourselves credit for being part of the solution.

“Learn more at ForTheLoveOFColorado.org”
Thank You.