

# AGENDA

## Denver Board of Water Commissioners

Denver Water Administration Building  
1600 West 12<sup>th</sup> Avenue  
Denver, CO  
Board Room, Third Floor

**Wednesday, September 11, 2019 9:00 a.m.**

---

### I. INTRODUCTORY BUSINESS

#### A. Call to Order and Determination of Quorum

#### B. Public Comment and Communications

At this point in the agenda, the Board may allow members of the public to address the Board on any item of interest within the jurisdiction of the board, and not on the agenda for action. Speakers wishing to address a specific Action Item will be invited to address the board when the item is being considered. Three minutes are allowed for each person unless the President determines otherwise.

1. Distributor Communications
2. Citizen Advisory Committee Communications

#### C. Ceremonies, Awards and Introductions

### II. ACTION ITEMS

#### A. Consent Items

Items listed below are considered routine and may be enacted by one motion and vote. If any Board member desires discussion beyond explanatory questions, or corrections to the Minutes, the President may order that item to be considered in a separate motion and vote.

1. Minutes from August 14, 2019 – Open Session
2. Minutes from August 28, 2019 – Open Session
3. Declaration of Restrictions for Long-term Site Protection of the Williams Fork River Restoration Project

#### B. Individual Approval Items

*Denver Water aspires to be the best water utility in the nation*

Integrity :: Vision :: Passion :: Excellence :: Respect



### **III. POLICY MATTERS**

- |  |                |            |
|--|----------------|------------|
| <b>A. First Reading of Proposed 2020 Rates</b> | Fletcher Davis | 15 minutes |
| <b>B. Brand Campaign Development</b>           | Kathie Dudas   | 15 minutes |

### **IV. EXECUTIVE UPDATE**

- A. CEO Update**
- B. CFO Update**
- C. Operations Update**

### **V. BRIEFING PAPERS & REPORTS**

- A. Briefing Papers**
  - 1. Brand Campaign Development
- B. Reports**

### **VI. ADJOURNMENT**

### **VII. TRUSTEE MATTERS**

### **VIII. EXECUTIVE SESSION**

The Board may adjourn the regular meeting and reconvene in executive session on topics authorized by D.R.M.C. Sec. 2-34

- A. Confidential Report D.R.M.C. Sec. 2-34**

# DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: September 11, 2019

Board Item: II-A-3

## Declaration of Restrictions for Long-term Site Protection of the Williams Fork River Restoration Project

Action by Consent

Individual Action

### **Purpose and Background:**

The Williams Fork River Restoration project serves as compensatory mitigation for the Gross Reservoir Expansion project (also referred to as the Moffat Collection System project) required by the Section 404 Permit issued by the U.S. Army Corps of Engineers. Located in Grand County, the Williams Fork River Restoration project includes stream rehabilitation of Williams Fork River on Denver Water property above and below Williams Fork Reservoir. The Section 404 Permit requires Denver Water to provide long-term site protection in the form of a deed restriction for the restored areas of the Williams Fork River Restoration project on Denver Water property.

This Declaration of Restrictions includes a total of approximately 1.22 miles of aquatic habitat of the Williams Fork River, which will be restored by Denver Water and preserved and maintained in perpetuity. The restoration project was previously approved by the Board with construction expected to be completed at the end of 2019. This Declaration of Restrictions reserves the right for Denver Water to continue to conduct landscape management, perform operations and maintenance of its infrastructure, and allows for public fishing access in the future. Public fishing access to a portion of the restored river areas will be considered in approximately five years, once the post-restoration monitoring and U.S. Army Corps of Engineers performance standards for the project have been satisfied. Board approval of this Declaration of Restrictions would enable Denver Water to satisfy this compensatory mitigation requirement for the Gross Reservoir Expansion project.

### **Budget and Schedule:**

There is no budgetary impact for this item.

### **S/MWBE Information:**

Small/Minority and Women-owned Business Enterprise goals are not applicable for this item.

### **Recommendation:**

It is recommended that the Board approve this Declaration of Restrictions for the long-term site protection of the Williams Fork River Restoration project on Denver Water property to satisfy this compensatory mitigation requirement for the Gross Reservoir Expansion project.

### **Approvals:**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> James S. Lochhead, CEO/Manager   | <input type="checkbox"/> Brian D. Good, Chief Administrative Officer             |
| <input type="checkbox"/> Julie Anderson, Chief of Staff              | <input type="checkbox"/> Mike King, Chief External Affairs Officer               |
| <input type="checkbox"/> Jessica R. Brody, General Counsel           | <input checked="" type="checkbox"/> Robert J. Mahoney, Chief Engineering Officer |
| <input type="checkbox"/> Angela C. Bricmont, Chief Financial Officer | <input type="checkbox"/> Thomas J. Roode, Chief Operations Officer               |

*Denver Water aspires to be the best water utility in the nation.*

Integrity :: Vision :: Passion :: Excellence :: Respect



# DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: September 11, 2019

Board Item: V-A-1

## Briefing Paper for Brand Campaign Development

---

### Strategic Plan Alignment

Lenses:  Customer Centric  Industry Leader  Long-Term View

The Denver Water brand campaign aligns with our Strategic Plan perspective of being a trusted organization with satisfied and supportive customers. The brand campaign will help establish Denver Water as the public's trusted source on water by actively engaging customers and communities through public education, content, media and targeted communications, all guided by the Campaign Creative Brief.

### Summary

The purpose of this briefing paper is to provide the Board an update on the brand campaign development and request approval of the Campaign Creative Brief.

The Campaign Creative Brief serves as a guiding document for the media and creative teams to develop the brand campaign, which includes messaging and creative assets, to accomplish our goals:

- 1) Elevating the importance of water among our customers.
- 2) Continuing to position Denver Water as the trusted source on water related topics.

As outlined in the Campaign Creative Brief, the brand campaign aims to elevate our customers' perception of the role water plays in our unique Colorado lifestyle and build on Denver Water's position as an industry leader and trusted source for our customers. The campaign will strengthen our connection to customers by being relevant, unique and compelling. By building an awareness of water's importance to the Colorado lifestyle and fostering a stronger relationship with the people we serve, customers will be inspired to make more informed decisions around water.

### Background

To develop the Campaign Creative Brief, our advertising agency, Pure Brand, engaged key stakeholders using a combination of an online survey and a brand workshop. Participants included Denver Water Board members, executives and staff. The data collected by these efforts, along with prior external research, were used by the marketing team and Pure Brand to generate the Campaign Creative Brief.

The Campaign Creative Brief includes overall objectives, target audience definition, a clear, concise and motivating platform for the campaign, and supporting proof points and messages. The result of this collaboration was summarized in a campaign positioning statement that will drive the work going forward: "In Colorado, water is everything. It's about thriving, not just surviving. Together, we can create a positive ripple effect that ensures our unique lifestyle for generations to come."

### Budget

The budgeted amount for the brand campaign, previously approved by the Board on May 22, 2019, for Contract 503941, is \$1,300,000 over a three-year period.

**Approach** Upon the Campaign Creative Brief approval, Pure Brand will develop concepts for the brand campaign and review with Denver Water staff in September and October. We anticipate bringing the final concepts to the Board for approval October 30, 2019.

**Owner(s)** Kathie D. Dudas, Manager of Brand and Marketing

**Attachments** Campaign Development Presentation  
Brand Campaign Creative Brief

Respectfully submitted,

Kathie Dudas, Manager of Brand and Marketing

Mike King, Chief of External Affairs