

**Public Education, Participation and Outreach Workgroup  
Of the Interbasin Compact Committee**

February 9, 2009, 2008 1-2pm  
Conference Call

Call in: (218) 486-1616 Access Code: 506001

*PEPO Workgroup Mission:*

1. *Create a process to inform, involve, and educate the public on the IBCC's activities and the progress of the inter-basin compact negotiations. This will be accomplished by communicating the vision, mechanics and relevance of the 1177 process to the general public, and securing and relying upon other groups whose focus is to provide water education to the public.*
  2. *Create a mechanism by which public input and feedback can be relayed to the Interbasin Compact Committee and compact negotiators. This will be accomplished by encouraging participation of a broad range of stakeholders through Roundtable representatives.*
  3. *Provide water education opportunities to Roundtable and IBCC members to help them make more informed decisions.*
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**MEETING AGENDA**

I. Status update on Phase 1 scope of work and Review of Phase 2 scope

II. Draft Roundtable Survey

*Update on the survey and plans for analysis*

III. Colorado's Water Supply Future Headwaters Magazine

*Nicole will give an update on the progress of the workgroup-funded Headwaters magazine and get input on how the group would like to review the content.*

IV. PEPO webpage contents

*Report from Susan Lesovsky*

IBCC Website Statistics 2008: Since August 2008 the Public Education, Participation & Outreach Group has been generating bimonthly IBCC website traffic reports. These reports are analyzed to see how users/customers navigate within the site, and the statistics can prove useful in re-design efforts. In 2008, the IBCC website had over 250,000 pages viewed, with the master calendar, the Arkansas BRT home page and the South Platte BRT home page coming in as top viewed areas. Ninety-eight percent of visitors were unique, first-time visitors between July and December, but of those 2% that are repeat visitors, 5% have been back to our site more than 25 times. 78% of visitors spend less than 3 minutes on the website, with 10% spending more than 10 minutes on the site. Most visitors to the CWCB website are within the US, but the top three countries accessing the site are Canada, the United Kingdom and Mexico (making up less than 1% of visitors).

*Ed Liaison website review*

V. Next meeting

VI. Adjourn

**Public Education, Participation and Outreach Workgroup  
Of the Interbasin Compact Committee**

**MEETING MINUTES**

December 11, 2008  
Lakewood, Colorado

**MEETING HIGHLIGHTS**

- The PEPO webpage was discussed and ideas for adding content and updating it were brainstormed
- The BRT survey will be administered at January and February meetings
- The Education Liaison roles document was discussed and will be revised for the next meeting
- The IBCC-themed Headwaters magazine is on target for publication in March

**MINUTES**

**I. Attendance**

The following people were in attendance at the meeting or by phone:

Nicole Seltzer, CFWE  
Kristin Maharg, CFWE  
Eric Hecox, CWCB  
Caroline Bradford, Colorado  
Roundtable  
Susan Lesovsky, CWCB  
George Sibley, Gunnison  
Roundtable  
Reagan Waskom, Colorado Water  
Institute  
Perry Cabot, CSU Extension  
Carl Trick II, North Platte  
Roundtable

Rita Crumpton, IBCC  
Jennifer Martin, Western Water  
Assessment  
Jeris Danielson, Arkansas  
Roundtable  
Bert Weaver, South Platte  
Roundtable  
Curran Trick, North Platte  
Roundtable  
Kent Crowder, North Platte  
Roundtable  
Jeff Crane, Colorado Watershed  
Assembly  
Dennis Reich, CSU Extension

## **II. PEPO webpage contents**

The group reviewed the PEPO webpage. Its current location is hard to find within the IBCC pages, and the group would like to make it more visible. Susan Lesovsky will make a reference to the PEPO workgroup on the main IBCC page, with a link to it. This will make it easier for the public to find the page.

Susan then gave a report of the web page analytics. Between 10/29/08 and 12/9/08 there were 4,699 total page views, 697 first time visitors and 113 repeat visitors. The group liked the report format and would like to add: visitor trends over time, and information on how long visitors stay on the page. Susan will see if this is possible to add.

Finally, the group reviewed the current content of the PEPO webpage. It is ready for an update. Eric Hecox suggested that the final deliverables from the workgroup be maintained on the site so there is a history of projects that have been completed. The group discussed including the finalized tasks and contact information for the Ed Liaisons on the page. The Ed Liaisons will be asked if they want to advertise their contact information on the page before posting. Eric also asked the group to think about when an overhaul of all text on the website (the entire IBCC site) would be needed, and what process should be used to accomplish that.

## **III. Draft Roundtable Survey**

The group took the draft Basin Roundtable survey. They took between 15 and 25 minutes to complete it. The group then went through the survey and made changes to the content. CFWE will draft an email to the BRT Chairs asking to put this on their January or February agendas. We will have results by April at the latest.

## **IV. Education Liaison Roles document**

CFWE created a list of suggested roles for Ed Liaisons from conversations with them. The group reviewed the document. Rather than a list of roles, it should be more of a menu of specific tasks that the Ed Liaisons can choose to perform. However, the Ed Liaison should discuss this list of tasks with the Chair and Secretary and come to agreement on responsibilities. Eric Hecox began to write up a list of critical tasks, CFWE will add optional tasks, and the group will discuss it at the next PEPO meeting.

## **V. Colorado's Water Supply Future *Headwaters* Magazine**

Nicole gave an update to the group on the status of the Headwaters magazine dedicated to the IBCC and Water Supply Future process. The text is due to CFWE by December 30,

and will be available for the group to review by mid-January. The publication date is currently set for early-mid March.

## **VI. Open Discussion**

### PAST MEETING HIGHLIGHTS

8/26/2008

- The workgroup discussed, adjusted and prioritized its FY2009 Scope of Work.
- The workgroup decided to focus first on discussing the role of the Roundtable Education Liaisons, creating a survey for Roundtable members on their educational needs, and review of IBCC/Roundtable documents for synthesis into information packets.

10/28/2008

- The group may need to amend its goals in light of a possible restructuring of the contract between CFWE and CDM to accomplish workgroup tasks. This will be resolved in the next week or two.
- The BRT Education Liaisons would like to have more input and direction from the PEPO workgroup on their suggested responsibilities.
- The group would like to better define who is responsible for receiving information from the BRT's and getting it posted on the IBCC website or sent via CWCB's email system. In addition, the types of information that get passed along should be discussed.
- The BRT survey will be administered to the Roundtables in January.

Task	Status
Task #1: Website refinement and maintenance	
<i>1.1.1. Review the IBCC website for completeness, user-friendliness and make suggestions to the Workgroup on how to improve its content</i>	Completed. Memo regarding website contents and suggestions for improvement included. Workgroup discussed website at 12/11 meeting and recommended some changes.
<i>1.1.2. Meet with each BRT Education Liaison to assess their website desires</i>	Memo mentioned in Task 1.1.1 circulated to all Ed Liaisons on Jan 20, 2009. Feedback is still incoming. Compilation of input from BRT's will be concurrent with survey result presentation.
<i>1.1.3. Coordinate with DNR staff to plan for adding the desired functionality to the website</i>	Susan Lesovsky has made some changes based on PEPO input. Changes based on memo and input from BRTs will come in next scope of work.
<i>1.2.1. Meet with each BRT Education Liaison to discuss development of an electronic newsletter for their basin</i>	When memo mentioned in Task 1.1.1 was circulated to all Ed Liaisons, input regarding desire for an electronic newsletter was solicited. Compilation of input from BRT's will be concurrent with survey result presentation.
<i>1.2.2. Develop a template for the electronic newsletters</i>	Development will come in next scope of work.
Task #2: Education of the public on the IBCC process and activities and creation of a mechanism for public input/feedback	
<i>2.1.1. Review all currently available information on the BRT's and IBCC and compile a memo to the Workgroup on the contents of the information packets</i>	Completed. Memo presented and discussed at 10/28 PEPO meeting.
<i>2.1.2. Develop a template of the information packets, in coordination with CDM to maintain consistent "look and feel"</i>	List of contents for information packets included. Template will be completed during next scope of work.
<i>2.1.3. Write necessary content for the information packets</i>	Writing will be completed during next scope of work.
<i>2.4.1. Convene an advisory group of IBCC and BRT representatives to guide the content of the publication</i>	Completed
<i>2.4.2. Write all text for the publication</i>	Raw text sent to DNR on January 26, 2009.
Task #3: Education of members of Roundtables and the IBCC	
<i>3.1.1. Develop survey draft for review by DNR staff, BRT Education Liaisons and PEPO members</i>	Completed.
<i>3.1.2. Coordinate with BRT Educational Liaisons to deliver the survey</i>	Completed. Survey will be delivered during January and February 2009 BRT meetings. Additionally, coordinated with Ed Liaisons to better define their roles.
<i>3.1.3. Develop on-line survey for BRT members who do not complete the survey at the BRT meeting</i>	Completed.
<i>3.1.4. Compile and analyze preliminary results</i>	Analysis will come during next scope of work.
Task #4: Facilitation of PEPO Workgroup meetings	
<i>4.1.1 Hold three PEPO Workgroup meetings</i>	Completed. Meetings were held August 26, October 28, and December 11

# Memorandum

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To: PEPO Workgroup Members

From: Colorado Foundation for Water Education

Date: January 23, 2009

**RE: Development of IBCC Information Packets**

*The PEPO workgroup has tasked the Colorado Foundation for Water Education (PEPO Workgroup FY 2009 Scope, Task 2) with the development of public information packets on the IBCC and Roundtable process. Below is an outline of current materials available and suggestions for packet contents.*

**I. Target audience**

1. Basin Roundtable Members
2. Basin Roundtable Stakeholder Groups
3. General Public
4. Media

**II. Format and presentation**

- ✓ Maintain consistent design of current IBCC materials
- ✓ Aim to include material relevant for all target audiences
- ✓ Keeping packets current is important
  - “Static” content – base materials
  - “Dynamic” content – update materials as necessary
- ✓ Electronic versions of all materials made available
- ✓ Custom design a box pocket presentation folder to hold all materials

**III. Static content**

- IBCC process fact sheet
- Questions & answers brochure
- Key contact information sheet
- “How to get involved” brochure for public
  - Incorporates mechanism for public feedback (i.e., meeting attendance information, public questionnaire, online survey)
- CFWE Headwaters issue
- WSRA guidelines
- Inventory of useful IBCC-related resources
- CD of presentations and larger files

**IV. Dynamic content**

- IBCC website [www.ibcc.state.co.us](http://www.ibcc.state.co.us)
- Changes to key contact information
- IBCC quarterly newsletters & annual reports
- Basin Roundtable factsheets
  - Major water issues, activities and reports
    - Approved WSRA grants and details
    - Status of committees
    - Meeting information
    - Newspaper articles relevant to the BRT

**V. Materials currently available to be incorporated into content**

- ✓ IBCC Annual Report 2007 & 2008
  - Interbasin compact process fact sheet
  - Quarterly newsletters
  - IBCC & BRT members
  - BRT Major Water Issues
  - Consumptive & Non-consumptive Workgroups
- ✓ IBCC website [www.ibcc.state.co.us](http://www.ibcc.state.co.us)
- ✓ Water Supply Reserve Account guidelines and applications
- ✓ IBCC overview PowerPoint presentation
- ✓ CFWE Headwaters special edition: *The IBCC Process and Colorado's Water Supply Future* (available March 2009)
- ✓ CSU Extension educational fact sheet

**VI. Materials needed to be incorporated into content**

- Website refinement
- Updated key contact information sheet
- Integrated fact sheets
  - Major BRT water issues, activities, and reports
  - IBCC-related resources
- "How to get involved" and Q&A brochure

**VII. Distribution plan**

- ✓ CWCB staff presentation at BRT and IBCC meetings
- ✓ Establish a notification plan for updated materials

**VIII. Next steps (February – April 2009)**

1. Discussion of memo at PEPO Workgroup meeting on 2/9/09
2. CFWE drafts the approved content
3. Coordination with CDM on design

# Memorandum

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To: Roundtable Education Liaisons and PEPO Workgroup Members

From: Colorado Foundation for Water Education

Date: January 27, 2009

RE: IBCC Website Content Review, <http://ibcc.state.co.us/>

*The PEPO Workgroup has tasked the Colorado Foundation for Water Education (PEPO Workgroup FY 2009 Scope, Task 1) with website refinement and maintenance. This task includes “coordination with Roundtable Education Liaisons to develop more detailed and frequently updated pages for each Basin.” Input from all Education Liaisons is being solicited and compiled concurrent with survey result presentation. Outlined below are suggestions for performing a website content review and initial feedback on the IBCC portion of the website.*

## Benefits of a website content review

- ✓ Improve content
- ✓ Reduce/consolidate content
- ✓ Make it easier and cheaper to maintain sites
- ✓ Improve browse and search
- ✓ Make it easier for users to accomplish tasks
- ✓ Improve overall user experience

## Suggested steps to review the content of the IBCC website and Basin web pages

### **I. Review content**

- a. Go through site page by page, paying particular attention to your Basin’s pages
- b. Identify content issues, problems, areas for improvement, and opportunities
- c. Make detailed notes on your findings and report them in a document

### **II. What to look for**

- a. Best practices – is content written for the Web?
- b. Date created, last reviewed, last updated
  - Is the calendar updated with Roundtable meetings?
- c. Outdated content
  - Is your Basin’s contact information updated?
- d. Content archives – will be stored in the Laserfiche WebLink database
  - “Search Previous Meeting Materials, Presentations & Documents” to find archived documents
- e. Content gaps



- f. Consolidation – is content about the same topic located in one area?
- g. Contradictory content
- h. Content posted elsewhere on the site – duplicate content
- i. Content posted elsewhere you could link to
- j. Related content/additional info
  - Are there links to related content?
  - Can we help users learn more about this topic?
- k. Format
  - Is this the best format for this content?
- l. Search optimization
  - Is content optimized for searches?
  - Is this important or popular content that requires special attention?
- m. “Information architecture”
  - Is the site organization valid?

### **Content review of IBCC website**

- I. Overall impressions
  - a. Information is clearly organized and relatively easy to navigate, however some gaps in content exist
  - b. Indicate somewhere how archived documents can be downloaded from your Laserfiche database
  - c. Make sure that all the subheadings on the currently viewed page are bold so the user knows which page they are on
  - d. Make sure the heading of the page is present and it matches which page the user is on to avoid confusion
  - e. “Helpful Links” tab is easy to miss, make it more prominent
- II. “Overview” <http://ibcc.state.co.us/Process/Overview/>
  - a. Content after the bulleted points is redundant and unnecessary
    - i. Instead, provide a link to “Basin Roundtable Membership” in the second bullet point and enlarge the BRT map (also link the map to each RT)
    - ii. Also, link to the IBCC web page in the second bullet point
  - b. Under “Helpful Links” provide links to administrative agencies and historical documents
- III. “Basin-Wide Needs Assessment” <http://ibcc.state.co.us/Process/Needs/>
  - a. Diagram is confusing (i.e., Arkansas BRT only one doing non-consumptive needs?)
  - b. “Needs Assessment” page needs to be restructures
    - i. “Consumptive needs assessment” page has a lot of information – break it up into various subheadings and provide links where appropriate (i.e., what are some IPPs?)
    - ii. You might want to provide helpful links to the BRT’s Needs Assessments

- iii. What are the challenges and regulations for non-consumptive needs? Give this whole process context for the user
  - c. “Water Supply Availability” page needs to be updated
    - i. Who is participating in this study? (task force members)
    - ii. Provide links to CDSS – what is it?
      - 1. Why only links to some Basins and not others?
- IV. “Water Supply Reserve Account”
  - a. Kind of bare – why not update this page as needed with a table of approved water activities?
- V. “PEPO” (see below)
- VI. “News”
  - a. Keep it updated with new documents, reports, and articles
    - i. Ask Roundtable Chairs to provide this information for their Basin
  - b. Include dates of recent articles – is it timely?

#### **PEPO Webpage Contents** *(from 12.11.08 minutes)*

The group reviewed the PEPO webpage. Its current location is hard to find within the IBCC pages, and the group would like to make it more visible. Susan Lesovsky will make a reference to the PEPO workgroup on the main IBCC page, with a link to it. This will make it easier for the public to find the page.

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# Memorandum

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To: Roundtable Education Liaisons

From: Colorado Foundation for Water Education

Kristin Maharg, 303.377.4433

Date: January 22, 2009

RE: IBCC Website Content Review, <http://ibcc.state.co.us/>

*The PEPO Workgroup has tasked the Colorado Foundation for Water Education (PEPO Workgroup FY 2009 Scope, Task 1) with website refinement and maintenance. This task includes “coordination with Roundtable Education Liaisons to develop more detailed and frequently updated pages for each Basin.” Input from all Education Liaisons is being solicited and submitted for review. Below is an outline of suggestions for you to perform a website content analysis. Please document your findings and send them to [kmaharg@cfwe.org](mailto:kmaharg@cfwe.org) to be incorporated into recommendations for the Workgroup and CWCB Staff.*

*This task also includes the “development of electronic communication strategies for each Roundtable to spread the word of their meetings and accomplishments.” This **e-newsletter** would be a monthly or bi-monthly update to your basin on RT activities. The Workgroup will develop a template for format and content, and then your Roundtable can decide what to include and to whom to send it. As you submit your website content review, please also indicate whether this is something that interests you? Do you think your RT members would use this form of communication?*

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- c. Make detailed notes on your findings and report them in a document

## **II. What to look for**

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- k. Format
  - Is this the best format for this content?
- l. Search optimization
  - Is content optimized for searches?
  - Is this important or popular content that requires special attention?
- m. "Information architecture"
  - Is the site organization valid?

***Thank you very much for all the good work you do!***

**Colorado Foundation for Water Education**  
**Scope of Work for the**  
**Public Education, Participation, and Outreach (PEPO)**  
**Workgroup**

**February 1, 2009 – April 30, 2009**

The Public Education, Participation, and Outreach working group (PEPO) of the Interbasin Compact Committee is tasked with:

- Creating a process to inform, involve, and educate the public on the IBCC's activities and the progress of the interbasin compact negotiations, and
- Creating a mechanism by which public input and feedback can be relayed to the Interbasin Compact Committee and compact negotiators.
- Educating IBCC and Roundtable members on water issues is also important.

Tasks covered in this budget are guided by the work group and DNR staff. Tasks identified for February 1, 2009 through April 30, 2009 include the following subtasks (shown in italics):

**Task 1            Website refinement and maintenance**

In FY2008, the work group created a web site for the Interbasin Compact Committee. To make the website as informative as possible, the work group would like to accomplish the following tasks in under this scope:

- 1.1. Coordinate with Roundtable Education Liaisons to develop more detailed and frequently updated pages for each Basin
  - 1.1.4. *Compile input from BRT and Ed Liaisons regarding desires for their webpages*
  - 1.1.5. *Coordinate with DNR staff to plan for adding desired functionality to the website*
  - 1.1.6. *Assign responsibility for delivering website updates for BRT pages to a BRT member*
- 1.2. Development of electronic communication strategies for each RT to spread the word of their meetings and accomplishments
  - 1.2.3. *Compile input from Ed Liaisons regarding desire for development of electronic newsletter for their basin*
  - 1.2.4. *For those BRT that so desire, develop a template to fit their needs*

**Task 2            Education of the public on the IBCC process and activities and creation of a mechanism for public input/feedback**

It is important that the public understand and participate in the IBCC and Roundtable process. To accomplish this, the following subtasks are defined:

- 2.1. Development of information packets on the IBCC process and activities and keeping those packets current
  - 2.1.2. *Develop a template of the information packets, in coordination with CDM, to maintain consistent “look and feel”*
  - 2.1.3. *Write necessary content for the information packets and conduct review with DNR and CDM*
  - 2.1.4. *Obtain estimate for printing and production of desired information packets*
- 2.2. Distribution of information on the IBCC process and activities through water education/stakeholder groups
- 2.3. Initiation of outreach to key community leaders and water interested citizen groups, and integrating them into the Basin RT meetings
- 2.4. Assistance in the production of a Colorado Foundation for Water Education publication on the Interbasin Compact Process and Colorado’s Water Supply Future
  - 2.4.3. *Finalize review and editing of all text for the publication*
  - 2.4.4. *Design publication and assign photography and graphics creation*
  - 2.4.5. *Print and distribute publication*
- 2.5. The creation of an external speakers bureau and use of Colorado’s media to spread the word about the IBCC and RT process and accomplishments

### **Task 3            Education of members of the Roundtable and the IBCC**

Roundtable members should adequately understand the issues both statewide and in their basin. They should also have opportunities to learn from other roundtables. This will be achieved through the following:

- 3.1. Identification of each Roundtable’s education needs through a survey
  - 3.1.4. *Compile and analyze preliminary results*
  - 3.1.5. *Author BRT-specific memos on survey results*
  - 3.1.6. *With Ed Liaisons, present results to BRTs*
  - 3.1.7. *Hold meeting with DNR/PEPO to discuss survey results and create plan of action for those results that require it*
- 3.2. Creation of an internal speaker’s bureau that reflects each RT’s education needs
  - 3.2.1. *Using survey data, develop list of statewide and BRT-specific topics and find willing speakers*
- 3.3. Distribution and development of materials for cross roundtable education and information sharing
  - 3.3.1. *Using survey data, discuss with DNR/PEPO how to better connect the BRTs and share information between them*

3.4. Coordination and facilitation of events between roundtables

*3.4.1. Using survey data, identify best opportunity for networking between BRTs*

**Task 4            Facilitation of PEPO Workgroup meetings**

4.1 CFWE Staff will schedule, attend and facilitate PEPO Workgroup meetings.

*4.1.2 Hold three PEPO Workgroup meetings*

Budget breakdowns for the following tasks is shown in Attachment 1.

Task	Education and Communications		Clerical/ Administrative		Jr. Administrative		Mileage (@federal rate)	Color Copies \$1 per copy	Total
	15 Hours	\$60/hour	18 Hours	\$50/hour	39 Hours	\$25/hour			
Task #1: Website refinement and maintenance	15 Hours	\$900	18 Hours	\$900	39 Hours	\$975			\$2,775
Task #2: Education of the public on the IBCC process and activities and creation of a mechanism for public input/feedback	40 Hours	\$2,400	125 Hours	\$6,250	40 Hours	\$1,000	\$1,000	\$5,000	\$15,650
Task #3: Education of members of Roundtables and the IBCC	15 Hours	\$900	32 Hours	\$1,600	35 Hours	\$875	\$1,000	\$750	\$5,125
Task #4: Faciliation of PEPO Workgroup meetings	15 Hours	\$900	4 Hours	\$200			\$350		\$1,450

**TOTAL****\$25,000**