

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

Sunday March 15, 2009 3-6pm  
DJ Basin Board Room  
Radisson Hotel & Conference Center  
1900 Ken Pratt Blvd.  
Longmont, CO.

Call in: 1 866 921 2204 Access Code: \*8652111\*

Note: the room is in the hotel, not in the conference center next door

*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. 3:00 Mingle, introductions
- II. 3:15 Southwest BRT Nonconsumptive needs public meetings
- III. 3:45 Draft Roundtable Survey  
*Update on the survey and plans for analysis*
- IV. 4:15 Colorado's Water Supply Future Headwaters Magazine  
*Nicole will give an update on the progress of the workgroup-funded Headwaters magazine.*
- V. 4:30 Ed Liaison Roles Document (p. 6)  
*Kristin will review a revised draft of the roles document*
- VI. 5:00 PEPO webpage (p. 8)  
*The group will review recent proposed changes to the site, brainstorm additional changes, and discuss options for revamping the site in the near future.*
- VII. 5:45 Next meeting
- VIII. 6:00 Adjourn

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

**MEETING MINUTES**

February 9, 2009  
Conference Call

**MEETING HIGHLIGHTS**

- The BRT survey will be ready for analysis in mid-March and results will be presented to the roundtables in spring.
- The IBCC edition of Headwaters will be available for distribution in late March
- The group wants to focus on the IBCC website at their next meeting to discuss how to make it more useful for the general public

**MINUTES**

**I. Attendance**

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

Nicole Seltzer, CFWE	Carl Trick II, North Platte
Kristin Maharg, CFWE	Roundtable
Jacob Bornstein, CWCB	Rita Crumpton, IBCC
Caroline Bradford, Colorado	Dennis Reich, CSU Extension
Roundtable	Jenny Russell, Southwest
Susan Lesovsky, CWCB	Roundtable

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

Nicole Seltzer reviewed the work completed in the Phase 1 Scope, and went over the Phase 2 Scope, which runs through April 30, 2009. CFWE is currently waiting for CWCB to finalize the contracts for Feb 1-April 30, which should be done soon. The workgroup has full funding to operate through April 30. Funding for the Phase 3 Scope (May 1-June 30) will be based on Severance Tax projections that will be available in mid-March. Rita made sure the group knew that Susan Lesovsky's time on website work is not included in the PEPO budget, so we are getting additional support from CWCB beyond the money in the PEPO budget.

**III. Draft Roundtable Survey**

Kristin Maharg gave the group an update on the Roundtable survey. It has been administered to almost all Basin Roundtables, and will be complete in mid-March. BRT members not at their respective meetings will take the survey on-line. Several people have done so. CFWE has received about 150 surveys to

date. We will present the results to the BRT's in Spring 2009. Carl Trick asked if analysis of the survey is in the Phase 2 Scope of work. It is in there, and all analysis work will be completed by April 30.

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

Nicole Seltzer gave the group an update on the edition of Headwaters magazine funded by the workgroup. The text is in draft form and will be circulated to the workgroup shortly. Eric would like to distribute the edition at the March 16 IBCC meeting, but this will be a difficult task for CFWE to complete. Nicole will make a call in the next few days on the delivery date of the magazine. (UPDATE: to preserve the high quality of the publication and to allow adequate time for review by the BRT's, the publication will be available in late March).

#### **V. PEPO webpage contents**

Susan Lesovsky went over her written update on the web statistics for the IBCC pages: 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).

The group discussed the above information, especially the fact that 79% of visitors stay on the site for less than 3 minutes. This could signal that the site is not set up appropriately for the general public, or that the site is well-suited for the roundtable members, as they are finding information quickly. The site was written more for BRT members than the general public, and the workgroup would like to spend additional time on this topic at their next meeting.

Rita Crumpton asked if there was a way to compare visits from 2007 to 2008 so we can present that data to the IBCC in March. Susan said she would look at those statistics and see if she thought they were useful. (UPDATE: Susan ran the comparison statistics for 9/1/07-12/31/07 and 9/1/08-12/31/08. Due to differences in how the web stats tool was used prior to mid-2008, the 2007 information is not useful to compare to the 2008 data. She believes that the information given above is the appropriate information to communicate to the IBCC in March.

Kristin Maharg then told the group that the Ed Liaisons were asked to do a website review for their basin's pages. We will incorporate any feedback we get into the results that are presented on the surveys in April. Jenny Russell asked if there was a way for CWCB or the PEPO Workgroup to help elevate the tasks of the Ed Liaisons within the Basin Roundtables, as she is having difficulty getting information from her Chair and Secretary to put on the website. Kristin discussed the development of the "Ed Liaison Roles" document, and how it may be a good starting point for a discussion of this issue between the Ed Liaisons and the BRT Officers. Eric Hecox is currently working on this document and it will be ready for the next meeting.

In addition to input on the basin pages, each Ed Liaison was asked if their roundtable would have any interest in development of a quarterly e-newsletter that they could use to circulate information to their stakeholders and the public. CFWE has received little feedback to date, but will pursue this in March and April.

#### **VI. Next meeting**

The group's next meeting will be at the Longmont Radisson on Sunday, March 15<sup>th</sup> from 4-6pm.

#### **VII. Adjourn**

### 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.

December 11, 2008

- 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

# Memorandum

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To: PEPO Workgroup Members

From: Colorado Foundation for Water Education

Date: March 15, 2009

Subject: Suggested Roles for Education Liaisons

*Informational interviews were conducted with the Education Liaisons to learn what they perceive as their role and what their Roundtable is doing in terms of education. Overall, they would like to have more input and direction from the PEPO Workgroup on suggestions for their responsibilities. However, the Workgroup would like to preserve the “bottom up” approach of the Roundtables and not merely dictate tasks to the Education Liaisons, but rather clarify their roles. We can do this by providing a “menu” of the suggested roles so that each basin can choose which tasks are most necessary for their activities.*

## DRAFT

To: Basin Roundtable Chairperson, Education Liaison and Secretary

From: Public Education, Participation, and Outreach (PEPO) Workgroup of the IBCC

Subject: Education and Outreach Tasks of the Basin Roundtables

*The PEPO Workgroup has created a working document on the education and outreach-related roles and responsibilities of the Basin Roundtables. This document incorporates comments from CWCB staff, the PEPO Workgroup and the current Education Liaisons, but it is intended to evolve as the Roundtables develop their priorities for education and outreach activities. Overall, the Workgroup discovered that the Roundtables would like more input and direction on how they can fulfill their educational mission.*

*Most importantly, the role of the Education Liaison is to maintain consistent communication between their Roundtable and CWCB, as well as the public. The “integral tasks” outlined below are critical in fulfilling this role, and the Workgroup recommends that the Education Liaisons perform these roles. Secondly, the role of the Education Liaison is to facilitate education of the Roundtable itself and thus “additional tasks” are recommended as well.*

*The Chairperson, Education Liaison and Secretary of each Roundtable should use this document as a menu of tasks that can be performed by the Education Liaisons. These individuals should internally discuss which tasks are most important to ensure a high-functioning Roundtable and consistent communication with CWCB staff and the IBCC.*

<b>Integral Tasks: <i>Maintaining Consistent Communication</i></b>	
<b>Prior to Roundtable Meeting</b>	Make sure the agenda is available to the public at least one week ahead of time by sending it to CWCB staff for posting on the basin webpage
	Review the agenda and encourage local stakeholders to attend the meeting if agenda items correspond to their interests
<b>At Roundtable Meeting</b>	Distribute education and outreach-related materials to all members
	Obtain any distributed materials or presentations and forward them (preferably in electronic format) to CWCB staff for posting on the Roundtable's website
<b>After Roundtable Meeting</b>	Provide brief written summaries to CWCB staff and/or local news organizations of any highlights of the meeting
<b>Ongoing</b>	Bi-annually review the Roundtable's webpage for timely and accurate information and submit changes in content and updated reports to CWCB staff
	Coordinate cross-Basin Roundtable education and outreach activities if appropriate

<b>Additional Tasks: <i>Educating the Roundtable and Their Constituency</i></b>	
<b>Facilitate Education of the Roundtable</b>	Coordinate with the Chairperson to address the educational needs of the Roundtable (i.e. deliver suggested presentations, develop an education committee)
	Update the PEPO Workgroup of Roundtable educational activities
	Report to PEPO on the Roundtable's desired educational activities (if more than one roundtable is requesting similar education, PEPO can help coordinate)
	Provide assistance for members to effectively report back to their constituency on Roundtable processes and activities
	Communicate to PEPO and CWCB staff any ideas and/or information needs for helping members effectively report back to their constituency
<b>Facilitate Education of the Basin's Public</b>	Integrate water-interested citizens into the Roundtable meetings
	Develop and deliver educational presentations and materials to relevant stakeholder groups (i.e. outreach to academic institutions)
	Promote media relations in the basin by incorporating reporters into the meetings

## Meeting Notes from 3/2/09 regarding IBCC webpage

Attendees: Susan Lesovsky (CWCB), Nicole Seltzer (CFWE) and Kristin Maharg (CFWE)

The purpose of the meeting was to review the IBCC website for short and long-term content changes. The Public Education, Participation and Outreach Workgroup have asked for the website to be a major agenda item at its 3/15/09 meeting.

CWCB will likely overhaul both the SWSI and IBCC pages in the next year or so. In the mean time, there are many short-term fixes that are not labor intensive that can improve the IBCC website. The current site caters more to IBCC and Basin Roundtable members than it does members of the public. The PEPO workgroup would like to discuss ways that the site can be more dynamic, less static and draw the public in more.

In her February 9, 2009 report to the workgroup, Susan Lesovsky stated that “78% of visitors spend less than 3 minutes on the website, with 10% spending more than 10 minutes on the site.” To find out more about this, Susan looked into whether the website analytics tool could track which pages those who stay on the site for longer periods of time are visiting. Unfortunately, the tool cannot distinguish between visitors in this way.

Susan was able to compile a number of statistics from the time period July 2008-December 2008, however, that give us some information about how the site is used.

The data lets us infer that the IBCC website is primarily used by Roundtable members or affiliated parties for specific purposes. We believe this for several reasons:

- The top viewed areas are the master calendar and the Arkansas and South Platte BRT homepages;
- Almost half of website visitors are entering the site without a referral, which means they likely have a bookmark to their entrance page. The other half is referred to the site through a search engine or state of Colorado website, although there is a lack of an IBCC weblink on the CWCB and DNR websites. Susan has since added a link to the IBCC pages from the CWCB site;
- 70% of visitors are viewing three pages or less during their session. Likewise, 30% of visitors are viewing four pages or more. We can assume the latter group is navigating through the site to find information about the IBCC;
- The top three paths traveled by visitors are the homepage only (9.64%), the master calendar only (2.81%), and the homepage to the master calendar (1.89%). This suggests that either visitors arrive at the homepage and do not find what they are looking for, or they go directly to the calendar to look up meeting times.
- The notion that visitors use the website for a specific piece of information is strengthened by high bounce rate reports, which illustrate that visitors enter certain pages (i.e. calendar page, various WSRA pages, and various Major Water Issues pages) and then exit without viewing any other pages on the site.

For all these reasons, it is apparent that the majority of website users consists of Roundtable members or affiliated parties looking for something specific, who leave the site thereafter. CFWE and CWCB believe that the PEPO Workgroup may want to discuss re-design methods that would drive traffic

deeper into the website and engage the general public visitor to a greater degree. Recommended changes include the following:

- Announcements or recent news can be posted on the IBCC and Roundtable home and calendar pages to draw visitors into the website (i.e. special reports, news articles, grant approvals). This information should be updated monthly.
- Consolidate website content to make it easier to navigate and increase visitor retention (i.e. each roundtable does not need their own calendar)
- Place the “Helpful Links” section in a more visible location and create a “Frequently Asked Questions” page
- Link to current documents such as agendas and recent grants on the basin homepage instead of making the visitor search the Laser fiche tool

After implementation of these changes, running subsequent website analytic reports may reveal the effectiveness of these changes.

To facilitate workgroup discussion, Susan mocked up a new page for the Colorado Basin Roundtable, with help from Jim Pokrandt. She gave it a quick “face lift” to make it more user friendly. The new site gives direct links to recent meeting minutes and agendas, roundtable membership and recent Water Supply Reserve Account grants. In addition, the text on the page was refocused from geography of the basin, to information that is more descriptive of the roundtable’s current activities and priorities.

One consistent problem noted by the workgroup is that many of the roundtables do not post agendas, minutes, presentations, etc. in a timely manner. Susan also compiled information on which pages have been recently updated. The new roundtable page format, if adopted, will provide incentive for the roundtables to more frequently update their pages.