

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

September 14, 2009

Steamboat Grand Hotel; Steamboat Springs, CO

MEETING MINUTES

Attendance

Denis Reich – CSU-Extension
Caroline Bradford – Colorado BRT
Jacob Bornstein – CWCB
Jeff Crane – CWA
Carl Trick – North Platte BRT
Susan Lesovsky – CWCB

Nicole Seltzer – CFWE
Kristin Maharg – CFWE
Jeris Danielson – Arkansas BRT
Jim Yahn – South Platte BRT
Judy Lopez – Rio Grande BRT
Jenny Russell – Southwest BRT

I. Approve minutes from 07/01/09 PEPO meeting

Jeris moved to approve the minutes, Jeff seconded and the minutes were approved.

II. Updates

a. Education Liaison Workshop

CFWE held a workshop for the Education Liaisons and Basin Roundtable Chairpersons to discuss educational priorities with CWCB for the coming year. We received constructive feedback from all and it was a great opportunity to share the educational experiences for each Roundtable.

All Ed Liaisons except Jenny Russell and Perry Cabot were at the workshop including four RT Chairs. There was a desire for greater cohesion between the RTs and the workgroup. It was a productive meeting and one outcome was to develop an action plan for each Roundtable's educational goals. Judy commented that the workshop was great and the survey has helped the Rio Grande focus its priorities. She asked about the status of an education budget for each RT. Jacob indicated that these funds are included in the RFP for the next scope.

b. Basin Roundtable Education Survey Presentations

CFWE has presented to all Roundtables except for one. The IBCC survey presentation is on 9/14 as well. Some of the presentations resulted in productive discussions on how to move forward with educational activities. Input from members will be incorporated into the final report.

Caroline asked which Roundtables were the most engaged in the survey presentations. Kristin indicated that the Colorado and the Rio Grande gave the most feedback. The Arkansas had time constraints for the discussion period. She commented that perhaps the other RTs needed more time to process the results and think about education. Likewise, there wasn't much response from the IBCC presentation. Carl said that although there is valuable information in the survey results, he agrees with Nicole that the Roundtables need to be pushed to use it and not let it set on the shelf. Jeris commented that the Arkansas survey proved that water quality is a high educational need and this is an important consideration for future RT activities. Jim Yahn thinks that we need an Ed Liaison on the Roundtable that is excited and dedicated to education otherwise the process won't go anywhere. Nicole noted that the development of Education Action Plans will likely help identify the best person for this position if they aren't already engaged.

c. IBCC Website Revision

CWCB is redesigning their website, which includes the integration of the IBCC website into the CWCB website. The consultant's preliminary evaluation of the IBCC website is attached.

Susan informed the group that CWCB is re-designing their website. The IBCC website will be combined with the CWCB website since there is redundant information on both sites and it would increase traffic from one site to the other. The new format for the IBCC website is not finalized but they are working on it with the consultant. She reminded the group of the analytics which suggest that the audience for the website is really the Roundtable members and not the general public. Carl noted that initially there was conflict in doing so but now the CWCB/IBCC marriage is complete and it makes sense to combine the websites. Nicole asked how we can give the Roundtables more flexibility and ownership in posting information on their basin pages. Susan said that each BRT page doesn't have to be the same and that the new website won't be ready for at least six months. Jacob reminded the group that the survey shows that members don't use the website extensively so it is appropriate to put our focus elsewhere.

d. Progress on Current Scope of Work

CFWE will briefly review the status of the current scope of work's tasks.

Kristin reviewed CFWE's progress on the current scope of work. Jeff asked if all Roundtable members received a copy of the IBCC Headwaters. Nicole replied that yes, a stack of magazines was brought to all Roundtables. Nicole thought that about 75% of them are on the Headwaters mailing list but she will have the CFWE office check on that number. The group discussed if Headwaters is the right vehicle for disseminating water information, given the survey shows that members prefer "interactive and collaborative" information. Since the audience of Headwaters is water professionals, there is good penetration and people generally

read it. If we are trying to target another audience, it's not the right method. Nicole informed the group that CFWE creates information that could be presented in various formats, not just printed materials. Just like CWCB created a workshop on DSS, we could develop an interstate compact series, for example. Jacob also told the group that CWCB is considering two education-related WSRA grants for the Yampa RT.

III. Re-shaping the PEPO Workgroup structure

The Workgroup will discuss the process for re-structuring this group. Based on feedback from the Education Liaison Workshop and CWCB, it is recommended that there be greater cohesion between the Workgroup and the Ed Liaisons. The idea is to include the Ed Liaisons as members of the PEPO Workgroup so there is more consistent communication and representation to meet statewide educational needs.

Jacob led a discussion on the restructuring of the workgroup. The Education Liaisons will now be considered as full committee members, which will create a stronger connection between the Roundtables and the workgroup/IBCC. All thought that this is a good move. Kristin mentioned Judy's ideas on travel reimbursement and Jacob responded that his office will clarify what expenses will be reimbursed so all have equal treatment. We could also have fewer in-person meetings to save on travel expenses. In terms of the Chair selection, Jacob likes the idea of having a rotating chair that is an Ed Liaison. Caroline suggested that he send out a proposal to everyone and it will be discussed at the next meeting.

IV. BRT Education Survey Final Report

CFWE will solicit feedback on the survey report's format and content, which will include educational recommendations. The report will be submitted by the end of October.

Kristin asked for feedback on the format of the final report. The idea is to provide a 3-ring binder with tabs for each basin. Carl noted that the recommendations are the most important parts, which requires a good executive summary with basin-specific sections. Kristin will draft the report and send it to CWCB and PEPO for at least a week of review. Carl suggested that the CFWE Board receive a presentation on this project. Nicole and Kristin agreed as their Board has not been very involved in the PEPO work (except for Reagan and Rita, and now Taylor).

V. Website Submission Memo

The Workgroup will discuss the deadlines and tasks outlined in the memo, which will be submitted to all Roundtables in regards to posting documents and updates to the website.

Kristin reviewed the website submission memo and made notes of revisions to be made before CWCB uses it in communicating with the Roundtables. Nicole shared with the group the Yampa's system of distributing documents (i.e. the recent resolution) to their mass email list. Caroline commented that the Colorado RT would use that process in distributing their information.

VI. Draft RFP

CWCB will present the draft RFP for the PEPO Workgroup's FY2010 tasks and ask for feedback.

Kristin and Nicole then left the meeting while Jacob reviewed the Request for Proposals with the workgroup.

The meeting adjourned at 7:45 p.m.

Memorandum

To: Basin Roundtable Chairperson, Education Liaison and Secretary

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

Date: September 14, 2009

Subject: Website Submission Process

The purpose of this memo is to outline the expected schedule for submitting Roundtable-related documents to be posted on the IBCC website. Timely submission of agendas, minutes, and other documents will ensure consistent communication between your Roundtable, CWCB staff and your basin's public. In addition, please use the suggested language for the document's title, making it easier to search for documents in CWCB's Laserfiche search tool. It is also requested that you provide annual updates to the content of your Roundtable's web pages. Presentations delivered at Roundtable meetings will be highlighted on the website as well. We greatly appreciate your cooperation with the website submission process.

All documents shall be e-mailed to the following staff:

Viola Bralish, Administrative Assistant
Intrastate Water Management and Development, CWCB
Phone: (303)-866-3441 ext. 3206
viola.bralish@state.co.us

DOCUMENT	DATE TO BE SUBMITTED	LANGUAGE FOR TITLE	EXAMPLE LANGUAGE
Meeting Date, Location & Notice	At least two (2) weeks prior to meeting	[Month/Year][Basin Name][“Notice”]	January 2009 Colorado BRT Notice
Meeting Agenda	At least one (1) week prior to meeting	[Month/Year][Basin Name][“Agenda”]	February 2009 Rio Grande BRT Agenda
Meeting Minutes	No more than one (1) week after minutes are approved	[Month/Year][Basin Name][“Minutes”]	March 2009 South Platte BRT Minutes
Meeting Presentations	Within one (1) week after presentation is delivered	[Month/Year][Basin Name][Presentation Name]	April 2009 Arkansas BRT Water Quality
WSRA Activities; Needs Assessments Reports; Correspondence; Press	Within a timely manner as completed	[Date][Basin Name][Document Type]	January 2009 Gunnison BRT NCNA final
Website Updates	Annual basis	N/A	N/A

9/11/2009

Evaluation of the IBCC Website

Overview

The current IBCC website provides information primarily for the Basin Roundtable members and those interested in decisions of the roundtables. This information is organized in a basin by basin structure. There are also links on the home page to the event calendar, what is new on the website, a basin map with hotlinks, a generic text area and a area designated as Interbasin compact process. When clicking on each link there is a landing page that generally provides overview information with a few links. Most links on the site open new pages that link back to the CWCB website.

The basin links on the home page have a number of menu items below that are the same for each basin: Needs Assessment, Water Activities & the Water Supply Reserve Account, Subcommittees and Calendar. Each link has a landing page with, which is mostly generic text and links to other pages. These links are consistent, with the navigation links provided under each basin.

Review of the log files for the site over the last year (August 2008 to August 2009) reveals the following statistics:

Page Viewing

Unique Users: 4923

Visits: 8935

Page views: 32,243

Daily average visits: 24.41

Daily average page views: 88.1

Browser Usage

Internet Explorer	----- 68%	IE 7.0 accounts for 63% of this
Firefox 23%	
Safari 5%	

Screen and Color

96% of screens are 1024x768 or greater.

1024x768 29%

1280x1024 22%

1280x800 14%

1440x900 8%

1680x1050 7%

32 bit Color 86%

24 bit Color 10%

Connection Speeds

Unknown 42%

T1 20%

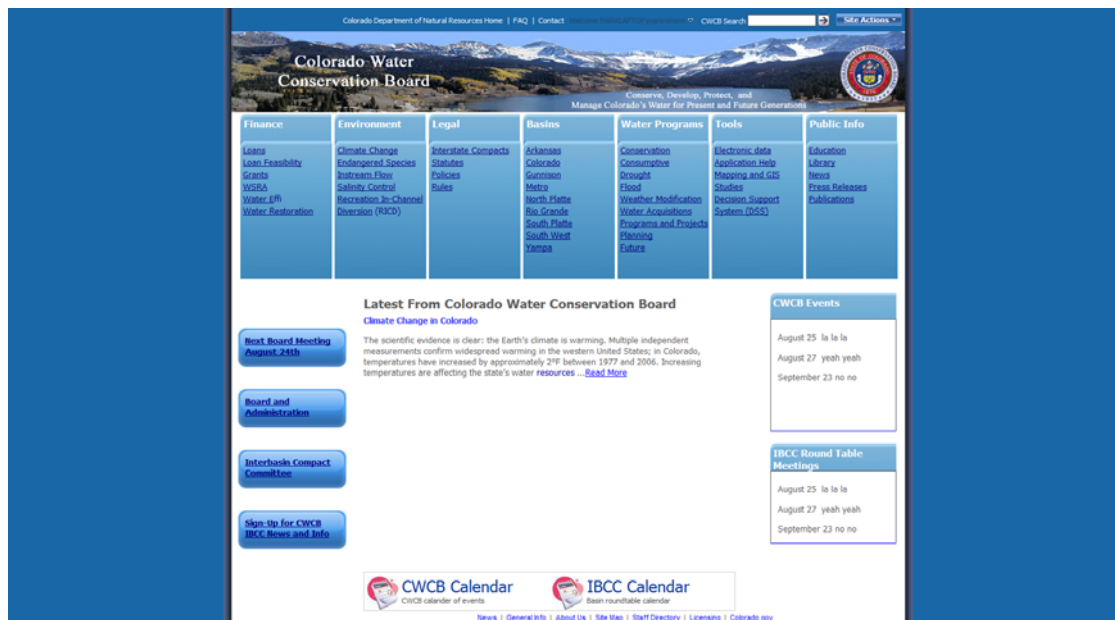
Cable 18%

DSL 15%

Dialup..... 3%

First impression:

The organization by basin seems to fit the structure of the IBCC data and website well. The integration of the IBCC website into the CWCB site seems natural and appropriate. Utilizing the Basins as a header for the integration at first seemed correct. ('Demo image below')



Although this seemed correct, further discussion with the individual sections of the CWCB and examination of the sites' content, the Basin header does not seem to fit. All menu headers that have been discussed serve as data holders or buckets that contain unique information; Basins would primarily be an area which would serve as an index to other data holders. The consensus from the CWCB sections is that there are menu headers that would hold the basin specific information, and that the Basin header would fit better under the IBCC specific area of the website. In order to create a consistent interface, the Basin header should be moved under the IBCC section, which will be able to be reached from the IBCC button on the home page.

Current Website Evaluation:

Home page

Initial eye focus on the home page looks to be the image of the hand on the right side of the banner. The first menu that gets focus seems to be the top menu with Home, News, Calendar, Water Education Links and Contact Us. The Interbasin Compact Process and Choose your Basin menus are focused on after the page is scanned.

The text Colorado Water for the 21st Century is repeated three times on the first page and is not one of the top ten search engine queries. The only reason to do this is to achieve better search rankings. The content on the home page is static text and doesn't create interest to return users.

Applications

The only application that has been identified for conversion is the Calendar application. This application is currently a Visual Studio 2003 application (.Net 1.1) and will need to be converted to Visual Studio 2008 (.Net 3.5). This will be very similar or the same as the conversion that needs to be done for CWCBC. The data entry portion of the application will remain the same, with only the MCMS controls being converted and modified.

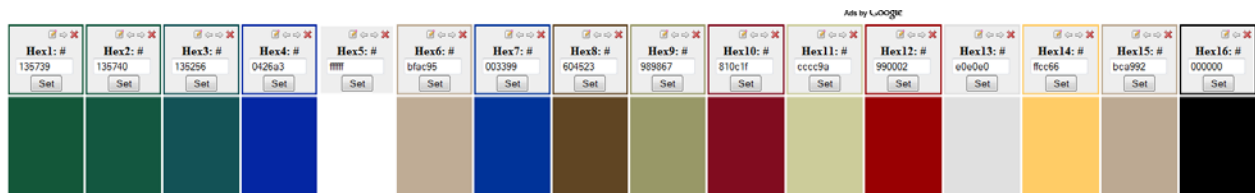
Fonts and text

Text contrast and size is good for readability with the possible exception of the left side menus, which have a reddish brown text (#810C1F) and could be hard to read for some. Overall font size of 11 points is adequate for readability. The fonts are fixed size, which doesn't allow the user to resize the fonts. This is preferred because the layouts will stay the same and not change if the user changes the font size. The font family is Verdana, which is provided by both PC and Mac and is available to all major browsers.

Navigation

Navigation is consistent throughout the site, which helps make the site easy to navigate. The internal page menus have an overlap by the search button, which makes the menu header hard to read. Breadcrumbs are used throughout the site which also helps the users navigate. The home menu item is available on all pages and is easy to locate.

Colors



Above are the colors currently used in the website. The colors are complimentary, but a number of the colors are so close that they should be consolidated. Overall the colors are neutral and calming.

Links

The links throughout the site seem well maintained; broken links are not an issue.

Accountability

Contact us links are available on all pages, on the top header link menu and footer link menu. The user is left to figure out who to email. In most cases this should be adequate but in an ideal world links to emails would be available without look up.

Dates of updates

There are a few articles that track the date they were entered or updated. Meetings are maintained this way and it is a good policy to date any factual information that is maintained on the website.

Recommendations:

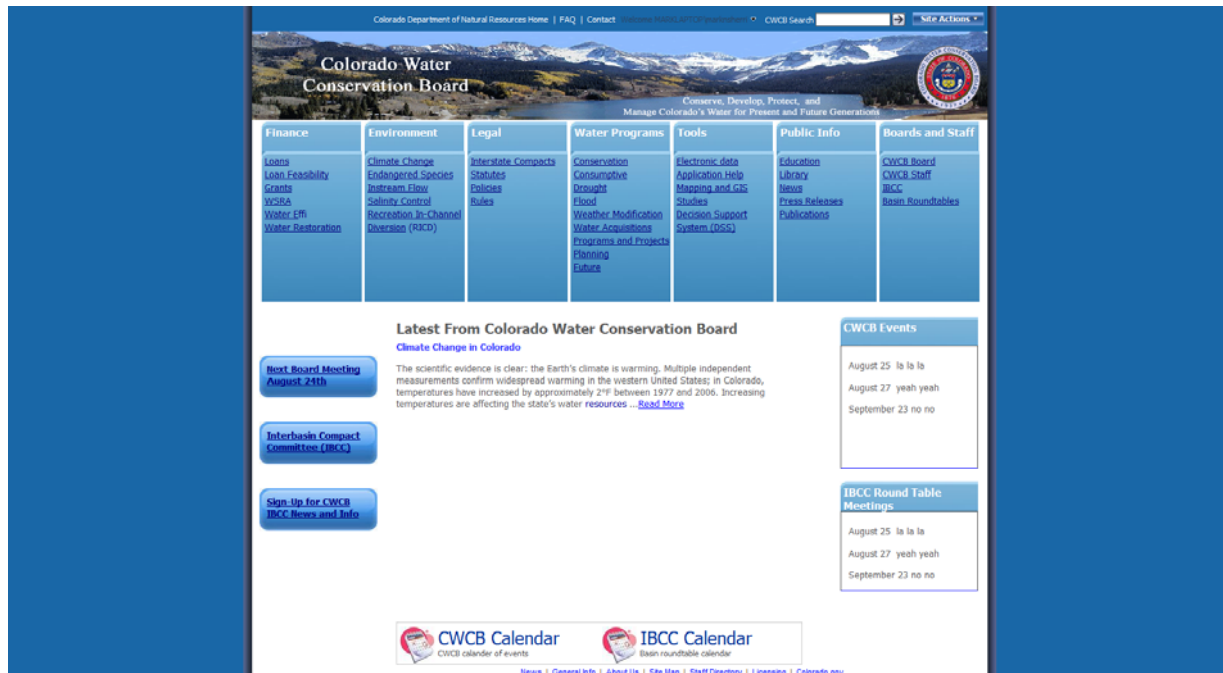
1. Combine IBCC and CWCB Sites:

There are a number of reasons we see as beneficial to combine the sites.

- The IBCC site currently has less than one tenth of the visitors that CWCB does so additional exposure will be built in.
- Users of IBCC information will get the added benefit of being exposed to all the information provided by the CWCB.
- Almost all the data links in the current IBCC site open pages in the CWCB site; combining the sites will keep the user in a single site, which will ease the user navigation.
- Maintenance will be decreased with a single site.

2. CWCB Navigation for IBCC:

- Navigation should be provided from a number of sources.
- IBCC events will be displayed on the home page, with links to the calendars.
- The IBCC calendar should be easily accessible from the home page.
- A button should be provided to quickly get to an IBCC specific area. (The button should have a facsimile of the IBCC logo.)
- Data provided by the IBCC should be integrated into the menu areas of the home page and linked to from IBCC specific pages.
- The CWCB/IBCC Insider subscription link should be available on the home page. A Board and Staff menu category should be added to the CWCB home page, which will include links to IBCC members, Roundtables and staff.



The above is a demo only and graphics, fonts are subject to change.

3. Contact Us links should be maintained throughout the site and conform to the Contact Us standard that will be used for CWCB.
4. Redundant and boiler plate page text should be removed as much as possible. Each page should have value to it and give the user pertinent information. Static information should be shortened to a paragraph and use a Read More link.
5. Internal pages from the IBCC button can still be divided by basins. The changes that Susan was incorporating should be used for these pages as much as possible. Fonts and graphics should follow the standards used by the rest of the CWCB site.
6. Calendar application or control needs to be converted to the current .Net version 3.5.

Additional Comments:

As this project progresses, additions and/or revisions to this document are expected.