

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

**March 4, 2010
1:00 – 5:00 p.m.**

Board Room at the Double Tree Hotel
3202 Quebec St. Denver, CO

Teleconference: 1-866-921-2204
Access Code: *8652111*

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. 1:00 Convene and introductions
- II. 1:15 Approve minutes from 09/14/2009 PEPO meeting (see attached)
- III. 1:30 Updates

a. Basin Roundtable Education Survey Report

CFWE will present the educational recommendations of the final report. Copies will be distributed to members and basin roundtables to use as a reference and benchmark in developing their education action plans.

b. RFP Process and Current Scope of Work

CFWE will briefly review the new scope of work and upcoming activities for PEPO (see attached). Future discussion will take place for members interested in providing input for the "new member orientation program."

IV. 2:00 Roundtable education

CFWE will solicit input on the process for identifying and selecting roundtables that require assistance to create or strengthen an education and outreach committee, thereby setting up the framework for the Education Action Plans and related funding requests. A sub-committee will be formed for further discussions if needed.

V. 3:00 Break

VI. 3:15 Statewide priorities

The group will brainstorm potential formats and topics for statewide educational initiatives that facilitate moving towards water supply solutions. A sub-committee will be formed for further discussions if needed.

VII. 4:15 Scholarships

PEPO will decide upon educational events and programs for which to provide a total of \$5,000 for roundtable and IBCC member attendance.

VIII. 4:45 Upcoming meetings

The group will set a 2010 meeting plan, defining the goals and schedule for PEPO meetings.

IX. 5:00 Adjourn

**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.

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

February 1, 2010 – June 30, 2010

The Public Education, Participation, and Outreach Workgroup (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
- 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

Tasks covered in this budget are guided by the PEPO Workgroup and CWCB staff. Tasks identified for February 1, 2010 through June 30, 2010 include the following tasks and subtasks:

Task 1. PEPO Facilitation

1.1. CFWE will schedule, attend and facilitate PEPO Workgroup meetings

1.1.1. CFWE will develop a bi-annual meeting plan that defines the goals and schedule for PEPO meetings

1.1.2. CFWE will hold two (2) PEPO meeting. The first will be a half-day workshop on 3/4/10 to define PEPO goals and discuss statewide educational priorities. The second meeting date will be decided at the first meeting.

1.2. CFWE will attend all IBCC meetings during this scope of work period

1.2.1. CFWE will attend three IBCC meetings: 3/5/10 in Denver; late April meeting TBA; and 6/17/10 in Summit County.

Deliverables: Bi-annual meeting plan; two facilitated PEPO meetings; attendance of three IBCC meetings

Task 2. Education Action Plans

2.1. Creation of Education and Outreach Committees

2.1.1. CFWE will work with CWCB to identify up to six (6) roundtables that require assistance to create or strengthen an education and outreach committee

2.1.2. CFWE will schedule a meeting with the Education Liaison and Chairperson of the identified roundtables to set up committee membership and educational goals

2.2. Creation of Education Action Plans (EAP)

2.2.1. CFWE will create a template to be used in developing the roundtables' Education Action Plans

2.3. Process for Education Action Plan Funding Requests

2.3.1. CFWE will develop and draft a submittal process for \$16,000 in state funds to be used to implement the EAP's

Deliverables: One meeting each for six roundtables (total of six meetings); committee membership and goals document; EAP template; submittal process for education budgets

Task 3. Statewide Educational Priority Development

3.1. Educational Priority Brainstorming

3.1.1. CFWE will convene a planning meeting to begin brainstorming potential formats and topics for the Statewide Priorities

3.1.2. CFWE will draft descriptions of the potential Statewide Priorities for circulation to PEPO and gather their input

Deliverables: One brainstorming meeting; memo on possible statewide initiatives

Task 4. Basin Roundtable Support

4.1. New Member Orientation

4.1.1. CFWE will interview at least 18 new and old roundtable and IBCC members on the components to be included in a new member orientation program for roundtable and IBCC members

4.1.2. CFWE will provide recommendations to CWCB and PEPO on the components of an orientation program

4.2. Director's Notebook

4.2.1. CFWE will update the information in approximately 300 existing Director's Notebooks based upon the input received in Task 4.1.1. It is assumed that a copy of CFWE's latest Citizen's Guide on Interstate Compacts will be included in all updated notebooks.

4.2.2. CFWE will create approximately 50 additional copies of the Director's Notebook for members who do not have one.

4.3. Scholarship Fund

3.3.1. CFWE will work with CWCB staff to develop a selection process and advertise availability of the \$5,000 scholarship fund for roundtable and IBCC members to attend educational events and programs

Deliverables: At least 18 informational meetings; recommendations memo; 300 updated notebooks; 50 new notebooks; selection process and advertisement of scholarships