

**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

**Attendees:** Kristin Maharg and Nicole Seltzer (CFWE), Jeff Crane (Colorado Watershed Assembly), Jacob Bornstein and Eric Hecox (CWCB), Alex Clayton (interested public), Burt Weaver (South Platte), Perry Cabot (Arkansas), Carl Trick (N. Platte), Kent Crowder (IBCC, N. Platte), Tom Acre (Metro)

**Absent:** Taylor Hawes (IBCC), Jeff Devere (IBCC), Reagan Waskom (Water Institute), Debbie Alpe (North Platte), Paul Strong (Yampa/White/Green), Caroline Bradford (Colorado), George Sibley (Gunnison), Jenny Russell (Southwest), Judy Lopez (Rio Grande)

**MEETING MINUTES  
(Underlined text denotes action items)**

I. Agenda review and approve minutes from 09/14/2009 PEPO meeting

CFWE/CWCB structured today's agenda to reflect the new Scope of Work. There are several items for which CFWE needs PEPO input to move forward. Bert asked if/when the memo regarding Ed Liaison responsibilities was completed. CFWE/CWCB completed this memo last year. Eric suggested we re-send this memo to all Ed Liaisons notifying them of their position on PEPO. Kent would like this memo sent to all Roundtable chairs as well. Eric agreed, and that we will make sure to do this. Jeris asked if the PEPO has reporting requirements on their educational activities to ensure that our educational legislative mandate is being met. The Education Action Plans will meet this need, though will not be a requirement of all roundtables.

The group was missing a few members, but felt there was critical mass. CFWE/CWCB will follow up with these members. Jacob mentioned that a new change is that Ed Liaisons are now official PEPO members. Carl Trick asked if all Ed Liaisons know this, and how this was communicated. There was an email that went out, but it might be good to make sure to let all IBCC members know this at their next meeting so they can report back to their roundtables. Minutes: Carl moved to approve them. Jeff seconded. The minutes were approved.

II. Updates

a. Basin Roundtable Education Survey Report

Kristin gave each attendee a copy of the 2009 survey. She pointed out the Statewide Recommendations section on page 16. These include:

- There is an apparent education gap in areas like water quality, river restoration, drought planning, climate variability, and interstate compacts. We need to decide how relevant each topic is to roundtable/IBCC work, and whether this is still the case.

- Roundtable members prefer interactive education such as presentations, face-to-face meetings, etc. PEPO should strive to provide these types of education opportunities.
- 87% of respondents think they are less than sufficiently effective at education of the public on the roundtable process. A big question is why do we want to involve the public, rather than having them attend a meeting for no real purpose. Eric feels that the process is now ready to take the step towards public education and is impressed with some efforts by the South Platte and Arkansas groups in presenting the work they have accomplished in the last three years.
- A logical next step is to form Education and Outreach Committees that will be responsible for forming Action Plans for their education/outreach activities. CWCB will provide a small budget for each committee (application based) that they can use to help fund their activities. Nicole asked if a roundtable, for a larger project, could submit their own WSRA grant request. They cannot be their own fiscal agent, but can have an outside third party handle the application and management of the grant.
- Keep the focus of educational programs on solutions to issues that the roundtables are focusing on.

How should this be given back to the Roundtable? All have already been given presentations. CFWE will get copies to all Ed Liaisons and hopes that they will report back to the Roundtable that the report is final and that it will be used in the development of Action Plans. In addition, the Ed Liaison should discuss how we are “re-engaging” educational activities. Perry feels that just saying the report is available will not resonate with people. We should use it in the preparation of a larger set of goals. Eric agreed, but a short 5-minute update to the roundtable that will prepare them for educational activities “ramping up” will be useful. Kent thinks that adding a 5-10minute update from the Ed Liaison at each meeting would be useful. CWCB will make sure to post it on-line. In addition, the North Platte sees success from sending information out to their communities, rather than just keeping it internal to the roundtable. Perry commented that we should also try to make sure the newspapers are present.

Carl asked whether an example “Education Action Plan” would be useful for the roundtables. There have not been any done yet, but we have a list of the types of activities that could be included. CFWE/CWCB can come up with an example template if desired.

#### b. RFP Process and Current Scope of Work

Kristin walked the group through the adopted CFWE Scope of Work which runs through June and answered the questions that arose. Carl Trick wanted to make sure that, when the six roundtables are selected for Action Plan assistance, we do not make any of the roundtables feel “left out”. There will be an opportunity for all nine roundtables at some point, but there is currently only enough money and time in the scope to adequately work with six. Perry asked about the disconnect between the roundtables educating about their needs assessments and the PEPO group educating about the process. How do we solve this? Jacob thinks that by bringing the Ed Liaisons into the PEPO, we are solving this problem.

### III. 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. There are several

approaches to selecting which roundtables PEPO should work with to create Action Plans. We could pick those that are already successful in order to demonstrate success early on and pave the group for other roundtables, or we could select those that need a bit more help. Eric thinks we should put the request out there and let those roundtables that are ready and willing to engage in education rise to the top. Jeff wonders if those that need more help shouldn't be the ones we focus on. Carl noted that we do expect all nine to eventually create Action Plans, so we can say that for those who do not get in on the first round there is a second opportunity. Communication could be:

- We want all 9 roundtables to eventually create an Action Plan, though we can only work with 6 in the first year
- We could set a deadline for the roundtables to submit: 1)the name(s) of the people that the roundtable will have work on this, and 2)general expectations and desired accomplishments for an Action Plan process.

This ensures that we are focusing on those that are engaged in the idea because there is no point in CFWE/CWCB spending resources if there is no interest from a particular roundtable. Jacob pointed out that we are flexible in this approach, so if there were more or less roundtable support, we can adapt.

Next steps: We will add this announcement to the list of things that we will communicate to the Ed Liaisons and Roundtable Chairs. We will do an email with a phone call follow up. CFWE can do this and will work with CWCB to figure out the schedule.

Bert Weaver added that the gap he perceives is education of middle-college students on the roundtable process. He believes this is a serious gap that affects the purpose of the roundtable effort and its mandate to educate the public. All of the infrastructure projects we talk about building take decades to build so we need to focus some efforts on getting high school students better educated on water development. Jacob noted that this is a great example of one type of activity the roundtables could chose to undertake for their education initiatives. Nicole also noted that one of PEPO's statewide education initiatives could be focused on students.

#### IV. Statewide priorities

PEPO brainstormed potential formats and topics for statewide educational initiatives that facilitate moving towards water supply solutions. Kristin directed the group to pages 10-11 in the survey (Areas of Low Water Knowledge) as a start. CFWE does a lot of statewide education programs and are excited about this project. Should we start with format, topics or audience?

Jeff relayed some input he received regarding concern that PEPO is not educating the public about the IBCC process. The group's focus initially was on educating the roundtable members, and he would like us to broaden our scope beyond that. Can we focus on the "water interested public"? Eric said that we could model something after CFWE's recent Legislative Lunch on water supply. We could develop a package of materials that anyone could use to give a presentation. Nicole compared this to the approach Al Gore took in training presenters to show the film "An Inconvenient Truth." There was a lot of energy around this idea.

Perry commented that the roundtables have a good "product" in their needs assessments. He would like us to focus our efforts on that topic rather than something more internal that they need education on. Jacob agreed, and that this is where we want the action plans to go. Should the

statewide priorities focus on the same thing or something differently? Eric noted that we could help deliver the needs assessment results cross-roundtable so that those in one basin understand what other basins need. CFWE/CWCB has discussed doing a statewide symposium to educate all roundtable members on what the process has accomplished.

Tom asked what is the point of our education efforts. Solutions. Do we educate the public about “what is the problem” so that when the water community begins to try to implement solutions they are ready to hear it? Nicole said it reminded her of the California marketing plan a few years ago to communicate that the state was in crisis to prepare them for passing a slew of water legislation and new funding. But the timing has to be right on this type of approach so that your marketing is aimed at getting people to DO something like support an initiative. Carl noted that we are premature in this type of outreach because the IBCC has not yet even made decisions on what they support and want to implement.

The message could be: get involved. There are many organizations in your community working to manage your water resource and solve problems. Learn about the issue and become involved. Kristin said that perhaps we need to ask the IBCC what message is it that we want to convey. The message today is “this is an important issue and we are working on it.”

Jacob went back to the question of audience and what result we want to accomplish with each audience. Nicole asked Kristin to talk about her work with the Water Education Task Force, which is a group of water educators that are talking about large-scale statewide water education programs. One group was very focused on social media, another was taking about training teachers in water science, another on assessment of education programs, etc.

Carl noted that perhaps we should focus some of our efforts on legislators and municipal officials through contact with CCI and CML. Eric thinks that a “canned” presentation that can be given by people around the state would be useful. His office receives many requests to talk and cannot fill them all. There are hundreds of potential volunteers to do this. Would we train them? Yes, but it is tough to control what people say so we cannot think we have more control that we actually do. Carl liked the idea of including video clips and interviews from people across the state.

Jacob asked if the group thought that a statewide gathering of roundtable members would be useful. Many felt that it would not be well attended and that most of the roundtables are only interested in learning about the work of adjacent roundtables. They already do this if there is a need. Eric noted that there might be a need for some of the IBCC work to be filtered down to the roundtables, because for example work on the portfolios has not been trickling down. Nicole wondered if there was interest in learning about what other roundtables are doing, how they approach certain tasks, etc... because all are supposed to be working on roughly the same path. Feedback that Eric gets is that people enjoy cross-roundtable meetings. One goal of this process is to break down walls between different parts of the state and this is perhaps one way to accomplish it. Kent thinks that we should have the Ed Liaisons bring this idea to the roundtables and get their feedback on how/if it would be a good idea.

## V. Scholarships

CWCB has \$5,000 to budget for scholarships for roundtable/IBCC members to attend conferences, workshops, etc in 2010. In 2009 we used these funds for the Gunnison Water Workshop and the CFWE Tour. The goal is to facilitate transfer of information between basins, and having those members who use the scholarships report back to their roundtables. But we also want to facilitate people attending smaller events like the South Platte or Arkansas Forum. If you

want to attend a smaller, out of basin forum then there is scholarship money available for registration only on a first-come, first-served basis. \$2,000 total at \$75/person or less. Remaining \$3,000 is for registration for statewide event where 75% of registration will be covered. We want one person from each roundtable, but will allow more than one if one roundtable does not express interest. CFWE/CWCB will develop a list of statewide possibilities that qualify and people can choose which one they want to attend.

## VI. Upcoming meetings

We would like to set an annual meeting plan for 2010. IBCC is meeting:

April 22

Thursday, June 17 (Chatfield conflict)

Monday, August 30

Thursday, Oct 14

Wednesday, Dec 1

What do we need to accomplish: get more focused on the statewide priorities and check-in on progress with the Action Plans. We will plan on a PEPO meeting in conjunction with each IBCC meeting (starting in June) and if we do not need it we will cancel. They will be the day before.

## ACTION ITEMS

- Eric suggested we re-send this memo to all Ed Liaisons notifying them of their position on PEPO. Kent would like this memo sent to all Roundtable chairs as well. Eric agreed, and that we will make sure to do this.
- Carl Trick asked if all Ed Liaisons know this, and how this was communicated. There was an email that went out, but it might be good to make sure to let all IBCC members know this at their next meeting so they can report back to their roundtables.
- CFWE will get copies to all Ed Liaisons and hopes that they will report back to the Roundtable that the report is final and that it will be used in the development of Action Plans. In addition, the Ed Liaison should discuss how we are “re-engaging” educational activities
- CWCB will make sure to post the survey on-line.
- CFWE/CWCB can come up with an example template for the Education Action Plan.
- Next steps: We will add an announcement about the EAP to the list of things that we will communicate to the Ed Liaisons and Roundtable Chairs. We will do an email with a phone call follow up. CFWE can do this and will work with CWCB to figure out the schedule.
- CFWE/CWCB will develop a list of statewide and local conference/event possibilities that qualify for a scholarship and people can choose which one they want to attend.
- CFWE/CWCB will refine ideas on the statewide education priorities