

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

**June 22, 2011
5:00-7:00pm**

**Hotel Colorado
Glenwood Springs, CO**

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 MINUTES

Attendees:

Kristin Maharg, CFWE
Jacob Bornstein, CWCB
Eric Hecox, CWCB
Jennifer Gimbel, CWCB
Deb Burrell, CWCB
Heather Bergman, Peak Facilitation
Mikaela Gregg, Peak Facilitation
Denis Reich, CSU-Extension
Perry Cabot, Arkansas
Caroline Bradford, Colorado

Ken Neubecker, Colorado
Carl Trick, IBCC
Jeff Devere, IBCC
Travis Smith, IBCC
Jeris Danielson, IBCC
Jay Winner, IBCC
Wayne Vanderschuere, IBCC
Steve Harris, IBCC
Mike Shimmin, IBCC

This is a joint meeting of PEPO and the Conservation Subcommittee of the IBCC. Jay gave some background on why this meeting is occurring. Public outreach for each leg of the stool is needed to move forward. PEPO work has been great so far, including focusing on the roundtable process, internal education and developing Education Action Plans for each basin. How do we now reach a broader audience? PEPO's mission and the language within the legislation were referenced.

The Interbasin Compact Committee shall develop a public education, participation and outreach working group. The PEPO working group shall: (a)

Create a process to inform, involve, and educate the public on the IBCC's activities and progress of the IBCC; and (b) create a mechanism by which public input and feedback can be relayed to the IBCC and compact negotiators.

In the statutes of HB 05-1177, each basin roundtable has powers and responsibilities that include the following:

"(c) ... Basin roundtables shall actively seek the input and advice of affected local governments, water providers, and other interested stakeholders and persons in establishing its needs assessment, and shall propose projects or methods for meeting those needs.

(d) Serve as a forum for education and debate regarding methods for meeting water supply needs; and

(e) As needed, establish roundtable subcommittees or other mechanisms to facilitate dialogue and resolution of issues and conflicts within the basin."

Jeff informed the group that the conservation subcommittee wants to engage a whole new set of stakeholders (i.e. land use, CCI) that are making decisions on how people live and use water. It's time to improve how we use water, which will likely be a decrease in consumption. The paradigm has stated "let's save water" but we can evolve that into "you can do this forever" by implementing processes and methods to allow for perpetual use. It's all about branding the message. Jeff differentiated between the general public and specific players – the latter doesn't necessarily need a PR campaign but we do need to coordinate the messages.

Jay agrees that we need to broaden the audience and narrow the scope of the message such as educating the public at the lowest level (i.e. savings of low flow toilets). He is also very interested in educating youth as the future decision makers. Mike noted that bringing together historically different perspectives and messages need to come from the water providers, not just those preaching conservation. We need participation from the technical, economic and political sides to present the facts on the social reality of conservation. Right now there is not much common ground.

Kristin circled back to the original question of how PEPO can assist in developing a strategy to address the conservation subcommittee's first recommendation:

"The State should educate and promote stewardship of water resources that recognizes water's critical role in supporting the quality of life and economic prosperity of all Coloradans. Develop unified statewide messaging about water and water conservation that is consistent, sustained, and simple."

This meeting attempts to determine whether these two committees are the right relationship for the job. PEPO does not have the capacity to develop a professional marketing strategy and taking a role in conservation. Other efforts are happening at CWCB, which Eric proceeded to review. There is \$150K in the CWCB budget to complete a scoping study that addresses the 2008 Water Education Task Force report's recommendation to develop statewide public awareness messages about water resources. Jennifer said that CWCB wants to avoid duplication of water education

programs they are supporting (PEPO contract, Water 2012 WSRA grant, and the Value of Water campaign).

Kristin then reviewed the relevant tasks in the FY2012 PEPO scope of work:

3.1. Develop Public Outreach Process

CFWE will coordinate PEPO's activities with the IBCC subcommittees to engage outreach to appropriate audiences and gain feedback on the development of the IBCC's recommendations. PEPO's role will be a support mechanism in the process. Approaches may include outreach mechanisms outlined in the March 3rd Statewide Summit Survey.

3.2. Leverage with Statewide Outreach Initiatives

CFWE will work with PEPO and the roundtables to define and pursue mechanisms for integrating and leveraging the work of the 1177 process with other outreach tools such as Water 2012 activities, the statewide media campaign, and others.

Jacob noted that task 3.1 may include supporting basin-to-basin outreach mechanisms, such as those outlined in the Metro and Colorado basin reports. Perry likes this direction but we still need a specific message to take to the public. Carl pointed out that PEPO's work has been internally focused and they struggle with how to reach the general public. Eric noted that a successful campaign focuses on specific action items to achieve behavior change. The IBCC and roundtables haven't all agreed on the specific message nor intended actions, with the exception that there is a Gap and the status quo leads to an undesirable future. Therefore, Denis thinks that PEPO needs to keep their efforts focused on what the roundtable process is doing to promote water conservation. The group agreed that PEPO's capacity is more appropriate to continue pursuing targeted outreach rather than a broad public messaging campaign.

Heather wondered if we can do a gap analysis of what outreach efforts are not currently being done and what audiences are not being reached. Then we can start there with PEPO task 3.1. Mike thinks that PEPO can develop messaging tools that the roundtable members can use in communicating with their stakeholders. That way there is some consistency across the state. Caroline agrees but noted that in addition to each basic message, every basin will want to add their unique messages. Perry suggested a salient basic message is the interconnectedness of water. Deb told the group that the market research component of the Value of Water campaign will tell us who the target audience is and the specific messages. We should look at those results and use them to garner public and private support. Jennifer agrees that this process is intended to give us a roadmap to follow over the coming years. The scoping report will be done within a few weeks and so we can look at it in more detail then.

Mike pointed out we need a short, medium and long-term plan. In the short-term, let's take the message of SWSI conclusions and the status quo to Water 2012 for integration. This will be the foundation for supporting a state water plan. By the time that plan is developed, we'll know more about specific messages. Travis thinks the Education Action Plans will help us get focused. For instance, the language is important. Use "shortage" instead of "the Gap". Carl noted that the time

is right with the Governor's priorities. Mike pointed at the other conservation recommendations as needing specific political action and outreach strategies.

The group agreed to the following next steps. Wayne will deliver the joint PEPO/conservation report at the June 23 IBCC meeting:

1. There will be another joint meeting this summer to understand the components of the state's campaign roadmap and Water 2012 to help determine what is currently happening.
2. We will look for ways to integrate into those efforts to meet the needs of PEPO and conservation as well as integration into the other IBCC subcommittee's future outreach work.
3. The messages will be broader than conservation (i.e. status quo is unacceptable to meet the Gap) but they need to reach a broad public forum.
4. We will look at the specific outreach needs for the other conservation recommendations such as indoor plumbing codes. Moving those forward will take significant education and outreach efforts.