

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

**August 18, 2011
3:00-5:00pm**

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.*

MEETING AGENDA

- I. 3:00 Convene & introductions
- II. 3:05 Approve minutes from 06/22/2011 PEPO/conservation meeting (page 2)
- III. 3:10 PEPO's path forward in developing IBCC outreach mechanisms (page 6)

Review the scope of work, meeting schedule and discuss PEPO's capacity to guide feedback on the subcommittee recommendations and implementation (i.e. outreach to regional groups and public interpretation of IBCC information).

- IV. 3:45 Water 2012 Displays (page 8)

Review the process for the action plans, including the importance for leveraging with new and existing partnerships as well as integrating Water 2012 (_ preview site) activities. Guidelines to request, develop and host displays in 2012 will be presented.

- V. 4:15 Education Action Plan Reports (see attached presentation)

The Rio Grande Basin Roundtable will showcase their education and outreach activities, including funding for a coordinator. Other basin representatives will report on their upcoming activities and support needs. Other methods to promote cross-sharing of basin activities will be determined (i.e. statewide education forum).

- VI. 5:00 Adjourn

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

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

**Hotel Colorado
Glenwood Springs, CO**

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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.

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

July 1, 2011 – June 30, 2012

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 July 1, 2011 through June 30, 2012 include the following tasks:

Task 1. PEPO Facilitation

1.1. Schedule, Attend, Develop Meeting Agendas and Materials, and Facilitate PEPO Workgroup Meetings

CFWE will hold five (5) PEPO meetings in conjunction with IBCC meetings. At these meetings, CFWE will lead PEPO through value proposition exercises in which opportunities and mechanisms to engage outside groups will be defined.

1.2. Attendance at IBCC Meetings

CFWE will attend and present at up to two (2) IBCC meetings during this scope of work period.

1.3. Planning Meetings with CWCB

CFWE will meet with CWCB up to six (6) times to plan for PEPO activities, discuss task progress, etc.

Deliverables: Five facilitated PEPO meetings; Attendance and presentations at two IBCC meetings; Up to six planning meetings

Task 2. Basin Roundtable Support

2.1. Support the Implementation of Education Action Plans

2.1.1. CFWE will meet with nine (9) Education & Outreach Committees of the roundtables to provide strategic development of their Education Action Plan.

Each committee will identify and pursue current and future partnerships in order to build upon existing water education infrastructure within and between basins.

2.1.2. CFWE will assist all roundtables in implementing their Education Action Plans. The plans will be shared with the public to promote open and collaborative education and outreach.

2.2. Education Action Plan Funding Requests

CFWE will assist each roundtable on the process for receiving funding assistance from CWCB on a completed Education Action Plan. CFWE will also advise in finding appropriate funding sources to further implement the EAP, such as a WSRA grant.

Deliverables: One meeting with each of nine roundtables; Nine revised and completed Education Action Plans; Creation of web-based document sharing; Applications from up to nine roundtables for EAP funding

Task 3. Statewide Educational Priorities

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 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.

3.3. Plan the Statewide Roundtable Summit

CFWE will use the feedback from the first Statewide Roundtable Summit to plan the objectives, date, format and content of the next Summit.

3.4. Identification of Future PEPO Initiatives

CFWE will present a year-end review of accomplishments and identify what next education, outreach, and public participation steps are needed to help move forward recommendations stemming out of the 1177 process.

Deliverables: Public outreach recommendations from PEPO to IBCC subcommittees to increase public feedback and involvement; Inclusion of roundtable work in statewide water education initiatives; Date and draft agenda for Summit; Year-end review memo

DATE: August 15, 2011
TO: Basin Roundtables, Education Liaisons
FROM: Colorado Water 2012, Libraries & Museums Committee



SUBJECT: Colorado Water 2012 Campaign – Invitation to Host a Display

As you may already know, the preparations for Colorado's Water 2012 campaign are very much underway, and we are excited about the upcoming year-long focus on water. Our goal is to engage every community in a statewide celebration of water, its uses, and its value: past present and future. CFWE is spearheading the collaborative coalition of more than 200 individuals, representing over 150 organizations.

We want to reach all types of people in order to share the great resources available to learn about water, showcase the exemplary models of collaborative decision-making, and pathways to become proactive participants in Colorado's water future. So, we are sending invitations to water providers, libraries, museums and the basin roundtables to join the campaign by displaying an educational traveling exhibit. Ideally, the display will correlate with other water celebrations in each community.

We invite the roundtables as a group of community leaders to select contiguous two-week periods during which time you would display the educational exhibit. This is an opportunity for you to reach out and coordinate with your basin stakeholders and partners! Please complete and return the enclosed request form at your earliest convenience, **preferably by September 26**. We will then set up a master calendar (on a first come, first served basis), determine how many displays we need to purchase and how additional funding can be secured to cover additional display costs and transportation. The scheduling of displays will be arranged on a first come, first served basis.

Here are a few more details about the traveling display to help you:

- The display is a table-top model and fits on a 6 foot table
- The full size is 72" wide x 59.5" high
- The weight of the display is 51 lbs., not including the carrying case
- On one side, 1/3 of the exhibit will be available for information provided by the basin roundtables (SWSI data, maps, photos, meeting dates) and 2/3 is covered by a huge poster created by volunteer students at the Art Institute of Colorado.
- The other side is blank and covered with fabric so that local water-related documents, posters, book lists, photos, etc. can be temporarily attached with Velcro
- The Colorado State Library courier service will be delivering and picking up the display at local libraries after each two-week "premier engagement." The cost of transportation, as well as the cost to purchase six displays, is covered by a grant received from Xcel Energy Foundation.

Thank you for your assistance!

Liz Gardener and Christel Webb – Committee co-chairs (303-628-6325)

You can read more about Colorado Water2012 and all the other planned activities on the web at www.water2012.org

**COLORADO WATER 2012
Request for Traveling Exhibit**



YES, we are interested in displaying the traveling exhibit!

Basin Roundtable:

Contact Name:

Phone:

Email:

Address:

We would be interested in the display during the following two-week periods:

We have reached out to our local stakeholders and the display will be used in conjunction with the following community activity or event(s):

We plan to showcase the following information on the area dedicated to our basin roundtable:

Please return this form to: liz.gardener@denverwater.org

Requests are considered on a first come, first served basis