

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

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

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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Attendees:

Kristin Maharg, CFWE
Jacob Bornstein, CWCB
Reagan Waskom, CSU
Denise Rue-Pastin, Southwest
Eric Hecox, CWCB
Perry Cabot, Arkansas
Mikaela Gregg, Peak Facilitation
Caroline Bradford, Colorado

Hannah Holm, Water Center
Deb Burrell, CWCB
Tom Acre, Metro
Deb Alpe, North Platte
Denis Reich, CSU
Judy Lopez, Rio Grande
Jeff Devere, Yampa/White/Green

MEETING MINUTES

There were no corrections to the 06/22/2011 PEPO/conservation meeting minutes.

PEPO's Role in Statewide Outreach Mechanisms

The group reviewed their scope of work, meeting schedule and discussed their capacity to guide feedback on the subcommittee recommendations and implementation. Kristin asked for reactions to the joint PEPO and conservation meeting. Caroline understood that we're waiting for CWCB's materials and how our activities can complement one another. Eric stated that the Value of Water report is in draft form and being reviewed by senior leadership (Mike King, John Stulp and Jennifer Gimbel). It will be ready end of September. Caroline asked what the scope is of the Value of Water report. CWCB asked a consultant how to approach the Water Education Task Force's recommendation on a statewide messaging campaign. What would it look like and what steps do we need to take? The content is broader than just water supply challenges. Jacob

added the campaign will communicate that water is a scarce and valuable resource whereas IBCC message is about meeting future demands and balancing needs.

Perry is confused on how we operate within the mandate of outreach for conservation. Does PEPO change our mission to get involved in this work? Kristin sees cross-over between this work – we can communicate to the public what is going on in the IBCC and basin roundtables, some of that will be Value of Water but some can be done now. Jacob agreed and asked how we can we craft messages that are already done. What are the common elements of that information? Tom thinks this is useful to translate and interpret that information into simple messages for the public.

Eric reviewed the development of PEPO. Educating roundtable members has been great. Now it's time to take findings of the 1177 process and fill the public outreach charge by taking that information to the non-water community. Denis thinks we can tell the story that the water community is working together in an organized process for the short and long term. Eric noted that it's difficult to craft a message around something that is still fluid (the subcommittees are not in complete agreement) so let's take work that does have agreement and wait until others are more unified.

Judy thinks it's a good direction to go and wants to know if we are going to create a single message or regional messages. We can do a little bit of both as there may be a difference in what we think they message should be and what the IBCC landed on for their message. Tom added that we can allow people to insert regional messages and tailor messages to the specific audiences. Kristin thinks this would look like a presentation template with basic and consistent messages and the ability to add local interest. She will provide more involved assistance on how to develop the template, identifying the contacts in each basin, and building partnerships.

So what are key messages? Caroline is concerned that we are not a professional marketing group. Are we biting off more than we can chew? Kristin clarified that this is instead of working with the conservation subcommittee at this point, stepping back and do more regional, targeted presentation. The key work is outreach and not marketing

Many of the roundtables are already doing this within their basin which provides additional capacity and resources. What is PEPO doing as a statewide entity? Perry said we need to articulate which of the existing information we'll take on the road and to whom. Judy thinks we can also simply define who PEPO is as a team of water educators. The "we" ends after these meetings when we're back at the roundtable meetings.

Mechanisms to communicate our message:

- presentations
- partnerships
- professional newsletters ("water corner", get info to others that are not within industry)
- social media for non experts, rolled into Water 2012
- systematic outreach to civic groups and local government, network of partners to take information on the road, turn into a newsletter
- radio, making sure that those get out via podcasts
- relationships with local newspapers to cover stories, could be a media package with ready material, look at blogs as well, submit commentaries and editorials

- look at model in Rio Grande, RT members on the road

Kristin will digest this into a few options and pick a path forward with CWCB. We will look at last week of September at a central location for the next meeting to refine these mechanisms.

Water 2012 Displays

Kristin reviewed the process for the action plans, including the importance for leveraging with new and existing partnerships as well as integrating Water 2012 activities. She presented the guidelines to request, develop and host displays in 2012 and asked for commitments from the roundtables by September 30. There is also the opportunity to purchase a single display for your basin to use. Perry asked for a template of items to include on the 1/3 panel of the display. Jacob will work with CFWE on this and find a way to get good quality prints.

Education Action Plan Reports

The Rio Grande Basin Roundtable showcased their education and outreach activities, including funding for a coordinator. Judy's group submitted \$28K WSRA proposal for coordination and support of education activities in 2012.

Arkansas had a meeting to scope out their own proposal and fast track it through the needs assessment committee. They have received other contributors (11.5K so far) and the 25K WSRA grant was submitted by Lower Arkansas. It sounds like there are proposals in the works for the Metro, Gunnison and Colorado basins. Several commented that it's impossible for one person to travel around the state and the more we can partner and connect with local capacity, the more effective the programs will be.

Jacob reminded the group on the specific criteria for WSRA guidelines: each task needs to relate to sharing the water needs and solutions for future challenges. The grants should develop a theme that's focused on that for each task. In addition, there is \$1800 per roundtable again this year that can be for anything that relates to Education Action Plans

The meeting adjourned at 4:50pm.