

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

**September 12, 2011 Report to the IBCC**

*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.

*PEPO Workgroup Members:*

- IBCC reps: Carl Trick, Jeris Danielson, Jeff Devere, Travis Smith, Jay Winner
  - Education Liaisons: Caroline Bradford, Debbie Alpe, George Sibley, Denise Rue-Pastin, Judy Lopez, Perry Cabot, Tom Acre
  - Education experts and staff: Reagan Waskom, Jeff Crane, Kristin Maharg, Jacob Bornstein, Mikaela Gregg
- 

Short-term tasks:

- I. PEPO will develop basic and consistent outreach messages based off what's already been agreed to in the Letter to the Governor from December 2010. The messages may include the following:
  - a. We have the foremost minds in the state working on solving our future water needs
  - b. Need a portfolio of solutions that balance the trade-offs
  - c. Why and how to get involved in the current work of the IBCC
- II. Potential audiences and mechanisms to deliver the message:
  - a. Water 2012 Coalition – develop content for traveling exhibits and partner with community events, libraries and museums to host the display
  - b. Civic Groups/Local Government – develop presentation template that can be adapted for regional groups
  - c. News Media/General Public – distribute media advisory packages and local follow up

Long-term tasks:

- III. PEPO will continue supporting Basin Roundtable Education Action Plans and be a forum for roundtable to roundtable exchange concerning how to educate roundtable members and the broader public on meeting our future needs.
- IV. PEPO will be looking at how their activities complement work done by other efforts including the CWCB marketing campaign on the "value of water."
- V. Since many of the subcommittees are still considering how to move forward, PEPO will wait until those products are complete. Once completed, PEPO will review the documents and suggest a path forward for appropriate outreach to both roundtables and the public within PEPO's capacity. A subsequent meeting with the subcommittee will help determine which efforts should be incorporated into PEPO's scope of work.