

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

**October 14, 2011
9:30am-12:30pm**

Silverthorne, 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
Denis Reich, Colorado Water Institute
Hannah Holm, Water Center at Colorado
Mesa University
Karn Steglemeier, Summit County

Sean Cronin, South Platte
Caroline Bradford, Colorado
Jeff Devere, Yampa/White
Chris Crouse, Clear Creek Watershed
Foundation
Denise Rue-Pastin, Southwest

There were no corrections or questions for the minutes from the 08/18/2011 meeting.

Education Liaison and IBCC reports

Jacob reviewed CWCB activities as well as the grant guidelines for WSRA proposals as they relate to education and outreach. CWCB fully promotes non-water supply related tasks such as water quality and K-12 objectives; however, such tasks need to leverage additional partnerships and funding as support.

At the next IBCC meeting on November 30, John Stulp will lead a discussion on the purpose, recent activities and next steps for the PEPO Workgroup. IBCC members are expected to give input on the direction of PEPO and all commented that it's great to see the leadership is on board with this work.

Each representative shared with the group their progress and challenges in planning, funding and implementing education and outreach activities in their basin.

Yampa/White – Jeff will talk to the roundtable at 10/19 meeting to gauge interest. He also commented that the conservation subcommittee needs to articulate broad based messages with buy-in from multiple perspectives (i.e. recent low flow toilet legislation). Caroline would like to know CWCBC's role in crafting this message and what is happening from Value of Water campaign? Jacob doesn't think that serves the purpose that Jeff is addressing. We should look at getting the basic work of the entire process out to the broader populace. Today we hope to come to some uniformity and consensus on the direction and how it gets done.

Colorado – Caroline reported that they have had lots of meetings and the roundtable reached out to Colorado Mesa University Water Center as a great partnership. Hannah used language from legislation to craft the proposal, which will be presented at the 10/24 roundtable meeting. They have matching funds from the Walton Family Foundation over the next two years (overall budget is weighted for first year). Hannah reviewed the plan to reach out to media, local government and civic organizations across the West Slope in order to raise awareness and generate feedback about the needs assessments, studies and projects, as well as the roundtable's role in statewide water planning. Outreach activities will include media commentaries, presentations to civic and government groups, an e-newsletter, website and social media. The aim is to get everyone on the same page regarding the challenges so we can move forward cohesively. The Water Center will develop a similar proposal for the Gunnison roundtable.

Karn mentioned the roundtable's conservation group can include an education component to address best practices in conservation for utilities and land use decisions (municipal and county planners) by compiling existing resources on the topic.

Southwest – Denise reported that her basin collaborating with other entities (water and non) to coordinate Water 2012 activities such as the exhibit, art show, speakers bureau, children's water festival. Also their recent Water 101 seminar included a more extensive SWSI presentation from Mike Preston. CFWE will also be working with the roundtable to publish a *Headwaters* magazine for early June that is funded in part by Southwestern Water Conservation District.

South Platte – Sean reported that the committee had their first meeting in September and will follow up meeting this month to refine Education Action Plan. He reviewed the proposed activities but is worried on who will execute the tasks and where will the funding come from. Chris would like to help with identifying which activities will best meet their and the public's needs. Sean wanted to clarify the timeline for an EAP. Kristin responded that it's a living document so the committee should identify long-term goals but articulate short-term tasks. Each year the EAP can be updated in order to be most relevant and receive the \$1800 funds.

In regards to a timeline, Jacob suggested that we look at the roadmap that John Stulp sent out for the upcoming activities through 2016:

- Strategic, measurable and on-the-ground consumptive and non-consumptive projects
- State water plan
- Updating needs assessment

Denis wants to know if the education horizon can be included in SWSI 6-year cycle as a way to meet those needs. Jacob will take this back as CWCBC develops the annual report.

Kristin reviewed the Arkansas roundtable's WSRA proposal as a model for exemplary cooperation as they secured an impressive cash match to implement a host of 2012-related activities. She also gave an update on Water 2012 activities and mechanisms for roundtable involvement. The group was drawn to the "A day without water" video contest and suggested that the submission criteria include a positive aspect – what will you do or pledge to be a part of the solution and fill the Gap. Imagine a day without water – work with existing media outlets for winning entries such as screening at library events that host 2012 displays.

Developing statewide outreach mechanisms

The group reviewed the report given at the 9/12 IBCC meeting and discussed if these are the right messages and outreach mechanisms.

Messages:

- i. We have the foremost minds in the state on solving our future water needs
- ii. Need a portfolio of solutions that balance the tradeoffs
- iii. Why and how to get involved in the current work of the IBCC

Mechanisms:

- a. Water 2012 Coalition – content for traveling exhibits and schedule hosting of displays
- b. Civic Groups/Local Government – presentation template
- c. News Media/General Public – media advisory package

Denis wants to know what metrics we want to measure and the appropriate level of detail. Chris suggested to administer a survey at the beginning of the program, one during and one after (i.e. gauge the participants' understanding of policies). How can we determine what level of an impact we're having on the people we know we're reaching? At the same time what are all these activities achieving for the collective public and are we reaching people that didn't have an interest before?

In looking at messages, we could ask roundtable chairs the current level of interest for people to get involved; ask water providers to track calls directly related to roundtable work; analyze website traffic to determine what tools are most useful. Portfolio of solutions is more substantive, hard item to measure.

The group discussed how to frame the tradeoffs so it's a hook for the public (i.e. 20% of ag dries up). We all like to have water, yes we take it for granted, but there are experts tackling the challenges we face.

Denis noted that we agree on the Gap and the roundtables are more clinical in their prescription. The science speaks to why we should be pursuing the long-term solutions (i.e. legs of the stool). We can have a simple survey question – what does the Gap mean to you? Jeff thinks the next step is communicating solutions to meet the Gap. Here is the portfolio and tradeoffs. We need more votes, \$20B water infrastructure, etc.

Chris wanted know what type of feedback we're looking for and what are we going to do with the public's input?

Presentation of information: the wedge diagram used for the Gap would be a good graphic to include on the displays. Looking at Jacob's graphic on page 38, it doesn't show too much of a difference. More dramatic would be to compare it to the 2002 drought year. The graphic on page 39 puts it all in perspective.

Denis thinks we need to have a longer lasting message than 2012, how to distance ourselves yet piggy back on activities and events while creating staying power. The display can include a slide on contacting your roundtable for more information. The Water 2012 website is a good hook to link people to roundtables, although we need to fill in basin web content.

The presentation should include one common message per PEPO's mission, focus on the Gap, come up with list of statewide connections (i.e. transbasin, ag economies, compact calls). The tagline needs to be more explicit about why we agree there is Gap (stakeholder driven, science-based, inclusive process), portfolio of solutions aims to balance the tradeoffs (meeting municipal demands will minimize impacts to ag and environment) and you should get involved in shaping and delivering the solutions. It's real and relatable; we welcome your input, get informed and get involved. For each statement, give a local example and a local solution!

Jacob and Kristin will put pieces together for comment over next few weeks and do a couple rounds of email review before next the meeting, tentatively scheduled for 11/29 (IBCC is in Berthoud the next day).

The meeting adjourned at 1:00pm

See enclosed for report to be delivered by John Stulp at 11/30/11 IBCC meeting in Berthoud followed by a discussion with members on the activities of PEPO.

IBCC's Public Education, Participation and Outreach Workgroup (PEPO) Draft Next Steps

PEPO Identity and Membership

PEPO Workgroup Mission:

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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 (Y/W), Travis Smith, Jay Winner
- **Education Liaisons:** Caroline Bradford (Co), Debbie Alpe (NP), George Sibley (Gu), Denise Rue-Pastin (SW), Judy Lopez (RG), Perry Cabot (Ark), Tom Acre (Metro), Sean Cronin (SP)
- **Education Experts & Staff:** Reagan Waskom/Denis Reich, Jeff Crane, Kristin Maharg, Jacob Bornstein, Mikaela Gregg

Legislative Language Supporting Activities of PEPO and Basin Roundtable Education Action Plans

HB 1177 (37-75-106) calls for the development of a public education, participation, and outreach workgroup and grants responsibilities to the workgroup as outlined in points 1-2 in the PEPO mission.

Additionally, HB 05-1177 (37-75-104) also indicates that each basin roundtable has powers and responsibilities that include the following:

- (1) *“(a) To facilitate continued discussions within and between basins on water management issues, and to encourage locally driven collaborative solutions to water supply challenges....*
- (2) *“(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.*
- (3) *“(d) Serve as a forum for education and debate regarding methods for meeting water supply needs; and*
- (4) *“(e) As needed, establish roundtable subcommittees or other mechanisms to facilitate dialogue and resolution of issues and conflicts within the basin.”*

Overview of PEPO Successes in Fiscal Year 2011

- Facilitation of six PEPO meetings and continued engagement of the Education Liaisons
- Education Action Plan development for 7 out of 9 roundtables

- Funding for EAP implementation (\$1800 per roundtable) plus WSRA grant approval on education projects for several roundtables
- Development and hosting of the first Statewide Roundtable Summit for over 300 participants
- \$2,510 in scholarships issued for roundtable member attendance at statewide at local water events
- Journalistic article produced for the IBCC annual report

PEPO Next Steps

Short-term tasks:

- I. **Message:** 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 a stakeholder driven process in the state working on solving our future water needs
 - b. Our water needs exceed our planned supplies, creating a "gap." We need a portfolio of solutions that incorporates water from conservation, reuse, agricultural to municipal transfers, and the development of new supplies to minimize the impact to agriculture, the environment, and recreation.
 - c. This will cost money in the future.
 - d. We are also supporting agriculture, environmental, and recreational projects and many projects can be multi-purpose, meeting more than one need.
 - e. Our water future is connected statewide (i.e. transbasin projects, agricultural and recreational economies, impacts of compact calls)
 - f. Why and how to get involved in the current work of the IBCC
- II. **Mechanisms & Audiences:** 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. Drive people to roundtable involvement to maintain identity of the 1177 process
 - b. Civic Groups/Local Government – develop presentation template that can be adapted for regional groups
 - c. News Media/General Public – Develop a one to four sentence blurb that incorporates the above messages for local authors to use when writing local stories. Also develop a list of statewide story topics to flesh out some of these concepts. Distribute media advisory packages to roundtables to assist in implementing education action plans.
 - d. Support the CFWE Water Leaders project by promoting the "A day without water" video competition.

Mid-term tasks:

- I. 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.
- II. PEPO will be looking at how their activities complement work done by other efforts including the CWCB marketing campaign on the "value of water."
- III. 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.