

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

November 29, 2011
3:00-5:00pm
Loveland, 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.*

MEETING MINUTES

Attendees:

Kristin Maharg, CFWE
Deb Alpe, North Platte
Carl Trick, IBCC
Jacob Bornstein, CWCB
Jeff Devere, IBCC
Mikaela Gregg, Peak Facilitation
Nicole Seltzer, CFWE
Eric Hecox, CWCB
Caroline Bradford, Colorado

Travis Smith, IBCC
Denis Reich, CSU
Judy Lopez, Rio Grande
Denise Rue-Pastin, Southwest
Tom Acre, Metro
Chris Crouse, Clear Creek County
George Sibley, Gunnison
Sean Cronin, South Platte

The minutes from the 10/14/2011 meeting were approved.

Statewide outreach messages and mechanisms

PEPO reviewed the approach to statewide outreach and draft templates for the Colorado Water 2012 traveling exhibits and presentation to civic groups and local government. Kristin opened by asking if there was consensus on the messages before we move forward. Eric suggested a message include the status quo element as a message that the IBCC has agreed upon.

Kristin explained the process for requesting and hosting a Water 2012 display. Caroline wanted to clarify if WSRA funds could purchase a basin-specific display or if that needs to come from the \$1800 education fund. Eric said it's okay as long as the display communicates the needs assessments and portfolio of solutions plus is not duplicative of other support for Water 2012.

Chris thinks the solutions needs to be more prominent on the display poster and Jeff noted that agriculture needs to be more embedded in the solutions. Use “food security” or “food supply” rather than “vibrant agriculture”. Perry suggested “rural preservation”. Eric thinks there is more information here than one third of the display. Can the back be used to house some of this content? Yes, but Jeff thinks we need to condense the messages by being clearer that the solutions save agriculture! Denise thinks that we need the stakeholder process more prominent (i.e. that means YOU). Plus be more explicit about the Gap. What do we have now? What do we need by 2050?

Kristin asked how much detail PEPO wants in the solutions. Or should we focus on the issue and the process. Jeff thinks that we say this is a set of tradeoffs we’re making. Denise likes the solutions and four legs of the stool. What do we want them to do after seeing this display? Go to the website, attend a meeting, support the process, etc. Travis noted that we really want the non-water literate person to be drawn to this. The solutions are the meat of the issue.

Main things we’ve heard so far:

- Topic is good draw in
- Combine people and environment
- Tradeoffs of agriculture and solutions
- Stakeholder process more prominent

By end of January, we will shop the draft around to non-water people.

PEPO had a brief conversation regarding the outreach presentation and asked how it’s different than the Water 2012 speakers bureau. Our presentation will include more in-depth content – yet without too much jargon – than basic water information found in the Water Fluency project. Plus this can be a mechanism to actively seeking input from affected stakeholders (i.e. local governments, policymakers). It was suggested to include modular components (i.e. use these slides for this audience and leave this out). PEPO and parties will send ideas to Kristin; we’ll fill in the content and then see if it can be adapted to speakers bureau.

Carl asked about “A Day without Water” video contest as a great vehicle for the roundtables to use at their displays. How can we use the contest at other events and activities? The Arkansas basin roundtable has been involved and Perry thinks social media is an excellent strategy.

Education Liaison and IBCC reports

- Arkansas is making an inspiring water video; meeting with committee on 12/9 to move forward; continuing elements of proposal (i.e. newspaper series).
- Colorado is working on a series of podcasts that takes handful of water news and produce one very couple of weeks for \$5K/year (\$200/podcast). They want to pitch it to CCI and CML to broadcast to members and talk to others outside of basin. Perry said he could contribute from his pot to develop statewide and Arkansas focused podcasts.
- Gunnison is also working with Colorado Mesa University to propose WSRA in order to do media stories, a basin-specific publication and public meetings across the basin. There is a meeting on 12/5 to move it forward.

- Metro is re-convening in a couple weeks to follow up on the success of their initial reception with a more targeted workshop.
- North Platte is almost done with educational package to be ready for the 2012 activities.
- Rio Grande's WSRA grant was approved by CWCB and the EAP was also approved.
- South Platte has been meeting to develop their EAP which was approved and will begin in earnest in January.
- Southwest is re-convening in January with a regional Water 2012 workgroup.
- Yampa/White/Green is convening a first meeting in January.

Kristin and Jacob will make sure that formally approved EAPs will be posted on the website.

Eric reported on the Value of Water campaign. The roadmap document was approved by state leadership and is being circulated. They are moving forward with one recommendation to have a marketing and research firm create a systematic survey on what the average Coloradan knows about water and what resonates with them. They will get GBSM under contract to develop the materials to hire the firm. Sean suggested that we overlap that work with PEPO's outreach so that the messages are high-quality and consistent. Eric will take this advice to Jennifer.

Statewide Roundtable Summit

Jacob reported that since PEPO is focused on the statewide outreach mechanisms at this point, CWCB is going to involve PEPO in a more limited role for the second Summit while using the lessons learned and successes of last year. The goals are going to be set by state leadership but CWCB would like PEPO to review and approve the agenda.

The tentative date is March 1, 2012. The need for the Summit this year is buy-in on the portfolio work to launch implementation. So the basin portfolios need to be ready by the February IBCC meeting to be considered for the Summit. The roundtable chairs indicated that this was a reasonable timeframe.

In terms of getting more non-roundtable members to attend, CWCB is discussing the strategy to engage external parties and the education liaisons can help by getting more of their members to attend. The Summit will be held in their Denver area to secure the governor's attendance. There will be some scholarship money available for roundtable members to attend.

There will be an email review between now and the next meeting, which is scheduled as a conference call for January 11 from 10:30am-12:00pm.

The meeting adjourned at 5:10 p.m.