

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

**January 11, 2011
10:30am-12:00pm**

Teleconference: 1-877-820-7831
Access Code: 306210#

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 AGENDA

- I. 10:30 Convene & introductions
- II. 10:35 Approve minutes from 11/29/2011 meeting (page 2)
- III. 10:40 Statewide outreach messages for Colorado Water 2012 (forthcoming)

CFWE will report on upcoming activities and associated deadlines for roundtable involvement. PEPO will suggest final edits for the roundtable poster to accompany the Colorado Water 2012 traveling exhibits.

- IV. 11:20 Statewide Roundtable Summit (page 5)

CWCB will walk through the goals of the Summit, set for March 1, 2012 in Broomfield and solicit PEPO's input on the draft agenda.

- V. 12:00 Adjourn

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

November 29, 2011
3:00-5:00pm
Loveland, CO

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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.

Draft Goals:

- **Goal 1:** Explore roundtable portfolios for several scenarios and their commonalities and differences
- **Goal 2:** Brainstorm initial common implementation elements across portfolios to help inform further Basin Roundtable portfolio development
- **Goal 3:** Identify implementation elements that need cross basin dialogue
- **Goal 4:** Initiate long and short-term implementation efforts to meet both consumptive and nonconsumptive needs

Roles and Responsibilities:

- 1) Jacob will be the point person for organizing the logistics and will support agenda development. Eric will be the lead on agenda development.
- 2) Given the shortened timeframe, CWCB will get buy-in from the IBCC and BRT Chairs on the goals via email. The goals will be refined with their input. Then CWCB will work with CFWE to craft a draft agenda and work with PEPO on revisions and what people to bring to the table. (We want PEPO to stay focused on developing public outreach, especially since we've learned so much from building the agenda with them last year.)
- 3) CWCB will work with CDM to create the materials, tools, and presentations needed for the meeting, including an updated portfolio and tradeoff tool with additional trade-offs (e.g., urbanized acres, accretion/depletion in every basin possible), updated IPP summary, updated conservation summary, nonconsumptive toolbox, updated risk management document, new summary of ATM work, and a new summary for new supply.

Some Process Questions:

- 1) How are we going to handle voting BRT and IBCC members vs nonvoting and public members

Draft Summit Agenda:

Opening

- Welcome and Purpose (John Stulp or Governor Hickenlooper)
- Summarize where the Portfolio Work is Heading (Eric Hecox)
- Summarize Portfolios, but them into scenario categories, and Frame Implementation (Jacob Bornstein)

Part One: Explore roundtable portfolios for several scenarios and their commonalities and differences

Initial Approach: Each person covers 2 topics with the same group over 2-3 hours; Initial panel for each set of tables and focused resources for each discussing why roundtables put portfolio values at the levels they did. Topics include demands, IPPs, Conservation & Reuse, New Supply, and Ag Transfers . Ideally have three breakout rooms and each of them can have table discussions and then come together and finally report out for each of the topics at the end of the day)

- Table discussions based off panel presentation on
 1. How that information may change or confirm their roundtable's portfolios and what the important items they learned are.
 2. Potential commonalities / common interests between differing portfolio elements

LUNCH

- Risk Management and how the Colorado River ties into it (Jennifer Gimbel)
- This may be another opportunity for the governor, in which case, Jennifer will be part of the opening
- Incorporate a water 2012 element, such as "A Day without Water" videos

Part Two: Table Discussions on Roundtable Implementation Plans and Statewide Plan

Initial presentation to discuss two implementation paths (short and mid to long term) and to set out goal of table discussions

Table Discussions to explore implementation strategies that may be necessary across portfolios for a no regrets approach.

Some potential questions: Do these strategies change any of the portfolios? Do the portfolios limit or change any of the implementation strategies? How would your roundtable consider moving these implementation strategies forward? What needs to be dealt with at a statewide level? How does this wrap up into BRT implementation plans and the statewide plan?

Initial Approach: Each person covers 2 topics with the same group over 2-3 hours; Initial presentation for each set of tables and focused resources for each. Ideally have three breakout rooms and each of them can have table discussions and then come together and finally report out for each of the six topics at the end of the day

- **Table Set 1 Risk:** List of questions aimed at moving us forward with implementation
>> Materials: **Updated** Risk Management Document

>> Staff Lead: Jacob Bornstein, Taryn Hutchins-Cabibi, or Eric Hecox (could also be Ted or Jennifer)

>> IBCC Lead: *Right now we've let the New Supply Subcommittee monopolize the risk discussion when it is broader. They are a part of it, but not the whole concern, as each committee deals with risk. Need to decide if this continues.*

- **Table Set 2 New Supply:** List of questions aimed at moving us forward with implementation
 - >> Tools come out of Flaming Gorge Task Force work and CWCB documents. Need to develop **digestible summary**
 - >> Staff Lead: Eric Hecox
 - >> IBCC Lead: Eric Kuhn, Peter Nichols, and Mark Pifher
- **Table Set 3 Nonconsumptive:** List of questions aimed at moving us forward with implementation
 - >> Materials: **Nonconsumptive toolbox**
 - >> Staff Lead: Jacob Bornstein, Linda Bassi, or Chris Sturm
 - >> IBCC Lead: Taylor Hawes and Melinda Kassen

BREAK before switching topics

- **Table Set 4 IPPs:** List of questions aimed at moving us forward with implementation
 - >> Materials: **Updated** IPP fact sheet for the IBCC
 - >> Staff Lead: Greg Johnson or Becky Mitchell
 - >> IBCC Lead: Travis Smith
- **Table Set 5 Conservation & Reuse:** List of questions aimed at moving us forward with implementation
 - >> Materials: **Updated** conservation doc for IBCC
 - >> Staff Lead: Greg Johnson, Kevin Reidy, or Veva Deheza
 - >> IBCC Lead: Wayne Vanderschuere
- **Table Set 6 ATMs:** List of questions aimed at moving us forward with implementation
 - >> Materials: Tools come out of ATM grant program, ark work, etc. Need to develop a **digestible summary**
 - >> Staff Lead: Todd Doherty
 - >> IBCC Lead: Jay Winner

Closing (John Stulp)

[illegible]