

South Platte Basin Roundtable Education Action Plan

November 15, 2011

Background Information:

The 2005 Colorado Water for the 21st Century Act (House Bill 05-1177), is based upon the premise that Coloradans must work together to address the water needs within the state. The legislation created a framework to encourage dialogue on water, broadened the range of stakeholders actively participating in water decisions, and created a locally driven process where the decision-making power rests with those living in the state's river basins. The statewide structure, the Interbasin Compact Committee (IBCC), and the local structures, the nine basin roundtables, bring over 300 diverse citizens into water supply planning discussions across the state.

As each basin roundtable carries out its charge to develop basin-wide water needs assessments, they are also required to advance the understanding of future water needs through educational programs and processes. In the statutes of HB 05-1177, each basin roundtable has powers and responsibilities that include the following:

"(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.

(d) Serve as a forum for education and debate regarding methods for meeting water supply needs; and

(e) As needed, establish roundtable subcommittees or other mechanisms to facilitate dialogue and resolution of issues and conflicts within the basin."

Moreover, the Public Education, Participation, and Outreach (PEPO) Workgroup is a legislatively created committee of the IBCC. This group is tasked with: creating a process to inform, involve, and educate the public on the IBCC's activities and the progress of the interbasin compact negotiations; creating a mechanism by which public input and feedback can be relayed to the IBCC and compact negotiators; and educating IBCC and roundtable members on water issues. The PEPO Workgroup's membership consists of the Education Liaisons, a volunteer position on each basin roundtable, members of the IBCC, statewide water education experts, staff of the Water Supply Planning section of the Colorado Water Conservation Board (CWCB), and a consultant firm that facilitates the PEPO Workgroup. The members of this committee work to identify the best approaches for education and outreach at the statewide and basin-specific levels. The PEPO Workgroup and roundtable members are collectively defining the most helpful and meaningful ways in which the public can participate in the work of their basin roundtable.

In 2011-2012, the PEPO Workgroup will assist the basin roundtables in strengthening their education and outreach activities. By the end of 2012, each roundtable is expected to have a

functioning Education & Outreach Committee tasked with creating an Education Action Plan (EAP). The EAP will detail the educational goals and tasks most effective for the basin roundtable. It will identify roundtable member education activities that promote a well-informed and high-functioning basin roundtable. It will also define public participation objectives and appropriate implementation methods.

In 2012, the Colorado Foundation for Water Education (CFWE) will work with the South Platte Basin Roundtable by providing assistance in forming or strengthening an Education & Outreach Committee and creating their Education Action Plan (EAP). To assist the basin roundtables in implementing their completed EAPs, the Colorado Water Conservation Board (CWCB) has created an application-based education fund. All basin roundtables with a completed EAP will have the opportunity to apply for up to \$1,800 in state funds per year for action plan implementation.

I. Governance

A) Names and affiliations of Education & Outreach Committee members:

1. Sean Cronin (Education Liaison) – St. Vrain & Left Hand Water Conservancy District
2. Jim Yahn (Chair) – at-large, agriculture
3. Chris Crouse – Clear Creek Watershed Foundation
4. Joe Frank – Lower South Platte Water Conservancy District
5. Brent Schantz – Division of Water Resources
6. Joel Schneekloth – Colorado State University
7. John Stencel – Rocky Mountain Farmers Union
8. Kent Swedlund - Logan County
9. Bert Weaver – Clear Creek County

B) Annual meeting plan for Committee:

- a. Meetings prior to regularly scheduled roundtable meetings
- b. Purpose is to discuss development and implementation of the EAP

II. Educational Priorities & Implementation

To develop and implement a successful EAP. The EAP will focus on tasks that convey a message about water supply challenges and possible solutions to the public, decision makers (policy, water and land use), and roundtable members. The primary message for all audiences is “the gap”, the “legs of the stool”, the SPBRTs recommended “portfolio solution”, and ways for the audience to get involved in bridging the gap and the BRT process.

Short Term – During 2012

OBJECTIVES	TASKS	LEAD(S)	TIMELINE
Integrate into Water 2012 activities	Develop content for the CO Water 2012 display panels	STC	1st Quarter
	Identify local venues and events to host traveling exhibit	STC	1st Quarter
	Create comment card for feedback on exhibit and the content	STC	1st Quarter
SPBRT Brochure/Flyer for general public	Identify topics/content	JF	1st Quarter
	Recruit writers	JF	1st Quarter
	Distribute to PAIs	JF	1st Quarter
Work with CWCB to ensure SPBRT information is up to date (bylaws, membership information, etc..)	Update content for member notebook	STC	1st Quarter
Social Media communications	Monitor CO Water 2012, and Value of Water campaign use of social media and identify potential tools and common messages for roundtable communications	STC	Throughout
Host a public meeting in the upper mountain counties about the intersection of land and water use	Identify venue	BW & CC	2nd Quarter
	Invite elected officials, water providers and public	BW & CC	2nd Quarter
	Present consumptive and non-consumptive needs at the meeting	BW & CC	2nd Quarter

Short Term – During 2012			
Present SPBRT IPPs and identified Gap portfolio to the Colorado and Metro Roundtables	Identify venue	JY	2nd Quarter
	Invite roundtable members	JY	2nd Quarter
Submit periodic articles to basin news agencies on IPPs and the proposed portfolio solutions. - PHASE 1	Setup meetings with editorial board of major newspapers within the basin. Obtain commitment for at least one article in 2013	TBD	2nd Quarter
Orientation for New Roundtable Members	Update content for member notebook	STC	1st Quarter
	Conduct at least once a year informational meeting with new and existing members	JY	2nd Quarter
	Produce simple message for roundtable members to take back to their communities	TBD	2nd Quarter

Long Term - 2013 and Beyond			
Portfolio Solution Discussion	Follow up with the 200 participants of the 2010 public meetings (Loveland and Sterling) on their informational needs	TBD	TBD
	Develop content, venue, speakers, etc.	TBD	TBD
	Market to appropriate audiences	TBD	TBD
	Record the event for a future speaker's bureau	TBD	TBD
Submit periodic articles to basin news agencies on IPPs and the proposed portfolio solutions. - PHASE 2	Recruit roundtable members to write articles	TBD	Throughout
Work with 3rd party/universities to develop online survey to gauge public's support and knowledge of the proposed portfolio solution.	Beyond 2012	TBD	TBD

The Education Committee will work on the specific details for developing and implementing each of these objectives and tasks as they occur. The committee will also use the assessment tools identified in section V to “look back” and evaluate what works and may recommend periodic changes to the roundtable.

Budget

The Education Committee will use the \$1,800 in state funds in the following manner:

- A) Brochure/Flyer printing
- B) Travel dollars for SP Basin Roundtable members and other speakers to present educational programs within and outside the South Platte River Basin.
- C) Food & beverage

III. Partnerships

Groups existing in the South Platte Basin as potential outreach and education partners include but are not limited to:

- CSU: Colorado Climate Center and Colorado Water Institute
- Clear Creek Watershed Foundation
- Poudre Learning Center
- Big Thompson Watershed Forum
- Boulder Keep It Clean Partnership
- Municipal members of the SPBRT
- Metro State College - One World, One Water Center for Urban Water Education and Stewardship
- Conservancy District members of the SPBRT
- Conservation and other Organizations

Specific partnership opportunities and tasks will be developed in the first quarter of 2012 in conjunction with the detail for implementing the objectives and tasks.

IV. Assessment

- A) Robust participation by committee members in planning and implementation
- B) At least two identified partnerships pursued and maintained
- C) Display of roundtable content on Water 2012 exhibits at a minimum of three events or venues
- D) Collection of at least 20 comments (cards or general feedback) at roundtable outreach events
- E) Production and distribution of 100 informational flyers to PAIs
- F) Upper mountain county meeting delivered and attended by 25% of targeted public officials
- G) Member notebook information updated and each new member is oriented by the Chairperson
- H) South Platte portfolio of solutions is presented to the Metro and Colorado roundtables
- I) By end of 2012, at least ten new stakeholders attend a South Platte roundtable meeting or contact the Chairperson for more information