

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

September 12, 2012
1:00-3:00 pm

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.*
-

MEETING AGENDA

- I. 1:00 Introductions and review final FY2013 Scope of Work (pages 1-8)

CWCB and CFWE will review the development of the current scope of work since the group last met and answer any outstanding questions. Education Liaisons will have the opportunity to report on progress towards education and outreach activities within their basins.

- II. 1:45 Develop October 29 workshop agenda for statewide outreach process (pages 9-13)

The group will consider the consensus messages and strategic outlook found within the FY2012 year-end review to develop the goals and agenda for the upcoming workshop. The workshop is intended to identify which IBCC implementation components require strategic public input and support, including integration of PEPO's past accomplishments and current outreach tools.

- III. 3:00 Next steps and adjourn

**Public Education, Participation and Outreach Workgroup (PEPO)
Colorado Foundation for Water Education (CFWE)
Scope of Work for FY2013**

Task 1. PEPO Facilitation

1.1. Schedule, Attend, Develop Meeting Agendas and Materials, and Facilitate PEPO Workgroup Meetings

CFWE will hold three (3) PEPO meetings in conjunction with IBCC meetings. At these meetings, CFWE will lead PEPO through discussions in which outcomes are defined to strategically implement the PEPO mission.

1.2. Planning Meetings with CWCB

CFWE will meet with CWCB up to four (4) times to plan for PEPO activities, discuss task progress, etc.

Deliverables: Three facilitated PEPO meetings; Up to four planning meetings

Task 2. Statewide Educational Priorities

2.1. Develop Outreach Process

2.1.1. CFWE will work with the Roundtable Chairs, Education Liaisons and their education committees to develop the goals, agenda and delivery of a one-day workshop to identify which IBCC implementation components require strategic public input and support, including integration of PEPO's past accomplishments and current outreach tools.

2.1.2. CFWE will engage PEPO in designing a targeted outreach strategy to gain feedback from targeted stakeholder groups on the development of the IBCC's identified scenarios and portfolios. This task will draw on current and future consensus message(s) to translate for targeted public outreach.

2.1.3. CFWE will coordinate initial dissemination of the message(s) developed in task 2.1.2 which may include the development of a publication, media package and additional delivery mechanisms.

2.2. Leverage with Statewide Outreach Initiatives

CFWE will work with the IBCC and roundtables to pursue mechanisms for integrating and leveraging the work of the 1177 process with other outreach tools such as Water 2012 activities, the Value of Water campaign, and others.

Deliverables: Delivery of PEPO workshop; Public outreach strategy; Initial implementation of outreach messages; Inclusion of roundtable work in statewide water education initiatives

Public Education, Participation and Outreach Workgroup (PEPO)
Colorado Foundation for Water Education (CFWE)
Scope of Work for FY2013

CFWE FY2013 PEPO Budget			Task Total		Project Management \$63.65/hour		Ed. / Communication \$62.59/hour		Administration \$42.44/hour	
			hours	cost	hours	cost	hours	cost	hours	cost
Task 1 PEPO Facilitation			135	\$ 8,316.01	26	\$ 1,654.90	101	\$ 6,321.59	8.00	\$ 339.52
	1.1. PEPO Meetings		101.00	\$ 6,179.47	18.00	\$ 1,145.70	75.00	\$ 4,694.25	8.00	\$ 339.52
	1.2. Planning Meetings with CWCB		34.00	\$ 2,136.54	8.00	\$ 509.20	26.00	\$ 1,627.34	0.00	\$ -
Task 2 Statewide Educational Priorities			524.00	\$ 31,714.20	112.00	\$ 7,099.20	356.00	\$ 22,238.36	56.00	\$ 2,376.64
	2.1. Develop Public Outreach Process		242.00	\$ 14,633.46	48.00	\$ 3,055.20	166.00	\$ 10,389.94	28.00	\$ 1,188.32
	2.1.1. <i>PEPO workshop</i>		70.00	\$ 4,154.34	14.00	\$ 891.10	44.00	\$ 2,753.96	12.00	\$ 509.28
	2.1.2. <i>Targeted outreach strategy and messages</i>		90.00	\$ 5,321.30	10.00	\$ 636.50	64.00	\$ 4,005.76	16.00	\$ 679.04
	2.1.3. <i>Partial dissemination of messages</i>		82.00	\$ 5,157.82	24.00	\$ 1,527.60	58.00	\$ 3,630.22	0.00	\$ -
	2.2. Leverage with Statewide Outreach Initiatives		40.00	\$ 2,447.28	16.00	\$ 988.80	24.00	\$ 1,458.48	0.00	\$ -
TOTAL BUDGET			659.00	\$40,030.21	138.00	\$8,754.10	457.00	\$28,559.95	64.00	\$2,716.16

FY2013 PEPO Schedule		2012				2013					
		Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Task 1 PEPO Facilitation											
	1.1. PEPO Meetings										
	1.2. Planning Meetings with CWCBC										
Task 2 Statewide Educational Priorities											
	2.1. Develop Public Outreach Process										
	2.1.1. PEPO Workshop										
	2.1.2. Targeted outreach strategy and messages										
	2.1.3. Partial dissemination of messages										
	2.2. Leverage with Statewide Outreach Initiatives										

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

Friday, August 3, 2012
Denver Water
MINUTES

Attendees

Jacob Bornstein, CWCBC
John Stulp, Governor's Office
Nicole Seltzer, CFWE
Reagan Waskom, Colorado Water Institute
Trina McGuire-Collier, Denver Water
Jim Pokrandt, Colorado River District
Sally Covington, Denver Water
Greg Baker, Aurora Water

Mark Shively, Douglas County Water
Resources Authority
Tom Acre, Metro Basin Roundtable
Natalie Brower-Kirton, Aurora Water
Melissa Elliot, Denver Water
Perry Cabot, CSU Extension
Frank Kinder, Colorado Springs Utilities

Key Discussion Points:

- The group agreed that Colorado needs consistent water messages statewide.
- The group discussed that most messages would need to be specialized for the audience and geographic location to make it relevant and to capitalize on the media that those audiences are already accustomed to.
- Currently there are numerous messages, some of whom are competing. There should be a process to help bring these under an overriding message umbrella. This will take some leadership in guiding the key messages and “herding cats.” Some emerging outreach efforts by organizations not present include the Farm Bureau, and Western Resource Advocates.
- The Colorado Tourism model should be explored.
- There was considerable discussion that a communications map should be developed. This would look at each of the consensus messages to determine all the messaging channels that are available to share each message and prioritize those. It should indicate what people are doing and what the gaps are for achieving the necessary outcomes.
- The drought, Colorado River Water Supply and Demand Study being conducted by the Bureau of Reclamation, the Colorado River Cooperative Agreement, the WISE partnership, and the information from the Value of Water survey add up to a great opportunity to get some of the messages out.
- A sustained, long term campaign that works over years, not days or months, is necessary.
- It is important to measure the success of any campaign.

Next Steps

- Conduct an initial evaluation of the consensus messages, which identifies audiences for each one and some potential partners. Work to determine if a more robust communications map and education and outreach gap analysis is needed.
- The group would like to know more about the Value of Water.
- Subsequent strategy meetings with more PEPO members will be necessary to move the discussion forward.

Background

The following information was provided at the meeting, and was developed by the IBCC's Public Education, Participation, and Outreach Workgroup (PEPO)

Consensus Messages

1. We have a stakeholder driven process in the state working on solving our future water needs.
2. 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.
3. This will cost money in the future.
4. We are also supporting agriculture, the environment and recreational projects and many projects can be multi-purpose, meeting more than one need.
5. Our water future is connected statewide (i.e., transbasin projects, agricultural and recreational economies, impacts of compact calls).
6. Why and how to get involved in the current work of the IBCC.
7. A State Water Plan that incorporates a balanced portfolio of solutions will occur in 2016.

Desired Outcome

- General awareness of key consensus messages from the IBCC
- *Audience:* Public, media, roundtable members, interested parties, project proponents
- *Possible Methods:* Face to face meetings with key stakeholder groups, media campaign, incorporating message into existing education efforts, newspaper articles, etc

Discussion Summary

John welcomed attendees and thanked them for coming. Education is important to Colorado's future water needs. To be successful in its IBCC/Basin Roundtable process, the state needs to expand its reach beyond the Basin Roundtables to the average citizen. Coloradans need to know we have a process in place to meet the state's future water needs and we want them to have confidence in it.

Jacob explained the consensus messages of the IBCC. He then asked to hear the outreach mechanisms that each organization is currently engaged in.

Nicole explained CFWE's work and the work of Water 2012. CFWE is focused on audiences that include water professionals, decision makers, the media, and "gatekeeper" organizations. We do not have a strategy to reach the public at-large, but instead focuses on the "water-interested public" given our size and available resources. Water 2012 has been a year-long effort to coordinate the messaging and activities of over 150 entities in Colorado, with a focus on "celebrating water in 2012". We have had good adoption in many communities, and it has reached over 400,000 individuals thus far. This is in large part thanks to the work of the basin roundtables' education liaisons.

Trina stated that Denver Water has a traditional public affairs program similar to most utilities, plus a strong focus on youth education. "Use only what you need" is their marketing/education campaign and serves to tie the messaging of all Denver Water activities together. It works because it's tied to a specific action.

Melissa noted that Denver Water has made changes in last two years to focus their work on collaboration and partnership, which has resulted in activities like the Cooperative Agreement and the WISE partnership. Their Strategic Plan has a big stakeholder relations piece. She sees the Value of Water idea as a good start, as we should get people at least thinking about water in their daily lives.

Sally understands that there are a lot of organizations involved in this and there are many competing messages. Do we know how to vet these messages so they do not conflict but instead complement each other?

Jacob noted that CWCB is currently doing a survey to assess public attitudes around water. Sally asked about its purpose. Reagan said it is to identify the potential messages and what resonates with different audiences.

Sally noted that the USBR basin study is a good opportunity to get our messages together. It will be out at the end of the year and the state may want to have a coordinated response.

Frank said that Colorado Spring Utilities' outreach consists of many things including bill stuffers and a strong youth education program as well as commercial outreach. Fixture exchange events are very popular. He is also on the Board of Colorado Waterwise, which does a conservation summit and has issues a BMP Guide for utilities. Alyssa Quinn is the point person on the Value of Water campaign and they want to help partner to develop it and do not yet know their role.

Jim Pokrandt said that the River District isn't a retail water provider so their efforts focus more on educating about the complexity of water or ideas like "we're all connected." They do Public Radio underwriting as well. He feels there is much to be done to take large milestones like the Cooperative Agreement and putting them into a larger context.

John asked if the River District does any testing of the effectiveness of their messaging? Jim said that the River District does surveys every three years around name recognition and reputation. Jim noted that the delay in the Value of Water work may be good because Water 2012 and this year's drought have raised awareness.

Melissa agreed that it is an opportunity with drought, but it takes a sustained PR effort afterwards to keep the message alive. Trina agreed and said that you have to know what you want people to do and be specific.

John asked if the utilities saw sustained use reductions after 2003? Both Denver Water and Aurora did. Peak demands are still down. Sally said it's important to note that Denver Water came out early with the word "drought" this year. Your timing is important because if you miss the window you can spend money and see no results.

Natalie said that Aurora Water has been doing youth education program for 10 years plus conservation education to their customers. Denver Water's campaign permeates their market as well, so they do not feel the need to do a large public awareness campaign such as that. Thanks Denver! Their youth education program focuses on classroom education, plus the Keystone water camp twice a year. There are also teacher workshops and tours, which have lots of traction. They work closely with Denver Water and Boulder WASH staff, and meet monthly on youth education program ideas

Mark believes that youth education should be our focus. DCWRA surveys show customers care about water issues in their area. DVD's, advertisements at sports events, water ambassadors program in all high and middle schools, YouTube videos, space contest. Our future is electronic. Next up for DCWRA is a set of videos with The City of Thornton on "how to's" for conservation. These can be shared and rebranded for anyone. There are opportunities for online video to be very successful

Nicole said that their Speaker's Bureau project included development of a video, and it has been widely used by many, and is an example of good content sharing.

Jacob noted that DCWRA tracked how many people watched the DVD, and more than 50% watched some of it. Trina said that the South Metro is a very engaged audience. This doesn't hold true for the rest of the state. Messages must be adapted locally and to your audience.

Tom said that the Metro BRT outreach has been focused on elected officials in the past, but the annual reception was not reaching them as well as hoped. The Education Committee wrote a large grant meant to get a message out to more people in a short time frame. They believe that the approach is to get citizens to care and elected officials will follow. To be successful with the IBCC we need a consistent message.

Tom believes we need consistent messaging and to create an umbrella that is bigger than just a conservation message. Natalie thinks this may be why Water 2012 is so successful because it's broad enough that it's not controversial and easy to adopt. Trina agrees that making it work locally is tough. Denver Water and others tried to do a regional ad campaign in 2003 and it was a mess because everyone wanted something different.

Perry thinks there needs to be consistency in messaging. He did workshops in the Arkansas basin and didn't get good participation by new people. He believes the Water 2012 weekly Pueblo Chieftain articles have been great way to talk about water. They provide a constant, expected, and consistent deliverable over time.

Nicole asked how long do these types of efforts need to go on to be successful? Trina said its been 7 years at Denver Water and it takes longer than that. Melissa said it really depends on the resources you put into it and how many dedicated staff it has. If you use solely volunteers its going to take a lot longer.

Sally said that we need to look at audiences strategically in light of intended outcomes. Why youth instead of adults, etc? Perhaps we should look to the tourism industry for

structure and ideas. We also need to look at the channels available and how to use them. Do we know who is doing what?

Nicole said that the WETF Report from 5 years ago is a first step in cataloging water education in the state, though it is somewhat outdated now.

Jacob noted that there are recommendations in that report which people are moving forward like Water 2012 and the Value of Water.

John said that the Front Range Water Council serves 82% of the taps in state. There are so many resources to use if we can work together. Denver Water spent \$100million over ten years on their conservation efforts (including the campaign). We need internal consistency of our goals. We need to make sure our messages don't conflict or send different messages to people.

Sally agrees that the utilities can support an effort like this, but we need others like environmental groups because government programs often bring skepticism from the public.

John thinks the tourism model is something worth exploring.

Greg thinks that while we may not agree on everything, there is enough in common to move forward.

Perry likes that we are focusing on "the gap" but be sure the focus is also on solutions so as not to induce panic.

Reagan thinks we need to be sure we widen the circle to business groups and tourism so we don't get crossways with their messages.

Greg a good next step is to do an accounting of who is doing what.

**Public Education, Participation and Outreach (PEPO) Workgroup of the
Interbasin Compact Committee**

**Year-End Review of Accomplishments
August 31, 2012**

PEPO 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

1. Tom Acre; Metro
2. Debbie Alpe; North Platte
3. Jacob Bornstein; CWCB
4. Caroline Bradford; Colorado
5. Perry Cabot; Arkansas
6. Jeff Crane; Colorado Watershed Assembly
7. Sean Cronin; South Platte
8. Jeris Danielson; IBCC
9. Jeff Devere; IBCC
10. Mikaela Gregg; Peak Facilitation
11. Judy Lopez; Rio Grande
12. Kristin Maharg; Colorado Foundation for Water Education
13. Ren Martyn; Yampa/White/Green
14. Denise Rue-Pastin; Southwest
15. Nicole Seltzer; Colorado Foundation for Water Education
16. George Sibley; Gunnison
17. Travis Smith; IBCC
18. Carl Trick; IBCC
19. Reagan Waskom; Colorado Water Institute
20. Jay Winner; IBCC

Overview of FY2012 Deliverables

- Continued PEPO Workgroup facilitation and engagement with the IBCC
- Education Action Plan revision and development for all roundtables
- Funding for EAP implementation (\$1800 per roundtable) plus WSRA grant approval on education projects for four roundtables

- \$2,500 in scholarships issued for roundtable member attendance at statewide and local water events
- Planning, participation and proceedings for the Statewide Roundtable Summit
- Development of statewide outreach mechanisms and integration of basin activities into the Water 2012 initiative
- Identification of future PEPO initiatives to help move the roundtable process forward

Task 1: PEPO Facilitation

Over the year, PEPO Workgroup and interested parties held five meetings at varying locations around the state. Each meeting included basin reports from each Education Liaison on the progress of their Education Action Plans. The meetings were largely focused on the development of statewide outreach messages and mechanisms for dissemination. CFWE and CWCB met numerous times throughout the year to further plan and prepare for delivery of tasks. Additionally, the IBCC was engaged with opportunities to provide input on the direction of PEPO activities.

Task 2: Basin Roundtable Support

CFWE engaged the roundtables' Education Liaisons and Education and Outreach Committees in creating and implementing their Education Action Plans, including funding requests, integration into statewide activities and strengthening local partnerships. Besides those activities, each basin has implemented the following highlights from their EAP.

Arkansas

WSRA yearlong event series to educate and engage the public on the history and future of water management in the Arkansas Basin including purchase and hosting of Water 2012 displays; development of an outreach video on the value of water; tour of Fryngpan-Arkansas system; Written in Water weekly media stories

Colorado

WSRA education program including coordinated stories in local media; targeted outreach to civic groups across the basin

Gunnison

WSRA education program including coordinated stories in local media; magazine-format publication on Gunnison Basin water history and issues; tour of Aspinall Unit

Metro

Targeted outreach to affected stakeholders; development and hosting of second annual Elected Officials Reception for 200 participants; speakers' bureau presentation materials

North Platte

Development of an educational package to engage stakeholders through production of a glossy publication and outreach presentation to local groups

Rio Grande

WSRA education program including monthly media stories and podcasts; video library of outreach activities; purchase and hosting of Water 2012 displays; tours of roundtable-funded projects; expanded children's water festival

South Platte

Purchase and hosting of Water 2012 display; participation in South Platte Forum; initial development of information brochure and social media communications

Southwest

Water 101 seminar on roundtable issues; distribution of Southwest Basin *Headwaters* magazine to affected stakeholders; series of Water 2012 talks

Yampa/White/Green

Development and hosting of Water Forum; hosting of Water 2012 display and activities around the basin

Task 3: Statewide Educational Priorities

PEPO provided assistance in the planning, delivery and proceedings of the 2nd Statewide Roundtable Summit, which drew 275 participants from all corners of Colorado to discuss how to move forward with planning for the State's water supply future. The overarching theme from the Summit discussions pointed towards the readiness to move toward implementation and to start to address what can be done now, how to move projects forward and the value of implementing multi-purpose projects. PEPO is using the proceedings of the 2012 Summit to inform future education and outreach initiatives.

PEPO also developed basic and consistent outreach messages based off what's already been agreed to in the Letter to the Governor from December 2010. The consensus messages included the following:

- i. We have a stakeholder driven process in the state working on solving our future water needs
- ii. 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
- iii. This will cost money in the future
- iv. We are also supporting agriculture, environmental, and recreational projects and many projects can be multi-purpose, meeting more than one need
- v. Our water future is connected statewide (i.e. transbasin projects, agricultural and recreational economies, impacts of compact calls)
- vi. Why and how to get involved in the current work of the IBCC
- vii. A State Water Plan that incorporates a balanced portfolio of solutions will occur in 2016.

PEPO identified and pursued the following audiences and mechanisms to deliver the above messages:

- Water 2012 Coalition – delivery of media training for Education Liaisons as spokespeople; promotion of outreach videos such as Water Fluency Speakers Bureau and "A day without water" video competition; produced nine basin posters to accompany traveling exhibits and partnered with local entities to have a roundtable-specific presence at community events, libraries and museums
- Local Government – developed presentation template that basin roundtables will adapt for regional groups

Strategic Outlook

PEPO has a unique role in supporting the roadmap that Director John Stulp detailed for the IBCC, basin roundtables and CWCB. Members of the PEPO Workgroup represent many interests across the state with a shared commitment to increase participation in defining Colorado's water future.

As the recommendations of the 1177 process begin implementation, there is a greater need for public input and support. While PEPO has succeeded in the tasks previously outlined in this document, its capacity is driven by volunteers of the basin roundtables. Table 1 illustrates the numerous outcomes that can be achieved through education and outreach.

Thus, in order to harness these opportunities and exceed in delivering its mission, PEPO convened key partners and water entities that are engaging in effective stakeholder communication around the state. These discussions helped articulate how the IBCC and roundtables can increase awareness of their consensus messages. Additionally, building upon these partnerships will be critical to enhancing consistent, collaborative and relevant public communication on behalf of the Colorado water community. Over the coming year, PEPO is dedicated to evaluating a comprehensive outreach strategy that builds on the current work of the roundtables and IBCC plus leverages existing efforts statewide.

Table 1: Potential Statewide Outcomes through Education and Outreach

Outcome	Audience	Education & Outreach Activities
IBCC and subcommittees have consensus message(s) to be translated for targeted public outreach	IBCC and basin roundtable members	Face to face meetings, education and outreach focused workshop
**General awareness of key messages from the IBCC ** <i>Focus of PEPO in FY2013</i>	Public	Media campaign, incorporating message into existing water education efforts, newspaper articles
Active change in people's behavior in voting, accepting of water rates, support of the IPPs, or conservation practices	Public	Targeted social marketing, workshops, media campaign, conservation programs

Further engagement of the members of the water community and related decision makers who have not embraced the BRT process	Water boards, water lawyers and engineers, CCI, CML, etc.	Face to face meetings, utilization of thought leaders who are already participating, print media
Support for a State Water Plan in 2016 that incorporates a balanced portfolio of solutions	Above plus media, roundtable members and interested parties, project proponents	All of above
Participation in coming up with water solutions, including resolution of issues and conflicts within the basin	Roundtable members and interested parties, project proponents	Project proponent workshops for near and long-term projects
Understanding the roundtable and IBCC process and how to get involved	Public, additional members of water community and related decision makers	Newspaper articles, online/social media incorporating the message into other efforts
Further understanding of issues between basins and how we are connected statewide	Roundtable members and interested parties	Statewide Summit, small topical/geographical meetings, memos
Support for “No Regrets” activities that minimizing adverse impacts to all uses	Roundtable members and interested parties, decision makers, public	Depends on activity

In summary, PEPO is moving forward by pursuing the following public education, outreach, and public participation activities:

1. Continue to engage PEPO and interested parties through in-depth discussions of accomplishments and challenges plus identification of which implementation components require strategic public input and support
2. Assist the IBCC and subcommittees to reach consensus on message(s) that can be translated for targeted public outreach
3. Pursue outreach strategies that have far-reaching impact, such as a robust media relations program and dissemination of audience-specific information to stakeholders identified in items 1 and 2
4. Foster greater roundtable to roundtable exchange concerning how to educate roundtable members and the broader public on meeting future water needs
5. Continue building and leveraging partnerships with existing water education efforts, including local activities and statewide campaigns