

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

*Water Communication & Messaging Workshop*

October 29, 2012  
10:00am – 3:00pm

Comfort Suites – Evergreen Room  
29300 US Highway 40 – Evergreen, 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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**WORKSHOP GOALS**

1. Engage stakeholders and establish partnerships between IBCC, PEPO Workgroup, Basin Roundtables, and key water education entities
2. Learn how other campaigns and organizations have successfully developed outreach mechanisms
3. Develop a collaborative outreach strategy that focuses on communicating and receiving feedback for Colorado's future water solutions

**WORKSHOP AGENDA**

**10:00 Introductions and framing the purpose of today**  
John Stulp, IBCC Director

**10:15 Applicable lessons from Colorado's tourism community**  
Al White and John Ricks, Colorado Tourism Office

**11:00 Panel presentation: Effective communication of water issues**  
Steve Coffin, GBSM and Value of Water  
Mike Suple, Suple Design and Use Only What You Need  
Judy Lopez, Rio Grande Basin Roundtable  
Cindy Jennings, Volition Strategies and Water 2012  
Nicole Seltzer, Colorado Foundation for Water Education

## **12:30 Networking and lunch (provided)**

### **1:00 Defining our common strategy**

Attendees will take lessons learned from the morning session to discuss and continue consistent statewide education and outreach implementation strategy, which may include the following components for each of the IBCC consensus messages (below):

- Adaptive for local and target audience(s)
- Effective delivery mechanisms
- Existing efforts
- Partnerships/resources needed for dissemination

### **3:00 Adjourn**

## **CONSENSUS MESSAGES** (adapted from IBCC in late 2011)

- 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.