

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

February 19, 2013
2:00-4:00 pm

1580 Logan St. Suite 600 – Denver, CO
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. 2:00 Introductions and Value of Water discussion

CWCB will share preliminary results from the statewide Value of Water public survey. The group will discuss how report findings can be used for statewide outreach initiatives including beyond Colorado Water 2012 activities and a statewide Value of Water campaign.

- II. 2:30 PEPO Outreach Strategy (pages 5-8)

CFWE will share progress on development of an outreach strategy with state leadership. The group will review example approaches that increase understanding among statewide decision makers on the roundtable and IBCC processes' history, purpose, representation, transparency, and next steps, including the need for a balanced mix of solutions to fill "the gap". PEPO will discuss viability of the example activities, provide suggestions for additional activities and give direction on how this strategy can be implemented over the short and long-term.

- III. 3:45 Updates from Education Liaisons and interested parties

- IV. 4:00 Next meeting and adjourn

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

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

MEETING MINUTES

Attendees

Kristin Maharg (CFWE)
Jacob Bornstein (CWCB)
Becky Mitchell (CWCB)
John Stulp (IBCC)
Judy Lopez (Rio Grande)
Jeff Devere (IBCC)
Ren Martyn (Yampa/White)

Caroline Bradford (Colorado)
George Sibley (Gunnison)
Sean Cronin (South Platte)
Tom Acre (Metro)
Denise Rue-Pastin (Southwest)
Hannah Holm (Colorado Mesa Univ.)

Overview of FY2013 Scope of Work

Kristin reviewed the development of the current scope of work since the group last met in May. Considering the 68% cut in Tier 2 severance tax funds and a corresponding decrease in the PEPO budget, CFWE held meetings with John Stulp, CWCB, PEPO members and various key partners to determine how to best allocate existing resources. They realized how large the education and outreach need really is and wanted to make this an opportunity to do something bigger. Therefore, the current scope of work focuses on statewide outreach priorities that can then be rolled out into local messaging once the strategy is fully articulated. At that time, there could be opportunities to pursue a common grant application from the WSRA basin accounts.

John looks forward to working with PEPO more closely towards his goal of a State water plan in 2016. He commented that the high percentage of cuts is difficult to predict due to the fluctuating price of natural gas and the state's relationship. He's like to help prioritize the consensus messages to determine what we can do with the resources we have. Becky is also excited to work with roundtables on this as well as scenario planning.

Caroline is concerned about a long-term outcome for these activities being a change in voting behaviors as that seems too advocacy based. Tom pointed out that education promotes behavior change and we are indeed trying to promote informed decisions. John noted that the outcome intended to promote a more informed and knowledgeable public sector so Kristin will revise that language within the outcomes table.

The group agreed the scope looks good with the resources available. Caroline is still concerned that we don't have budget to disseminate messages with professional marketing help. Jacob responded that first we should determine what the right strategy is and identify which

components need professional help and/or partnerships and then determine how to fund those activities. John agrees that strategy needs to be worked out before we pursue resources.

Sean echoes the need for professional help and that we have no real tagline to pull an audience in. We should look at how we can more fully flesh out the consensus messages so it resonates with each audience. Kristin noted that it will be important to pull in the Value of Water survey results for this purpose and will send the draft from Tom Browning to the group to review.

Development of PEPO workshop

Last year, PEPO developed basic and consistent outreach messages based off what's already been agreed to in the Letter to the Governor from December 2010. The group considered the following consensus messages to help develop the goals and agenda for the upcoming workshop:

- 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.

Kristin mentioned a free workshop CFWE is hosting at the Sustaining Colorado Watersheds conference in Avon on October 9. PEPO members may want to attend to learn about the Water Education Task Force including Water 2012 activities and the Value of Water Campaign. For the subsequent October 29 workshop, the intention is to invite key partners that have been participating in the PEPO dialogue thus far, including Education Committee members of the basin roundtables. The group offered up would want to see out of this workshop.

Ren wants to hear about successes from other groups, how they've made a difference and what ideas can they implement in the Yampa/White. Tom wants to explore how the public can give effective and meaningful feedback. George agrees that he wants to know how people get public input, are there successes to draw on and what specific forms of media are effective. Judy thinks we should refine the list of consensus messages so we're ready to disseminate and that they meet the needs of workshop attendees. Jeff wonders if we need to work on the messages themselves. Jacob noted that we've ruminated on these messages over the past year and come to agreement on them in terms of the 1177 process as a whole. Tom suggested that we explore the meaning behind those messages. George would like to revise the second message as "projected water demand" rather than "water needs" so that our communication efforts help manage demand

upfront. Sean wants to invite advertising experts to workshop to shed light on how to effectively communicate complex topics.

CFWE and CWCB have been thinking that we could take each consensus message and detail the target audience, delivery mechanisms, existing efforts and which partnerships/resources are needed to get there. We could look at the Colorado Tourism Board model as an organization that evolved over the past 20 years to promote a statewide message for local adaptation. We could also invite communication experts such as Suple Design (Denver Water), GBSM (Value of Water) and Volition Strategies (Water 2012). Tom emphasized what some of these experts have done are marketing campaigns and we are interested in the educational piece. How can we get people to understand things rather than to do things? John suggested including successes of rural roundtables, how we learn from those and how does the outreach mechanism change. Kristin will take this input to draft an agenda for the group to review.

The Education Liaisons remaining on the line reported on progress towards education and outreach activities within their basins:

- Denise – successful Water in the Arts show (series of presentations on drought, Colorado plateau, and law), about 200 participants total, exploring a Gary Hart book tour
- Hannah – Water Law in a nutshell, tour of the Uncompahgre project, Upper Colorado River Basin conference in November, 20 articles so far in GJ Free Press and picked up by others, core PowerPoint presentation
- Sean – tailored IBCC consensus message to South Platte specific issues, conveys the Gap, needs to be approved by roundtable and then distributed as a brochure
- George – two successful anniversary celebrations, tour of Blue Mesa and Paonia Dam, publication on the Gunnison basin including articles from RT members

Decision-Maker Outreach Strategy

2/14/2013 DRAFT for PEPO and IBCC consideration

Purpose

The purpose of this document is to outline an initial education and outreach approach for those decision makers currently not involved with Colorado's water planning process. Once one or more of the options is selected, it will be developed into a more detailed strategy.

The need for engaging stakeholders is expressed both in the original language of the Colorado Water for the 21st Century Act as well as subsequent work by the Interbasin Compact Committee and the Colorado Water Conservation Board's Statewide Water Supply Initiative 2010 recommendations. The need for education and outreach continues to grow as the water planning process moves forward with implementation and the drafting of a state water strategy. As stated in the *Strategic Communications Recommendations for the IBCC and Basin Roundtable Process* prepared by GBSM for CWCB, "it will be important for future communications to be even more strategic and effective. There are several reasons for this:

- "The work performed by the IBCC and Basin Roundtables is critical to securing Colorado's water future. Municipalities, businesses, farmers and families depend on a secure water future and must feel confident the state is taking appropriate action. It is in the state's interest to inform the public that they are hard at work ensuring a secure water future for Coloradans."
- "The work of the IBCC and Basin Roundtables is complex and not easily understood by the general public, and yet it will have an increasingly important impact on the public and its secure water future."
- "To be successful with its future work plan, including development of a statewide water plan, it will be important to reach out to and engage a broader group of stakeholders."

In order to harness these opportunities, state leadership has prioritized decision-maker groups as a primary target audience. Additionally, discussions with key water entities engaged in effective stakeholder communication are helping to articulate how the IBCC and roundtables can increase awareness of their consensus messages and create support for balanced water supply solutions.

Key Content

In December of 2010, the IBCC produced a summary of accomplishments to the Governor. Concepts in the letter considered consensus items were translated for public outreach by the PEPO Workgroup and presented to the IBCC. As such, the following seven consensus

messages have been adopted as key content for outreach purposes. The PEPO Workgroup chose not to wordsmith each one, since these messages need to be reworked in a professional manner for a given context. Each of the strategies outlined in this document will require consideration of which messages are most appropriate to consistently communicate with target audiences. However, many of the outreach strategies require inclusion of all consensus messages since they are not mutually exclusive of one another.

- 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. Balanced water solutions 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 (e.g. 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

Desired Outcome and Example Approaches

Decision makers understand the roundtable and IBCC processes’ history, purpose, representation, transparency, and next steps, including the need for a balanced mix of solutions to fill “the gap”

- Example Approach #1: IBCC and roundtable members have the tools, support, and capacity to educate and outreach to decision-makers in their representative regions
- Example Approach #2: Statewide efforts that reach as many decision makers as possible are utilized

Example Approach #1: IBCC and roundtable members have the tools, support, and capacity to educate decision-makers in their representative regions

Target Audience:

County commissions, city councils, councils of governments, state legislators, and other community leaders and decision-makers

Approach:

- A. Example activities
 - a. Supported and active Education Action Plan for each basin with mechanisms to invite decision-makers to important roundtable meetings and events
 - b. Basin Roundtable member outreach
 - i. Develop basic public engagement tools such as targeted contact lists, talking points, fact sheets, videos, adaptable presentations and/or CFWE Headwaters on the Colorado Water for the 21st Century process, history, representation, transparency, and next steps
 - ii. Train members so they are qualified to solicit input from their representative decision-maker groups
 - iii. Active participation by roundtable members to reach out to the stakeholders and organizations they represent through activities such as targeted one-on-one meetings with individuals and organizations, county-by-county decision maker lunch and learns, community workshops, task-groups with affected stakeholders, roundtable representation at non-BRT events, WSRA project tours, and evening receptions
 - iv. Distribution of basin fact sheets to local decision-makers
 - v. Development of community vignettes on local impacts of the “status quo” and the remaining water needs
 - vi. Each basin roundtable develops human interest stories on regional representative(s)
 - vii. Decision-maker feedback forum at roundtable meetings
- B. Existing efforts
 - a. Metro Roundtable’s decision maker reception
 - b. Some outreach from current members to their constituents
 - c. Annual IBCC and WSRA Reports to State Legislature
 - d. WSRA tours in the Rio Grande Basin
 - e. Water provider tours and materials
 - f. Environmental organizations’ events and materials
- C. Necessary partnerships
 - a. Relationships with community and water stakeholder groups within a basin who are represented by IBCC and roundtable members

Example Approach #2: Statewide efforts that reach as many decision makers as possible are utilized

Target Audience:

Colorado Municipal League, Colorado Counties Incorporated, Colorado General Assembly

Approach:

- A. Example activities
 - a. Clearer, more frequent and consistent communications on the history, strategic accomplishments and direction of the IBCC and basin roundtable process
 - i. Statewide, targeted and expanded email lists for decision makers
 - ii. More accessible email and report formats
 - b. Support interim water committee in hosting regional events to deliberately increase dialogue amongst fellow state legislators and elected officials
 - c. Statewide open house hosted by John Stulp, IBCC legislative appointments and/or Governor Hickenlooper with Q&A session on IBCC activities
 - d. Presentation at statewide gathering's of decision-makers, such as at Colorado Municipal League and Colorado Counties Inc. meetings
- B. Existing efforts
 - a. Email communication through the state's mass email system to stakeholders who have signed up
 - b. CFWE tours and materials, especially basin-focused Headwaters magazines
 - c. Personal contacts by IBCC members and CWCB staff
- C. Necessary partnerships
 - a. Umbrella organizations for local decision-makers (e.g. CML, CCI)
 - b. Local elected leadership (e.g. city councils and county commissioners)
 - c. State leadership (e.g. Governor's Cabinet, Colorado General Assembly)
 - d. Special interested groups (municipal, agricultural, environmental and recreational)