

## Statement of Work

### ***WATER ACTIVITY NAME***

Solicitation of stakeholder input through production of a North Platte basin education package



### ***GRANT RECIPIENT***

### ***FUNDING SOURCE***

North Platte Basin Roundtable funds

### ***INTRODUCTION AND BACKGROUND***

On September 21, 2010, the North Platte Roundtable approved their Education Action Plan. At this point they asked the Foundation to apply for a Water Supply Reserve Account grant in order to assist in the implementation of educational activities within the basin. The objectives outlined in this plan call for a resource document that provides information on the work of the roundtable as well as a speaker's bureau to area organizations. This proposal directly fulfills the tasks laid out in the Education Action Plan by providing tools for North Platte Roundtable members to actively solicit input from affected local governments and stakeholders as per requirements in CRS Section 37-75-104(2).

The proposal seeks \$14,040 to fund the production of an education package focused on the North Platte basin. The package includes the writing, editing, design and printing of a 24-page educational resource document as well as the production of a related public outreach PowerPoint presentation to be used by Roundtable members and posted online. The package would be available for distribution in June 2011.

The education package can be used by water educators in the North Platte basin to better reach their audience by providing them with high quality materials needed to educate the public. The Foundation will assist the Roundtable with dissemination of the education package and will work with the Education Liaison to develop additional means of telling the story of water and engaging the public in the North Platte basin.

The proposal is intended to educate Roundtable stakeholders in the North Platte basin about the basin's geography, water supply and environmental challenges, water management agencies (including the IBCC and Roundtable) and different user groups. The education package will help the Roundtable achieve their stated goal to "educate the basin public on solutions-oriented water supply planning." It will also be a powerful tool for communicating with basin stakeholders to better solicit their input for needs assessments and project planning.

## **OBJECTIVES**

This project has the following objectives:

1. Fulfill the goals and objectives of the North Platte Education Action Plan at the request of the Roundtable Education and Outreach Committee
2. With input from Roundtable members, produce a high-quality, accurate and balanced account of the issues and challenges of the North Platte basin
3. Prominently feature the Roundtable's assessment of both non-consumptive and consumptive needs and highlighted projects it has funded
4. Provide information the public can use to learn more about the Roundtable's work and become involved in the process
5. Give roundtable members the necessary outreach tools for engaging stakeholders within their basin

## **TASKS**

### **Task 1: Package Outline**

The first step is to establish the framework for the educational package, including the intended audience and the general tone and content of the resource document and PowerPoint presentation. The Foundation will meet with the Education and Outreach Committee of the North Platte Basin Roundtable to outline the stories and information to be included in the package, the length of each article, and identification of sources of information on the Roundtable's needs assessment and technical work. The Foundation will also help the E&O Committee with creating methods for public participation so that they can provide feedback to the roundtables, as per requirements in CRS Section 37-75-104(2).

Deliverable: an outline of the articles and information to be included in the package

### **Task 2: Writing and Editing**

The Foundation will compile existing materials, contact sources, conduct background research, collect graphics and write the articles for a 24-page resource document. Draft text is then submitted to the editor for initial review. Upon completion of her review, the edited text is sent to the North Platte Roundtable for secondary review. Members will also comment on the content of the outreach presentation at that time.

Deliverables: edited text of the resource document and PowerPoint presentation

### **Task 3: Graphic Design and Printing**

The edited text is laid out and photographs, graphics and other visual art is created and included in the layout. The layout of the resource document is then reviewed by the North Platte Roundtable. Approved and final layout is then sent to the printer. 1,000 copies of the resource document will be printed and 500 DVDs will be produced, which will contain the outreach presentation and other roundtable documents.

Deliverables: 1,000 copies of the resource document and 500 DVDs

**Task 4: Distribution and Input Solicitation**

The package will be used by Roundtable members as a tool to actively solicit feedback from their affected local governments and other stakeholders. The Foundation will help the North Platte Roundtable identify targeted channels of distribution for the educational package. This could include online presence, community workshops and a speaker's bureau for various interest groups, schools, and government agencies with a stake in the future of water in the North Platte Basin.

Deliverable: Distribution work plan created in conjunction with the North Platte Roundtable

**WSRA Application - North Platte BRT  
Budget, October 2010**

**Total Costs**

	Labor	Other Direct Costs	Total Project Cost
Task 1 - Package Outline	\$1,300	\$180	\$1,480
Task 2 - Writing and Editing	\$4,190	\$200	\$4,390
Task 3 - Design and Printing	\$3,525	\$3,675	\$7,200
Task 4 - Distribution and Solicitation	\$770	\$200	\$970
Total Costs	\$9,785	\$4,255	<b>\$14,040</b>

**Personnel Budget**

Project Personnel	Project Manager	Editor	Graphic Design	Total Costs
Hourly Rate	\$55	\$50	\$85	
Task 1 - Package Outline	20	4		\$1,300
Task 2 - Writing and Editing	58	20		\$4,190
Task 3 - Design and Printing	10		35	\$3,525
Task 4 - Distribution and Solicitation	14			\$770
Total Hours	102	24	35	161
Total Costs	\$5,610	\$1,200	\$2,975	<b>\$9,785</b>

**Other Direct Costs**

	Mileage (@ \$0.45/mile)	Tele- conference	Stock Photography	Printing (1000 copies @ \$2.50each)	DVD (500 @ \$0.75each)	Total Costs
Task 1 - Package Outline	\$180					\$180
Task 2 - Writing and Editing		\$200				\$200
Task 3 - Design and Printing			\$800	\$2,500	\$375	\$3,675
Task 4 - Distribution and Solicitation		\$200				\$200
Total Costs	\$180	\$400	\$800	\$2,500	\$375	<b>\$4,255</b>

### Schedule of Deliverables

	February	March	April	May	June
Task 1 - Package Outline					
Task 2 - Writing and Editing					
Task 3 - Design and Printing					
Task 4 - Distribution and Solicitation					