

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

June 4, 2013
5:00-7:00pm

Inn at Keystone Resort – Black Bear Grill
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. 5:00 Introductions and meeting goals (pages 6-8)

CFWE and CWCB will give updates on the progress of related activities and overall goals for the coming year. PEPO will review the FY2014 Scope of Work and make recommendations for it to be adopted.

- II. 5:30 Outreach implementation priorities (pages 9-12 and 13-17)

The group will have a strategic discussion on the implications of the Governor's Executive Order as it relates to the consensus messages. CFWE will solicit input on mechanisms to implement the scope of work, including specific target audiences, priorities for the statewide forum (task 3) and staff support needed for roundtable activities (task 2).

- III. 7:00 Next meeting and adjourn

There will be a PEPO report and discussion at the 6/5/13 IBCC meeting.

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

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

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 - 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 MINUTES

Attendees

Jacob Bornstein, CWCB
Perry Cabot, Arkansas
Casey Davenhill, Metro
Cheryl Jones, public
Tom Browning, CWCB
Joel Schneekloth, South Platte
Becky Mitchell, CWCB
Mark Shively, Metro
Greg Johnson, CWCB
Alyssa Quinn, CO WaterWise
Kristin Maharg, CFWE

Nicole Seltzer, CFWE
Julio Iturreria, Metro
George Sibley, Gunnison
Jeff Devere, Yampa/White
Judy Lopez, Rio Grande
Denise Rue-Pastin, Southwest
Caroline Bradford, Colorado
Russ Sands, Boulder
Ren Martyn, Yampa/White
Tom Acre, formerly Metro
Margaret Herzog, DWR

Value of Water

PEPO has not met since September, and a lot has happened since then this meeting will get everyone up to speed and solicit input on statewide outreach activities. Tom Browning gave an overview of the current survey being conducted by BBC and GBSM on behalf of CWCB. They had about 2,000 phone surveys across Colorado. Each region of the state had about 350 completed surveys in Nov/Dec. The firm is currently doing an analysis of the data. There is a one page fact sheet enclosed with these minutes. The remaining work is currently under review due to concerns and interest by a number of groups. Instead of conducting regional focus groups in person, CWCB may instead do follow up phone calls to those already contacted to clarify their

answers in certain areas. This will culminate in a report early summer and then determine how the water community wants to move forward together.

The group asked about preliminary results they are seeing. Tom said that the survey showed most Coloradans (about 2/3) do not know that agriculture is the largest user of water in the state. There was also a high desire to know and understand water issues. Jacob said that one question asked who was a trusted source of information, and regional groups like conservation and conservancy districts were high on the list and federal agencies were last. Nicole asked about the concerns that lead to changing the focus groups into follow up phone calls. Tom said that it may be that the process is not trusted so the results are not viewed as accurate, or that there is fear or anxiety about the results and there is a desire to more fully explore them. The survey gives us data in terms of what citizens think about water, and it will hopefully be useful for many people as they work to design education and outreach programs. Jacob said that there is a desire for more information on what types of individuals were surveyed as there is skepticism that some survey results, such as a willingness to pay more for water, were accurate. Tom reiterated that the survey itself is not a decision tool, but provides data for others to make decisions.

Nicole reported that with Water 2012 now over, there are a few short and medium term action items. The Water 2012 website will be decommissioned, with content such as logo downloads and teaching resources moved to other sites such as CFWE or Colorado WaterWise. CFWE will be creating a “water educator” membership that will provide best practices, networking and learning opportunities for educators, meeting the desire for those involved with Water 2012 to stay connected. In addition, Water 2012 volunteers would like to see movement on the creation of a grant fund for water education, as both state and local funding for this work is limited.

Alyssa gave an update on Colorado WaterWise’s next steps with the Value of Water campaign. They held a workshop in the fall to gain understanding on what people would like to see in a statewide messaging campaign. They have applied for an EPA grant to fund message development, and will find out in March. They are in a wait and see mode until the survey is complete and the EPA grant announcement is out. Jacob asked if there has been progress in getting buy-in from the leadership of major utilities. Alyssa said they are having these meetings and are working to ensure, for example, that the Front Range Water Council is supportive. Perry asked when WaterWise will convene everyone next. He is worried that if we do not meet prior to June, the drought may overshadow this process. Casey said that we need to make sure not to lose momentum that has been built in the past year and Denise echoed the sentiment that waiting until June is too long. Alyssa agreed that timing is important and sooner is better.

PEPO Outreach Strategy

The group turned to the “Decision-Maker Outreach Strategy” in the meeting packet. Kristin and CWCB have been working to identify short/medium term goals for CWCB/IBCC/PEPO public education and outreach for the last 6 months, starting with the workshop in the fall and culminating with meeting with state leadership. The idea is to create a centralized education program that can be used locally by the basin roundtables.

The outcome that has been identified is “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”. Kristin asked for initial feedback on this outcome. Perry said there may be push back from ag-focused basins like Ark and South Platte to not define the “gap” solely as a municipal and industrial problem that is ultimately meant to convince farmers to give up their water. Denise said she’s very on board with the strategy—it’s simple and doable. Judy agrees. Ren asked what marketing/communication about the IBCC process would look like. The general public does not know about the IBCC process. Kristin noted however, the current strategy before us does not address this issue—it would be more targeted to elected and appointed local officials and getting their feedback. Ren suggested that few elected officials are going to care much about this unless the general public first shows an interest. It should trickle down from the public first. Jacob wonders if we are not giving the roundtable enough credit for their ability to attract interest from elected officials themselves, without creating a general public education campaign. Casey sees a dilemma here as well—how do we get to elected officials without also educating the public. Perry can see an opportunity in widening understanding about the Water Supply Reserve Account grant program in that it can be pitched to communities as a resource.

Jacob went through approaches to achieve the outcome. One is making sure that the roundtables have the tools and resources they need to educate decision makers. The other is physically going to the “watering holes” of decision makers and conducting outreach. Kristin asked what would work better—us going to the officials, or having them come to us. Caroline believes that centralized workshops might work in urban places, but going to council work sessions and board meetings would work better in more dispersed areas. She believes that roundtable members have a duty to go back to their constituents and ensure they know what is going on, but there is not a formal “feedback” process back to the roundtable.

Tom asked if current elected officials understand the importance of the process. In the Colorado basin, Caroline said all county commissioners get updates on the process at the River District Board meeting. CFWE materials like the basin issue of *Headwaters* and leave-behind education materials are also very helpful as they are written in a way that is digestible to the general public. Judy agrees that using a CWCB handout is often difficult because they are so lingo heavy. Denise is glad that the CO Basin roundtable communicates with their constituents effectively. She is not sure the same thing is happening at other roundtables. Margaret asked if a survey of basin roundtable education liaisons would be helpful since their needs seem to be so different. Judy asked if the materials would be coming from the state, or is there money given to each roundtable to develop their own materials. Jacob said that he hopes that funding in FY2014 will return to prior levels, and that much of the money can go towards roundtable education needs.

Casey asked how the 2015 State Water Plan plays into this. Should we be focusing on creating support for that? What about helping the roundtables with recruitment and diversification? Jacob said that outreach on a state water plan would be a different process, as would roundtable membership. All of these ideas were discussed at one time or another and state leadership felt priority should be placed on decision-maker education about the IBCC process and getting their feedback.

Jacob asked what the roundtables would need to move forward with something like this approach. Denise said that she would need to think about it for awhile, but some fact sheets on the process and its goals would be helpful. Denise asked what the idea around training for roundtable members was. Kristin said that it could be a training to refresh members' understanding on their responsibilities around outreach, what tools are available, and helping them to focus on education as an equal priority to the technical work. Perry would like to have something that was a DVD that could be given in a "shotgun" manner that did not require him to attend meetings all over the basin. Judy said the Rio Grande basin is committed to having an education action plan, but other basins do not have the same educational capacity. Resources should be directed to those who need the help.

George is concerned that the desired outcome statement is too focused on process and not enough focused on the problem we are trying to address. He feels that the "training" around gathering input would be very important to get people actively thinking after they are given a presentation. We will only get input back if we create a better way to ask for it.

Denise asked about the work in #2. Tom and Reagan agree that this kind of work is important and it needs a compelling message. Denise does not see this as the role for the local education liaisons, but Tom sees a role for local/regional faces to "open the door". Caroline agrees that both approaches are needed. Having the "panel" approach whereby CFWE/CWCB arranges for a group of experts to participate at different meetings like CML/CCI is a good one, and is a mix of approaches. It needs to be heard locally and in statewide forums for it to sink in.

Reagan thinks that the message should be crafted in a way that can resonate with each basin and their communities. Perhaps think through the messages and how they can be adapted for each intended audience and each distinct region. A city council person has so many immediate issues that they need compelling and relevant messages. They may care about water issues, but how does the roundtable play into that? Margaret said that talking about the goal and the importance of the work is most important – empower people to care and get involved.

Updates from Education Liaisons

Arkansas basin will be hosting a workshop on the valuation of agricultural water in June in Colorado Springs. Rio Grande basin has a CWCB grant to fund local education that will continue their Water 2012 activities such as newspaper articles, tours and a leadership program. Tom Acre is leaving the Metro roundtable as he has accepted the position of City Manager for Trinidad. South Platte has done 3 groundwater meetings that have been very well attended and lively. The roundtable has been right in the thick of these.

Next steps: take the consensus messages back to those interested in education on your roundtable and talk through how the messages can be adapted locally and what tools/methods would be a best fit for your available resources/community needs. CFWE/CWCB will refine the cost/resources needed for these approaches and come back to the group. Kristin will circulate follow up materials and feedback questions. The next PEPO meeting will occur in April or May to review the revised outreach strategy before it goes to the IBCC.

**Public Education, Participation and Outreach Workgroup (PEPO)
Colorado Foundation for Water Education (CFWE)
Scope of Work for FY2014**

Task 1. PEPO Facilitation

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

CFWE will hold two (2) 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: Two facilitated PEPO meetings; Up to four planning meetings

Task 2. Basin Roundtable Support

2.1. Development and Implementation of Education Action Plans

CFWE will meet with nine (9) Education Liaisons of the roundtables to provide strategic updating of their Education Action Plan. Approaches outlined in the Decision-Maker Outreach Strategy document will be encouraged to ensure roundtable members have the tools to solicit input from their representative decision-maker groups. CFWE will provide technical support assist all roundtables in implementing their EAP and help to build partnerships to promote collaborative education and outreach. CFWE will assist each roundtable on the process for receiving funding assistance from CWCB on a completed EAP and advise on appropriate funding sources to further implement the EAP, such as a WSRA grant.

2.2. Local Outreach Messages

CFWE will manage the process to adapt and distill the IBCC consensus messages for local relevance in each of the nine basins, including coordinating the sub-tasks for a marketing and communication professional.

2.3. Public Engagement Package

CFWE will solicit input from PEPO and CWCB and develop the elements of a basic public engagement package targeted at decision-makers on the goals, history, representation and next steps of the 1177 process (i.e. talking points, presentation, video, planning for Fall 2014 Headwaters magazine with basin information insert).

Deliverables: One meeting with each of nine roundtables; Nine revised and completed Education Action Plans; Applications from up to nine roundtables for EAP funding; Locally adapted outreach messages for each basin; Identification and development of package elements

Task 3. Statewide Outreach Priorities

3.1. Statewide Outreach Messages

CFWE will manage the process to adapt and distill the IBCC consensus messages on the goals of the process and adopt outreach messages for statewide dissemination, including coordinating the sub-tasks for a marketing and communication professional.

3.2. Contact Lists

CFWE will create a targeted and expanded email lists for statewide decision-makers and identify a similar contact lists for decision-makers and elected officials in each basin.

3.3. Statewide Forum

3.3.1. CFWE will engage CWCB and PEPO to support the Colorado General Assembly interim water committee in hosting a legislative event to deliberately increase dialogue amongst fellow elected officials of the goals of the 1177 process.

3.3.2. CFWE will coordinate a statewide open house hosted by John Stulp, IBCC appointments and/or Gov. Hickenlooper with Q&A session on IBCC activities and how to participate in balanced solutions.

3.3.3. CFWE will promote PEPO, IBCC and CWCB attendance and presentation at three (3) statewide gatherings of decision-makers, such as CWC, CML and CCI conferences to increase awareness and involvement in the 1177 process.

Deliverables: Statewide adapted outreach messages; Statewide and basin-specific contact lists for decision-makers and elected officials; One legislative event; One cabinet open house; Three statewide conference presentations

CFWE FY2014 PEPO Budget		Task Total		Management \$63.65/hour		Communication \$150/hour		Administration \$42.44/hour	
		hours	cost	hours	cost	hours	cost	hours	cost
Task 1 PEPO Facilitation		76.00	\$ 4,667.72	68	\$ 4,328.20	0	\$ -	8.00	\$ 339.52
	1.1. PEPO Meetings	64.00	\$ 3,903.92	56.00	\$ 3,564.40	0.00	\$ -	8.00	\$ 339.52
	1.2. Planning Meetings with CWCB	12.00	\$ 763.80	12.00	\$ 763.80	0.00	\$ -	0.00	\$ -
Task 2 Basin Roundtable Support		405.00	\$ 29,032.16	244.00	\$ 15,530.60	62.00	\$ 9,300.00	99.00	\$ 4,201.56
	2.1. Education Action Plans	153.00	\$ 9,165.78	126.00	\$ 8,019.90	0.00	\$ -	27.00	\$ 1,145.88
	2.2. Local Messages	72.00	\$ 9,936.50	10.00	\$ 636.50	62.00	\$ 9,300.00	0.00	\$ -
	2.3. Engagement Package	180.00	\$ 9,929.88	108.00	\$ 6,874.20	0.00	\$ -	72.00	\$ 3,055.68
Task 3 Statewide Outreach		350.00	\$ 25,488.99	187.00	\$ 11,902.55	62.00	\$ 9,300.00	101.00	\$ 4,286.44
	3.1. Statewide Messages	72.00	\$ 9,936.50	10.00	\$ 636.50	62.00	\$ 9,300.00	0.00	\$ -
	3.2. Contact Lists	80.00	\$ 3,819.40	20.00	\$ 1,273.00	0.00	\$ -	60.00	\$ 2,546.40
	3.3.1. Legislative Event	50.00	\$ 2,864.35	35.00	\$ 2,227.75	0.00	\$ -	15.00	\$ 636.60
	3.3.2. Open House	70.00	\$ 4,031.30	50.00	\$ 3,182.50	0.00	\$ -	20.00	\$ 848.80
	3.3.3. Statewide Conferences	78.00	\$ 4,837.44	72.00	\$ 4,582.80	0.00	\$ -	6.00	\$ 254.64
TOTAL BUDGET		831.00	\$59,188.87	499.00	\$31,761.35	124.00	\$18,600.00	208.00	\$8,827.52

FY2014 PEPO Schedule		2013						2014					
		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Task 1 PEPO Facilitation													
	1.1. PEPO Meetings												
	1.2. Planning Meetings with CWCB												
Task 2 Basin Roundtable Support													
	2.1. Education Action Plans												
	2.2. Local Messages												
	2.3. Engagement Package												
Task 3 Statewide Outreach													
	3.1. Statewide Messages												
	3.2. Contact Lists												
	3.3.1. Legislative Event												
	3.3.2. Open House												
	3.3.3. Statewide Conferences												

STATE OF COLORADO

OFFICE OF THE GOVERNOR

136 State Capitol Building
Denver, Colorado 80203
Phone (303) 866-2471
Fax (303) 866-2003



John W. Hickenlooper
Governor

D 2013-005

EXECUTIVE ORDER

DIRECTING THE COLORADO WATER CONSERVATION BOARD TO COMMENCE WORK ON THE COLORADO WATER PLAN

Pursuant to the authority vested in the Governor of the State of Colorado, and in particular, pursuant to powers vested in the Governor pursuant to article IV, section 2 of the Colorado Constitution, I, John W. Hickenlooper, Governor of the State of Colorado, hereby direct the Colorado Water Conservation Board to commence work on the Colorado Water Plan.

I. Background

Colorado has long been on the leading edge of water innovation and solutions. We are the home of the "Colorado Doctrine" of prior appropriation and the birthplace of the interstate water compact, of which we have nine. We are a headwater state – vital rivers and streams begin here, provide water to Colorado uses, and exit to water 18 downstream states as well as the United Mexican States. Colorado has benefited much from its water and has taken seriously its responsibilities as a headwater state. The creation of a Colorado Water Plan is in keeping with Colorado's water heritage and continued responsibility.

The Colorado Water Conservation Board (CWCB) was created in 1937 "[f]or the purpose of aiding in the protection and development of the waters of the state, for the benefit of the present and future inhabitants of the state." C.R.S. § 37-60-102. More than 75 years later, we reaffirm this purpose and seek to tap Colorado collaboration and innovation in addressing our water challenges. The Board's recently-adopted strategic framework is consistent with this mission.

We also recognize the important role the Office of the State Engineer has played throughout Colorado's water history. This office administers water rights, issues water well permits, represents Colorado in certain interstate water compact proceedings, monitors streamflow and water use, approves construction and repair of dams and performs dam safety inspections, assures the safe and proper construction of water wells, and maintains numerous databases of state water information.

The Interbasin Compact Committee and Basin Roundtable processes, established by House Bill 05-1177, have produced more than eight years worth of important discussion and information about the basins from Coloradans in each basin.

In addition, many state agencies, lead by DNR, play important roles in Colorado water including:

- The Colorado Department of Public Health and Environment that includes the Colorado Water Quality Control Division and the Commission, the administrative agency responsible for developing specific state water quality policies, in a manner that implements the broader policies set forth by the Legislature in the Colorado Water Quality Control Act. The Commission adopts water quality classifications and standards for surface and ground waters of the state, as well as various regulations aimed at achieving compliance with those classifications and standards.
- The Colorado Water Resources and Power Development Authority that provides low-cost financing to governmental agencies in Colorado primarily for water and wastewater infrastructure development.
- The Colorado Department of Agriculture that works to strengthen and advance Colorado's largest consumptive use of water, its agriculture industry.
- The Colorado Energy Office that maintains information helpful in understanding Colorado's water-energy nexus as well as state agency water use.

Throughout our state's history, other water plans have been created by federal agencies or for the purpose of obtaining federal dollars. We embark on Colorado's first water plan written by Coloradans, for Coloradans. Nevertheless, our past and current data and studies will aid in developing a plan for the future.

II. Purpose and Need

The Colorado Water Plan is necessary to address the following:

- A. The gap between our water supply and water demand is real and looming. The Statewide Water Supply Initiative forecasts that this gap could exceed 500,000 acre feet by 2050. Moreover, our largest regional gap is set to occur in the South Platte Basin, our most populous as well as our largest agriculture-producing basin.
- B. Colorado's drought conditions threaten to hasten the impact of the water supply gap. Indeed, the past two decades have been Colorado's warmest on record, dating back to the 1890s.
- C. Coloradans find that the current rate of purchase and transfer of water rights from irrigated agriculture (also known as "buy-and-dry") is unacceptable. We have witnessed the economic and environmental impacts on rural communities when water is sold and removed from an agricultural area. For example, projected reduction in irrigated acreage in the South Platte Basin alone is currently estimated at 20% of agricultural land under production.

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- D. The Interbasin Compact Committee and Basin Roundtables have worked for the past eight years to engage in a visioning process and to discuss long-standing intrabasin and interbasin challenges by defining scenarios, portfolios, and strategies. These efforts have produced informed discussions, provided a forum for building consensus, and generated momentum that the Colorado Water Plan should utilize.
- E. Colorado's water quantity and quality questions can no longer be thought of separately. Each impacts the other and our state water policy should address them conjunctively.
- F. Our interstate water concerns are as pressing as ever and require Colorado to be vigilant in protecting its interstate water rights pursuant to its nine interstate compacts and two equitable apportionment decrees.
- G. CWCB is well-positioned to conduct this work given its duties and history, statewide representation, and expertise.

III. Declaration and Directives

- A. Colorado's water policy must reflect its water values. The Basin Roundtables have discussed and developed statewide and basin-specific water values and the Colorado Water Plan must incorporate the following:
- a productive economy that supports vibrant and sustainable cities, viable and productive agriculture, and a robust skiing, recreation, and tourism industry;
 - efficient and effective water infrastructure promoting smart land use; and
 - a strong environment that includes healthy watersheds, rivers and streams, and wildlife.
- B. The CWCB is directed to commence the work necessary to submit a draft Colorado Water Plan for review by the Governor's Office no later than December 10, 2014. The CWCB will work with the Governor's Office to complete the final plan no later than December 10, 2015.
- C. The CWCB is directed to align state water projects, studies, funding, and other efforts as part of the Colorado Water Plan to the greatest extent possible. As part of this alignment, the CWCB is directed to develop an inventory of water rights held by state agencies and evaluate the opportunities for those rights. The CWCB is also directed to ensure that financial assistance for water funding activities is in accordance with the Colorado Water Plan.
- D. The CWCB is directed to align the state's role in water project permitting and review processes with the water values included in the Colorado Water Plan and to streamline the state role in the approval and regulatory processes regarding water projects. The

Colorado Water Plan should place an emphasis on expediting permitting processes for projects that stress conservation, innovation, collaboration, and other criteria as determined by the CWCB. Efficient infrastructure promoting smart land use, healthy watersheds that support Colorado's rivers and streams, and smart water conservation practices that utilize demand-management are examples of criteria to be considered.

- E. In drafting the Colorado Water Plan, the CWCB is directed to utilize the Interbasin Compact Committee and the Basin Roundtables. The CWCB is also directed to review and build upon discussions and points of consensus that have emerged as part of the Interbasin Compact Committee and Basin Roundtable processes so as to capitalize on the momentum generated by these grassroots efforts.
- F. When drafting the Colorado Water Plan, the CWCB is directed to work with its sister agencies within the Colorado Department of Natural Resources as well as the Colorado Department of Public Health and Environment, the Colorado Water Resources and Power Development Authority, the Colorado Department of Agriculture, the Colorado Energy Office, and other relevant state agencies as needed. Each of these agencies is directed to cooperate with the CWCB as needed on the Colorado Water Plan.
- G. The CWCB is directed to assemble ad-hoc panels of Coloradans and inter-agency water working groups to develop recommendations regarding specific topics as it deems necessary.
- H. The Colorado Water Plan will reaffirm the Colorado Constitution's recognition of priority of appropriation while offering recommendations to the Governor for legislation that will improve coordination, streamline processes, and align state efforts.

IV. Duration

This Executive Order shall remain in full force and effect until modified or rescinded by future Executive Order of the Governor.



GIVEN under my hand and the
Executive Seal of the State of
Colorado this fourteenth day of
May, 2013.

John W. Hickenlooper
Governor

Decision-Maker Outreach Strategy

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 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. While the general public is not a primary audience for purposes of this strategy, a secondary goal is that decision-makers use the understanding gained as a result of these activities to then engage their representative constituencies in a water future. 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. Additionally, before any outreach activity can be considered, each message requires greater context and relevance for local issues in each basin. This outreach strategy

intends to give the basin roundtables an opportunity to detail and define what each message means for their communities and why a decision-maker would find importance in those messages. In order for any content to resonate with this target audience, the goals of the 1177 process must be presented in a way that relates the work of the IBCC and basin roundtables to the work of local, regional and statewide decision-makers. Finally, the outreach activities outlined in this document will require consideration of which messages are most appropriate to consistently communicate with target audiences. However, many 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 2015

Desired Outcome and Approach

The desired outcome of this outreach strategy is that 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”. The gap in future water supplies and demands considers all water needs (municipal, industrial, agricultural, environmental and recreational). This document outlines a hybrid approach between local, grassroots activities as well as centralized and statewide priorities:

- Local Approach: Roundtable members have the tools, support, and capacity to educate and outreach to decision-makers in their representative regions
- Statewide Approach: Statewide efforts that reach as many decision makers as possible are utilized

Local Approach

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

Example Activities	Sub-Tasks	Responsible Parties	Necessary Resources & Funding	Related Efforts
1. Education Action Plan for each basin	1.1. Funding allocated for EAP implementation	CWCB and roundtables	\$18K for all BRTs	\$1.8K per roundtable in FY2011 and 2012
	1.2. Identify mechanisms to invite decision-makers to important roundtable meetings and events	Basin roundtables	Engaged BRT Education Liaison and outreach committee	EAP program development from 2009-2012
	1.3. Staff support for EAP development and implementation	CWCB and consultants	Engaged BRT membership	\$25K in FY2011 and 2012 through PEPO contract
2. Support roundtable members with tools to solicit input from their representative decision-maker groups	2.1. Incorporate education and outreach report at roundtable meetings to convey the need, mechanisms and accomplishments of these activities	Basin roundtable leadership and active Education Liaison	Memo from State to BRT leadership on outreach priorities	Variable by basin
	2.2. Offer semi-annual practicum workshops for BRT members to understand how to effectively utilize the public engagement package	Basin Roundtable outreach committee	Complete and relevant public engagement package (see below)	Variable by basin
	2.3. Incorporate decision-maker feedback forum at roundtable meetings	Basin Roundtable leadership	CWCB guidance on how to implement and utilize feedback forum	n/a

	2.4. Promote activities such as targeted 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	Basin Roundtable membership	WSRA grant availability for outreach activities; Local partnerships for development and implementation; Relationships with community and water stakeholder groups who are represented by IBCC and roundtable members	Variable by basin/members (i.e. Metro reception, Rio Grande WSRA tours, SW seminars, Arkansas forum, Y/W community workshops, S. Platte public meetings, N. Platte outreach package CO/Gunn targeted outreach); Environment organizations' events and materials; Water provider tours and materials
3. Develop basic public engagement package	3.1. Identify targeted contact lists for each basin (decision-makers, public officials and staff)	Basin roundtables and consultants	Engaged BRT members	IBCC and roundtable listserv
	3.2. Develop package elements (i.e. Speakers Bureau model with talking points, presentation, videos, <i>Headwaters</i> magazine on the goals, history, representation and next steps of the 1177 process with basin information insert – community vignettes on local impacts of the “status quo” and the remaining water needs, basin specific human interest stories on roundtable members represent decision-makers in the state planning process)	BRT Education Liaison, CWCB and consultants	Normal to increased level of consultant & staff support (education & public engagement); Variable hard costs (e.g., \$35K for <i>Headwaters</i>)	Annual IBCC and WSRA reports to State Legislature; variable by basin (i.e. <i>Headwaters</i> basin issues, N. Platte publication, S. Platte fact sheet, Ark video, Rio Grande presentation)
4. Develop basin specific outreach messages	4.1. Adapt and distill consensus messages for local relevance	Basin roundtables, CWCB and consultants	Greater consultant support (marketing & communication); Value of Water survey results; geographic distribution of WSRA projects	n/a

Statewide Approach

Statewide efforts that reach as many decision makers as possible are utilized

Target Audience

Colorado Municipal League, Colorado Counties Incorporated, Colorado General Assembly, Colorado Water Congress

Example Activities	Sub-Tasks	Responsible Parties	Necessary Resources & Funding	Related Efforts
5. Clearer, more frequent and consistent communications on the history, accomplishments and direction of the 1177 process	5.1. IBCC consensus on the goals of the process and adoption of outreach messages for statewide dissemination	IBCC, CWCB and consultants	Input from Basin Roundtable leadership	2010 Letter to the Governor and PEPO consensus messages
	5.2. Statewide, targeted and expanded email lists for decision-makers	CWCB and consultants	Engaged IBCC membership	Email communication through State mass email system to stakeholders who have signed up
6. Statewide forum for understanding the goals of the 1177 process and participating in balanced solutions	6.1. Support interim water committee in hosting legislative events to deliberately increase dialogue amongst fellow elected officials	IBCC, CWCB and consultants	Greater staff support; Participation from Colorado General Assembly, BRTs and special interest groups	Personal contacts by IBCC and roundtable members and CWCB staff
	6.2. Statewide open house hosted by John Stulp, IBCC appointments and/or Gov. Hickenlooper with Q&A session on IBCC activities	IBCC and CWCB	Greater staff support; Event planning and delivery costs; Participation from Governor's Cabinet	Statewide Roundtable Summit (more technical)
	6.3. Presentation at statewide gatherings of decision-makers, such as CML and CCI meetings	CWCB and consultants	Greater staff support; Partnerships w/ decision maker groups and local elected leadership	Variable by topic, Special interest groups, CFWE tours and materials

