

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 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. 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 |

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|--|---|---|--|---|
| | 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 CWC, CML, CCI, CAWA, Colorado Farm Bureau, CACD, GreenCO and the Watersheds Conference. | 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 |

| Estimated Schedule | 2013 | | | | | | | 2014 | | | | | |
|--|------|------|-----|------|-----|-----|-----|------|---------|--------|-----|-----|------|
| | June | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June |
| 1. Education Action Plans | | | | | | | | | | | | | |
| 1.1. EAP funding | | | | | | | | | | | | | |
| 1.2. Decision-maker attendance | | | | | | | | | | | | | |
| 1.3. EAP development and implementation | | | | | | | | | | | | | |
| 2. Qualified roundtable members | | | | | | | | | | | | | |
| 2.1. Regular education reports | | | | | | | | | | | | | |
| 2.2. Practicum workshops | | | | | | | | | | | | | |
| 2.3. Decision-maker feedback forum | | | | | | | | | | | | | |
| 2.4. Promote local outreach activities | | | | | | | | | | | | | |
| 3. Public engagement package | | | | | | | | | | | | | |
| 3.1. Targeted contact lists | | | | | | | | | | | | | |
| 3.2. Develop package elements (e.g. HW) | | | | | | | | | | | | | |
| 4. Basin specific outreach messages | | | | | | | | | | | | | |
| 4.1. Adapt consensus messages | | | | | | | | | | | | | |
| 5. Statewide communications | | | | | | | | | | | | | |
| 5.1. IBCC consensus on goals and messages | | | | | | | | | | | | | |
| 5.2. Decision-maker contact lists | | | | | | | | | | | | | |
| 6. Statewide forum | | | | | | | | | | | | | |
| 6.1. Legislative event | | | | | | | | | Session | | | | |
| 6.2. Governor's open house | | | | | | | | | | Summit | | | |
| 6.3. Presentation at statewide gatherings | CFWE | CFWE | CWC | | SCW | | CCI | CWC | | | | | CML |