
Statewide Basin Roundtable Outreach Efforts

Status Update January 17, 2014

This status update was prepared by the Colorado Water Conservation Board in order to update stakeholders statewide on recent developments related to Colorado's Water Plan. Please check the Colorado's Water Plan website (www.coloradowaterplan.com) often for additional updates and email cowaterplan@state.co.us with any questions.

Summary

The Colorado Water Conservation Board (CWCB) maintains an Outreach and Communications Plan designed to provide a strategy for communications and outreach activities related to Colorado's Water Plan. The Outreach and Communications Plan heavily relies upon the work of the Basin Roundtables. In addition to regular attendance and participation at Basin Roundtable (BRT) meetings, the CWCB is working together with the BRT members to develop communications materials and messaging that they can disseminate and use in their conversations about the Basin Implementation Plans (BIPs) and Colorado's Water Plan in their communities.

Much of this work is happening through the existing Public Education, Participation, and Outreach (PEPO) Workgroup of the IBCC. PEPO Education Liaisons in each basin are working with BRT members, their BIP consultant teams, local stakeholders, the CWCB and Colorado Foundation for Water Education (CFWE) to share information regarding the Basin Implementation Plan development process, how it relates to Colorado's Water Plan, and how best to involve the public in these efforts.

New this month, PEPO has implemented an easy and transparent way for the basins to share information on BRT outreach activities. As the BRTs plan and implement education and outreach activities in their basins, the PEPO Education Liaisons will provide summary updates of activities on a regular basis. The first of these updates is included below. This and future updates will be shared at CWCB Board meetings, posted online at www.coloradowaterplan.com, sent out to the PEPO Workgroup via email, and shared at other events such as the Statewide Basin Roundtable Summit on March 6, 2014.

Arkansas River Basin – January 2014 Outreach Summary

- Arkansas River Basin Outreach Team
 - Perry Cabot, PEPO Education Liaison (through January, 2014)
 - Terry Book, PEPO Education Liaison (beginning January, 2014)
 - BIP Consultant: CDM Smith and WestWater Research
- The Arkansas Basin Roundtable (Arkansas BRT) reports several ongoing outreach tactics, along with two (2) major events held in 2013 for the purpose of educating the water-interested public. Additionally, policy-makers were a specific target audience that was focused upon in 2013.
 - Due to the interest in water-related topics by local newspapers, in particular The Pueblo Chieftain, the Arkansas BRT is fortunate to receive coverage by Chris Woodka. Mr. Woodka consistently attends roundtable meetings and reports on major decisions reached at the monthly meetings.
 - From April 23-25, 2013 several members of the Arkansas BRT membership attended the 19th annual Arkansas River Basin Water Forum (ARBWF) (www.arbwf.org), which was held in Walsenburg, CO and attended by approximately 120 people. The inclusion of Walsenburg as a new host for the ARBWF was noteworthy, in that representatives from Huerfano County developed stronger relationships with the broader Arkansas BRT membership. Each year, the ARBWF counts on the Colorado Water Conservation Board for its longstanding support of this event.
 - On October 7, 2013, the Arkansas BRT co-hosted a major event, “Valuing Colorado’s Agriculture: A Workshop for Policy-Makers,” along with the Colorado Ag Water Alliance. The Colorado Water Conservation Board was among the sponsors of this event, which hosted experts from the Western US to bring their expertise on topic of “valuing” water as it is used in irrigated agriculture, and the attendant benefits of economies based on agricultural water. The event was attended by over 150 people from regions across the state. The morning session of presentations is available at the Colorado Ag Water Alliance website (www.coagwater.org).
- Future Activities Planned:
 - Among the Arkansas Basin Goals and Measurable Outcomes is the goal of developing a clear vision of the Arkansas basin's water needs including the value of agriculture and recreation and take a leadership role to communicate those visions throughout the basin.
 - Additionally, the Arkansas BRT has three outreach sessions (via BIP consultant) in the planning stages, 1) Arkansas Basin Water Forum - April 2014, 2) Colorado Springs Community Outreach - June 2014, and 3) Pueblo Community Outreach - August 2014. The Roundtable has also engaged a consultant (Pikes Peak Water Authority) to work on water efficiency for the Basin Implementation Plan.

Colorado River Basin – January 2014 Outreach Summary

- Colorado River Basin Outreach Team
 - Caroline Bradford, PEPO Education Liaison
 - BIP Consultant: SGM, Inc.
 - Additional Consultant for Outreach: Hannah Holm, Colorado Mesa University

- The Colorado Basin Roundtable (Colorado BRT) has begun developing its Basin Implementation Plan, and this has become the focus of education efforts. The priorities are to make citizens aware of the planning process and get input from them. Key activities have included the following, which have all been carried out with input from Basin Roundtable members:
 - A new, very short base PowerPoint has been developed by the Water Center at CMU for Basin Roundtable members to use in community presentations. This is available here: <http://www.coloradomesa.edu/watercenter/documents/CBRT-waterplan-10-22-13.pptx>
 - Colorado BRT members helped develop an extensive spreadsheet of local government and civic groups that are being contacted for help in spreading the word via presentations and/ or newsletters to their members.
 - Presentations using the PowerPoint have been given to the Middle Colorado Watershed Group in Rifle; Summit County Mayors, Managers & Commissioners; Grand County Mayors, Managers & Commissioners; and Grand Junction Daughters of the American Revolution. Presentations are also scheduled for the Water Center at CMU's annual water course in February and an Eagle County Watershed Council "Waterwise Wednesday" in February.
 - A new Colorado BIP website has been developed: <http://www.sgm-inc.com/coloradobip> as well as FaceBook and twitter accounts (see links on website).
 - Several of the weekly articles distributed by the Water Center at CMU have discussed the plan, and a unified series of articles will be marketed to news outlets across the basin within the next few weeks. News articles already published are archived here: <http://www.coloradomesa.edu/watercenter/RoundtableEducationProject.html>
 - The Basin Roundtable BIP team has developed, in addition to an overall outreach plan, a draft media plan that includes both the articles and ads to draw attention to the website and survey.

Gunnison River Basin – January 2014 Outreach Summary

- Gunnison River Basin Outreach Team
 - George Sibley, PEPO Education Liaison
 - BIP Consultant: Wilson Water Group
 - Additional Consultant for Outreach: Hannah Holm, Colorado Mesa University
- The Gunnison Basin Roundtable (Gunnison BRT) PEPO Liaison is working on the following:
- The Gunnison BRT PEPO Liaison will have the 2014 Education Action Plan completed in time to send to the Roundtable members before the February 3 meeting, so it may be considered and possibly adopted.
- The Gunnison BRT PEPO Liaison is communicating with Greg Johnson of the Wilson Water Group, consultant for the Gunnison BRT Basin Implementation Plan, on meetings, focus groups or other communications needed to initiate with stakeholder groups or other entities in the Gunnison Basin.
- The Gunnison BRT PEPO Liaison is working with Hannah Holm of the Colorado Mesa University Water Center on a general plan of disseminating BIP information and other water-related information or positions of general interest through regional media, and developing a website for responses from readers and inviting participation in an ongoing online survey.

- The Gunnison BRT PEPO Liaison is working with Jeff Sellen and other faculty in the Environmental Studies, Outdoor Recreation, and other water-relevant programs at Western State Colorado University, on ways to engage (not just “educate” but engage) young people in a great water awareness and participation in water stewardship activities, including:
 - Trying to set up high school and university assembly programs with the “Protect Our Winters” winter-sport athletes from the Upper Colorado headwaters counties, with the intent of establishing a similar program for the Gunnison Basin with Western’s winter-sports teams (many of whom are enrolled in the afore-mentioned water-relevant university programs).
 - Developing two types of paid student internships (in collaboration with the Upper Gunnison River District): one, for a Western student with good communication skills, to develop a website, materials for local media and social media that will “speak” to the younger mind and point toward the ambiguous future; and the second, a “community organizer” internship for a student with good people skills and organizing ability, to put together work groups from the schools and community for labor-intensive riparian and wet-meadow restoration work.
- The Gunnison BRT PEPO Liaison is working with the Gunnison Arts Center on a project to attempt to stir up the “passion” of the general public for their water resource and the rivers from which the water comes – a “right-brain” stimulus to see if it will result in more willingness to participate in the “left-brain” analysis and evaluation necessary to develop and execute a viable water plan for the future. Activities here include:
 - Publication this summer of a “Gunnison Valley Journal,” a compilation of short stories and essays, poetry, photography and drawings about our rivers and streams and our uses of their water;
 - Creation by high school students of water-related art and sculpture projects for display around the valley communities.
 - Invitation to visual arts for a juried art show this summer, with cash awards, in conjunction with the Colorado Water Workshop and the Gunnison River Festival.
 - Presentation of a series of water-related films this winter and spring.
 - Composition of short water-related songs by local musicians, to be played as PSAs by local radio stations.

North Platte River Basin – January 2014 Outreach Summary

- North Platte River Basin Outreach Team
 - Debbie Alpe, PEPO Education Liaison
 - BIP Consultant: Wilson Water Group
- The North Platte Basin Roundtable (North Platte BRT) has received a WSRA Grant to work with Wilson Water Group to complete the North Platte Basin Implementation Plan.
- The North Platte BRT met September 24, 2013 with Wilson Water Group consultant Greg Johnson to discuss BIP scope of work, timeline and for an initial discussion of goals and measurable outcomes.
- The November 12, 2013 North Platte BRT meeting included a work session with Greg Johnson to conduct a more in depth discussion identifying the BIP Goals and Measurable Objectives and Outcomes.
- During the most recent December 17, 2013 North Platte BRT meeting, consultant Greg Johnson facilitated a work session addressing one of our BIP Goals; Maintain and maximize the

consumptive use of water in the depletion allowance of the Equitable Apportionment Decree and the Three State Agreement Depletion Plan. The focus of this discussion was the North Platte Decision Support System, Consumptive Use and Agricultural Shortages.

- PEPO Education Liaison, Deb Alpe with CSU Extension, informed the North Platte BRT on PEPO's request to update our Education Action Plan. The Education Committee will convene to develop a proposed updated EAP to present to the Roundtable as soon as possible.
- Informative Brochures on the Colorado Water Plan, Frequently Asked Questions about Colorado's Water Plan and the Basin Implementation Plans have been distributed to all North Platte Basin Roundtable members, in the community, and during the December 14, 2013 North Park Stockgrowers Association meeting attended by approximately 40 people.

Rio Grande River Basin – January 2014 Outreach Summary

- Rio Grande River Basin Outreach Team
 - Judy Lopez, PEPO Education Liaison
 - BIP Consultant: DiNatale Water Consultants
- The Rio Grande Basin Roundtable (Rio Grande BRT) is “full bore” in the Basin Plan process. The Rio Grande BRT hired DiNatale Water Consultants to write its Basin Implementation Plan and as a result set up subcommittees that will address various aspects of the plan and serve as advisors to the final plan. These committees are: water management, agriculture, M&I, environmental, recreational, institutional, non-consumptive, and education and outreach.
- The Rio Grande BRT set up a comprehensive communication plan that is designed to be informative and provide a platform for input. The communication plan includes a website (<http://riograndewaterplan.webs.com>) and other social media, Monthly Radio Spot, Bi-weekly Newspaper article series, Press releases, Pamphlets, PowerPoint for “speakers bureau” roadshow – including information relevant to specific geographical interests such as: county commissioners, town boards, ditch companies, and civic groups.
- The Rio Grande BRT is also preparing a newsletter that will be sent to a list serve of constituents and a newsletter link will be placed on the website.
- To tie this all together Rio Grande BRT has also developed a logo that will help brand the information.

South Platte and Metro River Basins (combined outreach effort) – January 2014 Outreach Summary

- South Platte and Metro Basins Outreach Team
 - Joel Shneekloth, South Platte PEPO Education Liaison
 - Mark Shively, Metro PEPO Education Liaison
 - BIP Consultants: HDR, Inc. (consumptive), West Sage Water Consultants and The PR Company (nonconsumptive)
- The South Platte and Metro Roundtables have partnered with their BIP consultant teams for a combined outreach effort. A draft Communications Plan was created and presented to both basin roundtables for review and comment.
- The Communications Plan is a collaborative effort between HDR Inc. and West Sage Water as consultants, respectively, to the consumptive and non-consumptive portions of the Metro and South Platte BIP process. The goal is to communicate with internal and external stakeholders

and the general public, with unified messaging, information, and opportunities for input regarding the BIP process. Below is a summary of outreach efforts planned to date.

- Roundtable Collaboration:
 - Full and consistent participation of the Roundtable membership will be crucial to meeting the schedule of the BIP as well as to identify solutions for the South Platte Basin stakeholders.
 - Collaboration Tools: A very specific set of communication and collaboration tools will be used for the BRT members throughout the process. HDR is responsible for communications regarding the consumptive portion of the BIP process. West Sage Water and The PR Company are responsible for communications regarding the non-consumptive portion of the BIP process. Where possible, communication efforts will be combined to provide the most comprehensive information possible to the BRT members. However, on other occasions (such as conference calls and emails) each team will interact separately with the BRTs. The proposed collaboration tools are: Survey Monkey, ArcGIS, SharePoint, Conference Calls, and Roundtable Meetings.
- Stakeholder Groups
 - The Basin Implementation Plan may affect everyone living, working and playing in and adjacent to the Basin. The following stakeholder groups have been identified to aide in developing appropriate outreach and communication: Agriculture, Municipal/Industrial, Business, Government/Elected Officials, NGO, Public, Environment and Recreation. A contact and comment management database will be established to track outreach and participation among these groups.
- Tool Application Summary
 - The following matrix of communication and engagement tools, definitions, application to stakeholder groups, and general timeline will be used: stakeholder meetings, existing web pages, email, promotion kit, monthly briefing documents, and online open house.

Southwest Basin – January 2014 Outreach Summary

- Southwest Basin Outreach Team
 - Denise Rue-Pastin, PEPO Education Liaison
 - BIP Consultant: Harris Water Engineering
- Work on Outreach Plans with BIP Consultants
 - The Southwest Basin Roundtable (Southwest BRT) PEPO Education Liaison, Denise Rue-Pastin, met with the Basin Implementation Plan (BIP) consultants on December 19, 2013. They discussed a variety of topics to include: each of their activities and information needs, methods to share information, and how they can support respective efforts. Rue-Pastin provided the consultants with a number of information pieces that they can share with people as they continue work on the IPP list and BIP. They will share information with Rue-Pastin related to the IPP/BIP as it becomes available so that she can update not only the EAP, but handouts and talking point presentations.
- Talking Points
 - A talking points PowerPoint presentation (submitted to CWCB) was developed for the Southwest BRT in 2012 and is updated periodically. In December 2013 it was

posted to the Water Information Program (WIP) website for Southwest BRT members to access and use.

- Op-Eds or Newspaper Articles
 - Bruce Whitehead wrote an op-ed piece that ran in the Durango Herald in early November 2013. Roundtable members were encouraged to follow up by writing local pieces. In addition, Hannah Holm with the Water Center at Colorado Mesa University obtained grant funds to expand West Slope roundtables coordination and collaboration efforts. All three of the West Slope roundtables will be contributing to newspaper articles, with ten planned for 2014. Holm is coordinating these efforts.
- Distribution of Fact Sheets
 - The CWCB produced a very informative Frequently Asked Questions (FAQs) and fact sheet related to the IBCC and roundtable process. Both pieces were distributed to each of the roundtable members at the Southwest BRT meeting on November 13, 2013 and again at their January 8, 2014 meeting. They were asked to share this information with their constituents. In addition, this information is available at the WIP office in Durango and is already being used and disseminated at various public events. Moreover, the WIP website (www.waterinfo.org) homepage provides information on the IBCC/roundtable process, including links to provide public input to the Colorado Water Plan.
- Local Workshops and Public Input Opportunities
 - Kate McIntire (CWCB), Kristin Maharg (CFWE), and Rue-Pastin conducted a one hour public education and outreach workshop session prior to the December 2013 Southwest BRT meeting. The majority of Southwest BRT members were in attendance for this and it was well received. In addition, the importance of public education and outreach was discussed as an agenda item during this meeting. Additionally, information about the IBCC/roundtable process is presented annually at the Water 101 Seminar, as well as other public input opportunities throughout the year. As an example, a presentation was made to the Durango Kiwanis Club on December 12th that provided an extensive discussion of Colorado's Water Plan, including a wide variety of handouts. Handouts related to Colorado's Water Plan were also available during the three week running of the second annual Water in the West Art Show that ran from October 25th to November 16th, 2013.

Yampa / White River Basin – January 2014 Outreach Summary

- Rio Grande River Basin Outreach Team
 - Ren Martyn, PEPO Education Liaison
 - BIP Consultant: AMEC
 - Sub-consultant for Outreach: Marsha Daughenbaugh, Community Agruculture Alliance
- Proposed BIP Public Education and Outreach Efforts include:
 - Public Meetings in Rangely, Meeker, Craig and Steamboat Springs
 - Newspaper Articles and Engagement in Craig, Meeker, Hayden and Steamboat Springs
 - Radio Station Ads and Engagement in Craig, Steamboat Springs and Vernal
 - Social Media Outreach: Partner Websites and Facebook, CWCB Website