

# DRAFT Communication Plan

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This document is designed to work in tandem with, and in support of, the Education Action Plans already in use by the Metro and South Platte Basin Roundtables. The plan coincides with major milestones identified in the Basin Implementation Plan (BIP) schedule and is intended to be a living document updated on a regular basis.

This 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. Our 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.

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## 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.

## South Platte BIP Leadership

Metro	The Metro Roundtable is currently comprised of 27 voting members who represent more than 2.7 million constituents in the Metropolitan Denver area. The Basin Implementation Plan represents the interest of both the Metro and the South Platte Roundtables. It is imperative to have the engagement of the members of the Metro Roundtable for this project to be a success as the Draft Final will be incorporated into Colorado's Water Plan.
South Platte	The South Platte Roundtable is currently comprised of 51 Voting Members who represent more than 22,000 square miles in northeast Colorado. The largest cities in the roundtable area are: Boulder, Fort Collins, Longmont and Greeley. The Basin Implementation Plan represents the interest of both the Metro and the South Platte Roundtables. It is imperative to have the engagement of the members of both roundtables for this project to be a success as the Draft Final will be incorporated into Colorado's Water

	Plan.
CWBC Staff	The Colorado Water Conservation Board is the state agency responsible for the writing of Colorado's Water Plan (CWP). The staff from the CWCB is a resource to the basin roundtables. Engaging CWCB staff throughout the SP-BIP process will allow for a more fluid transfer of knowledge as the draft final is delivered for incorporation into the CWP.
Non-Consumptive Subcommittee	The Non-Consumptive Subcommittee is a working group of the South Platte and Metro Roundtables. The subcommittee is currently working with West Sage Water to address the non-consumptive (environmental and recreational) portions of the BIP process.

## 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 is 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 only software users will need to participate in these collaboration tools is Internet Explorer.**

Survey Monkey	This online tool will be used to collect input from the Roundtables on very specific details of the technical memos.
ArcGIS	ArcGIS will be used in tandem with Survey Monkey to collect feedback for the technical memos; ArcGIS will be used specifically to collect comments on maps.
Sharepoint	This online tool will be used by HDR to house and share documents with the BRT members.*
Conference Calls	Weekly calls will be scheduled by HDR for the BIP; additional conference calls can be set as required. West Sage Water will conduct working meetings with the Non-Consumptive Subcommittee on a monthly basis; additional conference calls will be set as required.
Roundtable Meetings	Monthly roundtable meetings will be used to gather feedback from the BRT membership and to provide a briefing on progress and next steps. A joint facilitated Metro/South Platte Roundtable meeting is envisioned for early May.

\* NOTE: West Sage Water will use a separate online tool to share documents with members of the Non-Consumptive Subcommittee.

## 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. A contact and comment management database will be established to track outreach and participation among these groups.

Agriculture	The Agricultural communities of the South Platte Basin are leading producers not only in the state of Colorado but in the western United States. Support from the agricultural community will be imperative for the success of the BIP as many of the targeted goals and measurable outcomes will be derived directly from the agricultural-municipal relationship.
Municipal / Industrial	The South Platte Basin's population and economic growth is projected to far exceed that of the rest of the state. As such, the actions taken by municipal and industrial water users will have a large effect on water supply reliability in the decades to come. Engaging municipal and industrial water users is imperative to the success of the BIP's legitimacy and ability to gain political support necessary for implementation.
Business	Participation in the BIP by business leaders in the South Platte Basin is important to gain the needed political support for implementation of solutions. Some large businesses in the South Platte Basin are also large water users whose involvement generating ideas for goals and measurable outcomes and for solutions could be of value. Other Local businesses who are not large consumers/owners of water rights are also important to include in the BIP stakeholder process to gain their political support.
Government/Elected Officials	The support of federal, state and local government is important to the success of the SP BIP. In particular, the State of Colorado and the local elected officials should be involved in the process. This process will provide elected officials education on the BIP/Colorado Water Plan process, the opportunity to provide input and speaking points to use with constituents.
NGO	Colorado's non-governmental organizations are important influencers in the success or failure of water projects. Support and buy-in from these organizations will be important in the development of the BIP and the support of identified projects and processes in future years.
Public	Approximately 3.7 million people live within Colorado's South Platte Basin. The largest cities within the basin include: Denver, Boulder, Fort Collins, Longmont and Greeley. The stakeholder process is intended to educate the public on the Basin Implementation Plan's process for input as well as the resulting identified water supply issues and solutions.
Environment and Recreation	Environmental and recreational stakeholders are a critical component of the State's water management planning process. Stakeholders include NGOs, business owners, governmental organizations, and the millions of people who participate in outdoor recreational activities connected to Colorado's water resources.

## Tool Application Summary

The following matrix of communication and engagement tools, definitions, application to stakeholder groups, and general timeline.

Timing	Outreach Tool	Stakeholder Groups						
		Agriculture	Municipal / Industrial	Business	Government	Enviro/Rec/NGO	Elected Officials	Public
<b>February</b>	<b>Stakeholder Meetings</b> <i>Seven meetings are accounted for in the budget; five are planned as facilitated focus groups to engage agriculture, municipal/industrial, and Enviro/Rec/NGO stakeholders. Focus groups will occur in February-March 2014. Business, Elected Officials, and Government stakeholder groups will be engaged early through other tools and may have focus group meetings closer to July 2014.</i>	X	X	X	X	X		
<b>February May July</b>	<b>Existing Web Pages</b> <i>Timely and regular information will be produced for publish and promotion on existing web sites including CWBC, Metro, the South Platte, and any sites currently owned or influenced by BRT members.</i>	X	X	X	X	X	X	X
<b>February July</b>	<b>Email</b> <i>Email will be used as a regular communication tool for the BRTs, invitations for the focus groups and stakeholder meetings, as well as a method to distribute timely information to large groups.</i>	X	X	X	X	X	X	X
<b>July</b>	<b>Promotion Kit (Electronic)</b> <i>Simple promotion tools including easily printable posters, email content, press releases and web messaging will be developed to aide BRT members and other project supporters in promoting education and engagement.</i>	X	X	X	X	X	X	X
<b>February March April May June</b>	<b>Monthly Briefing Documents (Electronic)</b> <i>A simple, standard briefing document will be developed for distribution to key decision makers to inform them of project progress as well as provide key talking points for their constituents.</i>						X	
<b>July</b>	<b>Online Open House</b> <i>This web tool will be used to educate the public on the BIP plan and solicit informed input.</i>							X

## Stakeholder Meetings Plan

### *Coordination*

HDR will take the lead for logistics and facilitation of four stakeholder meetings. Each stakeholder meeting will provide information specific to each stakeholder group but will focus on those topic(s) most pertinent to the sub-region. West Sage Water will take the lead on one additional stakeholder meeting at a location that will focus on the Environment/Recreation/NGO stakeholders. Joint participation by HDR/West Sage Water is anticipated at all stakeholder meetings. **Meeting schedules, locations and agendas will be distributed through the Basin Roundtables and posted at: [www.coloradowaterplan.com](http://www.coloradowaterplan.com).**

South Platte Sub-Region	Meeting Focus
Upper Mountains	Agricultural, NGO, Environmental, Recreational
Denver Metro	Industrial, Business and Municipal
Northern South Platte	Agricultural, Business, NGO, Environmental, Recreational
Lower South Platte	Agricultural, Business, NGO, Environmental, Recreational
High Plains/Republican*	Agricultural, Environmental, Recreational

\*Republican Basin Meeting will be held in conjunction to the Republican River Water Conservancy District Scheduled meeting on April 10, 2014. This meeting will provide additional information on the progress of the SP BIP as well as how input will be received.