

9.4 DRAFT Outreach, Education and Public Engagement (previously Chapter 7.5)

Introduction

In order to achieve a sustainable water future, Coloradans must be sophisticated water users. Colorado's Water Plan calls for expanded outreach and education efforts that engage the public and promote community discourse around balanced water solutions. Informed water consumers will greatly enhance and benefit the measures addressed in Colorado's Water Plan including increased conservation, reuse, preservation and enhancement of the natural environment, multi-purpose water projects, and other efforts to meet our future supply gap. Section 9.4 focuses on the extensive work that has already occurred to help educate and engage local stakeholders and the public in the formation of Basin Implementation Plans and Colorado's Water Plan. Moreover, this chapter charts a path to expand this work in the future.

Outreach creates public awareness of policies and processes, whereas **education** promotes a deeper understanding of these topics. Both are prerequisites to **public engagement**.

Many Coloradans are becoming increasingly more aware of the limitations of Colorado's water supply. In a recent survey, more than two-thirds of those polled believed that Colorado does not have enough water for the next 40 years (BBC Research & Consulting, 2013). Despite concerns, the majorities are unaware of the main uses of water in the state and are uncertain of how to best meet Colorado's future water needs (BBC Research & Consulting, 2013; Pritchett et al., 2009; Weigel, 2009).

Natural disasters — including more than a decade of systemic drought, the catastrophic wildfires in 2012 and 2013, and the flooding on the Front Range in 2013 — have increased the public's sense of urgency and desire to get involved in water issues. Outreach, education, and public engagement help ensure that Colorado citizens have access to accurate information and are empowered to participate in stakeholder decision-making processes.

The development of Colorado's Water Plan is a unique opportunity to build on past efforts. In conjunction with statewide outreach and education by the Colorado Water Conservation Board (CWCB), the nine Basin Roundtables held more than 125 meetings to engage the public as they developed their Basin Implementation Plans (BIPs). Additionally, many water providers, watershed groups, schools, districts, and authorities offer a number of ongoing water education activities. The recommendations in this section of Colorado's Water Plan are strategies that will continue to advance these outreach, education, and public engagement efforts and enhance the overall water supply planning process.

9.4.1 Overview of Outreach, Education and Public Engagement Related to Water Supply Planning in Colorado

Overview of Water Outreach, Education, and Public Engagement in Colorado

Colorado has a long history of water education. As early as the 1800s, explorers on the Pike and the Long expeditions shared their experiences in the region and warned westward settlers of the limited water supply (Waskom, 2013). Now, more than 200 years later, water education is evolving to meet the needs of a population whose direct interactions with water resources and supply are far less than in the past. Currently, there are nonprofits who are solely dedicated to water education and water providers who are working with school districts to engage younger generations in smart water use.

Previous and Ongoing Efforts and Research

The Colorado Foundation for Water Education (CFWE) was created by the state legislature in 2002 to promote a better understanding of Colorado's water resources and issues. The nonpartisan, nonprofit organization provides, "basic water information and educational programming, but also enhances leadership among water professionals, creates networking opportunities, helps advance the water planning dialogue in the state, and reaches out to those who aren't already involved in the world of Colorado water" (Coleman, 2013).

The Public Education, Participation, and Outreach (PEPO) Workgroup was established in 2005 through the *Colorado Water for the 21st Century Act* to support the Interbasin Compact Committee (IBCC) process. The PEPO Workgroup operates by basin and informs, involves, and educates the public about the IBCC's and Roundtables' activities and negotiations. In addition, the workgroup is tasked with creating a mechanism for providing public input to IBCC and Roundtable members. IBCC representatives, education liaisons from each Basin Roundtable, and other key stakeholders in the water education community comprise the PEPO Workgroup. CFWE has facilitated the PEPO workgroup since 2008.

Led and funded by the CWCB, several PEPO Workgroup members, the Colorado Alliance for Environmental Education and the Colorado Watershed Network joined forces with other water outreach specialists in 2008 to form a group called the Water Education Task Force (WETF). The WETF sought to better understand the status of water education in Colorado and published a report containing recommendations for improvements in water education in Colorado that include:

- supporting a statewide public education initiative;
- developing information and communication tools that can be used statewide;
- establishing long-term funding for intrastate and interstate collaboration opportunities;
- coordinating efforts across state agencies; and
- Increasing coordination with the Colorado Department of Education on K-12 water resource content.

CFWE assumed management of the WETF after the report was published in 2008. CFWE established a partnership workshop which carried out several recommendations through the Colorado Water 2012 campaign, a celebration of water — past, present, and future. Colorado Water 2012 leveraged hundreds of passionate volunteers, nonprofits, and other organizations, in order to raise awareness about water, increase support for management and protection of Colorado's water, showcase exemplary models of cooperation and collaboration, connect Coloradans to their water, and motivate them to participate in planning the future of their water resources (CFWE, 2013). The group commented on Colorado Department of Education's revision of state content standards, developed a teacher training program, and set the stage for the Value of Water project.

There are numerous efforts that address public engagement in Colorado's water supply issues. Below are some examples, but there are many more not mentioned here.

State Agencies: A number of Colorado state agencies conduct water education. These agencies offer funding for outreach and education efforts and have developed their own programs.

- The Water Quality Control Division, a section of Colorado's Department of Public Health and Environment, funds outreach efforts on water quality through Section 319 of the "Clean Water Act."
- Colorado Parks and Wildlife has a number of education programs that focus on youth engagement in water issues. The agency funds the Colorado River Watch program, in partnership with the Colorado Watershed Assembly, which supports student volunteers who collect data on water quality and watershed health throughout the state. Parks and Wildlife also supports Project WILD, which engages students in environmental education and conservation.
- The CWCB helps fund and coordinate stakeholder outreach through the Basin Roundtable process. The CWCB provides education funding through their Water Efficiency Grant Program and also helps to fund CFWE. In 2013, the CWCB hired an outreach, education, and public engagement specialist to manage these efforts.

Statewide Nongovernmental Organizations (NGOs): Various nonprofit organizations with a statewide reach have water education programs. These groups have specific target audiences and distinct objectives related to water supply planning content.

- CFWE is a source of balanced water education for all Coloradans.
- Colorado Water Congress provides leadership on key water resource issues and is the principle voice of Colorado's water community.
- The Colorado Watershed Assembly collaborates with diverse stakeholders to protect and improve the conservation values of land, water, and other natural resources of Colorado's watersheds.
- The Colorado WaterWise Council provides resources to stakeholders in the water efficiency and conservation community.
- The Colorado Foundation for Agriculture provides Colorado educators with current information about state agriculture and natural resources.

- There are a number of membership based, environmental and recreational NGOs, such as Conservation Colorado, Trout Unlimited, the Audubon Society, and Western Resource Advocates that provide outreach and education to their members on a number of environmental issues. This list is not fully inclusive.

Universities: There are also several institutions of higher education actively involved in water supply planning research, dialogue, and education.

- Colorado Water Institute and Colorado Climate Center at Colorado State University, Western State Colorado University, the One World, One Water Center at Metropolitan State University of Denver, and the Water Center at Colorado Mesa University are all engaging students, faculty, and the greater community in water issues.
- The Mesa Water Center assisted the Colorado and Gunnison Basin Roundtables in their outreach and educational efforts.

Regional and Local: Many of Colorado's conservancy and conservation districts, water providers, and water utilities operate public outreach and education programs to inform and educate a variety of audiences (including customers, news media, and elected officials) about water supplies, conservation, drought, regulations, rebates, watershed protection, capital improvement projects, water quality testing, and many other important local issues.

- Denver Water has developed a successful water conservation public education program that encourages reduction in daily water use through behavior change and permanent fixture and landscape retrofits. Denver Water uses community based social marketing and media in addition to more traditional campaign methods like advertising
- The City of Grand Junction, Ute Water Conservancy District, and Clifton Water District collaboratively run a similar conservation-based outreach program known as the Drought Response Information Project.
- The Rio Grande Watershed Conservation and Education Initiative provide conservation education to the San Luis Valley community to promote stewardship of natural resources.
- The Roaring Fork Conservancy brings people together to protect rivers through watershed action and education.
- The Water Information Program is sponsored by water districts and agencies in the Dolores/San Juan River Basin and provides general information to the public on water topics. The Water Information Program has assisted the Southwest Basin Roundtable in educating the region about local and statewide water issues and it is the longest-standing program of its kind.
- The Rio Grande Watershed Conservation and Education Initiative assisted the Rio Grande Basin Roundtable in their engagement efforts along with a number of other education programs.

K-12 Education: Water providers statewide administer several K-12 programs. All of these programs use education and outreach to help address specific water supply issues, many of them aimed at educating the public on how to reduce municipal and agricultural water use across the

state. Numerous other efforts through water conservancy districts reach thousands of students each year at children's water festivals and special initiatives with area school districts, but these are a few examples.

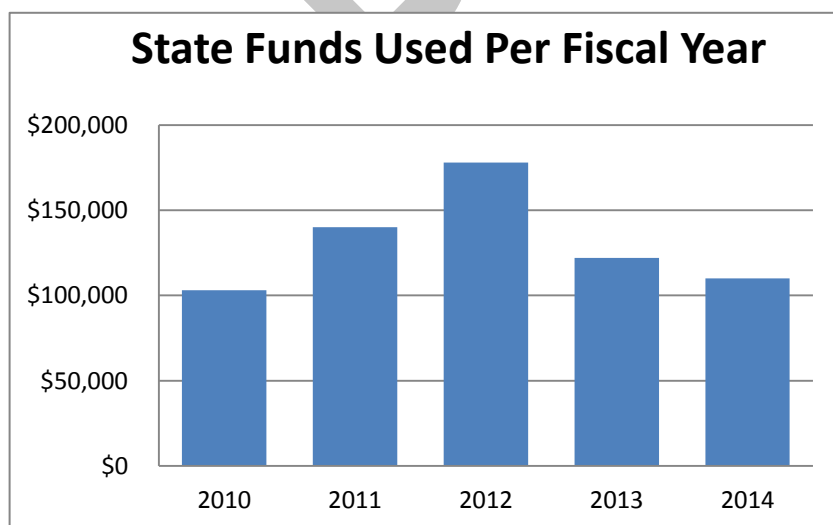
- The South Metro Water Supply Authority's Water Ambassador Program trains high school students to teach fifth graders about watershed health.
- Aurora Water reaches more than 6,000 students a year with K-12 education programs providing classroom presentations, assemblies, and field trips.
- Boulder and Aurora partners with the U.S. Forest Services to train teachers on water education through the "Forests to Faucets" workshops.

9.4.2 Outreach, Education, and Public Engagement Funding Summary and Recommendations

Despite the immense efforts of various organizations, projects, and partnerships, there is a need for improved coordination of existing programs. Collaboration creates new opportunities for water education, outreach, and public engagement activities to target new and diverse audience groups statewide. Moreover, there is a need to reassess existing statewide programs that focus on water supply requirements and solutions. The plan will build upon efforts such as the Colorado WaterWise Education Toolkit, the Colorado Watershed Assembly network, and CFWE's ongoing Water Educator Network. Additionally, the Water Education Task Force Report recommendations should be updated in the near future, allowing the community to determine what unmet needs exist and identify the most effective strategies to address them.

The Funding Gap

During the development of Colorado's Water Plan and the Basin Implementation Plans (BIPs), it became clear that the \$2,000 of funding available to each Roundtable through the PEPO Education Action Plans (EAPs) could not sustain educational programs. In order to sustain each basin's unique outreach and education goals, the Roundtables used a creative mix of funding sources including Water Supply Reserve Account (WSRA) grants and billed services from their consultants. The basins also relied on partnerships with the CWCB, the PEPO Education Liaisons, the Roundtable Education Committees, and the BIP consultant teams to plan and execute public engagement. The following graph illustrates the state funds allocated to education and outreach



through the PEPO Workgroup, the basin EAPs, and related WSRA grants. The peak in FY2012 is directly linked to increased WSRA grants to support the Colorado Water 2012 initiative.

NOTE: The chart does not include outreach and education by consultants for BIPs; this will be included in future draft versions.

On average, the costs for outreach activities have been in the range of \$15,000 to \$30,000 per Roundtable over the past year; however, most Roundtables have indicated that for their level of current BIP outreach this amount is not sufficient. The Rio Grande Basin Roundtable, for instance, spent an additional \$40,000 on outreach, beyond what was originally planned and projects up to \$10,000 in their 2015 EAPs. Without securing this additional funding from state and local sources, implementation of the EAP activities will not occur. Education and outreach cannot rely on a dedicated volunteer base alone, which has been the approach for many basin roundtables over the past five years. All 17 of the Arkansas Basin Roundtable's outreach meetings were organized and run by volunteers.

Despite the insufficient funds, all Roundtables increased their outreach activities. In the future, the Roundtables will not be able to rely on assistance from the BIP consultants. Additionally, WSRA funds were not intended to fund many types of educational projects and several restrictions are placed on exactly which types of educational programs are eligible. Therefore, despite the prevalence of planned programming related to outreach, education, and public engagement, many potential projects do not have sufficient funding to move forward.

Furthermore, the 2008 WETF report stated that the annual amount of revenue for water education across the state was \$7.3 million with respondents indicating that \$1.6 million of that amount came from state sources. Monetary and time limitations were cited as the largest barriers to implementing education programs – more than half of respondents indicated they conduct water education for less than \$5,000 annually. The report stated that limited resources should provide additional incentives and focus for federal and state funding agencies. Funding must go to the Basin Roundtable work as well as other important efforts.

It is imperative the Colorado water community sustain the momentum for outreach and education activities once the development of the BIPs and Colorado's Water Plan ends in 2015 and that funding for such activities increase as water supply solutions begin to be implemented.

CWCB Role in Water Outreach, Education, and Public Engagement

Outreach, education, and public engagement related to the state's water supply planning efforts, including Colorado's Water Plan, the BIPs, and the Statewide Water Supply Initiative (SWSI) are an ongoing and iterative effort. The CWCB needs to continue the leadership it has demonstrated on outreach, education, and public engagement during the development of Colorado's Water Plan by continuing to aid in research, coordinate efforts, and provide funding and guidance for water education projects statewide.

The CWCB, the PEPO Workgroup, and the Basin Roundtables will continue education and outreach activities for Colorado's Water Plan and the BIPs for the remainder of 2014 and throughout 2015. In the long-term, the partnerships and communication channels developed by these entities over the past several years will be crucial to conduct outreach and educate the public on water supply planning and promote their input to implement balanced solutions. Each BIP articulated long-term

goals and strategies for cultivating a supportive and engaged citizenry, such as the following selections from basins across the state:

1. Identify milestones and changes in Colorado's Water Plan and the BIP process in which additional media coverage and public participation is needed.
2. Identify the institutional changes necessary to address increasing water demands and the related cultural and economic adaptations in Colorado life.
3. Ensure a diverse and active Basin Roundtable membership and provide communication tools to inform their constituencies and in return deliver meaningful feedback to the Roundtables.
4. Maintain a steady traditional, online and social media presence throughout the basin.
5. Engage respected community leaders to champion the solutions set forth in the BIPs.
6. Work closely with organizations that specialize in the facilitation of public education and outreach programs to leverage existing resources within each basin and build a collective impact.
7. Enhanced coordination and financial support for watershed groups and other grassroots organizations to effectively engage the public and increase participation.
8. Develop leadership programs for college students to explore water careers through scholarships or training opportunities in water supply planning projects and processes.
9. Establish metrics to evaluate the success and effectiveness of statewide and basin-level communication and education programs and modify strategies as needed.

The lack of financial support and professional resources is a large barrier for implementation these goals. To maintain the momentum of Colorado's Water Plan beyond 2015, outreach and education projects need a dedicated fund for information and communication tools that address Colorado's water challenges. The Basin Roundtables were created to serve a key forums for conversations and planning to address water supply issues. Creating a new fund creates the opportunity for stakeholders interested in water outreach, education, and public engagement to move important projects forward.

Recommendations

Based on the analysis above, the following recommendations will enhance Colorado's water outreach, education, and public engagement and advance the water supply planning process.

1. Creation of A New Outreach, Education, and Public Engagement Grant Fund

- A new outreach, education, and public engagement grant fund should be included in the annual bill that appropriates money from the CWCB construction fund for specific projects, also referred to as the Projects Bill, and should be administered by CWCB through the Basin Roundtables.
- The grant fund should be modeled on the WSRA program. It should be composed of statewide and basin funds available for eligible outreach, education, and public engagement projects that meet specific criteria and guidelines developed by CWCB.
- Guidelines should prioritize grants that are dedicated to projects that assist the Basin Roundtables with communication, outreach, and public education efforts related to issues that were addressed through the Basin Implementation Plan, Basin Roundtable Needs

Assessments, Statewide Water Supply Initiative, Interbasin Compact Committee, and Colorado's Water Plan processes and products.

- Guidelines should stress the importance measuring success, targeting specific audiences and approaches, and include other education and outreach best practices that lead to public engagement.
- Guidelines should encourage partnerships that increase the collective impact of local groups and programs.

2. CWCB-Led Effort to Update and Reassess the Status of Statewide Outreach, Education, and Public Engagement Programs Related to Water Supply Planning

- The CWCB will work collaboratively to:
 - conduct a survey to update the Water Education Task Force Report that assessed what water education programs exist across the state;
 - determine where there are critical gaps in water education both geographically and topically; and
 - evaluate which recommendations set forth by recent studies that have been adequately addressed and those that need to be revisited.
- These steps will help determine what unmet needs exist and identify the most effective strategies by which to meet those needs.
- Research results will aid in the creation of criteria and guidelines for the new outreach, education, and public engagement grant fund recommended in item 1.

3. Improving the Use of Existing State Resources

- The CWCB will incorporate education and outreach components in the WRSA Grants' criteria and guidelines.
- The CWCB will initiate efforts to improve coordination between state agencies on outreach and education activities. This should include the development of performance metrics and a database to maintain a record of efforts.
- CWCB intends to foster continued engagement of the WETF to utilize the network of existing water educators in a coordinated fashion to educate the various and diverse audiences in Colorado.

9.4.3 Review of Outreach, Education, and Public Engagement Activities during Development of Colorado's Water Plan

Background and Overview of Statewide Outreach, Education, and Public Engagement Activities

Throughout the development phase of Colorado's Water Plan public engagement, coupled with consistent and clear communications about Colorado's Water Plan, was crucial. Both statewide and within each basin, information was distributed within the water community, to interested stakeholder groups, and to the general public. These activities built upon the strong foundation of outreach efforts by the Basin Roundtables and CWCB through the PEPO Workgroup over the past nine years. An outreach and communications plan was developed by the CWCB in September 2013

to provide a cohesive strategy and structure for all CWP communications and outreach activities. The outreach and communications plan was crafted around four clear goals, listed below. Table 1 provides a review of the methods used to meet those goals. Following the table is an analysis of the input generated from these activities.

The Outreach and Communications Plan goals are:

- to engage the public and to create general public awareness and dialogue about Colorado's Water Plan and its role in ensuring a secure water future for Colorado;
- to build support within the water community for Colorado's Water Plan and increase the level of understanding of the plan and its components;
- to proactively identify and address issues that may create barriers to success for Colorado's Water Plan and mitigate/manage negativity; and
- to share the responsibility of implementing and executing communications about Colorado's Water Plan across CWCB leadership and key stakeholders to achieve the impact of a collective voice.

Table 1. Methods Used by the CWCB to Meet Goals Outlined in Colorado's Water Plan Outreach and Communications Plan

Basin Roundtable Engagement	In addition to regular CWCB attendance and participation at Basin Roundtable (BRT) meetings, CWCB staff worked together with the BRTs to develop communications material and messaging about Colorado's Water Plan. Much of this work happened through the existing Public Education, Participation, and Outreach (PEPO) Workgroup. BRT Education Liaisons partnered with BIP consultant teams to create opportunities to share information regarding the Basin Implementation Plan development process and how it relates to Colorado's Water Plan.
Grassroots Stakeholder Group Outreach	The CWCB established and used a database of key community, civic, and water organizations (e.g., Chambers of Commerce, Colorado Municipal League, Water Congress, regional advocacy groups, etc.) with established communications networks (websites, newsletters, email updates, etc.) to partner with them for distribution of Colorado's Water Plan materials. The CWCB also engaged these groups in the development of the plan and to help get information into the hands of their constituents. These groups provided important speaking opportunities.
Public Input and Response	Opportunities for public input were emphasized in all communications materials related to Colorado's Water Plan. A public comment form was built into the Colorado's Water Plan website and a new email account, cwaterplan@state.co.us, established to receive input. Guides for submitting public input

	<p>were created for key stakeholder groups and posted online. All comments received via Colorado's Water Plan website or by email were provided to the CWCB Board members and a CWCB response and/or recommendation regarding all input received based on Board feedback remains available for review online. In addition, members of the public were encouraged to engage directly with their BRTs.</p>
Opportunities for Public Comment at CWCB Board Meetings	<p>At each CWCB Board meeting an opportunity for public input was provided to encourage comment regarding Colorado's Water Plan. Interested parties gave presentations at the March, May, July, September, and November 2014 Board meetings. CWCB Board members also responded to commenters during the meetings.</p>
Media Relations	<p>CWCB worked with the press to clearly articulate Colorado's Water Plan development process and establish an initial foundation of knowledge and awareness in the media. This included CWCB produced op-eds, news releases and other means, and official spokespeople.</p>
DNR/CWCB/IBCC Leadership Presentation Circuit	<p>Meetings with the Department of Natural Resources/CWCB/IBCC leadership went a long way in increasing understanding of and building support for Colorado's Water Plan in the water community. CWCB identified more than 75 key organizations and individuals, listed in Appendix A, throughout the state for one-on-one meetings or group briefings regarding Colorado's Water Plan.</p>
Speakers Bureau	<p>In coordination with the IBCC and the BRTs, CWCB identified representatives from geographically diverse areas who spoke about Colorado's Water Plan in various forums across the state. This included engaging key partners (e.g., agricultural and municipal water providers). CWCB prepared a master calendar of events to promote existing opportunities to reach key stakeholders. Efforts were made to line-up speaking engagements and prepare appropriate materials and training sessions for spokespeople.</p>
Branding	<p>CWCB developed an overarching brand (logo, templates, and consistent look and feel) that reflected Colorado's Water Plan purpose and values.</p>
Digital Engagement	<p>CWCB developed a robust online presence for Colorado's Water Plan that served as a hub for stakeholders to obtain information, subscribe to updates, and get involved with the process. This</p>

	strategy included a Colorado's Water Plan website, social media channels, and targeted email campaigns tied to key milestones.
Social Media	Facebook and Twitter accounts were created and integrated into the Colorado's Water Plan website. The accounts were launched and promoted through a variety of channels, including the website and email campaigns. These social media tools continue to provide an informal and interactive space for dialogue and exchange of ideas. The accounts are monitored and administered by CWCB staff who regularly post relevant information and participate in the conversation.
Print Materials	A suite of printed materials were developed and updated as necessary. The materials are available for download on the Colorado's Water Plan website and were distributed as appropriate through other channels.
Key Meeting Outreach and Follow-Up	As appropriate, staff conducted targeted pre-event outreach and follow-up to drive stakeholder attendance to important events and create opportunities for additional interaction and dialogue.

Input Generated on Colorado's Water Plan Between September 2013 and September 2014

NOTE: This portion of Section 9.4 will be updated with data through the end of October 10, 2014 for inclusion in the first draft of Colorado's Water Plan. For the purpose of this draft version, only data through August 20, 2014 is included. For reviewers, please comment on the overall structure and not the relevancy of the data included in the draft.

Between September 20, 2013 and August 20, 2014 the CWCB received more than 730 unique email submissions and 92 webforms through the Colorado's Water Plan website containing input related to the development of Colorado's Water Plan. A total of 81 attachments totaling 1,411 pages (not including the summary spreadsheets or cover pages) were reviewed and included in the CWCB Board packets. In addition, 10,475 pages of form letters were reviewed and also included in the Board packets. To date, CWCB staff has met with more than 75 organizations, agencies, and other partners statewide regarding their involvement in the development of Colorado's Water Plan. A list of those organizations is included in Appendix A.

Pursuant to SB14-115, the Water Resource Review Committee is holding a public hearing in each basin for comment on Colorado's Water Plan. Their input will be submitted to the CWCB by November 1, 2014.

How is public input being included in the development of Colorado's Water Plan?

Input submitted by email to cowaterplan@state.co.us or through the webform on Colorado's Water Plan website, is read by CWCB staff. Staff then identifies which section of Colorado's Water Plan each comment addresses and authors a tailored response. All input is catalogued and presented at the CWCB Board meeting and can be found on coloradowaterplan.com under the "Get Involved" tab, on the "Record of Input Received to Date" page. Public input is considered as CWCB staff continues to revise the draft components of Colorado's Water Plan, including the framework, the Guides for Public Input, and several draft chapters and sections of Colorado's Water Plan. Updated draft chapters and sections will be re-released in November 2014 for final review before submission of the first draft of Colorado's Water Plan to the Governor on December 10, 2014. Input will continue throughout 2015 before the final version of Colorado's Water Plan is submitted to the Governor on December 10, 2015. The CWCB will also continue to forward input related to specific Basin Roundtables to the basin outreach teams.

Colorado's Water Plan Website

Colorado's Water Plan website launched on November 1, 2013 to provide outreach and education resources on Colorado's Water Plan. The CWCB promotes the website through its social media, CWCB staff presentations, and publications related to Colorado's Water Plan. There was a steady rise in the number of people visiting the website each month. Through August 7, 2014 there were over 160,000 unique visitors to the website. Between April 30, 2013 and August 7, 2014 the website page views jumped from 10,000 to over 1.1 million.

The website will continue to serve as the main access point for the public to review draft versions of Colorado's Water Plan throughout the public comment period. Other documents and information will continue to be made available on the site, including the BIPs, all input on Colorado's Water Plan received directly by the CWCB, and the formal responses provided to commenters by the CWCB.

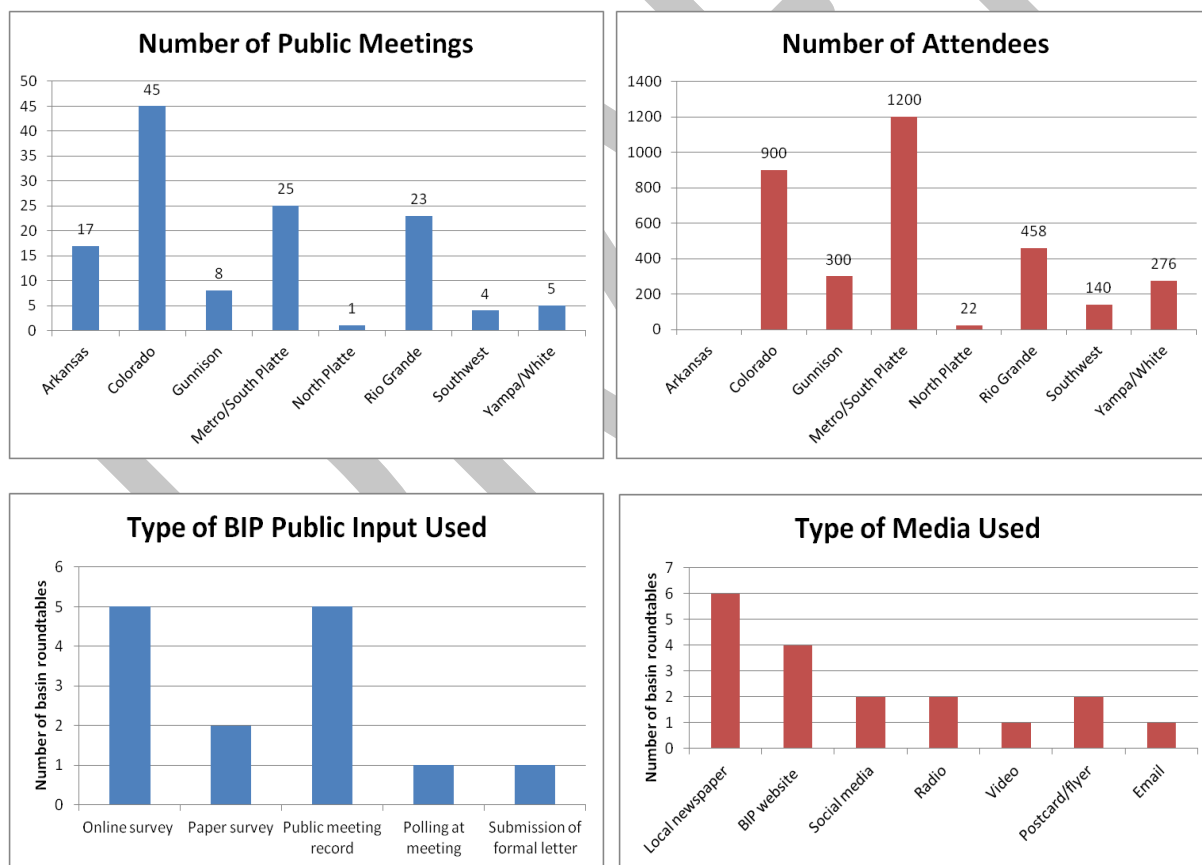
Background and Overview of Basin Outreach, Education, and Public Engagement Activities

This section provides an explanation and summary of Basin Roundtable and PEPO outreach efforts over the development phase of the BIPs and Colorado's Water Plan. Each basin's education liaison and Roundtable leadership have supported information and input opportunities. This includes targeted technical outreach meetings between the BIP consultants and stakeholders to identify specific water needs and projects, as well as meetings with the general public to obtain responses to the BIP goals, needs assessments, and proposed projects. The extent of these efforts far exceeds any other year of Roundtable driven activities and the specific impact of each basin's education and outreach program on public engagement in water supply planning protection has yet to be captured, analyzed, and communicated. However, data from the BIPs has provided significant quantification on:

- the number of public and technical outreach meetings held by each Roundtable and by all Roundtables cumulatively, and number of attendees;
- the other outreach activities of each Roundtable;
- the groups and stakeholders with whom each roundtable met;

- the type of input the Roundtables received;
- how the input was factored into the BIPs; and
- summary of future planned outreach activities.

The general outreach approach within the Basin Roundtables during the first half of 2014 focused on public meetings in addition to the regular Roundtable meetings. A summary of these meetings by basin can be found in Appendix B. In addition to hosting public meetings, the Roundtables all demonstrated remarkable innovation and commitment to education and outreach. They participated in radio shows, created websites from which to share BIP information, produced printed materials to hand out at local events, gave presentations and hosted speaking engagements, surveyed basin residents on BIP issues, solicited public input and incorporated comments into their BIPs, and targeted and engaged diverse stakeholder groups and individuals basin-wide. Newspapers by published almost 70 articles in local newspapers on these efforts. A total of 757 public comments from three reporting basins were documented and incorporated in the final BIP document, although many basins did not have the capacity to report on this level of detail for public input.



In addition to assistance from the BIP consultant teams during the drafting of the BIPs, all Roundtables used their EAPs to guide their outreach strategies, including the \$2,000 available in funding. Some Roundtables are using internal capacity to implement outreach activities while others have sub-contracted with the BIP consultants or are relying on external partnerships. Some

basins have also utilized WSRA grants to fund their education and outreach activities. Regardless, all Roundtables are collaborating with their outreach teams more than ever before and it will be imperative to consider how to sustain this momentum throughout 2015 and into the long-term future. It will remain the role of the PEPO Workgroup to assist CWCB and the Roundtables in continuing strategic planning, implementation, and evaluation of their education and outreach activities.

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DRAFT Section 9.5.3 Appendix A - Organizations CWCB Met with Regarding
Colorado's Water Plan

1. Accelerate Colorado
2. Action 22
3. American Council of Engineering Companies of Colorado
4. American Water Resources Association
5. Arkansas River Compact Administration
6. Arkansas Valley Farm/Ranch/Water Symposium and Trade Show
7. Association of Home Builders
8. Audubon Rockies
9. City of Aurora Youth Water Festival
10. City of Boulder Youth Water Festival
11. Denver Metro Youth Water Festival
12. City of Greeley Youth Water Festival
13. City of Greeley
14. Club 20
15. CoBank
16. Colorado Ag Water Alliance
17. Colorado Association of Realtors
18. Colorado Bar Association
19. Colorado Cattlemen's Association
20. Colorado Competitive Council
21. Colorado Counties Inc.
22. Colorado Energy Office
23. Colorado Foundation for Water Education
24. Colorado General Assembly, Joint Agriculture Committee
25. Colorado Ground Water Commission
26. Colorado Mesa University
27. Colorado Municipal League
28. Colorado Natural Resource Group
29. Colorado Oil & Gas Association
30. Colorado River District
31. Colorado River Outfitters Association
32. Colorado Rural Electric Association
33. Colorado State Fair
34. Colorado State University - Osher Lifelong Learning Institute
35. Colorado Water Congress
36. Colorado Water Institute
37. Colorado Water Quality Forum
38. Colorado Water Trust
39. Colorado Water Utility Council
40. Colorado Watershed Assembly
41. Conservation Colorado
42. Denver Water Citizens Advisory Committee
43. Ditch and Reservoir Company Alliance
44. Environmental Entrepreneurs
45. Environmental Defense Fund
46. Family Farm Alliance
47. Farm Bureau
48. Front Range Water Council
49. Future Farmers of America
50. Metro Denver Chamber of Commerce
51. Metro Denver Economic Development Corporation
52. Metro Mayors Caucus
53. Molson Coors
54. National Audubon Society
55. National Young Farmers Coalition
56. Northern Water
57. Northwest Colorado Council of Governments Water Quality/ Water Quantity Committee
58. Pueblo Chamber of Commerce
59. Protect the Flows
60. Rocky Mountain Farmers Union
61. Sierra Club Rocky Mountain Chapter
62. South Metro Water Supply Authority
63. Southeastern Colorado Water Conservancy District
64. The Nature Conservancy
65. The Rocky Mountain Climate Organization
66. Trout Unlimited
67. University of Denver, Sturm College of Law
68. US Army Corps of Engineers
69. US Department of Agriculture, Forest Service
70. US Department of the Interior, Bureau of Land Management
71. US Department of the Interior, Bureau of Reclamation
72. US Geological Survey
73. Ute Water Conservancy District Kid's Water Festival
74. Water Availability Task Force
75. Western Governor's Association
76. Western Resource Advocates
77. Western Slope Caucus
78. Western State Colorado University – Colorado Water Workshop
79. Western States' Water Council

Section 9.5.3 Appendix B – Basin Roundtable Outreach Summaries

Total number of meetings hosted by the Basin Roundtables between February 1 and July 31, 2014: 126 (not including regular basin roundtable meetings)

Total number of meeting attendees through July 31, 2014: 3,296

Arkansas Basin Roundtable Outreach Summary

Number of meetings: 17

Number of attendees: N/A

The general outreach approach has focused on internal organization such as creating a BRT letterhead for use on correspondence and other documents, scripts for public service announcements distributed to roundtable members for use in attracting participants to meetings, and the development of a website, www.arkansasbasin.com, for archived materials and to submit comments through an online form. The Arkansas BRT hosted a total of 17 public meetings across the basin and has tracked online input and analyzed comments by county, type, and summary of input. Also of note was one full day of presentations on Colorado's Water Plan and the Arkansas Basin Implementation Plan in conjunction with the Arkansas River Basin Water Forum in April capped by a "clicker poll" of participants to secure additional data.

Colorado Basin Roundtable Outreach Summary

Number of meetings: 45

Number of attendees: 900

The general approach to outreach has focused on presentations at meetings to community groups, local elected officials, water providers, and watershed groups. A series of more than 30 local newspaper articles is archived on the CMU Water Center website and the team is actively utilizing social media and a separate website to disseminate information, meeting notices, and collect input forms at www.coloradobip.sgm-inc.com. Two distinct paper and online surveys (one on "basin values" and another "how community water needs should be met") have been developed and distributed via newspaper articles and email. Over 500 responses were received from adult audiences and student groups, of which the results are compiled in the Basin Implementation Plan. Also of note are the extensive partnerships developed with organizations to help spread the word and generate input through formal letters, such as Roaring Fork Conservancy, Eagle River Watershed, Trout Unlimited, and Club 20.

Gunnison Basin Roundtable Outreach Summary

Number of meetings: 6

Number of attendees: 300

The general approach to outreach has focused on building roundtable capacity to hold public information-and-input meetings in six distinct areas for both the general public and groups of decision-makers as well as numerous BIP technical meetings with target stakeholder groups.

Promoting these meetings has been through distributing press releases, placing shopper publication advertisements, and personal contact through email, phone calls or face-to-face encounters. Comments from the meetings have been reviewed by the BIP Committee and incorporated into the BIP as appropriate. The roundtable also prepared and distributed widely a booklet titled: *The Gunnison River basin, A Handbook for Residents*, which includes a compendium of basic information about water use, water law, and water organizations in the Basin.

Metro/South Platte Basin Roundtable Outreach Summary

Number of meetings: 25

Number of attendees: 1200

The general approach to outreach has been hosting targeted outreach meetings for BIP stakeholders groups, water boards, legislators, and other community leaders as well as developing extensive online content on the website www.southplattebasin.com including social media links, several videos of narrated by roundtable Roundtable leaders, and an online survey for comments. Roundtable members have also participated in two community radio shows. Looking ahead, the Roundtable and consultants will perform an analysis of public and stakeholder comments for incorporation into the joint BIP.

North Platte Basin Roundtable Outreach Summary

Number of meetings: 1

Number of attendees: 22

The general approach to outreach has focused on one public outreach meeting, which was announced with informational content in the local newspaper along with distribution of a public input survey. The Roundtable has also called several special BIP work sessions.

Rio Grande Basin Roundtable Outreach Summary

Number of meetings: 23

Number of attendees: 458

The general approach has been focused on proactive outreach through meetings delivered in locations across the basin by various roundtable members targeted at three distinct groups: general community, county commissioners, and stakeholder groups. This has resulted in increasing public attendance at regular roundtable Roundtable meetings. In addition, six separate BIP subcommittees have met a total of 21 times. The team has also produced bi-weekly newspaper articles, monthly radio shows, and created a website, www.riograndewaterplan.com, for archiving materials and public submission of comments. The Roundtable also developed a Water 101 booklet specifically for the Rio Grande Basin. In the long-term, they will continue the momentum of existing outreach activities as well as create a forum to discuss "Multiple Use Project Implementation."

Southwest Basin Roundtable Outreach Summary

Number of meetings: 4

Number of attendees: 140

The general approach has been on basic outreach such as distribution of the BIP fact sheets, a "talking points" PowerPoint presentation for roundtable members, seven local newspaper articles,

67 statewide articles specifically referencing Colorado's Water Plan posted on the Water Information Program website and information about the IBCC/roundtable process presented at the annual Water 101 Seminar. Roundtable members have delivered special presentations to water boards and Rotary Club plus the BIP consultants have met with and talked to over 100 individuals throughout the basin. Of particular note is the "social hour" before each Roundtable meeting for the public to attend and network.

Yampa/White/Green Basin Roundtable Outreach Summary

Number of meetings: 5

Number of attendees: 267

The general approach has been outreach meetings early in the BIP process hosted by Roundtable members and reaching out to community groups. These meetings have included polling to collect data on participant demographics and their water uses and values. They were advertised through a variety of mechanisms such as newspapers, radio, postcards, flyers, email, and personal contacts. Stakeholder groups have been encouraged to submit white papers and there is a Roundtable email account for receiving comments. The Roundtable scheduled three special meetings to consider public input and continue developing the BIP.

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