

**Metro Roundtable Meeting Minutes**  
**Wednesday, September 9, 2015**  
**Denver Water**  
**1600 West 12th Ave., Denver, CO 80204**  
**4:00 PM - 6:00 PM**

**Metro Roundtable Business Meeting**

**1. Welcome/Introductions (5 min)**

**2. Approval of the Meeting Summary (5 min)**

Approved

**3. Agenda: additions or changes (5 min)**

None

**4. WSRA Grant Request Presentations (10 min)**

Tim Murrell discussed a handout on MRT WSRA topic areas. The approach of revolving dates for proposal topics to be submitted was vetted. A revolving approach allows the best projects to float to top within each topic area and allows for a deeper review. MRT wants to start making real progress and move to actual implementation of projects using money wisely with a balanced approach. Asking for feedback from members to ensure revolving concept has merit prior to evaluating it within their committee.

Members asked if this approach anticipates a target dollar range for each topic so the amount to be distributed for each topic is clear. It would be advantageous to know what the committee has to spend per topic. A suggestion was made to track money being spent on projects. If a topic area appears to be lacking, MRT can solicit for topic proposals. Timing of open submittal is a concern being that funding sources and /or industries have different budget schedules. If the committee tracks what is being spent this will help identify other priorities. If allow for a twice a year submittal for each topic it give applicants a better opportunity to prepare and submit in the cycle. Other round tables have hosted workshops for interested applicants to get a sense for the field of submittals they might anticipate.

This money is tied to severance funds which fluctuates and at the moment is on decline. How entities pay severance is erratic. Oil, gas, mining may contribute in at any time. SPRT discussed holding back 25% for responding to turn around on additional work. Cost of doing outreach is very high. To conduct outreach in timely fashion need a reserve fund.

**a. Live Like You Love It (LLYLI) - Colorado Stormwater Council WSRA Grant presentation (5 min)**

Amy Conklin - \$50,000 request. Community based social marketing, \$50,000 is bargain for area covered. Millennial least informed on water issues and are primary target as largest demographic. With current weather no one is talking quantity. People will have to pay for storage. They won't want to pay for what they don't understand. Effective outreach is part of program and it meets WSRA guidelines.

What social media will LLYLI be using to reach millennial? Instagram is one. Will get information on other methods being considered.

Is focus on conservation? It will be an evolving campaign, "Conserve, Care , Commitment". This message is ready to go. It will evolve to include a more broad based campaign. It is easy to tailor for decision makers, more difficult to capture general public. Steering committee will help direct this evolution.

WaterWise is professional based organization aimed at water issues and applicable state wide. StormWater Council has conservation but also water quality. It's a clean, professional message that has been vetted. Communities can pick up and adapt to their needs. Several of years already in development. StormWater Council has a very wide reach of constituents.

PEPO plan is volunteer with limited budget and not interested in duplicating efforts. Aurora and Denver Water are already messaging well. Too many different messages gets confusing.

What are the measurables? Easy method is how many people are touched by media i.e. - TV hard numbers can be tracked. When evaluating the public hearing message it will be determined on how votes go on given measures to approve projects.

**b. MSU Denver WaterWise Theater Troupe Proposal for Spring 2016 Water Festivals WSRA Grant presentation (5 min)**

\$8,300 request. Middle schools are target audience. Denver, ~~and~~ Aurora ~~Water~~ and City of Boulder are partners. MSU Denver is the only university theatre troop that uses water in theme. K-12 tough to get attention, requires entertainment value. Shared with MRT members recent news release on troop performances. Discussed shows in communities throughout Colorado. Request to be asked back next month.

Can other communities request troop to come to their festivals? The number of additional performances may be beyond capacity at the moment. Long-term would like to take message to the west slope. Theatre Department Chair would be person to approach on capability to expand shows.

Next month anticipate a proposal from Community College of Denver Water Diplomats. An ambassador corp. via students to community groups.

**5. Committee Updates (10 min)**

**a. PEPO (Davenhill – 10 min)**

Education committee asked to prepare Education Action Plan which was approved last April. The decision was to work closely with SPRT action planning. It is now on the website. Two priorities were considered closely with SPRT; key in on better understanding of electronic presence and how we communicate, and what is the message. Graphics from workshop were provided to MRT showing messaging work session to develop common message. The ideal project ideal was the goal for outcome of workshop.

A 3-minute screen message was displayed showing three workshop groups discussing "meeting the needs of the future". All three projects presented were very similar. Developed media plan on benefits and budget regarding digital presence. Have message, next step is to determine best way to convey the message. Will be asking for approval to move forward with specifically hosting workshops to discuss grant funding priorities.

Local officials are struggling to develop planning for future projects. Local officials need help with education. Each county has unique needs and unique resource issues. Would like assistance on how to start conversation with their constituents.

PEPO has specifically targeted conducting sessions with elected officials. Also, Colorado Foundation for Education Water Fluency Program is great resource. Will be tapping into this type of water education resource that can support messaging. Special District Association, Ann Perry, may help facilitate adult education.

**6. CWP Presentation (50 min)**

Announcement - Two MRT members recently resigned. Need new Chair of Membership Committee.

**a. Joint Roundtable CWP final comments (HDR - 30 min.)**

Provided background on plan review process. Look for integration of final plan and identify issues. Ad Hoc committee has been meeting to conduct reviews. Conservation Stretch Goal has been the primary focus along with other minor issues. Now compiling feedback from all member entities into document and scanning for common messages. All comments remain intact in 27 page document separated by chapters on the key points. Proposed draft for submittal handed out with signature blocks for both RT's

on key issues. Plan to have approved and submitted by September 17th. Would like final feedback by September 15th.

Is there weight to having a multitude of organizations submit comments? Colorado Water Plan .com is best place to submit comments. It's not a numbers game, but board does read all submissions. Different entities have done a good job of conveying their concerns.

HDR has been asked by SPRT to come up with a one page summary of talking points going forward for public venues. This is under development.

**b. CWP Presentation - Bornstein (20 min)**

Presented PowerPoint focused on storage and funding. Outline of Critical Action Plan, Chapter 10 houses the details. Discussed permitting and additional funding. Mapping process to make permitting process more efficient. Various stakeholders welcome to participate in mapping process moving forward. Mapping process will be followed by permitting handbook on the process. Also discussed how to determine lead entity for projects. Pre-work before applying for permit is key component for project proponent. Have moved State agency cooperation to scoping with letter of endorsement. State endorsement allows Federal [agencies700](#) to prioritize resources. Concern expressed that State endorsement becomes another hurdle to overcome. Reviewed Section 6.5 storage related actions and general project support in detail. Graphs provided quantifying projects and methods of all basins. Current State budget snapshot showing natural resource in the mix followed by discussion on funding solution options.

**7. IBCC - (30 min)**

**a. Conceptual Framework & Conservation Stretch Goal (Stibrich, Waage - 20 min)**

Joe and Marc discussed most current language working toward language all could agree upon. Provided clarification around new language allowing for flexibility. Still need to address what the stretch goal should actually be. How are numbers are being interpreted a topic and the numbers appear to be overestimated. There are several options to take information and create a composite number. A significant range is possible and dependent on option used. Maybe make suggestion to have stretch goal as a range. Language is not final. Is subject to input from other parties of interest.

**b. Other Comments (10 min)**

South Platte RT unanimously approved new language with some minor word changes which Julio provided to MRT. Based on these changes SPRT recommended it for approval.

Motion to endorse conceptual framework as written: Marc Waage motioned, Julio Iturreria 2nd  
All in favor, unanimous, motion passed

**8. Basin Implementation Plan: Next Steps (HDR – 5 min)**

HDR is developing a one page insert to include in the summary of BIP. They hope to have it distributed by the end of this week. This will fit well into PEPO education component. Will present ahead of MRT meeting in October.

**9. Meeting Schedule**

a. Interim Water Resource Review Committee - September 15, 2015, 6 pm – 8 pm; Denver Metro Hearing, Aurora City Council Chambers, 15151 E. Alameda Pkwy., Aurora, CO 80012.

b. CWCB Board Meeting - September 15-17, 2015, Holiday Inn Express & Suites 1391 S Townsend Ave Montrose, CO 81401.

c. South Platte Basin Roundtable Meeting - October 13, 2015, 4 pm - 6 pm; Weld County Service Center, 4209 Weld County Road 24 1/2, Longmont, O 80501.

d. Metro Roundtable Meeting - October 14, 2015, 4 pm - 6 pm; Denver Water, 1600 W. 12th Ave., Denver, CO 80204.