

## EDUCATION ACTION PLAN 2015-2017

The Colorado Basin Roundtable (CBRT) will continue education and outreach efforts on Colorado's Water Plan and the Colorado Basin Implementation Plan (BIP). We will continue to use the partnerships and communication channels developed through the process of conducting outreach on the BIP to continue to educate the public on the activities of the Basin Roundtable and regional and statewide water needs, and to encourage their input on how these needs should be met.

Ongoing and near-term outreach and education activities will include:

- Continuing to write and distribute newspaper articles on regional and statewide water needs and projects.
- Continuing to use social media to distribute information and collect feedback.
- Enhancing coordination with watershed groups and other community organizations to inform a broader set of the public about CBRT activities and encourage input and participation.

Longer term outreach activities will build on the communication and partnership infrastructure developed through the outreach efforts related to the BIP in order to engage the public on the water challenges and opportunities in the Basin and statewide. The Roundtable will strive to maintain a steady presence in both traditional and social media, as well as continue to ensure that CBRT members and partner organizations have the communication tools to inform their constituencies about the issues the Roundtable is addressing and collect public input on those issues.

In addition to strengthening current outreach activities, the Roundtable will explore opportunities to connect with a broader segment of the population through new initiatives, including:

- Enhancing K-12 water education opportunities, both inside and beyond the classroom. Programs established by the Roaring Fork Conservancy and the Keystone Science School provide models for potential initiatives throughout the basin
- Enhancing water education opportunities in higher education. A new general education water course and student field seminar pioneered by Colorado Mesa University provide models to build on.
- Using film, radio, art and literature to engage people who don't have an intrinsic interest in water science and policy issues. Very popular presentations by photographer Peter McBride and author Kevin Fedarko, as well as the positive reception to a 30-minute documentary on the Grand Valley and its Rivers produced by the Water Center at Colorado Mesa University, demonstrate the potential of such efforts.

### 2015-16 PEPO Budget

Develop and print short handout on CWP + CBRT BIP for use by CBRT members and partner organizations in outreach.	Hutchins Water Center	\$500
Support activities by watershed groups and other partner organizations to inform the public and other stakeholder groups about the CWP, CBRT BIP, and CBRT activities.*	Partner Groups	\$6,000

TOTAL \$6,500

\*In order to qualify for funding, an organization must submit a brief proposal to the CBRT Chair and PEPO representative stating what the activity is, how it will inform the public and/ or other stakeholder groups about the CWP, CBRT BIP, and CBRT activities, and the funds requested. With the approval of both the CBRT Chair and PEPO representative, the organization may conduct the activity and invoice CWCB for the funds. No individual organization may receive more than \$1,000 in CBRT PEPO funds in a single fiscal year, and an effort will be made to spread the funding geographically across the different subregions within the basin.