



Statewide Water Education Action Plan (SWEAP)

**PEPO Workshop
January 30, 2019**

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Water Education Colorado**



Colorado's Water Plan

Chapter 9.5: Outreach, Education and Public Engagement

1. Create a new outreach, education, and public engagement grant fund.
2. Create a data-based water education plan.
3. Improve the use of existing state resources.



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Why WEco?

Our work, as called for in our founding legislation, should be guided by a strategy that helps Coloradans make “*informed water decisions.*”

We must draw an intuitive line between programs that “*promote a better understanding of water issues*” and the making of “*informed water decisions.*”

For us, informed water decisions are ones that consider the larger context and tradeoffs of various options, rely on an array of information from qualified sources, and incorporate involvement from diverse views and perspectives.

Why WEco?

- Experience: Water Education Colorado has been helping Colorado "speak fluent water" since 2002.
- Leadership: Existing training programs and collaboration with Water Educator Network (WEN), a statewide network of water education and outreach professionals.
- Identified Need: Our WEN members have expressed a desire for a shared strategy that would result in "a coordinated vision and coordinated action" statewide.
- Relationships: WEco facilitated the PEPO Workgroup from 2008 to 2015, managed the Water Education Task Force from 2008 to 2012, lead player in Water 2012 campaign, and established the growing WEN.



WEco's Water Educator Network



- Outgrowth of Water Education Task Force
- 65 members, 50 organizations
- Professional development trainings
- Resource sharing
- Opportunities for connection and collaboration
- Project WET



Funding for SWEAP

CWP Engagement/Innovation Grant Fund

Design and build a statewide strategic Water Education Action Plan to fulfill Goal 2 of Colorado's Water Plan Ch. 9.5.

ThinkWater USDA Program

Integrate Systems Thinking into water education, outreach and/or research in your state, region or institution.



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- 4) Fill in gaps in water education where they exist.
- 5) Create a common and unified vision for water education in the state.

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Develop...

- 6) A list of prioritized activities to be used as a tool to secure funding.
- 7) A common set of metrics that can be used to evaluate water education across the state.
- 8) Better mechanisms for collaboration on water education programs across basins

SWEAP Possible Outcomes:

- Identify basin-specific programs and messaging that could be cross-pollinated in other basins, creating awareness (for example: Yampa Basin issues introduced in the South Platte Basin, or vice versa).
- Develop messaging campaign with statewide applicability that all basins could rally behind, creating greater resonance with public.
- Develop information and communication tools that can be used statewide.
- Seek out/apply for statewide funding resources to be distributed locally.
- Identify innovative resources, for example highly visible props, that could be funded by philanthropic partners for distribution or rotation statewide.
- Standardization of Basin EAPs.

SWEAP Timeline

July-August 2018 – WEco reviews data and develops detailed planning timeline. Initial core collaborator discussions.

July-Sept. 2018 – Identify stakeholders to participate from each basin. *If we hear from other stakeholders after this date, their input will still be incorporated.

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Jan.- March 2019 – Complete phone interviews with Coalition, Stakeholders and Focus Groups.

April, 2019 – Coalition full-day work session, subgroups refine goals & strategies. WEN input on framework and strategies.

May-June 2019 – Review & refinement period.

June 2019 – Incorporate comments and finalize plan- Due June 30, 2019



Water Education Colorado Statewide Water Education Action Plan

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June 2018 Webinar



Statewide Water Education Action Plan- Collaborator Participation Form

Collaborator Information

- Contact information
- Level of interest
- Opportunity to sign up for updates
- Your audience
- What concerns you might have about this process
- Additional resources WEco should be aware of
- Additional names of contact that should be included
- Indicate which meeting you would attend (if interested)
- Additional feedback