

## **Education & Outreach Demand Management Workgroup (Meeting 1)**

Thursday, August 15th, 2019 10 am - 2 pm

Salida Steam Plant (220 W Sackett Ave, Salida, CO 81201)

### **Meeting Topics:**

Agenda topics included updates on the current status of drought contingency planning (presentation by Brent Newman); an overview of the CWCB directive and work plan; discussion of workgroup expectations; initial scope and mission ideation; and public comment period that included a presentation of “Risk Study Phase 3” findings/new questions (by Jim Pokrandt).

### **Key Takeaways:**

The group spent the majority of the meeting identifying key big-picture questions associated with determining potential target audiences for demand management (DM) communications and discussing current perception and communication challenges related to the workgroup process (current) and demand management process as a whole (future).

- Need for message consistency and resources that could include DM is (1) an evolving process, (2) one more resilience tool to address future uncertainty, (3) an opportunity for “net positive” water management.
- Need for extra process transparency and inclusive program development that facilitates the ability for all water users to communicate questions, concerns, and ideas.
- Need to develop a common understanding of phrasing and intention. Words matter.

### **Questions/Concerns to Raise:**

The group identified some threshold questions and issues to consider going forward, including:

- Multiple scales of communication this group *could* address. Decide if the primary goals are to help facilitate communication of the workgroup process, of an active DM program, or engage with and respond to current media outlets.
- Is there a more inclusive, positive, or engaging term than “Demand Management”?
- Aim to help stakeholders answer the why with clarity and transparency: “why are we doing demand management?”

### **Additional technical, informational other needs:**

The group discussed several potential next steps to explore, including the following:

- Explore “Bleiker Consent Building” course for transparent consensus and conflict resolution training.
- Develop a distributable demand management “one-pager” for water users with FAQs.
- Explore options for web-based public engagement such as collecting public comments, utilizing existing podcasts, radio shows, op eds, or short informational videos
- Explore a water industry “systems map” with the goal of identifying major public facing communicators, strongest communication pathways, and strengthening weak communication links

### **Other:**

The group will identify a next meeting date in early 2020.