



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

Basin Education Action Plan

Combined South Platte and Metro Roundtables

Background: To inform the Colorado Water Plan the South Platte and Metro Roundtables chose to combine their efforts to create a South Platte Basin Implementation Plan (SPBIP) and to carry out Public Education Participation and Outreach (PEPO) efforts in accordance with a combined Education Action Plan (EAP). The combined South Platte and Metro Roundtables Education Action Plan proposes pooling their PEPO budgets for a total of \$13,000. In addition to this PEPO budget, the South Platte and Metro Roundtables have requested \$37,000 from their Water Supply Reserve Funds to implement activities in the South Platte and Metro EAP.

1. Basin Educational Vision/Goals:

- Please include how Basin EAP will help achieve goals in the CO Water Plan to inform/educate an additional 250,000 Coloradoans by 2020?
- How many people do you estimate your engagement efforts will reach?

The South Platte basin is home to nearly 3.5 million residents. This number is projected to reach 6 million by 2050. The economic activity within the South Platte Basin contributes significantly to Colorado's GDP. We are home to Colorado State University, University of Colorado, Metropolitan State University, Colorado School of Mines, Colorado College and the Colorado Community College system. Numerous cultural and non-governmental organizations including nature, history and science museums, art and culture venues, professional associations and recreational resources provide opportunities to reach thousands of interested citizens. Northern Water, Denver Water, Aurora Water and other local municipal water providers have newsletter, outreach programs, and press releases to inform a large segment of Coloradoans and visitors. We have created a calendar of opportunities to reach an estimated 80,000 people in 2019 and 2020 using a variety of existing resources:

www.southplattebasin.com

Colorado Watershed Assembly Organizational Network and Inflow Newsletter

Water Education Colorado Publications

Colorado Foundation for Agriculture Publications

Colorado Water Wise

Poudre River Learning Center

South Platte Basin Implementation Fact Sheet

Republican River Fact Sheet

South Platte River Basin Water Facts

South Platte Basin Bandanna

Greeley Farm Show

Poudre Runs Through It

South Platte Forum

Upper South Platte Watershed Association (association of northern front range Conservation Districts)

Other trade and educational organizations, trade shows, workshops and classroom invitations

2. How is the Basin structured to implement the EAP? (List of Individuals/organizations Implementing EAP:

- How will programs be assessed/monitored?
- What are the key metrics that you use to track engagement?

As of November 1, 2018 the Education Committee of the South Platte and Metro Roundtables is made up of the following individuals:

Casey Davenhill, Education Liaison, Metro Roundtable

Laura Kroeger, Bob Peters, Drew Beck, Julio Iturreria, Garrett Varra, Joe Frank, Sean Cronin, Jeffrey Boring, Bruce Gerck and Joel Schneekloth.

The Education Committee meets regularly to review progress on the EAP and to provide guidance and feedback on PEPO efforts. The Education Liaison is part of the Executive Committee to coordinate with the Roundtable meeting agenda setting process and inform Roundtable discussion.

Implementation of the EAP relies on identifying a clear message. Meetings held over the past three years have led to agreement on the message that, in order to address the current and future water supply needs in the South Platte Basin, four key elements of the Basin Implementation Plan (BIP) need to be advanced:

- 1) a high success rate of currently planned identified projects and processes (IPPs) in the basin,
- 2) the ongoing leadership and advancement of conservation and reuse to efficiently use current and future water supplies in the basin,
- 3) the development of Alternative Transfer Methods (ATMs) as an alternative to the permanent purchase and dry up of irrigated agriculture in the basin, and
- 4) the continued investigation, preservation and development of new Colorado River Basin supplies.

Programs will be created to promote those four key elements and will be monitored to assess their performance.

Key metrics will include attendance and participation at events, meetings and field trips. We will also enhance our website analytics to determine the volume, duration and areas of interest of visitors to www.southplattebasin.com.

3. Critical issues currently in the basin that need to be addressed over the EAP planning period?

- Where possible, please reference your BIP and/or specific IPPs.
- How would you design your programs to target these issues?

Two significant developments in 2018 will affect the South Platte and Metro Roundtables EAP for the next 12 - 18 months.

First, the Colorado Water Conservation Board (CWCB) has engaged Water Education Colorado (WECO) to develop a Statewide Education Action Plan (SWEAP). Our Education Committee will work closely with WECO on the SWEAP process to develop consistent and locally relevant messaging reflecting the diversity of interests in the northern front range and northeastern Colorado.

Second, the Roundtables are about to begin work with the Lower South Platte Water Conservancy District (LSPWCD) to commence the South Platte Regional Water Development Concept Pre-Feasibility Study. This effort will include significant outreach which includes “...development of an Education Action Plan to guide efforts to engage stakeholders from throughout the Basin and solicit their ideas and perspectives. Development of the Plan will entail coordination with...the **Task Force**, the Roundtables (including, especially, PEPO representatives)...”¹ Our Education Committee will work closely with LSPWCD Task Force and contractor to leverage outreach and education efforts and resources, such as www.southplattebasin.com, to “...promote well-informed community discourse and decision making regarding balanced water solutions.”¹

¹ South Platte Regional Water Development Concept Pre-Feasibility Study, Section 1)h.

4. Identify the audience the EAP will be targeting:

- What new group (stakeholders/general public) are you hoping to engage?

Our communications strategy has identified these categories of stakeholders as our principal targeted audiences:

Academic - Post-secondary educators and students at institutions listed in Section 1.

Agriculture - Trade organizations, Conservation Districts, CFA and CAWA

Environment and Recreation - County Recreation and Open Space districts, Ducks Unlimited, Elk Foundation, Trout Unlimited, Pheasants Forever, Poudre Learning Center

Roundtables - Members, web presence, CWCB and PEPO liaison

It is worth repeating that the Metro and South Platte Basin is home to Northern Water, Denver Water, Aurora Water and other significant water suppliers who have their own outreach efforts which could leverage the Basin Implementation Plan and Colorado Water Plan messages. We expect the SWEAP effort to result in specific messages which can be shared with the many community organizations that engage the public on a regular basis.

5. Budget: How will \$6,500 be spent? If possible, please include if your basin is using other funding sources to implement the EAP. (Please create table or attach an excel spreadsheet with EAP submittal)

- Web site maintenance/design
- Material production
- Workshops