

Education & Outreach Demand Management Workgroup (Meeting 3)

March 5th, 2020

Sheraton Denver West Hotel (360 Union Blvd, Lakewood, CO)

Meeting Topics:

Discussion illuminated a continued need for clarity in this workgroup's objectives. There was recognition that it is still too early in the investigation process to clearly define a communication role (external to the workgroup process). First, terms should first be defined by technical-focused workgroups, and intent to continue is needed from the State. Education & Outreach Workgroup expertise can support other workgroups.

Key Takeaways:

- What is the communication frame? Potential frames include: Equity (to share water shortage burden); Opportunity (to seize Colorado future/control destiny); Common Enemy (to develop resilience in face of climate change); Investment (vs cost of in-action)
- Need to define common terms across other working groups and for external parallel discussions (e.g. roundtable-centric DM discussions)
- Need clarity from CWCB on scope/timeframe: Does Ed/Outreach work really begin after this process to assist with consistent and intentional statewide messaging?
- Colorado is viewed by other states as being able to solve big problems - Communication should highlight DM program simply next step in long history of resilience/success
- Echoed in Environmental and Agriculture workgroup discussions: Clear need to reset the story and articulate common goals to overcome early negativity. Need for regular, expected "check-ins" (if a program is to be developed) with all sectors to ensure stakeholders are still in agreement/onboard. People expect water to be a huge fight; this is opportunity to change that narrative. West is over built. Ag is food. Envl flows are system health and major economic "streams." Regardless of core statewide framing, different groups require unique, tailored communications centered on clear, positive benefits.

Questions/Concerns to Raise:

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

- What can the ed/outreach group do to help support other workgroups? If we craft a communication framework or create boilerplate language, there has to be transparency and details (which is more than a "quick fact sheet").
- A potential DM program won't have public funds unless the public understands the issue. Need all useful frames to talk to the public. (e.g environmental considerations front & center in program development; DM one more tool in heavy toolbox of water management)
- It's essential to have communications plan *before* a DM program is decided upon, but need substance to proceed.

Other needs:

- If Ed/Outreach group is to meet again, what is the specific deliverable need? Either from CWCB or other workgroups?