



“Our goal is to inform, involve, and educate the citizens of the Arkansas River Basin about local water resources”

Arkansas Basin Roundtable PEPO Workgroup Education Action Plan Scope of Work Years 2016-2019 Updates and Focus for 2018

Overview

The PEPO Workgroup was generously awarded \$26,000 from the WSRF grant fund in 2017. The Scope of Work and Budget for the 2018 PEPO Education Action Plan (EAP) will build upon and integrate Education to Action tasks identified in the WSRF grant. Funding from the EAP for 2018 will be used to provide assistance and sustainability for WSRF grant tasks as well as, provide education and outreach for the needs of 2018. The PEPO Workgroup feels that there should be a continued focus on funding and funding sources for 2018. The Workgroup has decided to integrate this need into our already identified EAP tasks and continue to provide education and outreach on this topic in 2018.

Tasks

Task 1- Participation, Partnership Building and Arkansas Basin Specific Education

Description of Task

There is a great need for the support, assistance, and guidance of the PEPO Coordinators for education and outreach events that are not identified in PEPO’s WSRF grant application. Funding will allow the PEPO Coordinators to participate and provide education and outreach for such events. Several groups have reached out to the PEPO Coordinators to provide support and/or expertise on water related education through their events. This is an opportunity to provide Arkansas Basin specific education through utilizing these events. The goal for this task is to engage the public on topics that have not been represented or misrepresented in the past which are identified in the Arkansas Basin Roundtable (ABRT) Basin Implementation Plan (BIP) and Colorado’s Water Plan. The PEPO Coordinator can learn through these experiences and identify areas of water resource education that need to be explored further. By joining these local programs, the PEPO Coordinator will have the opportunity to provide water education to a larger audience and solicit participation for future PEPO events. The PEPO Coordinator will also have the opportunity to build partnerships and gain sponsors for the implementation of PEPO community Water Festivals and Education to Action Events.

Method and Procedures

- The PEPO Coordinator will actively participate in educational events each year that fit the needs of the ABRT BIP, PEPO, and the PEPO geographic location for that year.
- The PEPO Coordinator will choose events according to the geographic location, ability to build local partnerships, or a need to provide diverse education at a specific event.
- The PEPO Coordinator will work with local organizations to provide an educational demonstration/activity that supports the needs of the Arkansas Basin Implementation Plan and State Water Plan.



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Deliverable

The deliverable will be increased participation, sponsors, and collaborators for PEPO’s Water Festivals and Education to Action Events. The PEPO Coordinators will use this opportunity to build relationships and find ways to involve the public in WSRF identified tasks. The PEPO Coordinators will also provide education and outreach at ongoing events that meet the needs of the Arkansas Basin Implementation Plan and Colorado’s Water Plan.

2018 Update- Participation, Partnership Building and Arkansas Basin Specific Education – Crowley and Otero Counties

This task’s purpose will stay the same, but we will focus our efforts in Crowley and Otero Counties. Otero County was identified as the location for the 2018 Arkansas River Basin Water Forum. The PEPO Coordinator will focus their efforts of partnership building and plan for a combined community-led or children’s water festival for Crowley and Otero counties for 2018.

Task 2- Development of Water 101 Presentation for Education to Action Events

Description of Task

The PEPO Coordinators will develop a Water 101 presentation that will be used at all Education to Action Events. The Water 101 presentation will be used as tool to provide the public with a basic understanding of water law, water uses, and regional water issues. The presentation will provide an overview of water entities roles including Water Conservancy Districts, DWR, CWCB, IBCC and Roundtables and will give a brief overview of the development and goals identified in the Arkansas Basin Implementation Plan and State Water Plan. Each year this presentation will be adjusted, updated and modified to fit the needs for the current year, geographic location and planned Education to Action Events. This presentation will be forever evolving and updating the public with current water resource education and information.

Method and Procedure

- Meet with the Arkansas Basin Roundtable Executive Committee to develop material for Water 101 Presentation
- Identify areas of the Arkansas Basin Implementation Plan and State Water Plan where additional education is needed and how to provide this education to the public
- Work with sponsors that will be featured in the Education to Action events to understand what general education is needed for their projects
- Develop draft Water 101 presentation and present to the Executive Committee
- Present Water 101 at all Education to Action Events
- Each year use the same process to develop, update, and modify the presentation to fit the needs of the current year and identified projects

Deliverable



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The deliverable will be a Water 101 presentation that will engage and provide basic water resource information for the public. This presentation can be used as a tool to help educate the public on water resources issues and the needs of the Arkansas River Basin. This presentation will be updated and modified each year to fit the needs of the Arkansas Basin, the identified projects and the specific audience. This tool will be used to get the public involved in the water resource dialogue and help build a foundation of water education for our public audiences. Measurable will include input and feedback from ABRT. Surveys will also be sent out to the public to measure the effectiveness of the presentation and gain feedback.

2018 Update- Funding Series at Roundtable Meetings & “Funding Open House”

The Water 101 presentation is complete and is available for use on the PEPO Website, www.pepoarkbasin.com. Our focus for 2018 is to provide resources for projects seeking additional funding sources. Task 2 will be used to provide education and outreach on this topic. EAP funding will be used to develop and implement a series of funding presentations at the Arkansas Basin Roundtable meetings throughout the year. The PEPO Coordinator will develop the series that will include multiple speakers with expertise on funding and will conduct the series as part of the Roundtable monthly meetings. The idea will be to bring in speakers who can provide information on additional funding sources and mechanisms and provide information on funding that is available for water projects, other than WSRF and CWP funds. This may include speakers who represent foundations, funding sources, Federal, State, and Local funding and experts on funding mechanisms. These could include representatives from foundations, GOCO, USGS, NRCS, BLM, DOLA, etc.

When the speaker series is completed, if interest is high and it is supported by the Roundtable the PEPO Workgroup would like to sponsor a “Funding Open House”. We would invite many funding organizations to attend. The funders would be available to discuss specific funding options with potential water project sponsors. This would be a benefit to those with small projects that don’t know where to start looking for funding and to those with large multi-use projects that could utilize many different funding sources.

Task 3- Develop a mechanism to provide a line of communication between the ABRT, IBCC, CWCB, and the Public

Description of Task

The PEPO Coordinators realize the importance of providing information between water leaders and the public. The PEPO workgroup has developed several tasks in the WSRF grant to provide information to the public, but does not currently include a process on how to reciprocate information back to the IBCC, ABRT, and the CWCB. This task will allow the PEPO Coordinators to develop a plan of action to create this process and build relationships between the Public, IBCC, ABRT, and CWCB.

Method and Procedure



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- Attend ABRT, IBCC, and CWCB meetings that take place in the Arkansas Basin to provide the following information through presentations, handouts or reporting:
 - PEPO outreach efforts to educate, inform, and involve the public
 - Arkansas Basin identified projects
 - Public input, feedback, concerns and issues
- Connect with representatives from ABRT, IBCC, and CWCB to discuss the education and outreach goals/needs of each group and how the PEPO Coordinators can integrate these needs into PEPO’s Education to Action activities

Deliverable

Information gained from the ARBT, IBCC, CWCB, and the public will be integrated into several of PEPO’s public outreach efforts including: Water 101 presentation, Education to Action events, Water Festivals, involvement in ongoing events, and online services. The PEPO Coordinators will report to the ABRT monthly on all PEPO related activities. If requested, the PEPO Coordinators will also be available to provide information, presentations, tours, etc. on PEPO outreach and public feedback at IBCC and CWCB meetings held in the Arkansas Basin.

2018 Update

This task will stay the same for 2018.

Task 4- Update and Maintain Arkansas Basin Specific online resources

Description of Task

Through the online resources, the PEPO workgroup has been able to represent its mission to provide education and outreach on multiple water use components to a diverse audience. To continue to reach this diverse audience and stay connected, the PEPO Coordinator will maintain its webpage and Facebook page to promote its events. In addition, the PEPO Coordinator will utilize various publicity methods, that will include news releases that will direct readers/listeners to the webpage and Facebook page which provide information on and the purpose of upcoming PEPO events. The webpage and Facebook page works as a portal for all PEPO activities and provides education about the Arkansas Basin Roundtable, Ark BIP projects, IBCC and CWCB activities and progress. The website also serves as a place to gain partnerships, showcase events, provide online educational resources and is a way to stay connected across the Basin. The webpage and Facebook pages requires regular monitoring and updating to keep the information current and accurate for its users.

Method and Procedure

- Monitor and update the Ark Basin PEPO Webpage and Facebook page
 - Update the website that works as a portal for all PEPO activities
 - Provide a calendar of all PEPO events
 - Provide access and signup for PEPO Facebook page and email list



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- Create email blasts about PEPO, ABRT, IBCC, and CWCB events
- Provide educational materials, links, and current events
- Provide links to Arkansas Basin Roundtable, CWCB, Arkansas River Basin Water Forum, IBCC, etc.
- Provide contact information for the PEPO Coordinator
- Develop online surveys to better understand the educational needs of the public. Use this tool as a resource to provide information to the ABRT, IBCC and CWCB. These surveys will also be used to identify the specific educational needs of the Basin and gear PEPO activities towards these needs
- Preliminary Publicity
 - Work with journalist to develop news releases to the public. The news releases will provide information on the PEPO workgroup, upcoming PEPO events, how to get involved, and where to find more information (webpage or Facebook)
 - Publicity will also be used to engage the public and receive feedback to be shared with ARBT, IBCC, and CWCB

Deliverable

Deliverables include monitoring, developing, and performing updates for the webpage, Facebook page, and press releases. The webpage and Facebook page will allow PEPO to connect and receive feedback with the public, ABRT, CWCB, and the IBCC. The press releases will be used to involve, inform, and educate the public.

2018 Update

The PEPO Website and Facebook page have been developed and are available for use. Funding for this task for 2018 will be used to update the outreach and funding resource web pages and the Facebook page. The PEPO Coordinator will work to increase the number of followers on the PEPO Facebook page and will work to increase site visits for the PEPO Webpage. The PEPO Coordinator will continuously update the webpage with grant and funding opportunities for water projects and provide assistance and information for those who seek it.