

# **Arkansas Basin Roundtable PEPO Workgroup Education Action Plan Scope of Work Years 2016-2019**

## **Overview**

The PEPO Workgroup was generously awarded \$50,000 from the WSRA grant fund in 2016, with the option for renewal on a year to year basis for a period of three years. The Scope of Work and Budget for the PEPO Education Action Plan will build upon and integrate tasks identified in the WSRA grant fund. Funding from the EAP will provide flexibility for the PEPO Coordinators to engage a wider audience and provide additional education and outreach throughout the Arkansas River Basin. There has been a realization that there is a significant need for support from the PEPO Coordinators for additional education activities that were not previously identified in the WSRA grant application. The EAP funding will considerably increase the PEPO Coordinator's ability to provide support and assistance for Arkansas BIP identified projects, youth education events, public involvement, and the State Water Plan.

## **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 WSRA 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 State Water Plan. PEPO Coordinators 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 Coordinators will have the opportunity to provide water education to a larger audience and solicit participation for future PEPO events. The PEPO Coordinators 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 Coordinators 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.

#### **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 WSRA 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 State Water Plan. Measurable will include feedback from the event coordinators, teachers,

increased participation in other PEPO events, and increase in partnerships for tasks 2 and 4 of the WSRA grant.

## **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

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 ARBT. Surveys will also be sent out to the public to measure the effectiveness of the presentation and gain feedback.

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

### Description of Task

The PEPO Coordinators realize the need to create a process to provide information between water leaders and the public. The PEPO workgroup has developed several tasks in the WSRA to provide information to the Public, but does not currently include a process on how to reciprocate information back to the IBCC, ARBT, 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, ARBT and CWCB.

### Method and Procedure

- Attend ARBT, IBCC, and CWCB meeting that take place in the Arkansas Basin
- Connect with representatives from ARBT, 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
- Provide the following information to the ARBT, IBCC, and CWCB 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

### Deliverable

Information gained from the ARBT, IBCC, and CWCB 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 (Task 4). The PEPO Coordinators will report to the ARBT 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. Measurable will include feedback from ARBT, CWCB, and IBCC.

## **TASK 4- Develop Arkansas Basin Specific mission, logo, publicity, and online resources**

### Description of Task

Develop a mission statement and logo that is specific to the education and outreach goals of the Arkansas River Basin. This message and logo will align with the education and outreach goals identified in the Arkansas Basin Implementation Plan and will provide a unique identifier for the Arkansas Basin PEPO workgroup. Through this branding, the PEPO workgroup will be able to represent its mission to provide education and outreach on multiple water use components to a diverse audience. In order to reach this diverse audience and stay connected, the PEPO workgroup is in need of a webpage and publicity for its events. Publicity will include news releases that will direct readers/listeners to the webpage and will provide information on and the purpose of upcoming PEPO events. The webpage will work as a portal for all PEPO activities and provide education about the Arkansas Basin Roundtable, ArkBIP projects, IBCC and CWCB activities and progress. The website will also serve as a place to gain partnerships, showcase events, provide online educational resources and a way to stay connected across the Basin.

### Method and Procedure

- Develop Arkansas Basin Specific Message and Logo
  - Work within PEPO workgroup to develop message and logo
  - Work with graphic designer to develop logo that represents the Arkansas Basin PEPO Workgroup
  - Gain approval of logo from Arkansas Basin Executive Committee, IBCC and CWCB representatives
- Develop Ark Basin PEPO Website and Facebook page
  - Create a basic website that will work 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
- Create email blasts about PEPO, ARBT, 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 PEPO Coordinators
- Develop online surveys to better understand the educational needs of the public. Use this tool as a resource to provide information to the ARBT, 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).
  - Publicity will also be used to engage the public and receive feedback to be shared with ARBT, IBCC, and CWCB.

#### Deliverable

Deliverables include Arkansas Basin PEPO logo, webpage, Facebook page, and press releases. The logo will be used for publicity for PEPO events and on PEPO developed educational materials. The webpage and Facebook page will allow PEPO to connect with the public ARBT, CWCB, and the IBCC. The press releases will be used to involve, inform, receive feedback, and educate the public. Measurable will be increased participation at all PEPO events. Surveys on how to better educate the public and measurement of online activity.