



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

SW Basin Education Action Plan 2021

Background:

- **Basin Educational Vision/Goals:**

To address the needs of the Colorado Water Plan (CWP) to inform and educate current and future Coloradoans regarding important water issues, the SW Basin PEPO will:

- Continue and expand efforts to develop and distribute water resource information related to the SW Basin (SWB), including regional and basin-specific water supplies and demands, related hydrology and watershed information, water quality influences and challenges and opportunities facing citizens. The SWB's goal is to reach target audiences that include local community members, urban audiences outside our basin, and recreational visitors to our basin in order to communicate our values regarding the importance of agriculture, water management, collaboration between partner agencies, and natural resource stewardship.

This primary educational effort will assist in meeting the vision and goals of the CWP and the supporting goals and objectives as described in the SWB Basin Implementation Plan (BIP) by making pertinent water data and information readily available to Coloradoans via the following methods:

- i. The PEPO liaison, along with the PEPO workgroup comprised of SWB Roundtable members, will develop a dedicated website that will provide ease for SWB Roundtable members, stakeholders, and interested parties throughout the basin and state to access the website for information regarding Roundtable and PEPO business, and provide oversight in outreach efforts specific to their organizations. This website will provide the ability to highlight the progress and successes of the BIP. An interactive story map page will illustrate the SWBRT BIP projects, data, and links to efforts in the SW Basin that are instrumental in informing Roundtable members, stakeholders and interested parties. The Roundtable meeting minutes, agendas, and presentations will be posted. General information, funding information, and upcoming events will be available on the website. PEPO will have a page or two offering outreach and educational efforts.
- ii. Create a SWB Roundtable Handbook, to provide one document that will include an outline of the Basin Roundtable Committees role and purpose, SWB Roundtable By-Laws, agreements, meeting norms and procedures, Code of Conduct, Common Acronyms used by the Roundtable, and links to the SWB Roundtable Basin Implementation Plan, PEPO Education Action Plan, and the Water Supply Reserve Fund Grant Process.

PEPO funds will go towards a contractor's time to work on the document with the Roundtable committee and executives.

- iii. Actively managing multiple integrated digital social marketing platforms (*i.e.*, Twitter and Facebook)
- iv. Through the Water Information Program, create and distribute a Southwest Basin electronic interactive newsletter every other month that contains local and statewide water related news stories and educational events, weather and stream data information and more, and focuses on our partners around the basin (and archived on publicly-accessible website(s) and social media).
- v. The PEPO representative, Elaine Chick, will participate in CWCB education-related meeting/webinars, attend statewide meetings and discussions regarding outreach and education efforts, particularly as they pertain to SWEAP, BIP updates, and coordination with K-12 and higher education curriculum.
- vi. Educational videos and water-related displays and printed brochures available for use at a variety of events and water/river festivals.

How many people do you estimate your engagement efforts will reach?

- By creating educational materials that can be easily dispersed, the Roundtable hopes to reach a wide range of people (both water users and general public). The materials will be posted on the Roundtable/PEPO website. Links to these materials will be sent in email newsletters and referenced at any Roundtable public speaking engagement. Roundtable members will be encouraged to share the materials with the entities they represent, co-workers, and neighbors. The Water Information Program has a mailing list of over 1300 people that the e-newsletter gets distributed to.
- The SWB Roundtable is unique in that the Water Information Program (WIP) Manager is also the PEPO liaison for the SWB. PEPO will be part of any outreach that WIP participates in. PEPO will have a dedicated page on the proposed new SWB website with links to the videos for anyone to access and use for educational purposes. The PEPO liaison will show the videos at organizational and community outreach meetings and schools.
- The Water Information Program also facilitates and promotes water educational programs/courses to students, teachers and community members through the annual Children's Water Festival, Forest to Faucets teacher training program, Water Law in a Nutshell courses; and has table top displays and printed material that gets set up at various conferences and festivals.

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

- *How will programs be assessed/monitored?*
 - i. The PEPO representative, Elaine Chick, will participate in CWCB education-related meeting/webinars, Water Educator Network workshops, attend statewide meetings and discussions regarding outreach and education efforts, particularly as they pertain to SWEAP, BIP updates, and coordination with K-12 and higher education curriculum.
 - ii. Educational videos and water-related displays and printed brochures available for use at a variety of events and water/river festivals.

- iii. PEPO funds will also support the efforts of implementing the Educational and Outreach Goals for the SWB BIP through Education to Action Projects/Programs.
- o *What are the key metrics that you use to track engagement?*
 - i. Successful engagement may be measured by increased website traffic, email clicks and opens for the e-newsletter, circulation numbers for the local newspaper and any state news publications, number of attendees at outreach events, and number of print pieces circulated. We also track number of attendees present at SWB Roundtable meetings, attendees at our workshops and programs and, number of youth attending our Water Festival and activities and in local programs.

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

- o *Where possible, please reference your BIP and/or specific IPPs.*
 - i. The BIP and key IPPs will be highlighted and will be published on the website and distributed in both digital form and in workshop/handout format so that members and the SWB are engaged in the process. Having the BIP and IPPS published on the new SWB Roundtable website will allow for easy access and transparency to all site visitors, so keeping the website up to date will allow this process to continue.
- o *How would you design your programs to target these issues?*
 - i. One of the SWB Roundtable subcommittees focus is on wanting to know more of what is going on at a local and statewide level. A big underlying principle in the BIP is collaboration and outreach, creating that feedback loop between the Roundtable and other efforts going on locally. This ranges from local collaborates to their DCP subcommittee on Colorado River issues.
 - ii. Forest Health is an ongoing issue in the SWB. A Forest Health specific workshop was held last fall and investigation will continue in this area. Rocky Mountain Restoration Initiative in the SW is working to restore over 300,000 acres of public and private lands in priority areas across their 750,000 acre project area. The SWB Roundtable website and PEPO representative will provide consistent information and workshops to help educate the public in these areas. We have two IPPs specific to studying the forest/water nexus.
 - iii. We have received inquiries about grants and how to help people learn about the process. We will look into providing outreach around a grant workshop(s) focused on water projects, (i.e., workshop for ag users, workshop for M&I, workshop for E&R).
 - iv. We will design all our programs based on Roundtable input so we are targeting their specific issues. The outreach we do through the newsletter, our regular Roundtable emails, the SWB Roundtable website and media resources is how we reach our targeted audiences.

Identify the audience the EAP will be targeting:

- *What new group (stakeholders/general public) are you hoping to engage?*
 - i. The EAP will focus on increasing our target audiences through the new website that will identify critical issues and will customize messaging for several distinct audiences. We will target SWB residents, state citizens, realtors, water users, K-12 and post-secondary students, as well as young farmers / new ranchers, recreators, retirees, incoming ‘transplants’ that, in one way or another, are new to the traditional water uses in the SWB.

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)

- Create and develop a dedicated website for the SW Basin Roundtable. This includes the PEPO liaison and provide content Web site maintenance/design
- Development of Roundtable Handbook
- Education and Outreach Workshops

Budget Breakdown

	Objective/Task	Lead	FY 2020
1	Funds will be utilized for Coordinator's time in creating an outline, collaborating with the Roundtable working committee on the design, content, compiling information, photos, and working with Website developer on the creation of a dedicated SWB Roundtable website. Working with the Web developer in transferring information from the Roundtable page on the WIP website to the new website. WSRF grant will support the Web developer fee and platform, but does not include money for the coordination of development of content and collaboration with the SWBRT.	Elaine Chick – PEPO Liaison	\$3000.00
2	RT Member BIP support and outreach, correspondence, and workshops	Elaine Chick – PEPO Liaison & PEPO Workgroup	\$2000.00
3	Development and printing of a Roundtable Handbook	Elaine Chick – PEPO Liaison & PEPO Workgroup	\$1500.00
		Totals	\$6,500