



**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. In creating this EAP Update it is “(understood) that the PEPO Liaison’s duty is first and foremost to educate the roundtable and assist the flow of information between the roundtable, the Interbasin Compact Committee (IBCC) and the CWCB. Additionally, the PEPO liaison coordinates with the basin roundtable to develop potential communications strategies, plans and programs that support outreach and education in the basin.” (Public Education, Participation and Outreach (PEPO) Liaison Scope of Work (Rec’d 2/23/21 from Sam Stein, Program Manager, Water Supply Planning, CWCB)

#### **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 2021 using a variety of existing resources:

[www.southplattebasin.com](http://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

Colorado 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

Please note that in 2020 articles relating to the South Platte Regional Opportunities Working Group (SPROWG) were published in:

- Aspen Times
- Greeley Tribune
- Journal Advocate
- Fresh Water News
- Denver Post
- Colorado Sun
- Longmont Times Call
- KUNC (public radio in Greeley)
- Omaha World Herald

which have a combined circulation of well over 500,000 readers.

**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 June 1, 2021 the Education Committee of the South Platte and Metro Roundtables is made up of the following individuals:

Casey Davenhill, Education Liaison, Metro Roundtable  
Hope Bartlett and Bob Peters of the Metro Roundtable and Garrett Varra, Joe Frank, Bruce Gerk, Kelsea Holloway and Joel Schneekloth of the South Platte Roundtable

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](http://www.southplattebasin.com).

The Education Liaison is also an active member of the Water Supply Reserve Fund Needs Committee (WSRF). The WSRF Guidelines and process information are updated regularly and made available on the website [www.southplattebasin.com](http://www.southplattebasin.com). By engaging with the WSRF Needs Committee the Liaison is able to help the WSRF Coordinator, the Roundtable Chair and CWCB to ensure all grant needs are understood. In 2021 we will complete the project to locate and identify previously funded WSRF projects on the website with approximate locations noted on an accurate map of the South Platte Basin. Project reports will be linked to the map as Project Reports are available.

**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 2020 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 'Water 2022', an awareness project with statewide application. Our Education Committee will work closely with WECO on Water 2022 to develop consistent and locally relevant messaging reflecting the diversity of interests in the northern front range and northeastern Colorado.

- Second, the Roundtables began work on the South Platte Basin Implementation Plan Update (BIP Update). The Liaison is an active member of the BIP Update Committee and engages the Education Committee to elicit feedback and comments on key elements of the BIP Update as relates to education and outreach. Specifically, understanding that the Liaison's duty is first and foremost to education the Roundtable and assist the flow of information between the Roundtable, the Interbasin Compact Committee (IBCC) and the CWCB; the Liaison coordinates with the basin Roundtables to develop potential communications strategies, plans and programs that support outreach and education in the basin relevant to the Basin Implementation Plan.

Further, the Metro and South Platte Basin Roundtable PEPO Committees endorse the concept that coordination among all Basin Roundtable PEPO Liaisons can improve outcomes for the entire state and to "...promote well-informed community discourse and decision making regarding balanced water solutions."<sup>1</sup>

**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 FFA, 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

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

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)**

Please see 'Background' section of the EAP which identifies additional funding for this EAP

- Committee organization, facilitation, and documentation
- Web site maintenance/design
- Material production
- Workshops

South Platte Basin Roundtable PEPO Budget 2021							
Tasks		Description	Expenses				Total
			Cost	Hours	Rate	Cost	Amount
<b>Task 1 - Coordination and Facilitation</b>							
	Advance overall objectives described in the Education Action Plan (EAP), the Basin Implementation Plan (BIP) and the Colorado Water Plan (CWP)	Compile message and check in with Roundtable membership regularly to confirm clear, consistent understanding of message. (See message as stated in the 2019/2020 EAP)		20	\$50	\$ 1,000	\$ 1,000
	Coordinate communication with Public Education Participation and Outreach (PEPO) liaisons on other Roundtables throughout Colorado.	Participate in meetings and conversations with other Roundtables. Report to Metro and South Platte Roundtables. Share outreach materials and promote a common message with 'local flair'.		20	\$50	\$ 1,000	\$ 1,000
	Coordinate with Water Education Colorado (WECO) on the Statewide Education Action Plan (SWEAP).	As requested, participate in meetings and planning process to develop consistent and locally relevant messaging reflecting the diversity of interests in the northern front range and northeastern Colorado.		20	\$50	\$ 1,000	\$ 1,000
<b>Estimated Total for Task 1 =</b>							<b>\$ 3,000</b>
<b>Task 2 - Communication</b>							
	Develop and implement presentation strategy for 'South Platte Synergies' video.	Using all social media tools currently used by the Metro and South Platte Roundtables, promote the 7-minute video created in 2020.	500	20	\$75	\$ 2,000	\$ 2,000
	southplattebasin.com website hosting and maintenance.	Website development and utilization includes creation of 'story maps' and enhanced utility, content and analytics.	250		\$75	\$ 250	\$ 250
	Develop press releases, articles and written inserts to be shared with identified program partners (see EAP). Provide written reports to Roundtables, PEPO and CWCB	Provide written stories and announcements specific to work of the Metro and South Platte Basin Roundtables. As requested provide project updates and other reports.	0	24	\$50	\$ 1,200	\$ 1,200
	Contract to create 2nd short video in the South Platte series.	Engage the Roundtables in the process of developing 'next steps' for continued video production of stories that advance the goals of the Roundtables in the South Platte Basin. Develop budget, tasks and time line for series of short videos for www.southplattebasin.com and broader distribution.	\$ 2,550	0	\$75	\$ 2,550	\$ 2,550
<b>Estimated Total for Task 2 =</b>							<b>\$ 6,000</b>
<b>TASK 3 - Outreach</b>							
	Leverage existing outreach network and messaging to promote the goals of the Basin Implementation Plan and the Colorado Water Plan.	Basin Implementation Plan & Colorado Water Plan Outreach, i.e. Live Like You Love It and Keep It Clean conservation and water quality messaging in areas not served by large water providers and coordinate with large water providers to ensure consistency of messaging. Also, compile and identify on South Platte Basin map WSRF funded projects through 2020.	\$ 500	10	\$50	\$ 1,000	\$ 1,000
	Represent Roundtables at Community Events	Create displays and develop materials that are suitable for in-person and virtual events. Engage communities via social media. Provide in-person support at a variety of public events following all public health protocols. Utilize Facebook, Twitter and Instagram promotional tools via subscriptions.	\$ -	20	\$50	\$ 1,000	\$ 1,000
	Internal Roundtable Communications	Update and promote Orientation Package for new RT members, including WeCO Series, By-laws, CWP, BIP, other relevant educational/organizational materials; provide support for Roundtable Committees approximately.		16	\$50	\$ 800	\$ 800
<b>Estimated Total for Task 3 =</b>							<b>\$ 2,000</b>
<b>TASK 4 - Project Management</b>							
	Provide overall coordination of subcontractors and funding partners	Develop and implement annual plan, time line and format for activities.	\$125	15	\$75	\$ 1,250	\$ 1,250
	Administration	Ensure reporting requirements are met, maintain related financial records, collect sponsorships, fees and pay invoices, coordinate and manage all related activities as needed - approximately 8 hrs./mo.on		10	\$75	\$ 750	\$ 750
<b>Estimated Total for Task 4 =</b>							<b>\$ 2,000</b>
<b>Grand Total =</b>							<b>\$ 13,000</b>