

PUBLIC EDUCATION PARTICIPATION & OUTREACH



COLORADO
Colorado Water
Conservation Board
Department of Natural Resources

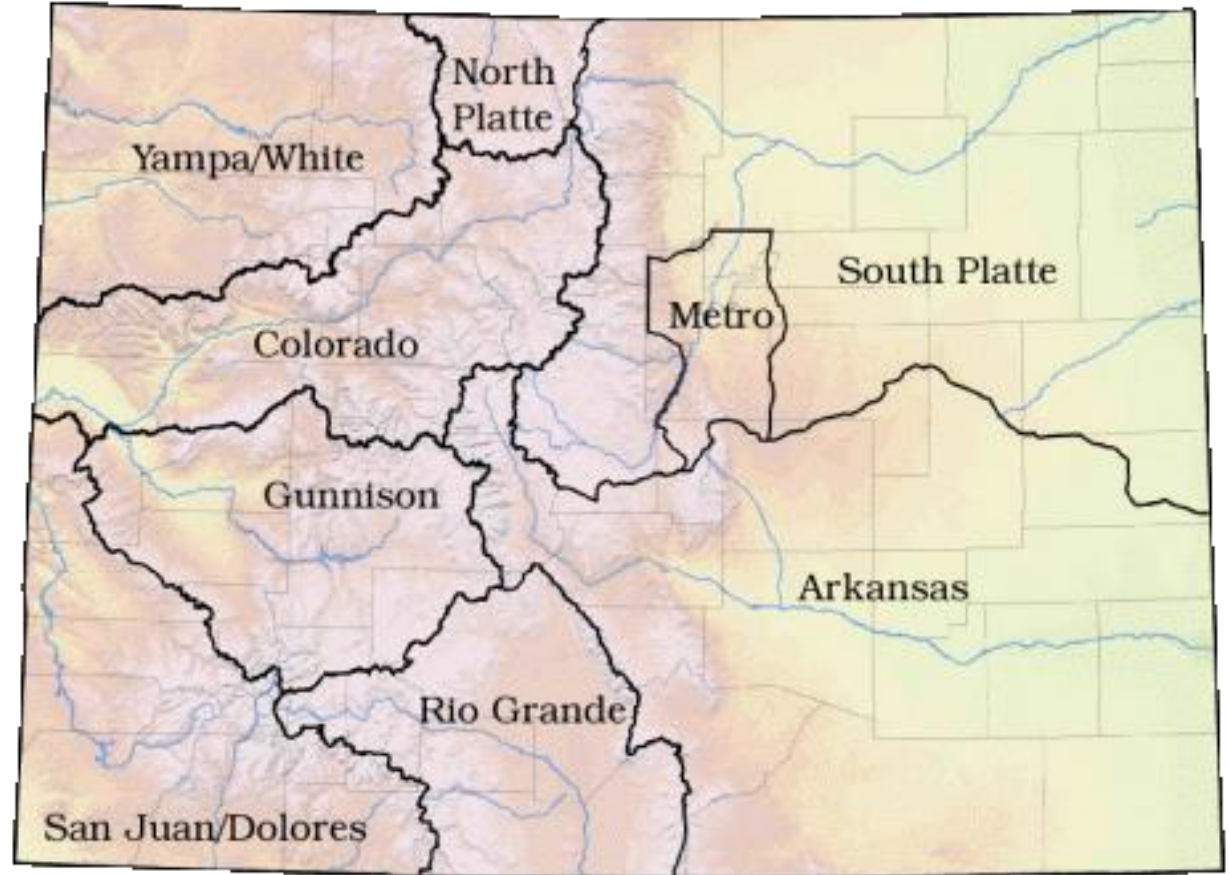
PEPO AGENDA

- | | |
|---------------|--|
| 10:00 – 10:20 | Introductions & Brief Report out (Group) |
| 10:20 – 10:30 | SWEAP Presentation (R. Buirgy) |
| 10:30 – 10:50 | EAP Timelines and Coordination with SWEAP (B. Wade) |
| 10:50 – 11:20 | Guided Discussion To Get Initial Input (H. Bergman / Group Exercise) |
| 11:20 – 11:25 | Water Survey Next Steps (B. Wade) |
| 11:25 – 11:30 | Final Thoughts (B. Wade) |

BASIN PEPO

REPORT-OUTS

- Name
- Role
- Basin Name
- Major Basin Accomplishments



STATEWIDE EDUCATION ACTION PLAN

PRESENTED BY ROB BUIRGY



Statewide Water Education Action Plan (SWEAP)

PEPO Fall 2019 Meeting



What is SWEAP?

A plan to guide water education activities throughout the state in support of achieving the vision set out in CWP...

“To expand outreach and education efforts that engage the public to promote well-informed community discourse and decision making regarding balanced water solutions.”

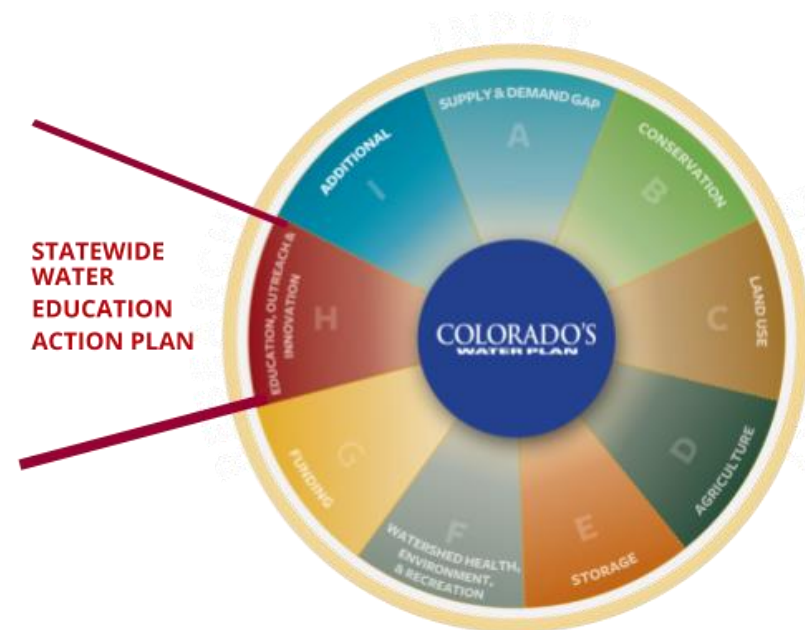
Why SWEAP?

CWP Focus Area = Education, Outreach, and Innovation

CWP Critical Action = Data-based water education plan

Water Educators = Vision, Outcomes, and a shared path

Need for Education and Action



How will SWEAP be used?

- WEco: Guide a focused strategy across Colorado, in partnership with CWCB and other statewide organizations. Use this shared framework to mobilize funding and provide capacity-building opportunities where needed.
- PEPO/BRTs: Use SWEAP as a model for their planning, to build in alignment with EAPs where possible, and as a framework to foster cross-pollination among & between basins.
- Organizations & Local Water Educators: Better align local & regional actions with statewide strategies; contribute to statewide impact, facilitate funding & reporting.

Critical Water Concepts

- Water is essential for life, our economy, and a key component of healthy ecosystems.
- Water is a scarce resource, limited and variable.
- Water cycles naturally through Colorado's watersheds, often intercepted and manipulated through an extensive infrastructure system built by people.
- The quality and quantity of water, and the timing of its availability, are all directly impacted by human actions and natural events.
- Water is a public resource governed by water law.

SUSTAINABLE WATER 2050

COLORADO'S WATER PLAN COMPREHENSIVE SOLUTIONS

WATER EDUCATION, OUTREACH, AND PUBLIC ENGAGEMENT

STRATEGIC FRAMEWORK

VISION

Coordinated, well-funded, and impactful education, outreach, and public engagement achieving measurable outcomes by 2025

2025 IMPACT

Citizens engaged in well-informed community discourse and decision making regarding balanced water solutions

(Colorado's Water Plan)

2020 Situation

Critical Water Concepts

Guiding Principles

**AWARENESS
OUTCOMES**

Metrics

Strategies

**Basin & Local
Actions**

(to be developed
in response to
local needs &
audiences)

**KNOWLEDGE
OUTCOMES**

Metrics

Strategies

**Basin & Local
Actions**

(to be developed
in response to
local needs &
audiences)

**BEHAVIOR CHANGE
OUTCOMES**

Metrics

Strategies

**Basin & Local
Actions**

(to be developed
in response to
local needs &
audiences)

**SYSTEMS CHANGE
OUTCOMES**

Metrics

Strategies

**Basin & Local
Actions**

(to be developed
in response to
local needs &
audiences)

Vision & Impact

Coordinated, well-funded, and impactful education, outreach, and public engagement achieving measurable objectives in water education by 2025 that contribute to sustainable water by 2050.

By 2025, Coloradans are engaged in well-informed community discourse and decision-making regarding balanced water solutions, and are empowered to take thoughtful action regarding critical water challenges facing the state and their communities.

Outcomes

Awareness

- The proportion of Coloradans who can identify how water supports their quality of life, as well as the threats to and potential solutions for a sustainable water supply, increases.

Knowledge & Skills

- The proportion of Coloradans who can articulate at least three “critical water concepts,” increases.
- The proportion of Coloradans who report confidence in having the knowledge necessary to take an active role in water stewardship in their community increases.
- The proportion of Coloradans who report confidence in having the skills necessary to take an active role in water stewardship in their community increases.

Outcomes

Behavior Change

- Participation in community discourse and decision processes about water at the state, regional and local levels increases.
- Voter information guides address potential impacts to sustainable water resources in relevant issue areas.
- The proportion of Coloradans that are demonstrating sustainable water behaviors increases.

Systems Change

- Where relevant, local and state policies, regulations, and practices recognize the importance of water literacy and demonstrate a consideration of impacts on sustainable water resources.
- Water decision-making bodies are increasingly representative of the demographic make-up of the state.

Strategies

- The few best methods, approaches, best practices, or innovative ideas to achieve outcomes.

Outcome

Strategies

<p>5. Participation in community discourse and decision processes about water at the state, regional and local levels increases.</p>	<p>5a. Curate a compendium of best practices for inclusive civic engagement.</p> <p>5 b. Ensure water discussions or decision-making processes are accessible, convenient, inclusive, and well-publicized.</p>
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Actions & Audiences

- Different strategies will require different actions, driven by local interests, audiences, and capacity.
- Organizations and individual educators will develop actions to meet the unique needs and interests of their communities, while also contributing to the shared outcomes identified in SWEAP.

Outcome

Strategy

Example Actions

<p>5. Participation in community discourse and decision processes about water at the state, regional and local levels increases.</p>	<p>5 b. Ensure water discussions or decision-making processes are accessible, convenient, inclusive, and well-publicized</p>	<p>5b.1. Train program organizers on best practices for inclusive civic engagement.</p> <p>5b.2. Arrange fireside chats or pop-up dinners to gather community members to engage in discourse around water issues.</p>
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Timeline

Sept 25 th	PEPO overview & discussion
Oct 4 th	Final sent to WEco Board and SWEAP Steering Committee for fatal-flaw review
Nov 12 th	WEco signs off on Final
Nov 14 th	WEco presents Final to CWCB Board
January 2020	SWEAP available in print & online Begin Phase I Implementation with CWCB, BRTs and other partners



Rob Buirgy

SWEAP Coordinator

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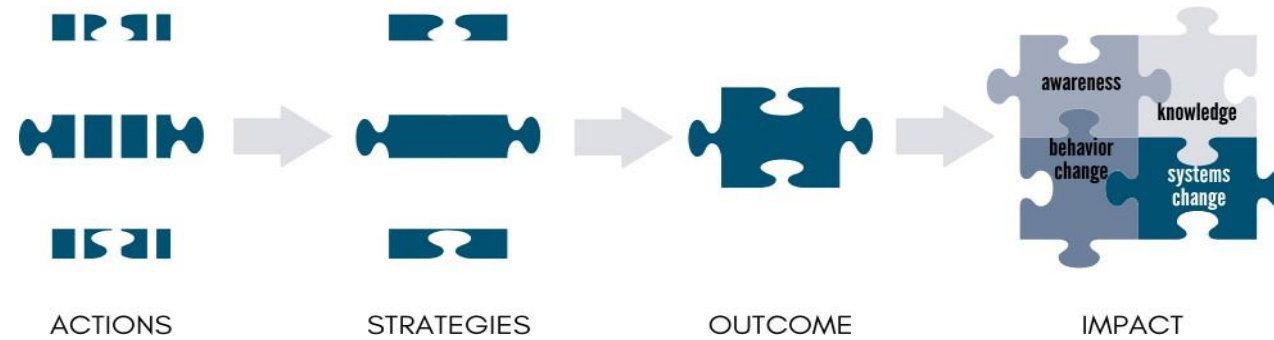
Scott Williamson, WEco Education & Outreach Coordinator

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Jayla Poppleton, WEco Executive Director

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Definitions



- Impact: The difference (water educators) make, what outcomes add up to
- Outcome: The goal, or end result, to be achieved, in specific, time framed, measurable terms (3-5 years)
- Strategy: The few best methods, approaches, best practices, or innovative ideas to achieve outcomes
- Action: The tasks to achieve outcomes

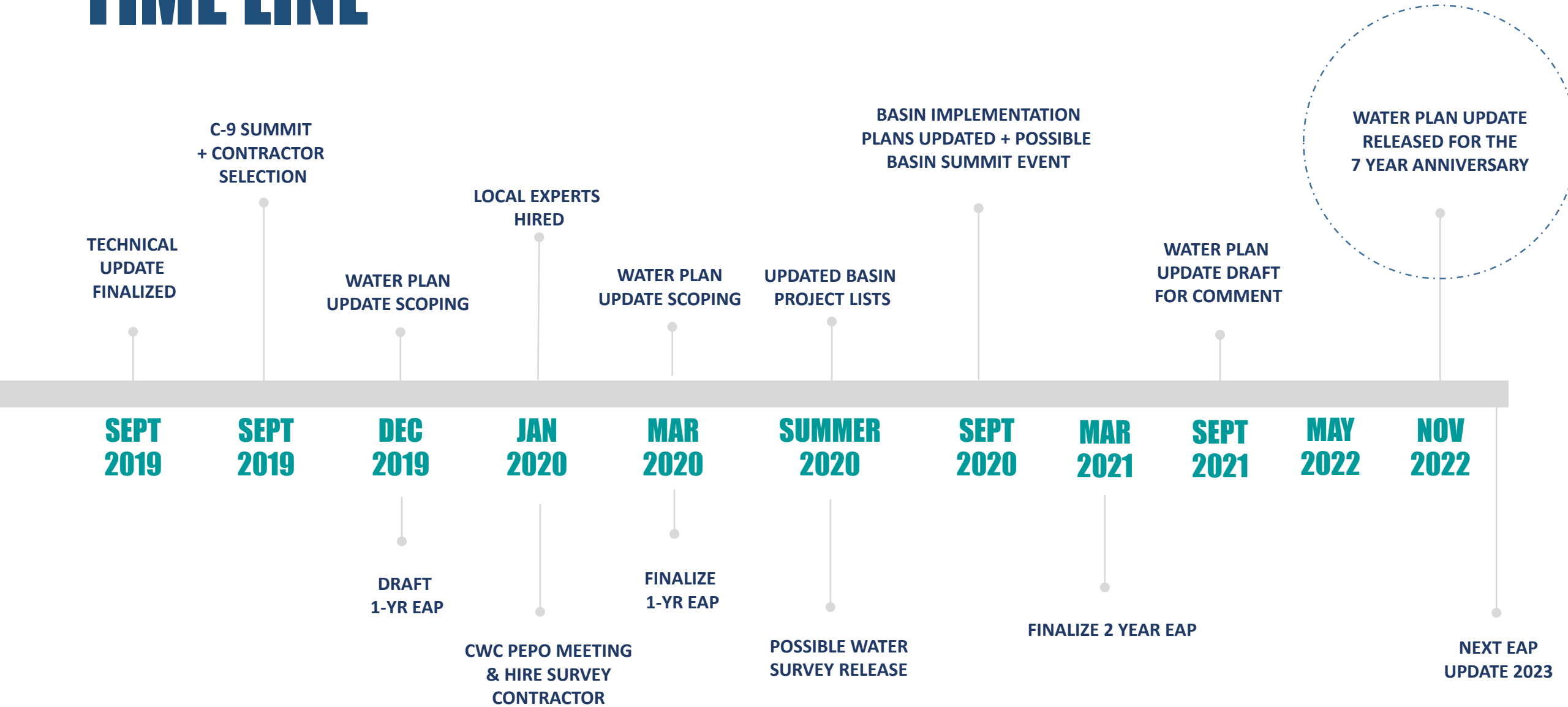
Guiding Principles

- Balanced and reflective of tradeoffs
- Supportive of the Colorado Water Plan vision
- Objective and fact-based
- Using a watershed approach
- Accessible, engaging, and striving for equity
- Adaptive and iterative in response to changing conditions

UPDATES & TIMING

- Technical Update Release
- C-9 BIP Kick-off (2019-2021 BIP Update)
- RFP Status
- Seven Year Water Plan Update Cycle

TIME LINE



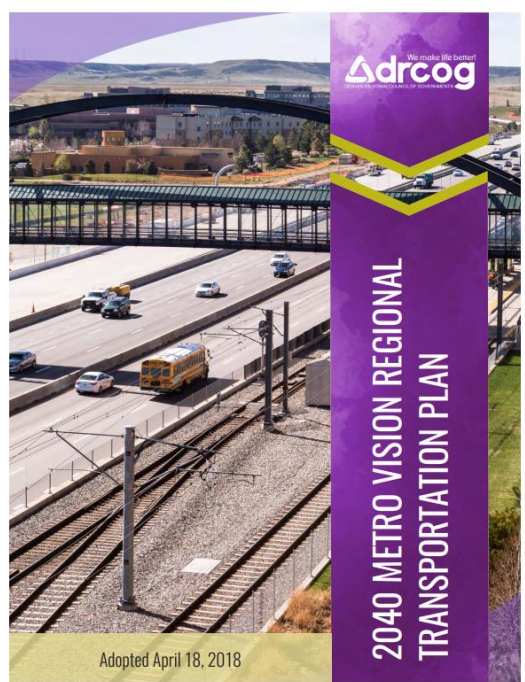
WHAT WE'VE HEARD:

BIP UPDATES ARE NOT A WHOLESALE REWRITE

50% of less of the pages
in each BIP need updating.
(based on finding from CWCB interns)



A GOAL IS TO CREATE DIGESTIBLE STRATEGY DOCUMENTS



270
PAGE
REPORT

1,363
EMPLOYEE
SURVEYS

30
EMPLOYEE
LISTENING
SESSIONS

FINDINGS
CUSTOMER
SURVEY
RESULTS

MULTIPLE
CITIZEN ADVISORY
COMMITTEE MEETINGS

15
DIFFERENT
LOCATIONS

NUMEROUS
PLANNING
MEETINGS



<http://www.rtd-denver.com/documents/2015-2020-strategic-plan.pdf>

20 PAGE STRATEGY

THE RFP PROCESS IS DESIGNED TO PROVIDE BRT SUPPORT

GC - GENERAL CONTRACTOR

- Manages Budget, Manages Subs, Responsible for all Deliverables
 - *Support team provides GC with Technical Expertise*

LE - LOCAL EXPERT

- Basin Roundtable adjunct staff, Chief Facilitator, Technical Basin Lead
 - *May provide additional technical support*

SME - SUBJECT MATTER EXPERT

- A technical expert hired for a specific case study



UPDATES WILL NEED TO INTEGRATE EDUCATION AND OUTREACH, BUT HOW?

- We want your input to think about how to best integrate education and outreach goals in the BIPs and Water Plan updates.
- Information will be given to the General Contractor selected for the BIP and Water Plan updates.
- Summary information will also be shared with PEPO in January.
- Think big, no answers are bad answers.

GROUP DISCUSSION

Q1: What is the best path for integrating EAPs into BIPs?

GROUP DISCUSSION

Q2: In thinking about changes we made to the EAP form (e.g. how many people do you reach), what indicators of success do you track?

GROUP DISCUSSION

In thinking about the general contractor approach, what advice would you have for setting new education and outreach goals in the Water Plan?

- Should education, outreach and innovation each be separated?

WATER SURVEY

- Current Draft Survey
- RFP Process
- Goal to Complete in 2020

Proposed Survey Items for CWBC Review: June 2018
Developed by OMNI Institute

Background: On behalf of the Colorado Water Conservation Board (CWCB), OMNI Institute convened a series of facilitated meetings in Spring 2018 with representatives from the CWCB, Colorado Water Resources and Power Development Authority, Colorado Department of Public Health and Environment, Division of Water Resources, and Water Education Colorado. The goal of the meetings was to develop a combined, comprehensive survey to more effectively leverage resources, obtain critical information needed from survey participants, and achieve higher survey response rates overall. These proposed survey items were developed based on key themes that emerged from discussions in these facilitated meetings and are intended to serve as a blueprint for a coordinated survey effort in the future.

Survey Introduction		
Background Information, Purpose, Confidentiality, Contact Information, etc.		
Screener Question/Demographics		
Currently, one screener question (location/residence) is at the beginning of the survey with demographics at the end. The order of these questions in the survey will ultimately depend on whether demographics are being used to screen respondents and whether incentives are being provided, as well as how demographic information will be used in analyses.		
Location/Residence	Which Colorado county do you live in?	Drop Down List <ul style="list-style-type: none"> ○ I don't live in CO ○ Denver ○ Adams ○ Alamosa ○ Arapahoe ○ Archuleta...etc.
Initial Attitudes & Knowledge		
The questions in this section are modeled after those asked in prior water-related surveys. Responses to these questions may be compared to responses from prior years and are recommended as a way to gauge changes in the public's knowledge and attitudes over time.		
Attitudes & Values	Please rate your level of concern with the following issues on a scale of 1 to 10 where 1 means "you are not concerned at all" and 10 means "you are very concerned." <ul style="list-style-type: none"> • Water quality in our lakes, rivers, & streams • The amount of water available for CO's cities & towns • The amount of water available for CO's farms & ranches • The amount of water for recreational use such as boating, rafting, & fishing 	Note: Question comes from CWCB Public Opinions, Attitudes & Awareness Regarding Water in Colorado (2013) Randomize issue order

FINAL THOUGHTS

- PEPO Budget
- Travel Reimbursement
- Reminder for Draft EAPs by December
- Plan for January CWC PEPO Meeting

THANK YOU



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