

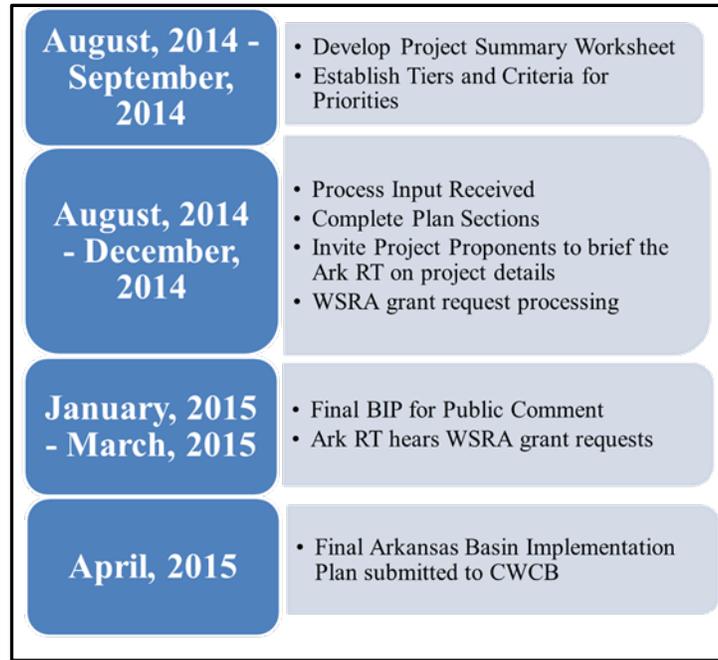


Arkansas Basin Roundtable 2014-2015 Education Action Plan

Background Information

The primary focus of the Arkansas Basin Roundtable ("Roundtable") in 2014 has been a Public Outreach Initiative ("Outreach Initiative") to garner input to the draft Arkansas Roundtable Basin Implementation Plan ("BIP" or the "Plan"). The Outreach Initiative included 17 public meetings throughout the Arkansas Basin. At each meeting, attendees were requested to complete Input Forms identifying:

1. Needs or areas of concern for the Arkansas Basin;
2. Actions that might address the needs;
3. Projects that might address those needs, and;
4. Other issues the Arkansas Basin Roundtable should consider in completing a Basin Implementation Plan.

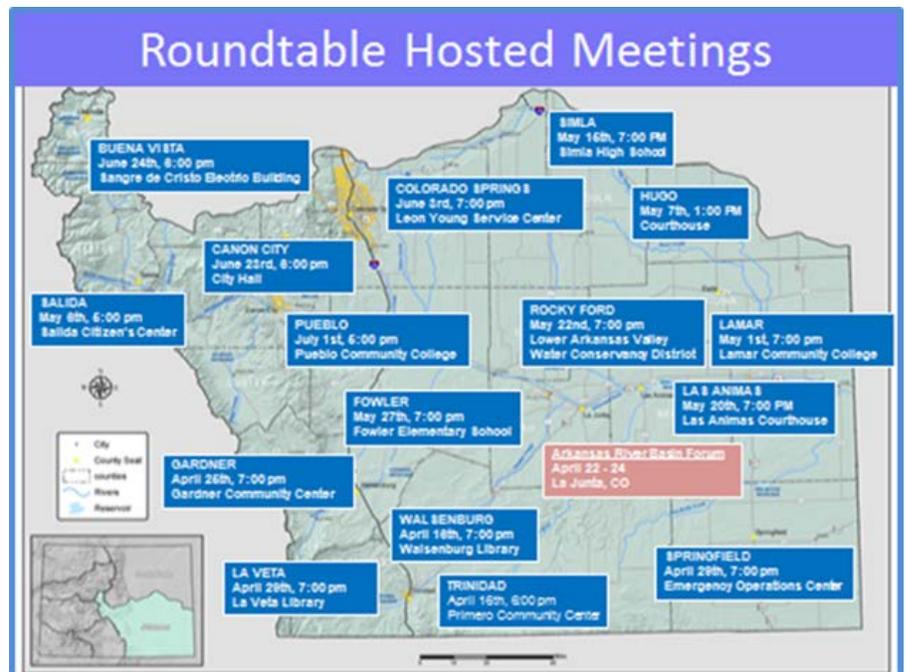


A similar form was available on a website: arkansasbasin.com. In total, over 100 individual Input Forms were collected along with lists of potential projects from local and state agencies. The Roundtable will process this input and use the suggestions received to update the draft BIP. As shown in the illustration reproduced here from the draft BIP, the Roundtable will engage the public again during the public comment period for the final Plan.

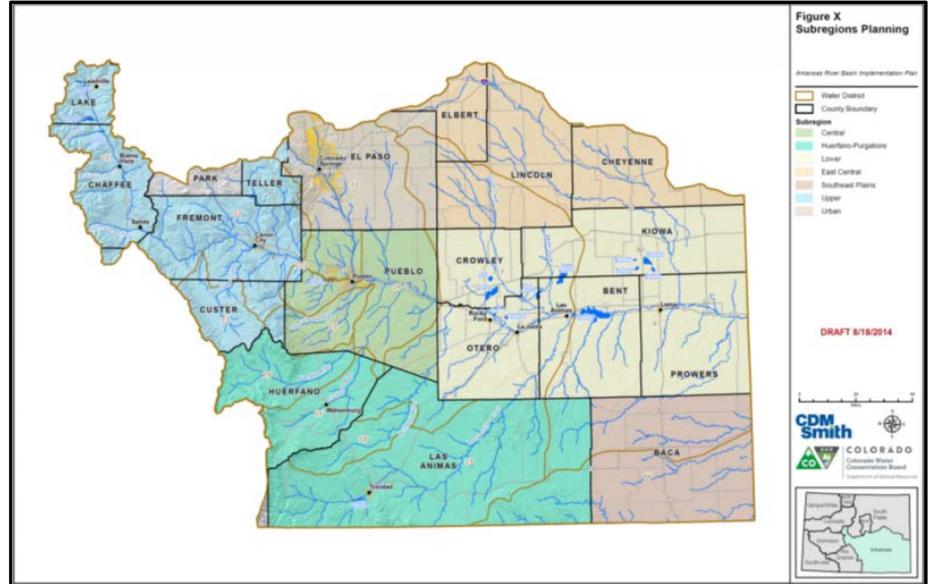
Documentation of the Outreach Initiative is included in Section 4.1 Education, Participation & Outreach. Attendance sign-in sheets, agendas and the Input Forms are contained in the appendices to Section 4.1. A map showing the location, date and time of the meetings is shown.

Roundtable Involvement

All of the Outreach Initiative meetings were organized and hosted by roundtable members. The attached Appendix includes examples of public service announcements that



supported this effort. The processing of the input forms is organized by sub-regions based on county representation on the Roundtable (see map). When processing is completed, each Roundtable member will have in-hand specific information about basin needs of concern to their sub-region, a compilation of projects and methods to address those needs along with communication tools (e.g. the BIP document, the website, hand-outs and graphic material derived from the BIP, etc.) for educating their constituents.



Phase 2 of the BIP contemplates a similar public outreach effort to collect public comments on the final Plan.

The Arkansas River Forum ("Forum") planning group has requested, and the Roundtable has consented, to a continuation of the collaborative effort that produced 2014's Forum, as described below, along with other accomplishments:

Accomplishments to date (summary)

- In conjunction with the Forum, one full day of presentations on Colorado's Water Plan and the Plan was conducted at the annual Forum in La Junta, capped by a "clicker poll" of Forum participants to secure additional data for the Roundtable. Participants were also encouraged to fill out hard copy information forms that were provided for addition input.
- A website was created at www.arkansasbasin.com for use by the Roundtable not only for securing additional input for the BIP, but also for ongoing use by the Roundtable in communicating its succeeding activities to stakeholders and other interested parties and securing feedback from them.
- Collection of responses from meetings, website submissions, etc. continues.
- Updating and refining the website has continued, as needed.
- Roundtable letterhead was created for use on correspondence and various other documents.
- Scripts were developed (attached) for public service announcements/news releases and distributed to roundtable members, who have used them to attract participants to their various meetings.

Educational priorities

As described, the initial priority will be education of basin stakeholders about the content of the BIP. Public commentary will be actively solicited during the first quarter of 2015, followed by the submission of the final BIP in April, 2015.

Following submission of the final BIP, the educational focus will shift to outreach and education of policy makers at various levels of government, business leaders and non-governmental organizations who are stakeholders in the future of the Arkansas River Basin. Examples include regional advocacy groups like Action 22 (<http://www.action22.org/>) or the Colorado Springs Regional Business Alliance, statewide advocacy groups with local chapters like Trout Unlimited or the Audubon Society, elected officials and the boards of directors of conservancy districts.

The long-term strategy for education reaches into the school systems and individual homes on subjects like water efficiency (conservation) and the important relationship between consumptive and nonconsumptive uses of water within the Basin, with an emphasis on the benefits of collaboration. In particular, the important role agriculture plays in support of recreation and the environment is a point of emphasis within the BIP. This long-term priority will build on the public outreach over the next several years, particularly in cooperation with individual water providers who are active on the Roundtable.

ACTION 22

Action 22 is the only regional advocacy organization in southern Colorado. It is a volunteer-driven membership organization of individuals, cities, communities, counties, associations, businesses and organizations in a 22 county region, banding together to give voice to southern Colorado and in shaping the policies for southern Colorado. Action 22 represents a 36,530 sq. mile area (35% of the state) consisting of 850,000 citizens, 19.5% of the state's population.

Strategies/Actions

Strategies and activities to achieve the educational priorities include:

- Develop concise, “plain language” summary of draft BIP elements to educate various audiences. Consider publishing a hard copy for distribution of the Executive Summary.
- Develop a standard slide show for use by roundtable members to brief their constituents and for Public Outreach. (A PowerPoint slide show was provided on a disk to each roundtable member in 2014 which could then be adapted for local issues).
- Invite target audience members to attend public outreach meetings at which feedback from targeted groups and general public will be collected.
- Utilize the 2015 Forum and other scheduled events across the basin (to be identified) as public update and outreach opportunities.
- Foster productive partnerships with community leaders, media outlets and active citizen groups to support outreach meetings across the basin.
- Review input from outreach activities and incorporate into BIP refinement process as deemed appropriate by Roundtable.
- Publish handouts, circulars or other information for availability at Public Outreach meetings.
- Continue to maintain the website arkansasbasin.com for current information on Roundtable activities and public access to the draft and final BIP.

Budget

Public Education Public Outreach Budget 2014-15		
Task Name	Budget	Deliverable
Process Public Outreach Initiative Input Forms (July, '14 - Dec, '14)	\$750	Log of Input, sorted by subject and county
Maintain Arkansas RT website	\$250	Website vendor with sufficient content capacity
Support Public Outreach/Commentary on Final BIP with venues, and audio visual (webcast)	\$300	Agendas, attendance roster, input/commentary record
Reimburse travel expenses for roundtable member participation based on need	\$400	Includes Ark Forum and Roundtable Summit 2015
Publications/copying	\$300	
Total:	\$2,000	

Partnerships

There are four (4) conservancy districts within the Arkansas Basin, each of which has vigorously supported the basin planning process throughout 2013-14 and are expected to continue that support:

- Lower Arkansas Valley Water Conservancy District;
- Purgatoire River Water Conservancy District;
- Upper Arkansas Water Conservancy District, and;
- Southeastern Colorado Water Conservancy District.

In addition, the water utilities of the major cities, Pueblo Board of Water Works and Colorado Springs Utilities, actively support the education effort along with the Colorado Foundation for Water Education. The other potential partner is the Colorado Agricultural Water Alliance, who partnered with the Roundtable in 2013 on the workshop Valuing Colorado's Agriculture: A Workshop for Water Policy Makers. One tentative strategy, not mentioned above, is to have a follow-up to that conference in 2015 or 2016, as the Colorado Water Plan is completed.

Reporting

- Submit regular PEPO reports to share progress
- Participate in PEPO conference calls

APPENDIX

Public Service Announcement/news release for local meetings.

Are you concerned about the future of water supplies in the Arkansas River Basin?

A plan is currently being developed to protect our basin's water, and you can have your voice heard by attending a community meeting (DATE, TIME, LOCATION). At this meeting, you will hear about the work being done by the Arkansas Basin Roundtable to identify water needs in our basin and develop a plan to meet those needs. Then, you will be invited to give your ideas about our water supplies and how to protect them for all uses – agriculture, recreation, environmental, municipal, and watershed health. Once this basin-wide plan is complete, it will then be used in the statewide work to develop Colorado's Water Plan.

If you cannot attend, please log on to www.Arkansasbasin.com to learn more and to provide your input online.

Water is too important to all of us for anyone to ignore, so please attend (DATE, TIME, LOCATION) to do your part to protect it. Call (PHONE NUMBER) or log on to www.arkansasbasin.com for more details.

Public Service Announcement/news release for electronic participation

Are you concerned about the future of water supplies in the Arkansas River Basin?

A plan is currently being developed to protect our basin's water, and you can have your voice heard by logging on to the basin website at www.arkansasbasin.com. On the site, you will learn about the work being done by the Arkansas Basin Roundtable to identify future water needs in our basin and develop a plan to meet those needs. Then, you can input your ideas about our water supplies and how to protect them, right on the website.

You'll also find a list of upcoming community meetings, which you may want to attend to learn more.

Water is too important to ignore. For all uses – agriculture, recreation, environmental, municipal, and watershed health – please get involved by logging on to www.arkansasbasin.com.

The future will thank you!

EXAMPLE PSA WITH INSERTED INFORMATION:

Are you concerned about the future of water supplies in the Arkansas River Basin?

A plan is currently being developed to protect our basin's water, and you can have your voice heard by attending a community meeting in Rocky Ford on Thursday, May 22 at 7 p.m.

The meeting will be held at the Elk's Lodge at 301 North 8th Street.

At this meeting, you will hear about the work being done by the Arkansas Basin Roundtable to identify water needs in our basin and develop a plan to meet those needs. Then, you will be invited to give your ideas about our water supplies and how to protect them for all uses – agriculture, recreation, environmental, municipal, and watershed health. Once this basin-wide plan is complete, it will be used in the statewide work to develop Colorado's Water Plan.

If you cannot attend, please log on to www.Arkansasbasin.com to learn more and to provide your input online.

Water is too important to all of us for anyone to ignore, so please attend Thursday, May 22 at 7 p.m. at the Elk's Lodge in Rocky Ford to do your part to protect it. Call 719-555-1000 for more details.