



**COLORADO**

**Colorado Water  
Conservation Board**

Department of Natural Resources

## **Arkansas Basin Education Action Plan**

### **Background:**

The Arkansas Basin would like to utilize the Education Action Plan dollars towards three tasks: 1) sustaining the roundtable website to ensure proper education, transparency, and efficiency is utilized; 2) to support the Executive Committee and the members of the Arkansas Basin Roundtable in the BIP update in committees, posting information and updates to the website, maintaining communication to members and Executive Committee (EC) members via email, phone, etc.; 3) to record roundtable meetings and workshops for our members and non-members to view.

These items are important for several reasons. The website is utilized for much more than a simple landing page with generic information- it is also used for posting of grant applications for review by the membership before the membership votes, work done by PEPO and ARWC is posted on the website, BIP updates and other CWCB matters and meetings are posted, etc. which not only increases transparency, but creates an education component with examples of grants, webisodes and a documentary, etc. The website increases efficiency so that emails are fewer and information is more consistent. The BIP update will take all of us and while the Arkansas River Watershed Collaborative and PEPO have a grant that was recently approved for funding to help support the Ark Basin's BIP, this is for non-members, providing outreach, hosting workshops/listening sessions, working directly with the local expert, etc. The EAP funds will be used for roundtable and EC work only. This additional funding will allow PEPO to continue duties that the EC expects of PEPO such as email and phone correspondence, workshops, committees, etc. This will allow the Coordinator to directly support both the BIP and the Arkansas Basin EC and membership together. Many have complained in the Ark basin that meetings are inconvenient, unfriendly, and long. Non-members do not feel welcome and many who wish to attend simply cannot get away from work to attend nearly an all-day meeting. Video recordings of the meetings and workshops will allow for non-members and members who simply cannot make it to the meeting to watch the recorded version online. This will boost knowledge and awareness of the basin roundtable and will allow for a diverse platform and transparency with an open invitation to anyone who is interested to participate.

### **1. Basin Educational Vision/Goals:**

- Please include how the Basin EAP will help achieve goals in the CO Water Plan to inform/educate an additional 250,000 Coloradoans by 2020?
  - i. This EAP will help achieve the CO Water Plan goals because currently roundtables seem like a closed opportunity only open to a few. Many have no clue what a roundtable is. With greater intentionality with broadcasting the roundtable meetings and workshops, this leads to a

greater awareness and education of our region and fills a gap that the PEPO Coordinator has realized in the past year. The website will be the host of the videos so this will increase traffic on the site which has an assortment of information and education in one place. The BIP update is not something for members only, this is not an exclusive update which means that a greater net must be cast to those in our region which will also happen on the website in addition to roundtable and local expert activities.

- How many people do you estimate your engagement efforts will reach?
  - i. It is the Coordinator's hope that an additional 250 people will be reached with the website and video recorded meetings and workshops. The BIP Update for members and the EC most likely will not engage additional individuals, but will support outreach efforts performed by PEPO in another grant.

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

- How will programs be assessed/monitored?
  - i. The website will monitor the traffic on the site and will be graphed for a visual aspect of the benefit of having an online presence to display pertinent information.
  - ii. The traffic on the specific page of the website that houses the roundtable and workshop recordings will be monitored on its own and will also be combined with the traffic on YouTube to ensure that the numbers prove this task to be a helpful tool. Verbal and written feedback will be catalogued and will be used to assess the success of the task.
  - iii. The BIP update for roundtable and EC members will be assessed and monitored by using a note taking method. The Coordinator will log both time and detail the task performed to be able to retroactively see how much time and effort was spent on email, in committees, or in workshops for the BIP. Verbal and written feedback will be utilized to determine the magnitude of success this task has. If something is posted to the website, the Coordinator can determine the page and dates it was published to determine if the views on the specific page increased during that time and on that page.
- What are the key metrics that you use to track engagement?
  - i. The primary metric is traffic/views on the website and pages for all of the tasks. A form can be added onto the web page that houses the recordings to enable the virtual audience to engage with the Coordinator and EC with questions, comments, and feedback.

**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.

- i. The BIP and IPPs will be sifted through thoroughly in the coming months and year(s) and this information will be published on the website and distributed in both digital form and in workshop/handout format so that members and the EC are engaged in the process. The BIP and IPPS are published on our website 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 biggest issues is consistency and efficiency of information. The website and digital information sharing is the most effective way our EC communicates on matters.
  - ii. The Ark basin PEPO has historically focused on the roundtable members and EC. Our “hole” is in educating the general public and those who really should be educated about water issues, the Water Plan, etc., but have no idea there is such a format as the roundtable. These engagement efforts will assist in reaching those not currently associated with the Ark basin roundtable.

**4. Identify the audience the EAP will be targeting:**

- o What new group (stakeholders/general public) are you hoping to engage?
  - i. The new stakeholders the Coordinator is hoping to engage is the general public, those who “touch” water frequently whether they are a ditch company, municipality, etc. as well as those who may not play with water for a living, but use water every day, our general public. This audience will be engaged through the recordings on our website and once they engage in the recordings, hopefully they are intrigued enough to peruse the rest of the website for information, background, and educational items.

**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)**

<b>EAP Request</b>	<b>Cost</b>	<b>Details</b>	<b>Other Support</b>	<b>Support Amount</b>
Basin Website Renewal	\$500	Funds will be used for a renewal payment to keep our basin website live to continue outreach, transparency, efficiency, and will allow us to track engagement where emails will not.	WSRF supports updating website, correspondence with members, etc. but does not include money to continue it’s lifespan.	\$7,852.50

<p>RT Member BIP support, correspondence, and workshops</p>	<p>\$ 4,000</p>	<p>Funds will be used solely for working with the Executive Committee on committees, correspondence to members, posting items on our website, etc. that is utilized by members. Workshops specific to roundtable members may be planned and executed in addition to the general support to the Executive Committee and the members.</p>	<p>WSRF between PEPO and ARWC supports non-roundtable member outreach, but does not focus on roundtable members and that support and involvement</p>	<p>\$ 45,000</p>
<p>Recording RT Meetings and workshops and posting on website</p>	<p>\$2,000</p>	<p>Funds will be utilized for Coordinator's time in recording, compiling, and minor editing of roundtable meetings and workshops for members and non-members to view on our website and YouTube channel.</p>	<p>None</p>	<p>\$0</p>