

Arkansas Basin Roundtable PEPO Workgroup Education and Outreach Work Plan Proposal for 2016

Objectives:

- With a budget of \$6,500 we will leverage such funding from CWCB to reach: 1) elected officials and regional stakeholders, 2) general, under-served family populations within the Arkansas Basin area, and 3) as many general citizenry as possible through broad communication mediums.
- This 1st year plan will test various, grass roots efforts to help us understand how best to support the very large objective of raising the educational understanding of our citizenry around water throughout the Arkansas Basin.
- By testing and targeting a few demographic areas and broad communication mediums, we hope to better understand how future efforts can best reach the broadest audience, with the most in-depth educational experiences at the lowest cost.

1. Three, Family Water Education Forums in under-served areas across the Basin \$3,000
 - a. Locales: Trinidad, Prowers County and Leadville
 - b. Format: Family-centered event where students—through schools, assemblies, 4-H and scout troops are encouraged to bring their parents to a Water Education event.
 - i. Also promote event through free advertising opportunities (local newspapers, radio, online)
 - ii. Goal: 100 attendees at each event
 - c. Content: TBD but will cover general usage, economies and challenges around water across the state and particularly throughout the Basin. Draw upon Basin professionals who represent different areas of expertise.
 - d. Duration: 1 ½ to 2 hours
 - e. Draw: Food and beverages provided; small giveaways if we can secure through supportive organizations
 - f. Use Water 2012 video to introduce these sessions

2. Water 101 Event as part of the Arkansas River Basin Water Forum \$1,000
 - a. Salida, CO in May, 2016
 - b. Format: Dinner event prior to the two day forum and targeting government, municipality and elected Basin stakeholders (a similar event was held in 2015 in Pueblo with excellent results)
 - i. ARBWF willing to promote as they did in 2015
 - ii. Will need to secure a funding organization (anticipate total cost of \$3,000)

- iii. Goal: 100 attendees
 - c. Content: TBD but will cover general water law and challenges across the state and focus on those hot topics within the surrounding Salida area. Draw upon Basin professionals who represent different areas of expertise.
 - d. Duration: 2 hours
 - e. Draw: Free dinner and chance to network with professional peers

- 3. Publish 12-24 Newspaper Articles Across the Basin \$500
 - a. Goal is to connect with every newspaper across the Basin and gain support for publishing 12-24 water-related articles through those publications in 2016.
 - b. Articles will be around various water topics and offer a slice-of-life from water professionals per their expertise and background. Articles will be catered to a general audience and will have a personal story behind them. [Examples similar to what was published in the Pueblo Chieftain during Water 2012.]

- 4. Support Documentary Film on the Arkansas River \$1,000
 - a. Support grant writing effort and a small amount of funding towards an effort underway through Dr. Sam Ebersole at Colorado State University (Pueblo) to develop a 1 hour documentary about the Arkansas River.
 - b. The film may require \$10,000 - \$20,000 in funding and will include the development of short snippets which we also can then promote online through various websites.
 - i. We will test our ability to reach online populations using these short videos once they are completed.
 - c. The content of this film will include the economic value of the River and the recreational, municipal and agricultural needs it serves.
 - d. The film will air on Rocky Mountain PBS.

- 5. 4-H Educational Programs through Colorado State University Extension \$1,000
 - a. Leverage curriculum already developed for K-12 schools and offer these same programs via 4-H meetings across the CSU service area.
 - b. Purchase Live Like You Love It Campaign Information to distribute to parents of 4-H students.