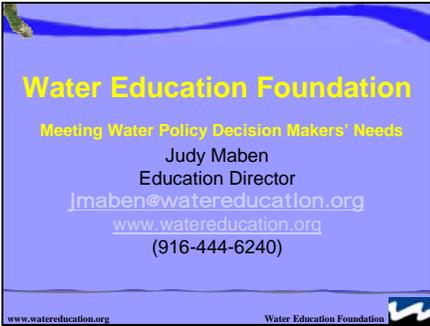


Water Education Foundation: Meeting Water Policy Decision Makers' Needs

Judy Maben, Water Education Foundation

1



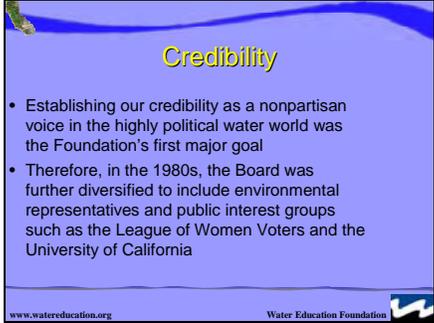
Water Education Foundation

Meeting Water Policy Decision Makers' Needs

Judy Maben
Education Director
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(916-444-6240)

www.watereducation.org Water Education Foundation

4

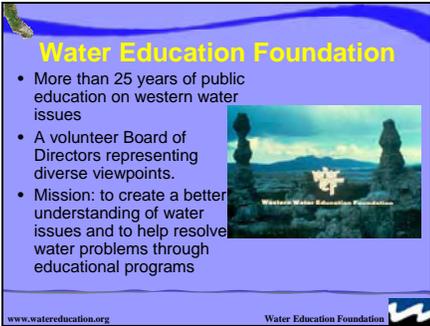


Credibility

- Establishing our credibility as a nonpartisan voice in the highly political water world was the Foundation's first major goal
- Therefore, in the 1980s, the Board was further diversified to include environmental representatives and public interest groups such as the League of Women Voters and the University of California

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2



Water Education Foundation

- More than 25 years of public education on western water issues
- A volunteer Board of Directors representing diverse viewpoints.
- Mission: to create a better understanding of water issues and to help resolve water problems through educational programs



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5



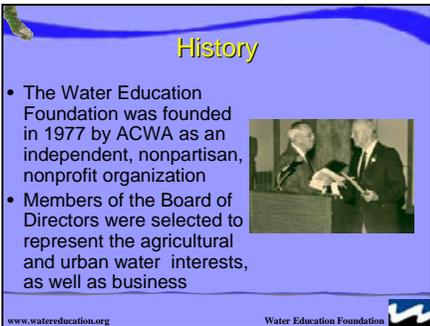
Funding Diversity

- Budget independence was another important goal; to ensure that no one contributor could cripple the Foundation's activities if a publication reported on an unpopular view
- Funding diversity was key: with programs supported by product sales and attendance at events, as well as major contributions and later, grants



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3



History

- The Water Education Foundation was founded in 1977 by ACWA as an independent, nonpartisan, nonprofit organization
- Members of the Board of Directors were selected to represent the agricultural and urban water interests, as well as business



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6



Foundation Core Programs

- Western Water
- Layperson's Guides
- Tours
- School Programs
- Briefings
- Documentaries



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Western Water

- Six Issues each year
- Topics chosen by staff and board of directors
- Input from all stakeholders
- Reviewed by diverse panel of 25-30 experts



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New grants have increased diversity of tour participants:

- Environmentalists, Minority Communities, Environmental Justice organizations
- In the last two years, 508 speakers and contacts have helped us present on-site information to 525 participants in 11 tours.



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Layperson's Guides Series

These guides highlight major water issues in California and the West. They are relied upon by journalists and policymakers. Must be updated periodically.

Thousands of Guides are distributed. Major contributors receive them free, as do journalists, schools, legislative aides.



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Project WET

Project WET (Water Education for Teachers) is an international, interdisciplinary, water education program

- Over 5,000 educators worked with over 3 million children in last 8 years



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WEF Tours

These tours keep us in touch with local agencies and highlight regional water issues

Attendees include:

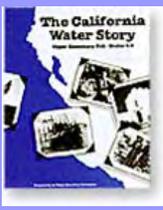
- * State, Federal, local government officials
- * Attorneys (CLE credit given)
- * Environmental Engineers & Land Use Planners

Tours give decision makers a chance to see site conditions and talk with local stakeholders.



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WEF Education Materials



- Specific to California issues
- Correlated to State Education Standards
- Teacher workshops at conferences and in partnership with water districts

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Briefings

Foundation Briefings draw top-name speakers to discuss the latest developments on the hottest water topics.

- ✓ Annual Executive Briefing
- ✓ MCLE Water Law & Policy
- ✓ Groundwater Conference (in association with AGWA)
- ✓ Show Me the Water (Growth) (2002)
- ✓ Colorado River Symposium
- ✓ Climate Change and California Water Resources (November 2003)

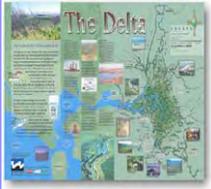
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Maps and Posters

For Water Works and the General Public

- ✓ The Delta Map
- ✓ California Water Map
- ✓ Colorado River Map
- ✓ Nevada Water Map
- ✓ Invasive Species Posters
- ✓ Water Efficient Gardens



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Briefing Attendance

These briefings have reached about 2,000 stakeholders, members of the public and press over the last 2.5 years




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PBS Documentaries

- ✓ Video documentaries on high-profile water issues.
- ✓ Programs on the Salton Sea and Lake Tahoe won Emmy awards.
- ✓ Broadcast on public TV, each program reaches 3-5 million viewers.




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More Products

- The first product catalog we published in the early 1990s had a total of 21 products
- The 2003 catalog has 74 products
- 10,000 to 15,000 visit our website every month



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Other Videos

Other video productions have addressed issues such as stormwater pollution, tribal source water protection, water conservation and water recycling.



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Colorado River Project

- ✓ Since 1997, the Colorado River Project has provided common ground for stakeholders working with this important river by providing timely, balanced, and accurate information on a wide variety of river issues.
- ✓ Major success in working within closed community
- ✓ Variety of media used

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Other CO River Project Products

- ✓ Map
- ✓ Colorado River Facts booklet
- ✓ Facts booklet en Español
- ✓ Colorado River Facts slide card
- ✓ Mexican Delta Symposium proceedings
- ✓ LPG to the Colorado River (updated 2001)



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River Report

River Report topics

- Summer '03 – White Water Boating
- Winter '02-'03 – California 4.4 Plan
- Summer '02 – Changing Use of River
- Winter '01 – Las Vegas Wash
- Summer '01 – Peace on the Gila?
- Winter '00-'01 – Glen Canyon Dam



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Water Leaders

- One-year program that identifies young community leaders from diverse backgrounds and educates them about water issues
- Leading stakeholders and top policymakers serve as mentors
- Funded by grants and tuition

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Colorado River Symposium

- ✓ Biennial Symposium brings together top stakeholders to discuss important issues pertaining to Colorado River
- ✓ Foundation publishes Proceedings of each Symposium
- ✓ 2003 Symposium covered Law of the River, QSA, Indian water rights, salinity issues, Salton Sea



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Water Leaders




William Gianelli donated \$100,000 in 2002 to help Water Leaders program

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Brown Bag Lunches




- ✓ Monthly briefings for legislators and staff funded by grant from the James Irvine Foundation.
- ✓ Presentations on topical issues from experts or Foundation staff.

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28

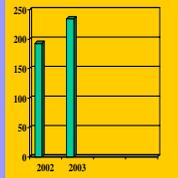
Our Mission

- We remain committed to carrying out our mission:
to create a better understanding of water issues and help resolve water resource problems through educational programs
- We remain committed to being THE impartial voice in the water world

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26

Brown Bag Attendance



700 attendees over 2 years

- ✓ Averaging 40 attendees in 2003 vs. 29 in 2002
- ✓ 73% report greater interest in water issues
- ✓ 94% say they get valuable information from programs
- ✓ 90% say they will make use of handout materials

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29

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27

Outreach to Minority Communities

- Spanish translations
 - ✓ Maps
 - ✓ Water Facts booklets
- Source water protection materials for Indian Tribes
 - ✓ Source water workbook
 - ✓ Source water video
 - ✓ Source water booklet



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Getting in Step: A Guide to Effective Outreach in Your Watershed

Jack Wilbur, Utah Department of Agriculture and Food

<http://www.epa.gov/watertrain/gettinginstep/>

The screenshot shows a Microsoft Internet Explorer browser window displaying the EPA website. The address bar shows the URL <http://www.epa.gov/watertrain/gettinginstep/>. The page features the U.S. Environmental Protection Agency logo and a navigation menu. The main content area includes a title graphic with a recycling symbol, the authors' names (Charlie MacPherson, Tetra Tech, Inc. and Barry Toning, The Council of State Governments), and a detailed introduction to the training module. The introduction explains that outreach and education are powerful tools for watershed protection, helping to raise awareness of water resources and educate individuals on pollutant sources. It notes that runoff from lawns, oil, and antifreeze are common pollutants in suburban areas, while runoff from farms, homes, and factories are common in rural areas. The module is divided into three parts:

- Part I** provides the overall framework for developing an outreach plan using a step-by-step approach.
- Part II** provides tips and examples for developing and enhancing outreach materials.
- Part III** gives specific tips on working with the news media to get your message out to target audiences. Throughout the module sidebars provide specific examples, key concepts, and recommended resources for obtaining more information. Worksheets are also provided for you to download and use for planning purposes.

