

# NISP Public Affairs Internal Meeting

December 22, 2009

## 1. Overview

- a. Anticipated results

## 2. Messages

- a. NISP is good!
- b. Cooperative effort – 15 providers with 200,000 users
- c. Uses water currently leaving state
- d. It's a quality of life issue
- e. Preserves ag – 60,000 acres
- f. Environmentally and economically responsible

## 3. Timeline

- a. Big events between now and FEIS/ROD/permit
- b. Then figure out what we need/want/should do
  - i. To keep momentum – it's a 2 ½ year process
  - ii. To keep NISP Participants committed
  - iii. To garner additional support

## 4. Strategies

- a. NISP Participants
  - i. Essential to keep committed
  - ii. Communities for Water rally
  - iii. Monthly PA update (electronic newsletter) for council and boards
    - i. Healthy Rivers response – fact sheet
  - v. Retreat

- b. **Political**

- i. Federal officials (Alan Freemyer)

a. Want to avoid potential “independent discretion” exercised by any Federal official

- 1. DOI - Ken Salazar/Ann Castle
    - 2. EPA staff

- a. Quote from Claire Levy re: Sarah Fowler
  - b. Jennifer Meints
  - c. Goal = avoid veto
- b. Congress
  - 1. Colorado elected officials
    - a. Trip to D.C. – when?
    - b. Maintaining contact with local staff (who?)
- c. State officials
  - 1. Gov and staff
  - 2. DNR, CDPHE, AG, CWCB, SEO
  - 3. Periodic meetings
- d. State legislature ( Julie Makenna)
  - 1. Julie with ear to ground (re: Fischer ltr and fallout)
  - 2. Set meetings as necessary (Curry?)
- e. Local officials
  - 1. Larimer County
  - 2. Weld County
  - 3. Morgan County
  - 4. City councils/town boards
- c. Media
  - a. Events
    - 1. Business rally
    - 2. Press conference/rally at state capitol
      - a. To show widespread support
      - b. Bipartisan
  - d. Strategy for responding to misinformation in blogs/newspapers
    - 1. Correct worst of lies - examples
    - 2. Letters to editor
    - 3. Answer in blogs
    - 4. Develop group of responders
- a. Schedule meetings
  - 1. Denver Post
  - 2. Coloradoan
  - 3. Steve Porter at NCBR

4. Release of SDEIS in 2011
5. Be ready
6. Printed materials
7. Message
  - a. Show huge support for
  - b. **Political angle**
  - c. Thorough job - scientists
  - d. SDEIS has addressed all issues raised

e. **Support/endorsements and education**

1. **Identify and meet with key people**
  - b. **Steve Johnson, Tom Donnelly**
  - c. Bill Sears
  - d. Ed Stoner
  - e. Diggs Brown
  - f. NCEDC – Rocky Scott, Mike Masciola
  - g. Univercity Connections – Jim Reidhead
  - h. Anglers
  - i. Rafters
  - j. CSU – Reagan, Tony Frank, Joe Blake, new ag chair
  - k. Rick Knight

f. Save the Poudre – opposition

- a. They are not going away
- b. Offensive strategy
- c. Approach to responding to misinformation

5. **Key issues**

a. Mitigation/enhancements

- a. EPA
  1. Education efforts continue
  2. Talk conservation and dry up of ag lands
- b. DOW – state mitigation plan
- c. Fort Collins
  1. How do we deal with
  2. Water rights issues

3. Minimum flows
4. Meeting with Mayor
- d. Foundation idea (river enhancement foundation)
  1. Create to benefit river – undermines STP
  2. Similar to The Greenway Foundation in Denver
  3. Look for funding and support
    - a. Pat Stryker
    - b. Hank Brown – Daniels Fund

- b. Conservation
  - a. Has to be priority
  - b. How to illustrate it is our ethic!
  - c. Feature good practices in newsletter (ag and muni)
  - d. Update conservation plans
  - e. How far will Participants go
  - f. Publication possibilities
  - g. Similar to Denver Water

## **6. PA campaign ideas/brainstorming**

- a. “Scientists for NISP”
- b. Want to fly fish in downtown Fort Collins?
- c. If we don’t use it we lose it to NE
  - a. Reservoir on one end – Cornhusker on other

## **7. Questions**

- a. How do we make Final EIS as iron clad as possible
- b. Are we more or less proactive in coming 12 months?