Water Action Network

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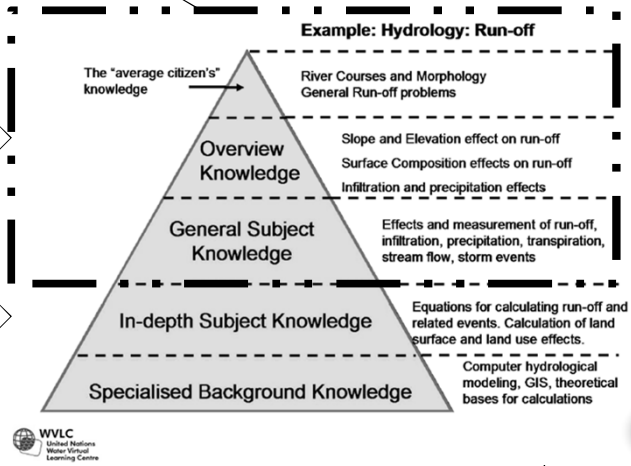
Average Citizen:

Expertise & Interest in Water Issues Limited

Core knowledge needed for effective participation

Expert level knowledge



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Online System Development

Water Action Network

- ✓**Distill and index action opportunities**
- ✓**Direct user easily to suite of actions**
- ✓**Enhance spontaneous participation**
- ✓**Focus on meaningful contribution (experiential learning, collaboration) rather than just to inform**

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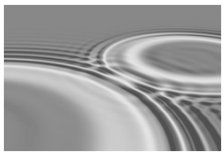
IWRM Benefits



- ✓**Distilled topical quick facts**
- ✓**Build awareness of spatial context**
- ✓**Direct benefits of user actions**
  - ✓**Funding for water projects**
  - ✓**Behavioral change**
- ✓**Learn from analysis of actions pursued**
- ✓**Become responsive to public interest and needs to mobilize technology needed**

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Example Topics > Action Options

- **CONSERVATION** – find rebate, reduce type of usage
- **LEGISLATION** – help legislation along, sign petition
- **COMPACTS** – support use rules to avoid penalties
- **GROUND WATER** – recharge, reduce dependency
- **WATER QUALITY** – reduce runoff, remediate
- **DROUGHT** – xeriscape, support mitigation plan
- **DAM SAFETY** – remove pests/plants, breach illegal

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Actions just a starting point

- **Direct resources, facilitators, engineers and their tools as needs and interests determined through analysis of experiential learning and collaborative sentiment**

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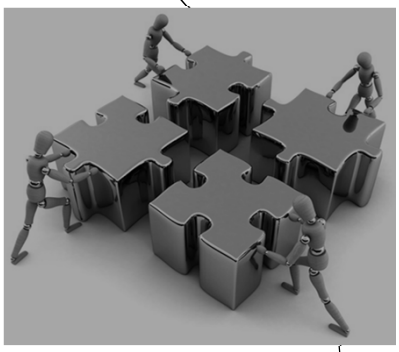
FRAMEWORK



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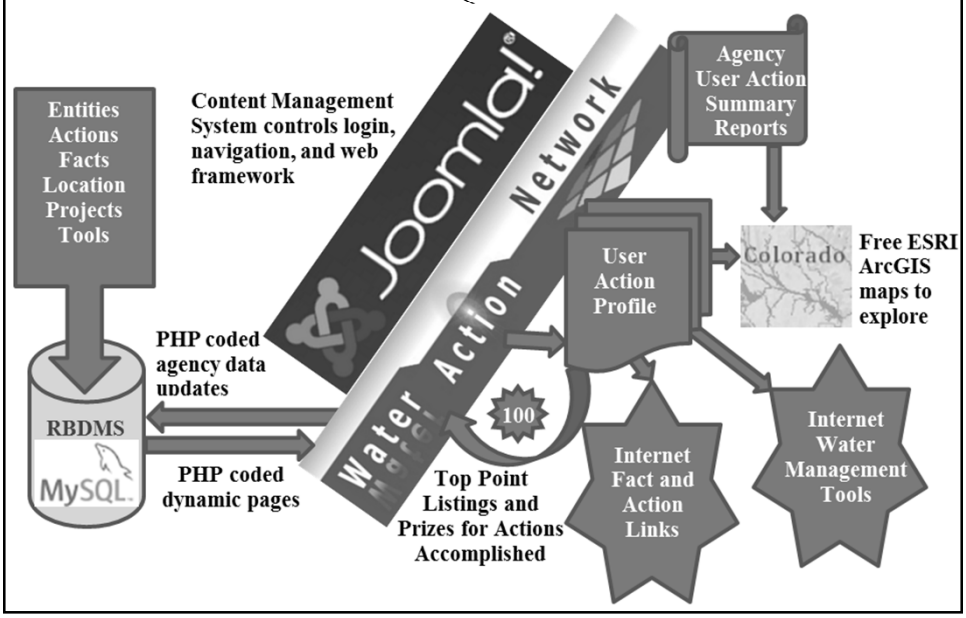
DSS Schematic



Information Distillation

2010 Statewide Water Supply Initiative (246 pages)

Executive Summary (42 pages)

Fact Sheet (8 pages)

Action Items

- **Individual *Living* Options**
- **Direct Action Opportunities**

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Highlight Demonstration Projects

- **Xeriscape Gardens (NCWCD, Aurora, Denver, CSU)**
- **Community Gardens (Thorton, Adams Co, Aurora)**
- **Alternative Ag Transfers (Super Ditch, Corn Growers)**
- **Farm Share/Community Harvesting/Farmer's Markets**
- **Instream flow purchase/lease, operations agreements**
- **Wetlands, Riverine and Environmental Restoration**
- **WaterSense/LEEDS/Conservation Maximization**
- **Floodplain restoration and management**

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Additional Components

- **Locational, Topical or Group-based Action Search**
- **Action Map / Visualizations of IWRM Progress**
- **Community-built Actions, Facts and Resource Links**
- **Built in analysis tools, quality controls and reporting**
- **Crowdsourcing / Hackathons / Contests / Recognition**
- **Provide understanding of basin level relationships**
- **Build a community narrative / BMPs**
- **Offline facilitation and engineering support**

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Discover Subject Matter Experts

- **Water Law / Rights**
- **Facilitation / Participation**
- **Conflict Resolution**
- **Conservation**
- **Alternative Ag Transfers**
- **System Efficiency / Losses (M&I, Agriculture)**
- **Modeling / Optimization**
- **Data Collection and Analysis, Monitoring**

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Provide Engineering/Tech Support

- University, NGO and government free tools/toolbox
- SCADA and data collection systems / funding
- Water quantity /quality optimization, Conjunctive Use
- GIS and visualization
- Collaborative Modeling / SVP /
- Multi-purpose reservoir operations management
- IWRM – Scarce allocation, Basin scale, Governance
- Product options and consulting services, Estimating

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Water Action Network

http://www.wateractionnetwork.org/co/

COLORADO STATE PILOT PROJECT

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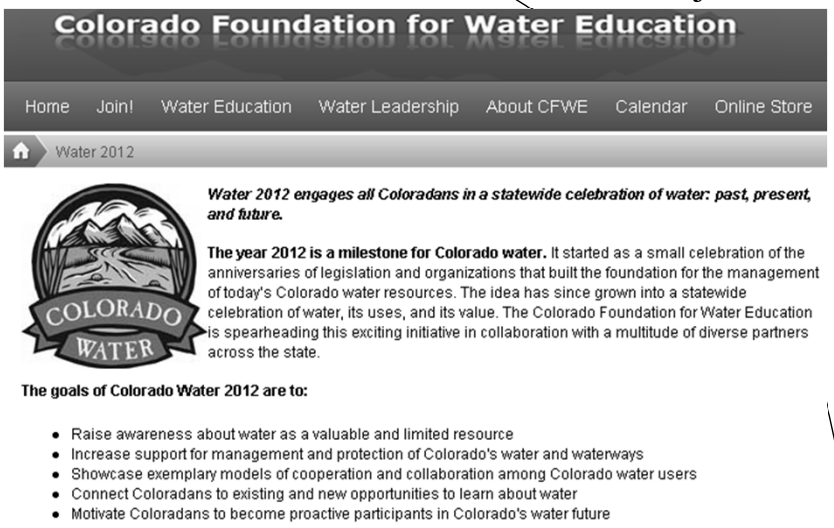
Colorado Water 2012 Celebration http://water2012.org/

- Water Action Network will be released in conjunction with



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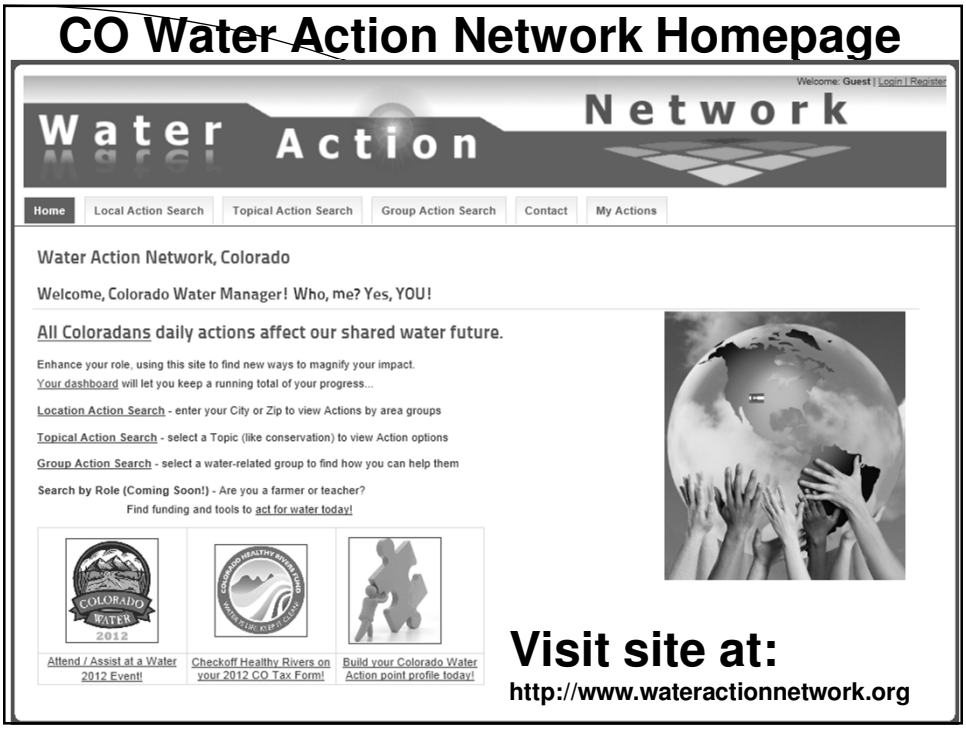
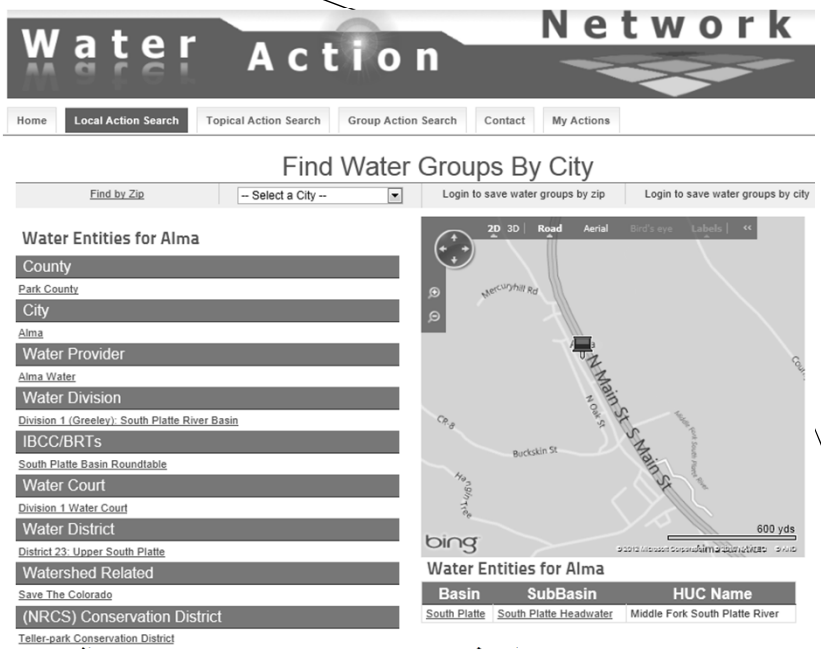
CO Water Action Network Homepage



Local Action Search



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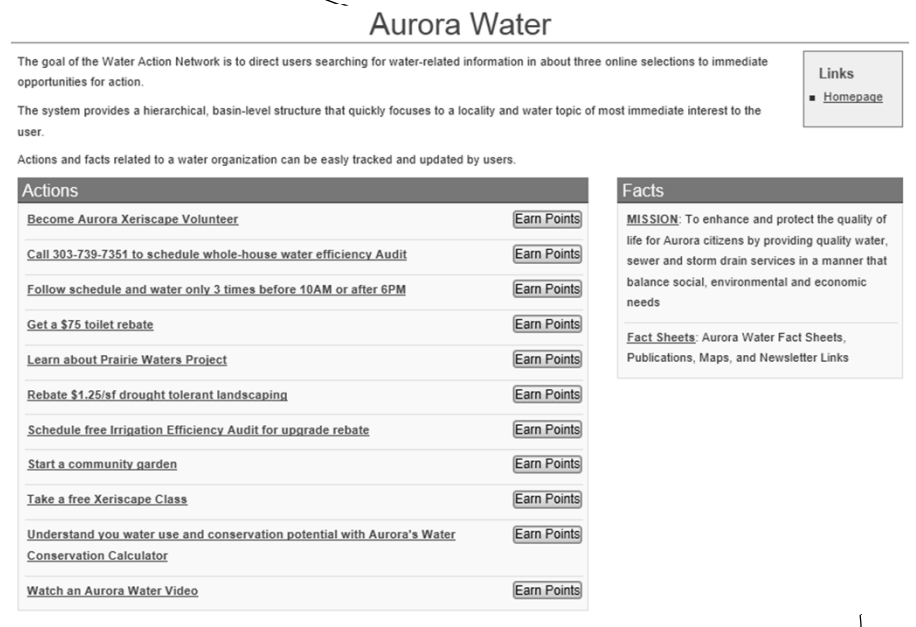
Choose Organization's Actions to Pursue



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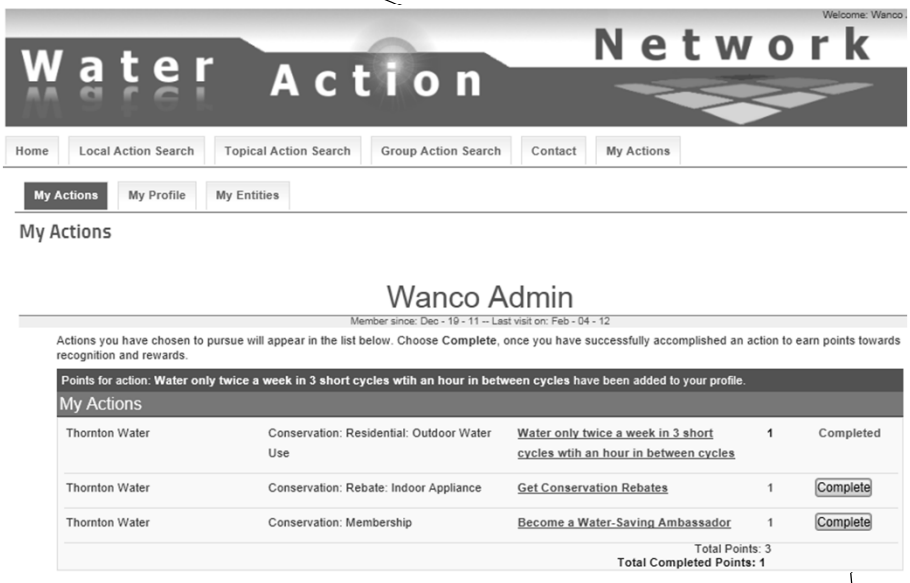
Action Dashboard – Points to Prizes!



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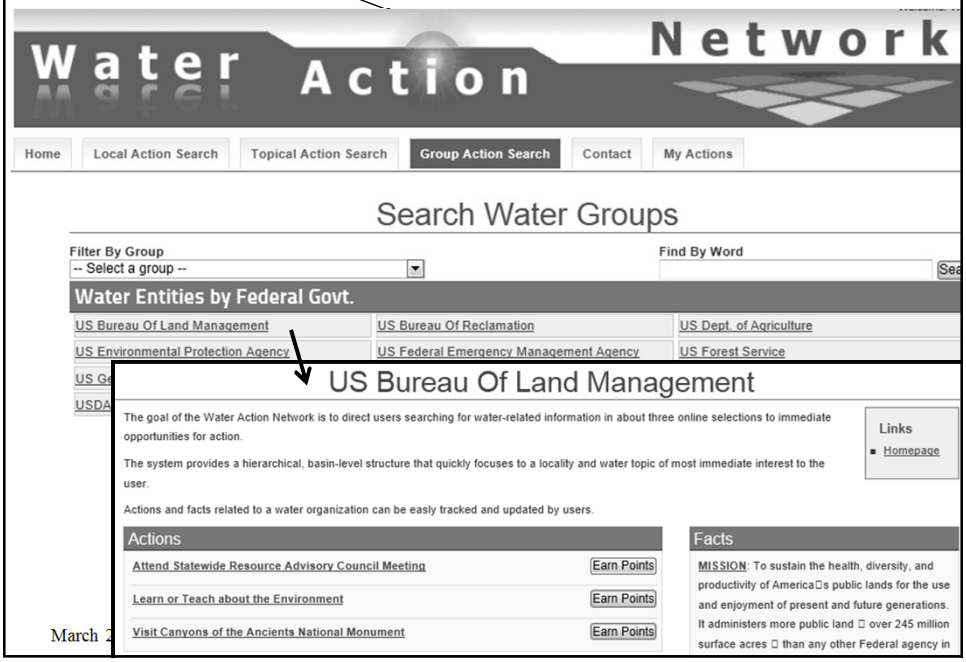
Search for Actions by Organization



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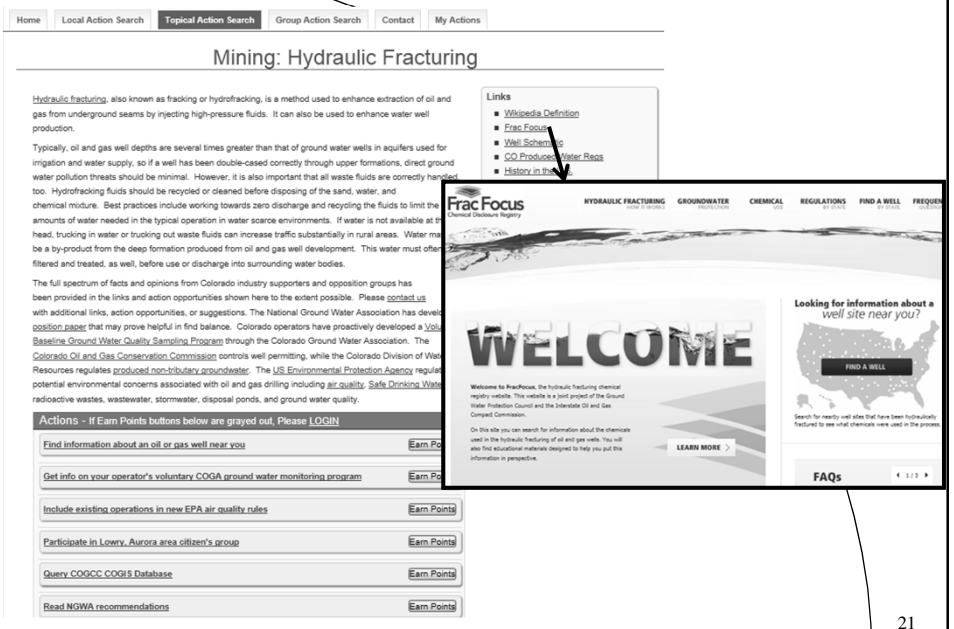
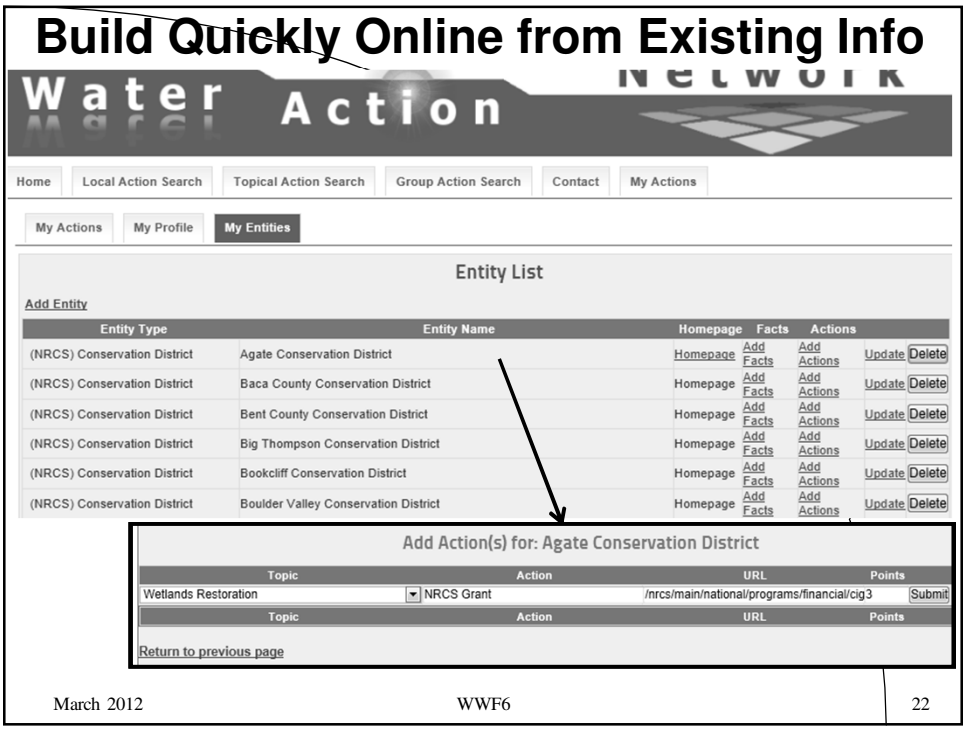
Search for Actions by Topic



Build Quickly Online from Existing Info



Water Action Network Marketing

- **Get link on Water2012 page(s)**
- **Create social networking sites**
- **Create videos and interviews of events**
- **Request inclusion in events**
- **Provide marketing materials to organizers**
- **Get volunteers to go door to door + direct**
- **Set up donated IPads to try out at events**
- **Provide online video training**
- **Present to countless community and professional orgs**
- **Build offline network of IWRM expertise / champions**

Points and Prizes for Participation!

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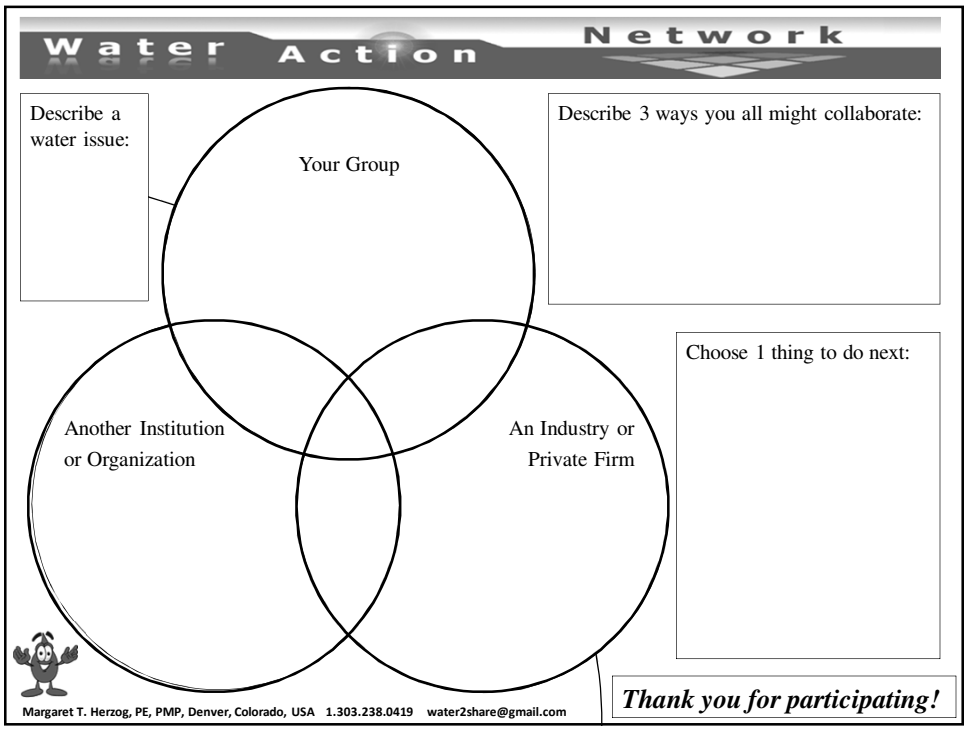

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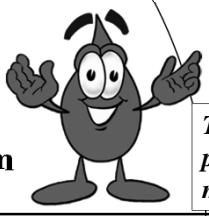

Thank you for reviewing my presentation. Please contact me to get one started today!