

**Coconino Plateau Water Advisory Council
Strategic Plan
July 2008 – June 30, 2010**

Overview

On June 27, 2008 the Water Advisory Council hosted a strategic planning retreat with Water Advisory Council members and other stakeholders. At this retreat, the participants reviewed accomplishments from the previous plan, discussed key trends that impact the Council and developed a list of strategies to guide the Councils' work for the next two years.

Several key themes emerged from the retreat dialogue that will help guide the work of the WAC over the next two years, specifically:

- Creating a Comprehensive Water Ethic that incorporates environmental, social and cultural needs (this is an overarching goal and key theme);
- Developing a Sustainable Water Budget;
- Expanding Outreach and Education;
- Promoting and Seeking Legislative Tools; and
- Managing Demand, Supply and Conservation.

Background and Recommendations

Following the retreat, the subcommittee chairs reviewed the previous strategic plan and the strategies developed at the retreat to create the following report. As part of this process, the subcommittee chairs suggested the creation of a new strategic direction focused on Creating a Water Ethic and also suggested combining the Supply and Growth focus area with Conservation. The next step in the process is for each subcommittee to review the strategies in their section to prioritize those strategies (using the challenges and opportunities identified at the retreat as well as the vision of what is intended to be accomplished for each strategic direction) and identify some measurable indicators that will mark progress in that area.

In addition to the attached plan, the subcommittee chairs have the following recommendations that they will take the full WAC membership:

- WAC should establish a Water Ethic Subcommittee to implement the strategies in that area;
- The Executive Committee and WAC staff should develop an outreach plan and materials to create and enrich the WAC's name recognition with key stakeholders.

STRATEGIC DIRECTION: Creating a Water Ethic	
Vision: Education and awareness leads to a regional adoption of a water ethic. (Includes criteria for functioning water sheds, linking groundwater flow to the at-risk water study, and determine the environmental effects and hydrological sensitive areas.)	
Success Indicators: TBD	
Challenges: <ul style="list-style-type: none"> • Getting the public to “buy in” and have ownership of the different visions/scenarios. • Getting good data, information and predictions for the roadmap. • Complexity of developing different scenarios. 	Opportunities: <ul style="list-style-type: none"> • Identified “best use” of water resources by area can guide planning. • Education – public education as a result of concrete findings from the scenarios and vision. • Existing working group within the WAC to help develop.

Strategies to Implement	Lead Role	Resources	Projected Timeline	Status
1.1 WAC members decide what would be the scope and key strategies for creating a water ethic. Various strategies that could be included are listed below.	WAC	TBD	TBD	Dec Meeting Focus
1.2 Create an understanding of the reality in terms of what water use is now, what is sustainable, etc.	Exec Committee	TBD	08	WAC will define further at Dec mtg.
1.3 Define an “adequate” usage amount (per capita target number) with parameters to develop a desired water footprint and potential model (similar to a carbon footprint).	Exec. Com. /Coordinator	TBD	TBD	Clarify Next Steps
1.4 Develop and define priorities (hierarchy of needs) to determine “best use” for the water supply.	Exec. Com/Coordinator	TBD	TBD	Clarify Role and Intent
1.5 Create a “cool” WAC mascot (ex. Northern AZ Leopard Frog) or other icon symbol of the water ethic.	Public Outreach	TBD	TBD	Not Started
1.6 Find utilities and entities willing to give	TAC/Public	TBD	TBD	Not Started

Strategies to Implement	Lead Role	Resources	Projected Timeline	Status
financial incentives to individuals incorporating a water ethic into their lifestyle (storm water harvesting).	Outreach			
1.7 Utilize partnerships (ex. tourism industry, Chamber of Commerce, travel organizations, schools, realtors, and developers) to develop a water ethic.	Public Outreach	TBD	TBD	Not Started
1.8 Develop CPP Water Conservation Awards	Public Outreach/TAC (criteria)	In kind	08-09	In progress
1.9 Use Social Research Lab to identify where we are and where we want to go with key audiences.	TBD	TBD	TBD	Not Started
1.10 Create ownership/buy-in/accountability for implementing our regional water ethic (public and policy makers).	Public Outreach	TBD	TBD	In Progress (see conservation strategies)
1.11 Utilize the IMAX Grand Canyon theater	TBD	TBD	TBD	Not Started
1.12 Involve high school “cool” kids to deliver message.	TBD	TBD	TBD	Not Started

STRATEGIC DIRECTION: Environmental Needs: Prioritizing Environmental Needs for Sustainable Water Use	
Vision: Education and awareness leads to a regional adoption of a water ethic. (Includes criteria for functioning water sheds, linking groundwater flow to the at-risk water study, and determine the environmental effects and hydrological sensitive areas.) Note: this is the same as the new strategy for creating a water ethic and should be revised by the subcommittee.	
Success Indicators:	
Challenges: <ul style="list-style-type: none"> • funding • Linking studies • 1872 mining act • Integrating legislation 	Opportunities: <ul style="list-style-type: none"> • Climate change efforts (nationally) and Picture Canyon (locally) have made people more aware of their environmental impacts. • Possibilities for new funding, creativity, prioritizing projects, water alert system • Reaching new audiences (such as people who don’t live in N. AZ, although impact the area).

Strategies to Implement	Lead Role	Resources	Projected Timeline	Status
2.1 Assess environmental needs for quality and quantity of water.	TAC	In kind, grant	08-09	In Progress
2.2 Identify and promote land management practices that improve water availability and protect hydrologically sensitive areas.	TAC	In kind	08-09	In Progress
2.3 Prioritize “at risk” areas for management.	TAC	In kind, grants	08-09	In Progress
2.4 Identify legislative needs to protect important environmental resources.	TAC, Governmental Affairs	In kind	08 -09	In Progress
2.5 Develop a plan to link models and studies and identify next steps, gaps in research, etc.	TAC	TBD	TBD	Clarify the Intent
2.6 Incorporate other types of water conservation projects into feasibility study (storm water recharge, rainwater harvesting, greywater systems) and associated impacts.	TAC	In kind	09	Not Started
2.7 Identify thresholds for wildlife and vegetative communities.	TAC	TBD	TBD	Clarify the Intent
2.8 Determine what role the WAC might play in water quality issues as relates to the environmental needs.	TAC	TBD	TBD	Not Started

STRATEGIC DIRECTION: Managing Demand, Supply and Conservation: Developing Short Term Goals and Long Term Strategies	
Vision: (from Supply and Growth) Develop a “Road Map” and Vision for several different scenarios/predictions and implications for our region in 2050 and 2100. Note: The subcommittee should consider if they want to adopt this vision from supply and growth or modify it to include conservation themes as well.	
Success Indicators:	
Challenges: <ul style="list-style-type: none"> • Cost • People to know and understand who we are. • Lack of WAC staff to take the lead. 	Opportunities: <ul style="list-style-type: none"> • Website • Focus on creating “way of life” for children. • WAC sponsored public forums/partnerships.

Strategies to Implement	Lead Role	Resources	Projected Timeline	Status
3.1 Develop a sustainable water budget to determine the limit to both human and environmental demands.	TAC	In kind	08-09	In progress
3.2 Assess conservation plans that have been completed and submitted to ADWR to identify best practices.	TAC	In kind	08-09	In progress
3.3 Develop and use a list of grants and funding resources on the web site to assist member agencies and others in implementing conservation plans.	Exec.Com./Coordinator	In kind	08-09	Not Started
3.4 Develop water conservation section of the website. (Different sections... urban rural, etc.) 3.4a highlight conservation best practices and what is happening on different parts of the Plateau to showcase the diversity of current use and conservation practices. 3.4b Add an interactive activity (articles on developing a water footprint, etc.) to website. 3.4c Develop information and display on water hauling for the web site.	Public Outreach	In kind	08-09	In progress
3.5 Identify potential partners that are already working on conservation issues and coordinate activities – co-sponsor events (public forums)	TAC	None	08-09	In progress
3.6 Develop an educational program for promoting potential greywater and rainwater harvesting opportunities to develop support for an ordinance (work with the development community and manufacturers of products to assist in this effort).	TAC	In kind and materials tbd	08-09	In progress

Strategies to Implement	Lead Role	Resources	Projected Timeline	Status
<p>3.7 Coordinate with experts (ex. Kerry Schwartz – Project Coordinator and Chris Newell – Willow Bend, County Superintendent of Schools) on how to get curriculum in schools, presentation to WAC.</p> <p>3.7a Coordinate outreach activities to schools – letters to teachers and ask kids to draw/describe where water comes from. See who has a “sustainability week” or other curriculum we could add on.</p>	Education Subcommittee of Public Outreach	In kind	08-09	In progress
<p>3.8 Collect information on industrial, residential and commercial users – where they get water, how much (listed under website).</p> <p>3.8a Research the industrial impacts of mining.</p>	TAC	TBD	TBD	Clarify the role and value of this strategy.
<p>3.9 Identify existing infrastructure for reclaimed water.</p>	TAC	TBD	TBD	Clarify and expand the intent of this strategy.
<p>3.10 Review the Rocky Mountain Institute study – identify next steps and propose activities to the WAC.</p>	TAC	TBD	TBD	In progress
<p>3.11 Collaborate with USGS on numeric groundwater model.</p>	TAC	In kind	08	In Progress

STRATEGIC DIRECTION: Legal and Regulatory: Building Legislative Support and Education	
Vision: Adopt formalized water management policies that link growth and adequate assured water supply; investigate existing institutional models to implement a regional water solution (Central Arizona Water Conservation District) and identify required legislation to implement and fund it.	
Success Indicators:	
<p>Challenges:</p> <ul style="list-style-type: none"> • Need unanimous vote or County Board of Supervisors for determining water adequacy 	<p>Opportunities:</p> <ul style="list-style-type: none"> • Adopt senate bill 1575 (County wide or city by city). • Education legislators and other stakeholders

<p>(see senate bill 1575).</p> <ul style="list-style-type: none"> • Education of the public about formal water management (so development community is engaged). • Need to investigate the options without appearing to have a pre-determined solution. 	<ul style="list-style-type: none"> • Expand internal dialogue between WAC and partners on institutional framework.
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Strategies to Implement	Lead Role	Resources	Projected Timeline	Status
4.1 Continue to take a common message (WAC, tribes, members and agencies) and educate legislators about the Partnership.	Gov. Affairs	In kind	08-09	In Progress
4.2 Continue to identify legislative tools to manage water resources more effectively.	Gov. Affairs/TAC	TBD	TBD	In Progress
4.3 Monitor and report on water rights adjudication	Gov. Affairs/TAC	TBD	TBD	On hold
4.4 Initiate formal discussion with WAC TAC of pros and cons of adopting 1575 (organization by organization).	Gov. Affairs (and Sue)	None	08	DWR present to WAC on process and progress.
4.5 Update the 1989 SRP report on regional water authority models.	TAC	TBD	TBD	Clarify Strategy
4.6a Review federal legislation for funding opportunities. 4.6b Develop partnerships with federal agencies that may be receiving funds.	Exec Com/Coord/Gov. Affairs	TBD	TBD	In Progress
4.7 Present Coconino Plateau water conservation/management successes to the Arizona Municipal Water Users Association board. 4.7a Develop relations with strategic partnerships outside and within Northern Arizona.	Gov. Affairs	In kind	08	In Progress
4.8 Governmental affairs – contacting, briefing and including newly elected officials in WAC.	Governmental Affairs	In kind, materials costs tbd	08-09	In progress