

The Jordan Lake One Water Association (JLOWA)

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Collaboration in the Jordan Lake Watershed

- ▶ Contention has led to a lack of communication on a watershed scale
- ▶ Inaction and time have led to higher nutrient levels
- ▶ Higher nutrient levels are more and more expensive to address
- ▶ Spending large \$\$\$\$ for small nutrient reductions
- ▶ Entities are currently “going it alone.”
- ▶ Need to collaborate for transfer and compilation of resources, ideas, knowledge, strategies, and efforts.
- ▶ Need an alternative approach to the status quo that can begin to be implemented right away (One Water)
- ▶ Shift the paradigm from independent to integrated, and from reactive to proactive



Shifting the Paradigm

- ▶ Find ways to conserve, use, reuse, and share all types of water resources **(including land!)** to benefit both upstream and downstream
- ▶ Work together to overcome resource barriers, extract greater returns from infrastructure investments, and increase livability
- ▶ Manage water holistically (region, watershed, inter- and intra-jurisdiction)
 - ▶ Include economic, social, and environmental considerations when managing water resources
 - ▶ “Triple Bottom Line”
 - ▶ Improvements to TBL = tangible benefits to everyone in the watershed
 - ▶ After all, we are all downstream of someone else...



Courtesy of Water Environment Research Foundation.

The Value of One Water in the Jordan Lake Watershed

- ▶ Help prioritize and aim for approaches that realize TBL benefits
- ▶ Water can be a key driver of economic and social development, if it's not perceived as a nuisance
- ▶ Can increase resiliency to floods, drought, etc. which lowers potential damages incurred
- ▶ Provides unique economic opportunities
 - ▶ Utilize “waste” as resources (eg. reclaim/ reuse)
 - ▶ Attract industry/business/skilled jobs
 - ▶ Support urban farms and promote local agriculture and forestry
 - ▶ Conserve lands to improve and protect water quality, obtain far greater returns on investment (lower water treatment cost, higher value of land)
 - ▶ Extend/maximize existing resources, lower reliance on future projected supplies/reservoirs
 - ▶ A robust, combined pool of resources allocated towards projects (conservation, retrofits, wetlands, greenways, green infrastructure, education/outreach) that benefit the entire watershed will benefit BOTH upstream/downstream entities



The JLOWA would...

- ▶ Utilize communication, collaboration, and cooperation to solve regional watershed issues ***that are generally beyond the capacity of any one stakeholder.***
- ▶ Draw on experience and leadership of elected officials and other champions of the group
- ▶ Work closely with local and state regulators and other policy groups in an advisory context
- ▶ Increase access to funds and funding opportunities
- ▶ Establish and develop partnerships and trust among stakeholders
- ▶ Leverage wealth of knowledge and experience of stakeholders



Feedback from JLOWA Participants

- ▶ JLOWA!



- ▶ Keep the “Updates from Around the Watershed” – invaluable!
- ▶ Three main groups of suggestions
 - ▶ Absent and necessary stakeholders
 - ▶ Association pursuits and directives
 - ▶ Missions and goals of the Association

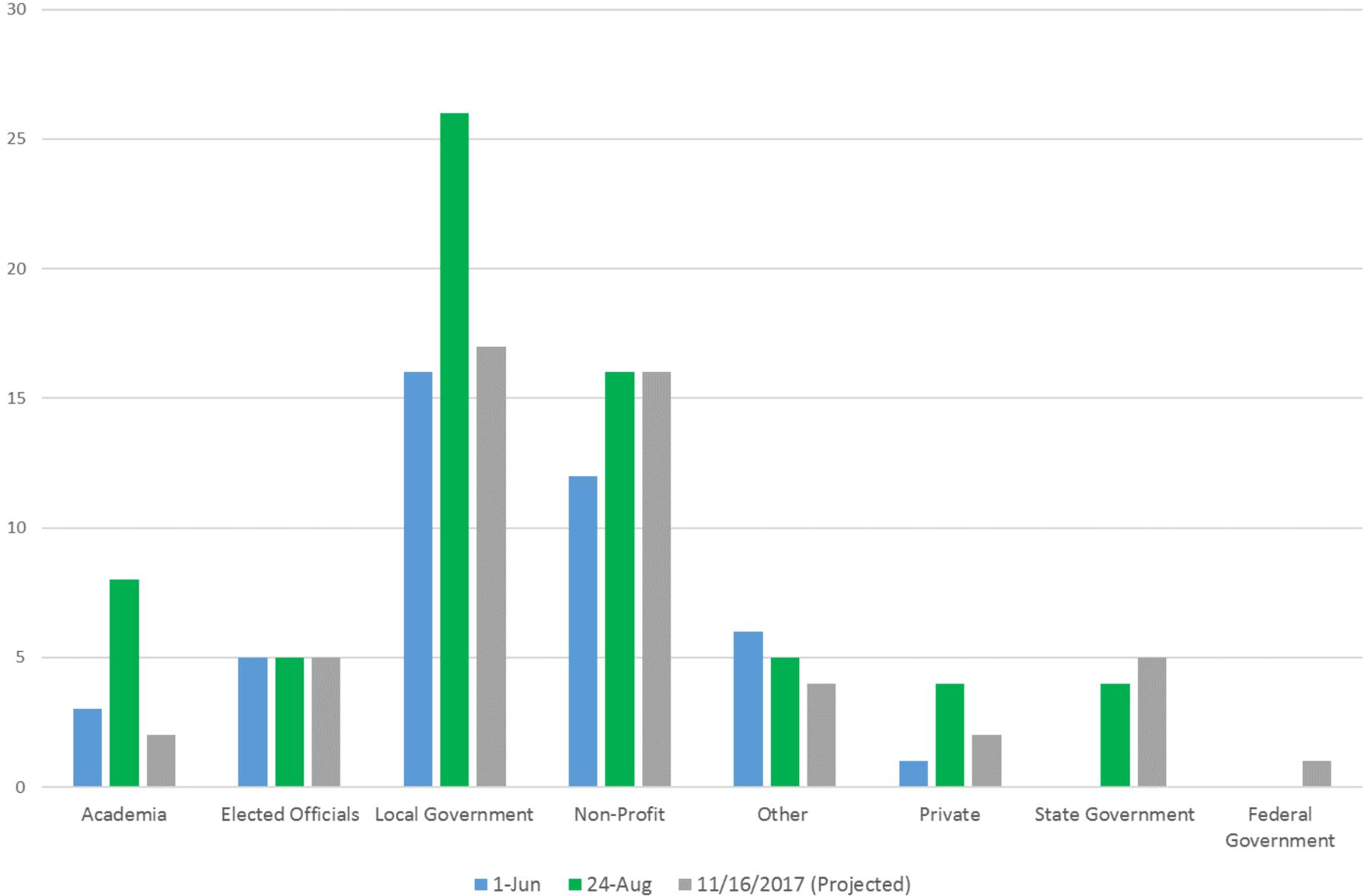
Feedback from JLOWA Participants

▶ Stakeholders

- ▶ Soil and Water Conservation Districts
- ▶ USGS/EPA/USACE/other feds*
- ▶ Agriculture
- ▶ Private industry
- ▶ Public health officials
- ▶ NC Environmental Justice Network
- ▶ Developers (especially Chatham Park)
- ▶ State and Local Parks
- ▶ County Commissioners*
- ▶ State-level Legislators* (Dillon Rules)



Diversity of JLOWA Stakeholders



Feedback from JLOWA Participants

▶ Pursuits

- ▶ Generate 'catalog' of One Water case studies
- ▶ Identify and execute pilot projects in the watershed*
- ▶ Build inventory of policies/programs in watershed
- ▶ Establish a clearinghouse of projects and efforts in watershed
- ▶ Create a website for all of the above
- ▶ Influence state policy supporting Integrated Water Management/"One Water" approaches
- ▶ Engage in community-level outreach and education
- ▶ Publish a One Water guidance document for entire watershed for use in developing local plans and projects



Feedback from JLOWA Participants

▶ Missions

- ▶ Educate elected officials by involvement (Subcommittees)*
- ▶ Draft resolution for all local governments to review/adopt
- ▶ Formulate a successful financial structure
- ▶ Convene a Steering Committee*

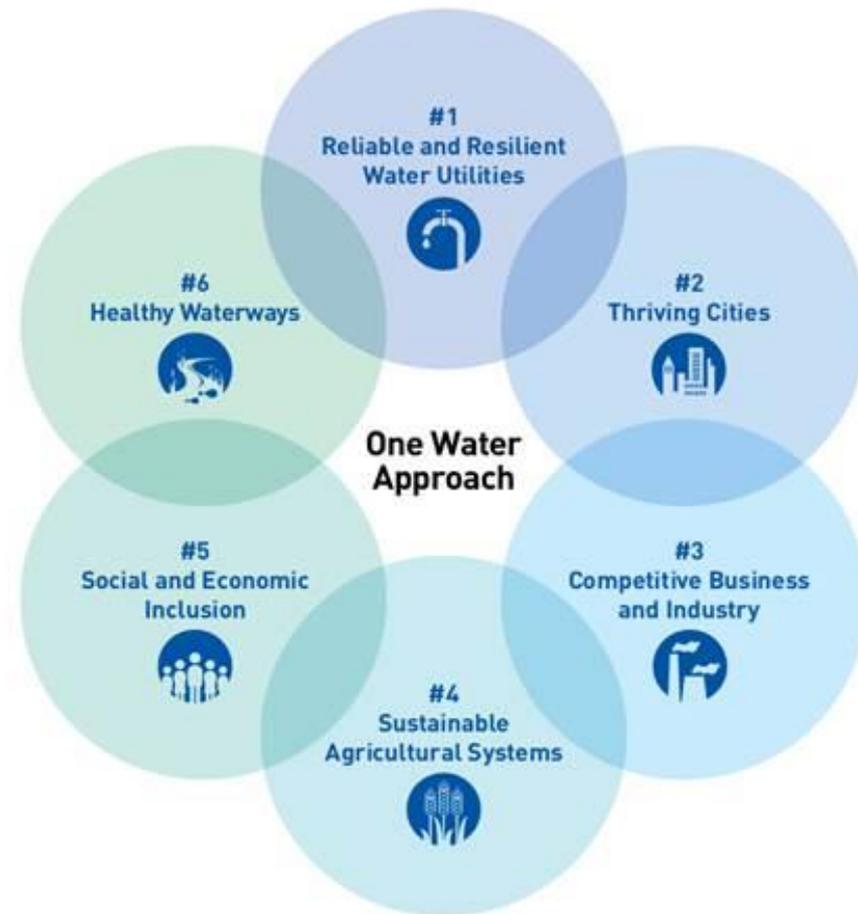


- ▶ *Define 'common problem' (should inform statement of purpose)*
- ▶ *Define 'statement of purpose'*
- ▶ *Define overarching goals and benefits to participants*

Small Group Feedback Exercise

Considerations that may inform your Statement of Purpose:

- ▶ Why are you here today?
- ▶ Is there a common problem amongst the members of your table?
- ▶ What problems do you identify in your community that may be solved with One Water approaches?
- ▶ What are the top three things you would like the JLOWA efforts to accomplish in your community?



Small Group Feedback Exercise

Response Points:

