

STRATEGICALLY EMPHASIZE INFORMATION AND EDUCATION REGARDING THE IMPORTANCE OF WATER AND WATER CONSERVATION PRACTICES

STATEWIDE ACTION ITEMS

PHASE I

1. Appoint a task force to develop a multi-phased educational proposal for target audiences of K-12, community leaders and media to promote local conservation decisions. Existing educational efforts, programs and activities should be incorporated as appropriate. Ideas to be considered by the task force include:
 - Develop a Best Management Practice (BMP) conservation guide for communities building on existing resources and success stories
 - Implement community facilitation programs, with partners like K-State Research and Extension (KSRE), to develop ownership for local conservation decisions
 - Design and implement a statewide curriculum for K-12 on water conservation, building on current resources and knowledge such as Project WET and integrate water conservation into science curriculum, by working with partners such as the Kansas Association of Conservation and Environmental Education (KACEE) and the Kansas Department of Education
 - Develop additional activities within youth and adult organizations such as 4-H and the KSRE system to educate others and promote youth activities related to water conservation
2. Conduct drought simulation exercises to educate the public and identify gaps in conservation efforts
 - Incorporate drought simulation efforts into state hazard planning and seek funding and support for efforts from partners such as the U.S. Department of Homeland Security (DHS), National Integrated Drought Information System (NIDIS) and National Oceanic and Atmospheric Administration (NOAA)
3. Create a long-term commitment to water conservation education by designating responsibility for water conservation public information and outreach within agencies of the Water Resources Sub-Cabinet
 - Develop continual media plans and message maps related to water conservation and the importance of local engagement to be implemented by multiple partners through all aspects of traditional paid, earned and social media
4. Provide greater information and decision making tools to evaluate the economic impacts, both short-term and long-term, of reduced water use

5. Enhance educational programming specifically for state legislators as well as other state officials, the Congressional delegation and local policy makers
6. Develop a proposal for a program to provide Extension Groundwater Specialists, to be located in western Kansas, to help water users develop and implement management strategies that will lead to enhanced water management and long term sustainability of the economy in western Kansas. This program would be modeled after the extension Watershed Specialist program.

PHASE II

1. Hold annual public meetings in each water resource planning region, highlighting the current ground water, surface water and water storage situations
2. Consider holding a “Kansas Water Day” statewide experience with activities that highlight the value and importance of a reliable, long-term water supply
3. Implement state-wide marketing and educational strategies focused on general consumers/citizens
 - Model a state-wide water conservation outreach campaign on effective campaigns with the goals of reinforcing the value of water and reducing water consumption
 - Incorporate information on the relationship of water conservation to energy conservation in educational efforts

IMPLEMENT ADDITIONAL OR ENHANCED WATER CONSERVATION POLICIES AND PRACTICES

STATEWIDE ACTION ITEMS

PHASE I

1. Develop a rewards and recognition program for successful Kansas conservation activities
 - Develop recognition and incentive systems to identify and reward communities, individuals, businesses and industry that implement local conservation best management practices successfully. This could include the creation of a private “water audit” certification program such as Leadership Energy and Environmental Design (LEED) to identify individuals achieving highly efficient water use and conservation

PHASE II

1. Ensure agency coordination assists in the promotion of regional drought and water conservation planning and acknowledges the significance of sound planning for community and state resiliency to the impacts of climate variability
 - Educate communities about importance of regional planning

- Simulate exercises to test regional plans at least every five years
 - Ensure water conservation is properly evaluated as an alternative for water supply when providing financial assistance
2. Develop rate structure tools for local governments to use as example opportunities to promote more efficient water use
 - Share information on effectiveness of rate structures and conservation including recent work done by local water suppliers (such as Wichita)
 - Encourage communities to design bills to break down the individual cost components for the water (infrastructure, chemicals, labor, et cetera)
 3. Increase the identification and repair of aging public water supply infrastructure. Encourage communities to maintain and manage local public water supply systems
 4. Encourage local communities, through education and shared examples from successful communities, to consider developing and measuring water use reduction targets when appropriate
 5. Evaluate state-owned facilities for water conservation effectiveness and develop standards for new state construction or renovation

PHASE III

1. Consider use of standards for water efficiency for state building construction, renovation and operation such as LEED

STATEWIDE ACTION ITEMS

PHASE I

1. Develop financial and non-financial incentives to encourage additional irrigation water conservation. Non-financial incentives could include state policy changes to afford irrigators with greater water use flexibility to aid in achieving conservation goals on less water intensive crops or cropping densities
2. Coordinate with USDA Risk Management Agency (RMA) to address crop insurance policies that disincentive water conservation, such as limited irrigation

OGALLALA-HIGH PLAINS AQUIFER ACTION ITEMS

PHASE I

1. Increase support and promotion of Local Enhanced Management Areas (LEMAs)
 - Provide greater support to local entities in LEMA development and management
 - Target water conservation incentives, including existing cost share program and new incentives, to established LEMAs to support implementation of lower water consumption actions
2. Establish corrective controls that allow flexibility based on local average reasonable use within the LEMA statute so not to penalize those who have already demonstrated reduced water use
3. Expand the LEMA concept so a proposal can come forward to the Chief Engineer from either GMDs, directly from local water right holders or other entities such as county conservation districts

STATEWIDE ACTION ITEMS

PHASE I

1. Coordinate with the Kansas Department of Commerce and Kansas Department of Agriculture Marketing Division to consider incentives to recruit businesses and focus economic development on businesses that value water conservation, use water efficient technologies and reduce the removal of water from the state
 - Encourage value added processing within Kansas by providing financial or water right credit incentives to dairies and feedlots

PHASE II

1. Develop tangible incentives for businesses to conserve water

PHASE III

1. Evaluate development of option for local economic development entities to obtain an appropriation of water or an existing water right without a specific point of diversion or place of use to protect the potential water needs of a business being recruited to their area. The appropriation would have a reasonable time limit applied for the startup of a proposed project
2. Create a “Blue Premium” program that businesses can use to market themselves and their water conservation efforts
3. Coordinate economic development efforts designed to recruit business and industry committed to water reuse or utilization of lower quality water

INCREASE ADOPTION OF WATERSHED PRACTICES THAT REDUCE FUTURE WATER SUPPLY LOSS

STATEWIDE ACTION ITEMS

PHASE II

1. Evaluate programs that offer long term conservation as a tool for preserving healthy landscapes
2. Update the state plan for the comprehensive control of salt cedar and other non-native phreatophytes

RESERVOIR ACTION ITEMS

PHASE I

1. Prioritize and implement targeted funding in priority watersheds by working with local, state and federal conservation programs and partnerships
 - Utilize existing groups such as conservation districts and KSRE to promote programs and initiatives
 - Build on the success of Watershed Restoration and Protection Strategy (WRAPs) plans and engage expertise of stakeholder leadership teams
 - Increase utilization and adoption of BMPs by working with local leaders
 - Target construction and maintenance of watershed structures that provide the highest sediment reduction in priority watersheds through Watershed Districts
2. Increase communication and interagency coordination on existing and planned streambank restoration projects to define interagency priorities for streambank projects and promote the channeling of resources to the highest priority areas. Build upon the existing outreach and education efforts already underway to promote streambank restoration projects
3. Evaluate the existing state, federal and private technical and financial resources and policies and programs available for streamside vegetation conservation and identify gaps to secure and protect riparian buffers in priority watersheds above water supply reservoirs.
4. Develop a detailed monitoring strategy to assess current and ongoing sediment inflow into public water supply reservoirs
 - Prioritize basins that will need assessment
 - Identify all components of the monitoring strategy, including bathymetry and inflow stream sediment monitoring network
 - Define a strategy to identify particular sub-basins that contribute the most significant loading rates
5. Develop a strategy to overcome hurdles with federal permitting for new conservation practices and structures to decrease the sediment load from entering water supply reservoirs

PHASE II

1. Continue and enhance support of research of Best Management Practices (BMPs)
 - Focus additional resources to assure installed BMPs are maintained

- Develop a BMP guide that is geared for urban and rural communities that also addresses economic benefits of conservation
 - Develop or utilize existing research to quantify the financial impact of in-field soil loss to agriculture and the impacts to water supply storage
2. Develop a budget to identify costs associated with monitoring, assessment and program implementation on a watershed-by-watershed basis

PHASE III

1. Evaluate the changes in sediment accumulation in public water supply reservoirs

OTHER REGIONS ACTION ITEMS

PHASE I

1. Develop and implement a sediment and nutrient reduction Conservation Reserve Enhancement Program (CREP) in watersheds above targeted federal reservoirs and watersheds with excessive nutrient runoff. This program would serve to support ongoing efforts to address the Kansas Nutrient Reduction Strategy developed by KDHE, KWO, KDA, and KDWPT.