

# ***CPWAC/CPWP Strategic Plan***

**Adopted April 25, 2014**

## **Mission Statement**

The Coconino Plateau Watershed Partnership and Coconino Plateau Water Advisory Council are affiliate organizations formed to facilitate and implement sound water resource management and conservation strategies on the Coconino Plateau. The Partnership coordinates and cooperates in the identification, prioritization and implementation of comprehensive policies, projects and programs to assist in meeting the water needs of the Coconino Plateau. The Council provides regional water education for elected officials and lobbying that supports sustainable water supplies on the Coconino Plateau.

## **Vision Statement**

The Vision of the Council and Partnership is to be a leader in ensuring an adequate, long-term, sustainable supply of water is available to meet the current and future reasonable needs while preserving the health of the environment on the Coconino Plateau.

## **Values Statements/Guiding Principles**

Water is life. As individuals and as a community, we take responsibility for our region's water. We value water for its social, cultural, and environmental roles. We have an ethical obligation to manage water and use it in a purposeful manner, recognizing our choices and their consequences. To quote Aldo Leopold, "A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community. It is wrong when it tends otherwise."

## **Competitive Advantage**

The competitive advantage of the Coconino Plateau Water Advisory Council is that it eliminates competition between its participants by providing a stakeholder process where they can work together instead of competing with one another.

## **Long-term Goal**

- A long term sustainable water supply to serve the regional needs of the Coconino Plateau

## **Strategies**

- Support the completion of the feasibility study (FS)
- Continue sustainability and science framework
- Develop planning alternatives if the feasibility study is not completed
- Inform and engage state and federal legislators
- Build a diverse funding base
- Continue education awareness and outreach efforts
- Expand partnerships
- Review the SWOT analysis to identify items that fall under committee work efforts
- Review the strategic plan biennially and amend as needed

## **Action Items/Plans (Committees)**

### **Executive Committee**

- Develop a plan for alternatives to complete the FS if federal funding is not available
- Pursue federal funding for FS
- Prioritize strategic plan strategies and action items/plans at the annual meeting

#### Technical Advisory Committee

- Keep Partnership informed of progress and cost of FS
- Identify scope of work for Sustainable Water Management Framework (SWM)
- Pursue funding opportunities for SWM
- Develop a water source menu for meeting the needs of the Coconino Plateau
- Evaluate the requirements to complete the FS using a private entity

#### Government Affairs Committee

- Sponsor a legislative water briefing biennially, pursue partners
- Meet with state elected officials annually to discuss water legislation
- Meet with federal elected officials as needed for FS support
- Review state water legislation annually
- Review federal legislation as needed
- Maintain lobbyist registration
- Craft comment letters as required by CPWAC on proposed legislation
- Invite state elected officials to speak to CPWAC

#### Public Outreach Committee

- Participate in Earth Day and similar events to reach out to public
- Complete water ethic educational film and identify how it will be used
- Administer annual water ethic contest in schools across the Plateau
- Improve booth and display equipment and information
- Stock up on handouts for event participation
- Identify speaker's bureau for CPWP
- Develop a "canned" PowerPoint to be used by speakers bureau (Who are we? What are we doing?)
- Develop a "communications plan" for the CPWP
- Promote school awards on web site, TV, newspaper
- Develop archival photos of water that can be used for outreach

## Key Performance Indicators (Committees)

#### Executive Committee

- Federal funding for FS

#### Technical Advisory Committee

- Annual and quarterly presentation to CPWP on status of FS
- Successful grant applications to complete SWM Framework
- Completion of SWM Framework and final status report
- Completion of water source menu
- Completion of the FS

#### Government Affairs Committee

- CPWAC participation in legislative water briefings
- Information provided annually to CPWAC/CPWP on proposed water bills
- Submission of CPWAC comments as needed on proposed water legislation

#### Public Outreach Committee

- Adequate budget to complete action items
- Greater public awareness of the CPWAC/CPWP
- Regular reports to CPWP identifying progress
- Active speakers bureau

# CPWAC/CPWP Committee Volunteers and Priorities

## Government Affairs Committee

Jeanne Trupiano	George Mase	Jerry Nabours/Brad Hill
Sybil Smith	ADWR (Gerry/Karen)	Ron Doba
David Newlin	Hannah Griscom	Charles Mosley
Mandy Metzger	Art Babbott	

## Priorities

1. Strengthen Governmental Affairs efforts committee
  - a. Identify ways to do this (create operating plan)
2. Keep Feasibility Study afloat to complete 30% Design by:
  - a. secure funding (Feasibility Study and Rural Water Act)
  - b. Continue lobbying (develop strategy at Federal level)
3. Continue to address legislative challenges and threats
  - a. Improve and expand policy and advocacy of C-4
  - b. Meet with legislators, staffers and ADWR
    - i. Legislative Day, office visits, etc.
    - ii. Develop strategy at State level
4. Craft model legislation on water use/conservation
  - a. include tracking users and wells (need to define)
5. Impacts of potential special water area designations
  - a. Re-explore Water Adequacy authority in Coconino County
    - i. Educate on what SB 1575 provides
    - ii. Educate on City of Flagstaff's Water Adequacy accomplishments
  - b. Active Management Area
  - c. Other? (e.g., work with CPTAC on "at risk waters")

## Technical Advisory Committee

Shaula Hedwall	Don Bills	Erin Young/Brad Hill
Hannah Griscom	Deborah Tosline	Charles Mosley
ADWR (Gerry/Karen)	Ron Doba	Jim Duffield
Jason John	Abe Springer	Ben Tobin
Bryan Hill	Don Poole	Henry Day
Jeanmarie Haney	Leo Manheimer	Ray Benally
Lionel Puhuyesva	Matt Wood	Robert Kirk
Jeanne Trupiano		

## Priorities

1. Water Source Menu Maps
  - a. Surface Water – completed
  - b. Groundwater Aquifers – completed
  - c. Water Demand/Supply - completed
  - d. Final GIS map files and map image files – expected 7/30/15
  - e. Attribute/meta-data tables – expected 7/30/15
  - f. Notes – expected 7/30/15
  - g. House, maintain, and update the Demand, SW, and GW maps – TBD

2. NARFGM (Northern Arizona Regional Flow Groundwater Model)

- a. Scenario runs – completed
- b. Draft report – completed
- c. Final report – expected 9/30/15
- d. Use model to identify at-risk environmental resources – TBD
- e. Use scenarios and models for regional planning - TBD
- f. Consider water with-drawl impacts on Oak Creek - TBD

3. Red Gap Ranch (RGR)

- a. Review groundwater model results for impact of Navajo Nation and RGR GW pumping on Cheylon/E. Clear Creek – completion 9/30/15
- b. Explore Red Gap Ranch partnership opportunity - TBD

4. Sustainable Water Management Framework – continuing, needs funds/resources to complete

- a. Recommend continued research requirements for ecological water needs
- b. Increase system flexibility – develop recommendations for regional drought planning
- c. Identify funding opportunities to develop thresholds for ecological water needs
- d. Explore regional funding opportunities to support regional GW monitoring
- e. Purchase development rights analysis
- f. Increase emphasis on DSM strategies
- g. Identify ways to optimize effluent reuse
- h. Identify water conservation opportunities/incentives and new technologies
- i. Recommend water conservation strategies

5. Develop alternative planning options if pipeline does not advance – completed 6/2014

- a. Alternatives for tribal delivery – TBD

**Public Outreach Committee**

Amanda Acheson

Don Bills

Ron Doba

Shayla Woodhouse

Carl Taylor

Priorities

- 1. Conduct outreach on completed Water Maps
- 2. Continue public outreach water awareness events and activities
  - a. Earth Day Festival of Science, Etc.
  - b. Bathroom signs from kid's art
  - c. Water Ethic Contest
  - d. Presentations in schools and groups, complete canned presentation
  - e. Water Awareness Youth Engagement and Community Model Project-Evolved from Youth Council
- 3. Strong public outreach efforts in participant's areas
- 4. Education resources to HOA, Private Water users, maps, Sustainability Plan, rainwater conservation