

Open Space Notes from WRAPS Conference
January 18, 2007, Wichita KS

TOPIC 1a: Relationships between watersheds and sustainable design

LID #2

- PBS – Design E2
 - Bill McDonough
 - Ecological Design
 - Net-zero energy demands
 - Waste=food/no-waste societies
 - Non-toxic bldgs
 - Emphasis on renewables (energy)
 - ❖ Technical nutrients...reused, remanufactured, recycled
 - ❖ Organic nutrients...back to soil
 - Ways to get developers and land owners involved in low-impact development/water-sensitive design
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- Pilot projects/demonstrations large and small
- Speakers/workshops/lunch sessions
- Promotion by firms, individual contacts
- Research on barriers – maintenance...costs...process...results – monitoring (KSU) U Maryland: CNP; LID Center
- Target key stakeholders
- NEMO – Educ. For Municipal officials
bring issues to attention of public officials *KDHE \$\$ to support*
Paul Lechti (KU)
- Get developers and public officials in the same room
- Bring into comp. plans and public hearings in projects
- Handbooks, guidebooks, brochures, pamphlets in city/county offices
- Service contracts for maint. by qualified personnel (library, extension offices)
- County or city staff – stormwater fee
- Joint conferences
- Speak at League of Municipalities (KLM)
Developers/builders; Planning Assoc.
Gen. contractors; Engineering

TOPIC 1b: How can we engage developers and encourage low-impact development

LID #1 Arelivey, Lee, Scott, Rich, Mark, Barb (KSU), Dan Z., Jim, Christy

- Urban growth – greenfield develop.
- Excessive parking; unused infrastructure
- Innovative approaches are not always embraced
- LID – Maint.?? Who?

- ❖ Pilot/Demo Projects – Large and small projects...Walmart??
- Regulations/engineering standards geared toward traditional approaches
- Unknown costs
- Change; up to speed
- Lack of awareness of need
- Communication
- Getting developers involved
 - ❖ Speakers
 - ❖ Promotion by firms

LID #3

- Water Dept. – Supply – Quantity & Quality
- Partner with Public Works and Water Depts. – involve with meetings
- Waste = Food no waste society
 - Highlight connections (KS with Gulf of Mexico – seafood), WRAPS Projects
- Look for public locations for BMPs –KC Water Services Dept.
- Water Festivals
- River Days
- Exhibits at museums, shopping centers and other high use areas
- Earth Day events
- K-12 education
- Cross generation
- Adopt-a-Developer – Encourage! Share ideas! Discuss opportunities!
- Adopt-a-River
- Encourage flexibility/adaptation of regulations...regulators and engineers
- Workshops at city/county **mtgs**
- Citizen monitoring; informal inspections
- EPA web-site – anonymous reporting of problems and violations
- Don't flush medicines down toilet/dump toxins in sewer/streams

TOPIC 2: Who was not here, who should have been?

Paul Ingle

- TV Commercials
- Radio ads 'Top Down' comes across as state Gov. pre-forum mandate
- Forums –regional PBS with leaders from community with KDHE moderating
- Provide facts (KDHE role minimal) (newspaper, Sunflower Journeys)
- We are not trained PR, media – need professionals
- Need to broaden our contacts/relationships
- Tell people/audience how they benefit - specific to audience.
- Explain 'What is WRAPS' it's a hand concepts. Feature 'water' and link it to watershed rest. & prot.
- Need to ID common ground to 'mesh' niches of each agency/org., etc
- Billboards = highways
- Need recognizable icon – need professional marketers

- Handpick land owners and strongly encourage them to attend. Keep meetings moving!
- After meetings – follow up on topics issues raised
- Find local sparkplugs
- Ask what you can do for your watershed?
- ex. Salina – part. In WRAPS so don't end up rationing water
- Hire PR/marketers for projects/areas
- Host WRAPS conferences by region bring to them
- Get BAC's involved or to host meetings

TOPIC 3: How can we better engage local citizens and landowners in WRAPS?

Jamie Gaggero

- Contact leaders/resources one on one – ex Chad Pregrake
- Ask them to contribute – find out what their issues (concerns) are
- Find a common issue/theme – invite/phone call
- Follow up letters
- Attend current meetings/activities and ask to speak – touch on specific current, local events
- Free meals
- Ask leaders to speak/part. at meetings
- Don't fall into trap 'we have all answers'
- Contacting one on one is very labor intensive
- Easy to have people attend mtg's around 'hot issues' and when media involved
- Is WRAPS a 'hot topic'?
- SAKW League of Municipalities
- BAC's
- Co. Commiss.
- City Mgrs/City Comm
- Sub-Cabinet Orgs
- Commodity Orgs
- KDWP – DO
- Farm Bureau – KLA – NFO env. Groups – ex. Sierra Club, Audubon
- Native Plant Society
- Rural water district
- KWR – KRWA
- LEPP/Sanitarians
- Cons. Districts/ Boards

TOPIC 4: Targeting diverse stakeholders – how do we bring them to the table/market WRAPS

- Public signs, media, PSA

- Topics aren't 'hot' with media we need to carrot to excite people ex. Marysville
- Governor announcement/need top down education and bottom up use success stories

TOPIC 5: Ways to collect information for more consistent, efficient reporting

Dan H.

- Wikipedia for WRAPS
- Nonfunded/own 'initiative' award through KDHE
- KDHE provide free technical assistance on known projects, to keep networked
- I & E early
- Educate educators (NRCS etc) on WRAPS so can guide groups to KDHE early

TOPIC 6: How can trails be incorporated into WRAPS?

Scott S., Lucinda S., Beth R., Dale K.

- Rural tourism
- Trails that don't erode
- Horizontal trails for families
- Mountain bike trails maintained by biking organization
- Wildlife corridors
- Bike corridor – Energy Efficient Transportation
- **????** improvements provide other opportunities (Education/Recreation)
- Rails to Trails - Combine goals with watershed R & P

TOPIC 7: Assessing our activities to reach our goals

Difficult to justify BMP's expense with nothing to verify benefits. Have estimates only. Need to know benefits being denied. Know there is improvement. Is there a way to show how much? Practices have been scattered. Some BMP's done long ago, some need redone. Management is key, difficult to track management. Need for more monitoring, not enough manpower or \$\$\$. Need targeted monitoring rather than constant monitoring. Targeted implementation along with monitoring. People more interested in their own local natural resources. 17% held providing 85% sediment. Conservation Districts want to give \$\$ equally to all even though problems are not equal. People are afraid of government agencies. Need to win them over. How to keep CRP program going? Family and economic problems keep landowners from implementing BMP's. Absentee landowners are another obstacle. They may not want to put any \$\$ into land. 100% cost may be needed or even that may not be enough. Many would agree to make contract with local offices rather than "big government". Real estate presents other problems. Some buy property for hunting, etc. our goals may be similar. Foresee farm subsidies tied to water

quality. May be impossible to meet some goals. TMDL need changed. Could lose motivation for funding if TMDL goals are not met. No one really knows exactly how to proceed. Adaptive management is key. Can estimate a change but how can we prove it? Instead of being everything to everybody, may be better to focus on some. Never done with implementation – even if you are – they will need to be redone. No-till should be emphasized according to many. Money will on go on forever. Watersheds should look to being self-sustainable. Rural areas would not have \$\$ to access. Need to ask, what can we do with no \$\$? If practices can be beneficial to landowners we may not need government \$\$ to give them incentive to implement. CEAP-K-State study going on in Cheney Lake. Are we doing the right practices in the right places?

TOPIC 8: How can people get excited and have ownership in WRAPS when there is so little public land?

- Users are disconnected from resource
- “Landowners” control the land in the watershed the users are dependent upon

TOPIC 9: How can we capture Chad’s enthusiasm and get our communities excited about WRAPS?

Chris L.

- Turn process upside down *WRAPS*
- Bring the message to decision makers (\$\$)

- Education: reconnect to resource
- Get people involved in a watershed activity before you get into planning
- Recognize that resource users and landowners are motivated by different things, have different roles and different responsibilities
- Focus on decision makers
- “Users” need to support landowners
- Get George Cloony as your watershed spokesperson (OK, George Brett)
- Professional marketing: short, colorful, fun messages (Do you read your CCR?)