

## MINUTES

### Watershed Planning Advisory Council Meeting Summary Monday, August 15, 2011

#### Location:

Metro Waste Authority  
Board Room  
300 E. Locust Street, Ste. 100  
Des Moines, Iowa 50309

#### Member Attendance:

Organization	Member Name or Delegate
House of Representatives Seat 1	Rep. Charles Isenhardt
House of Representatives Seat 2	Rep. Lee Hein
Senate Seat 1	Senator Dick Dearden (absent)
Senate Seat 2	Senator James Hahn
Iowa Drainage District Association	Vicki Stoller (absent)
Iowa Environmental Council	Linda Kinman
Iowa Soybean Assoc.	Roger Wolf
Department of Natural Resources	Bill Ehm
Iowa Conservation Alliance Seat 1	Jeremy Rosonke
Iowa Conservation Alliance Seat 2	Rick Meyer (absent)
Iowa Association of Business and Industry	Scott Ickes
Dept. of Agriculture and land Stewardship	Todd Coffelt
Iowa Rural Water Association	Emily Piper (absent)
Iowa Corn Growers Association	Gary Edwards
Iowa Farm Bureau Federation	Rick Robinson (absent)
Iowa Pork Producers Council	Cody McKinley
Soil and Water Conservation Districts of Iowa	Darrell Weems (absent)
Growing Green Communities	Tom Hadden
Iowa Association of Municipal Utilities	John Dunn
Iowa League of Cities	Jessica Hyland Harder
Iowa Water Pollution Control Association	Jay Brady (absent)

Guests: Diane Karnish (USACE Rock Island District), Allen Bonini (DNR), Jeff Berckes (DNR), Tim Hall (DNR), Laurel Foreman (NRCS), LaDene Bowen (UNI-IDM), Aaron Sauerbrei (UNI-IDM), Eugene Takle (ISU-Climate Science), Jeff Schnell (AAI), Doug DeBolt (MSA Professional Services), Rich Sims (NRCS), Dean Lemke (IDALS), Susan Fenton (IDALS), Susan Judkins-Josten (MSA Professional Resources)

I. Call to Order

II. Welcome & Introductions

III. Non-Point Source Management Plan Process/Progress Presentation

- a. Jeff Berckes of the Iowa Department of Natural Resources explained two parts 1) inventory of existing programs and funding mechanisms of the 5 partners – IDNR, IDALS, NRCS, ISU, & CDI and 2) work with stakeholders to develop vision.

- b. LaDene Bowen of the University of Northern Iowa shared how UNI facilitated (Institute for Decision Making), guiding, and writing of the Management Plan, using model tailored to this project.
- c. Aaron Sauerbrei of the University of Northern Iowa explained how they are gathering information from citizens, stakeholders, and organizations. He also detailed the process and distributed “Iowa’s Vision for Water Quality” including major goals.
  - i. Determine who is/should do indentified objectives/strategies
  - ii. Determine gaps that need filling
  - iii. Write plan
  - iv. Obtain feedback and endorsement
- d. Rep. Isenhart asked how to bring necessary information to the Legislature. Bill Ehm offered the resources of the WPAC annual reports which will not include any regulatory/policy recommendations. Rep. Isenhart also recommended to include flooding issues as well.

IV. Roger Wolf introduced the work plan for WPAC this is being assembled by WPAC committee leadership. In response to questions from Rep. Isenhart, Allen Bonini and Bill Ehm explained the planned use of CDBG and for pilot projects, development of Watershed Management Authorities, and flood reduction education. Roger set a sub-committee to finish the work plan to include Linda Kinman, Tom Hadden, Tim Hall, Roger Wolf, Bill Ehm, and Rick Robinson. Roger will organize the sub-committee meetings.

V. Sec. Northey of IDALS shared the new responsibility of coordinating the WRCC and the continued plan to fulfill the vision of the taskforce in 2007. Areas of need identified were to focus on non point sources, show action, improvement, and engagement, examine financial resources, and lay strategy to get resources. He also reviewed pieces of HF 2400 and emphasized the importance of the legislation. Given the financial support agriculture provides to the state, there should be more funds to assist agriculture. WRCC should work with WPAC and host regular, monthly meetings till January 2012. Other topics he discussed were the need for resources to incentivize behaviors rather than regulation, standards can cause freezing of action, and drainage infrastructure will be improved.

#### VI. Next WPAC Meeting

Wednesday, September 14, 2011  
10 a.m. – 2 p.m.  
Metro Waste Authority Board Room  
300 E. Locust Street, Ste. 100  
Des Moines, Iowa 50309

# Iowa's Vision for Water Quality

Watershed Collaboration

Education/Outreach /Technical Assistance

Scientific-based Performance Measures

Funding



**MAJOR GOAL:**  
 Build partnerships to enhance a collaborative watershed approach to NPS water pollution reduction

**Objective #1:**  
 Suggested Strategies:  
 Responsibility:  
 Timeline:  
 Success Indicators:

**Objective #2:**  
 (Same detail)

**MAJOR GOAL:**  
 Improve technical assistance, outreach and education to facilitate NPS assessment, planning and implementation

**Objective #1:**  
 Suggested Strategies:  
 Responsibility:  
 Timeline:  
 Success Indicators:

**Objective #2:**  
 (Same detail)

**MAJOR GOAL:**  
 Expand an objective identification, monitoring and assessment system for NPS pollution

**Objective #1:**  
 Suggested Strategies:  
 Responsibility:  
 Timeline:  
 Success Indicators:

**Objective #2:**  
 (Same detail)

**MAJOR GOAL:**  
 Increase private and public resource investments to address NPS pollution

**Objective #1:**  
 Suggested Strategies:  
 Responsibility:  
 Timeline:  
 Success Indicators:

**Objective #2:**  
 (Same detail)

# **Nonpoint Source Management Plan**

(As Developed by Stakeholder Groups)

## **Vision Statement**

The cornerstone of our vision for the future is fishable, swimmable, drinkable, clean water for all Iowans. The key elements required to reduce and remediate nonpoint source pollution in Iowa's waterways is the ability of stakeholder groups and agencies at the federal, state, and local levels to collaborate, cooperate, and coordinate efforts. From a future perspective, citizens of the State of Iowa are engaged and educated about the impact of NPS pollution and successful remediation practices that improve and protect Iowa's water resources. Programs, projects, and practices in existence are analyzed using universally accepted scientific-based environmental and functional measures of success on a watershed-by-watershed basis to ensure resources are used efficiently and effectively.

## **Guiding Principles**

Collaboration

Cooperation

Coordination

EPA's Nine Key Elements

Commitment to the Greater Good

## 1.0 Watershed Collaboration

**Goal:** Build partnerships to enhance a collaborative watershed approach to NPS water pollution reduction

Objectives	Suggested Implementation Strategies	Lead Responsibility	Secondary Responsibility	Success Measures	Timeline
Objective 1.1: Develop local comprehensive visions and action plans for nonpoint source water quality within the HUC-12 watershed.	<ul style="list-style-type: none"> <li>○ Utilize Soil and Water Conservation Districts and others, with agency and local support, to lead development of local watershed visions.</li> </ul>				
Objective 1.2: Organize Soil and Water Conservation Districts to cooperate within watershed boundaries.	<ul style="list-style-type: none"> <li>○ Educate public and elected officials on the importance of watershed boundaries for districts.</li> <li>○ Develop a plan to enhance leadership capacities at the local level</li> </ul>				
Objective 1.3: Strengthen and expand agency collaboration.	<ul style="list-style-type: none"> <li>○ Reinvigorate the WRCC</li> <li>○ Utilize the WPAC as a forum for collaboration</li> </ul>				
Objective 1.4: Implement SMART planning principles, as provided by the I.A.C., at the watershed level.	<ul style="list-style-type: none"> <li>○ Educate watershed communities about SMART principles; monitoring implementation progress at the watershed scale</li> </ul>				
Objective 1.5: Increase coordination between public and private entities to better leverage existing funding.	<ul style="list-style-type: none"> <li>○ Encourage ongoing planning with partners</li> <li>○ Watershed plans should have a “potential funding” section detailing potential funding sources and partners</li> </ul>				

## 2.0 Education/ Outreach/ Technical Assistance

**Goal:** Improve technical assistance, outreach and education to facilitate NPS assessment, planning and implementation

Objectives	Suggested Implementation Strategies	Lead Responsibility	Secondary Responsibility	Success Measures	Timeline
Objective 2.1: Develop a consistent, understandable message about conservation set for delivery by multiple groups.	<ul style="list-style-type: none"> <li>○ Integrate views of environmental groups, agencies, municipalities, and agricultural interests in messages to watershed residents. Utilize locally led planning approach to develop these messages</li> <li>○ Use existing networks for message delivery</li> <li>○ Utilize the WRCC and WPAC to endorse and promote the message</li> <li>○ Utilize data to communicate with those making land use and water quality improvement decisions</li> </ul>				
Objective 2.2: Implement a “conservation central” system to consistently deliver local collaborative public and private technical/financial help across Iowa.	<ul style="list-style-type: none"> <li>○ Create a One-Stop Shop for conservation issues</li> </ul>				
Objective 2.3: Build local/mutual accountability through community-based watershed and other groups to set expectations for conservation behavior.	<ul style="list-style-type: none"> <li>○ Provide guidance for conservation ethics, plan implementation and performance</li> <li>○ Train individuals to lead the community-based watershed</li> </ul>				

	improvement process				
Objective 2.4: Develop a visioning process for HUC-8 watersheds in Iowa.	<ul style="list-style-type: none"> <li>○ Coordinate and plan with HUC-12 watersheds</li> </ul>				
Objective 2.5: Develop and implement a statewide campaign to inform people about water quality issues, motivate involvement, and change behavior.					
Objective 2.6: Develop and implement conservation plans to adequately preserve soil productivity and to protect water quality for targeted priority areas.	<ul style="list-style-type: none"> <li>○ Engage those growers and individuals not normally engaged in conservation planning (Certified Crop Advisors)</li> </ul>				

### 3.0 Science-Based Performance Measures

**Goal:** Expand an objective identification, prioritization, monitoring and assessment system for NPS pollution

Objectives	Suggested Implementation Strategies	Lead Responsibility	Secondary Responsibility	Success Measures	Timeline
Objective 3.1: Identify local natural resource goals with targeted solutions to meet watershed needs.	<ul style="list-style-type: none"> <li>○ Identify local goals and identify appropriate practices and priorities for a locality. Encourage prioritization of effective approaches until goal is met.</li> <li>○ Conduct needed scientific assessments and studies to provide sound information to guide local decision making</li> </ul>				
Objective 3.2: Encourage greater public participation in the monitoring and evaluation of water quality and best management practices.	<ul style="list-style-type: none"> <li>○ Provide public access to data that is easily understood by the general public</li> <li>○ Provide training for volunteers to ensure the collection of credible data</li> </ul>				
Objective 3.3: Establish long-term research projects, including monitoring, funding, and alternative management practices required to confirm post-project results of demonstration projects.	<ul style="list-style-type: none"> <li>○ Conduct funder education; establish program requirements for extended monitoring</li> <li>○ Educate funders on the importance of designing projects with monitoring included</li> </ul>				
Objective 3.4: Establish uniform practices and protocols for monitoring that can be applied to watershed needs.					



Objective 3.5: Adopt system-based implementation and monitoring strategies versus practice-based approaches.	<ul style="list-style-type: none"> <li>○ Prioritize funding for projects that clearly show systems-based approach</li> </ul>				
Objective 3.6: Place greater focus on up-scaling small-plot research to watershed scale.					

## 4.0 Funding

**Goal:** Increase private and public resource investments to address NPS pollution

Objectives	Suggested Implementation Strategies	Lead Responsibility	Secondary Responsibility	Suggested Success Measures	Timeline
Objective 4.1: Fully fund existing public programs that support science-based measures identified in Objective 3.1.	<ul style="list-style-type: none"> <li>○ Achieve or exceed state recommended/authorized levels</li> <li>○ Promote greater collaboration among state, federal, and local leaders to maximize leveraging opportunities (319, WIRB, Farm Bill, etc...)</li> <li>○ Plan for the use of Natural Resource Trust Funds</li> <li>○ Provide adequate funding levels for staff support and delivery</li> <li>○ Encourage legislative leaders/ policy makers to achieve all of the above</li> <li>○ Identify funding gaps</li> <li>○ Identify funders at the watershed level</li> </ul>			<ul style="list-style-type: none"> <li>○ Establish baseline funding levels and activities based on land stewardship expectations</li> <li>○ Supplement versus supplant</li> <li>○ Long-term versus short term investments</li> <li>○ Examine whether current financial investments are working</li> <li>○ Proactive versus reactive investments</li> <li>○ Improve targeted investments and efficiencies</li> </ul>	

	<ul style="list-style-type: none"> <li>○ Ensure prioritization of funding across all public sources to match science-based priorities</li> </ul>				
Objective 4.2: Improve interaction among private sector groups to invest in NPS issues and solutions.	<ul style="list-style-type: none"> <li>○ Expand NGO messaging/ fundraising efforts to achieve their own mission in addition to water quality benefits (i.e. what is good for Ducks Unlimited is also good for water quality)</li> <li>○ Provide robust financial assessment and demonstrations to illustrate to producers the long-term benefits and financial upside of clean water. This will hopefully encourage more local private investment</li> <li>○ Expand corporate investments (via job creation/ quality of life/ business recruitment)</li> </ul>				
Objective 4.3: Create new or revise existing sources to allow for local groups to be more flexible in implementing and testing innovative approaches					