

WATERSHED PLANNING ADVISORY COUNCIL

Areas of Agreement — January 2017

The Watershed Planning Advisory Council (WPAC) was established by the Iowa Legislature to assemble a diverse group of stakeholders to make recommendations to state and federal agencies to protect water resources in Iowa. The following are areas of agreement following the 2016 meetings of the WPAC.

Ongoing & continuous funding

- Continuous & dependable support is needed to make long-term progress & grow successes.
- State support of local leaders & staff — for training & funding — remains a high priority.
- Increased technical assistance is needed to successfully deliver programs & build relationships; It takes more than knowledge to create change.
- Iowa's Clean Water State Revolving Fund, which provides loans for the design and construction of publicly owned wastewater facilities & storm water quality improvements, is widely considered one example of a successful funding model.

Local works with adequate capacity

- Watershed planning is gaining widespread acceptance & needs greater support.
- Local groups need state support & greater flexibility in identifying & solving local issues.
- Initiatives are more likely to gain support when communities can see the benefits locally.
- The Watershed Academy is considered a "bright spot" to train & support local leaders such as watershed coordinators & volunteer leaders.
- It is time to scale up the local watershed approach & move beyond demonstration to more systemic implementation.

- The local approach sets the stage for multi-stakeholder partnerships & for leveraging urban & rural resources.
- There needs to be a path for the Watershed Management Authorities to make recommendations to the state, possibly through a seat on WPAC.

Measurement is essential for long-term progress

- Goal setting allows for accountability.
- More training for stakeholders is needed to effectively measure outcomes & communicate progress.
- The goals of measurement need refining in order to gauge progress & increase credibility.
- The Iowa Nutrient Reduction Strategy's logic model is valuable, but work is needed to improve & grow acceptance of measures so it can be widely recognized as meaningful.

Communication & outreach are vital to building support

- Clear communication should be valued and supported.
- Communications & other outreach efforts need to be streamlined in order to highlight successes, educate landowners & demonstrate to the public how funds are being spent.
- Communications should help the public understand the importance of our natural resources to their local communities.

WPAC VOTING MEMBERS: iowa association of municipal utilities | iowa league of cities | iowa association of business and industry | iowa water pollution control association | iowa rural water association | growing green communities | iowa environmental council | iowa farm bureau | iowa corn growers association | iowa soybean association | iowa pork producers council | conservation districts of iowa | iowa department of agriculture and land stewardship | iowa department of natural resources | iowa conservation alliance | iowa drainage district association | agribusiness association of iowa | iowa floodplain & stormwater management association | iowa rivers revival

WPAC NON-VOTING MEMBERS: two members of the iowa senate | two members of the house of representatives

A watershed is an area of land — both urban & rural — which drains into a local water body.