

# *Update on National Source Water Collaborative & Thoughts about Forming a Collaborative*

**Connecticut Source Water Collaborative Kick-Off Meeting**  
Wallingford, Connecticut  
December 3, 2013

**Jim Taft**

**Association of State Drinking Water Administrators**  
**National Source Water Collaborative**



# Topics to Discuss

- **Why Protect Sources of Drinking Water?**
- **Background about the National Source Water Collaborative**
- **Source Water Collaborative's Activities to Date & Future Plans**
- **Lessons Learned about Source Water Collaboratives**

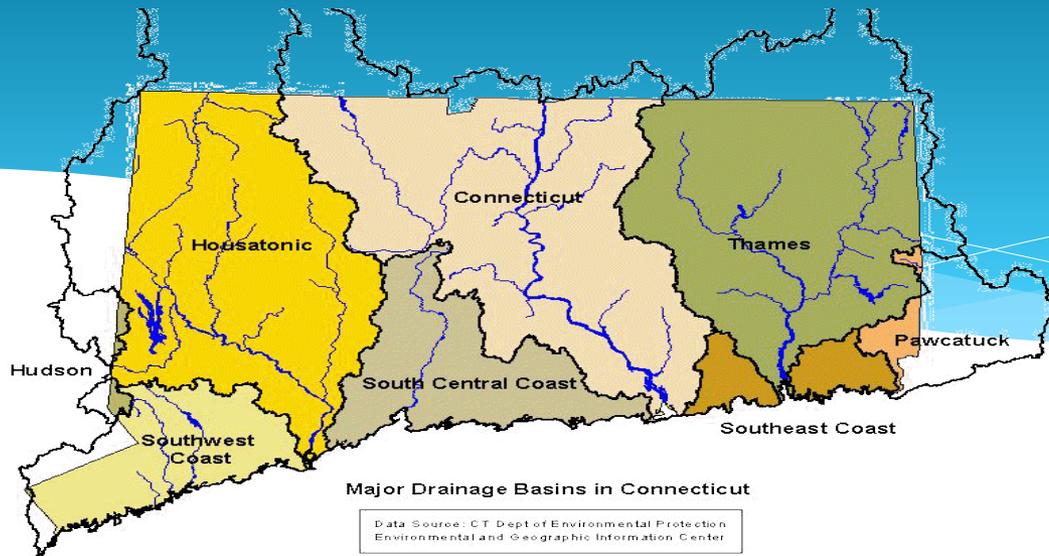
# State Drinking Water Programs & the Source Water Collaborative

- **ASDWA represents** the drinking water programs in the 50 states, 5 territories, D.C., and the Navajo Nation.
- **Our members** address all facets of their programs – from source to tap (e.g., source water quality and quantity, rule implementation, technical assistance/training, security, data management)
- **I'm also representing the Source Water Collaborative** – a group of 25 organizations dedicated to working cooperatively to protect sources of drinking water.

# Why Protect -- Why Not Just Treat?

- **Pass through:**
  - Many “emerging” contaminants pass through
- **Costs:** Even where contaminants can be treated, there’s a cost:
  - **Quantifiable Costs**
    - Treatment and remediation; water supply replacement
    - Loss of property value and tax revenue
    - Costs of public outreach
  - **Harder-to-Quantify Costs**
    - Health costs; lost productivity
    - Lost economic development opportunities
    - Lost consumer confidence
- **Despite Gains We’re Losing the Battle in Many Respects:**
  - Contamination of various types getting worse (e.g., N & P pollution).
  - Many Americans get their water from non-protected sources.

# Is it Cheaper to Protect? (Oh Yeah!)



- **Comparing prevention vs. treatment** is challenging, based on the prevention measures selected, but it's typically cheaper to protect.
- **An EPA study** of drinking water source protection efforts (in 6 communities around the country) concluded that every \$1 spent on source-water protection saved an average of \$27 in water treatment costs.
- **TPL/AWWA Survey** of 27 water systems found that, for every 10% increase in forest cover for upstream watersheds, treatment and chemical costs decreased by 20%.

# Source Water Collaborative: Background & Activities to Date

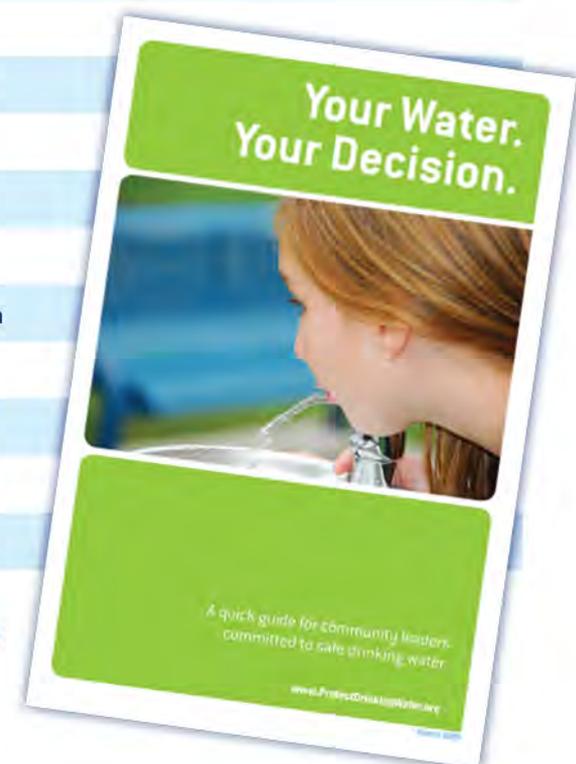
- **Coalition of 25 national organizations** united to protect drinking water sources
- **Key Activities to Date**
  - Guide for Land Use Planners
  - Guide for Local Officials
  - Customizable Tool: Create Your Own Local Official's Guide
  - SWP Cost Benefit Tool
  - Field-to-Faucets Guide (EPA product)
  - Salmon Falls (NH/ME) & Delaware River Basin Initiatives; assistance with three other collaborative efforts ongoing (PA, WY, WI)
  - Engagement with U.S. Department of Agriculture and National Association of Conservation Districts (NACD)

## Excerpt from Source Water Collaborative Charter

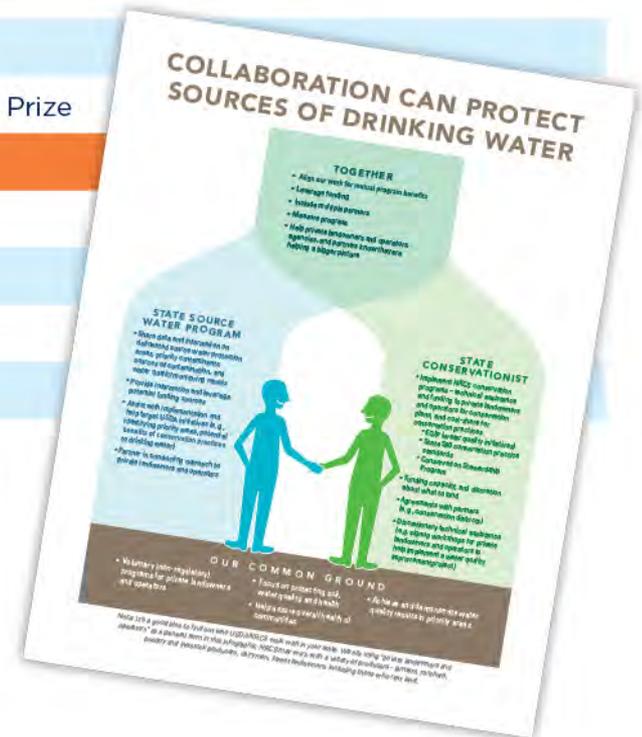
*“We the undersigned organizations **committed to safe drinking water**, hereby agree to **work together at the source** – on the lakes, streams, rivers, and aquifers we tap for drinking water and on the land which protects and recharges those bodies of water. As the population grows and the countryside develops, **drinking water protection should be integrated** into land-use planning and stewardship; road, sewer and water projects; farming, industry and development practices; waste disposal methods; watershed planning, protection and clean-up; and the routine decisions Americans make every day. This is because the **quality, quantity and cost of drinking water depend** not only on treatment and distribution, but also on **land stewardship and planning decisions.**”*

|                      |   |
|----------------------|---|
| <b>Spring 2005</b>   | Initial 13 members meet*  |
| <b>2006</b>          | American Planning Association, U.S. Geological Survey, and National Ground Water Association join |
| <b>February 2006</b> | First SWC meeting and signing of Vision Statement   |
| <b>Summer 2006</b>   | SWC website launched  |
| <b>2007</b>          | USDA/Farm Service Agency and North American Lake Management Society join                          |
| <b>April 2007</b>    | Released Advice Worth Drinking Guide for Land Use Planners  |
| <b>July 2007</b>     | Research Agenda finalized   |
| <b>Fall 2007</b>     | AwwaRF agrees to fund web tool to estimate SWP costs and benefits                                 |
| <b>February 2008</b> | Launched YourWater.YourDecision. toolkit for reaching local officials                             |
| <b>February 2008</b> | Association of State and Territorial Health Officials joins                                       |
| <b>August 2008</b>   | Rural Community Assistance Partnership and U.S. Forest Service join                               |
| <b>January 2009</b>  | Water Systems Council and National Environmental Services Center join                             |
| <b>July 2009</b>     | Announced 2010 Pilot Programs   |
| <b>November 2009</b> | Awarded 2010 SWC Pilots   |
| <b>February 2010</b> | Launched YourWater.YourDecision. online customizable tool   |
| <b>July 2010</b>     | WRF (formerly AwwaRF) launches SWC Cost-Benefit tool  |

\* Original 13 members included: American Water Works Association, Association of Metropolitan Water Agencies, Association of State Drinking Water Administrators, Association of Clean Water Administrators (then ASIWPCA), Clean Water Action, Environmental Finance Center Network, Environmental Protection Agency, Groundwater Foundation, Ground Water Protection Council, National Association of Counties, National Rural Water Association, River Network, Trust for Public Land



|                      |  |
|----------------------|--|
| <b>August 2010</b>   | Established SWC Steering Committee                                     |
| <b>October 2010</b>  | Salmon Falls Watershed Collaborative Strategic Forum (NH and ME)       |
| <b>March 2011</b>    | Delaware River Basin Collaborative Strategic Forum (DE, NJ, NY and PA) |
| <b>October 2011</b>  | Revamped SWC website with new features and user-friendly allies tool   |
| <b>October 2011</b>  | Field to Faucet brochure released                                      |
| <b>December 2011</b> | North Carolina State SWC, modeled after National SWC                   |
| <b>April 2012</b>    | Salmon Falls Watershed Collaborative awarded U.S. Water Prize          |
| <b>October 2012</b>  | Launched online SWP-USDA Collaboration Toolkit                         |
| <b>November 2012</b> | Announced 2013 Pilot Programs  |
| <b>January 2013</b>  | National Association of Conservation Districts joins                   |
| <b>March 2013</b>    | Awarded 2013 SWC Pilots  |
| <b>April 2013</b>    | Smart Growth America joins   |



# www.sourcewatercollaborative.org

The screenshot shows the homepage of the Source Water Collaborative website. At the top, there is a navigation menu with links for Home, SWP Events, Got Help, SWP & USDA, Allies, and About Us. The main header features the Source Water Collaborative logo and a large banner image of water being poured from a glass, with the text "WHERE SAFE WATER BEGINS". Below the banner, a welcome message states: "Welcome to SourceWaterCollaborative.org, a web forum about where America's safe drinking water begins - the lakes, streams, rivers and aquifers we tap for public water systems. We are a web portal of the Source Water Collaborative, 25 national organizations united to protect America's sources of drinking water." A "View All Highlights" link is provided. The "SOURCE WATER HIGHLIGHTS" section features a call for presentations for the Groundwater Foundation's National Conference, due June 14th, 2013. The call includes details about abstract submissions, presentation formats, and a list of topics such as community involvement, climate change impacts, population growth, public education, groundwater sustainability, and local economic and environmental interactions. On the right side, there is an "UPCOMING EVENTS" calendar listing events for September 22, June 9, June 24, and July 19. Below the calendar is a "SIGN UP FOR EMAIL ALERTS" form with an email address input field and a "SEND" button. At the bottom right, there is a "CREATE YOUR OWN GUIDE ONLINE TOOL" section with a "CLICK TO GET STARTED" button and a "GET CONNECTED" link.

Home SWP Events Got Help SWP & USDA Allies About Us

**sourcewater**  
COLLABORATIVE

WHERE  
SAFE WATER  
BEGINS

Welcome to SourceWaterCollaborative.org, a web forum about where America's safe drinking water begins - the lakes, streams, rivers and aquifers we tap for public water systems. We are a web portal of the Source Water Collaborative, 25 national organizations united to protect America's sources of drinking water.

[View All Highlights](#)

**SOURCE WATER HIGHLIGHTS**

**Call for Presentations for The Groundwater Foundation's National Conference Due June 14th**  
Posted on: May 20, 2013

Abstracts are now being accepted for The Groundwater Foundation's 2013 National Conference being held October 15-17, 2013 in Hwy-91-in-the-Hills (Orlando), Florida. The abstract submission deadline is June 14th. Presenters will be selected and notified in early July.

Details about the conference are available [here](#). Please consider sharing this information with others who may wish to present or exhibit.

Presentation formats include 25-minute classroom presentations, plenary speakers, field trip presentations, workshops and poster sessions. Presentation topics may include, but are not limited to:

- Community involvement/participation in water issues
- Climate change and extreme weather's impacts on groundwater (i.e. drought, floods, etc.)
- Population growth/urban sprawl impact
- Public education - challenges and solutions
- Groundwater sustainability strategies (management strategies)
- Local economic and environmental interactions

**UPCOMING EVENTS**

SEPTEMBER 22 LWMA's Annual Forum

JUNE 9 ACE 13, AWWA Annual Conference & Exhibition

JUNE 24 AWWA Summer Specialty Conference: Environmental Flows

JULY 19 NACo Annual Conference & Exhibition

**SIGN UP FOR EMAIL ALERTS**  
Provide us with your email address and we'll notify you based on your preferences.

Email Address

**CREATE YOUR OWN GUIDE ONLINE TOOL**  
The Source Water Collaborative has developed a tool to help you create a customized guide to encourage local officials to connect with best practices, people, and other resources that can help them protect their sources of drinking water. The online tool is free & easy to create your own guide in just a few minutes.

[Your Guide](#)

**GET CONNECTED**

# Source Water Collaborative: Priorities for the Next Few Years

- **Priority agenda items for next few years:**
  - **Nutrient reduction** partnerships with agricultural partners
  - **Improve SDWA-CWA collaboration**
    - ✓ “How-To Guide” for member organizations, locals
    - ✓ Coordinated with overall state-EPA initiative
  - **Foster/support new collaboratives:**
    - ✓ Lancaster County, PA – agriculture, stormwater
    - ✓ Sheridan, WY – sediment, *E. coli*, *Cryptosporidium*
    - ✓ Wisconsin – nutrients in ground water, targeted watersheds (statewide)
  - **How to Form Collaboratives (online toolkit)**

# Nutrient Reduction Partnerships with the Agricultural Community

- Collaboration Toolkit designed to facilitate partnerships with NRCS State Conservationists
- Working with National Assn. of Conservation Districts (NACD) to enhance Toolkit with tips for working with conservation districts



# SWC's Online Toolkit for USDA-NRCS Collaboration

The screenshot displays the 'sourcewater COLLABORATIVE' website. At the top, a navigation bar includes links for Home, SWP Events, Get Help, SWP & USDA, Allies, and About Us. The main content area is titled 'COLLABORATION TOOLKIT: PROTECTING DRINKING WATER SOURCES THROUGH AGRICULTURAL CONSERVATION PRACTICES'. It features an introductory paragraph, an 'Easy-to-Follow Steps' section with a list of six steps, and a 'Current Opportunities' section with two sub-sections: 'Current Opportunities' and 'Success Stories'. The 'Current Opportunities' section lists two items: 'NRCS Nutrient Management Conservation Practice Standard 590 - Updated State Standards due to NRCS January 2013' and 'The 2013 USDA National Water Quality Initiative (NWQI) offers an opportunity to increase installation of conservation practices to address nutrient concerns for drinking water sources in selected watersheds. States can work with NRCS to identify additional watersheds in FY 2013.' The 'Success Stories' section is currently empty.

Home SWP Events Get Help SWP & USDA Allies About Us

**sourcewater**  
COLLABORATIVE

## COLLABORATION TOOLKIT: PROTECTING DRINKING WATER SOURCES THROUGH AGRICULTURAL CONSERVATION PRACTICES

Are you interested in getting more agricultural conservation practices on the ground to help protect sources of drinking water? If you're working at the state level, a natural ally is the Natural Resources Conservation Service (NRCS) State Conservationist's office (part of the U.S. Department of Agriculture).

This toolkit, developed as a result of extensive collaboration between members of the Source Water Collaborative and the NRCS, offers a step-by-step approach. The resources inside are useful for anyone working in source water protection: from those who already know their State Conservationist, but may be looking for new ideas, to those aiming to build a successful relationship. Each insightful tip is based on advice we received from NRCS and from state and regional source water coordinators who recently fostered effective partnerships.

### Easy-to-Follow Steps

The toolkit includes simple steps for identifying common ground, opportunities, and key contacts and ideas for working with USDA at the state level.

- Check out the **Current Opportunities** in the box to your right to put the toolkit to use in your state.
- Step 1 gives a quick overview of key USDA conservation programs that help protect and improve sources of drinking water. Learn the vocabulary NRCS staff use so you're sure to speak their language.
- Step 2 gives tips to help you define what your source water program can offer and includes an infographic that explains the State Conservationist's role and what can be accomplished through collaboration.
- Step 3 links to talking points, draft agendas for first meeting, and key USDA documents to help you take the first steps to action.
- Step 4 lists useful conservation and source water protection resources.
- Step 5 links to key partners who can bring data, technical capabilities, useful state and local perspectives, and links to other key stakeholders.
- Learn from your colleagues. Read the 1-page **Success Stories** in the box to the right.

Want to collaborate with local conservation districts to get agricultural conservation

- 1 Step 1: Understand How Key USDA Conservation Programs Can Help Protect and Improve Sources of Drinking Water
- 2 Step 2: Define What Your Source Water Program Can Offer
- 3 Step 3: Take Action
- 4 Step 4: Find Resources
- 5 Step 5: Coordinate with Other Partners
- 6 Step 6: Communicate Your Success & Stay Up-to-Date

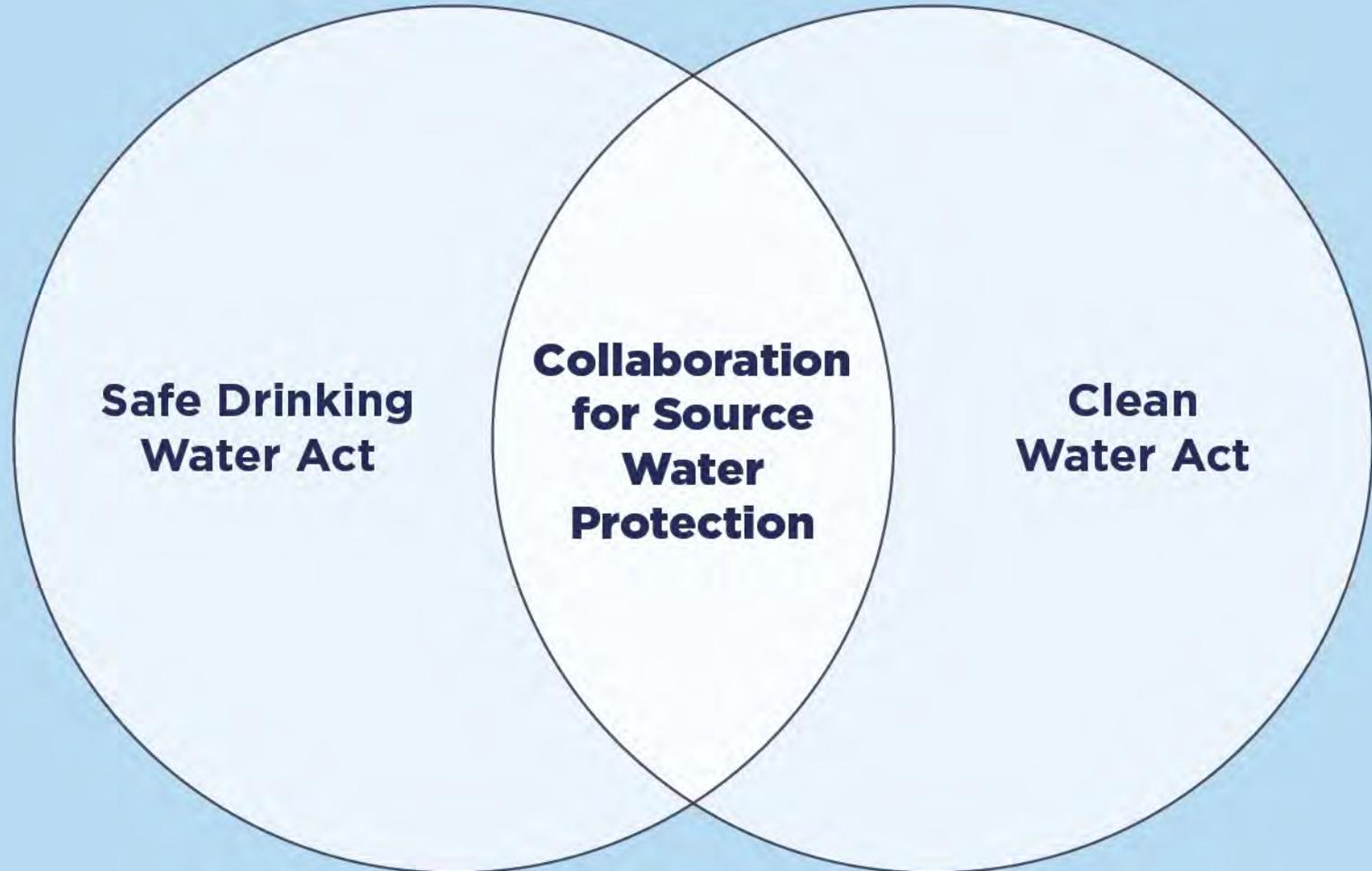
### Current Opportunities

### Success Stories

Use the steps in this toolkit to contact your NRCS State Conservationist's office about these current opportunities in your state.

- **NRCS Nutrient Management Conservation Practice Standard 590 - Updated State Standards due to NRCS January 2013.** [Click here for more](#)
- **The 2013 USDA National Water Quality Initiative (NWQI)** offers an opportunity to increase installation of conservation practices to address nutrient concerns for drinking water sources in selected watersheds. States can work with NRCS to identify additional watersheds in FY 2013. [Click here for more](#)

# SWC SDWA-CWA Workgroup



# CWA-SDWA State-EPA Work Group

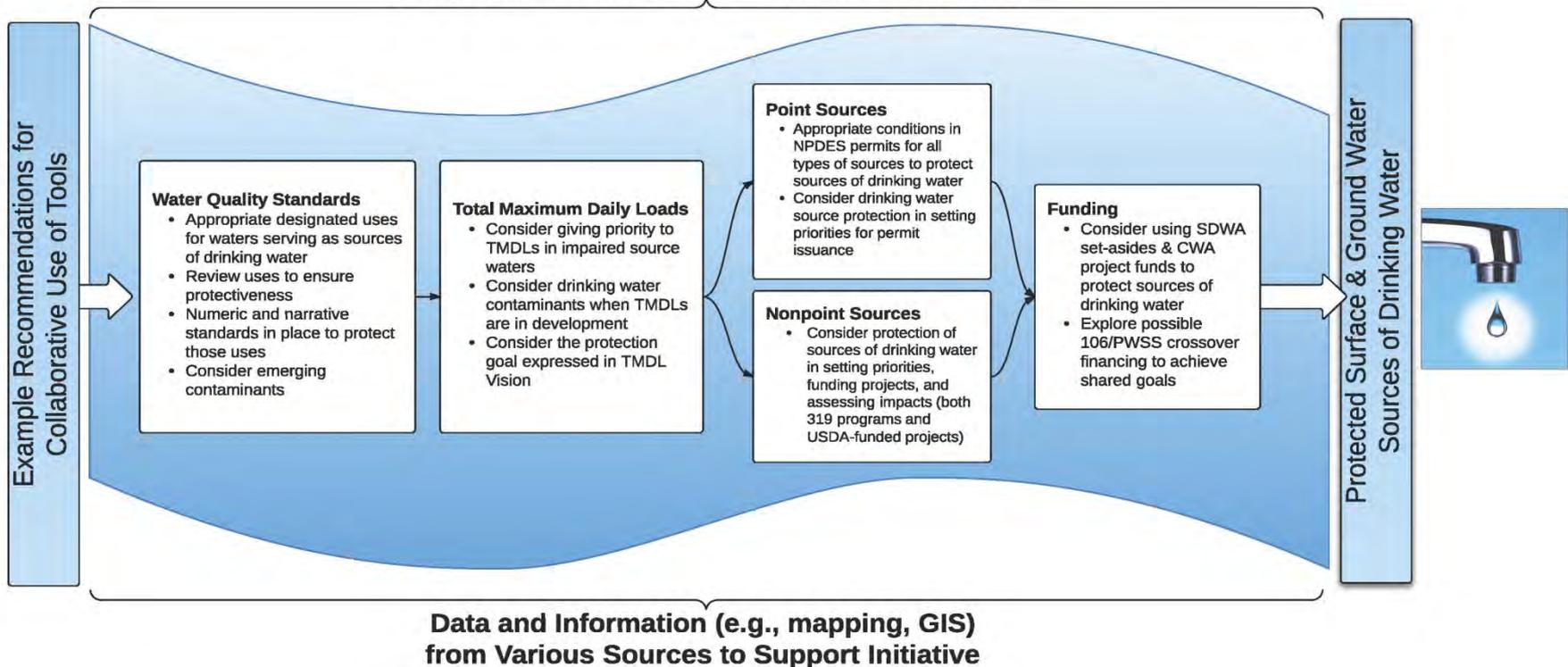
*“Better quality drinking water sources,  
both surface and ground water,  
now and in the future”*

- **Foster improved collaboration** between programs, including “hard-wired” coordination opportunities.
- **Get drinking water into the queue** of water quality priorities and vice versa.
- **Leverage resources** to improve water quality and source water.
- **Address pollutants of concern** and/or emerging contaminants of concern.

# Overview of Approach to State-EPA CWA-SDWA Collaboration Initiative

## Proposed SDWA-CWA Collaboration Initiative

Continue Ongoing Coordination & "Hardwire"  
Institutional/Organizational Changes to Support  
Long Term Surface & Ground Water Protection



# Source Water Collaborative's CWA-SDWA Initiative

## ➤ **Complementary Effort:**

- How can the 25 SWC members (and their constituencies) play an appropriate role in this initiative – commensurate with their interests & authorities?

## ➤ **Citizens/Stakeholders' Guides:**

- To use & leveraging of CWA tools & opportunities – especially, TMDLs and NPDES permits.

## ➤ **Strategic use of Data and Information:**

- What local data sources exist to help complement Federal and state data sources?
- How and when can such sources be best leveraged and used?

# First SWC Pilots



Salmon Falls Watershed Collaborative (NH,ME)

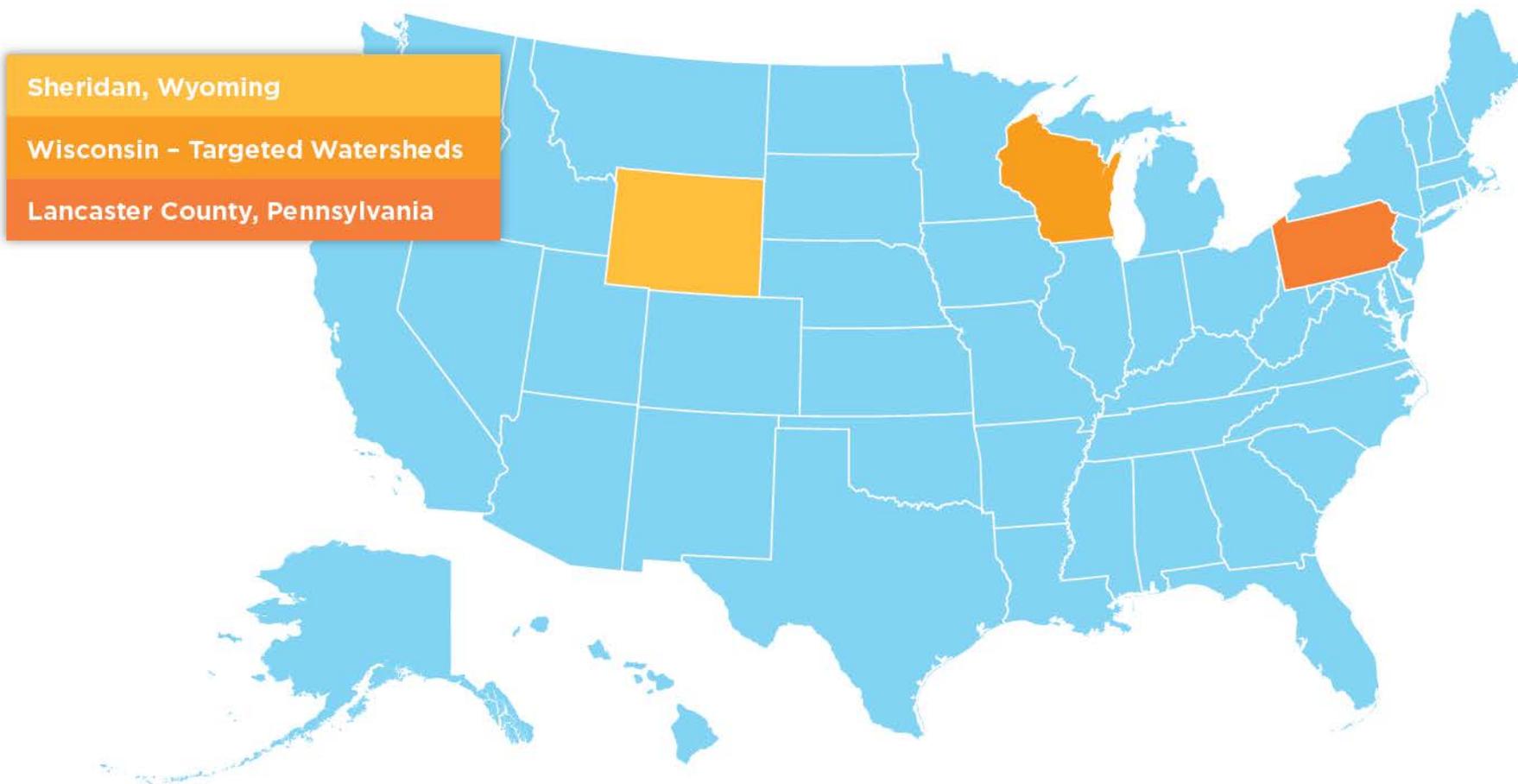
Delaware River Basin SWC (DE, NY, NJ, PA)



▲ Salmon Falls Watershed Collaborative Honored with 2012 U.S. Water Prize

◀ [www.DelawareBasinDrinkingWater.org](http://www.DelawareBasinDrinkingWater.org)

# 2013 SWC Pilots



# North Carolina Source Water Collaborative

NC Source Water Collaborative



The N.C. Source Water Collaborative is a new statewide partnership to protect drinking water. Founded in December 2011, the N.C. Source Water Collaborative includes participants from non-profit organizations, university programs, state, local and federal agencies, professional associations, and regional councils of government. The collaborative's intention is to support strategies designed to preserve the lakes, streams, rivers and aquifers used for drinking water and the land that protects and recharges these sources of water.

- [NC SW Collaborative Home](#)
- [Mission & Vision Statement](#)
- [About us](#)
- [Initiatives](#)
- [Documents & Archives](#)

We value your questions or comments, please contact us at [swap@ncdenr.gov](mailto:swap@ncdenr.gov) or call 919-707-9098

**NCSWC.org**

# Lessons Learned from National, State, and Regional/Local Level Collaboratives

## ➤ **National:**

- It's about leveraging information and resources and moving information to the state and local levels; also need better “Fed-to-Fed” information sharing and program coordination.

## ➤ **State:**

- Statewide focus allows for coordinated and comprehensive approach within in established framework – and, ability to make a big impact (NC, CT, MN).
- In a large, diverse state, there are obviously a lot of regional differences and local jurisdictions that need to be involved.

## ➤ **Regional/local:**

- Efforts typically rally around a particular resource (e.g., Salmon Falls) which provide a sense of urgency and a local focus.
- *Ultimately, source water protection takes place at the local level – so, how do we facilitate that and establish the conditions for success?*

# Drivers for a Source Water Collaborative; Membership Considerations

## ➤ Drivers for a Collaborative:

- **Driven by shared understanding** of the challenge (e.g., threatened or impaired resources, problematic contaminants); supported by data and information.
- **Use a collaborative process**, harnessing overlapping missions of partners; understanding that working collaboratively will better enable participants to achieve their respective missions.

## ➤ Membership Considerations:

- **Need to Strike a Balance:** State agency leaders will need to balance level of state-directed effort to involvement/ownership by collaborative members.
- **Diverse Membership:** Need to cast a wide net and consider more than “usual suspects.”
- **Consider Different Levels of Membership:** E.g., “members” [who vote] and “supporters” [who don’t vote] to ensure that decision-making is not dominated by people or groups with narrow agendas.

# Leadership & Resource Considerations

## ➤ Leadership Options:

- **Concentrated leadership:** One or a few leaders may direct the efforts of the collaborative, depending on the time and resources needed.
- **Shared leadership:** Initial leaders may want to get the collaborative started and then divest their responsibility to the rest of the membership, so that everyone feels invested and the group becomes self-sustaining.

## ➤ Resources and Funding:

- **Allocating time and resources:** Consider the level of commitment (time and resources) needed to create and sustain a collaborative. Can require a considerable commitment at the beginning, but should lessen after the collaborative has been established and other members pitch in.
  - **Creating revenue streams:** Collaborative members should consider ideas for creating revenue to support their efforts (e.g., TPL guidance document for NC).
- **Developing a logo and products:** It's helpful to “brand” the collaborative to provide visibility when conducting outreach. (The National SWC’s logo that can be customize for use.)

# Goals and Actions

- **Get started relatively quickly and have tangible deliverables ASAP** (as well as on an ongoing basis):
  - A sense of *forward momentum* and value of their efforts will tend to help keep collaborative members in the fold.
  - While information exchange is valuable, as a component of a collaborative's mission, that alone will likely not be sufficient to sustain the collaborative.
- **Educational needs:**
  - In some cases, leaders may choose to spend time and resources on educating potential collaborative members before the group is established and in the early stages, so the group can develop specific goals and actions based on a more informed understanding of the challenges faced and possible paths forward.



# Keys to Success (Lessons Learned)

- **It's a Team Sport** -- needs to be a collaborative effort.
  - Combined efforts of many partners: public water systems, community leaders, land-use decision-makers, agricultural leaders, and the public; both “traditional” and non-traditional partners need to be at the table.
- **Leverage** existing authorities and resources, wherever possible:
  - It's easier to course correct an aircraft carrier than turn it around.
  - Many folks are just waiting to be “leveraged”; may not know the need.
- **Local efforts “move the needle”:**
  - Federal, state and regional organizations and networks can help set up the conditions for success, but it's ultimately source water protection projects and actions at the local level that make the difference.