

## IMPLEMENTATION STRATEGY APPROACH OPTIONS

There are various options available to be included in development of an implementation strategy as identified below. The options consist of Planning Tools and Regional Options. The Planning Tools are designed to assist the Districts and water users in developing conservation plans and in achieving conservation savings. The Regional Options are actions that can be implemented to achieve conservation savings.

### **Planning Tools**

**Guidepost** – This component provides guideposts to assist in the development of conservation plans by class of user. These guideposts will be developed to ensure that all users, in the aggregate, will achieve, at a minimum, the CFWI Estimated Conservation Savings Goal of 37+ mgd.

Guideposts are not goals and are not intended to be applied to an individual permit. Rather, they demonstrate the percent reduction that a class of users, in the aggregate, would need to reach to achieve the CFWI Estimated Conservation Savings Goal of 37+ mgd. Applicants' conservation plans would continue to receive an application-specific evaluation, but would take into consideration the aggregate reduction needed in that class of user.

**Designated Projects** – This component will include a list of water conservation projects that could be implemented by permittees to meet the CFWI Estimated Conservation Savings Goal of 37+ mgd goal within the CFWI region. This list would be similar to the list of water supply development projects in a regional water supply plan in that it functions as a list of options that could be selected by a permittee for implementation or inclusion in their water conservation plan. The list would include projects proposed by permittees and/or by the Conservation Team for possible implementation in the future. These projects may be regional or permittee-specific.

**Clearinghouse** (*part of scope of work*) - Develop options to redevelop and support a statewide clearinghouse as a repository for agricultural and utility conservation data, publications, and goal based planning tools to optimize future conservation programs and promote consistency.

### **Regional Options**

**Funding Opportunities** – Identify ongoing funding programs that support additional BMP implementation, and options for increasing the effectiveness of the existing programs.

- Identify barriers and challenges, as well as solutions, in increasing water provider participation in cost share programs and other funding programs, for example:
  - Propose for development a funding website for the CFWI region which would list:
    - District, state, and federal funding opportunities
    - Website links
    - Approximate funding amounts
    - Deadlines for application

Would be updated over time as information changes and opportunities develop. See [grants.gov](http://grants.gov) for example

- Active outreach by WMD staff to water users for cooperative funding
- Identify barriers and challenges, as well as solutions, in increasing funding opportunities, for example:
  - Increasing state appropriations for regional projects

- Projects identified could receive priority consideration for funding

### **Regional Education and Outreach**

- Coordination with Districts and stakeholders on consistent public service announcements, e.g., billboards, commercials, mailings, social media accounts
- Team would provide method to evaluate conservation savings based on regional education and outreach
- Explore funding mechanisms to fund regional education and outreach
- Explore third-party consultant option
- Identify barriers and challenges, as well as solutions, of utility development and implementation of conservation programs
- Identify barriers and challenges, as well as solutions, in increasing the public's participation in conservation
- *Coordinate with Communications Team as provided in the Conservation Team's scope of work*

### **Regulatory Measures**

- Reference regulatory measures developed by DEP and regulatory team stakeholders. Note: These measures must include annual conservation goal rule language, which is required by statute
- Team would provide method to evaluate conservation savings based on regulatory rules