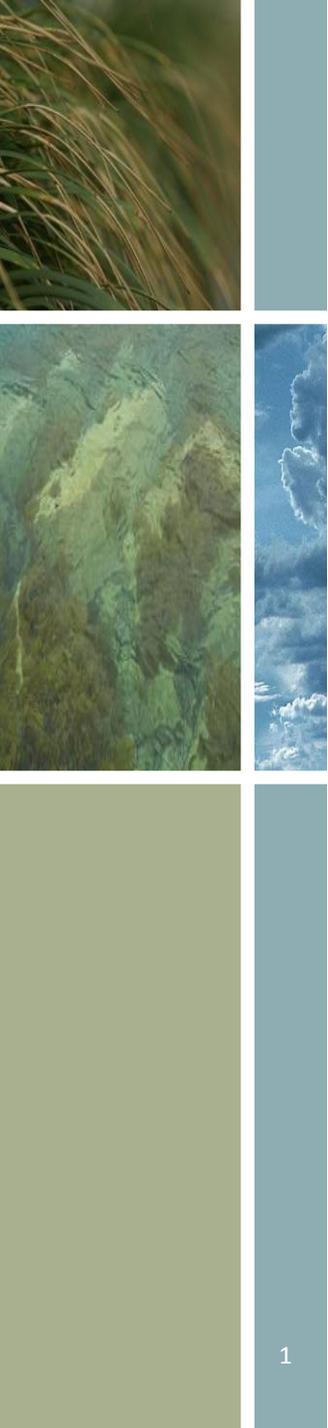
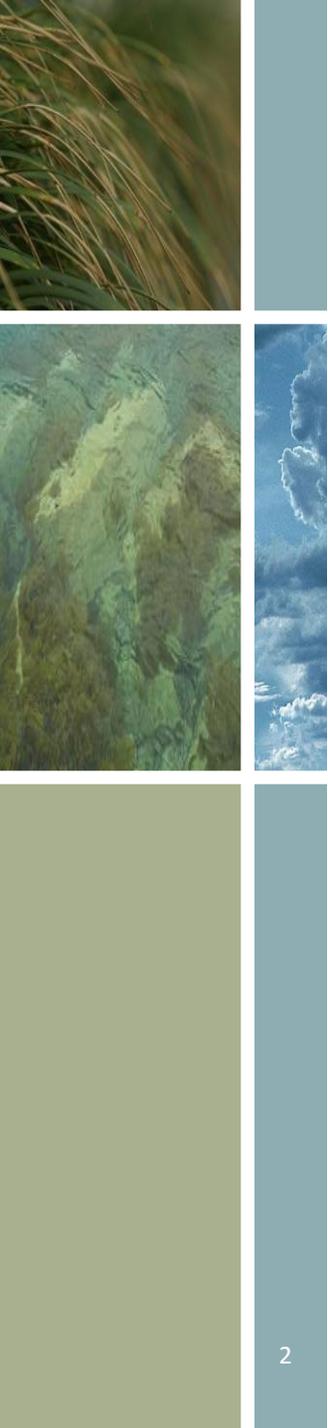


Update: Process to Develop Voluntary Clean Water Guidance for Agriculture



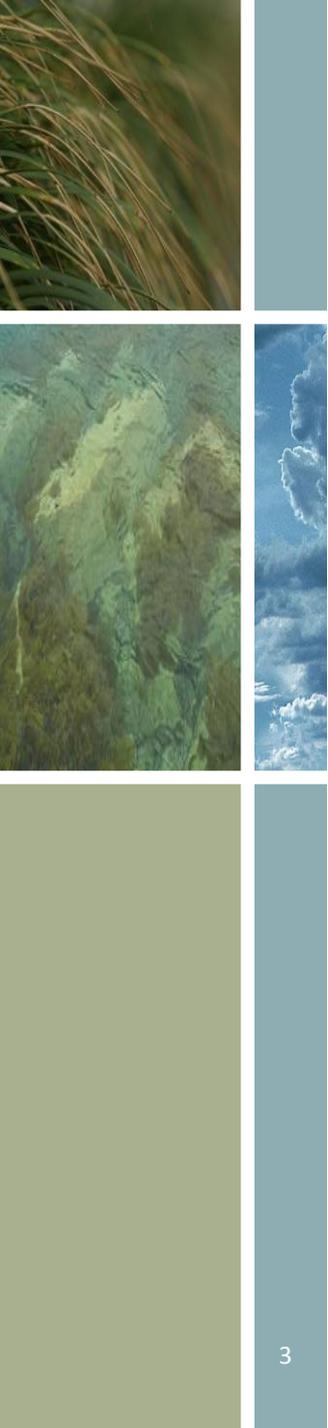
What we've done to get input

- Interviews
- Online survey
- Researched other states
- Meetings



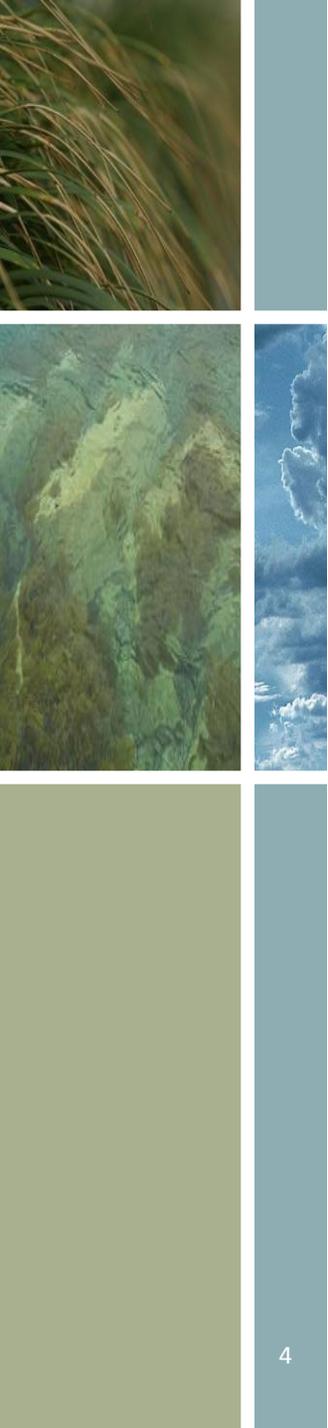
What I'm hearing

- Many different types of agriculture and agricultural settings
- One size will not fit all
- Ecology is not the expert on farming
- Ecology is responsible for water quality
- Long history on these issues
- Frustration, impatience, and distrust from all parties



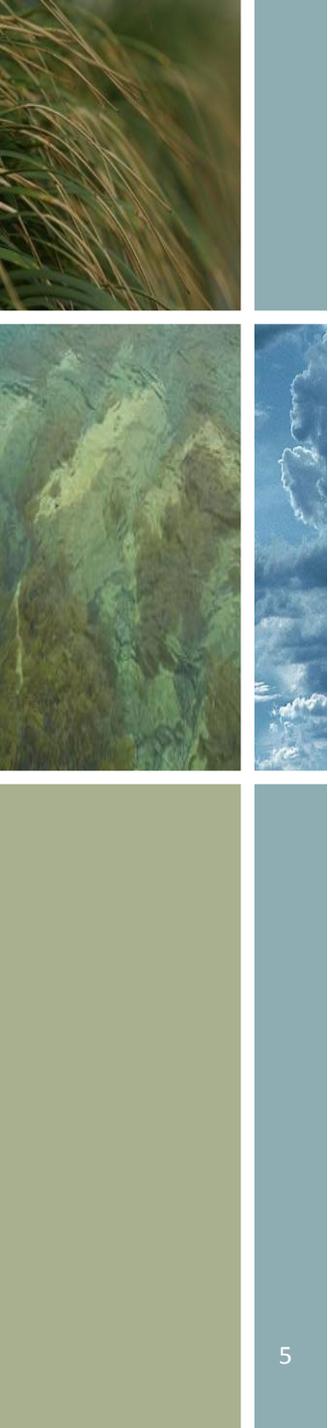
What I'm hearing

- Water quality effectiveness and implementation viability are not the same thing
- In a voluntary program, identifying effective practices does not guarantee they will be implemented
- Incentives and support needed
- Existing regulatory backstop remains necessary
- We need to get going



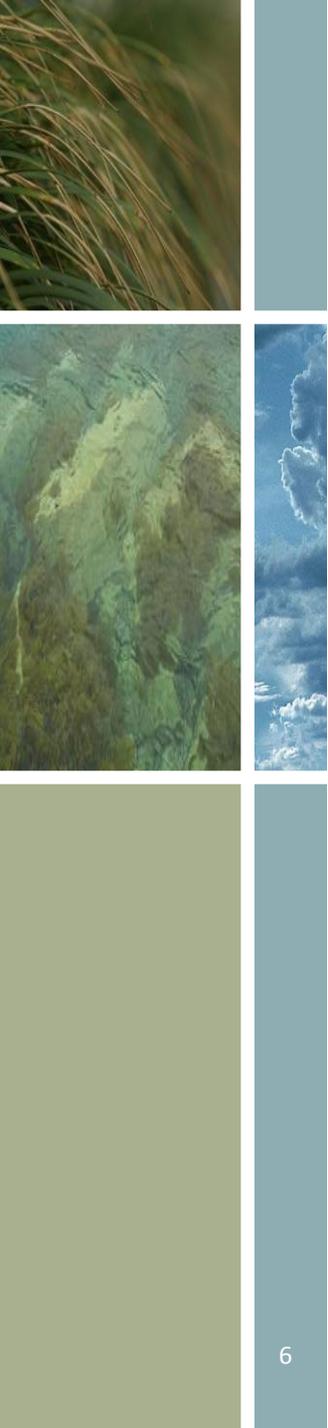
What I'm hearing

- Water quality guidance should:
 - Protect all beneficial uses
 - Be clear about what works
 - Not “reinvent the wheel”
 - Not have a moving target
 - Get to the “bottom line” (all water quality parameters)
 - Stay flexible – menu driven
 - Provide certainty / safe harbor if practices are implemented
 - Ensure eligibility for Farm Bill funding
 - Be finished quickly



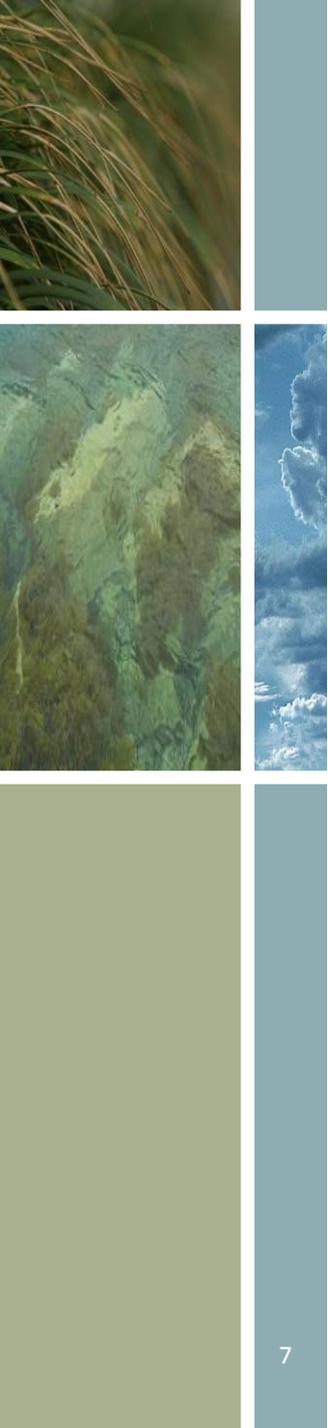
What I'm hearing

- Menu of existing practices is well known
- NRCS guidance was most commonly cited source of practices
- Other studies, evaluations, and practice guidance also are available
- Parties do not agree on effectiveness of practices in use



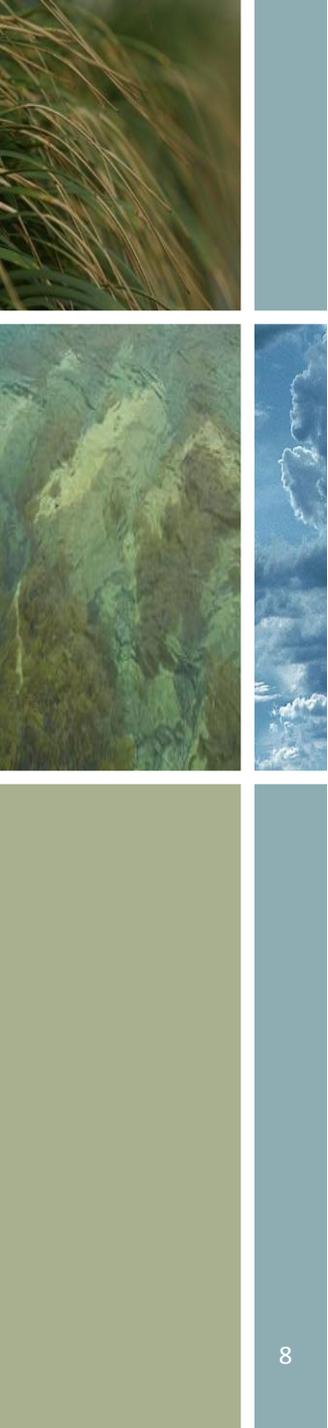
Learning from past processes - the good

- Range of stakeholders
- Come to the table with open minds / willingness to work the problem;
- Direct participation from those who will use the BMPs
- Robust transparency
- Consistent participation so relationships and understanding can be developed
- Shared learning, trust building



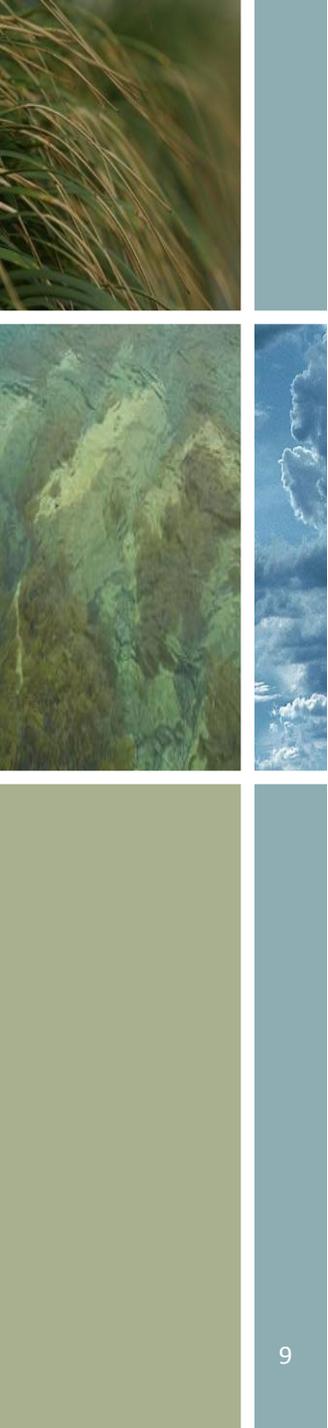
Learning from past processes – the good

- Clear goals
- Timely (do not drag on)
- Clear, unbiased scientific and technical information to inform deliberations
- Neutral, unbiased process
- Respectfully engage in areas of differing perspectives and conflict
- “Calm, steady, professional” staff and leadership from agencies



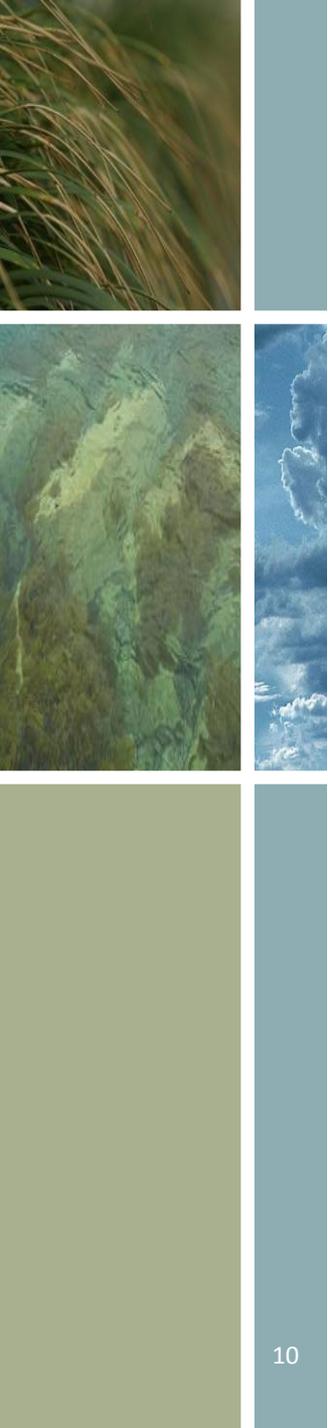
Learning from past processes – the not so good

- Unbalanced / unequal participation (interests/ perspectives felt outnumbered)
- Perception of bias in the process design, meeting content, and/or facilitation (interests/ perspectives felt the outcomes were preordained or their views and suggestions were ignored)



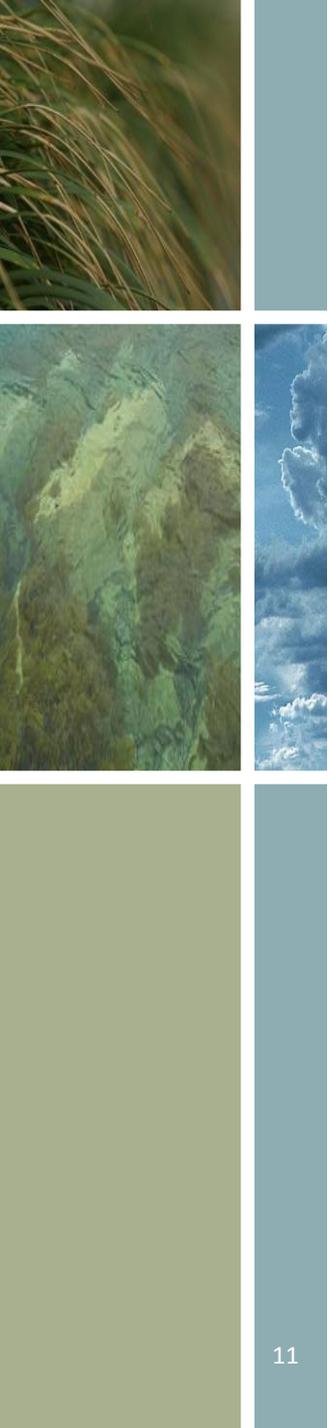
Learning from past processes – the not so good

- Uninformed opinions, lack of evidence / science-based information
- Lack of a realistic understanding of field / “real world” conditions in which guidance would need to operate
- No clear goals, done without thinking out how results would be used



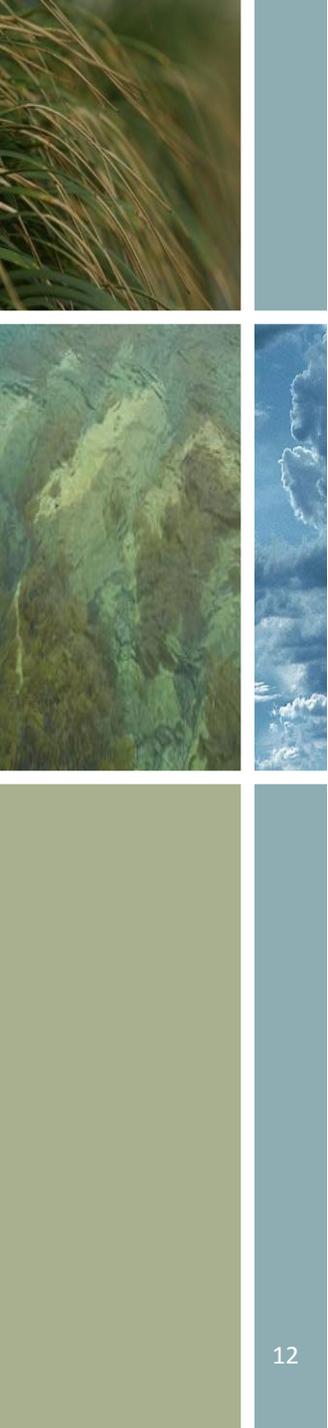
Learning from other states

- Many use NRCS standards, but have “tailored” or “tweaked” the standards
- Varying technical evaluations – some quantitative, others less so
- Most use unbiased technical advisory group and have criteria/selection qualifications for participants



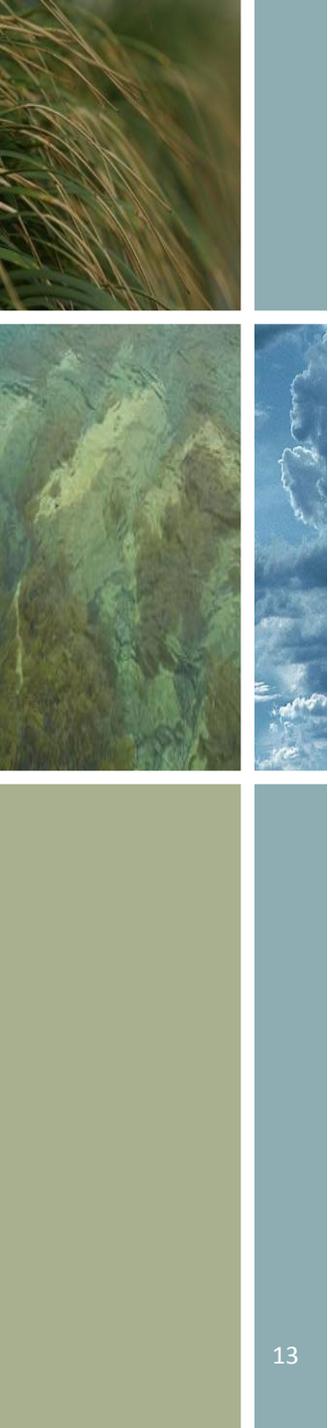
Learning from other states

- Most have steering committees, MOUs between agencies around practice identification and implementation
- Most provide some kind of safe harbor if practices are implemented



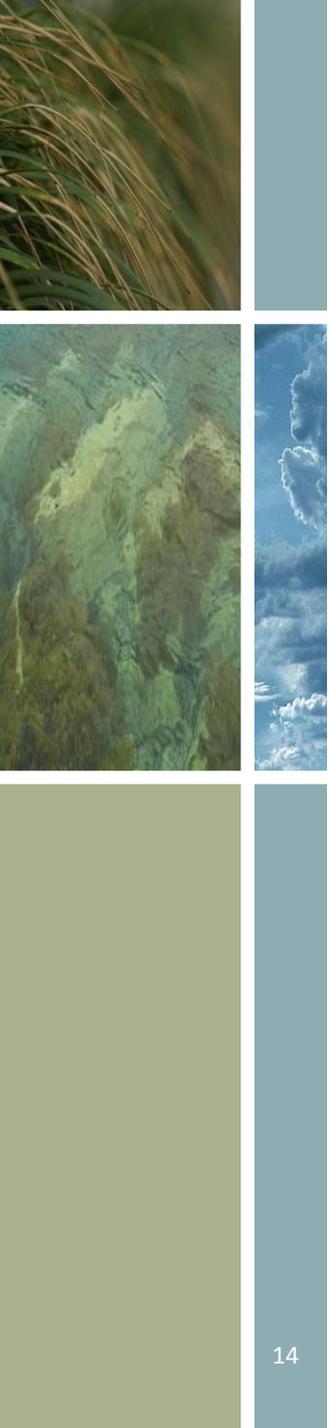
Implications for process design

- Executive steering group to help key state agencies work together
- Transparent, well-run deliberations to help rebuild trust
- Separate analyses to understand:
 - Effectiveness of practices
 - Implementation issues



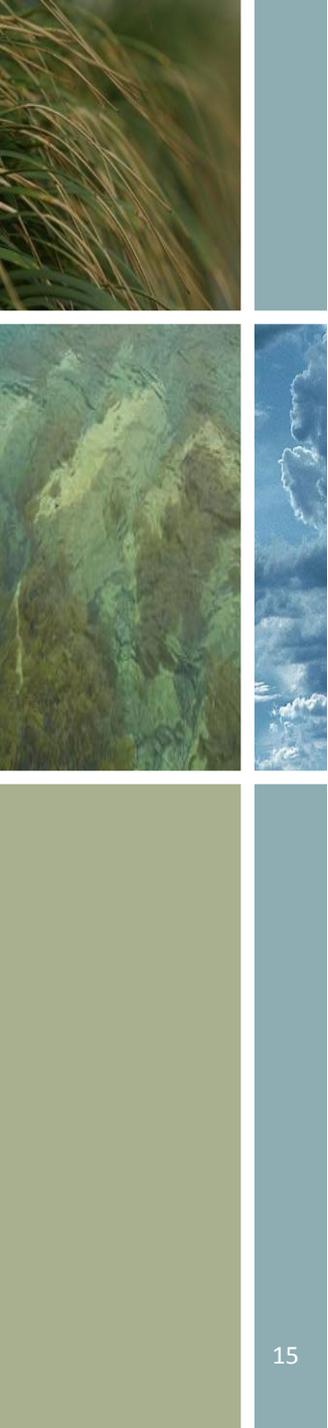
Implications for process design

- Effectiveness of practices
 - Evidence based compilation of what we know / expect existing practices to achieve in various settings
 - Include documentation of what we are getting from NRCS standards and other practices already in place and identification of gaps
- Result: matrix of practices and anticipated effectiveness by parameter in different settings



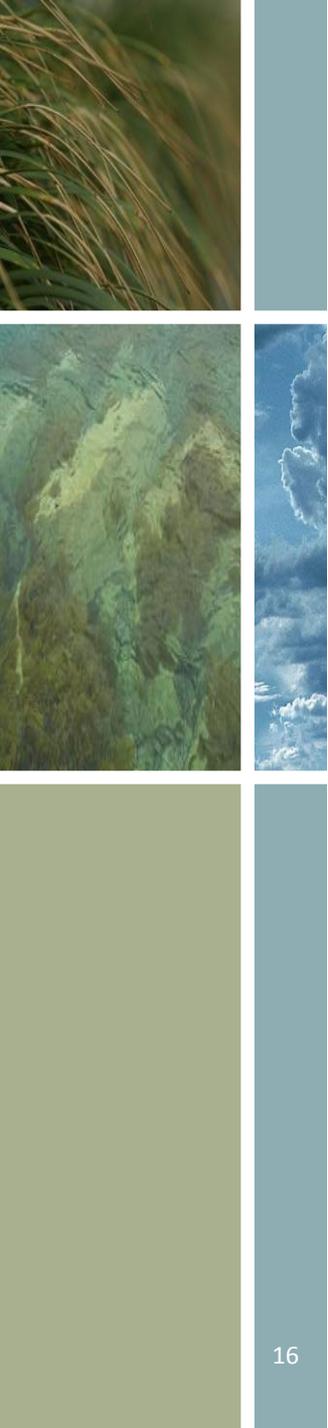
Implications for process design

- Implementation issues
 - Documentation of the cost, operation and maintenance, technical feasibility, land area requirements, and other implementation factors associated with practices
 - Include a thoughtful exploration of barriers and motivators for implementation of practices
- Results: ideas about how to encourage implementation of practices



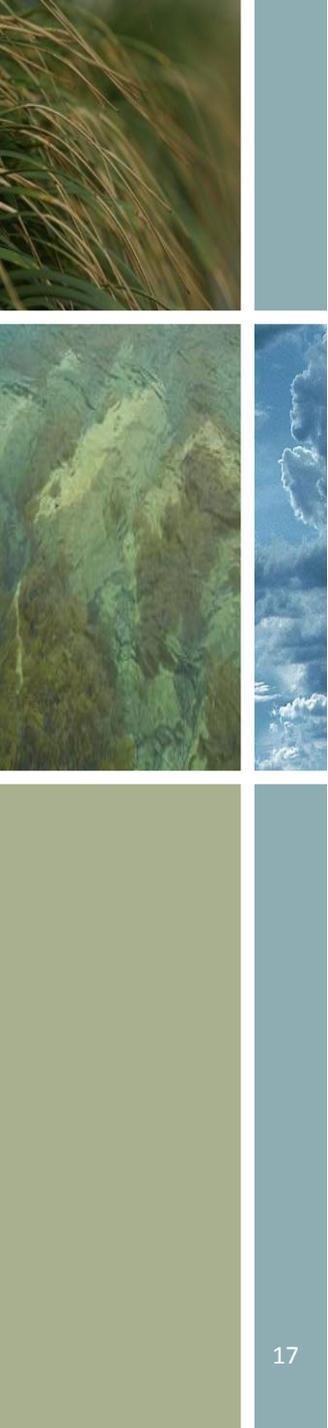
Implications for process design

- Effectiveness analysis
 - Driven by scientific and technical experts (nomination process)
- Implementation issues
 - Driven by implementation experts especially in conservation districts, social scientists, and producers (nomination process)
- Substantial roles for all three agencies (Ecology, Agriculture, Conservation Commission)



Implications for process design

- In addition
 - Move quickly, much history and much information exists already, no need to reinvent
 - Recognize work that is already being done – even if it isn't “perfect;” even if more is needed
 - No surprises
 - Formal public review and comment at the end
 - Third party peer review – or maybe not
- Potential for common goals
 - Eg: relationship of parcel-scale work to watershed, effectiveness monitoring, demonstration farms, implementation incentives, investments



What do you think

- Are there surprises in what we're hearing?
- What have we missed?
- Are we drawing useful implications for process design?
- What would make the process design better?



Next Steps

- Continue conversations and listening
 - If you want to talk with me:
emcmanus@rossstrategic.com
 - If you want to talk with Ben:
Ben.Rau@ecy.wa.gov
- Draft process recommendations - Nov
- Review and comment
- Final process recommendations - Dec
- Process begins in 2017