# Work Plan Outline

## Bundle 1: Water Conservation

* Prioritized actions:
  + 1 - Develop and implement a public awareness engagement campaign aimed at supporting the imperatives and actions in the Mid-Coast Water Action Plan, including raising awareness and understanding of regional water issues. Includes the following:
    - 1a - Promote water conservation at local events, on the Mid-Coast Water Planning Partnership website and the websites of regional partners and entities, in news articles, and water bills, via social media, and through outreach materials to businesses, particularly in the hospitality industry.
    - 1b - Develop drought declaration and audience-specific (e.g. self-supplied industrial water users) water conservation and curtailment messages
    - 1f - Identify or develop curriculum and materials/information for students and the public (community education) about their water sources, water management, and water conservation
  + 4 - Regional Collaboration: Strengthen/support the Mid-Coast Water Conservation Consortium to enhance water conservation, increase resiliency during shortages and emergencies, and pool resources of multiple water providers. Support enhanced coordination with state and federal entities outside the Mid-Coast
* Gaps:
  + All actions in this bundle have at least one associated project, but efforts can be expanded for each of the actions, such as through increasing membership in Mid-Coast Water to expand the reach of outreach materials and expanding outreach to specific audiences
* Approach:
  + Promote water conservation and awareness of water sources and water management issues (e.g., drought) (Actions 1a, 1b, 1f, and 4) through supporting Mid-Coast Water
  + Strengthen/support Mid-Coast Water by:
    - Promoting Mid-Coast Water at Partnership meetings and on the Partnership website, as well as disseminating press releases
    - Providing Mid-Coast Water with ideas about funding resources, partners, outreach events, and ways to enhance outreach
* Resources:
  + Oregon Health Authority: Drinking Water Source Protection Fund; Drinking Water State Revolving Fund (low-cost loans, funded through the Safe Drinking Water Revolving Loan Fund)
  + Bureau of Reclamation WaterSMART Program
    - Water and Energy Efficiency Grants
      * 50/50 cost share funding for projects that result in quantifiable and sustained water savings.
    - Small-Scale Water Efficiency Projects
      * 50/50 cost share funding for small water efficiency improvement projects identified through previous planning efforts (e.g., installation of flow measurement or automation in a section of a water delivery system, etc.)
    - Environmental Water Resources Projects
      * Funding for water conservation projects, water management improvements, and river and watershed restoration projects that provide significant ecological benefits
    - Water Strategy Grants
      * Funding for collaborative planning to improve water supplies including conservation, water marketing, drought and ecological resilience.
    - Drought Contingency Planning and Drought Resiliency Projects
    - Planning and Project Design Grants
  + Oregon Watershed Enhancement Board (OWEB) Partnership Stakeholder Outreach Grant
  + Oregon Department of Environmental Quality (DEQ) Clean Water State Revolving Fund Program
* Proposed activities:
  + Partnership
    - Obtain updates about Mid-Coast Water activities and share updates with partners at least annually (ideally a representative from Mid-Coast Water presents/discusses activities at a Partnership meeting)
    - Add the Mid-Coast Water website link to the Partnership website and provide an accompanying description
    - Promote ongoing Mid-Coast Water activities, like events, on the Partnership website, email lists, or other Partnership outreach channels
    - Share information about applicable funding opportunities with Mid-Coast Water
    - Share ideas about potential partners with Mid-Coast Water, such as state and federal entities outside the Mid-Coast
    - Encourage water providers not currently participating in the Mid-Coast Water to explore participation
    - Share ideas about local events where Mid-Coast Water could host a booth
    - Share drought declaration information and press releases developed by Mid-Coast Water with the Partnership
    - Continue tracking which water providers are required to do Water Management and Conservation Plans (WMCPs) and updating this list on the Partnership website and request copies of WMCPs
  + Mid-Coast Water
    - Continue to promote water conservation through the Mid-Coast Water website and outreach materials, such as newsletter articles, billing inserts and messages, press releases, social media messages, and annual water quality reports
    - Begin to produce some outreach materials in Spanish
    - Expand attendance at events to promote water conservation to beyond three events per year
    - Expand outreach efforts to smaller water providers to encourage participation in Mid-Coast Water, such as through meeting with them in-person to discuss Mid-Coast Water and to understand their needs.
    - Continue to support Mid-Coast Water members by developing water conservation outreach materials for Mid-Coast Water members and providing some tailored water conservation website content for each entity’s website
    - Reach out to vacation rental management companies, motels, and hotels about promoting water conservation and share initial drafts of outreach materials. Adjust outreach materials as needed to meet the needs of these businesses and support them with implementing use of outreach materials
    - Develop audience-specific water conservation curtailment messages as audiences are identified
    - Identify additional educational partnerships that will enable Mid-Coast Water to enhance student education about water conservation, water sources, and water management; work with partners to develop and integrate educational materials covering those themes in partners’ lessons and programs