



***Managing Water as One: Breaking
Down the Silos to Advance a
Sustainable National Water Policy***

Ken Hudnell, SolarBee & UNC-CH

Bill Ross, Duke University

Eli Weissman, CWAA

UNC Conference: Water and Health: Where Science Meets Policy

The Clean Water America Alliance



- Need for an organization that could bring together major water stakeholders to look at the issue of water more broadly
 - Wastewater, drinking water, stormwater, re-use, energy, agriculture, and industry
- The National Association of Clean Water Agencies' Board of Director's formed the Clean Water America Alliance in 2008 to fill this role

The Clean Water America Alliance



- 🌿 **Vision: an integrated, comprehensive and holistic water policy**
 - 🌿 **Recognize that**
“Water is Water”
 - 🌿 **Speak with One Voice**

Board Members from manufacturing, academic, municipal, state, environmental, private sector, and conservation communities:

Dick Champion, Chair

Director, Independence Water Pollution Control Department, MO

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Vice President of North American
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Insituform MO

Neil Weinstein

Director, Low Impact Development
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Alliance's Burning Platform



Challenges to our nation's ability to provide clean and safe water for future generations abound. An integrated national water policy—that balances our commitment to social, environmental, and economic needs—is essential to guide the development of our nation's environmental statutes and inform water-related decision-making.



The Clean Water America Alliance



Funding Sources

-  Membership
-  Event and Program Sponsorships
-  Foundation





Key Initiatives



- **Exploration & Analysis**
- **Education & Outreach**
- **Recognition**



Key Initiatives



Today's Focus:

- **Exploration & Analysis**
 - National Dialogue Series

Key Initiative: Exploration & Analysis



National Dialogue Series

› September 2009

- › *A Call to Action: The Need for an Integrated National Water Policy*

› March 2010

- › *What's Water Worth?*

› September 2010

- › *Managing One Water*



September 2009: *A Call to Action: The Need for an Integrated National Water Policy*



About

- Dialogue on the need for a holistic national water policy
- Participants were asked to:
 - Seek common ground on a national water policy
 - Assess the obstacles to achieving it
 - Outline concrete next steps to achieve a national water policy
- Issues discussed – as related to a national water policy
 - Energy/ Water Nexus
 - Water Quality/Quantity
 - Green Infrastructure
 - Watersheds

Myriad of Federal Laws & Regulations



- **Numerous Single Statutes addressing water resource management**
 - Clean Water Act
 - Safe Drinking Water Act
 - Endangered Species Act
 - Clean Air Act
 - Many more
- **Fragmentation at the Federal level of governance has led to fragmentation of water management at the regional, state and local levels**

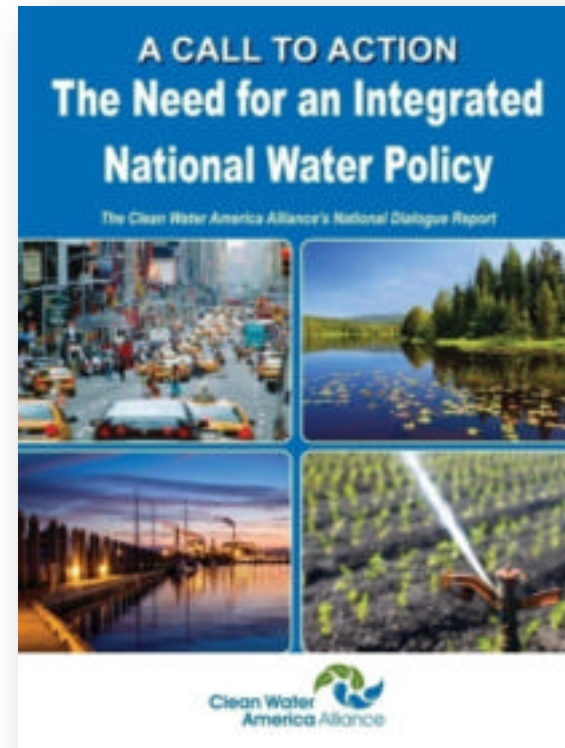
September 2009: *A Call to Action: The Need for an Integrated National Water Policy*

Challenges Identified

- › Climate Change
- › Energy Production
- › Population Growth
- › Fragmented Water Management

Points of Consensus – Next Steps

- › Water Inventory
- › Water Footprint
- › Inclusiveness
- › National Water Policy



Available online at:

www.CleanWaterAmericaAlliance.org

March 2010: *What's Water Worth?*



About



- ▶ Examine in depth the economic and intrinsic values of water
- ▶ Participants were asked to:
 - ▶ Explore the value of water
 - ▶ Identify challenges caused by the current valuation trend of water
 - ▶ Outline next steps to improve how the public and policy makers value clean and abundant water

The Values of Water



Human Health



Lifestyle



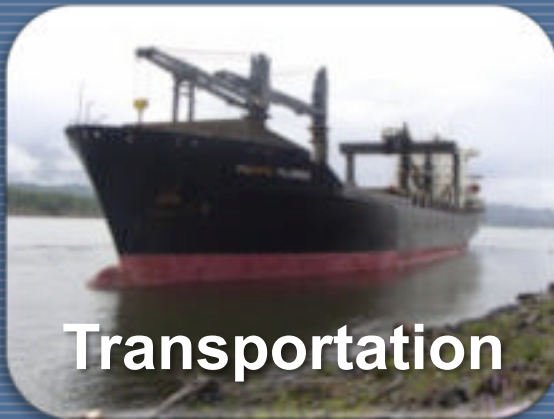
Agriculture



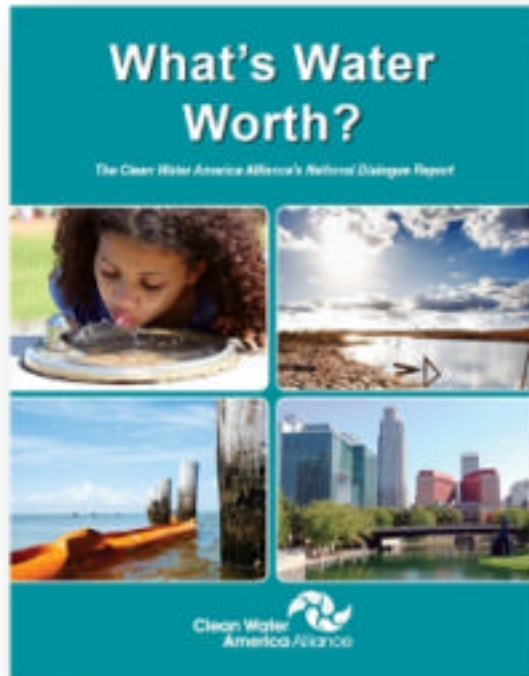
Industry



The Values of Water



March 2010: *What's Water Worth?*



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Challenges Identified

- Price ≠ Value or Cost
- Fragmented Management and Governance
- Perception of Abundance



Common Themes

- Lack of holistic thinking and management compounds the problem
- There is a lack of leadership at all levels of government to address the problem



Points of Consensus – Next Steps

- Better public education
- Connect people to the source of their water
- Use a “water footprint” to help clarify total use/value of water
- Integrating water management – new approach to water management
- New water ethic

September 2010: *Managing One Water*



About

› Focus

- › Breaking down the silos
- › Improving stakeholder relations
- › Advancing water sustainability

› Identify

- › Barriers to “Managing One Water”
- › Who should be involved
- › How to break down the
- › Concrete next steps

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What Is and Isn't Working



• What's Working

- Development of technology
- Safety of our drinking water
- Growing use of asset management techniques
- Public appreciation of water quality concerns

• What's Not Working

- Silos within water management, policy and thinking
- Lack of consistent funding, public participation and a common metric for measuring water



September 2010: *Managing One Water*



Possible Solutions

- › Unifying all water stakeholders behind a single message
- › Demonstrating the linkage between water security and national and economic security
- › Better integrating water programs at the state and federal level
- › Working more closely with other stakeholders

Managing  One
Water

Common Themes and Conclusions



- **Providing clean, safe and sustainable water for future generations**
- **The importance of bringing many voices and viewpoints into the discussion**
- **The need for a new water ethic**
- **Need for a new, holistic nation water policy**



Next Steps




- **Managing One Water Report**
- **National Policy Blueprint**

Managing One Water Report



 **Summary Report
to Be Released this
Fall**



 **Visit**
www.CleanWaterAmericaAlliance.org
to download.

National Water Policy Blueprint



 **Alliance preparing draft blueprint by end of the year**

 **Blueprint will incorporate:**

- **Themes and recommendations brought up in the National Dialogue series**
- **Input from all key clean water stakeholders**
 - **Wastewater, drinking water, re-use, agriculture, energy, industry, etc.**
- **Recommendations from other similar initiatives**
 - **I.e. Johnson Foundation, “Charting New Waters”**

The Clean Water America Alliance Wants More!



- More integration of water policy = greener, safer, healthier communities
- More integration of water, energy, agricultural and transportation policies
- More green infrastructure and smart growth strategies
- More research, development, and innovation
- More certainty that we will have the tools to achieve these objectives

Learn More



www.CleanWaterAmericaAlliance.org