

Walla Walla Shallow Aquifer Recharge
OUTREACH
Getting the Science to the Stakeholders

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Who are the Stakeholders?

- Community Members (Citizens)
- Catalysts & Investigators
- Lead Entities
- Funders
- Regulators
- Other Planners

Who are the Stakeholders?

- Community Members (Citizens)
 - Stewards involved in projects
 - Neighbors affected by projects
 - Water purveyors delivering water
- Catalysts & Investigators
 - Native Creek Society
 - WW Basin Watershed Council
 - Walla Walla Watershed Alliance
 - Walla Walla College
 - Water users & purveyors
 - Consultants
- Lead Entities
 - WW County
 - WW Basin Watershed Council
 - Walla Walla Watershed Alliance
- Funders
 - OWEB
 - NRCS (WWWA)
 - WDOE
 - USGS
 - US Army Corps of Engineers
- Regulators
 - OWRD
 - ODEQ
 - WDOE
- Other Planners
 - Watershed Planning Unit
 - CTUIR
 - US Army Corps of Engineers

What do they want to know?

- Are our water supplies safe and sustainable?
- Are our water supplies serving the common good?
- Are we improving our stewardship of water?
- Are we improving water stewardship effectively?
- Are we acting wisely, safely and responsibly?
- How was our money spent? What did it accomplish?
- How do the water, rocks, chemicals, etc. interact?
- How does this project relate to other projects?

What ELSE do they want to know?

- How does water flow through our watershed?
- How do the Blue Mountains release water (typical hydrographs)?
- What – and where – is the shallow gravel aquifer?
- Where are the springs – and why are they important?
- Why are we interested in groundwater, springs & aquifer recharge?
- What exactly are we trying to find out about aquifer recharge?
- What exactly are we going to do to find that out?
- Why are you doing recharge in MY neighborhood?
- What are the best things that could come of this activity?
- What are the worst things that could come of this activity?
- Whose problem is it if the worst things happen?
- What is MY role in the effort? What can I do to help?

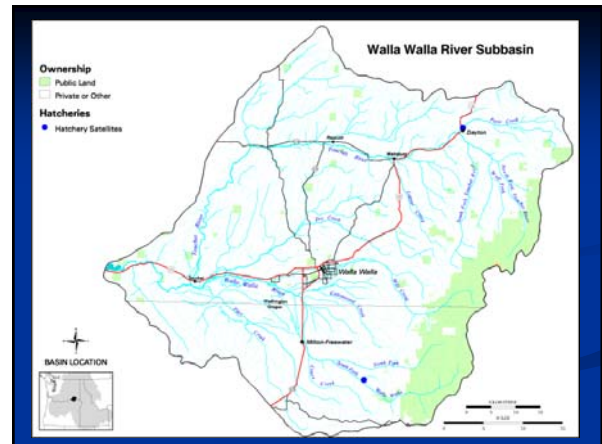
How are we reaching out?

- Face-to-Face
 - One-on-one (two-on-two)
 - Community meetings
 - Technical Working Group presentations
 - County Commissioner presentations
- Written Reports
 - Project status reports
 - Permit applications
 - Written notices and summaries
 - Strategic Plan (in-progress)
- Internet-Accessible Databases
 - Paladin EKO-SYSTEM
 - RM&E system
- Interactive DVD & Film
 - SAR Overview (in-progress)
 - Stream introductions – stream elements, functions & conditions

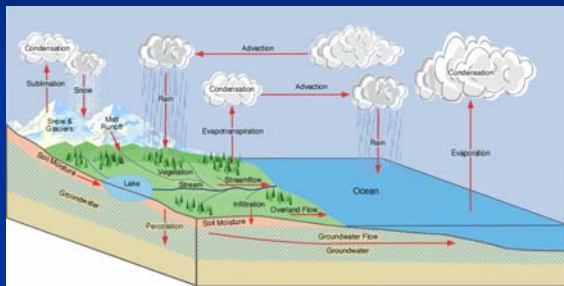
How can we influence people?

- Listen, listen, listen. What are their interests? What matters to them?
- What's in it for them? How does the project serve their interests?
- Solve a problem for them. Be genuine, but also be creative.
- Let 'em win! Incorporate elements that address their greatest interests.
- Decision-making. Pitch the emotional & technical aspects of the opportunity.
- Keep It Simple. Know your program, communicate clearly, make it easy to play.
- Reduce Risk. Remove – or at least lower – the barrier(s) to participation.
- Light a Fire! Spark their interest and get them participating on their own.

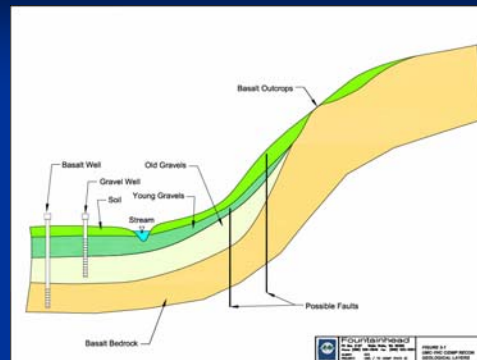
Eight Ways Technical People Can Influence Landowners
Tom Makowski, Environmental Sociologist, USDA-NRCS

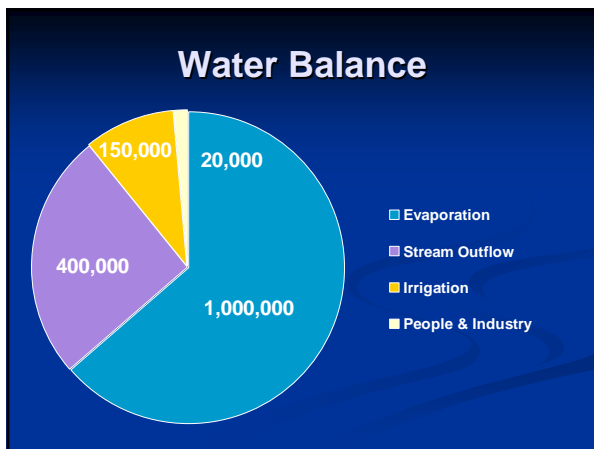
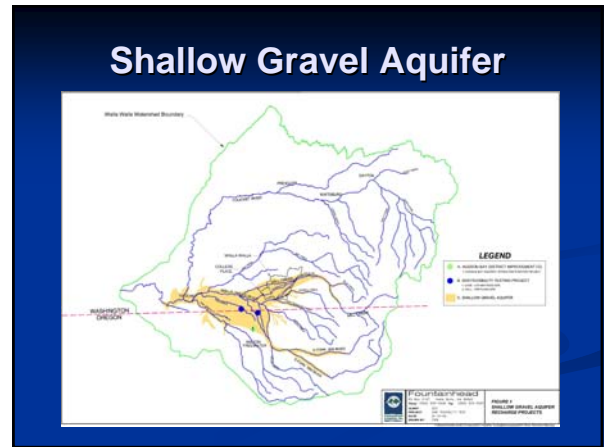
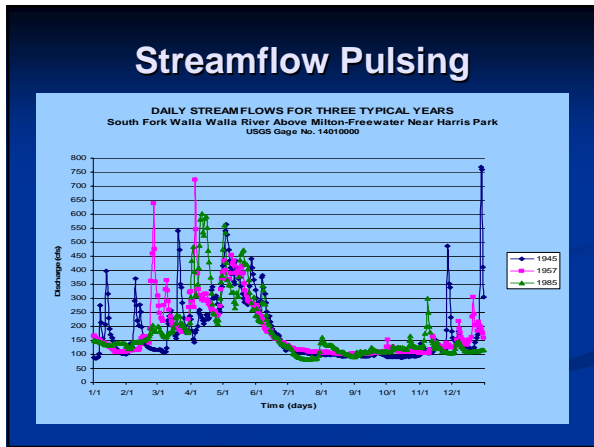
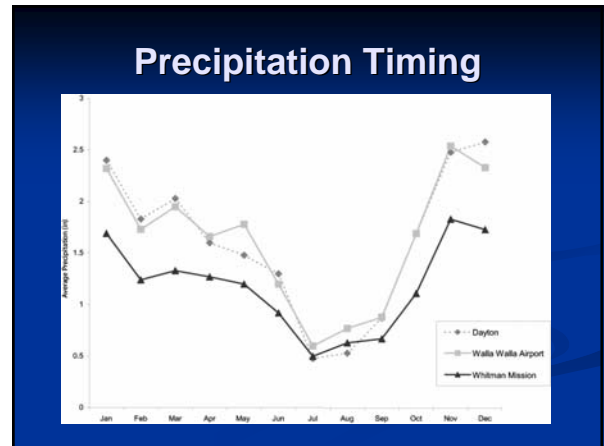
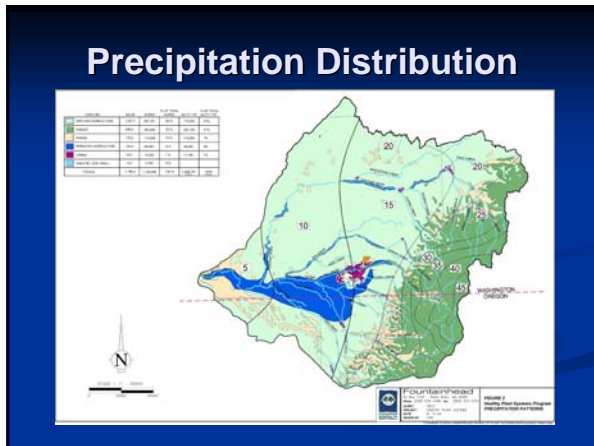


Hydrologic Cycle



Geological Layers





What have we learned?

- Floodplain connectivity, overland flow, soil storage and groundwater recharge are key ecosystem processes
- “Flood-proofing” ecosystems, prevents these processes from occurring properly – with substantial effects
- Ecological restoration and stewardship must start with establishing healthy water flow paths

What have we learned?

- Water is political. It flows where people choose for it to flow.
- People choose where water flows based on their perceptions and values – which are influenced through communication with other people.
- Effective communication is critical to facilitating sound choices.
- Sound information is a critical element of effective communication.

What have we learned?

- We will manage our “water system” only as well as we understand the system.
- To understand a system, we must understand the:
 - Elements of the system
 - Functions of the system
 - Products and/or conditions resulting from system functions
- People learn in different ways.
 - Spoken words are more effective than written words.
 - Pictures and films are more effective than written words.

What have we learned?

- We have only begun to manage our surface and ground water resources.
 - We are still trying to build a common understanding of our groundwater system.
 - Effective, collaborative management of groundwater is still out ahead of us.
 - Effective, integrated management of surface and groundwater must be our goal.

What have we learned?

- Surface and ground waters are one, interconnected resource.
 - But we are managing surface and ground water rights separately.
- Oregon and Washington waters are one, interconnected resource.
 - But we are managing the waters “owned” by each state separately.
- Recharge happens all the time, all over the watershed.
 - But we view it differently when we do it intentionally.

What have we learned?

- Aquifer Storage and Recovery (ASR) and Shallow Aquifer Recharge (SAR) are very different activities
 - But WDOE only has a clear regulatory framework for ASR (which is not appropriate or effective for SAR).
- SAR involves risk and is ripe for a “blame game.”
 - Clarify the critical risks and address them head-on.
 - Clarify which parties are responsible for each form of risk.

What have we learned?

- One of our Project Teams failed to include the primary water purveyors
 - Make sure to include the people who will deliver the water to the project site!