



Strategic Framework

Listed are focus areas, statements of need, and potential action areas.

1. INTEGRATED LAND & WATER MANAGEMENT



Communities need help integrating land use and water management; demand management must become a primary factor in land use planning.

- A. **TOOLS.** Develop a toolbox to help local jurisdictions integrate land use and water management; include guidelines, model plans and policies, and available training programs.
- B. **TRAININGS.** Building upon existing efforts, expand delivery of community training and assistance programs that bring together land use planners and water resource managers.
- C. **CASE STUDIES.** Research, evaluate, and popularize case studies, best practices, and model policies related to integrated land and water management.

4. FUNCTIONAL MARKETS



The cost of water does not reflect its value or scarcity. Market reforms are complex but not impossible; standardized data can serve a variety of water market policy and research interests, building a framework to advance reform.

- A. **PRICING.** Collect, assess, and disseminate information on the efficacy of different types of municipal water pricing structures and incentives tied to land use.
- B. **STANDARDIZED DATA.** Standardize municipal usage/consumption data to enable communities to make statistical comparisons at the intersection of land use, urban form, water consumption, and price structure.
- C. **MARKET REFORM.** Suggest land-based legal, policy, and regulatory framework reforms that can support efficient, equitable, market-driven solutions to water shortages (e.g., guiding agricultural to municipal water transfers).

PRIORITY OUTCOMES

- Healthy Watersheds
- Resilient Communities

2. RESILIENT WATER FUTURES



In the face of climate change, fully appropriated water resources, and rapid population growth, communities need flexible, adaptable water systems; planning for a wide range of future scenarios, including disaster, has to become the new norm.

- A. **FLEXIBLE SYSTEMS.** Catalogue and promote the range of water conservation, reuse, and sharing tools available; connect communities with organizations that advance flexible system innovations.
- B. **DISASTER MITIGATION.** Conduct climate-related disaster prevention and mitigation planning interventions (e.g., fire, flood, drought, erosion).
- C. **EXPLORATORY SCENARIO PLANNING.** Deliver exploratory scenario planning services as a community engagement and issue-framing tool that draws together disparate groups of interest.

5. HEALTHY WATERSHEDS



Whole-systems approaches are needed to protect watershed health. Obstacles to trans-boundary partnerships—legal, political, economic—must be breached and guarantees for ecological gains (such as instream flow allocations) and functional ecologies made.

- A. **WATERSHED PARTNERSHIPS.** Address barriers to cross-jurisdictional partnerships within watersheds, particularly in terms of conflicting land uses.
- B. **UPSTREAM/DOWNSTREAM ALLIANCES.** Research and quantify the “value proposition” of downstream water users investing in upstream land uses that promote healthy watersheds and source water protection; frame policies and incentives to support such investments.
- C. **INSTREAM FLOWS.** Assess how water efficiencies associated with differing land uses can be allocated to instream flows; propose policies and incentives that ensure water saved is used for environmental purposes.

PRIORITY ACTIONS

1. Increase the capacity of communities to better integrate land use and water resource planning. (1B, 2B, 2C)
2. Assemble and showcase information. (1A, 1C, 3A, 6B, 6D)
3. Strategically develop technical tools and analytical resources. (3B, 4B, 5B, 6A)

3. INSPIRED URBAN DESIGN



Water-conscience design is missing in most built environments; innovative concepts and best practices exist—the need is to build acceptance for them and make them actionable.

- A. **DESIGN.** Engage the urban design and engineering professions in water-conscious planning and design; develop design guidelines and planning manuals.
- B. **COST EFFICIENCY.** Through detailed economic analysis, establish water usage statistics for different urban design concepts; considering water as a currency, quantify water savings in terms of efficiencies and ROI.
- C. **WATER PORTFOLIOS.** Advance a “one water” framework by helping communities link “water portfolios” to urban form; enable them to consider efficient use and reuse in relation to different types of water (e.g., treated, surface, rain, storm, sewage, etc.).

6. ENGAGED LEADERSHIP



Elected officials and leaders need resources for effective decision-making and opportunities to learn and network among their peers. Ultimately, they should be given opportunities to become advocates for necessary reforms that create sustainable water futures at a variety of scales.

- A. **LEADERSHIP LIBRARIES.** Contribute to the development of databases and libraries focused on case studies, best practices, and model policies in integrated land-based water management planning practices.
- B. **ELECTED OFFICIAL TRAINING.** Establish land-based water policy training courses for elected officials and community leaders; deliver through affiliations with partner agencies; link trainings, wherever possible, to local intervention activities.
- C. **CONFLICT RESOLUTION.** Work with community leaders to resolve land-based water conflicts at various scales using convening power and conflict resolution skills.
- D. **NETWORKS AND FORUMS.** Establish networks and host forums that facilitate peer-to-peer and cross-boundary learning; funnel advocates for critical reforms into related organizational networks and campaigns.

