

Imperative 1. Public Awareness and Support

Public awareness of water issues in the Mid-Coast region of Oregon is critical to achieving the long-term goals the region has for delivering water sustainably for people and native fish and wildlife.

Objectives

- Promote tools and information for water conservation.
- Foster a culture of water conservation.
- Build capacity of constituents to advocate for state and federal resources and funding.
- Support training and professional development to ensure the availability of skilled water technicians.

Action Details

Action	Desired Outcomes	Potential Lead & Participants	Timeline	Initial Estimated Investment	Potential Funding Sources
<p>1. Develop and implement a public awareness and 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:</p>	<p>Mid-Coast Planning Area residents, industries, and visitors are aware of and practicing water conservation measures. Public and private water suppliers are participating in water management and conservation planning and outreach to communities. There is uniform region-wide messaging about water use and conservation.</p>	<p>Lead: Education (all levels), interpretive facilities (Oregon Coast Aquarium, Hatfield Marine Science Center), regional water providers (private and public), Oregon Water Resources Department, Oregon State University Extension Service, Mid-Coast Watershed Council, Lincoln County Soil and Water Conservation District</p> <p>Participants: Water use industries, tourism industry, water rights holders</p>	<p>PHASES 1-2</p>	<p>\$250,000</p>	<ul style="list-style-type: none"> ▪ Oregon Health Authority Drinking Water Source Protection Grants & Loans.²⁹ ▪ Oregon Community Foundation's Oregon Natural Resources Education Fund.³⁰ ▪ Autzen Foundation.³¹ ▪ OWEB Partnership Stakeholder Outreach Grant. Georgia-Pacific Environment Grant Program. ▪ U.S. Economic Development Administration (EDA). ▪ EPA's Environmental Education (EE) Grants. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation.
<p>Conservation:</p> <p>a. 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, in water bills, via social media, and through outreach materials to businesses, particularly in the hospitality industry.</p> <p>b. Develop drought declaration and audience-specific (e.g., self-supplied</p>	<p>a. and b. Consistent messaging throughout the Planning Area associated with drought and water curtailment is developed and distributed.</p>	<p>Lead: Mid-Coast water providers (e.g., Mid-Coast Water Conservation Consortium), Lincoln County Board of Commissioners</p> <p>Participants: OWRD, regional colleges and universities</p>	<p>PHASE 1</p>	<p>a. \$50,000 b. \$40,000</p>	<p>a)</p> <ul style="list-style-type: none"> ▪ Georgia-Pacific Environment Grant Program. ▪ Business Oregon Drinking Water Source Protection Fund. ▪ U.S. Economic Development Administration (EDA). ▪ EPA's Environmental Education (EE) Grants. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation. <p>b)</p> <ul style="list-style-type: none"> ▪ OWEB Partnership Stakeholder Outreach Grant. ▪ Business Oregon Drinking Water Source Protection Fund. ▪ U.S. Economic Development Administration (EDA).

²⁹ (Eligible projects include but are not limited to outreach/education, monitoring efforts (outside of what is required by the state), restoration design and implementation, groundwater risk assessments. Publicly and privately-owned community and nonprofit non-community water systems are eligible to apply for DWSPF funding.

³⁰ Invites proposals from high school organizations providing natural resources education. Funding is available for natural resource related tools, equipment, technology, and other educational resources.

³¹ Grants are awarded to smaller non-profit organizations; most often to groups with social service, arts, and culture, educational, environmental and/or youth-centered missions.

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<p>industrial water users) water conservation and curtailment messages.</p>					
<p>Regional Collaboration: c. Coordinate watershed and water system tours to increase awareness and understanding of regional and local water issues.</p>	<p>c. Increased understanding of regional and local water issues.</p>	<p>Lead: Mid-Coast Water Planning Partnership</p>	<p>PHASES 1-3</p>	<p>\$100,000</p>	<ul style="list-style-type: none"> ▪ Meyer Memorial Trust Grant. ▪ OWEB Partnership Stakeholder Outreach Grant. ▪ Georgia-Pacific Environment Grant Program. ▪ Business Oregon Drinking Water Source Protection Fund. ▪ National Communication Association Advancing the Discipline Grants. ▪ EPA's Environmental Education (EE) Grants. ▪ NFWF Five Star and Urban Waters Restoration Grant Program (Watershed only). ▪ U.S. Department of Housing and Urban Development Sustainable Communities Regional Planning Grant. ▪ Gray Family Foundation Environmental Education Grant. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation. ▪ Oregon Health Authority Source Water Protection Grants
<p>Infrastructure: d. Develop a regional initiative/training to improve coordination and provide education to water providers on infrastructure financing and funding.</p>	<p>d. Water providers receive information on infrastructure financing and funding.</p>	<p>Lead: Water providers, Mid-Coast Water Conservation Consortium, Fund Managers Participants: Business Oregon, Rural Community Assistance Corporation, Oregon Association of Water Utilities</p>	<p>PHASE 1</p>	<p>\$50,000</p>	<ul style="list-style-type: none"> ▪ Meyer Memorial Trust ▪ Oregon Community Credit Union (OCCU) Foundation. ▪ Georgia-Pacific Environment Grant Program. ▪ National Communication Association Advancing the Discipline Grants. ▪ U.S. Economic Development Administration (EDA). ▪ U.S. Department of Housing and Urban Development Sustainable Communities Regional Planning Grant. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. Three Rivers Foundation.
<p>Education: e. Provide an internship program, hands-on training, and certification training for water technicians, which includes technician training on updating and implementing water management.</p>	<p>e. Each water provider has an updated water management and conservation plan that they are implementing.</p>	<p>Lead: Water providers, Oregon Coast Community College (OCCC) Participants: Samaritan Hospital</p>	<p>PHASE 2</p>	<p>\$250,000</p>	<ul style="list-style-type: none"> ▪ Meyer Memorial Trust ▪ Oregon Community Credit Union (OCCU) Foundation. ▪ Georgia-Pacific Environment Grant Program. ▪ National Communication Association Advancing the Discipline Grants. ▪ U.S. Economic Development Administration (EDA). ▪ U.S. Department of Housing and Urban Development Sustainable Communities Regional Planning Grant. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation.

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f. Identify or develop curriculum and materials/information for students and the public (community education) about their water sources, water management, and water conservation.	f. Students are learning about their water supply and the importance of water conservation, and they share that information with family members.	<p>Lead: Mid-Coast Water Conservation Consortium, Lincoln County School District education (all levels), interpretive facilities (Oregon Coast Aquarium, Hatfield Marine Science Center), water providers, Oregon Water Resources Department, Oregon Coast Community College Community Education, Lincoln County Department of Health</p> <p>Participants: Educators and students, Lincoln County schools, general public</p>	PHASE 2	\$75,000	<ul style="list-style-type: none"> ▪ Georgia-Pacific Environment Grant Program. ▪ National Communication Association Advancing the Discipline Grants. ▪ EPA's Environmental Education (EE) Grants. ▪ Gray Family Foundation Environmental Education Grant. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation.
<p>Voluntary actions:</p> <p>g. Conduct outreach to encourage implementation of voluntary, incentive-based actions throughout the region, consistent with existing plans, such as the Mid-Coast Agricultural Water Quality Management Area Plan.</p>	g. Voluntary, incentive-based actions effectively help to deliver on the goals on regional plans, including the Mid-Coast Agricultural Water Quality Management Area Plan.	<p>Lead: Lincoln SWCD, OSU Extension, Mid-Coast Water Conservation Coalition, Oregon Water Resources Department, Self-supplied water users, MidCoast Watersheds Council</p> <p>Participants: All water users</p>	PHASES 1-3	\$50,000	<ul style="list-style-type: none"> ▪ EPA's Environmental Education (EE) Grants.
<p>Source Water Protection and Development:</p> <p>h. Inform self-supplied and public water users and residents and businesses within public water supply areas about water supplies and water protection measures, including proper well construction and maintenance, septic system maintenance, and proper use of landscape and other chemicals.</p>	h. Self-supplied and public water users can access available water quality information concerning source water, implement measures to reduce impacts on source water quality, conduct regular inspection, maintenance, and repairs (as needed) of septic systems, and understand how to access and use available water quality data.	<p>Lead: Oregon Health Authority, Oregon State University Extension, County, Oregon Department of Environmental Quality (for public water users and self-supplied users within public water supply areas), water providers</p>	PHASES 1-3	\$50,000	<ul style="list-style-type: none"> ▪ Business Oregon Drinking Water Source Protection Fund. ▪ U.S. Economic Development Administration (EDA). ▪ EPA's Environmental Education (EE) Grants. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation.
i. Work with partners and agencies (e.g., Oregon State University Extension Service) to deliver information on safe pesticide application practices and vegetation management practices that reduce or eliminate pesticide use. Provide outreach on water quality impacts of pesticides and fertilizers associated with lawn management near streams and ponds. Share methods that reduce impacts and identify alternatives.	i. Pesticides are applied minimally and safely throughout the region. Options are developed that reduce impacts and provide alternatives to pesticides.	<p>Lead: Oregon Department of Agriculture, Oregon Health Authority</p> <p>Participants: Organizations and individuals dedicated to reducing impacts from pesticides on soil and water resources.</p>	PHASES 1-3	\$50,000	<ul style="list-style-type: none"> ▪ OWEB Partnership Technical Assistance Grant. ▪ Georgia-Pacific Environment Grant Program. ▪ Business Oregon Drinking Water Source Protection Fund. ▪ U.S. Economic Development Administration (EDA). ▪ EPA's Environmental Education (EE) Grants. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation. ▪ OSU Extensive Service and Oregon Integrated Pest Management Center at OSU.
j. Conduct education in source water areas (including to those that may not be customers of the water provider) about	j. The public is aware of and supports source water protection measures.	<p>Lead: Education (all levels), interpretive facilities (Oregon Coast Aquarium, Hatfield Marine Science Center), regional water providers (private and public), Oregon State University</p>	PHASES 1-3	\$50,000	<ul style="list-style-type: none"> ▪ Georgia-Pacific Environment Grant Program. ▪ Business Oregon Drinking Water Source Protection Fund. ▪ National Communication Association Advancing the Discipline Grants.

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drinking water sources, risks, choices, and strategies.		Extension Service, Oregon Department of Environmental Quality, Oregon Health Authority Drinking Water Programs Participants: 4-H programs, Samaritan Health Education			<ul style="list-style-type: none"> ▪ U.S. Economic Development Administration (EDA). ▪ EPA's Environmental Education (EE) Grants. ▪ NFWF Five Star and Urban Waters Restoration Grant Program. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation.
k. Connect private landowners with resources and information about best management practices to improve water quality and quantity.	k. Landowners are connected with resources and information about BMPs to improve water quality and quantity.	Lead: Local stewardship foresters, local Soil and Water Conservation District staff, and USDA Natural Resources Conservation Service, Oregon State University Extension Service, Oregon Department of Forestry Participants: All interested landowners	PHASE 1	\$50,000	<ul style="list-style-type: none"> ▪ Business Oregon Drinking Water Source Protection Fund. ▪ National Communication Association Advancing the Discipline Grants. ▪ EPA's Environmental Education (EE) Grants. ▪ Siletz Tribal Charitable Contribution Fund. ▪ Spirit Mountain Community Fund. ▪ Starker Forests Grant. ▪ Three Rivers Foundation.
TOTAL				\$1.65M	

Performance Metrics

- Annual increase in engagement with residents, visitors, water providers, and industry about water resources.
- Residents, visitors, and industries are aware of and are practicing a culture of water conservation and efficient use.
- Public and private water suppliers are participating in water resources outreach to communities.
- There is uniform region-wide messaging about water use and conservation and efficient use.

Metric Methodology

- Determine baseline data by assessing 1) existing outreach and engagement with the public on water-related issues 2) the effort of water suppliers to engage in outreach with the public, and 3) the uniformity of messaging about water use and conservation. A follow-up assessment is conducted 3-5 years later to determine increase in public engagement efforts and uniformity of messaging.
- Baseline data is determined by conducting a social survey with members of the public to assess their awareness and practices relative to water conservation.