Engaging Stakeholders in TMDL Implementation Plan Development

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Acronyms and other notes

• Acronyms

• **IP** – TMDL Implementation Plan
• **DEQ** – Virginia Department of Environmental Quality
• **BSE** – Department of Biological Systems Engineering at Virginia Tech
Outline

• Review of Literature
• Practical Application
Review of Literature

- Adaptive Implementation of Water Quality Improvement Plans: Opportunities and Challenges

Review of Literature

• Approaches to TMDL Planning and Policy Tools for Implementation to Achieve Water Quality Standards

Review of Literature

• Building Consensus for Better Water Quality Outcomes

### iap2 Public Participation Spectrum

**Developed by the International Association for Public Participation**

<table>
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<tr>
<th><strong>Public Participation Goal</strong></th>
<th><strong>Inform</strong></th>
<th><strong>Consult</strong></th>
<th><strong>Involve</strong></th>
<th><strong>Collaborate</strong></th>
<th><strong>Empower</strong></th>
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<tbody>
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<td>To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.</td>
<td>To keep you informed.</td>
<td>To obtain public feedback on analysis, alternatives and/or decision.</td>
<td>To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision-making in the hands of the public.</td>
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<th><strong>Promise to the Public</strong></th>
<th><strong>Example Tools</strong></th>
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| We will keep you informed. | - Fact sheets  
- Websites  
- Open houses |
| We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision. | - Public comment  
- Focus groups  
- Surveys  
- Public meetings |
| We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision. | - Workshops  
- Deliberate polling |
| We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible. | - Citizen Advisory committees  
- Consensus-building  
- Participatory decision-making |
| We will implement what you decide. | - Citizen juries  
- Ballots  
- Delegated decisions |

Source: Int. Assoc. for Public Participation, 2019 (www.iap2.org)
Outline

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• Practical Applications
  • Planning – a conceptual perspective
  • Who are stakeholders?
  • What roles can/should stakeholders play?
  • How are stakeholders engaged effectively?
  • Lessons learned (so far)!
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Watershed Management/
TMDL Implementation Planning
- a conceptual perspective
Who are Stakeholders?

Those that:

• Are affected by water quality (WQ) problems
Who are Stakeholders?

Those that:

• Contribute to pollutant loads or impact WQ
Who are Stakeholders?

Those that:
• May be required to install control measures
Who are Stakeholders?

Those that:
• Have statutory or regulatory WQ responsibilities
Who are Stakeholders?

Those that:
• May help develop or implement remedial actions
Who are Stakeholders?

Those that:

- Live in the watershed or use the water resource
Who are Stakeholders?

Those that:
• May improve the chances of a successful implementation
Who are Stakeholders?

Federal Agencies

United States Department of Agriculture
Natural Resources Conservation Service
Who are Stakeholders?

State Agencies
Who are Stakeholders?

State Agencies
Who are Stakeholders?

State Agencies

The EPA Regions

Conservation Recreation, Parks
Who are Stakeholders?

State Agencies
Who are Stakeholders?

The EPA Regions

Health

Environmental Protection

Forestry

Conservation Recreation, Parks

State Agencies
Who are Stakeholders?

Energy, Mining, Minerals

Health

Environmental Protection

Conservation Recreation, Parks

State Agencies
Who are Stakeholders?

Local Government
Who are Stakeholders?

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Who are Stakeholders?

Local Government

VIRGINIA ASSOCIATION OF
SWCD
SOIL & WATER
CONSERVATION DISTRICTS

County/City
Departments

Regional/District
Environmental Planners
Who are Stakeholders?

Local Government

- Cooperative Extension
- County Agents
- County/City Departments
- Regional/District Environmental Planners
Who are Stakeholders?

Businesses    Community Groups    Citizens
Who are Stakeholders?

Businesses  Community Groups  Citizens

Environmental Groups
Who are Stakeholders?

Businesses  Community Groups  Citizens

Environmental Groups  Watershed Roundtables
Who are Stakeholders?

- Businesses
- Community Groups
- Citizens
  - Animal Groups
  - Environmental Groups
  - Watershed Roundtables
Who are Stakeholders?

Businesses

Community Groups

Citizens

- Farm Bureau
- Animal Groups
- Environmental Groups
- Watershed Roundtables
Who are Stakeholders?

Businesses

- Farm Bureau
- Animal Groups

Community Groups

- Environmental Groups

Citizens

- Civic Groups
- Watershed Roundtables
Who are Stakeholders?

- Businesses
  - Farm Bureau
  - Animal Groups
- Community Groups
  - Homeowner Associations
  - Environmental Groups
- Citizens
  - Civic Groups
  - Watershed Roundtables
What roles can/should stakeholders play?

Stakeholder engagement model

- Resource Team
- Steering Committee
- Working Group
- TMDL IMPLEMENTATION PLAN
Start with a Resource Team

- Soil and Water Conservation District(s)
- County/City representatives
- Watershed and/or Civic Groups
- State Dept of Environmental Protection
- Technical Contractor
Public Meetings

- Outreach/notification
  - Email lists
  - Mailings
  - Phone calls
  - Newspaper articles
  - Web sites
  - Flyers
  - Community events
  - Signs in the watershed
Public Meetings

• Typically two
  • One to initiate the process
  • Final meeting to share IP
Potential Working Groups

Community
• Agricultural
• Residential
• Municipal
• University
• Commercial

Pollutant Source Categories
• Agriculture
• Residential/Urban
• Channel erosion

Pollutant
• Sediment
• Nutrients
• Organic matter
• Hydrologic modification
• Bacteria
Steering Committee

TMDL IMPLEMENTATION PLAN

Resource Team

Steering Committee

Working Group

Working Group
Engaging Stakeholders Effectively

• Include food
Engaging Stakeholders Effectively

- Make sure the meetings run on time and at convenient times
Engaging Stakeholders Effectively

• Utilize smaller working groups
Engaging Stakeholders Effectively

- Utilize smaller working groups
Engaging Stakeholders Effectively

- Use maps or other visual aids to help encourage interaction
Engaging Stakeholders Effectively

- Educate as you go through the process
- Take watershed tours
- Provide reference material specific to tasks
Lessons Learned

- **Organization**
  - Coordinate with existing watershed groups when possible
  - Engage stakeholders with meaningful tasks
  - Schedule meetings when convenient to stakeholders
  - Provide structure, but be flexible in the details
Lessons Learned

• Communication
  • Resource Team coordination is essential
  • Email and web sites are low-cost, convenient communication media
  • One size doesn’t fit all
Lessons Learned

- Education
  - Hands-on interaction with maps got stakeholders involved
  - As a facilitator, look for educational opportunities at each step of the process
  - Inform without overwhelming
  - Education is mutual – not just for stakeholders
Thank you