

AWQA Priority Activities 2009-2010

***NOTE:** AWQA partners selected and ranked the following activities as priorities for AWQA in 2009-2010. Priority ranking in no way reflects the value of each activity. For example a "low" ranked activity does not imply that the activity is of low value, it simply implies that it is a lower priority for AWQA since there are other resources dedicated to this particular activity. Actions that are low priorities for AWQA are likely high priorities for individual organizations within the partnership, and all of these actions are valuable to meeting our mutual goals. Also, the "who" column lists only the lead organization within AWQA responsible for a given activity. We recognize that additional supporting partners will be contributing to implementing the following activities beyond those listed in the "who" column, and highly value the contributions of our extended partners.

Strategic Plan Section	Activity	2009-2010 Priority Level	Who
1. Data Review, Coordination and Dissemination	1.1 Participate in Sanctuary WQPP WQ monitoring workshop	High	All
	1.2 Create forums for CCWQP to disseminate data at grower technical seminars	Low	CCAWQC
2. Agriculture Industry Networks	2.1 Work with grower organizations and companies to implement water quality and irrigation efficiency programs	High	UCCE
	2.2 Attend and participate in monthly AWQA meetings: Represent agricultural industry perspective on AWQA.	High	CCAWQC
	2.3 Act as a conduit for communication, coordination, and technical information exchange between water quality stakeholders such as agency personnel, technical service providers, growers and other interests and also between these groups in the northern and southern part of the Central Coast.	High	CCAWQC
	2.4 Provide technical support and leadership on water quality, food safety, and water use efficiency to agricultural industry organizations and companies.	High	UCCE
	2.5 Continue support of agricultural watershed working groups	High	All
	2.6 Utilize Watershed Coordinators, Agricultural Watershed Working Groups, Partner networks and Pest Control Advisor contacts to work on problem solving approaches to water quality issues.	Mid	CCAWQC

	2.7 Work in a coordinating/facilitating role as new issues arise that have an agricultural water quality nexus.	Mid	CCAWQC
	2.8 Utilize a private industry perspective to promote more effective and efficient operation of AWQA.	Mid	CCAWQC
3. Technical Information & Outreach	3.1 Provide educational workshops for growers, farm managers, ag industry reps, and irrigators on irrigation and nutrient management and water quality protection.	High	All
	3.2 Represent the RCDs collectively on the AWQA steering committee. Represent, equally, the interests of the six Central Coast RCDs.	High	RCD
	3.3 Facilitate monthly AWQA meetings to identify needs and opportunities	High	MBNMS
	3.4 Continue to procure funding to solve water quality issue and to outreach to growers and partners in Water Quality (e.g. Nitrates, IPM, Pesticides)	High	CCAWQC
	3.5 Develop irrigation management guidelines and tools for improving irrigation scheduling of central coast crops. Train NRCS and RCD staff, watershed coordinators and TSPs in the use of water and nutrient management practice guidance and sediment management practices to develop site specific recommendations and cost-share contracts.	High	UCCE, NRCS (agronomist), RCD
	3.6 Develop irrigation water and nutrient management cost-share practice requirements based on UCCE practice research results and through consultation with industry advisors.	High	NRCS (agronomist), UCCE
	3.7 Facilitate RCDs and other AWQA partners in making best use of available funding sources and partnerships to implement water quality improvements, including, but not limited to: Technical service provider (TSP) money through NRCS Interagency agreements Work Force Investment Boards Sales Portfolios	High	RCD
	3.8 Create regionwide sales sheet representing RCD staff capacity throughout Central Coast for reference amongst all partners. Strengthen referral network.	High	RCD
	3.9 Determine effectiveness of best management practices for protecting farm water quality.	High	UCCE
	3.10 Provide technical trainings on conservation practices and conservation planning to regulators.	High	Gap
	3.11 Provide on farm, voluntary, confidential water quality sampling for farm planning across the 6 county region using procedures developed by Preservation Inc.	High	NRCS

3.12 Conduct technical training and outreach to landowners	High	Gap, CCAWQC?
3.13 Provide technical leadership in support of a central coast irrigation and nutrient management program	High	UCCE
3.14 Provide co-management Food Safety training to farmers, auditors, buyers.	Mid	NRCS (agronomist, soil conservationi sts)
3.15 Provide technical advice and guidance to farmers, ranchers, technical advisors, and regulatory agencies on the practical management of riparian areas for multiple objectives (water quality, wildlife habitat, food safety, flood control, etc.)	Mid	NRCS
3.16 Coordinate annual Farm, Food Safety & Conservation Network meeting - co-management research, policy, outreach updates	Mid	MBNMS
3.17 Provide technical leadership and support in development of Food Safety Co-management guidelines for conservation practice and wildlife management.	Mid	NRCS
3.18 Obtain funding to support interns to assist Central Coast Cattlemen with organization of RWQCB Planning Short Courses in f. coliform/bacteria/pathogen listed waterbodies.	Mid	CCAWQC
3.19 Maintain AWQA website and online calendar of workshops and events. Coordinate Coalition web-site, AWQA web-site and AWQA Wiki, tied to region-wide outreach efforts to better facilitate consistent and systematic dissemination of pertinent water quality related information.	Mid - Low	MBNMS, CCAWQC, RCD
3.20 Evaluate effectiveness of management practices to minimize microbial food safety risks to central coast crops.	Low	UCCE
3.21 Facilitate monthly conference calls of the Farm, Food Safety & Conservation Network	Low	MBNMS

	3.22 Participate in FFSCN and other Co-Management of Water Quality (Conservation Practices) and Food Safety Activities	Low	CCAWQC
	3.23 Coordinate meetings w 6-RCDs and Caltrans, State Parks, BLM, Forest Service and other region-wide agencies to discuss RCD program assistance for their agencies	Low	RCD
4. Education & Public Relations	4.1 Conduct outreach on AWQA at events and conferences; conduct targeted outreach to potential funding organizations and environmental organizations who are unfamiliar with AWQA efforts.	High	MBNMS
	4.2 Support AWQA in public relations activities	High	CCAWQC, UCCE
	4.3 Participate in agricultural events to showcase WQ practices.	High	NRCS
	4.4 Develop media stories on successful conservation projects and/or partnerships.	High	NRCS
	4.5 Identify and develop relationships with existing outreach and education networks (newsletters, websites, etc.). Submit AWQA articles (new and recycled) regularly to existing newsletters (UCCE central coast farm water quality newsletter, FB and RCD newsletters, etc).	High	All
	4.6 Work with AWQA partners to develop mechanism for tracking and evaluating Strategic Plan Implementation	Mid	MBNMS
	4.7 Coordinate and implement community/media event to celebrate 10 year anniversary of Ag Plan (such as conservation awards, land-sea tour, etc.)	Mid - Low	MBNMS
	4.8 Develop 10 year summary report/ videos	Low	MBNMS
5. Regulatory Coordination/ Streamlining	5.1 Work with RCDs to complete development of Permit Coordination Programs in SLO and Upper Pajaro River Watershed.	High	NRCS (biologist)
	5.2 Work with RCDs to renew Permit Coordination Programs in Santa Cruz and Monterey Counties.	High	NRCS (biologist)
	5.3 Conduct training and outreach on permit coordination to regulators and decision-makers	High	Gap

	5.4 Seek to sustain programs that are currently implemented and investigate simplified methods to extend existing programs.	Mid	RCD
6. Funding Mechanisms & Incentives	6.1 Develop multi-partner, regionally-scaled grant proposals for Ag plan implementation	High	All
	6.2 Coordinate Regional Strategic Sustainable Funding Seminar	Mid	MBNMS, CCAWQC, RCD
	6.3 Inform growers of available funding from AWQA partners to implement water quality protection practices. Promote Farm Bill cost-share funding opportunities through AWQA partner networks to conventional farmers and ranchers, underserved producers and organic growers and <u>assist with application process to maximize participation.</u>	Mid	NRCS, UCCE
	6.4 Create a digital library of RCD grant final reports from which partners can pull information and increase awareness of grant projects throughout the region.	Low	RCD
	6.5 Keep informed of developments in Performance-based incentives	Low	MBNMS, UCCE
7. Public/Private Rural Lands and Roads	7.1 Assist RCDs to define and develop partnerships with other agencies who are interested in road improvement work for coordination of trainings and funding resources.	High	RCD
	7.2 Provide technical information and training to Livestock and Land Programs	Mid	NRCS (rangeland specialist)
	7.3 Provide technical information and assistance to Rural Roads programs	Mid	NRCS (roads hydrologist)
	7.4 Assist RCDs on coordination and collaboration of implementation of strategies under Section V – Public Private Rural Lands and Roads: Identify counties with the largest need for public/private roads training program; define specific road construction and maintenance needs per county or watershed; promote the use of conservation management practices for rural <u>property management</u>	Mid - Low	RCD