



Jordan Lake One Water (JLOW)

A transformative approach to watershed management



Collaboration in the Jordan Lake Watershed

Historically

- Contention has led to a lack of communication on a watershed scale
- Entities are predominantly “going it alone”
- Spending large amounts of money for small nutrient reductions

Recognized Need for Alternative Approach



~~Reactive~~
Proactive

A hand holding a white marker, pointing to the word "Proactive" which is underlined. The word "Reactive" is crossed out with a red line.

Shifting the Paradigm

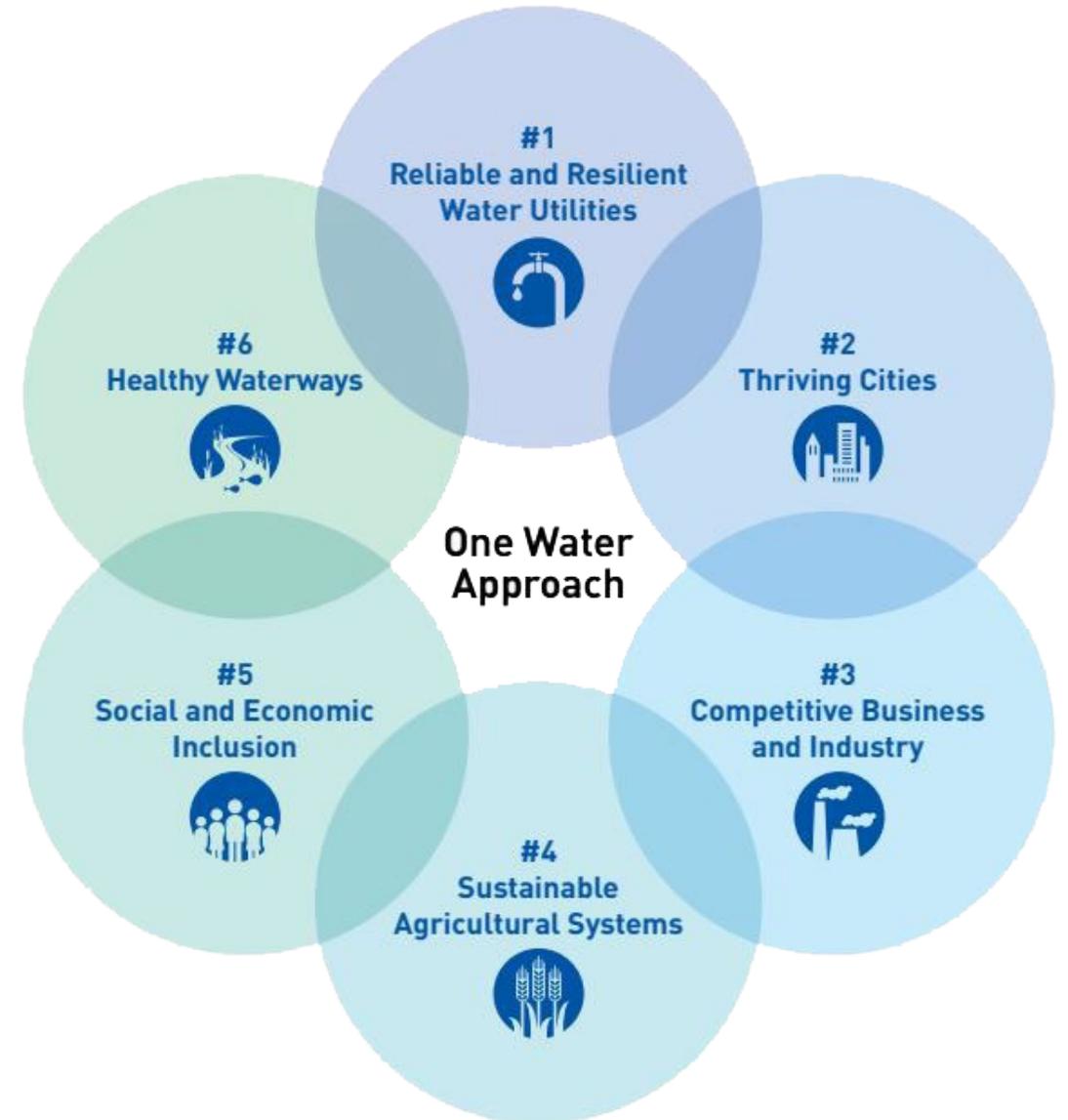
What is One Water?

"One Water is an integrated planning and implementation approach to managing finite water resources for long-term resilience and reliability, meeting both community and ecosystem needs." - Water Research Foundation

- Similar to Integrated Watershed Management (IWM)

A One Water approach can take many different forms, but has some unifying characteristics:

- A mindset that **all water has value**
- A focus on achieving **multiple benefits** - economic, environmental, & social
- Approaches decisions with a **systems mindset**
- Utilizes **watershed-scale thinking & action**
- Relies heavily on **partnerships & inclusion**



Benefits of a One Water Approach in the Jordan Lake Watershed

Enables us to solve regional watershed issues that are generally beyond the capacity of any one stakeholder by:

- Leveraging knowledge, resources, and experience
- Increasing access to funds and funding opportunities
- Building partnerships and trust
- Sharing responsibility and understanding
- Establishing greater credibility
- Recognizing collective goals and triple bottom line benefits



History of JLOW

TJCOG began discussions with local stakeholders about regional management of Jordan Lake watershed

Around the same time - NCDOT received NCDEQ support to investigate a One Water strategy for stormwater nutrient management

2016

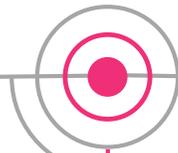


UNC Policy Collaboratory begins research including analysis of nutrient management strategies

Spring
2017

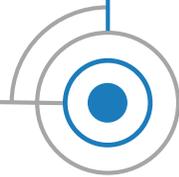


Summer
2017



Held first meeting. Interest in integrated watershed management was so high that quarterly meetings were planned.

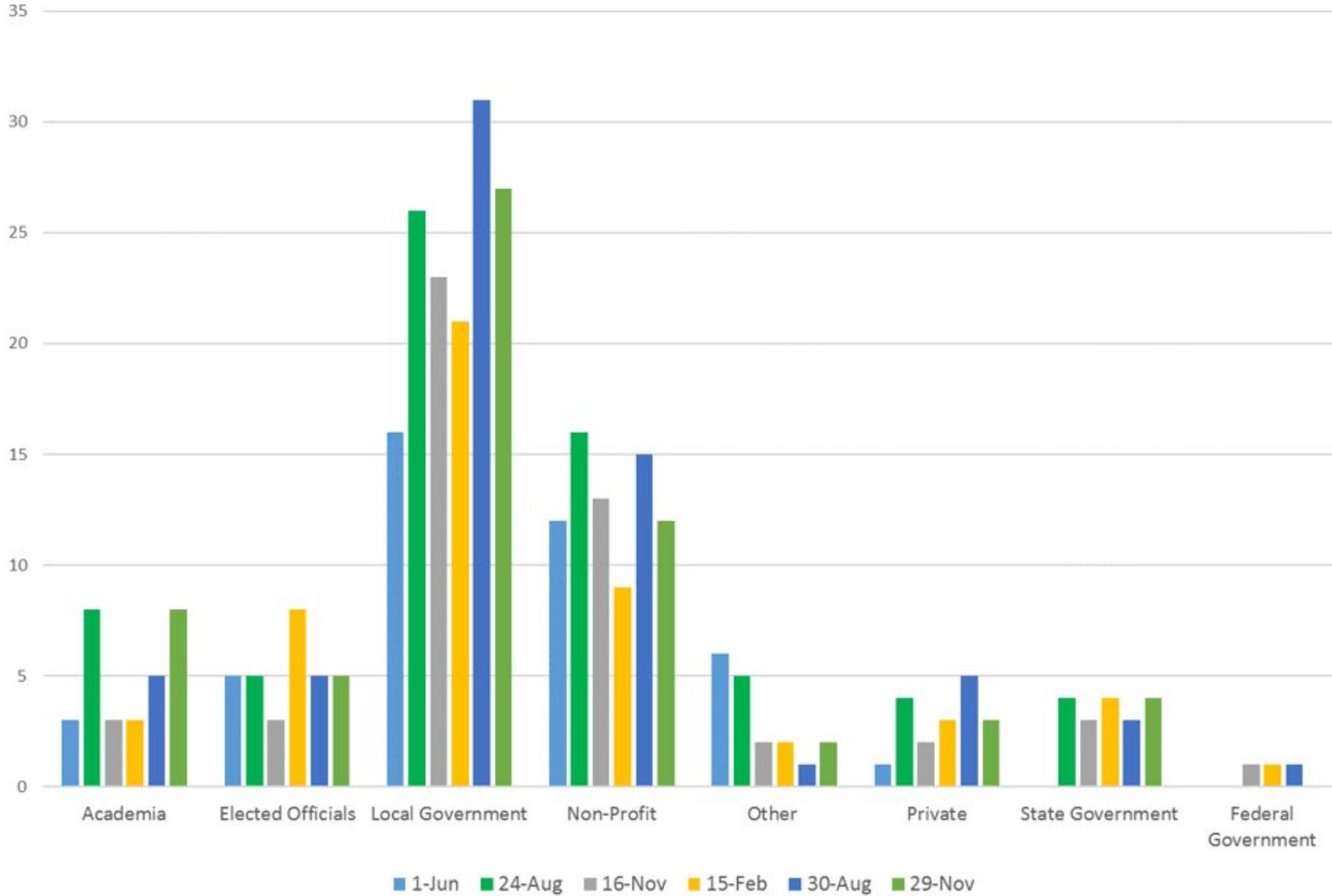
2017



Since That Time

- Held 7 large group stakeholder meetings
- Held 7 elected officials meetings
- Formed advisory committee
- Begun seeking funding for administrative support
- Begun developing a work plan to guide efforts over the next year
- Continued outreach to broaden stakeholder network

Diversity of JLOW Stakeholders



Goals

Utilizing communication, collaboration, and cooperation, JLOW seeks to:

- Solve regional watershed issues that are generally beyond the capacity of any one stakeholder
- Draw on experience and leadership of elected officials and other champions of the group
- Work closely with local and state regulators and other policy groups in an advisory context
- Increase access to funds and funding opportunities
- Establish and develop partnerships and trust among stakeholders
- Leverage knowledge, resources, and experience



Next Steps

Upcoming Initiatives

- **Finalize work plan**
 - Establish clear overarching goals, process, and timeline
- **Develop a One Water management framework** for the Jordan Lake Watershed through diverse stakeholder participation
 - Will be forming workgroups to tackle certain topic areas
- **Expand outreach & communication** efforts to bring in missing stakeholders
 - Would like to have representation from every community & perspective
- **Participate in nutrient rule revision process**
 - Help DWR meet public participation requirements

Other Potential Projects

- Generate a 'catalog' of One Water case studies
- Build inventory/clearinghouse of policies/programs & projects in watershed
- Publish a One Water guidance document for the watershed
- Identify & execute pilot projects

Questions?



For more information, please visit our website at:

<http://www.tjcog.org/jordan-lake-one-water.aspx>



THANK YOU

Cameron Colvin
Water Resources Planner
ccolvin@ptrc.org

