

This presentation premiered at WaterSmart Innovations

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Water Planning For Sustainability

A Community Approach

AUDUBON
INTERNATIONAL



Just the facts...

- Reduced availability of water resources.
- Public awareness of the need to better manage and protect water has grown over the last decade.
 - Economic criteria and political considerations still tend to drive water policy at all levels.
- Further pressures on water resources are increasing as a result of human activity
 - urbanization
 - population growth
 - increased living standards
 - pollution.



A Multi-Faceted Approach...

1. “Big Picture Problem” approach
(e.g. climate change, loss of biodiversity)
2. “Charismatic Mega-Fauna” approach
(a.k.a. the “save the whales”)
3. “Wilderness Preservation” approach
(e.g., buy up and protect wild areas)
4. “All or Nothing” approach
(i.e., clean cars or clean power)
5. “Anti-something/Us vs. Them” approach
(i.e., the history of antagonism)

The Audubon International Approach

The environment and the economy are interconnected, as such good business decisions and good environmental decisions are inherently connected.

About Audubon International...

- Audubon International is a not-for-profit, 501(c)(3), environmental education organization that provides people with the education and assistance they need to practice responsible management of land, water, and natural resources.
- For over 20 years Audubon International has been working with individuals who can have an immediate impact while growing support to drive community-wide change.



Who We Work With...

Initiative	Target Group
Community Engagement, Planning, & Action	Towns, Cities, Counties, Mixed-Use Private Communities, Neighborhoods, Destination Resorts, Community Organizations, Planning Bodies
Eco-Design & Development	Land Owners, Developers & Architects, Town Permitting Boards, Community Planners, Construction Crews & Builders, End-users
Environmental Stewardship & Management	Facility Managers, Cemeteries, City & Town Park Managers, Schools & Youth Groups, Homeowners, Community Service Groups
Golf and the Environment	Golf Course Superintendents, Owners & Managers, PGA Professionals, Golf Architects & Builders, Golfers & Golf Associations, Management Companies

Foster More Sustainable Communities...

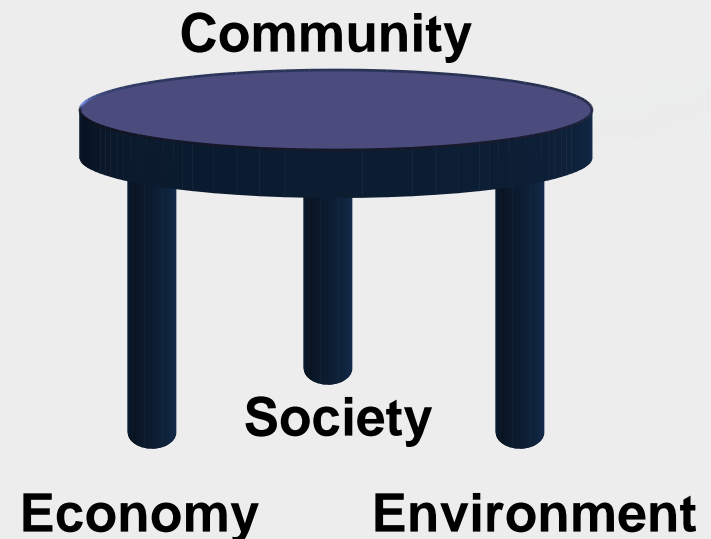
Audubon Sustainable Communities Program

- Serving to create more sustainable communities through assessment, planning, and implementation.



Audubon Sustainable Communities Program

- Created to address environmental quality, social equity, and economic vitality within a community.
- Flexible and adaptable program because your community creates a tailor-fit plan for your efforts.
- Sustainability becomes a central element of planning, policies, and practices.
- Balances needs of people with protection of the environment.



Sustainable Plans...Where do you want to go?



“The danger of not planning is realizing too late that you’ve ended up down the wrong road.”

The Future of a Community

Big Box Retail Sound Economy

Quality of Life

Limited or No
Natural Resources

Smart Growth

Sprawl



Citizen Action

Stagnation

Sustainability

Healthy Environment

Ideas that don't get implemented

SCP: Stages of Involvement

STAGE ONE:

Community Outreach, Education, and Involvement



STAGE TWO:

Sustainable Strategic Planning



STAGE THREE:

Implementing the Strategic Plan

At the Heart... Sustainability Indicators

1. Agriculture
2. Economic Development/Tourism
3. Education
4. Environmental issues
5. Governance
6. Public Health
7. Housing
8. Open Space and Land Use
9. Planning, Zoning, Building and Development
10. Population
11. Public Safety and Emergency Management
12. Recreation
13. Resource Use (water, energy, waste)
14. Volunteerism and Civic Engagement
15. Transportation



Three groupings

- Economic
- Social
- Environmental

SCP in Action: “Sustainable Eufaula”



City of Eufaula, Alabama

- 15,000 people
- 70 square miles
- Eufaula Wildlife Refuge
- Walter F. George Reservoir (Lake Eufaula)

“Eufaula 2020””:Stage Three

The Planning Team:

- City of Eufaula
- Audubon International
- Auburn University
- Goodwyn, Mills, and Cawood



Eufaula 2020 Strategic Plan presented to and accepted by City Council

“Certified Audubon Sustainable Community”

Individual Actions

- People of Eufaula pledged to:
 - >70% - landscape with native plants
 - >87% - reduce or eliminate use of toxic chemicals
 - >85% - conserve water in the home
 - 87% - recycle



Eufaula: The Results

- “Big Green Dreams Inspire One Small Town.” - *CNN*
- “What makes this plan so spectacular is that it is not a plan of Mayor Jaxon and the City Council, it is a plan of the people.”
– Joel Smith, *The Eufaula Tribune*
- *Life 2.0* by Rich Karlgaard (one of America’s Best Small Towns)
- Smart Growth Award (runner-up for community outreach category)

Williamston, NC

Motivating Factors:

- Economic
- Rural Heritage Preservation
- Natural Resources
 - Roanoke River
 - Forests and Open Space
 - Water!
- Historic Downtown
- Population Challenges (Pop: 6,000)
 - De-population
 - Out-migration



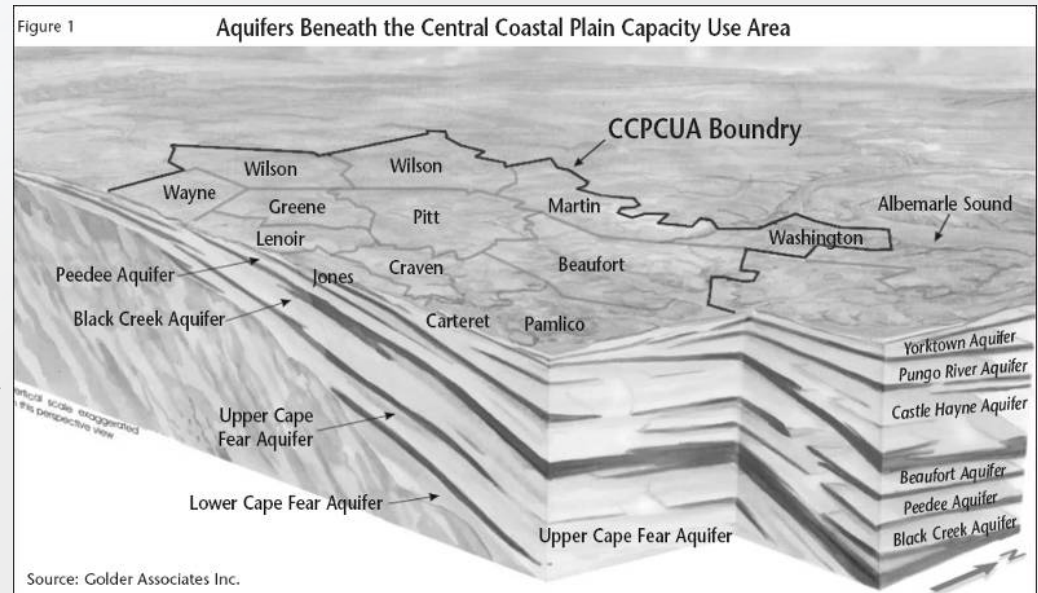
Primary Environmental Concern Facing Community?

1. WATER
2. Litter and trash
3. Loss of open space
4. Agricultural concerns

Central Coastal Plain

- Roanoke River
- Lush green vegetation
- Cypress-Tupelo swamps
- 50 inches of annual rainfall

BUT...it's not about the surface.



More than 2/3 of water
supplied by groundwater
aquifers (64 million gpd)
Williamston – closer to 95%

Problems...

- Rising consumption
- Growing population

The Net Effect...

- By 1988, aquifers dropping by 8 ft per year
- Already had dropped 150 ft in some places
- Saltwater intrusion
- 44 of 122 public water systems in danger of permanent damage
- Demand expected to increase 54% by 2020 if no changes



Town Actions

- Passed water conservation ordinance and implemented incentive program for homeowner rebates and retrofits for low-flow fixtures
- Obtained more than \$30,000 in grant money to fund demonstration projects at Williamston High School (rainwater capture, graywater reuse, groundwater recharge, biofilters, native plant landscaping, permeable pavement)
- Adopted environmentally-responsible management practices and policies on Town-owned land

Williamston's Future

- Clean drinking water
- Clean air
- Robust local economy
- High quality of life
- Educational opportunity
- Cultural amenities
- Connection to history
- Job opportunities
- Adequate medical care
- Care for our young and elderly
- Recreational opportunities
- Sense of place
- Low unemployment
- Maintained roads and public services
- Open space preservation

Williamston: Results (to Date)

- August 2006 – Audubon Green Community Award (*SCP Stage 1 Complete*)
- September 2006 – *Williamston Enterprise* front page article
- Citizen response:
 - “Great! How can I get involved?”
 - “Great! What does this mean for me and the community?”
- October 2006 – One of three finalists in environmental stewardship category of 2006 Sustainability Awards hosted by Sustainable North Carolina

An Unfolding Success Story

“The program has made us realize that we, the citizens of Williamston, are responsible for our future. As our small town seeks to compete in a global economy, we’ve increased our focus on the pillars of sustainability: our environment, our economy, and our people. As a result, we want to take care of our land, water, wildlife and air as never before, because they will define our future.”

Dr. Tom Ward

Town of Williamston, NC



How To Get Involved?

AudubonInternational.org

or

Call: 518-767-9051

