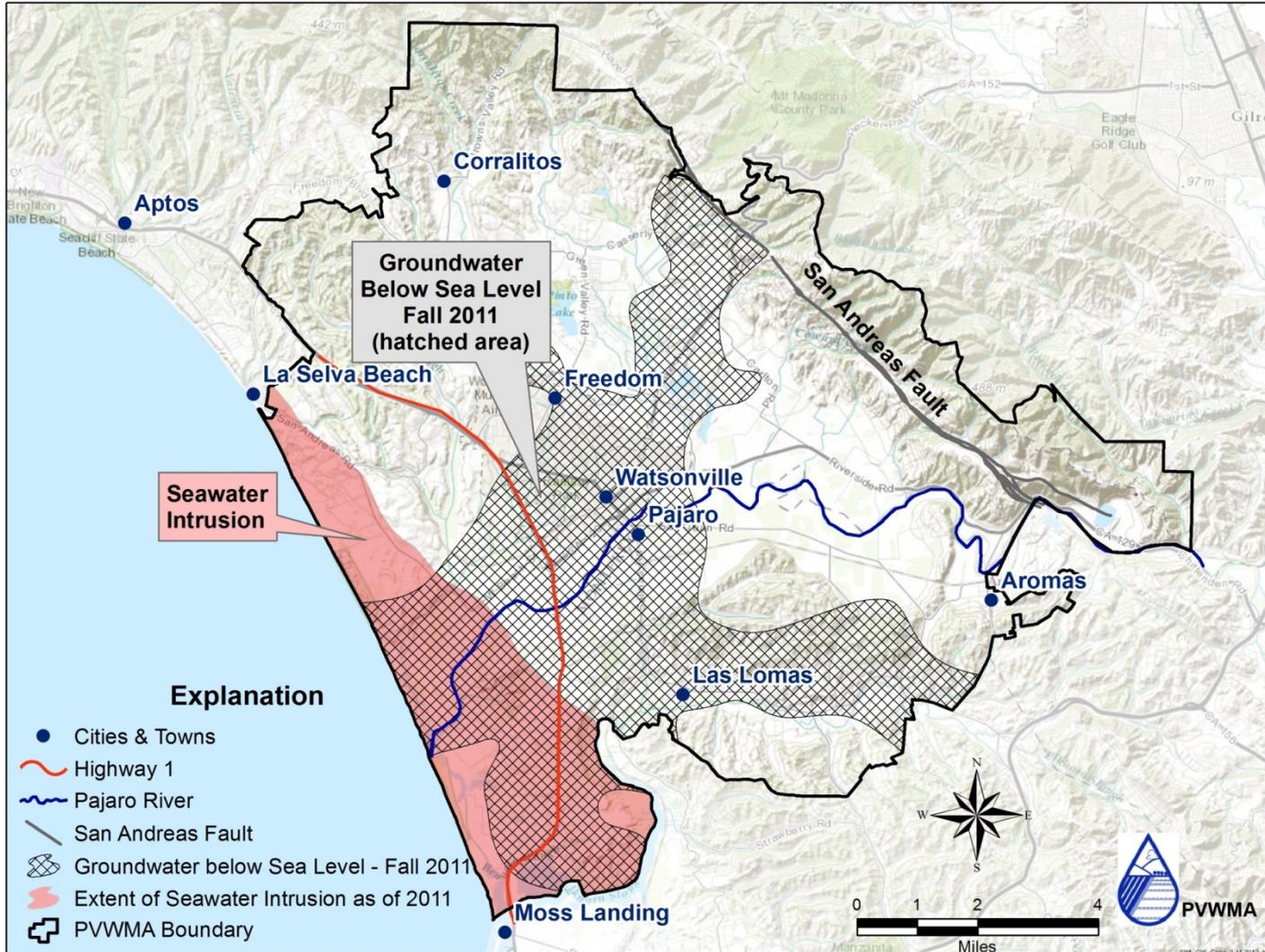


Pajaro Valley and Community Water Dialogue

Kelley Bell, Driscoll's

Karen Christensen, RCD of Santa Cruz
County

Pajaro Valley



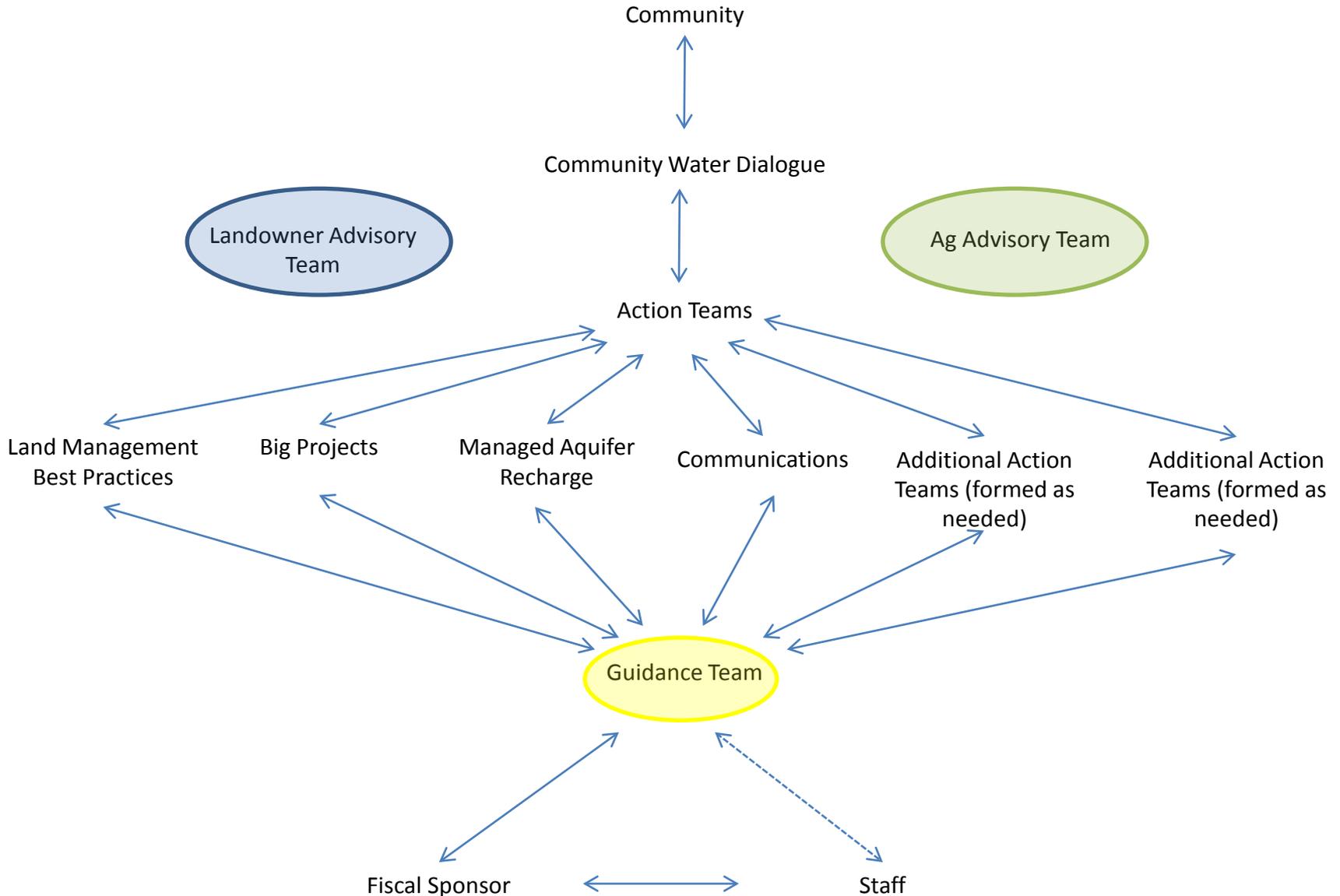
CWD Commitments

1. A commitment to protect the Pajaro Valley as an important agriculture resource
2. A recognition that the solution will not be an importation pipeline
3. A willingness to pursue diverse strategies which entail costs and sacrifices in order to bring our aquifer into balance

Accomplishments to Date

	Accomplishments
1	<ul style="list-style-type: none">- Building trust and initial structure and focus- Science, fact based approach- Cross collaboration- Identified first two projects
2	<ul style="list-style-type: none">- Implementation of Managed Aquifer Recharge and Wireless Irrigation Network- Leveraged private and public funds- Influencing existing water management efforts – PVWMA BMP- Developed innovative strategies that align regulation with grower viability- Engagement with other regional and statewide partners- Recognized by James Irvine Foundation
3	<ul style="list-style-type: none">- Formalized administrative structure- RWQCB requested Tour- Grant funding awarded for implementation of pilot projects- Sought out for policy and regulatory discussions

CWD Structure for Success



Dialogue to Action

Wireless Irrigation Network (WIN)



Managed Aquifer Recharge (MAR)



PICA (Performance-based Incentives for Conservation in Agriculture)

- Incentivize *measured* environmental benefits
- Assists growers to track water use and nitrogen to demonstrate and incentivize environmental performance
- Next step: model PICA on farm and **integrate** into other efforts (industry, regulatory, etc)

Water Quantity

Water used for irrigation



Water Quality

Nitrate leaching & Nitrate in storm runoff



PICA Partners

Project Partners and participating growers

Funded by:



CALIFORNIA STATE UNIVERSITY
Monterey Bay



CWD Lessons Learned



Call to Action

How can CDFA, conservation organizations, industry and local partners work together toward a shared vision of groundwater security?

1. Engage one another early to cooperatively *develop* and *test* regional or statewide initiatives at the local level
2. Create new incentives that reward not only water conservation *practices* but also *performance*
3. Use data and research to inform and catalyze individual and collective action
4. Support communities to look more holistically at water issues and support local solutions
5. Promote cross pollination of CWD with other regional and statewide efforts