

TMDLs, Implementation, and Gatorade[®]: The Benefits of Knowing Your Customer

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Topics for Discussion

- The Gatorade® Lesson: who is the customer?
- I'm a TMDL, and I'm here to help...
- Who are the implementation customers, and what do they want?
- Implementable TMDLs, how do we make it happen?

Gatorade®: A lesson in knowing your customer?

Gatorade (1965-2000)

Corporate Goal: \$\$\$
Market share King
One symbol, one choice



Customers:

- pretty much everyone

Gatorade (2000-present)

Corporate Goal: \$\$\$
Market share plummets

What happened?

New competition
R&D focus on athletes
Increased production costs
Product confusion



Main Problem: Didn't focus on needs of the #1 market...





GATORADE

The Idea that Launched an Industry



So who is the #1 market for sports drinks???



Soccer Moms!

“I’m a TMDL and I’m here to help!”

TMDL Timeframe	Past	Future
Primary TMDL Goals	WQ-8 “Beans” Pace Meet CDs Some supported implementation	WQ-8 Pace Meet CDs (although nearing the end) Support implementation Restoration (SP-10, 12, etc)
Target Audience?	EPA Courts/Litigants Your Boss	Still EPA Courts/Litigants Still your Boss Program partners Local watershed groups/ stakeholders
Results	EPA, Boss, and Courts off your back Permit WLAs	Probably fewer TMDLs Increased targeted implementation

Who are the implementation customers? And what do they need?

To answer these questions we used the following sources of information:

- E-mail survey of folks implementing TMDLs & watershed plans in Region 5
- Detailed TMDL/watershed stakeholder surveys
 - Iowa Watershed Improvement Customer Satisfaction Survey Report (IDNR 2008)
 - Green Bay AOC TMDL: Stakeholder Survey (Scheberle 2008)
- Input from State NPS programs, EPA NPS Expert
- University Researchers involved in TMDL implementation

Who are the implementation customers? And what do they need?

Who

Point sources
Farmers
Conservation Districts
Watershed groups
Local/County government
State Government
Watershed Coordinators
Economic Development Types
Others...

Needs

- Money
- Effective Communication & Collaboration
- Integrate TMDLs/Trading
- Fairness/cost effectiveness consideration
- Holistic view/quality study
- More NPS control
- Education
- Source assessment
- Platform for exploring policy change?
- Accountability
- Sound science/data
- Social science/behavior change
- Implementation planning on a small scale
- Stakeholder participation from the beginning

A few quotes from the field....

“I think effective implementation requires the **support of key stakeholders**, the ability to think **creatively**, the involvement of everyone from the beginning of the process.”

“The success of a TMDL depends on strong **support from the affected public and local governments**. Support comes from understanding, involvement, and commitment. In other words a **TMDL must be a community-based effort.**”

“**Watershed plans written with, and therefore by, stakeholders** represent the best approach to assure that such plans are applied. Do this without the people and you'll spend the majority of your time defending the plan recommendations while you could have been implementing.”

A few quotes from the field....

“When citizen stakeholders are in a **collaborative (partner-like) situation** with the government agency then the TMDL plans are more likely to be implemented and water quality improved.”

“Implementation of practices at a **smaller watershed scale** will lead to earlier detection of positive water quality changes, and consequently de-listing of impaired waters”

“The community needs to be **educated**, to understand that cleaner water is possible, and has great value (economic, social, aesthetic)”

A few quotes from the field....

- “Without **local ownership**, resource plans (such as TMDLs) risk never being finished, shelved and forgotten, or opposed by community members.” NRCS 1999
- “TMDLs are just a number”

A few quotes from the field....

“TMDLs bring all of the skeletons out of the closet; it helps us all understand what is going on and nobody likes that.”

“[TMDL process is an] opportunity for point and nonpoint sources to work together and create a cost-effective pollutant trading program with *real* reductions in phosphorous and sediment.”

“[Consider] tools that capture the economic incentives to make changes.”

“Do a cost-effectiveness analysis to see if we’re getting the best “bang for the buck.”

“Personalize the [TMDL] approach, indicating how the individual, the public, or the stakeholder group will benefit from the TMDL.”

A few quotes from the field....

“We need real source assessments. Saying that there are cows in the stream, or septics could be a problem is not enough. We need to define and target critical areas for action on a watershed scale.”

“Without measurable progress, the process could lose legitimacy and be subject to criticism.”

“Let the data/science guide the decisions that are made. This adds legitimacy to the process.”

“Understand that this isn’t the time to hit the point sources with more reductions.”

“Developing a TMDL is meaningless if it does not immediate translate into a plan for implementation.”

A few quotes from the field....

Advice Regarding State/EPA involvement in TMDLs...

“EPA involvement is a plus...we need someone to tell us we must do this.”



“Trust Wisconsin DNR entirely, they’re so awesome, especially that Nicki Richmond, she’s soooo nice!”

“Leave EPA out of this. They’ll just muck this whole thing up.”

Review: Topics for Discussion

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Thanks!

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