

Where does the
water debate go
from here?

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A **key moment** to tell this story:

We have problems to solve.

Polling tells us water is a top issue.

People are paying attention. They are concerned, and most want to help.



What's the story we want to tell?

Balancing interests

- Different water uses = valid water uses.
- How do we balance competing ones?

Trade-offs and compromise

- Don't wait for the deal you want.
- Take the deal you can live with.

How do we rethink what we do?

- How do we sustain some farming?
- How and where do we build new stuff?



What gets in the way of this story?

Public (mis)perceptions

- Water is complicated. Few understand it.

Local interests

- Water isn't partisan, but it's parochial.

Toxic politics

- Our culture does not emphasize shared sacrifice.

Lack of leadership

- It's easy to kick the can, especially when the task is hard.



How do we advance the debate?

Educate

- Explain. Again and again.
- Be clear but detailed.

Debunk

- What are others missing?

Act

- Set an example.
- Urge others to follow.



Questions?

Thanks for coming!

