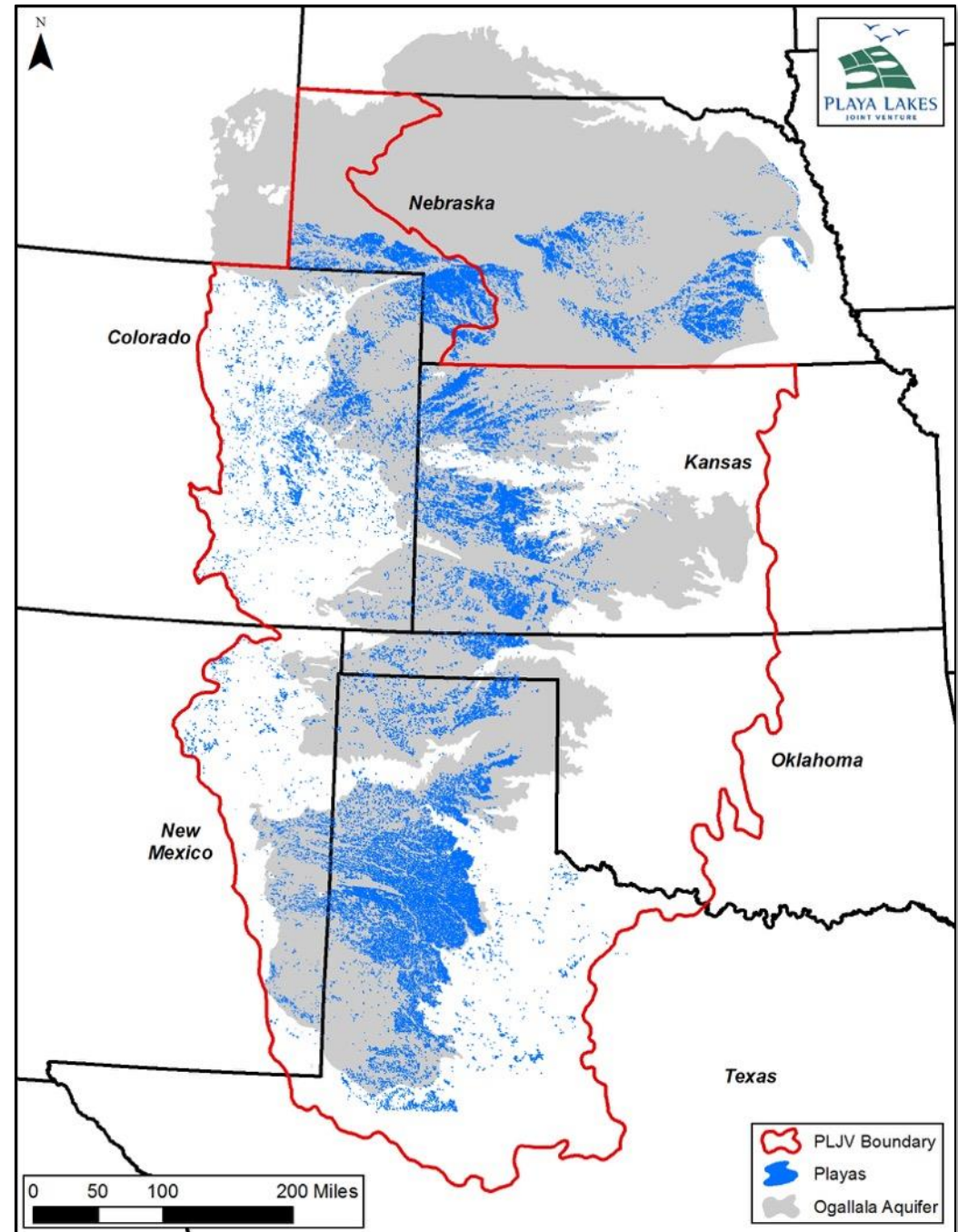
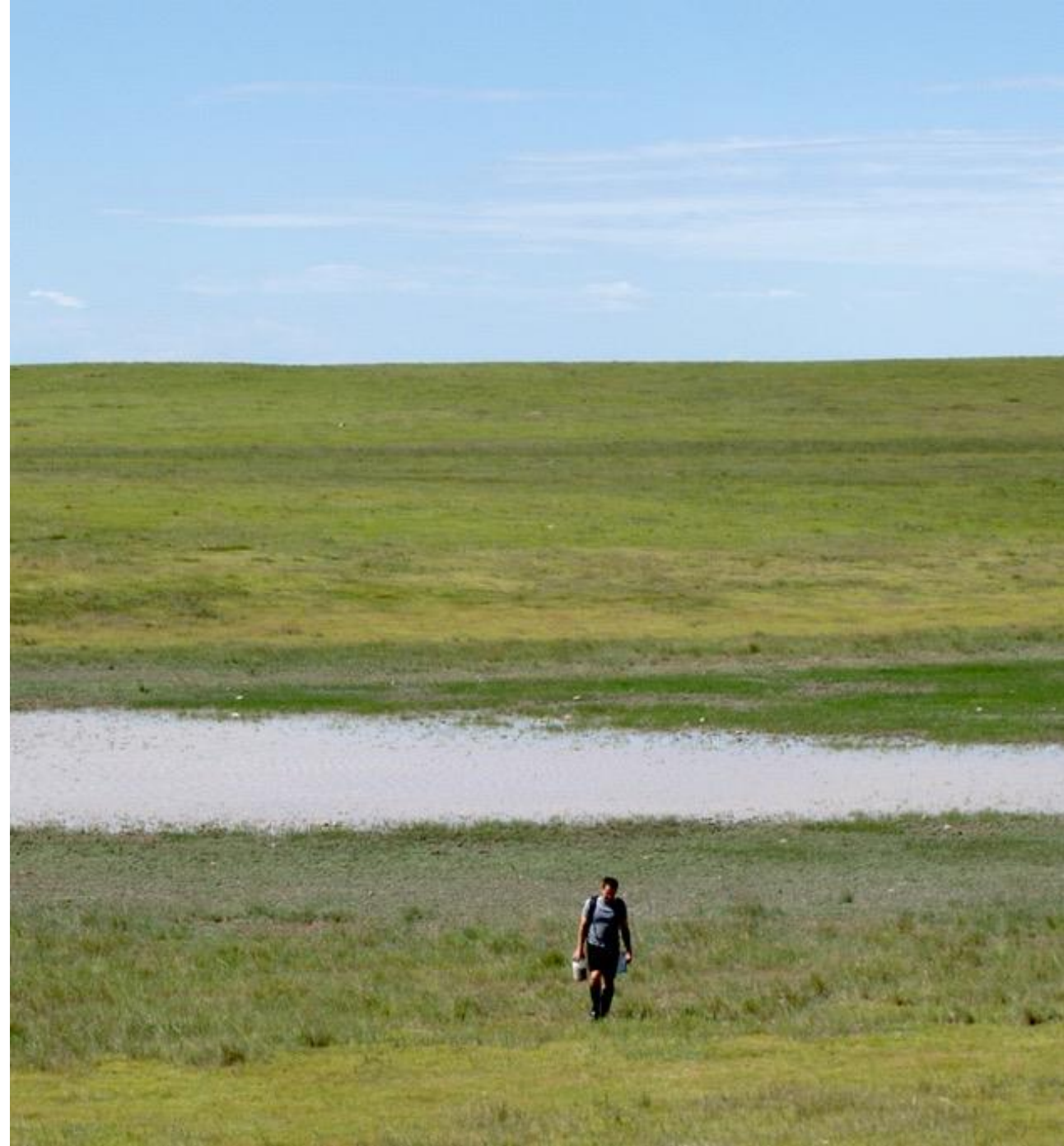


# Seeking **Relevance** in All the Right Places



# PLAYAS

- Small, temporary recharge wetlands with a clay basin
- Collect rainfall and runoff from large watersheds with no inflow/outflow
- When healthy, surrounded by grass buffers or grasslands
- Found mostly on private land





It's not about finding  
new partners.

Find relevance and they  
will find you.

So how do we find  
relevance?

## OUR HUMAN DIMENSIONS (Listening) JOURNEY

### 2006

- Survey to 1,800 farmers and ranchers
- Ogallala Aquifer #1 conservation concern
- 50% didn't know if playas recharge

### 2007

- Started promoting role of playas in groundwater recharge
- Literature review, film, website, radio, fact sheet

### 2013

- 13 landowner focus groups
- Majority would conserve playas to help aquifer, if convinced
- Fewer conserve playas for wildlife
- Need more info from credible source

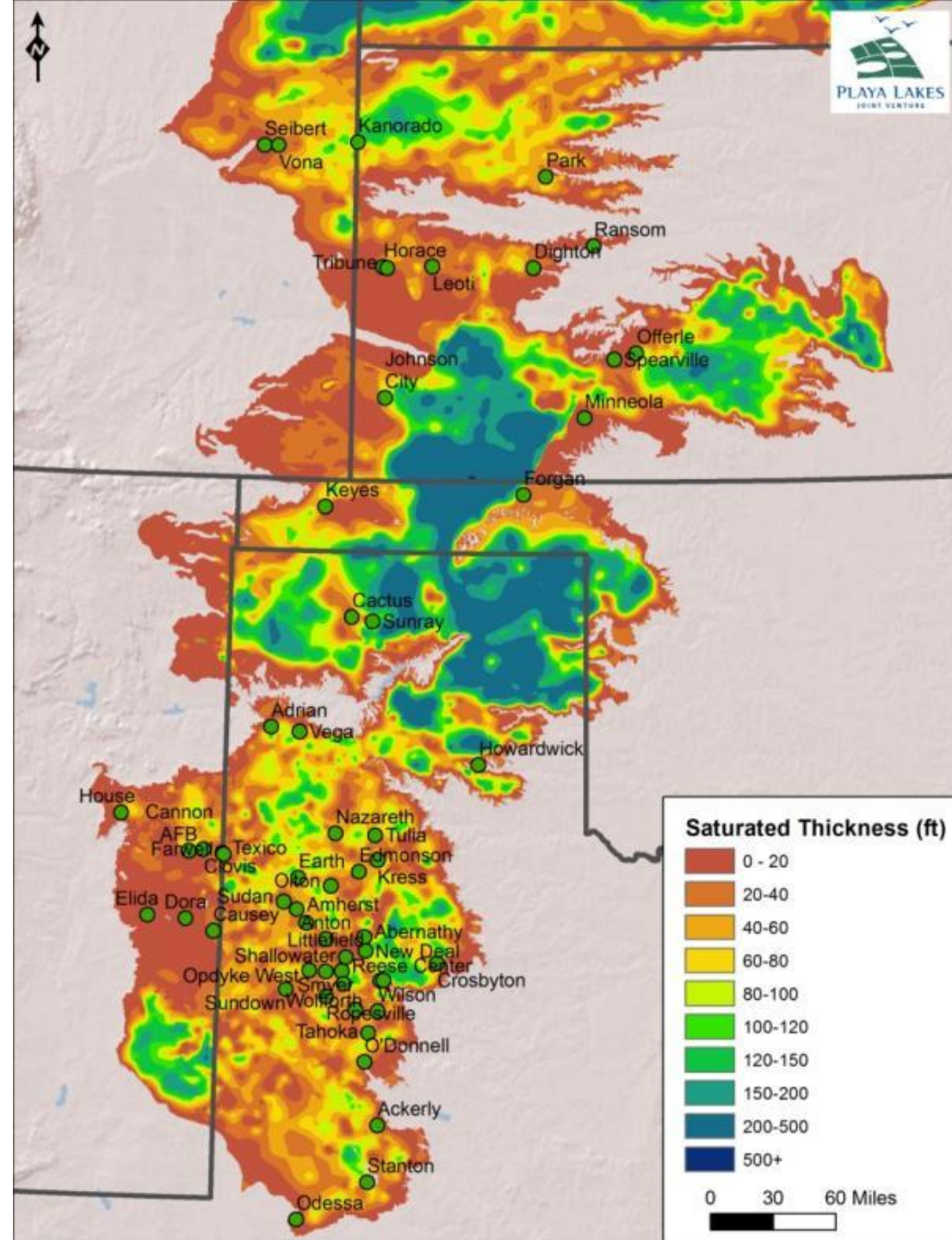
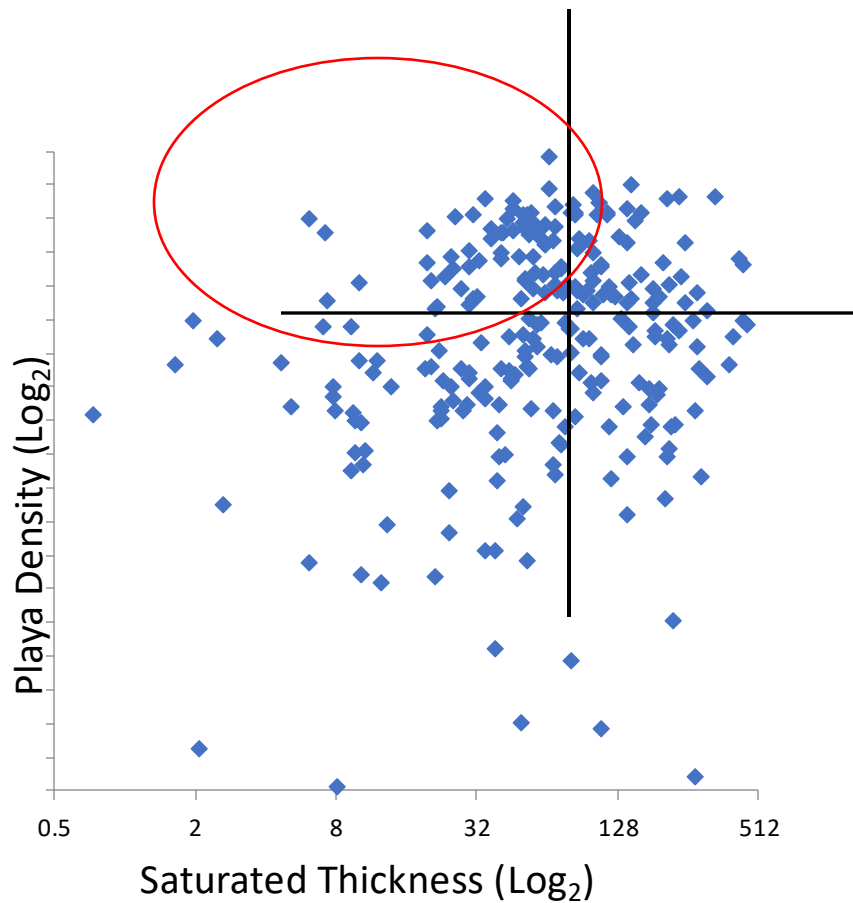
### 2015

- Asked the experts at Playa Summit what we could say about playas and recharge
- Recharge averages 3"/yr & is cleaner
- You can't save irrigators, but can get enough for towns

### 2016

- Early meetings with Clovis leadership
- City of Clovis asked us to participate in their Water Conservation Summit and talk about playas

# 56 Towns Like Clovis



# Relevance Brings Diverse Partners



- ✓ Towns of Leoti and Tribune
- ✓ Greeley County Conservation District
- ✓ Groundwater Management District #1
- ✓ Kansas Association of Conservation Districts
- ✓ Kansas Water Office
- ✓ Kansas Department of Agriculture
- ✓ Kansas Department of Health & Environment
- ✓ Wichita County Commission
- ✓ Wichita County Conservation District
- ✓ Greeley County Economic Development
- ✓ DU, KDWPT, PF, NRCS, FSA and PLJV



## You know you're succeeding when...

### THEY

- ✓ Call you
- ✓ Offer funds and resources
- ✓ Offer their time and effort
- ✓ Are your ambassador

### YOU

- ✓ Support rather than lead
- ✓ Push rather than pull
- ✓ Are challenged to keep up with them
- ✓ Are their ambassador

### YOU ALL

- ✓ Talk about similarities rather than differences
- ✓ Involve community segments
- ✓ Debate about how rather than what

...in short, everything is just easier.

# Final Thoughts on Relevance

Your relevance starts the very moment you start solving [other] people's problems. —Topsy Gift

We probably spend too much time and energy making our challenges relevant. —unknown JVC

Matt Smith  
Playa Lakes Joint Venture