

# Driving Change

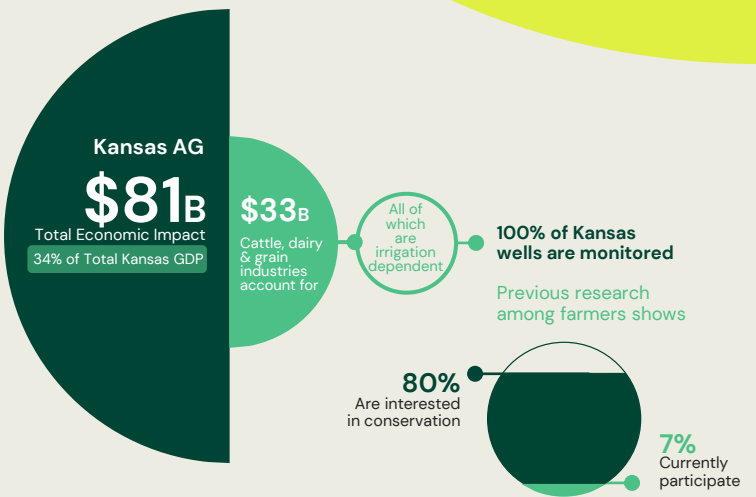
An Action Framework to Building Local and Flexible Solutions for Profitable Agriculture on the Ogallala

The Ogallala Aquifer has  
**A Limited Lifespan**

If the current decline rate continues



## Guiding Principles

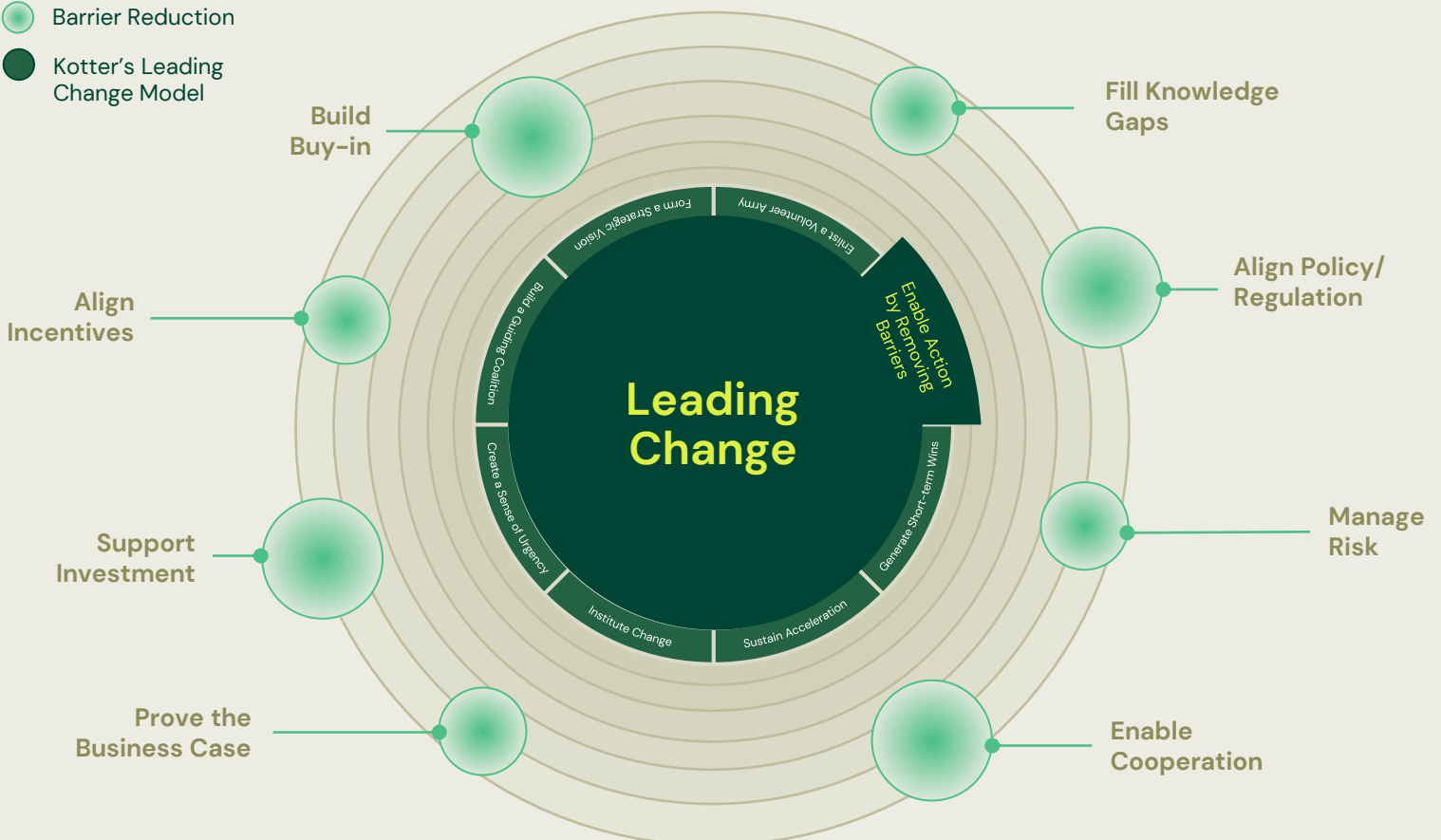
-  **Local Flexible Solutions**
-  **Focus on Water Users**
-  **Meet Them Where They Are**
-  **Measurable Objectives**



## Key Findings

- Aquifer levels still in decline
- Decades of work, progress, barriers still exist
- The Ogallala Aquifer is not one thing
- Social business network matters
- Aversion to government intervention
- Farmers & ranchers are not a uniform group

-  Barrier Reduction
-  Kotter's Leading Change Model



# Objective–Action Framework

The guiding coalition (K-State, KWO, KLA) along with state and federal government bodies, university and research partners, and farmer-member organizations, play a pivotal role in this effort. Their objectives and actions, while tied closely to the objectives of water users (farmers and stock water users) and value chain participants, must be achieved first to address the 8 key barriers identified. Together, these efforts form an integrated and collaborative strategy.



Water is the pivotal determinant of our collective future. Kansas stands at a crossroads where the choices we make today will impact generations. Focus early efforts on actions supporting *Reducing Barriers* and *Generating Short-term Wins*:

- Initiate policy actions quickly to account for bureaucratic and political frictions.
- Customize the objectives, success metrics, and actions for identified actors to fit their specific operations and business needs.
- Assign actions to specific organizations for individual ownership.

