Wisconsin Statewide Water Conservation and Water Use Efficiency Goals:

1. Ensuring improvement of the waters and water dependent natural resources.
2. Protecting and restoring hydrologic and ecosystem integrity.
3. Retaining the quantity of surface water and groundwater.
4. Ensuring sustainable use of waters.
5. Promoting the efficiency of use and reducing losses and waste of water.

Wisconsin Mission:

Sustainably manage the quantity and quality of water in the state to ensure that water is available to be used to protect and improve our health, economy and environment now and in the future.

Wisconsin Statewide Water Conservation and Water Use Efficiency Objectives:

1) Improve monitoring and standardize data reporting. Collect information that will assist with understanding Wisconsin's waters and how these waters are used, and share accurate and comparable information with the public and other states and provinces.

a) Identify and map all streams, lakes, rivers, ponds, springs, wetlands and major groundwater systems including major recharge areas.
b) Monitor water resources and water use patterns to identify and track regional trends. Integrate water quality information where quantity and quality issues are linked.
c) Collect, analyze and report water use information from all user groups.
d) Develop predictive methods for evaluating how Wisconsin's waters may be used in a sustainable fashion.
e) Monitor the implementation of conservation and efficiency measures and other efforts to promote sustainability.
f) Make information readily available to the public, including providing information about the waters of the state and water use on a state web site.

2) Adopt and implement supply and demand management to promote efficient use and conservation of water resources. Communicate how to most efficiently use Wisconsin's waters considering the local and regional conditions of water abundance or scarcity.

a) Identify conservation and efficiency measures for different categories of water users.
b) Coordinate water use efficiency and conservation programs within the state.
c) Coordinate water use efficiency and conservation programs with ongoing energy efficiency programs and other efforts to reduce greenhouse gas emissions.
d) Develop a mechanism to communicate the importance of water use efficiency and conservation practices with water users.

e) Encourage water pricing that incorporates the full cost of providing water to consumers.
f) Implement an incentive program for encouraging water conservation and water use efficiency.
g) Recognize the economic development value of water supply in areas of Wisconsin where sustainable supply exceeds current demand.

3) Guide programs toward long-term sustainable water use. Sustain the quantity and quality of Wisconsin's waters.

a) Use adaptive programs that are goal-based, accountable and measurable.
b) Engage users and coordinate with agencies, tribal governments and other government officials.
c) Develop administrative rules for new and increased uses and diversions as defined in the Great Lakes Compact.
d) Develop specific conservation and efficiency requirements for new and increased uses and diversions as defined in the Great Lakes Compact.
e) Fund activities associated with understanding, communicating, planning, and promoting the sustainable use of Wisconsin's waters.
f) Periodically review the status of Wisconsin's waters, how they are used, and the effectiveness of the conservation and efficiency measures.
g) Develop a water conservation and efficiency program for improving the sustainability of the quantity and quality of Wisconsin's waters.
h) Develop a process for maintaining and improving the understanding, communicating, planning, and promoting of Wisconsin's waters.
i) Develop administrative rules when necessary to implement the water conservation and efficiency program.
j) To the extent possible, seek public input on water conservation and efficiency policies and programs affecting the management and use of Wisconsin's waters.
k) Seek a greater understanding of tribal traditional knowledge and practices regarding the importance of water and its sustainable use.

4) Develop education programs and information sharing for all water users.
Promote improved understanding of the importance of water.

a) Improve public awareness of the importance of water conservation and efficiency, particularly in areas of the Wisconsin that are under water supply stress due to regional conditions.
b) Emphasize educating school children, businesses, and government officials on the economic, societal, and ecological values of water, including sustainability.
c) Seek opportunities to share traditional knowledge and practices of Wisconsin tribes.

5) Develop science, technology and research. Develop innovative and timely approaches to address emerging water management issues.

a) Encourage the development of water-related industries and technologies to position Wisconsin as a global industry leader.
b) Identify research and monitoring needs related to the interaction of groundwater and surface waters, and strategies for managing and protecting groundwater.
c) Promote the development of systems and tools for an integrated approach to groundwater and surface water that would predict the effects of water withdrawal, management, and conservation and efficiency practices in Wisconsin.
d) Leverage the resources of Wisconsin's research institutions to focus on problems affecting the human and natural communities of Wisconsin, including analyzing barriers to sustainable water use.
e) Foster cooperation and sharing of resources and information among all federal, tribal, state and local agencies as well as with international partners.