

**LTWC Strategic Plan, with Leadership and
FY'16 & '17 Work Focus**

Board Leadership,
if specific person

Staff Lead

Technical Support or
Council Member

FY16 WORK PLAN (July 2015-June 2016)
(items in bold are funded)

FY17 WORK PLAN (July 2016-June 2017)
(items in bold are funded)

STRATEGIES & OBJECTIVES

1. PLANNING & PROJECT DEVELOPMENT. Plan Strategic Actions & Conduct Landowner Outreach

1.1. 10-Year Plan for 3 "model" sub-watersheds	<i>Jim P</i>	Dana	Kendra (BEF), Tech Team	Update 10 year plan in relation to targets and monitoring strategies for ecological uplift	Same as FY16
1.2. Long Tom River Floodplain Function	<i>Steve H, Landowner Outreach Team</i>	Jed & Dana	Pat M (UO), USACE, Kendra (BEF), Tech Team, Stroda Family	Conduct outreach and technical work in collaboration with Army Corp: inundation mapping, hydraulic/hydrologic modeling	Same as FY16; develop community needs analysis & restoration plan
1.3. Upper Willamette Floodplain Function	<i>Steve H, Landowner Outreach Team</i>	Jed, Dana	MRT, Scott (OPRD), Dan B, D. Hulse, TNC	Find potential grant funding sources for next work, esp. in "anchor areas" along Willamette River mainstem, confluence of major tributaries	Conduct outreach and projects as funding is available; document a collaborative floodplain & riparian forest habitat strategy
1.4 Outreach for Project Development	<i>Steve H, Cary H, Landowner Outreach Team</i>	Jed, Katie	Thomson & Stroda families	Conduct outreach to landowners with priority habitat (esp. Lower Long Tom, Bear, Ferguson, Coyote, Willamette mainstem). Track landowner interest.	Same as FY16

2. MONITORING. Assess and Monitor Watershed Conditions

2.1 Model Watershed Monitoring	<i>Cary H</i>	Rob (Jed)	Kate Widmer, BEF, other Model WS councils	Continuous temperature at 26 sites; stream habitat & riparian monitoring at 8 - 10 sites; 1-2 macroinvertebrate samples	Temp at 26 sites; monitoring on 8-10 sites; up to 5 macroinvertebrate samples; Find funding to translate for public knowledge
2.2 Fish Migration Study	<i>Mike B</i>	Rob (Jed)	Karen H (ODFW), Becky F (USF), Kate Widmer	Continue tracking 576 tagged cutthroat trout; find funding to analyze data, describe results, map & graph findings	Same as FY16; publish results as possible
2.3 Project Effectiveness Monitoring		Katie, Christer	Ed A, Bruce N, Pat M, Tech Team	4 sites: Kime & Coyote Creek S. (Coyote Cr), Erikson (Lower Long Tom)	Kime, Coyote Creek S.
2.4 Agriculture Pesticide Stewardship Program	<i>Therese W, Deborah SE</i>	Sarah & Kathryn	Jason Hunton, Allen H (DEQ), Kevin M (EPA), City of Eugene	Collect pesticide data at 5 sites across agriculture, industrial, commercial, and residential areas of Eugene.	Use data to direct outreach to business owners; share data with ag growers and program partners; seek funding for more data collection
2.5 Project Stewardship Program	<i>Cary H, Alan D, Cary H, Lindsay R</i>	Christer (Rob, Jed, Katie)		Build capacity & support to steward projects to meet habitat objectives; Post-imp monitoring at Graham, Wild Iris Ridge & Kingzett sites	Same as FY16

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2.6 Fish Barrier Inventory additions	<i>Jim P, Cary H</i>	Jed	Becky F (USF), Karen H (ODFW), Brett B (BLM)	Find funding to assess, prioritize, and map fish barriers in western portion of watershed in addition to the initial 300 surveyed in 2009	As funding is available, begin outreach to survey and prioritize a 2nd tier of barriers for removal / replacement
2.7 Rapid Bio-assessment	<i>Jim P</i>	Jed	Becky F (USF), Brett B (BLM), Karen H (ODFW)	Find funding to snorkel survey >5 stream miles in Ferguson, Bear & Coyote sub-basins plus new surveys in 5 additional reaches	Snorkel surveys in those basins as funding is available
3. AQUATIC HABITAT IMPROVEMENT PROJECTS					
3.1. Fish passage enhancement projects	<i>Cary H</i>	Jed (Dave W)	Tech Team, esp Brett B & Becky F	6 barriers at 5 sites: Swanek (2 barriers); Goracke; Bennett Vineyards; Harper; Simonsen Rd/Lane Co. Scope project potential on Lower Long Tom w/Army Corps	Pursue funding for priority barriers on 4-5 sites
3.2. Riparian and water quality enhancement projects	<i>Cary H</i>	Jed, Christer	Tech Team, esp Kendra & Pam W. Jason H	Riparian planting & maintenance of ~ 80k plants on ~40 acres at 6 sites (Snag Boat Bend / Sam Daws, Goracke, Gray/Reinhart, Kingzett) Plant Establishment on 15 sites	Find funding to plant 50+ acres in priority sub-basins (Bear, Coyote, Ferguson, Willamette mainstem). Plant establishment on 15 sites
3.3 Instream habitat enhancement projects	<i>Jim P</i>	Jed	Tech Team, Pat M (UO)	Log placement at 2 sites: Ferguson Cr at Harper's and BLM land on Bear Cr (Coyote)	Secure funding to place 80-120 logs on sites in priority sub-watersheds (Bear, Ferguson)
3.4. Willamette floodplain forest and hydrologic connection projects	<i>Steve H</i>	Jed, Christer	Dave H, Chris V, Dan B, Scott Y, Tech Team	Improve 3 miles of floodplain & side channel habitat at 3 sites at Snag Boat Bend & Sam Daws Landing. Place large wood and plant ~30 acres (see 3.2 & 3.3)	Plant an additional 40 acres; outreach and project development for future funding in FY16, FY17 & beyond
4. TERRESTRIAL HABITAT IMPROVEMENT PROJECTS					
4.1 Oak woodland, oak savanna & upland prairie enhancement projects	<i>Alan D</i>	Katie	Ed A, Bruce N, Wes, Emily S, Jarod J, Fraser M	5 sites: Graham, Johnson (Lower Long Tom), Kingzett (Coyote), South Marsh (Fern Ridge), Wild Iris Ridge-Murray Hill (Spencer)	5 sites: Graham, Johnson, Kingzett, S. Marsh, Wild Iris Ridge-Murray Hill; develop future proj in Coyote/Spencer, LLT, Bear & Ferguson
4.2 Wet prairie & wetland enhancement projects - implementation & development	<i>David T</i>	Katie	Nancy H, Ed A, Emily S, Bruce N, Jarod J, Fraser M	4 sites: Graham (Lower Long Tom), South Marsh (Fern Ridge), Coyote Creek South, Kingzett (Coyote)	4 sites: Graham, S. Marsh, Coyote Cr S, Kingzett; develop future projects in Coyote & LLT
5. URBAN WATERS & WILDLIFE IMPROVEMENTS					
5.1. Urban watershed strategies	<i>Therese, Deborah</i>	Sarah, Kathryn, Dana	Urban Waters Team, City, SureCrop, Ninkasi, MRH, Dave F	Identify urban outreach and engagement strategies, esp. w/businesses & Eugene & Springfield identify & prioritize program opps	Same as FY16
5.2 BMP - Trout Friendly Landscapes Pledge and Salmon Safe Certifications	<i>Therese, Deborah</i>	Sarah, Kathryn	Urban Waters Team, City of Eug, SureCrop, Ninkasi, MRH	Business outreach/landscaper outreach to create & verify 15-25 TFLs, 2-3 SSCs; expand TFL to Springfield; find for Marketing Strategy	Continue outreach to businesses & landscapers for TFL and SCCs as funding is available

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5.3 Stormwater retrofit projects	<i>Therese, Deborah</i>	Sarah	Urban Waters Team, Kevin M, Alan H, Steve R, Davis Family	2-4 stormwater retrofit projects ; track progress & effectiveness; seek funding for design, oversight & maintenance; develop fee for service component	Same as FY16, as funding is available
5.4 PSP - BMPs for Landscapers - Latino Outreach Program	<i>Therese, Deborah</i>	Kathryn, Sarah	Paulina V, Grant J, LCC, Centro Latino Latino Lane Co, City	Update Comm Strategy; 5 Level 1 & 2 Level 2 pesticide trainings for Latino landscapers; update bilingual website & outreach materials	Continue outreach to Latino yard care workers with 5 yr EPA subcontract ; expand & leverage partial funding from subcontract
5.5 Other Voluntary Best Management Practices	<i>Therese, Deborah</i>	Sarah, Kathryn, Dana	Urban Waters Team, City of Eugene	Find funding to follow map, track & measure impact of BMPs	As funding is available, map, track, and estimate impact of BMPs
6. CITIZEN LEARNING & ENGAGEMENT					
6.1. Education and Outreach Strategy	<i>Lindsay R, Alan D, David T</i>	Rob, Kathryn (Dana, Clinton)	Susanna H (WREN), Pam W (MMT)	Outline an Education & Outreach Strategy and use to seek funding to develop Strategy; outline objectives for learning & engagement	As funding is available, complete and implement Education & Outreach Strategy
6.2 Educational public meetings, tours, events and communications	<i>Lindsay R, Alan D, David T</i>	Rob, Kathryn (Katie & Clinton)	Meeting Hosts, individual speakers	6 public education events & newsletters; focus on targeted outreach based on topic & audience ; participate in some high value presentation & tabling event opportunities	Same as FY16
6.3 Member and volunteer engagement	<i>David T</i>	Rob, Kathryn		Recruit, retain and track volunteers; engage volunteers in enhancing watershed conditions, community engagement, and sustaining work and operations of Council	Same as FY16
6.4 Engage and support watershed leaders	<i>Jim P</i>	All	Board, Tech Team, committees	Keep teams and committees organized and supported; recruit and train new board members and officers	Same as FY16
6.5 Understand and communicate through existing social networks	<i>Jim, Steve, Lindsay, Deborah</i>	All	Landowner Outreach Team, Urban Waters Outreach & Comm Team	Identify social connections between landowners & business owners; identify key connectors in watershed and key contacts; document institutional memory in database	Same as FY16
6.6 Online tools: Website & Social Media	<i>Charles R, Alan D, Deborah SE</i>	Rob, Kathryn		Update and maintain website; maintain social media to raise LTWC's visibility; utilize online tools to advance Outreach & Education Strategy	Same as FY16
7. COLLABORATION ON OTHER WATERSHED PRIORITIES.					
		<i>Staff Liaison/PM</i>			
7.1 Rivers to Ridges Partnership	<i>Mike B</i>	Dana & Katie	Wes (Army Corps), Jarod (USFWS), MRT, BLM	Quarterly meeting execs + Regular meetings IT (implementation team), occasionally FOG; utilize partnerships to enhance achieve habitat & water quality objectives in priority areas	Same as FY16

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7.2 Collaboration with other watershed councils and entities	<i>Jim P</i>	Dana	Amanda (MWS), other councils	Expand collaboration with other councils, when feasible, that increases capacity, retains staff, and provides more advanced services and niche areas	Same as FY16
7.3 Agriculture Water Quality Management Plan (SB1010)	<i>John R</i>	Dana, Jed, Sarah	SWCD, Jason H	Support ag community by sharing info on relevant projects, pesticide monitoring and other related work	Same as FY16
7.4 Invasive plants and animals	<i>Dave T</i>	Rob, Jed, Katie	Crystal D, Vern H, Ed A, Glenn M, Chad S	Ludwigia (Long Tom River, Amazon) ID invasive spots to database & Partners; seek funding. Newsletter highlights	ID invasive spots to database & Partners; seek funding. Newsletter highlights
7.5 Willamette River Initiative by City of Eugene	<i>Steve H, Therese W</i>	Jed (Dana)	Eric W, Trevor T (City)	Participate in new initiative to improve riparian habitat and remove invasives along Willamette River	Same as FY16
7.6. Groundwater (Monroe-Junction City GWMA)	<i>Jim P</i>	Dana	Tony S	Liaison to GWMA Committee; seek additional people to serve as liaisons	Same as FY16

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BUSINESS PLAN

A. FUNDRAISING

A.1. Continue government grant funding	<i>ALL/Officers</i>	All	Tech Team	Pursue opps for prairie/oak projects, pollinator conservation on ag lands, Willamette River riparian and floodplain projects, urban stewardship, capacity, rural and urban outreach	Same as FY16
A.2. Increase private foundation grant funding	<i>Deborah SE, David T</i>	Clinton, Rob (Dana)	EVDP, NAO	Develop relationships with grantors; investigate and seek funding from foundations that match our mission, goals, and needs (.e.g Education & Outreach Strategy, Capacity, Latino Outreach)	Same as FY16
A.3. Increase unrestricted funding through donations	<i>RDC</i>	Clinton, Dana (Rob)	Community members making lead gifts	Annual Campaign & Donor opps at all levels; increase amount of donations from major and small private donors: goal of \$35k	Annual Campaign & Donor opps at all levels; goal to increase campaign target to \$45k - 55k
A.4. Increase funding support through business engagement	<i>RDC, Charles R.</i>	Kathryn (Clinton)		Develop relationships w/businesses & identify pathways for engagement (i.e. Business League donations, event sponsors, employee work parties, serving as advisors)	Same as FY16
A.5. Office space and physical resources	<i>Ops Comm, RDC, Charles R.</i>	Rob, Kathryn, Heidi (Dana)	Eugene District BLM, Davis Family	Maintain cooperative relationship with BLM (Wetlands), Davis Family (Willamette); maintain efficient and effective work spaces at both locations	Same as FY16

B. EVALUATING & ENSURING EFFECTIVENESS

B.1. Council Evaluations	<i>Jim P, Alan D, Nomm Comm</i>	Dana	John M, Roland H	Reflect on progress, share ideas and identify areas to continue/change based on prior self evaluation; recruit 2-3 board members	Conduct self-evaluation; recruit new board members
B.2. Staff review & development	<i>Pers Comm</i>	Dana (Jed, Rob, Sarah)		Annual staff reviews by supervisors; explore opportunities for professional development	Same as FY16
B.3. Risk management and fiscal diligence	<i>Treasurer/s, Officers</i>	Heidi, Rob (Dana)	Grant & Program officers. Derek J, David A	Conduct business effectively and follow fiduciary responsibilities; identify and mitigate risk; track and retain proper policies	Same as FY16