

LTWC Strategic Plan, with Leadership, Interest and FY'17 Work FOCUS *(Approved 6/2/16)*

Board Leadership

Staff Lead

Community Advisors or Technical Support

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

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
A.2. Increase private foundation grant funding	<i>Deborah SE, David T</i>	Rob, Clinton (Dana)	EVDP, NAO	Develop relationships with grantors; investigate and seek funding from foundations that match our mission, goals, and needs (.e.g fill gaps in capacity for stewardship, outreach & community engagement)
A.3. Increase unrestricted funding through donations	<i>RDC</i>	Clinton, Dana (Rob), All	Community members making lead gifts	7% new donors. Target of 70%+ existing donor retention. Propel a culture of philanthropy with board and staff. Explore updating fundraising plan
A.4. Increase funding support through business engagement	<i>RDC, Charles R.</i>	Clinton		Develop relationships w/businesses & identify pathways for engagement (i.e. Business League donations, event sponsors, employee work parties, serving as advisors)
A.5. Office space and physical resources	<i>Ops Comm, RDC, Charles R.</i>	Rob, Clinton (Dana)	Eugene District BLM, Cascade West Properties	Maintain cooperative relationship with BLM (Wetlands), Cascade West Properties (Willamette); maintain efficient and effective work spaces at both locations

B. EVALUATING & ENSURING EFFECTIVENESS

B.1. Council Evaluations & Report	<i>Jim P, Alan D, Nomm Comm</i>	Dana (Rob, Clinton)	Facilitator? Roland H?	Self eval due 6/30/17 with report to County Commissioners; Reflect on progress, share ideas and identify areas to continue/change; recruit 2-3 board members
B.2. Staff review & development	<i>Pers Comm</i>	Dana (Rob, Clinton, Jed)		Annual staff reviews by supervisors; explore opportunities for professional development; Board review E.D./Leadership Team
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

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>	Rob	BEF, other Model WS councils, Tech Team	Plan finished. Show progress in MWS work plan and report
1.2. Long Tom River Floodplain Function	<i>Steve H, Landowner Outreach Team</i>	Jed (Dana)	Pat M (UO), USACE, BEF, Tech Team, Stroda Family, Evans Family, MRT	Collaborate with Army Corps on inundation mapping, hydrologic modeling & outreach. Develop community needs analysis & action plan. Hire for outreach work.
1.3. Upper Willamette Floodplain Function	<i>Steve H, Landowner Outreach Team</i>	Jed, Dana	MRT, Scott (OPRD), Dan B, D. Hulse, TNC	Develop future project phases at Snag Boat Bend & Sam Daws Landing. Conduct outreach for other projects as funding & interest allows.
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 (Bear, Ferguson, Coyote , Willamette, Eugene/ Springfield metro). Track landowner interest.

2. MONITORING. Assess and Monitor Watershed Conditions

2.1 Model Watershed Monitoring	<i>Cary H</i>	Kate W, Aryana F (Rob)	BEF, other Model WS councils	Continuous water temperature at 26 sites; 1-2 macroinvertebrate samples; work with BEF to translate data into story for public knowledge
2.2 Fish Migration Study	<i>Mike B</i>	Rob (Jed)	Karen H (ODFW), Becky F (USF), OSU fish & wildlife	Continue tracking trout & maintaining array stations; work with OSU to analyze data and explore other opportunities to describe results
2.3 Project Effectiveness Monitoring		Katie (Habitat Tech)	Ed A, Bruce N, Pat M, Tech Team	2 sites: Kime & Coyote Creek S. (Coyote Cr)
2.4 Pesticide Stewardship Program	<i>Deborah SE</i>	Kate W, Aryana F (Sarah)	City of Eugene, J. Hunton, DEQ, ODA, EPA, K. Widmer	Collect pesticide data at 5 sites across agriculture, industrial, commercial & residential areas of Amazon Cr; flow data at 2 sites. Explore funding for pH & temp sampling.
2.5 Project Stewardship Program	<i>Cary H, Alan D, Cary H, Lindsay R</i>	Habitat Tech (Rob, Jed, Katie)		Build capacity & support to steward projects; Post-imp monitoring at 9 sites: Giustina, Hull-oakes, Detering, Lane County, Barrows, Schudel, Brown, Wintergreen Farm, Kime
2.6 Fish Barrier Inventory additions	<i>Jim P, Cary H</i>	Jed	Becky F (USF), Karen H (ODFW), Brett B (BLM)	No assessments planned for 2017. Long term goal to find funding to assess, prioritize, and map fish barriers in western portion of watershed.
2.7 Rapid Bio-assessment	<i>Jim P</i>	Jed	Becky F (USF), Brett B (BLM), Karen H (ODFW)	No RBAs planned for 2017. Follow up snorkel surveys planned in the next couple years.

3. AQUATIC HABITAT IMPROVEMENT PROJECTS

3.1. Fish passage enhancement projects	Cary H	Jed	Tech Team, esp Brett B & Becky F	project potential for passage on Lower Long Tom w/Army Corps. Develop Jordan Creek fish passage project to open up rest of basin.
3.2. Riparian and water quality enhancement projects	Cary H	Jed, (Habitat Tech)	Tech Team, esp Kendra & Pam W. Jason H	Riparian planting at Bennett (Bear Cr) - 15 ac./20K plants; Plant Establishment activities on ~110 acres at Model Watershed sites planted 2011-2016
3.3 Instream habitat enhancement projects	Jim P	Jed	Tech Team, Pat M (UO)	No on-the-ground projects in FY17. Develop log placement projects in Jordan and Owens Creeks for summer 2017.
3.4. Willamette floodplain forest and hydrologic connection projects	Steve H	Jed, (Habitat Tech)	Dave H, Chris V, Dan B, Scott Y, Tech Team	Plant 55 acres at Snag Boat Bend & Sam Daws Landing (phase 2). Plant establishment activities on 35 acres planted in 2016.

4. TERRESTRIAL HABITAT IMPROVEMENT PROJECTS

4.1 Oak woodland, oak savanna & upland prairie enhancement projects	Alan D	Katie (Habitat Tech)	Ed A, Bruce N, Wes, Emily S, Jarod J, Fraser M, Matt G, Jason B, Bart J, Lindsay B, Jeanne S.	6 sites: Graham, Johnson (Lower Long Tom), Kingzett (Coyote), South Marsh (Fern Ridge), Wild Iris Ridge (Spencer), and Andrew Reasoner Refuge (Coyote)
4.2 Wet prairie & wetland enhancement projects - implementation & development	David T	Katie	Ed A, Bruce N, Jarod J, Diane S, Paul G, Wes M, Sally V-M, Jodi L	4 sites: Graham (Lower Long Tom), South Marsh (Fern Ridge), Kingzett (Coyote), Andrew Reasoner (Coyote)

5. URBAN WATERS & WILDLIFE IMPROVEMENTS

5.1. Urban watershed strategies	Deborah	Sarah (Clinton, Dana)	Therese / Kathy Eva/ Jeffrey F (Eugene) W, SureCrop, Ninksi, MRH, , David Funk	Identify urban outreach & engagement strategies, esp. w/businesses, Eug/Spr, utilities & other partners; identify & prioritize program opps; find funding for program capacity
5.2 BMP - Trout Friendly Landscapes Pledge and Salmon Safe Certifications	Shelly, Deborah	Sarah (Habitat Tech)	Allan H (EPA), Priscilla W (DEQ), Jacquie F (DEQ), Mary Lou S (EPA), Amy C (SUB), Sunny W (SPFLD), Nancy T/ Karl M (EWEB)	Business outreach/landscaper outreach to create & verify 8 - 15 TFLs, 1-3 SSCs; expand TFL to Springfield; find for Marketing Strategy
5.3 Stormwater retrofit projects	Shelly, Deborah	Sarah	ODA, DEQ, EPA, Davis Family, Josh R, Kevin S, Jon W (Eugene), Therese W, Louranah J (Eugene), Amy C (Springfield)	5-8 stormwater retrofit projects (industrial & commercial); track progress & effectiveness; seek funding for design, oversight & maintenance; develop fee for service component

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5.4 PSP - BMPs for Landscapers - Latino Outreach Program	Deborah		(Clinton, Rob, Sarah)	Paulina V, Grant J, Indira B (LCC), Trevor W(Centro Latino), Pilas Program, Kathy E (Eugene), Meghan M (Springfield), EWEB, SUB, Mary Lou S (EPA), Brooke E (OSU Extension), Abby L (4-J), JP Valot (Chemeketa), Raul de la O (Latino Lane Co)	Meet with partners on community needs & ability to participate; find funding for regional bilingual watershed outreach & education
5.5 Other Voluntary Best Management Practices	Deborah		Sarah (Habitat Tech)	City of Eugene	Find funding to follow, track & measure impact of BMPs; engage Employee Stewardship groups as interest & funding available.
6. CITIZEN LEARNING & ENGAGEMENT					
6.1. Education and Outreach Strategy	Lindsay R, Alan D, David T		Rob (Clinton, Dana)	Allison H (MMT)	As capacity and funder interest exist, outline an Education & Outreach Strategy and use to seek funding to develop Strategy
6.2 Educational public meetings, tours, events and communications	Lindsay R, Alan D, David T		Rob (Clinton, Katie)	Meeting Hosts, individual speakers	6 public education events & newsletters; develop suite of topics for diverse stakeholders that propel mission; participate in some high value presentation & tabling event
6.3 Member and volunteer engagement	David T		Rob		Recruit and engage volunteers in all areas of council's work. Develop strategy for engaging volunteers as donors and/or participants in development activities.
6.4 Engage and support watershed leaders	Charles		All	Board, Tech Team, committees	Keep teams and committees organized and supported; recruit and train new board members and officers
6.5 Understand and communicate through existing social networks	Jim, Steve, Lindsay, Deborah		All	Landowner Outreach Team, Urban Waters Outreach & Comm Team	Continue identifying social key landowners & business owners who are connectors to the watershed; document institutional memory in database
6.6 Online tools: Website & Social Media	Charles R, Alan D, Deborah SE		Rob, Clinton	Travis L	Maintain website & social media to raise LTWC's visibility & connection to stakeholders; utilize online tools to advance Outreach & Education Strategy; develop strategy for crowdsourced fundraising.

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7. COLLABORATION ON OTHER WATERSHED PRIORITIES. *Staff Liaison/PM*

7.1 Rivers to Ridges Partnership	<i>Mike B</i>	Clinton, Katie	Wes (Army Corps), Jarod (USFWS), MRT, BLM	Annual Exec meetings + Regular meetings IT (implementation team), occasionally FOG; utilize partnerships to enhance achieve habitat & water quality objectives in priority areas
7.2 Collaboration with other watershed councils and entities	<i>Jim P</i>	Clinton (Rob, Dana)	Amanda (MWS), other councils	Collaborate with other councils, when feasible, that increases capacity, retains staff, and propels the mission of the council, and shared regional goals where they exist.
7.3 Agriculture Water Quality Management Plan (SB1010)	<i>John R</i>	Jed, Sarah (Dana)	SWCD, Jason H	Support ag community by sharing info on relevant projects, pesticide monitoring and other related work
7.4 Invasive plants and animals	<i>Dave T</i>	Jed (Katie, Rob)	Vern H, Ed A, Glenn M, Chad S	Ludwigia Phase 2 treatment (Long Tom River, Amazon) and Phase 1 maintenance; newsletter invasive spotlights
7.6. Groundwater (Monroe-Junction City GWMA)		Jed	Tony S	Participate as community or board members able to provide liaison.