

BUSINESS PLAN

A. FUNDRAISING

A.1. Continue government grant funding	<i>ALL/Officers</i>	All	Technical Team	Pursue opps for prairie/oak projects, pollinator conservation on ag lands, Willamette River riparian and floodplain projects, urban stormwater and drinking water, water quality monitoring
A.2. Increase private foundation grant funding		Rob, Clinton (Dana)	EVDP, NAO, Deborah SE	Coninue building relationships with grantors; seek funding from foundations that could fill gaps in capacity for fundraising, volunteer coordination, outreach, community engagement, and other identified needs
A.3. Increase unrestricted funding through donations	<i>RDC</i>	Clinton, Dana (Rob), All	Community members, volunteer fundraisers	Refine existing development calendar and strategy. Recruit 5-7% 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</i>	Clinton	Business owners, volunteer fundraisers	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, Board Chair</i>	Rob, Clinton	Eugene District BLM, Cascade West Properties	Maintain cooperative relationship with BLM (red house) Cascade West Properties (urban office); maintain efficient and effective work spaces at both locations

B. EVALUATING & ENSURING EFFECTIVENESS

B.1. Council Evaluations & Report	<i>Board Chair</i>	Clinton (Rob)		Self eval completed 5/4/17; report to County Commissioners; reflect on progress, share ideas and identify areas to continue/change; recruit 2-4 new board members
B.2. Staff review & development	<i>Pers Comm</i>	Clinton (Rob and Jed)	Marc Smiley	Reflections and next steps following staff retreat; annual staff reviews; explore opportunities for professional development; Board review E.D./Leadership Team
B.3. Risk management and fiscal diligence	<i>Treasurer/s, Officers</i>	Rob, Heidi (Clinton)	Grant & Program officers. D. Johnson, D. Atkin	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		Rob (Jed)	BEF, Meyer MT, regional Model WS councils, Tech Team	Plan finished. Show progress in MWS work plan and report
1.2. Long Tom River Floodplain Function		Jed (Dana)	Army Corps, City of Monroe and area community, Stroda Family, Evans Family, BEF, RDG, S. Gregory, D. Hoffert	Remaining Steering Committee & public mtgs for community feedback to determine best options for fish passage improvements in Monroe. Complete + present community needs analysis & action plan. Continue developing fish passage / channel reconnection projects.
1.3. Upper Willamette Floodplain Function		Jed	USFWS, S. Youngblood (OPRD), D. Hulse, D. Bell (BEF), MRT	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		Jed, Katie, Sarah, Amanda	Thomson & Stroda families, specific outreach teams as needed	Outreach to landowners with priority habitat for new projects (Bear, Ferguson, Coyote, Willamette, Eugene/ Springfield metro). Respond to opportunistic project ideas from elsewhere in the watershed as they arise

2. MONITORING. Assess and Monitor Watershed Conditions

2.1 Model Watershed Monitoring		Amanda (Rob)	BEF, N. Scheidt (BLM), ODA, Tech Team	Continuous water temperature at 27 sites; work with BEF to translate data into stories; develop proposal to explore sediment/turbidity levels and sources in watershed, and identify other potential WQ data needs with partners and seek funding
2.2 Fish Migration Study		Rob (Jed)	K. Hans (ODFW), B. Flitcroft (USF), OSU fish & wildlife	Data collection phase complete; explore opportunities to analyze and describe results with OSU, others; develop plan for monitoring fish pop of LLT River in prep for habitat & passage improvement projects
2.3 Project Effectiveness Monitoring		Katie, Amanda	Tech Team, incl. E. Alverson, B. Newhouse	2 sites in Coyote Creek: Kime & Coyote Creek S.
2.4 Pesticide Stewardship Program		Amanda (Sarah)	City of Eugene, J. Hunton, DEQ, ODA, EPA, Lane Forest Products	Collect pesticide data at 5 sites across agriculture, industrial, commercial & residential areas of Amazon Cr; flow data at 2 sites.
2.5 Project Stewardship Program		Jed, Amanda, Katie	BEF	Build capacity & support to steward projects; Post-imp monitoring at 11 sites: Barrows, Bennett, Deck, Goracke, Lane County, Schudel (Bear); Kime (Coyote); Detering, Giustina, Hull-oakes (Ferguson)
2.6 Fish Barrier Inventory additions		Jed	B. Flitcroft (USF), K. Hans (ODFW), N. Scheidt (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		Jed	B. Flitcroft (USF), N. Scheidt (BLM), K. Hans (ODFW), Jim P.	Follow up snorkel surveys planned for FY19 in Ferguson, Owens, Jordan, and Bear (Coyote Sub-WS) Creeks.

3.1. Fish passage enhancement projects		Jed	Tech Team, esp Nick Scheidt, Karen Hans, Becky Flitcroft	Owens Creek at Smyth (bridge) and wrap-up at Bear Creek (Coyote Basin).
3.2. Riparian and water quality enhancement projects		Jed, Amanda	Tech Team, BEF, other councils in Model WS Program	Riparian planting (~ 7 acres) at Harper (Ferguson), Smyth (Owens) and Kingzett (Coyote); Plant Establishment activities on ~100 acres at Model Watershed sites planted 2011-16
3.3 Instream habitat enhancement projects		Jed	Tech Team, esp P. McDowell (UO), N. Scheidt (BLM)	Plan for summer 2018 log placement projects at Sam Daws Landing & in Jordan Cr; explore potential short notice log placement in Bear Cr (Coyote Basin) on BLM property in summer 2017
3.4. Willamette floodplain forest and hydrologic connection projects		Jed (Amanda)	R. Wallick (USGS), D. Bell (BEF), A. Berkeley (OPRD), L. Lienesch (USFWS), G. Taylor (Army Corps), Tech Team	Plant 48 acres and work at 5 sites to reconnect floodplain at Snag Boat Bend (Phase 3); complete alternatives analysis and designs for gravel pond restoration at Sam Daws Landing. Plant establishment on 65 acres planted in 2016-17.

4. TERRESTRIAL HABITAT IMPROVEMENT PROJECTS				
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4.1 Oak woodland, oak savanna & upland prairie enhancement projects		Katie & Amanda	City of Eug, Grande Ronde, Lane Co., OSU Ext, R2R Salix Assoc, Siletz, UO, USACE, USFWS, Warm Springs, TNC, FoBP	8 sites: Andrew Reasoner (Coyote), Graham/Johnson (LLT), Kingzett (Coyote), South Marsh (Fern Ridge), and Wild Iris Ridge (Spencer), Casares (Coyote), Morse-Helland (Spencer); expand restoration toolbox by incorporating techniques (biochar, reuse of logs from oak projects for fish)
4.2 Wet prairie & wetland enhancement projects - implementation & development		Katie & Amanda	Same as 4.1	3 sites: Graham (Lower Long Tom), South Marsh (Fern Ridge), Kingzett (Coyote)

LTWC Strategic Plan, with Leadership, Interest and FY'18 Work FOCUS (Draft 6/23/17)		Board Interest (Leadership in Green)	Staff Lead	Community Advisors or Technical Support	FY18 WORK PLAN (July 2017-June 2018) (items in bold are funded)
5. URBAN WATERS & WILDLIFE IMPROVEMENTS					
5.1. Urban watershed strategies		Sarah & Amanda (Clinton)	Tech Team: Cities of Eugene & Springfield & Monroe, EWEB, B. Flitcroft, J. Krueger, McKenzie WC, SUB, Willamalane, Lane Co.		Create a project prioritization matrix to rank potential voluntary urban stormwater retrofit projects, apply to list of ~ 200 proposed projects; identify & prioritize program opps; find funding for program capacity
5.2 BMP - Trout Friendly Landscapes Pledge and Salmon Safe Certifications		Sarah (Amanda)	DEQ, Cities of Eugene & Springfield & Monroe, EWEB, SUB, Salmon-Safe		Business / landscaper outreach to verify 8 - 15 TFLs; BMP & TFL outreach to small cities to improve storm & drinking water; find future Salmon-Safe funding
5.3 Stormwater retrofit projects		Sarah	DEQ (P. Woolverton), City of Eugene (T. Walch, J. Richmond), ODA, Kevin Shanley, City of Springfield (A. Chinitz), C. Ransom & L. Smith-Ramsey		Designs and implementation for 5-8 stormwater retrofit projects (industrial & commercial); track progress & effectiveness; continue looking for other funding sources
5.4 PSP - BMPs for Landscapers - Latino Outreach Program		Clinton (Rob, Sarah)	14 community partners including NGOs, municipalities, agencies, and universities		(See 2.5 for PSP sampling) Partners supportive of future engagement of Latino community. Currently seeking funding for regional needs assessment consultant. Possible development of landscaper training manual in Spanish
5.5 Other Voluntary Best Management Practices		Sarah (Amanda)	City of Eugene, Technical Team		As capacity allows, find funding to map, track and measure impact of voluntary BMPs and projects; pursue funding for stormwater project implementation and educational curriculum at Bethel Schools.
6. CITIZEN LEARNING & ENGAGEMENT					
6.1. Education and Outreach Strategy		Rob (Clinton)	A. Hensey, C. Watson (MMT)		
6.2 Educational public meetings, tours, events and communications		Rob (Clinton)	Meeting Hosts, individual speakers		6 public education events & newsletters; develop suite of topics for diverse stakeholders that propel mission; high value presentation & tabling event opportunities
6.3 Member and volunteer engagement		Rob (Clinton)	Gale O., interns		Recruit, engage, and retain volunteers to fill needs in key areas of work. Develop strategy for engaging volunteers as donors and/or participants in fundraising activities.
6.4 Engage and support watershed leaders		All	Board, Tech Team, committees		Keep board, teams, and committees organized and supported; recruit and train new board members and officers

LTWC Strategic Plan, with Leadership, Interest and FY'18 Work Focus <i>(Draft 6/23/17)</i>				
	Board Interest	Staff Lead	Community Advisors or Technical Support	FY18 WORK PLAN (July 2017-June 2018) (items in bold are funded)
6.5 Understand and communicate through existing social networks		All	Board, RDC, specific outreach teams when necessary	Expand LTWC's sphere of public awareness and support; identify key business owners and landowners who are connected to community and donors
6.6 Online tools: Website & Social Media		Clinton & Rob		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.
7. COLLABORATION ON OTHER WATERSHED PRIORITIES				
7.1 Rivers to Ridges Partnership		Clinton, Katie	City of Eugene, BLM, TNC, USACE, USFWS, MRT, WREN, FoBP, Mt. Pisgah, Willamalane, Lane Co., ODFW, OPRD, CFWWC, MFWWC	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		Clinton (Rob)	Upper Willamette NGOs / councils, MRT, Model Watershed councils, Latino Outreach partners	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. Pursue funding w/Upper Willamette partners (retional councils, MRT) for regional DEI Needs Assessment
7.3 Agriculture Water Quality Management Plan (SB1010)		Jed, Sarah (Clinton)	SWCD, SureCrop Farm Service, JC Irrigation Control District	Support ag community by sharing info on relevant projects, pesticide monitoring and other related work
7.4 Invasive plants and animals		Habitat Team (Rob)	G. Miller, E. Alverson, V. Holm, L Grand	Ludwigia Phase 3 treatment (Long Tom River, Amazon) and Phase 2 maintenance; newsletter invasive spotlights
7.6. Groundwater (Monroe-Junction City GWMA)		Jed	Tony S	Participate as community or board members are able to provide liaison.
Recommended strat plan updates or additions				

LTWC Strategic Plan, with Leadership, Interest and FY'18 Work Focus *(Draft 6/23/17)*

Board Interest

Staff Lead

Community Advisors or Technical Support

FY18 WORK PLAN (July 2017-June 2018)
(items in bold are funded)

RECOMMENDED STRATEGIC PLAN ADDITIONS

Cross cultural communication and knowledge sharing		Katie, Clinton	David Lewis, David Harrelson (CTGR), Val Goodness, Kathleen Guillozet	Implement Traditional Ecological Knowledge in the Long Tom Watershed with emphasis on relationship and trust building
Controlled burning		Katie	A. Stamper, ODF, BLM, USFWS, OR Prescribed Fire Council, Lomakatsi Rest Project, CNLM, R2R partners	Participate in R2R partner controlled burns to learn skills and awareness of fire as a tool on the landscape; collaborate with TNC (Amanda Stamper) to explore opportunity for OR prescribed fire council-Lane Co. chapter to engage local landowners in learning more about fire as a mgmt tool.
Cross project type materials integration (oak logs for fish projects; biochar for storwater filtration)		Katie, Jed, Sarah	Matt Gibbons, R2R, NOWC, John Miedema, Kelpie Wilson, Marcus Kauffman, ODF, OSU	Participate in and promote R2R-oak folk logs for fish projects spreadsheet, utilizing logs from oak release in fish projects; explore techniques to create biochar from restoration slash and incorporate in situ and ex situ in stormwater filtration projects.