



# Long Tom Watershed Council

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*Strategic Plan & Work Focus, 2015-19*

*Board Approval: June 4, 2015*

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## EXECUTIVE SUMMARY

Building on significant and broad accomplishments for which LTWC has won state and international awards, LTWC is poised to deepen and solidify its work, and follow through on many new and refined initiatives that we have put in motion during the past 5 years.

Important trends are:

- Continued support to private landowners in making fish and wildlife habitat improvements across the creeks and prairies of the Long Tom Watershed, and surrounding areas, which overall increases the habitats provided by our matrix of private and public land
- Continued expansion of service to the Willamette River mainstem landowners and partners to improve habitat for fish and wildlife, especially within the context of working lands
- A transition toward a higher profile in the urban area, in partnership with the City of Eugene, supported by the technical expertise we are able to provide to our business partners especially
- Deepening exploration and practice in working in partnership with fellow watershed councils and others to increase capacity and sustain higher quality work
- A greater emphasis on fundraising, to make projects whole and follow through on key details, and to stabilize the Council's ability to serve the watershed and community in its major programs

It is LTWC's belief and desire that this Strategic Plan and our ability to interpret it will engender a level of understanding and buy-in that will be beneficial ultimately to all the pieces that make the work and the vision possible - fundraising, volunteering, public meeting and tour attendance, and championing of the effort and vision among our community members.

Our community members are supporters, partners, friends, and interested parties to the work of the Long Tom Watershed Council and we are excited to continue our technical service, community engagement and learning, and our ability to bring resources to this area for voluntary work on behalf of fish, wildlife, clean water and people.

The next 5 years will find LTWC highlighting opportunities for the community to engage in and support this exciting work even further. Let's work together – in action through understanding - to really make things happen!

### Purpose

The purpose of the *Strategic Plan* is to outline the 3-5 year focus of LTWC's work, while indicating LTWC's current trajectory toward the Council's ultimate vision. The *Strategic Plan* narrows the broad goals and priorities in the 20-year *Conservation Strategy* to more actionable opportunities, and is a framework to formulate annual work plans and budgets.

## Timeframe

This document is intended to express goals and strategies for a 3-5 year time period and was last reviewed and approved by the LTWC Board of Directors in 2015. Measures for tracking progress are included where appropriate and are suggestions. This plan will be updated as necessary, and referenced during the Council's evaluation process and work plan development.

## Council Background

### Vision

A healthy watershed that ensures clean water and habitat for fish and wildlife, while recognizing the importance of people's economic livelihood and quality of life.

### Mission

The Long Tom Watershed Council serves to improve water quality and watershed condition in the Long Tom River basin and surrounding drainages through education and collaboration among all interests, using the collective wisdom and voluntary action of our community members.

### Purpose

The Council will provide opportunities for people who live, work, play, derive benefits from, or are affected by the Long Tom watershed to cooperate in promoting the health of the watershed and communicating the social and economic benefits to the community.

## Goals

### Founding Long Tom Watershed Council Goals

1. Maintain and improve water quality.
2. Enhance habitat for fish and wildlife.
3. Encourage communication, learning, and participation among people with interests in the watershed.
4. Promote continued benefits from a healthy Long Tom River Watershed.
5. Help people get the assistance they need for watershed enhancement plans and projects (educational, technical, financial, etc.).
6. Gather, verify, and share information on current and past watershed conditions.
7. Recommend ways that citizens, organizations, and local, state, and federal governments can help achieve the goals of the Long Tom Watershed Council.
8. Educate, motivate and provide feedback to all interested persons in the watershed working toward these goals.

*\*Goal 2 was slightly modified from the 1998 version to be more inclusive of all habitat for fish and wildlife, not especially riparian and wetland.*

**Ecological Goals** From the Long Tom Watershed *Conservation Strategy*\*

*1. Aquatic passage*

Unrestricted passage for a variety of aquatic species to stream reaches that include breeding and rearing habitat and summer and winter refuge. Note: this excludes natural barriers.

*2. Instream Habitat*

Streams with sufficient channel complexity to support native fish and other aquatic species.

*3. Water Quality*

Water quality and quantity conditions, including groundwater, that support viable populations of native aquatic life.

*4. Riparian Zones*

Riparian zones that provide a high degree of ecological function with *dominant and diverse native vegetation*.

*5. Wetland habitat*

Sufficient acreage and variety of wetlands to support stream hydrologic functions and viable populations of native wetland dependent species.

*6. Upland habitat*

Sufficient acres of threatened habitat types (especially oak savanna, upland prairie, *wet prairie*, and bottomland hardwood forests) to support viable populations of species dependent on these habitats, and a dominance of native species.

Appropriate management of conifer or mixed-conifer forested landscapes to support viable wildlife populations dependent on these habitats

*7. Hydrology*

Streams that exhibit a natural hydrologic regime, such that they interact with their floodplains to reduce peak flows, increase base summertime flows, exchange nutrients, promote groundwater recharge, and provide off-channel habitat.

*8. Sediment Supply*

Sediment delivery to streams that is within natural range of variation in both timing, character, and amount so that no adverse effects occur to native aquatic organisms.

*\*Goals 4-6 were slightly modified from the 2009 version to focus on dominant and diverse native species versus a complete absence of invasive non-native species.*

Watershed Map, identifying 10 subwatersheds and Willamette service area



# STRATEGIES & OBJECTIVES

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

### 1.1. 10-Year Plan for 3 “model” sub-watersheds

Track the 10-year plan to achieving uplift for 3 priority subwatersheds – Coyote, Bear, and Ferguson. Update progress in relation to targets and monitoring strategies. Secure maps for LTWC areas from BEF. Update photos as necessary to indicate current and healthier/reference conditions.

- *Measure: We understand what progress has been made, lessons learned, what is necessary to achieve uplift such that those basins are on uplift trajectory. Maps and photos shared with council. Final report 2019-2020.*

### 1.2. Long Tom River Floodplain Function

Conduct outreach and technical work in cooperation with Army Corps, grant funders, partner organizations, private donors, and key stakeholders to cultivate and secure Long Tom River floodplain conservation and habitat improvement activities by the Army Corps. Develop and submit conservation studies and proposals. Including Coyote Creek hydrology, lower Long Tom revetments, confluence area.

- *Measure: Has the Council done everything within reason to get the Corps to create better floodplain functions? Riparian areas? Are those conditions trending positive or negative?*

### 1.3. Upper Willamette Floodplain Function

Document a collaborative floodplain and riparian forest habitat improvement strategy to address the Upper Willamette Basin (Willamette River mainstem, “anchor areas”, confluence areas of major tributaries), engaging the strongest and most capable partners possible to identify, define and develop relevant projects. Seek funding, as a collaborative if possible. LTWC - Conduct outreach and projects as funding available, both to achieve improvement now as well as demonstrate LTWC’s core competencies.

- *Measures: Do we have a plan in place and funding or funder interest? Is the appropriate landowner communication and participation happening? Is the work reviewed by and incorporating feedback from technical and planning experts? Does LTWC see a way to participate in moving things forward?*

### 1.4. Outreach for project development

Provide education and technical assistance to landowners in priority subwatersheds to develop habitat improvement projects and stewardship actions that address critical water quality and habitat issues. Carry out outreach to landowners either individually with referring landowners or in groups with co-hosting landowners. Include tours of private and public sites to see reference conditions or project examples. Direct landowners to project partners most appropriate to their needs (Council, MRT, TNC,



SWCD, NRCS, USFWS, etc.). As appropriate, partner to share contacts and provide interpretation on habitat tours. Track landowner interest status, and the change over time. This is a high priority Technical Assistance need in terms of grants, as the targeted outreach in some areas takes more time in planning and conversations – a longer up-front investment to get to the actions that improve habitat and water quality. Focused efforts have been in Ferguson Creek, Upper Long Tom, Coyote Creek, Willamette mainstem, Bear Creek (2013-ongoing). Upcoming include lower Long Tom River (2015 new). Future priorities include Coyote Creek for wildlife habitats and Willamette mainstem for river habitats.

- *Measure: How many landowners responded to our outreach, and how many would like to work with the Council (or others) either now or in the future? What outreach methods were most effective in receiving a helpful response? How is the information being tracked in the database? How many project starts or stewardship actions resulted?*

## 2. MONITORING. Assess and Monitor Watershed Conditions

### 2.1. Model Watershed Monitoring.

For 2010 – 2019, monitor LTWC model watersheds (Ferguson, Bear & Coyote) in collaboration with regional Model Watershed Program. Regional parameters are temperature, riparian vegetation structure, canopy cover, instream habitat complexity. LTWC on its own has conducted continuous temperature at 27 sites and macroinvertebrate sampling in some years. Flow has not been possible to monitor regionally, despite various attempts, due to technical and cost reasons. Flow data would be helpful to inform the results from other parameters and could be a future discussion among entities regionally at some scale. Note: Due to the regional nature of this program, LTWC does not have control over quality or results. There is an investment opportunity here in which additional funding support could allow LTWC to make full use of the data, and translate it into terms that are helpful for people to understand local creeks and rivers and take appropriate actions to meet the watershed vision.

- *Measure: Does LTWC have the data and understand it. Do the data provide a benchmark of conditions? Are there enough sites to cover diversity of our priority areas? Are controls established? Is all information retrievable in GIS/dbase?*

### 2.2. Fish Migration Study

Build on four years of data and tagged cutthroat trout, track fish until the tags stop transmitting. Continue collaboration to find ways to quality-check and analyze data. Describe results, map and graph as data allows, publish as possible. Consider funding sources for this; plan to heavily leverage with private donations. There is an investment opportunity here in which additional funding support could allow LTWC to use this

information to describe fisheries in the Long Tom Watershed, and to update habitat improvement priorities.

- *Measure: Do we understand fluvial cutthroat migration for the Willamette cutts using the Long Tom River? Do we understand the timing of their movements, suggesting possible triggers? Do we have any additional information, e.g. extent of range in smaller channels.*

### 2.3. Project Effectiveness Monitoring.

Assess effects of habitat improvement and enhancement activities at selected project sites, e.g. measure responses of species after 100-acre oak savanna/woodland habitat improvement project. Increase the percentage of monitored projects to broaden scope, number of sites, and application of monitoring results. Collaborate with Meyer/BEF, U of O and OSU, TNC, BLM, City of Eugene and Upper Willamette Watershed Councils to increase all partners' understanding of certain habitat improvement treatments.

- *Measure: Are we monitoring project types or methods whose effectiveness is not well documented? Have our monitoring results enabled us to adapt or affirm our habitat improvement methods or strategies?*

### 2.4. Agriculture Pesticide Stewardship Partnership

LTWC took the opportunity to form a Pesticide Stewardship Partnership (PSP) in 2009. The PSP is a program of the Oregon Department of Environmental Quality. The goal of the PSP is to monitor for pesticides in Amazon Creek to determine what chemicals are impacting water quality in the area. Key partners are SureCrop Farm Service, the City of Eugene, the DEQ, Meyer Memorial Trust, and the farmers and urban businesses participating in data collection, and learning about and implementing suggested "best management practices" (BMPs). This partnership is one of seven designated PSPs in the state, and the first with a significant urban focus. The sampling locations are complementary with the City of Eugene and data is shared. LTWC uses the data to direct outreach to address commonly found pesticides and their sources, and help both rural and urban business owners make improvements. For local agricultural growers, program partners work to interpret and share the data to help identify ways to reduce pesticide loss to local waterways when that is happening.

This program should continue into the foreseeable future. Please see also section 5, Urban Habitat Improvement.

- *Measure: Is the data collected of high quality? Does LTWC understand it and is it summarized for the people that need to know? Are agricultural landowners supported in their understanding of the data, and with technical resources to implement any best management practices? Please see also section 5, particularly for urban measures.*

## 2.5. Project Stewardship Program

*Status and Momentum:* Stewardship of the habitat gains made is just as important as making them, and investments of time and funding should be borne out. The level at which this is happening is impressive and worth mentioning as it reflects a maturing of the habitat programs, recognition of this part of the process and investments by funders. Further, the private landowners are very impressed and thankful for the assistance with projects that are otherwise too large for them to steward themselves. Achievements are: 254 acres in 2010-12, 76 acres 2013, 89 acres 2014. An MOU was signed in 2015 to increase capacity in a joint manner for this area of work between LTWC and McKenzie Watershed Council. There is an opportunity here for significant investment in grant funding, donations or both.

*Actions Ahead:* Conduct project maintenance and discuss stewardship with landowners; 101 acres targeted 2015. Recognize funding is not sufficient for the core needs. Build capacity to steward projects to meet targeted habitat improvements. Evaluate post-implementation conditions (e.g. plant survival), document findings, and communicate need for stewardship/enhancement funding and/or further technical evaluation. Document findings and use to evaluate potential of projects proposed in future and to create helpful policies aimed at preventing problems encountered in the future. See also 2.4 Effectiveness Monitoring). Continue to incorporate volunteers as possible.

- *Measure: Are we able to sustain habitat improvements? Did we learn from completed projects and is the organization's learning put to good use (for example, policies and potential project evaluation tools and others).*

## 2.5. Fish Barrier Inventory additions.

Assess, prioritize, map and document fish barriers in western portion of watershed, including western portion of Coyote Creek (coming out of Coast Range where best cool-water fish habitat is). As access is granted, continue to add any final pieces to barrier inventory, which holds our data from LTWC's survey of 300 barriers. Note that of these, 35 were prioritized in first-tier for removal to open access to the best fish habitat (based on water quality data), and 80% of those have been completed 2009-14.

- *Measure: Do we have a tier-2 set of barriers ready if funding available. Potential threat to watershed health: Are people allowed to add new barriers via roads or small dams?*

## 2.6. Rapid Bio-assessment

Goal of Rapid Bio-assessment is to assess which habitats the trout are seeking cooler water refuge in during warm summer months. Document fish presence, evaluate density/distribution, and stream and riparian habitat conditions. Map results. Use this information to describe habitat use and to update habitat improvement priorities. LTWC

has completed rapid bio-assessments in Ferguson, Owens and Jordan Creeks (in Bear subwatershed), and Bear Creek (in Coyote Creek subwatershed). These were completed before prioritized implementation work. Funding needed to perform second surveys at same sites over next 2-4 years, and ideally to perform surveys in five additional drainages in Bear and Coyote subwatersheds.

- *Measure: Do we understand enough about fish habitat to prioritize riparian and instream habitats and apply for grants? Is all information retrievable in GIS/dbase?*

### 3. AQUATIC HABITAT IMPROVEMENT PROJECTS

Implement projects to achieve specific habitat objectives and to provide examples within the Working Lands and Habitat Program. Identify, develop and implement fish passage, riparian and water quality enhancement, wet prairies, and instream habitat enhancement projects in priority areas. These projects include significant volunteer and partner participation for technical review of projects, and Council volunteers on riparian enhancement projects. Partners include, for example, the Army Corps of Engineers for fish passage on the Lower Long Tom, ODFW for technical assistance, landowner match for projects on private lands, and TNC, USFWS, and BLM on wet prairie habitat improvement.

#### 3.1. Fish passage enhancement projects in priority subwatersheds.

Results from the fish barrier inventory and water quality data collection help prioritize our fish passage enhancement efforts. The Council has worked with landowners to fix/replace/remove 14 barriers in 2009-11, 13 more in 2012-14, with 6 funded and scheduled for 2015. All but 1 of the top priority known barriers in the 3 current priority “model” watersheds are fixed, and these have all been at the “creek” level. Specific upcoming projects include: Begin scoping fish passage improvement on Lower Long Tom River with USACE (OWEB TA/outreach grant, new in 2015), replace priority fish passage barriers in Ferguson and Owens Creeks, continue to pursue funding for other priority barriers in Bear and Coyote subwatersheds (16 remaining). Address fish passage barriers within the Willamette mainstem high water area where fish movement is blocked.

- *Measure: Is significant progress being made in opening up key corridors for the free passage of all aquatic organisms at all life stages and flows?*

#### 3.2. Riparian and water quality enhancement projects

Identify and complete priority riparian enhancement, livestock, and grassed waterway projects to address widespread interest and need in this area. Continue discussions regarding large-scale collaboration opportunities with the Corps on riparian zone enhancement for the lower Long Tom River. The pace of the work varies with funding programs; LTWC landowners and staff have shown capability and commitment to complete the work when it is supported. From 2001-2008 the Council planted trees and shrubs on 63 acres and installed 5.1 miles of riparian fencing; from 2009-2011 the

Council planted 24 acres of riparian trees/shrubs & installed 2.4 miles of riparian fencing. Beginning in 2012 the Council began using a high-density planting plan and re-focused riparian planting efforts in the Model subwatersheds with additional funding. From 2012-2015, the Council planted 130 acres and installed 3.6 miles of riparian fencing. Maintenance work to ensure plants are successfully established will be active on 50-120 acres/year from 2015-2020.

- *Measure: Are we planting and establishing riparian vegetation on priority reaches?*

### **3.3. Instream habitat** in priority subwatersheds.

Identify and complete priority large wood placement and historic channel restoration projects as outreach and landowner connections produce priority project locations. The pace from 2009-2015 has been high due to model watershed funding; it is possible this can continue. From 2009-2011 the Council has installed 33 large wood structures at 4 sites. From 2011-2014, the Council installed 60 large wood structures along 5.2 stream miles at five sites. The installation of 20 structures along 1.5 stream miles is scheduled for summer 2015.

- *Measure: Are at least 2 priority projects being completed per year?*

### **3.4. Willamette floodplain forest and hydrologic connection projects**

Cultivate relationships with private and public landowners along the mainstem Willamette River and pursue funding for priority habitat improvement work (hydrologic re-connection and floodplain reforestation) when projects are ready. The Council's first mainstem Willamette River projects, at two sites near the mouth of the Long Tom River, are scheduled to begin in 2015. There are further opportunities for subsequent habitat improvement at these sites being explored by the Council and project partners. We are working with partners along the mainstem to seek larger joint grants that can address up to 6 years of projects at a time, leveraging multiple funders and cooperation among organizations.

- *Measure: Are relationships developing with landowners such that projects are coming to fruition? Do we have a pipeline of priority projects ready for funding?*

## **4. TERRESTRIAL HABITAT IMPROVEMENT PROJECTS**

*Status and Momentum:* These efforts are within the Working Lands and Habitat Program. The Council led or assisted with completion of about 800 acres since 2009. Landowners include public, NGO, Tribal and private citizens. At 14 sites within the Long Tom Watershed, the Council has partnered with private and public landowners to restore nearly 800 acres of oak and prairie habitat since 2009. The Council has carried out this work with low costs and using skilled contractors, bringing to the community roughly 19 grants totaling more than \$1.7 million in

combined OWEB funds and leveraged match from partners. Partners include USFWS, the McKenzie River Trust, TNC, City of Eugene, private landowners and others.

*Actions ahead:* Implement projects to achieve priority objectives, practice habitat improvement and provide examples to others. Enhance and restore wetland prairie, upland prairie, oak savanna, and oak woodland.

- *Measure: Are we completing 2-5 projects per year overall? Are there new projects in implementation and grant-writing phases consistently?*

#### **4.1. Oak woodland, oak savanna, and upland prairie enhancement projects**

Restore 150 acres oak savanna, oak woodland/riparian oak, and upland prairie habitat in Coyote Creek subwatershed and along the Lower Long Tom River. This will include removal of invasive plant species, seeding native species, and thinning trees in savanna and woodland areas to enhance understory conditions. Continue development of 2 oak-prairie projects in Coyote Creek and Ferguson Creek subwatersheds on approximately 200 acres.

- *Measure: Are we making noticeable progress for this habitat type according to partners and landowners, and given available funding?*

#### **4.2. Wetland prairie enhancement projects in priority subwatersheds.**

Restore 120 acres of wet prairie and vernal pool habitat at Coyote Creek South. This site is significant for it being the first new land acquisition by ODFW in 10 years and its location in a matrix of 800 acres of publicly owned conservation lands. The project will restore a vernal pool and wet prairie mosaic across 120 acres of annual and perennial grass seed production fields. Pursue 1 other priority site.

- *Measure: Are we making noticeable progress for this habitat type according to partners and landowners, and given available funding?*

### **5. URBAN WATERS & WILDLIFE IMPROVEMENTS**

In 2014 LTWC trapped and tagged 3 native cutthroat trout in Amazon Creek where it flows north from Eugene to farmlands just west of Junction City. Knowing that cutthroat trout are exploring Amazon Creek is motivating to people working across the rural and urban sectors of the watershed to improve water quality and habitat conditions. This program has many subcomponents, all of which are predicated by the creation of the Amazon Pesticide Stewardship Partnership (see section 2) which provides new water quality data to inform the outreach strategies and generate action through understanding for the urban constituents. The Urban Waters & Wildlife Program leverages the inherent strengths of the watershed council in stakeholder diversity, collaboration, and over 17 years of experience in habitat projects and education. Through exploration with the City of Eugene and key Agricultural stakeholders on what niches would be helpful for LTWC to perform in, multiple Urban Waters & Wildlife (UWW) Program pathways have developed, as described below.

Significant partnerships have been built and will be necessary to continue a program of this scope. Current major partners include the City of Eugene, SureCrop Farm Service Department of Environmental Quality, and Oregon Department of Agriculture. Major funders include the Meyer Memorial Trust, Oregon Watershed Enhancement Board, Oregon Department of Agriculture, SRA (through a contract from Environmental Protection Agency), and Bureau of Land Management (wetlands soils). The continued engagement of key local urban businesses will be crucial to project success. Eugene businesses and farmers along Amazon Creek will both benefit from the technical expertise of the watershed council and its partners and from the community exposure in working toward a positive water quality goal on a voluntary basis. There is an overall investment opportunity here to continue this program, or aspects of it, for the foreseeable future.

### 5.1. Urban watershed strategies

*Status and Momentum:* The City of Eugene's urban areas drain to either Amazon Creek or the Willamette River directly, and LTWC adopted the Willamette River as part of its service area in 2014. Springfield and Eugene metro areas are joined and there are numerous small cities in the area that may also benefit. This program has involved LTWC attracting and offering a new area of technical expertise in technical assistance for urban stormwater improvement and habitat creation and connection. Experience developed here furthers potential opportunities to work with other local jurisdictions in water and habitat planning and management, for example watershed protection policies or practices that small cities like Veneta would find helpful (such as Stoneybrook-Millstone (New Jersey) example. In a related action, LTWC has reached out to McKenzie Watershed Council to coordinate in providing services to the urban area (and beyond) with LTWC focused on habitat improvement and MWC focused on education.

*Actions Ahead:* Overall, continue to identify strategies based on the interests of watershed members and partners, especially private businesses and the City of Eugene, to build, refine and deliver all aspects of this program. As partnerships develop, identify and prioritize new and refined program opportunities.

- *Measure: Is a full complement of urban watershed improvement strategies offered by LTWC and partners? Have opportunities to address urbanization challenges in other towns (Springfield), and small towns (e.g. Veneta, Junction City, Monroe) been identified and documented?*

### 5.2. BMP - Trout Friendly Landscapes Pledge and Salmon Safe Certifications

**Trout Friendly Pledge Level.** *Status and Momentum:* Currently, business owners can take a pledge to incorporate Trout Friendly Practices into their landscape and receive recognition for follow-through. If a stormwater retrofit is advised, installation cost offsets can be sought for stormwater management projects that exceed existing regulations. If the business or their landscape crew needs assistance, LTWC can provide that, using a grant, fee for services structure, or some kind of business or member



donation depending on the size or scope of the project and interest level of the business. Businesses that take part in this program are given marketing support through signage, tours and various media connections. A similar process could possibly be explored for residences, though this program does not currently have a cost offset mechanism and is not a priority given other work underway and existing municipal code.

*Actions Ahead:* If funded, develop a Marketing Strategy with key organizational partners in pursuit of a “tipping point” where outreach and marketing and action is accomplished at high levels and watershed impact is almost assured. Continue to outreach with the program as funded, and/or focus on Salmon Safe, depending on the cross-section we find of business interest and funding for LTWC to provide the services.

- *Measures: How many businesses are verified Trout Friendly? Is there a funding model that supports LTWC’s further work in this area as requested by businesses?*

**Salmon Safe Certification Level. Status and Momentum:** Salmon Safe certification can be seen as a next level up from Trout Friendly if business owners are interested in higher levels of certification and/or the marketing ability that comes with that. LTWC wrote a successful grant to partner with Salmon Safe (based in Portland) and provide outreach to businesses in the Eugene/Springfield area due to LTWC’s strong business relationship base and local proximity. Currently, LTWC is technically supporting the first certified business. The role of LTWC is to generate interest, then to bring in Salmon Safe partners to further develop the relationship and to conduct a site analysis which includes recommendations for site and operational improvements to be made over the coming years in order to maintain certification.

*Actions Ahead:* More businesses are interested in becoming Salmon Safe certified. LTWC could provide technical assistance to carry out the stated recommendations, however the funding models needs to be clarified for LTWC’s work in this case. There is a specific investment opportunity or fee for service opportunity here to deliver these technical services.

- *Measures: Are there certified Salmon Safe businesses per our grant agreement? Is there a funding model that supports LTWC’s further work in this area as requested by businesses?*

### 5.3. Stormwater retrofit projects

*Status and Momentum:* This UWW program pathway is a strong partnership with the City of Eugene and focuses on LTWC providing outreach and technical assistance via voluntary stormwater retrofitting with businesses when property owners are interested in making improvements ahead of regulatory requirements. LTWC uses a few priority criteria (e.g. size of landscape, location), and focuses where projects are likely to demonstrate improvements. As of April 2015, 10 stormwater retrofits have been installed at 5 different business sites; 3 more projects are currently in various stages of



the planning and there is great interest from the business community to continue this momentum. Direct installation cost offsets are provided from the City of Eugene who has also partnered with LTWC to identify projects, provide permitting assistance, identify and track metrics to assess effectiveness, coordinate on public outreach, and other project support. A stormwater retrofit is usually automatically a Trout Friendly Landscape and can be part of the work toward a Salmon Safe certification.

*Actions Ahead:* Keep effectiveness matrix to follow the impacts & acreage managed as well as impervious surfaces removed. List which major pollutants are being managed off individual sites. Continue to refine with City. Determine viability of other aspects of the program, build on other models and work with partners to achieve pollution prevention, community skill building, landscape improvements, etc. Develop fee for services component to meet demand and clarify how that works separately from the business donations discussed in section 8 as some project designs qualify for partial funding from existing but temporary grants. This program pathway has a specific investment opportunity in continuing the installation cost offsets from the City of Eugene, and adding sources of program funding to leverage the additional aspects of the work required by LTWC for this method to be successful.

- *Measure: Completed effectiveness matrix and review by LTWC and City of Eugene.*

#### **5.4. PSP – BMPs for Landscapers - Latino Outreach Program**

This program has a primary goal of assisting Spanish speaking landscapers to understand and pledge to use pesticide best practices, and to follow through in supporting them with the knowledge and skills to do so. To this end, this project has entailed creating partnerships with local entities currently working with the Latino population to share and improve outreach materials and trainings based on LTWC's initial Latino Outreach and Communications Strategy, and to deliver trainings directly. ODA has hired on a Spanish-speaking pesticide specialist and has pledged 100 hours towards the higher level trainings. LTWC is currently leading this program with the City of Eugene as a strong partner alongside ODA and the Latino community organizations such as Downtown Languages and Lane Community College among others.

*Actions ahead:* Expand and leverage funding to complement the partial funding from the 5 year subcontract with SRA (an EPA contractor).

- *Measure: Completed communication strategy elements by LTWC and partners. Refinement of strategy with partners. Positive or constructive feedback from Spanish speaking landscapers and key community members.*

#### **5.5. Other Voluntary Best Management Practices**

If funding were available, and to the extent people follow through with appropriate BMPs, we may be able to map, track and estimate that impact. This concept is not fully

developed and many organizations have struggled with how to track myriad, widespread, voluntary, and unreported actions.

## 6. CITIZEN LEARNING & ENGAGEMENT

Further improve watershed health by capitalizing on and expanding the natural resource knowledge of council staff and members, partners, local officials and key connectors, landowners, business owners, and interested citizens on watershed science and issues. Similarly, increase key people's participation and support for improving water quality and habitat through LTWC's mission and programs.

### 6.1. Education and Outreach Strategy

Create an outline for an Education & Outreach Strategy and then seek funding to develop the Strategy that identifies what barriers to watershed health we can overcome with targeted education and outreach. Determine specific issues and audiences/participants for a diversity of watershed sectors/stakeholders, outline objectives for learning and engagement, and build in partner ideas, feedback and coordination to the extent feasible. Strategy document would capture LTWC's approach to public meetings and other learning opportunities and events, newsletters, website, social media, and volunteer engagement.

- *Measure: Do we have an education and outreach strategy that is actionable? Is it communicated to other partner organizations to find commonalities, synergies and opportunities for collaboration?*

### 6.2. Council meetings, tours, events and communications

Develop and host 6 public meetings, project tours, and/or panel discussions annually. Rotate around the watershed for maximum exposure to each part of the watershed community. Focus on a selection of: LTWC's work, watershed conditions and the latest data or information, land stewardship ideas, methods or actions, or other topics of public interest. Identify target audiences for each event and outreach to particular stakeholder group(s) for a given topic. Produce regular newsletters with information pertinent to the topic of public meetings and tours, to prepare citizens for maximum learning and involvement during the public events. Reach out to form personal relationships with people that come to events; document that learning in the database to understand peoples' interests, ideas, and willingness to participate and support LTWC's mission.

Participate in some additional high-value outreach opportunities including select presentations and tabling events to a) increase the visibility of LTWC, b) impart watershed knowledge with and among partners, and to key groups and stakeholders,

and c) recruit involvement and support for improving water quality and habitat through LTWC's mission and programs.

- *Measure: How many people does the Council reach out to each year? How many people attend Council meetings and tours? Are we building new contacts and adding to our knowledge about contacts and what they are interested in doing to participate in improving local water quality and habitat with LTWC? Is the newsletter effective in spreading the message of the Council's work, mission, and upcoming events? Are Council meetings and tours covering a range of topics and allowing time for questions/discussion? Do they spark interest and productive conversations among stakeholders about improving water quality and fish & wildlife habitat?*

### **6.3. Member and volunteer engagement**

Expand number of volunteers by encouraging new or interested members to fill out volunteer interest form on website; track information and involvement in relationships database. Engage volunteers across activities that work toward improving watershed conditions, enhancing public learning and engagement, and sustaining the work and operations of the Council. Reward volunteers in ways that match their contribution levels.

- *Measure: Is member information easily accessible in a database? Is the data updated frequently? Is the institutional memory of communication with members/landowners captured? Has the Council been able to recruit volunteers as needed? How many active volunteers participate and in what programs? Do the volunteer positions provide meaningful opportunities for volunteers to contribute to the mission, in a way that is a productive use of staff time? What is range and average volunteer tenure compared to trends in volunteering? Do volunteers come back?*

### **6.4. Engage and Support Watershed Leaders**

Engage and support watershed leaders - the Board of Directors, Technical Team and key Council committees: keep them organized with leadership, membership, work plans, timelines and staff leads. Recruit and train new board members and officers.

- *Measure: Are meeting notes prepared and distributed? Are agenda packets distributed in advance of meetings and are members equipped with up-to-date Council policies and other key information?*

### **6.5. Understand and communicate through existing social networks**

There is a need to fully realize and utilize our communication networks in the *rural* areas, and advance communications efficiently in the very populous *urban* area, by identifying and then regularly engaging important groups and key connectors (people) across the watershed that can champion, assist and support LTWC programs.

Understand how communication about LTWC happens now, and how some of that has naturally evolved to be the most effective way, yet there may be gaps. Identify a way to document and display the social connections between, in particular, landowners and business owners, and to some extent influencers and decision-makers, in areas of interest. Identify the key connectors in the watershed. Identify key contacts who could support the Council as new project landowners, volunteers, board members, donors or business supporters. Capture these elements in a more purposeful and clear communication framework. Continue to capture more of our institutional memory (from staff, board and volunteers) into the database and continue to document connections as new contacts or information are gained. Continue to increase staff use of database as it is highly functional.

- *Measure: Do we know how to identify and connect with the next set of key people we'd like to establish a relationship with? Do we know how to connect with the next set of people we want to establish relationships with?*

#### **6.6. Online tools: Website and Social Media**

Update and utilize online tools to advance the Outreach and Education Strategy. Update and enhance the website regularly to maintain content, functionality, and aesthetic appeal. Utilize website and social media as a consistent way to increase the visibility of the Council and raise awareness of its unique work, mission & goals, highlight the diversity of people involved in the organization, announce upcoming events, and encourage people to donate and become involved. Maintain social media platforms that foster an inclusive and safe space for limited online conversations that reflect the organization's neutral position on controversial topics and positive involvement with a diversity of stakeholders across all sectors, both rural and urban. Utilize and update Social Media Audit and Policies. Be aware of which sectors of the watershed stakeholder community may not be participating online to make sure LTWC remains welcoming and inclusive of their interests.

- *Measure: Are the website and social media platforms effective in spreading the message of the Council's work, mission, and upcoming events? How much website traffic is there? How many Facebook "likes" do we have and is our presence on social media platforms such as Facebook increasing? Is the Social Media activity enough to interest businesses in co-marketing opportunities?*

### **7. COLLABORATION ON OTHER WATERSHED PRIORITIES.**

Evaluate partnership potential and participate in projects and programs driven by other organizations that are consistent with the Council's vision, goals and compatible with the Council's methods and important stakeholders, to the extent possible, and prioritizing leadership roles and filling clear niches and gaps.

### 7.1. Rivers to Ridges Partnership.

Utilize collaboration with Ridgeline partners to achieve habitat and water quality objectives in “Ridgeline Area” Spencer Creek, part of Coyote Creek, Fern Ridge and beyond.

- *Measure: Is the Council able to utilize this partnership to further its goals?*

### 7.2. Collaboration with other watershed councils and entities

Implement MOU with McKenzie Watershed Council (2015). Expand to include more collaboration, and perhaps other high functioning watershed councils as beneficial and feasible. Consider partnering with other high functioning entities. Goal is to increase and sustain capacity, retain high quality staff, provide more advanced services, develop niches and coordinate expertise areas to broadly serve watershed improvement in the Upper Willamette region.

### 7.3. Agriculture Water Quality Management Plan (SB1010).

(Upper Willamette SWCD; ODA). Support agriculture community in learning program purpose, goals, prohibited conditions for this basin. Support lead organization in using this tool. Include this subject in education program. LTWC staff participates and presents on our grassed waterway projects, pesticide monitoring, and other ag-related work. Some violations in watershed are being addressed; one such landowner came to the Council for assistance.

- *Measure: Are the standards set out in the Plan being met? Are there violations in the LT watershed? (Do we have access to this info)? How does ODA think the area is progressing? Is the Council doing everything within reason and capacity to assist in progress on this issue?*

### 7.4. Invasive Plants and Animals.

Remove invasives when present at habitat improvement project sites and replant native cover. Seek ways to document locations of invasives to build watershed inventory and decide where to keep and how to share data. Stay abreast of other entities’ work on this subject. Utilize Early Detection Rapid Response (EDRR) system to prioritize and target invading species that have not yet established and can be eradicated from watershed or subwatershed areas. Participate in building EDRR program by supporting funding attempts, advertising trainings, providing data, and communicating with other entities. For EDRR, identify 1-3 species and practices to address them. False Brome and Knotweed are probably not yet established. Meadow Knapweed and Shiny Geranium are established in some areas but can be eradicated in others. The goal is to use GPS units and the fact that we have field staff to start creating GIS layers on the fly for a few target species and start sharing that information. Opportunity may exist in collaboration with other Meyer model watershed program participants. Currently treating invasives

on project sites and as outreach tool. 131 acres assessed and/or treated. Small Bear Creek EDRR grant for treatment 2014 – purple loosestrife, yellow flag iris (survey 80 acres; treat 20).

#### **7.5. Willamette River Initiative by City of Eugene**

Track and participate in potential new initiative by City Parks & Open Space focused on improving riparian habitat along the Willamette River, including removing invasive ivy and blackberries and planting native trees and shrubs.

#### **7.6. Groundwater.** (DEQ, LCOG).

Note the Council is not the lead organization on this issue and there have not been resources to address this. Currently a retired OHA (formerly ODH) employee and consultant is volunteering to monitor some groundwater aspects and will be connecting with the Technical Team in 2015-16. Continue to seek people educated in watershed health to serve as liaison participate in GWMA (Groundwater Management Area Committee, run by DEQ & LCOG). Include this subject in education programs as speakers and data available.

- *Measure: Is groundwater protection being addressed? Is the Council doing everything within reason and capacity to assist in progress on this issue?*