

A STRATEGY FOR ACHIEVING HEALTHY WATERSHEDS

IN OREGON



The Oregon Watershed Enhancement Board

January 2001

A GRAPHIC OVERVIEW

PLANNING

OWEB's VISION

“To help create and maintain healthy watersheds and natural habitats that support thriving communities and strong economies.”

Benchmarks
measure progress toward achieving the vision.
(2001-2003)

Outcomes
move Oregon toward the vision.

OUTCOME ONE
Effective and accountable investment in watershed health

OUTCOME TWO
Partnering to achieve watershed health

OUTCOME THREE
Citizen understanding of watershed health

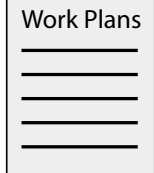
Strategies
OWEB will use to achieve outcomes.

- 1 Statewide Strategy
- 2 Local Priorities
- 3 Monitor Progress
- 4 Exchange Information
- 5 Report Results

- 6 Shared Government Priorities
- 7 Public/Private Relationships
- 8 Local Partnerships
- 9 Research

- 10 Support Local Education Efforts
- 11 Reach Out to Citizens and Youth

Work Plans
contain OWEB actions and timelines for implementing strategies.
(2001-2003)



IMPLEMENTATION

“Healthy, functioning watersheds provide clean drinking water, diverse plant and animal life, flood control, recreational opportunities, and other resources. OWEB’s vision is to take a lead in helping Oregonians improve watershed health and functions, supporting a sustainable economy and quality of life now and in the future.”

–Mark Reeve
Environmental Quality Commission
Member and Co-Chair of the Oregon
Watershed Enhancement Board

OVERVIEW

The Oregon Watershed Enhancement Board (OWEB) is charged with promoting and funding voluntary actions aimed at enhancing Oregon’s watersheds. The Board is structured to foster collaboration among citizens, agencies, and local interests to accomplish this charge. Such collaboration supports Oregon’s statewide efforts to restore critical salmon runs, improve water quality across the landscape, and enhance the biodiversity of ecosystems that are critical to achieving healthy watersheds. OWEB administers a grant program that awards more than \$20 million annually to support voluntary efforts by Oregonians consistent with this charge.

A Strategy for Achieving Healthy Watersheds in Oregon presents the Board’s *vision* for OWEB as it emerges as a newly created agency with an enhanced role and a long-term endowment of funds. This plan identifies three broad *outcomes* which if achieved will move Oregon toward OWEB’s vision for sustainable, healthy watersheds. They are: greater accountability for the results of our investments in Oregon’s watersheds; partnering to advance local restoration efforts; and greater citizen understanding of the health of their local watershed. To achieve these outcomes, OWEB presents eleven *strategies* which the Board will seek to implement so that every individual action is taken in the context of a single overarching vision: *to help create and maintain healthy watersheds and natural habitats that support thriving communities and strong economies.*

In the year 2001, OWEB will seek broad public input on the *outcomes* and *strategies* outlined in this document both in a variety of public forums and by soliciting comments on the agency’s Web site located at www.oweb.state.or.us. In addition, the Board encourages everyone interested in our mission to suggest opportunities and approaches for implementing these strategies.

For many years, vitality and innovation have spirited Oregon’s support for voluntary, individual efforts to enhance the State’s watersheds. This strategy is initiated with the intent of honoring and building on these efforts so that a meaningful and lasting legacy results.

*OVEB'S VISION To help create and
maintain healthy watersheds and natural habitats
that support thriving communities and strong
economies.*

OUTCOMES & STRATEGIES

OUTCOME ONE

EFFECTIVE AND ACCOUNTABLE INVESTMENT IN WATERSHED HEALTH

- 1 **FRAME A STATEWIDE STRATEGY** A statewide watershed strategy will coordinate effective investments in watershed health with restoration planning efforts. 6
- 2 **INTEGRATE LOCAL PRIORITIES** Locally sponsored priorities and plans will coordinate restoration projects to support a statewide watershed strategy. 8
- 3 **MONITOR PROGRESS** A comprehensive monitoring plan, based on shared protocols for collecting and managing data, will provide information on watershed conditions across Oregon. 10
- 4 **FOSTER INFORMATION EXCHANGE** A clearinghouse of information on watershed conditions in Oregon will promote the use of shared data protocols and serve all local, state, and federal partners in restoration. 12
- 5 **REPORT RESULTS** Public investments in watershed health will be reported clearly, and the relationship between Oregon's investments and the economic well-being of communities will be promoted. 14

OUTCOME TWO

PARTNERING TO ACHIEVE WATERSHED HEALTH

- 6 **ESTABLISH SHARED GOVERNMENT PRIORITIES** Oregon public boards and commissions will share priorities with federal agencies for supporting watershed enhancement work, and this will be demonstrated by coordination of agency programs within watersheds. 18
- 7 **ENHANCE PUBLIC/PRIVATE RELATIONSHIPS** Relationships between public and private interests will support watershed health by targeting funds to shared priorities, producing incentives for local participation, and providing tools and materials for watershed enhancement. 20
- 8 **PROMOTE LOCAL PARTNERSHIPS** OWEB incentives and programs will promote fully developed partnerships and coordination between watershed councils, soil and water conservation districts, tribes, and others who support landowner restoration efforts. . 22
- 9 **INITIATE RESEARCH** Research projects will advance state and local priorities for understanding and achieving watershed health. 24

OUTCOME THREE

CITIZEN UNDERSTANDING OF WATERSHED HEALTH

- 10 **SUPPORT LOCAL EDUCATION EFFORTS** OWEB will promote the role of watershed councils and soil and water conservation districts to undertake local outreach and education efforts. 28
- 11 **REACH OUT TO CITIZENS AND YOUTH** Citizen understanding of watershed health will be advanced through outreach and education opportunities for the general public and youth. 30

BIENNIAL REPORT

1997-1999

A profile of the Governor's Watershed Enhancement Board work in the 1997-1999 biennium. ... 32

*“OWEB intends to be a leader in strengthening Oregon’s
accountability for public investments in watershed health.”*

–Jane O’Keeffe

Lake County Commissioner and public member of
the Oregon Watershed Enhancement Board

OUTCOME ONE

The results of investments in watershed health will demonstrate that OWEB has made a positive difference in the priorities of statewide watershed enhancement. Investments will be evaluated relative to long-term goals, reported regularly to citizens and policy makers, and clearly linked to healthy, economically viable communities.

ACCOUNTABILITY

Effective and Accountable Investment in Watershed Health

All Oregon governments and groups that invest public funds are accountable to Oregonians for the results of their efforts. Investing in watershed health is more effective when the actions of governments and groups are coordinated to achieve common goals and shared priorities. OWEB intends to be a leader in improving Oregon's accountability for investments targeted to enhance and restore watersheds.

OWEB is committed to achieving this outcome by implementing five strategies in its work as a Board and an agency.

Strategy 1: Frame a Statewide Strategy

Strategy 2: Integrate Local Priorities

Strategy 3: Monitor Progress

Strategy 4: Foster Information Exchange

Strategy 5: Report Results

STRATEGY 1

FRAME A
STATEWIDE
STRATEGY

*A statewide watershed strategy
will coordinate effective
investments in watershed health
with restoration planning efforts.*

What is it?

A statewide watershed strategy provides shared priorities for improving watershed health, based on complete information on the conditions of our watersheds. Common priorities for enhancing watershed function support the Oregon Plan for Salmon and Watersheds by improving the effectiveness of our restoration efforts, whether we are restoring instream habitats, estuaries, riparian zones, or upland areas.

Across the state, local groups are systematically assessing watershed conditions to determine problems and restoration opportunities using the *Oregon Watershed Assessment Manual*. The information gained from assessments provides a necessary starting place for planning ways to restore watershed function. As councils complete assessments, they collaborate with landowners, soil and water conservation districts (SWCDs), businesses, government, and others on restoration projects designed to resolve problems and improve watershed health. When aggregated, watershed assessments will play a critical role in developing a statewide strategy that points us toward key restoration opportunities in each region of the state.

Why is it important?

To get the most from our investments to achieve sustainable, healthy watersheds, there must be a deliberate, statewide strategy for funding watershed assessment and restoration activities. A strategy must target investments to address priority problems identified by assessments, and take advantage of restoration opportunities unique to each watershed. Support for voluntary efforts of landowners, watershed councils, and others to improve their watersheds must be provided in the context of a larger effort, seeking to provide the most restoration benefit possible for each dollar invested.

Where we are and where we're going

Watershed conditions differ in Oregon's coastal range, Columbia plateau, Willamette River valley, high central desert, and southeastern region; and restoration strategies in these areas should reflect differing conditions. While assessments of watershed conditions in the coastal and Willamette basins are either complete or actively progressing toward completion, many watersheds in central and eastern Oregon have not been evaluated using a standardized assessment approach. OWEB believes it is important to finish assessing conditions in all



regions of the state so that a picture of restoration opportunities in each region can be developed to guide investment decisions. To address this need in the year 2001 and beyond:

- OWEB is targeting funds to work with councils to complete watershed assessments in priority areas, which include the John Day, Grande Ronde, Umatilla, Deschutes, Hood River, and Willamette Basins, and minor tributaries to the Columbia.
- OWEB has applied to the Northwest Power Planning Council for funds to complete watershed assessments in the Columbia Basin using the widely accepted framework of the Oregon Watershed Assessment Manual and will solicit participation from councils and others.
- OWEB is cooperating with state and federal agencies to develop guidance for creating restoration strategies that will support the Northwest Power Planning Council subbasin planning program; and the Board will press for recognition of these strategies as being compatible with the Endangered Species Act (ESA) requirements for protected species. Every effort must be made to harmonize state restoration goals with those identified by the federal agencies charges with recovery of species listed under the ESA.
- OWEB intends to provide a spatial picture of the limiting factors in each hydrologic basin by compiling priority problems identified by local assessments and entities. OWEB is taking the first steps to compile restoration priorities for each basin in areas where assessments are complete or other information is available.
- The final step in creating a statewide strategy will be to integrate the watershed restoration work that is occurring at local, state, and federal levels to create a set of shared, regional restoration goals that aggregate and enhance local priorities. This will allow local groups to chart the course within their watershed in the context of addressing broader regional restoration goals.

STRATEGY 2

INTEGRATE LOCAL PRIORITIES

Locally sponsored priorities and plans will coordinate restoration projects to support a statewide watershed strategy.

What is it?

Ultimately, real progress will be made and measured watershed by watershed—by those who call the watershed home and tackle issues identified locally. While a statewide plan that guides strategic investment in watershed restoration activities will provide an important compass for Oregon’s effort, it must be based on locally sponsored restoration priorities. Local priorities are the foundation of the Oregon Plan for Salmon and Watersheds—our approach to improving important natural habitats and sustaining watershed functions over time.

Why is it important?

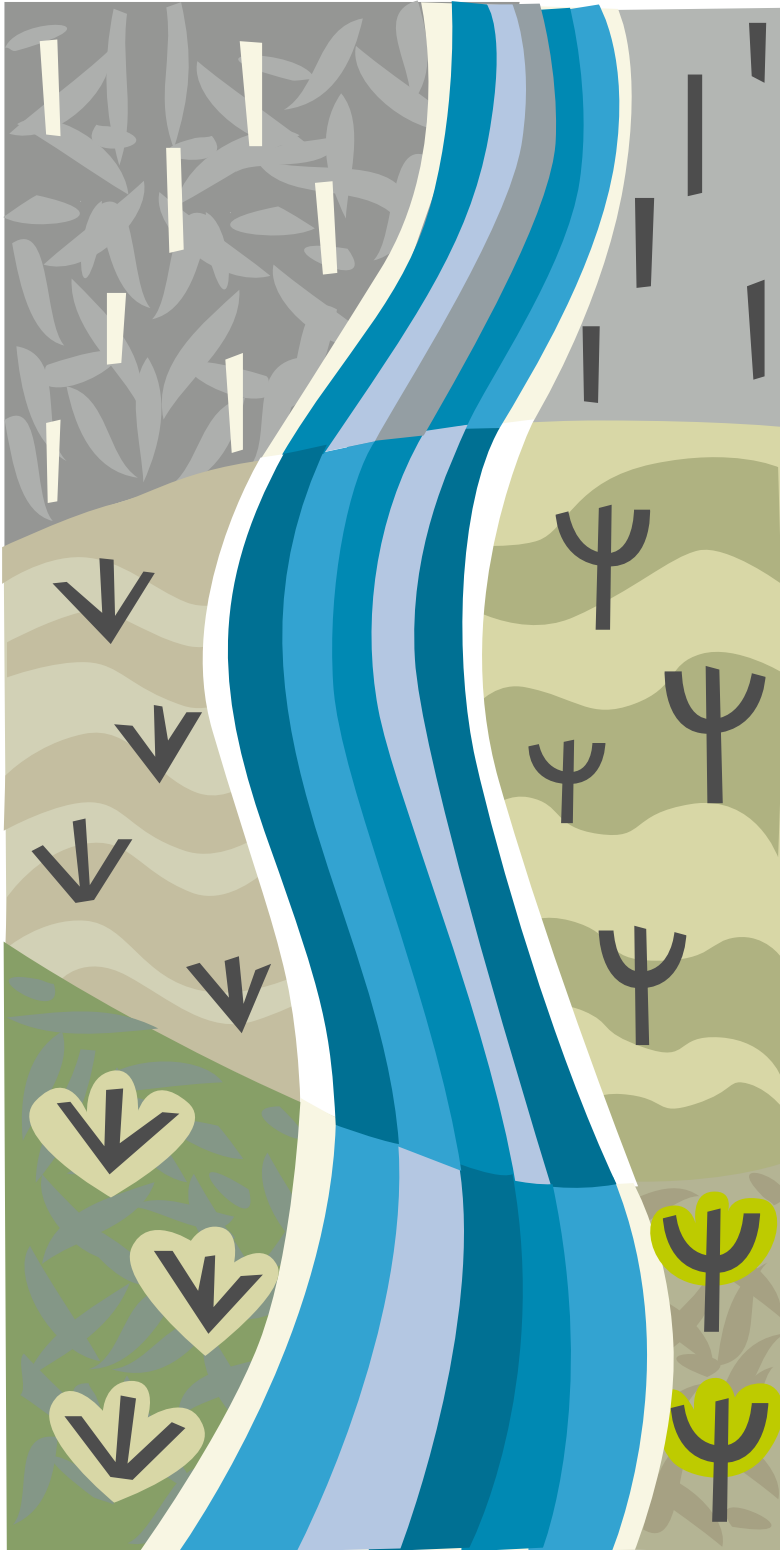
Locally developed priorities and plans are a powerful tool for increasing community support and participation in watershed restoration. Given the breadth of privately owned lands and the diversity of land ownership in Oregon, locally sponsored priorities for taking care of our watersheds are essential to restoration and long-term stewardship.

Where we are and where we’re going

The day is coming when preference for funding watershed restoration work will be given to projects that implement locally established priorities based on an assessment of local watershed conditions. Indeed, OWEB has already started to move in that direction. The Board is now developing a small grant program that will make watershed improvement funds more easily available to landowners for activities that are prioritized by councils and soil and water conservation districts (SWCDs) as most effectively addressing local watershed conditions.

In the year 2001 and beyond, OWEB plans to take the following steps to foster local priorities that support a statewide restoration strategy.

- OWEB will target funds to complete watershed assessments in priority basins and encourage development of local restoration plans from assessment information.
- OWEB will launch an enhanced small grant program designed to foster coordination between watershed councils and SWCDs, and to target funds to locally sponsored priorities.
- OWEB will initiate a process for linking local priorities to development of regional investment goals so that public funds are most effectively invested.



- In addition, OWEB recognizes the need for local collaboration among watershed councils and SWCDs in the development of shared restoration priorities, and will work to create mechanisms that address this need.

OWEB is taking these steps and making these plans recognizing that no single entity has a paramount role in creating local or regional priorities for restoration. Local citizens and groups have the greatest understanding of watershed priorities in their local areas. OWEB has been given the role of nesting locally crafted priorities within the larger context of regional resource concerns in order to support a statewide watershed restoration strategy. OWEB will continue to depend upon local entities—councils, SWCDs, tribes, local government, and others—to accomplish this charge.

STRATEGY **MONITOR
PROGRESS**

A comprehensive monitoring plan, based on shared protocols for collecting and managing data, will provide information on watershed conditions across Oregon.

What is it?

Three general types of monitoring support a strategy for successful investment in watershed health: implementation, evaluation, and validation monitoring. Implementation monitoring determines if watershed restoration projects were completed correctly; evaluation monitoring learns whether our actions adequately addressed the problems as we expected; and validation monitoring determines if our solutions cumulatively had the desired effect in the watershed. When based on shared protocols for collecting and managing data (see Strategies 4 and 5), the information gained from monitoring is more easily shared and applied to resource management decisions.

Why is it important?

Implementation monitoring is being done by local groups, landowners, and others on a project-by-project basis. Through the Oregon Plan Monitoring Team, state and federal agencies have initiated evaluation monitoring to learn how our restoration efforts are affecting species and watershed health. The Team coordinates interagency monitoring of water quality, species, and stream, estuarine, and upland conditions, as well as citizen compliance with environmental laws. The Team has also laid a foundation for validation monitoring to assess whether our collective actions are working to recover species and restore watersheds.

The Oregon State of the Environment Report 2000 recognizes the present need for a greater emphasis on validation monitoring. It concludes that most existing state programs lack the capacity to effectively measure ecological conditions and trends. It calls for the state to develop and institutionalize a statewide framework for assessing environmental conditions to provide a comprehensive picture of Oregon's environmental health.¹ OWEB agrees with this need and supports a greater emphasis on validation monitoring within the context of a durable framework that coordinates and promotes this work over time.

Where we are and where we're going

OWEB is charged with developing a comprehensive system for the collection, management, and reporting of natural resources information in Oregon (ORS 541.371(1)(d)). Carrying out this directive will ultimately depend on two things: collaboration among state and federal agencies, universities, and others to develop a common information management framework; and integration of watershed effectiveness and

¹ Oregon State of the Environment Report 2000, Statewide Summary, September 2000. Oregon Progress Board, p.71.



species recovery validation monitoring into a single effort by OWEB and the Oregon Plan Monitoring Team.

In 2001-2003, OWEB will begin to build a statewide program to assess the effectiveness of watershed restoration efforts. Some steps have already been taken.

- OWEB partnered with the Oregon Plan Monitoring Team to provide a technical guidebook for citizens and local groups in monitoring local water quality conditions in their watershed.
- In June 2000, OWEB authorized investing up to \$412,000 to complete mapping of stream networks, salmon distributions, and water quality limited streams in Oregon at the 1:24,000 scale, as an important foundation for local and state monitoring efforts.
- Also in June 2000, OWEB invested \$391,580 in the Natural Heritage Advisory Council's development of a centralized information data base on sensitive, threatened, and endangered species. The project will update and digitize species data, complete riparian and wetland classification and mapping, and provide technical assistance to councils for watershed assessment and project review.
- In September 2000, OWEB invested \$63,995 in fish monitoring projects critical to evaluating restoration effectiveness in the Rogue Basin and South Coast.
- OWEB is structuring a new way to track investments by the types of restoration activities undertaken in Oregon's basins and the critical factors limiting watershed health that are being addressed.
- OWEB monitors the progress of local restoration work statewide with the Watershed Restoration Inventory.

The Oregon Plan Monitoring Team has made significant strides in evaluating the impact of our actions and creating a foundation for determining our effectiveness over time. OWEB is committed to working with the Team and others to establish a comprehensive monitoring program that integrates these efforts and promotes shared information protocols, in order to provide Oregonians with consistent information about local watershed conditions over time.



Share with us at:

www.oweb.state.or.us

STRATEGY 4

EXCHANGE
INFORMATION

A clearinghouse of information on watershed conditions in Oregon will promote the use of shared data protocols and serve all local, state, and federal partners in restoration.

What is it?

A clearinghouse is a type of library that receives, organizes, and provides information. The clearinghouse OWEB envisions would collect valuable information on the health of Oregon's watersheds and make that information easily available to people and groups who are working to improve watershed health statewide.

Why is it important?

Accurate, accessible information is an essential foundation for local restoration work that addresses the underlying sources of watershed problems as opposed to the observable symptoms of those problems.

The Oregon State of the Environment Report 2000 confirms what many have experienced: there is no single entity currently responsible for coordinating the collection, management, and distribution of environmental data in the state, and thus it can be both confusing and difficult to obtain information needed for restoration work. Specifically, the report recognizes that no system exists to link all data sources to a common network to support the sharing of data among agencies and other users.² As a result, sharing is difficult, cooperative development of information and conclusions is uncommon, and little information exists to provide a comprehensive picture of the health of any given watershed.

Standard protocols for collecting and managing data are needed as part of a comprehensive monitoring program (see Strategy 3) to improve information sharing and availability in Oregon. An information clearinghouse would promote the use of data protocols, identify critical data gaps, and incorporate new information into a growing statewide assessment of watershed conditions.

Where we are and where we're going

OWEB has taken several steps to coordinate and synthesize data collection, meet information needs, and make information more accessible.

- In 2000, OWEB invested \$1,053,058 in new data bases to address critical information needs, and through investments, required the use of shared data protocols. These included up to \$412,000 to complete mapping of stream networks, salmon distributions, and water quality limited streams for the state, all at the 1:24,000 scale.

²Oregon State of the Environment Report 2000. Oregon Progress Board, p.146.



- OWEB partnered with the Oregon Plan Monitoring Team to provide guidance for citizens and local groups on using standard data protocols in collecting data on local water quality conditions.
- OWEB provides information on the progress of local watershed restoration work being done by citizens, agencies, and others statewide in the Annual Watershed Restoration Inventory.

These are important steps to making natural resource data more complete and useful in watershed restoration. But much more is needed.

- OWEB supports the long-term funding of a data library that coordinates the collection, management, and distribution of natural resource information. The Board is committed to working with the Oregon Geographic Information Council and Oregon universities to accomplish this.
- OWEB supports the establishment of shared protocols for collecting and managing data in order to facilitate and promote information exchange. While OWEB can influence the development of shared protocols by targeting its investments, the agency cannot require the adoption of protocols by other natural resource agencies and entities. OWEB concurs with the State of the Environment Report and recognizes the need to establish a lead entity responsible for coordinating the development of shared data protocols. OWEB has submitted a 2001-2003 budget request to the Legislature that moves toward addressing this need.

OWEB cannot accomplish this outcome alone. The Board is committed to being a voice that continues to advocate for restructuring, focusing, and funding current information systems to meet the needs identified by the State of the Environment Report and to support local watershed restoration.

STRATEGY 5

REPORT RESULTS

Public investments in watershed health will be reported clearly, and the relationship between Oregon's investments and the economic well-being of communities will be promoted.

What is it?

Reports on the investment of public funds in watershed restoration should provide Oregonians with four fundamental types of information. First, they should show the types of project activities that resulted from the public dollars invested. Second, they should describe the relationship between the dollars invested and the most significant problems identified in the watershed. Third, they should report overall changes in watershed health that can be attributed to the investments. Fourth, reports should portray how our investments relate to local community and economic well being.

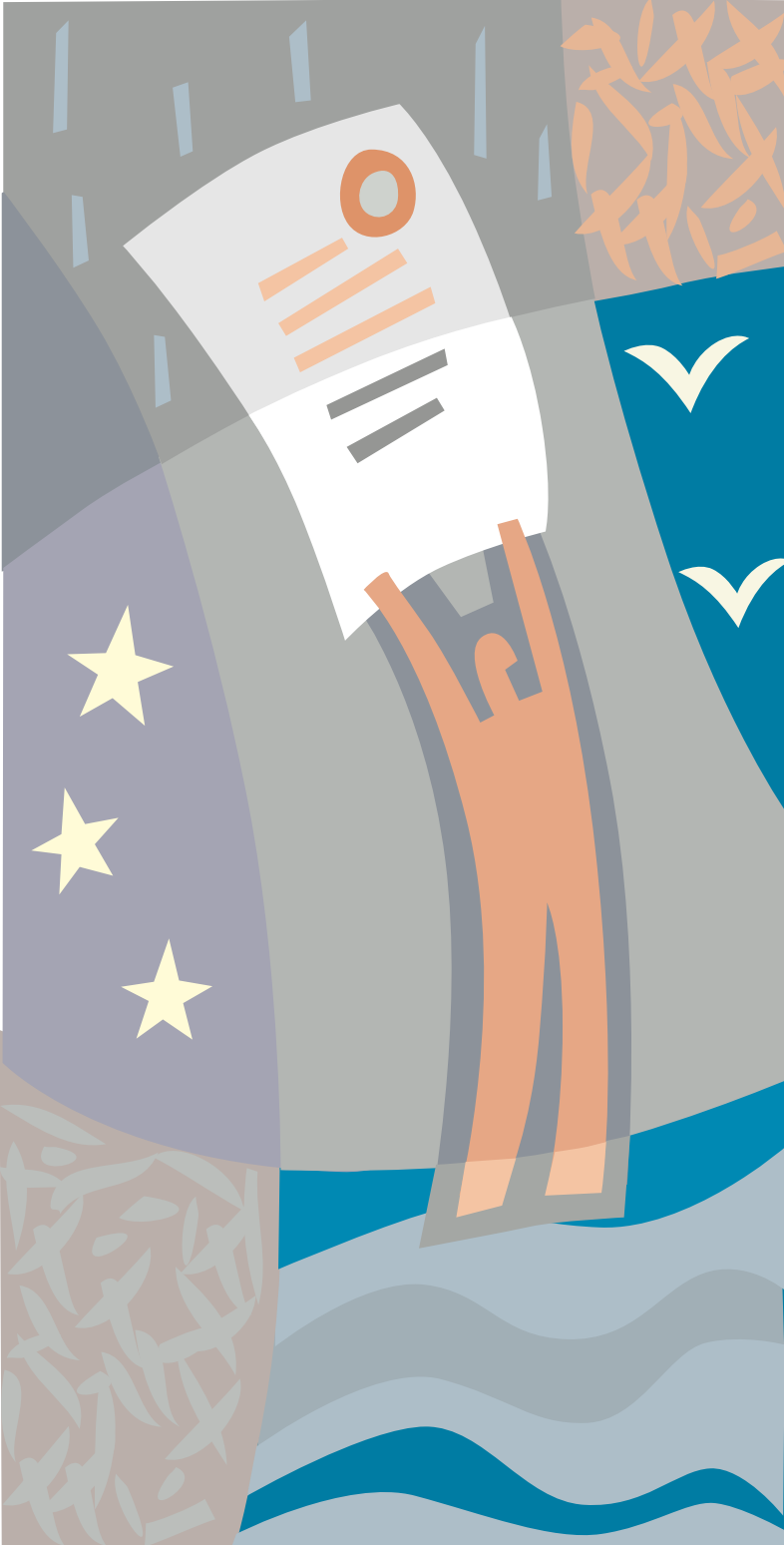
Why is it important?

Clear, understandable reports of the results of Oregon's investment in watershed restoration are an essential part of a comprehensive monitoring program (see Strategy 3) that tracks changes in watershed conditions. Effective reports are also needed to maintain accountability for the use of public funds and provide people with accurate information about their local watershed over time. OWEB has an opportunity to foster a system that meets these needs and coordinates the involvement of other agencies, stakeholders, and local groups in reporting progress.

Where we are and where we're going

OWEB has taken steps to report the investment of public funds in watershed restoration and to make this information easy to understand and use.

- OWEB maintains a Watershed Restoration Inventory that tracks the progress of landowners, watershed councils, SWCDs, and other local groups in doing watershed improvement projects. An annual report on the Inventory provides a picture of the type of watershed work that is happening statewide to help us determine the effectiveness of our investments. Moving forward, this report will incorporate federal restoration projects and will show all activities on a basin-wide scale.
- OWEB systematically tracks the status of all grants and reports the amount of funds being used in each region for on-the-ground restoration projects, watershed assessment, monitoring, education and outreach, and watershed council support.



- OWEB has cooperated in the development of a consistent format for federal and state reporting of watershed restoration activities on a basin-wide basis.

OWEB recognizes the need to be able to portray investments relative to the restoration benefits they intend to achieve. While some on-the-ground restoration work is producing immediate benefits, other projects are designed to provide cumulative, long-term improvements that may not be fully realized over the course of one, five, or ten years. Effective reporting should account for these long-term benefits and show the relationship between the types of restoration projects being funded and the critical factors limiting watershed health. Geographic Information System (GIS) technology is an important tool for illustrating the critical problems that are being addressed statewide.

For the year 2001 and beyond, OWEB will be building information tools to provide Oregonians with a clear and accurate picture of how their investments are benefiting watersheds and communities.

- OWEB is developing a new way to track restoration investments by the types of restoration activities undertaken and the critical factors limiting watershed health that are being addressed. This will help us clearly report the progress of watershed restoration in each basin across the state.
- OWEB commissioned a study by the University of Oregon to evaluate and report the impact of our watershed health dollars on local communities and economies.
- As part of OWEB's review of proposals for acquiring land and water rights to support restoration, OWEB considers potential economic impacts of the proposal to the local community, as well as the level of community support for the project.

OWEB will continue to collaborate with other agencies and various experts to demonstrate how public investments are improving watershed health and supporting community prosperity. As a leader, OWEB will work to identify key players and build coordination to move Oregon toward this goal.



Share with us at:

www.oweb.state.or.us

“OWEB is positioned to build win-win partnerships that will help landowners and managers increase the effectiveness of local restoration efforts, and at the same time, maintain their viability.”

–Pat Wortman

Chair of the Oregon Board of Agriculture and member of the Oregon Watershed Enhancement Board

OUTCOME TWO

OWEB will be a recognized leader in building partnerships that coordinate and advance restoration efforts in Oregon watersheds. Funding for watershed enhancement will be available to support locally sponsored initiatives, and local restoration leaders will be recognized and celebrated.

PARTNERING

Partnering to Achieve Watershed Health

Partnerships are at the heart of the Oregon Plan for Salmon and Watersheds. OWEB works in partnership with local watershed councils and soil and water conservation districts (SWCDs), and other non-profit conservation groups to provide funding and assistance for watershed assessments, restoration projects, monitoring and education activities, and land and water right acquisitions to support restoration goals. OWEB also partners with agencies and other funding entities to increase support for local restoration efforts. OWEB envisions building on these existing partnerships to increase the capacity and effectiveness of watershed enhancement work in Oregon.

OWEB is committed to achieving this outcome by implementing four strategies in its work as a Board and an agency.

Strategy 6: Establish Shared Government Priorities

Strategy 7: Enhance Public/Private Relationships

Strategy 8: Promote Local Partnerships

Strategy 9: Initiate Research

STRATEGY 6

ESTABLISH SHARED GOVERNMENT PRIORITIES

Oregon public boards and commissions will share priorities with federal agencies for supporting watershed enhancement work, and this will be demonstrated by coordination of agency programs within watersheds.

What is it?

Boards and commissions guide state agencies, establish policies, and set priorities for agency programs. **Shared** priorities for watershed restoration means helping to build cooperation across agency boundaries—both state and federal—and with other entities in order to achieve common objectives. Greater collaboration between agencies will also help strengthen public/private partnerships and enhance local and regional cooperation.

Why is this important?

A key component of the Oregon Plan for Salmon and Watersheds is the coordination of state and federal agency programs around common goals for restoring watershed health. The OWEB Board is uniquely positioned to facilitate greater coordination, with six voting public members from all regions of the state including a tribal representative, five voting members of other state natural resource agency boards and commissions, five non-voting representatives of federal natural resource agencies, and a representative of the Oregon State University Extension Service. The Legislature specifically charged OWEB to nurture shared priorities and fund program initiatives supporting the Oregon Plan (ORS 541.371).

Where we are and where we're going

OWEB is currently active in building partnerships to address shared priorities and support for local voluntary restoration efforts.

- State and federal agencies, OSU Extension, and others with knowledge of local conditions come together to review applications for watershed restoration grant funds through OWEB, in order to make investment recommendations to the Board.
- OWEB allocates funds to restoration efforts for the federal Pacific Coastal Salmon Recovery Fund, and coordinates public agency use of these funds for high priority initiatives that support broad Oregon Plan objectives. In 2000, OWEB used these funds to support initiatives sponsored by seven state agencies.
- OWEB establishes partnerships with other state agencies that serve common agency goals. As an example, OWEB committed \$917,500 in June 2000 for the acquisition and protection of Whalen Island in Tillamook County in partnership with Oregon Parks and Recreation Department and the county commission.

6 ESTABLISH SHARED GOVERNMENT PRIORITIES

7 ENHANCE PUBLIC/PRIVATE RELATIONSHIPS

8 PROMOTE LOCAL PARTNERSHIPS

9 INITIATE RESEARCH



- In September 2000, the Board joined together with the Oregon Board of Agriculture and the Weed Board to conduct a public forum in Enterprise, Oregon, highlighting local restoration efforts and to discuss common priorities.
- OWEB maintains a Watershed Restoration Inventory that collects and coordinates information on the progress of local efforts to provide a comprehensive view of our combined accomplishments. Federal land managers contribute extensively to this inventory, and are currently working with OWEB to coordinate retrieval of important information about restoration efforts on public lands.

In 2001 and beyond, OWEB will build partnerships among government agencies and implement shared priorities. As part of these efforts:

- OWEB will aggressively pursue programmatic recognition of Oregon Plan activities under the federal Endangered Species Act by the National Marine Fisheries Service and U.S. Fish and Wildlife Service.
- OWEB will actively support the subbasin planning program of the Northwest Power Planning Council and work to ensure that Oregon's watershed assessment efforts are fully integrated in the federal process with common priorities for investment.
- The Board will meet jointly with the Oregon Fish and Wildlife Commission and Environmental Quality Commission in 2001.
- OWEB will target grant programs to support implementation of locally crafted water quality management plans.
- OWEB will work with the Oregon Water Resources Department and Oregon Department of Fish and Wildlife to develop and apply shared priorities for enhancing streamflows in Oregon.

Many natural resource agency programs critical to the Oregon Plan are chronically underfunded. While OWEB cannot compensate for all program funding shortfalls, the Board intends to help coordinate those efforts most important to the Oregon Plan and find resources to help agencies fulfill their commitments to salmon and watershed restoration. OWEB's leadership in developing shared priorities can help all agencies improve program delivery within existing resources.



Share with us at:

www.oweb.state.or.us

STRATEGY 7

ENHANCE PUBLIC/PRIVATE RELATIONSHIPS

Relationships between public and private interests will support watershed health by targeting funds to shared priorities, producing incentives for local participation, and providing tools and materials for watershed enhancement.

What is it?

The Oregon Plan relies on strong relationships between public and private interests. Watershed councils, soil and water conservation districts (SWCDs), and others have built community support and leveraged public funds for restoration by nurturing public/private partnerships. OWEB can do the same at a regional and statewide scale.

Why is this important?

Public/private relationships have fueled local involvement in restoration work and have supplied needed equipment and materials for restoration projects. Partnership building between public and private interests brings more people into watershed restoration—making Oregonians' efforts more sustainable over time. OWEB has vast opportunities to build relationships with private organizations, businesses, and foundations to bolster local voluntary efforts and leverage the state's investments.

Where we are and where we're going

OWEB has taken important steps to strengthen relationships within the private sector to create incentives for local watershed restoration work.

- Every watershed improvement grant awarded by OWEB requires a minimum 25 percent match of the public funds by private or other entities. This amount is generally exceeded by most applicants.
- OWEB has secured additional funds to supplement Oregon's investment in watershed health. In 1999-2001, OWEB received more than \$11 million from the National Oceanic and Atmospheric Administration (NOAA) and U.S. Fish and Wildlife Service (USFWS) to augment state investments.
- OWEB has entered into agreements collaboratively with Portland General Electric (PGE), Salem Electric (SE), and the Pacific Salmon Watershed Fund Board to provide additional restoration funds volunteered by participating ratepayers willing to spend more to purchase salmon-friendly power. Proceeds are matched by OWEB and passed on to watershed improvement projects in ratepayer service areas. While starting small, PGE and SE agreements have the potential to produce \$400,000 and \$75,000 each year, respectively.



- OWEB invests funds generated by the sale of salmon license plates in restoration projects that address transportation-related impacts. Oregonians pay extra to purchase salmon license plates and to date, OWEB has accumulated approximately \$700,000 from these contributions. Sales are rising each year. In 2000, about 1.1 percent of Oregon license plate sales were salmon plates, up from 0.8 percent in 1999 and 0.5 percent in 1998.
- Other ongoing relationships between OWEB and private organizations willing to match public investments include the National Fish and Wildlife Foundation and the Deschutes Resources Conservancy.

These efforts help meet the growing, local demand for watershed enhancement funds. But more resources and support are clearly needed. OWEB is committed to continue working to address this need.

- In 2001, OWEB will aggressively seek investment partners to increase funds for local, voluntary restoration.
- OWEB will seek more formal program alliances with private businesses and foundations in 2001 in order to supplement state funds.

The OWEB Board members will act as ambassadors for Oregon's watershed restoration efforts, and seek opportunities to build public/private relationships to strengthen and speed implementation of the Oregon Plan.

STRATEGY 8

PROMOTE LOCAL PARTNERSHIPS

OWEB incentives and programs will promote fully developed partnerships and coordination between watershed councils, soil and water conservation districts, tribes, and others who support landowner restoration efforts.

What is it?

The Oregon Plan recognizes that local partnerships between watershed councils, soil and water conservation districts (SWCDs), tribes, and others are critical to making improvements on private lands and in local communities. Fundamental to OWEB's mission is its role in improving incentives and programs that promote these local partnerships.

Why is this important?

Watershed health incentives and programs can make funds, equipment, materials, and technical assistance available to landowners and local groups for watershed enhancement projects. These support mechanisms have been strengthened with the Oregon Plan, and can be improved with input from local groups on what's working, what's not working, and what's needed to reach our watershed health goals. Local and regional collaboration are important to raise new ideas, implement shared priorities, and build effective, growing partnerships that get things done.

Where we are and where we're going

OWEB now works to promote local partnerships in a number of ways.

- When screening funding proposals, OWEB currently considers the number of partners supporting restoration projects.
- OWEB encourages watershed councils to share coordinators and project assistance in order to leverage available expertise and resources.
- OWEB works to build partnerships and fund watershed projects with tribes. As examples, OWEB funded culvert replacements by the Confederated Tribes of Grand Ronde, and water quality monitoring of Nez Perce tribal lands in Wallowa County.
- OWEB provides community-building training for councils and other groups on citizen outreach, meeting management, dispute resolution, and fiscal management.
- OWEB supports the Watershed Stewardship Education Program, which was developed by the Oregon State University Extension Service to provide training and guidance to local groups for watershed enhancement and care.



In 2001 and beyond, OWEB will seek out ways to provide incentives that will promote local partnerships.

- OWEB will continue to develop ways to provide greater assistance to councils with self-evaluation tools, capacity-building training, greater funding certainty, and other support aimed at fully developing current infrastructure.
- OWEB is now working with the Soil and Water Conservation Commission, representatives of watershed councils, and the Oregon Department of Forestry to develop a small grant/cost-share program that will reward regions where councils and SWCDs are collaborating on local restoration priorities.
- OWEB seeks out venues to convene watershed councils, SWCDs, agencies, and others to share successes and lessons learned. OWEB's year 2000 biennial watershed restoration conference was held jointly with the Oregon Association of Conservation Districts and drew more than 600 participants from across the state. In the coming year, the focus will be local and regional opportunities for round-table discussions and training.

OWEB also recognizes the need to create more effective, consistent tribal involvement in funding and implementation of restoration activities.

OWEB is taking steps to address these needs, but recognizes that Oregon still has a long way to go. The Board is committed to working with all partners to better support local watershed restoration.



Share with us at:
www.oweb.state.or.us

STRATEGY 9

INITIATE RESEARCH

Research projects will advance state and local priorities for understanding and achieving watershed health.

What is it?

We have much to learn about what salmon need, how watersheds function, and how to achieve our goal of sustainable watershed health. Scientific research can improve the ways we work to restore watersheds by helping us understand the effectiveness of current approaches and by testing new strategies to improve our success. To be meaningful, the research results must be made accessible to all restoration partners, presented clearly, and aligned with implementation needs for salmon and watershed restoration.

Why is this important?

Scientific learning is a foundation of the Oregon Plan and is critical to knowing how to best achieve watershed health. Adaptive management—evaluating the effectiveness of our actions and making improvements to watershed restoration efforts over time—is a commitment made by the plan. Presently, there is a need for scientific research to provide us with information and guidance necessary to practice adaptive management effectively. The Oregon State of the Environment Report 2000 recognizes this need and concludes that few data and models exist to help us understand the degree to which we are sustaining naturally functioning landscapes, the productive capacity of the environment, or in some cases, the extent to which we are meeting environmental laws.³

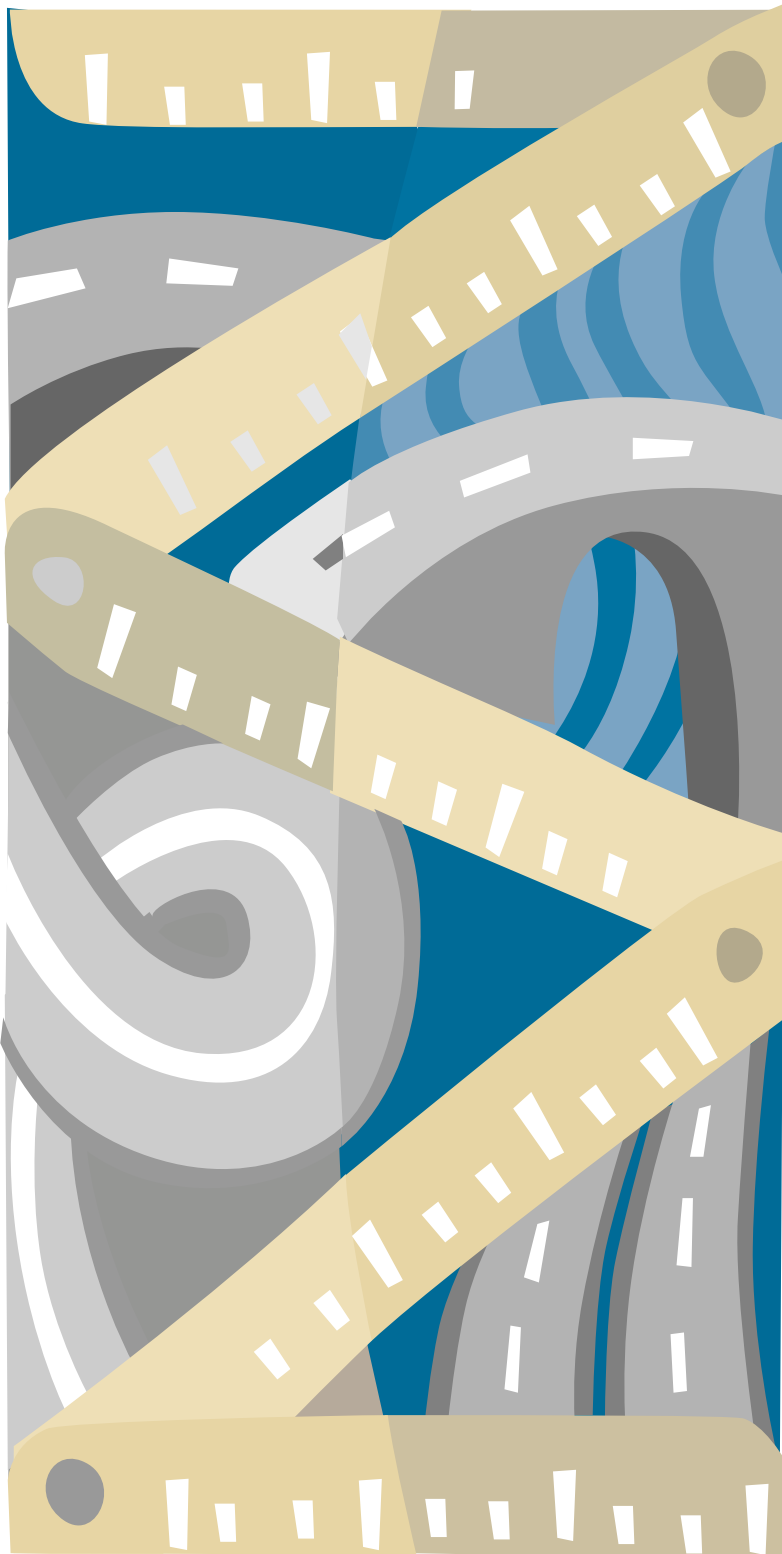
The State Legislature and Governor recognize the critical role of the Oregon Plan Independent Multidisciplinary Science Team (IMST) in evaluating the effectiveness of current restoration efforts and recommending improvements. As a funding body for research to support restoration, OWEB can help address the information needs noted by the State of the Environment Report and identified by the IMST and other restoration partners.

Where we are and where we're going

In January 2001, OWEB adopted a strategy to guide its investments in key research needs supporting salmon and watershed restoration, and is now working to put the strategy into action. OWEB's investment in research will be guided by four fundamental principles:

1. **Identify critical information needs** – build on recommendations of the IMST, agencies, stakeholders, and others to synthesize important knowledge needs to advance our salmon and watershed restoration efforts.

³ Oregon State of the Environment Report 2000. Oregon Progress Board, p.147.



2. *Fund research to address priority needs first* – establish research priorities and partner with the IMST and other experts to solicit, review, and fund proposals that address priority information needs.
3. *Communicate research results to users* – ensure the products of funded research are transmitted to all potential users of the information, working in partnership with a number of education and outreach organizations.
4. *Evaluate what is learned and determine new priority needs* – work with agencies, stakeholders, scientists, and others to evaluate research results, determine how best to apply what is learned, and to identify new priority information needs.

In 2001, OWEB intends to put this strategy into action and accomplish the following:

- Initiate a broad public process to identify critical information needs that will advance Oregon's salmon and watershed restoration efforts (early 2001).
- Establish priorities for investing in research based on important knowledge needs (fall 2001).
- Solicit and review research proposals that address priority information needs and involve the IMST and other experts to support the investment decisions of the Board (late 2001).

With this investment strategy, and with OWEB's statutory charge to fund research related to the restoration of natural habitats and watershed health (ORS 541.378), OWEB is uniquely positioned to address some of our critical knowledge needs to facilitate adaptive management of the Oregon Plan.

*“OWEB has an important role in providing all Oregonians—
living in both urban and rural areas—with opportunities to
better understand the health of their local watershed and
become more involved in restoration.”*

–George Brown

Dean Emeritus of Oregon State University College of Forestry and
public member of the Oregon Watershed Enhancement Board

OUTCOME THREE

Every Oregonian will be familiar with their watershed, understand how individual actions influence watershed health, and act accordingly.

OWEB will be a recognized leader in fostering public wisdom in the care of Oregon watersheds.

UNDERSTANDING

Citizen Understanding of Watershed Health

Understanding how the choices we make in our daily lives affect watersheds, and knowing how healthy watersheds support the things we enjoy in life, are important to making positive changes to improve watershed health. Opportunities to learn about watersheds, understand local watershed conditions, and share strategies for protecting watersheds can help build community awareness and support for restoration. OWEB funds local watershed outreach efforts, and provides training for teachers, workshops for landowners, and learning opportunities for local groups—all aimed at improving citizen understanding of watershed health.

OWEB is committed to achieving this outcome by implementing two strategies in its work as a Board and an agency.

Strategy 10: Support Local Efforts

Strategy 11: Reach Out to Citizens and Youth

STRATEGY 10

SUPPORT LOCAL EFFORTS

OWEB will promote the role of watershed councils and soil and water conservation districts to undertake local outreach and education efforts.

What is it?

Watershed councils and soil and water conservation districts (SWCDs) routinely provide opportunities for citizens to better understand the health of their local watershed. These groups reach out to residents, landowners, and local partners to build community vision and support for watershed restoration efforts. OWEB is charged with supporting these local efforts, and is uniquely positioned to advance a strategy that leverages and promotes the capacity of councils and SWCDs to do outreach and education work.

Why is this important?

While OWEB already funds education and outreach projects sponsored by councils and SWCDs, it is clear that more resources and support are needed. OWEB has an established relationship with these local groups, and can be an effective partner in their educational efforts by leveraging state resources with other fund sources and targeting investments to support effective efforts. Doing so can help provide councils and SWCDs with needed tools, information, training opportunities, and other resources in the context of a statewide effort designed to support these entities.

Where we are and where we're going

OWEB currently supports councils and SWCDs in their citizen-learning efforts by providing grants to address local outreach and education priorities. In addition, OWEB provides learning opportunities and tools designed specifically for councils and SWCDs to make them more effective in their work.

- OWEB coordinates a biennial statewide conference convening watershed councils, SWCDs, and citizens to discuss progress, share lessons learned, and develop more effective approaches to restoration. The 2000 conference was held jointly with the Oregon Association of Conservation Districts and drew over 600 participants from across the state.
- OWEB sponsors workshops for councils, SWCDs, and others on building technical restoration skills, including watershed assessment, culvert improvement, and the use of geographic information systems.



- OWEB provides community-building training for councils and SWCDs on citizen outreach, meeting management, dispute resolution, and fiscal management.
- OWEB provides technical guidance and tools to local groups for assessing watershed conditions, monitoring water quality, and planning restoration work.
- OWEB funds water quality monitoring equipment and training to help local groups engage students in assessing watershed conditions so they better understand activities that impact watershed health in their community.
- OWEB funds community outreach tools, such as council newsletters, including the *Applegator*, *Curry Currents*, and the *MidCoast Watersheds News*.

In the 2001-2003 biennium, OWEB will work with watershed councils and SWCDs to determine ways to more strategically support these groups as they work to improve citizen understanding of local watersheds. Ultimately, OWEB intends to implement a citizen-learning program focused on providing adequate resources to help councils and SWCDs engage community members and landowners in understanding the importance of local restoration work.

STRATEGY 11

REACH OUT TO CITIZENS AND YOUTH

Citizen understanding of watershed health will be advanced through outreach and education opportunities for the general public and youth.

What is it?

OWEB envisions every Oregonian knowing their watershed and how to act to ensure that its health is sustainable for present and future generations. OWEB can advance this vision by building on existing programs and targeting funds toward education and outreach efforts that effectively address the learning needs of the general public and youth.

Why is this important?

Oregonians are making changes in their daily lives to create healthy, sustainable watersheds and community economic well being. These changes are founded on an awareness of how watersheds work, how we influence watershed health, and how watersheds can be protected and restored. OWEB investments in targeted education and outreach projects can be an important tool in improving this citizen awareness, now and in the future.

Where we are and where we're going

OWEB currently invests in a number of unique programs that provide learning opportunities for citizens, landowners, educators, and youth.

- OWEB funds development of comprehensive education curricula on how watersheds function and can be restored, including *The Stream Scene* and *Watershed Uplands Scene*.
- OWEB supports workshops for K-12 teachers on using watershed education curriculum in class and doing hands-on projects.
- OWEB funds activities sponsored by school districts that provide environmental education opportunities for students.
- OWEB supports the Oregon Trout Salmon Watch Program which brings students outdoors to see and learn about spawning salmon.
- OWEB funds workshops for landowners on innovative approaches to watershed conservation and restoration.
- OWEB funds the Oregon Cattlemen's Association WEST Program to enhance landowner understanding of watershed and riparian function and water quality monitoring protocols.



- OWEB supports the Watershed Stewardship Education Program provided by Oregon State University Extension Service designed to help residents and volunteers be good stewards of their watersheds, with important background information, exercises, actions, and resources for gaining assistance.

In 2001 and beyond, OWEB intends to focus its support for enhancing citizen understanding of the importance of healthy watersheds by partnering with established programs that offer effective outreach and education opportunities for the general public, landowners, educators, and youth.

A PROFILE OF THE 1997-1999 BIENNIUM

A summary of the Governor's Watershed Enhancement Board work in the 1997-1999 biennium, as contemplated by ORS 541.392.

Statewide Accomplishments:

- Provided support for 45 watershed councils (currently OWEB provides grants to support 55 of the more than 90 councils that exist in Oregon)
- Received nearly \$1,000,000 of federal funds for local restoration activities
- Supported the technical assistance efforts of Oregon Departments of Forestry and Agriculture
- Supported the compliance of agricultural and forest industries with Clean Water Act and Endangered Species Act requirements by funding technical assistance for landowners
- Funded outreach and education for landowners including newsletters by local groups and technical workshops and training on restoration practices
- Initiated watershed assessments in all regions, with prioritized work in the North Coast Region as part of Oregon Plan implementation
- Developed watershed assessment technical guidance for local councils
- Printed and distributed common water quality monitoring guidance developed by the Oregon Plan Monitoring Team
- Developed and began to implement the Conservation Reserve Enhancement Program (CREP) agreement with USDA, leveraging potentially more than \$280,000 in federal funds for riparian restoration
- Maintained program overhead below 5%



Oregon Watershed Council Boundaries
December 2000

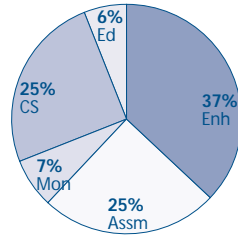
1998-1999 Grant Administration Activity

	North Coast	South west	Willamette Basin	Central Oregon	Eastern Oregon	State wide	Total
No. of Grants	127	161	97	50	92	34	561
Grants awarded	102	113	44	34	57	7	357
Dollars sought	\$5,435,866	\$16,306,634	\$4,419,828	\$1,709,502	\$3,747,988	\$2,073,925	\$33,693,743
Dollars awarded	\$3,369,010	\$5,760,876	\$1,633,079	\$1,396,114	\$2,597,341	\$271,786	\$15,028,206
Other funding to support the Oregon Plan for Salmon and Watersheds							\$6,796,025
							\$21,824,231

Regional Highlights:

North Coast

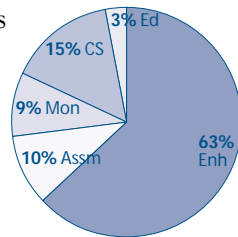
- Awarded \$3,369,010 to North Coast grant applicants
- Majority of grants were for on-the-ground projects, including instream, riparian, and wetland restoration
- Councils were supported throughout the North Coast
- Watershed assessments were initiated for nearly the entire region



Grants awarded in the North Coast \$3,369,010

Southwest Oregon

- Awarded \$5,760,876 to Southwest Oregon grant applicants
- Majority of grants were for on-the-ground projects, riparian restoration (185 miles), removal of barriers to fish passage (84 projects), and road rehabilitation (11 miles)
- Critical monitoring of fish populations and water quality was funded



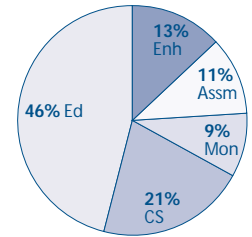
Grants awarded in Southwest Oregon \$5,760,876

Grant Type:

- ◆ Enhancement (Enh)
- ◇ Assessments (Assm)
- ◇ Monitoring (Mon)
- ◇ Council Support (CS)
- ◇ Education/Outreach (Ed)

Willamette Basin

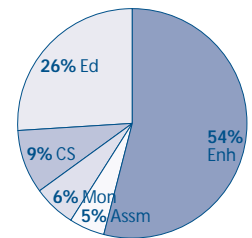
- Awarded \$1,633,079 to Willamette Basin grant applicants
- Significant funding went to council support to initiate local efforts
- Limited number of on-the-ground projects, wetland restoration, and barrier removal projects
- Significant investment in education and outreach efforts



Grants awarded in the Willamette Basin \$1,633,079

Central Oregon

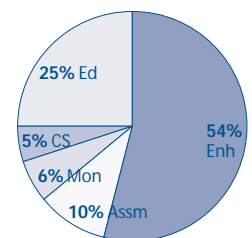
- Awarded \$1,396,114 to Central Oregon grant applicants
- Majority of grants were for on-the-ground projects, riparian restoration (21 miles), removal of fish passage barriers (11 barriers), and cost-shared conservation tillage (6,300 acres)
- Initiated council support and council formation



Grants awarded in Central Oregon \$1,396,114

Eastern Oregon

- Awarded \$2,597,341 to Eastern Oregon grant applicants
- Majority of grants were for on-the-ground projects, riparian restoration (27 miles), range reseeding (2,830 acres), removal of fish passage barriers (18 barriers), road rehabilitation (21 miles), and reduced forest fuel loading (300 acres)
- Supported integrated water quality monitoring



Grants awarded in Eastern Oregon \$2,597,341



Oregon Watershed Enhancement Board
775 Summer Street NE, Suite 360
Salem, OR 97301-1290
503-986-0178 • www.oweb.state.or.us

Printed on recycled paper