A Watershed Dialogue: How Can We Build the Capacity and Effectiveness of Watershed Groups?

Watershed Academy Webcast

Wednesday, September 15, 2010

1:00–3:00 Eastern

Panel Members:

- **Don Waye** U.S. EPA
- **Glynnis Collins** Executive Director, Prairie Rivers Network
- **Hye Yeong Kwon** Center for Watershed Protection
- **Christine Olsenius** Southeast Watershed Forum
- **Wendy Wilson** River Network

Moderated by: Barry Tonning Tetra Tech

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Webcast Format: Panel Discussion

- Each panelist has 15 minutes to present information to answer a standard set of questions
- Panelists will introduce tools and resources to help watershed groups
- There will be interactive poll questions interspersed
- The balance of time will focus on questions posed by audience

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Panel Discussion - Questions for Each Panelist

- What has your organization learned are the biggest capacity building needs of watershed groups?
- How do you see those needs being met by your organization or others?
- How is EPA meeting those needs and what more could EPA be doing?
- How does your organization empower watershed groups to become more effective?
- How can local groups plug into your organization's efforts?

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Don Waye

Lead for Capacity Building Team, EPA Office of Wetlands, Oceans and Watersheds;

EPA Nonpoint Source Control Branch Outreach Coordinator

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Biggest Capacity Building Needs

- 2005 Listening Sessions – Sample lessons:
  - Need more guidance on watershed planning and integration with other efforts
  - Help with sustainable financing
  - More support for PROTECTION, not just restoration
- 2009 Urban Waters Partnership – Sample feedback:
  - orgs need more help with capacity building; more safe river access & cultural connection to water; help navigating through myriad regs.

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How are these needs being met?

- Focused new tools & organized existing tools around sustainable finance (water.epa.gov/aboutow/owow/funding.cfm) and watershed planning
- Expanded our tools: "100 Tools of OWOW" Example tool: Nonpoint Source Outreach Toolbox (www.epa.gov/nps/toolbox)
- Developed course: "Key EPA Internet Tools for Watershed Management"; delivered live trainings
- Grants - e.g., Targeted Watershed Grants, STAR Grants, 319 grants
- Co-sponsoring River Network's River Rally and funding tools and activities by Center for Watershed Protection, Prairie Rivers Network, etc.

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How are these needs being met?

- Developed Watershed Planning guidance and related tools:
  - Watershed Plan Builder (automates and expedites the process of developing robust watershed plans)
  - Watershed Central & WC Wiki collaboration tools
  - Developing a pocket guide to watershed planning
- More use of social media & Web 2.0 tools
  - Examples: WQ video contest; Twitter feeds; Facebook; wikis; blogs; widgets
  - Adding video tutorials to get started with EPA tools (*Catalog of Federal Funding* and *Surf Your Watershed*)

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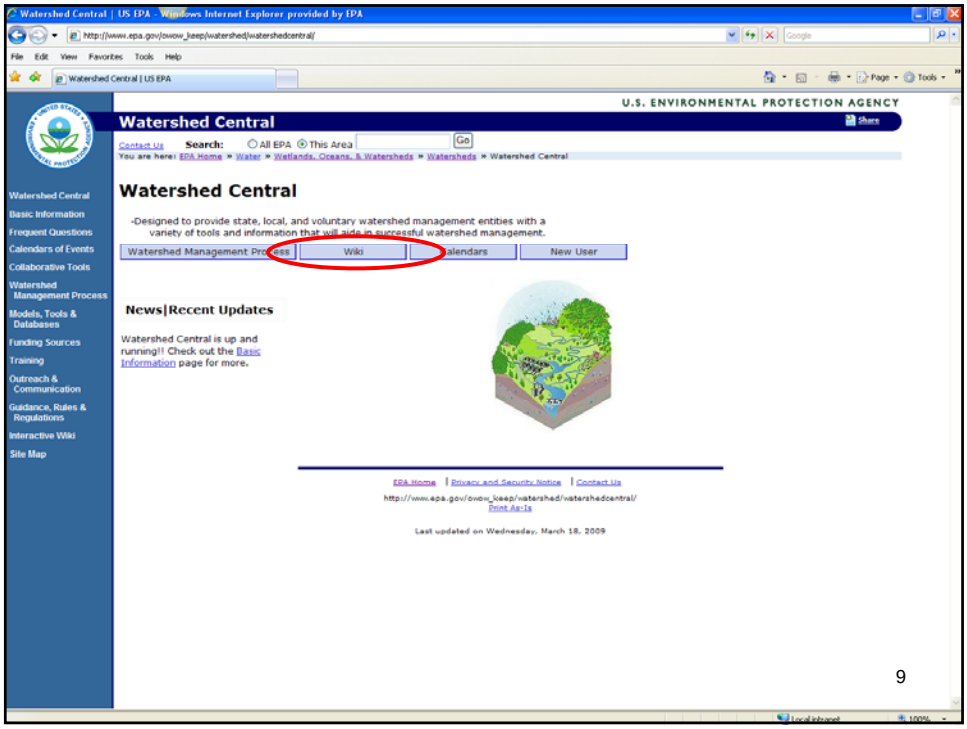
Watershed Central | US EPA - Windows Internet Explorer provided by EPA
U.S. ENVIRONMENTAL PROTECTION AGENCY
Watershed Central
Contact Us
Search:
All EPA
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Go
You are here: EPA Home » Water » Wetlands, Oceans, & Watersheds » Watersheds » Watershed Central
Watershed Central
Basic Information
Frequent Questions
Calendars of Events
Collaborative Tools
Watershed Management Process
Models, Tools & Databases
Funding Sources
Training
Outreach & Communication
Guidance, Rules & Regulations
Interactive Wiki
Site Map
Watershed Central
-Designed to provide state, local, and voluntary watershed management entities with a variety of tools and information that will aide in successful watershed management.
Watershed Management Process
Wiki
Calendars
New User
News|Recent Updates
Watershed Central is up and running!! Check out the Basic Information page for more.
EPA Home | Privacy and Security Notice | Contact Us
http://www.epa.gov/owow_keep/watershed/watershedcentral/
Print As-Is
Last updated on Wednesday, March 18, 2009

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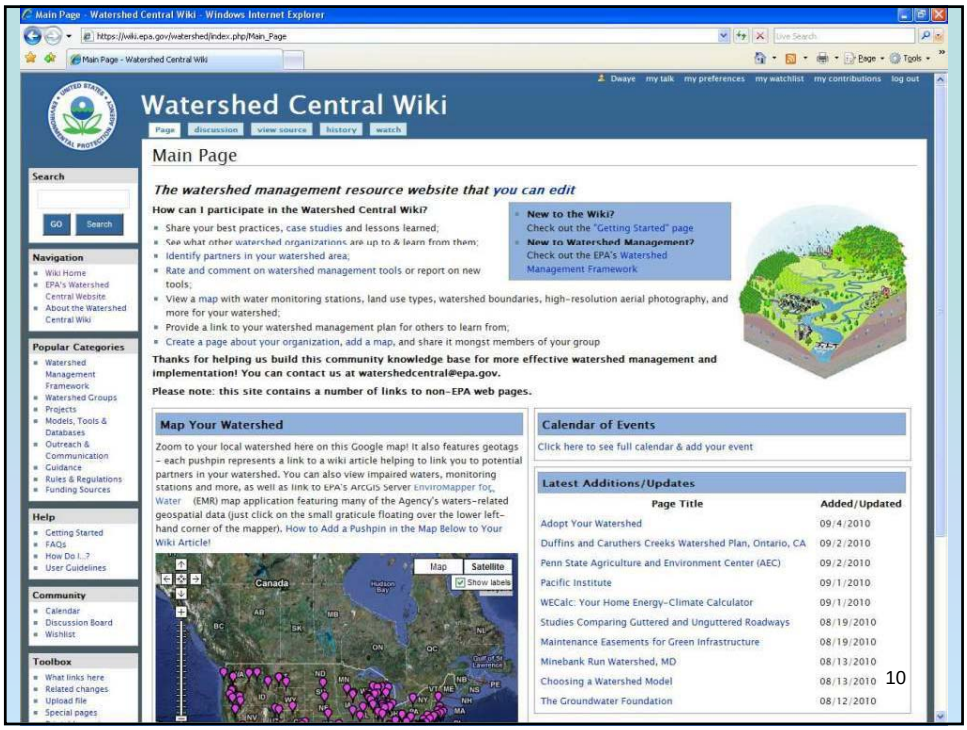
Main Page - Watershed Central Wiki - Windows Internet Explorer
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Guidance
Rules & Regulations
Funding Sources
Help
Getting Started
FAQs
How Do I...?
User Guidelines
Community
Calendar
Discussion Board
Wishlist
Toolbox
What links here
Related changes
Upload file
Special pages
The watershed management resource website that you can edit
How can I participate in the Watershed Central Wiki?
Share your best practices, case studies and lessons learned;
See what other watershed organizations are up to & learn from them;
Identify partners in your watershed area;
Rate and comment on watershed management tools or report on new tools;
View a map with water monitoring stations, land use types, watershed boundaries, high-resolution aerial photography, and more for your watershed;
Provide a link to your watershed management plan for others to learn from;
Create a page about your organization, add a map, and share it mongst members of your group
Thanks for helping us build this community knowledge base for more effective watershed management and implementation! You can contact us at watershedcentral@epa.gov.
Please note: this site contains a number of links to non-EPA web pages.
New to the Wiki?
Check out the "Getting Started" page
New to Watershed Management?
Check out the EPA's Watershed Management Framework
Map Your Watershed
Zoom to your local watershed here on this Google map! It also features geotags – each pushpin represents a link to a wiki article helping to link you to potential partners in your watershed. You can also view impaired waters, monitoring stations and more, as well as link to EPA's ArcGIS Server EnviroMapper for Water (EMR) map application featuring many of the Agency's waters-related geospatial data (just click on the small graticule floating over the lower left-hand corner of the mapper). How to Add a Pushpin in the Map Below to Your Wiki Article!
Map
Satellite
Show labels
Canada
Calendar of Events
Click here to see full calendar & add your event
Latest Additions/Updates
Page Title
Added/Updated
Adopt Your Watershed 09/4/2010
Duffins and Caruthers Creeks Watershed Plan, Ontario, CA 09/2/2010
Penn State Agriculture and Environment Center (AEC) 09/2/2010
Pacific Institute 09/1/2010
WECalc: Your Home Energy-Climate Calculator 09/1/2010
Studies Comparing Guttered and Unguttered Roadways 08/19/2010
Maintenance Easements for Green Infrastructure 08/19/2010
Minebank Run Watershed, MD 08/13/2010
Choosing a Watershed Model 08/13/2010
The Groundwater Foundation 08/12/2010

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How can local groups plug into EPA's efforts?

- Twitter: Sign up at twitter.com/epaowow
- Subscribe to Watershed News monthly e-bulletin (www.epa.gov/owow/watershed/news.html)
- Watershed Central + Wiki (www.epa.gov/watershedcentral)
- Subscribe to various electronic discussion lists (e.g., Water Headlines, Volunteer Monitor, NPS Info, NPDES News) (https://lists.epa.gov/read/all_forums)

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EPA Tools for Watershed Partners

- Too many to list here; internal inventory revealed The 100 tools and resources of OWOW
- Main tools and training via EPA's course Key EPA Internet Tools for Watershed Management: water.epa.gov/learn/training/wacademy/epatools_index.cfm

The following tools are covered in this course:

- Watershed Plan Builder Tool
- Watershed Funding Resources
- Watershed Academy
- Surf Your Watershed
- Adopt Your Watershed
- STORET
- ECHO
- Watershed Central
- Water Quality Standards Database
- ATTAINS
- Enviromapper for Water
- Ask Waters

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Remaining Work for EPA

- Continue to integrate our tools
- Simplify communications; make sense of too much/confusing information
- More training opportunities with wider reach
- The holy grail: streamline, simplify & expedite EPA's grant process
- Develop cohesive capacity building strategy to inform management decisions

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New EPA Water Priorities

- Urban Waters (www.epa.gov/ow/urbanwaters)
- Healthy Watersheds (epa.gov/healthywatersheds)
- Climate Change (water.epa.gov/scitech/climatechange), including Climate Ready Estuaries and Coastal Toolkit (epa.gov/climatereadyestuaries)
- Nutrients / Nutrient Strategy
- Sustainable Communities, including Smart Growth and Low Impact Development/GI
- Hot topics – e.g., BP Oil Spill Gulf Restoration (www.epa.gov/bpspill), Mountaintop Mining

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Building Capacity In Illinois Watersheds

Needs Assessment and Training Delivery

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Building Capacity In Illinois Watersheds

1. Needs assessment
2. Training workshops
3. Impact and assessment
4. Next steps

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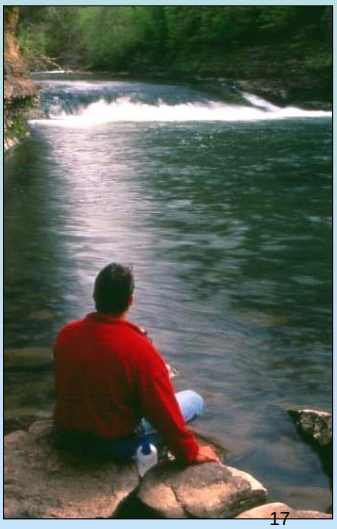
Why this project?

- How can we improve the creation and implementation of effective watershed plans?
- Where are watershed efforts struggling?
- Who is struggling?
- Why are they struggling?



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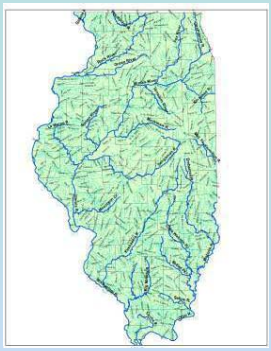
Whom Did We Ask?



- City Managers/Environmental Engineers
- Watershed groups/ Environmental NGOs
- State employees
- Anyone we knew that is involved in watershed planning, restoration or water resource issues.
- This final list consisted of around 1100 individuals

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Who answered? (~130 respondents)

NGO – 40%
Local Municipal Group – 34%
State Agency/Organization – 15%
Academic Organization – 10%
Private Company – 1%

_____

Paid Employee – 68%
Volunteer – 22%
Other – 10%

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Needs Assessment

Rate your organization's in-house ability to perform the following activities…

	Sufficient or high ability
Secure and manage funding	**21–39%**
Water quality monitoring	26–44%
Engage & work with stakeholders	30–40%
Sustain active volunteers	42–54%
Outreach/Public awareness	55–60%
ID pollution problems & solutions	55–72%

Familiarity with various planning tools
(EPA, NRCS, Illinois EPA, U of Illinois):
50-96% of respondents were NOT familiar with them

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Needs Assessment

In what areas does your group need the most assistance or training to make it more successful at addressing water quality issues?

- FUNDING
- Raise public awareness
- Recruit and retain volunteers
- Water quality monitoring & modeling
- Technical assistance

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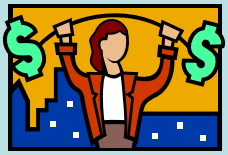
Training Workshops

Workshop series: 5 topics, 11 workshops



Topics:
- Online tools and data
- Grant opportunities
- Building partnerships
- How to write fundable 319 proposals
- How to oversee TMDL development

Chicago-area and downstate locations

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Impact and Assessment

- 250 attendees (so far)
- 50+ river and lake watersheds represented
- Assessment survey to attendees (going out this month)

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Next Steps—
Thoughts for Next Phase

- Add topics:
  - Water monitoring
  - Stormwater management
- Add more feedback
  - Focus groups, online community, e-news
- Experiment with webinars to reach more people

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Thank You!

Special thanks to:

Illinois Lake Management Association

National Great Rivers Research & Education Center

Amy Walkenbach & Chris Davis—Illinois EPA

Tom Davenport—USEPA

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For More Information

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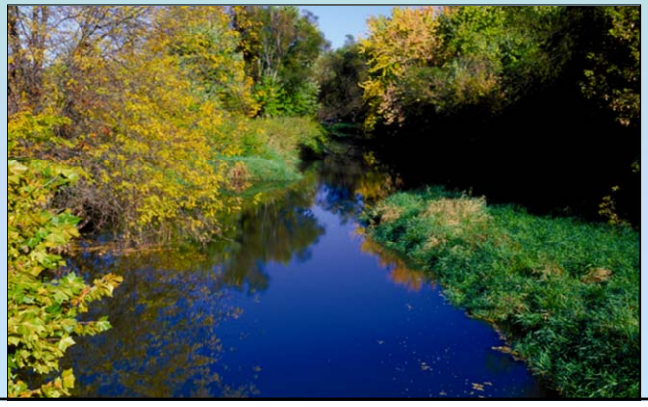

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Capacity-Building for Communities

Hye Yeong Kwon, Center for Watershed Protection

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CENTER FOR WATERSHED PROTECTION

- 501(c)3
- Work nationally
- Mission: To restore, enhance, and protect streams, lakes, and estuaries by researching, developing, and disseminating state-of-the-art watershed science

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Capacity Building for Communities

"Build a community a stormwater retrofit, and they will have a beautiful garden. Teach a community to stormwater retrofit, and they will save their watershed."

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Technical Capacity Mini-Grants

- 81 out of the 123 proposals received were potentially fundable.
- 21 proposals made it to the final round of top proposals.
- 7 proposals were funded:

Organization	State	Topic
Bad River Watershed Association	WI	Watershed assessment
Cahaba River Society	AL	Training in LID and stormwater regulation
Charles River Watershed Association	MA	BMP monitoring training at UNH Stormwater Center
Coral Bay Community Council	USVI	Training for a new stormwater engineer
Jones Falls Watershed Association	MD	Advanced internship at CWP for the topics of bioretention, IDDE, and watershed assessment
Panhandle SEEP	ID	Development of advanced ESC class
Watershed Management Group	AZ	Rainwater harvesting classes and development of training manual

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University Partnerships

- University of Washington
  Landscape Architecture
  Integrating watershed perspective with Better Site Design approaches

- Indiana University
  School of Public and Environmental Affairs
  Watershed Treatment Model local case study

- New Hampshire
  College Natural Sciences
  Stormwater Retrofit and USSR adaptations and training video

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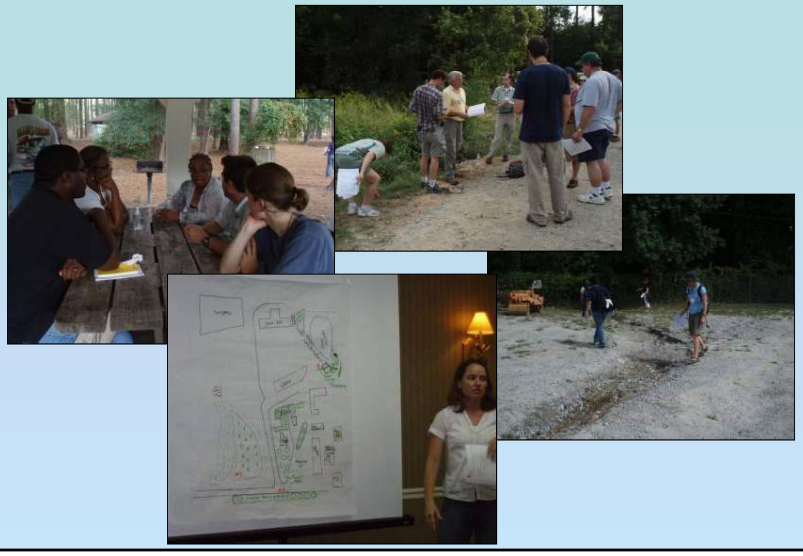
Watershed & Stormwater Institutes



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Help Desk

- About 15 fulfilled/ partially fulfilled requests per month
- Over 275 requests over 18 months
- Most requests: MD, PA, NY, CA, VA, GA with 30% from Chesapeake Bay and 39 states represented

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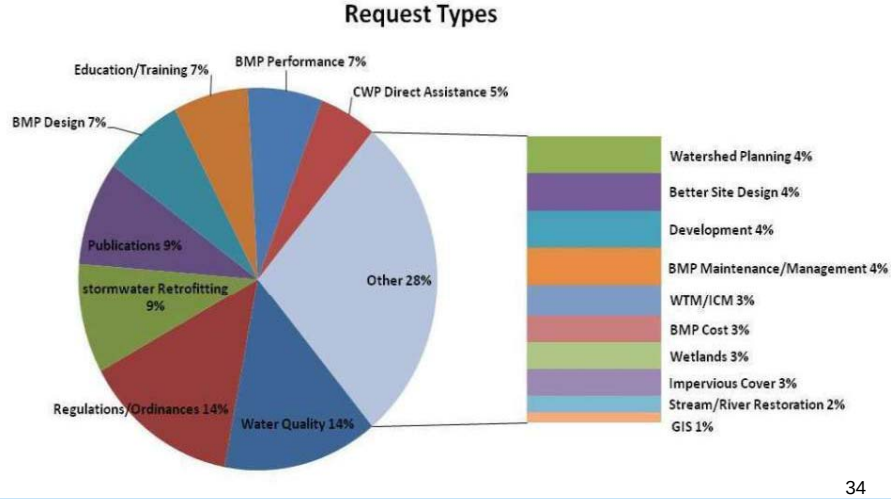
Public Inquiries



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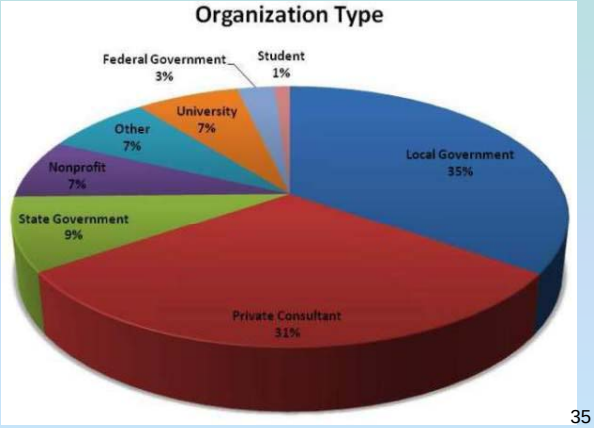
National Survey

Survey of current users of CWP's online resources to determine what watershed practitioners and professionals look for in a network.

Over 400 responses



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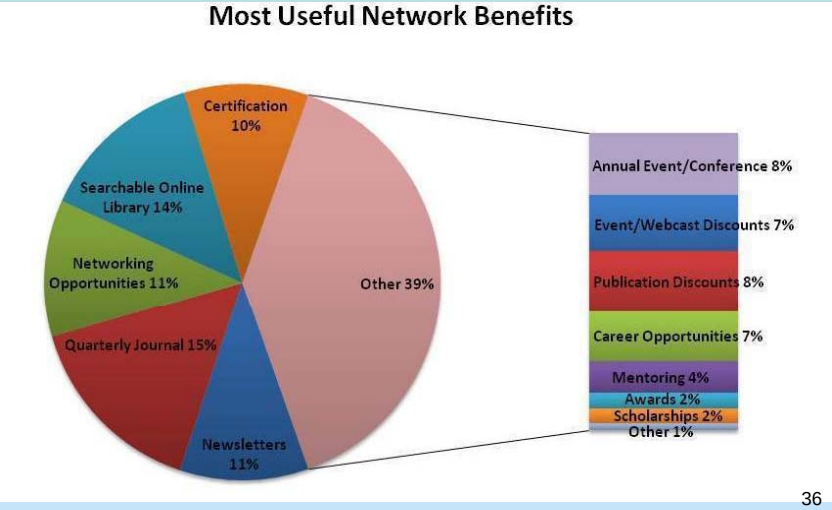
National Network Survey



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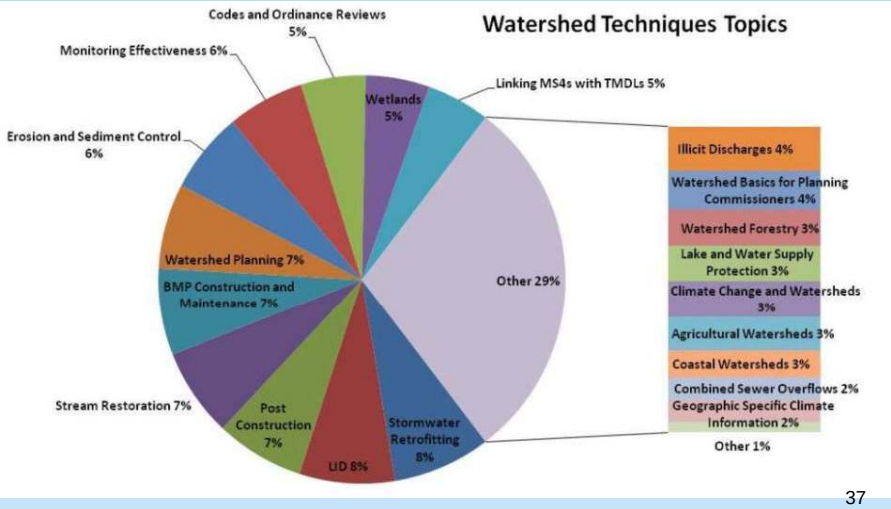
National Network Survey



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CENTER FOR WATERSHED PROTECTION

AWSPs
ASSOCIATION OF WATERSHED & STORMWATER PROFESSIONALS

www.cwp.org

and

www.awsps.org

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Building Capacity for Watershed Protection

EPA Watershed Academy
September 15, 2010

Christine Olsenius, Southeast Watershed Forum

Southeast Watershed Forum

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Southeast Watershed Forum

- To build the capacity of communities and organizations to better protect their land and water resources through education, training & regional dialogue.
- Recipient of TWG Capacity-Building Grant

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CHALLENGES
Build Capacity for Watershed-friendly Growth

- Link Land Use & Water Quality
  - Need GIS—If you can't see it you can't save it
- Link Land Use Planning & Watershed Planning
  - Need Better Integration
- Link Green Infrastructure & Economic Value
  - Need Resources on Ecosystem Services

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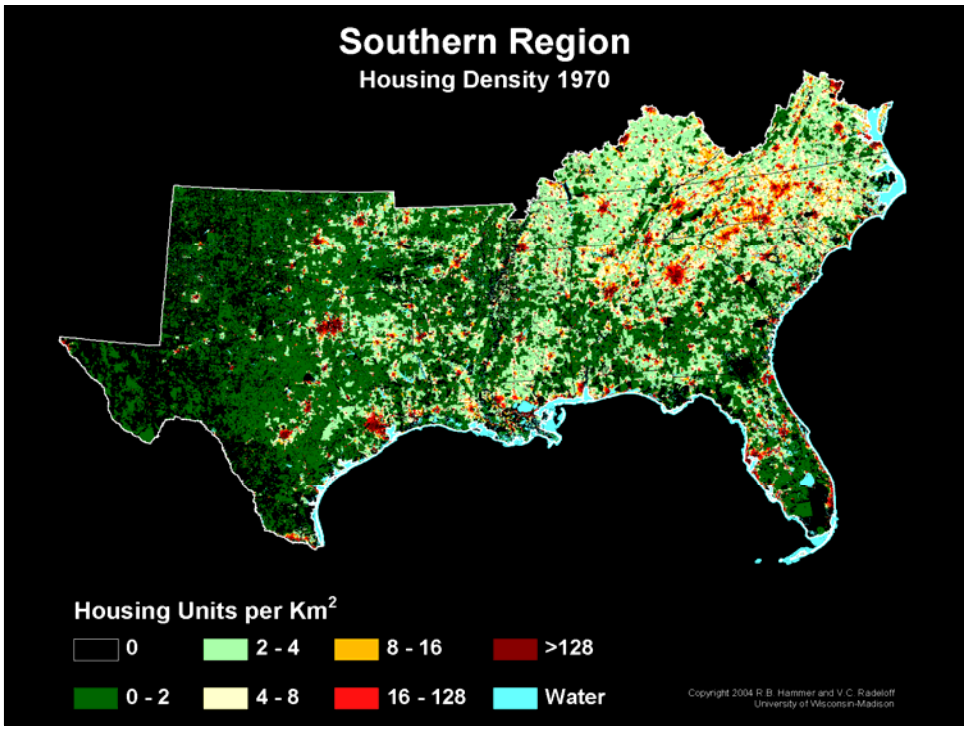

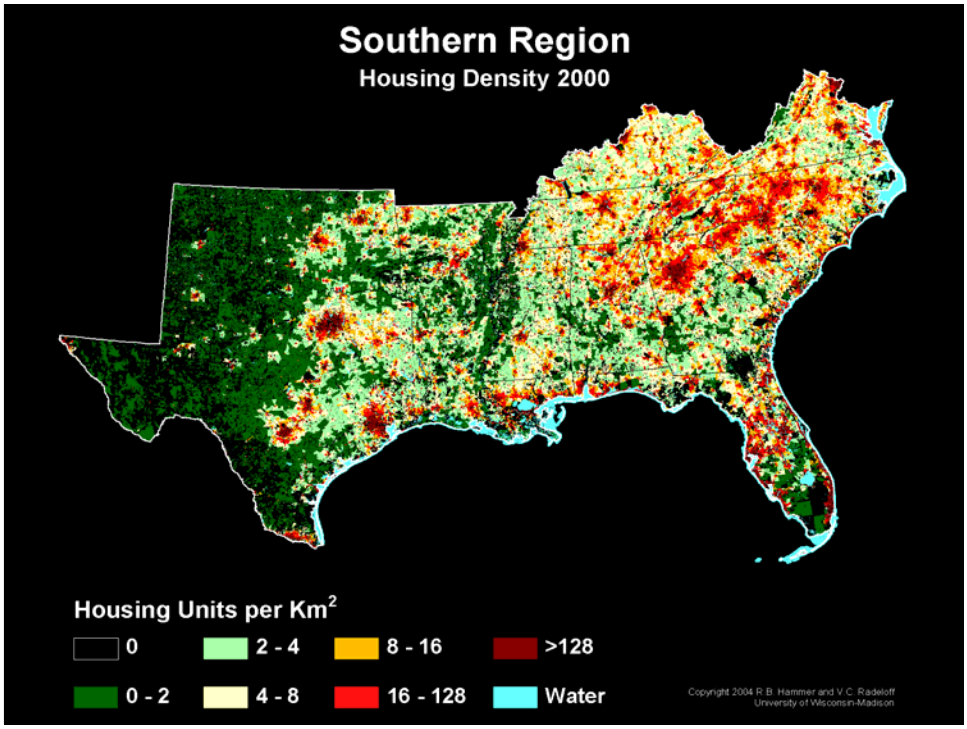
Southern Region
Housing Density 2000
Housing Units per Km²
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Water
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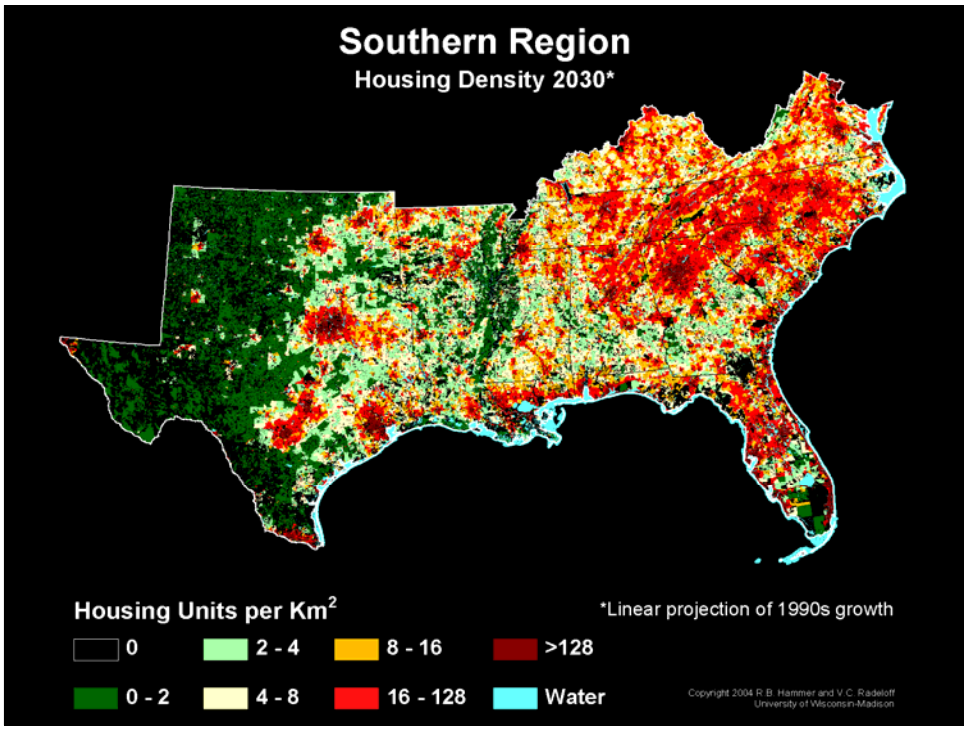
Southern Region
Housing Density 2030*
Housing Units per Km²
*Linear projection of 1990s growth
0
2 - 4
8 - 16
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0 - 2
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Water
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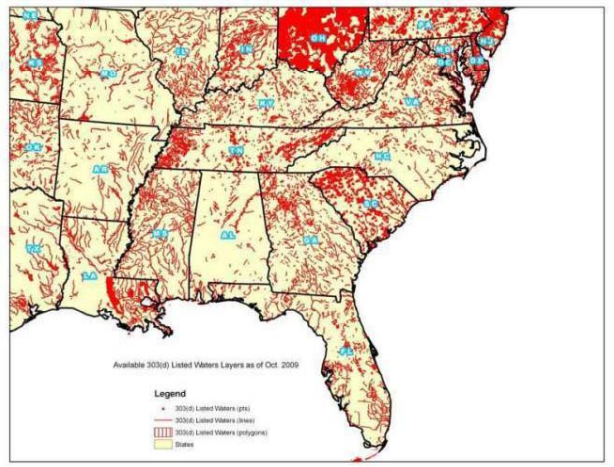
Impaired Waters in the Southeast



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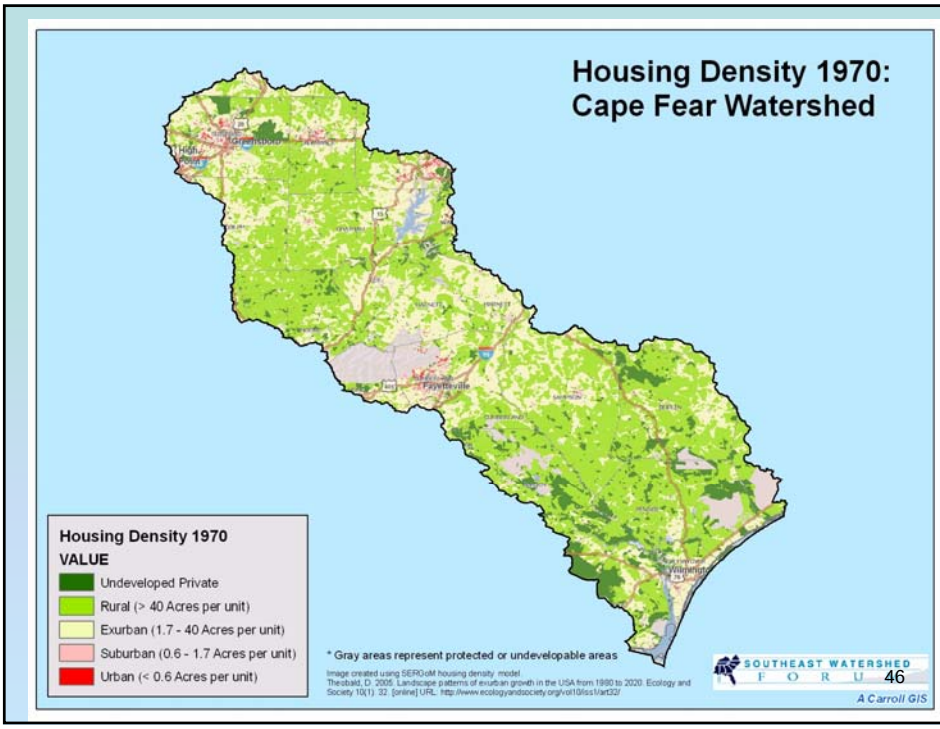

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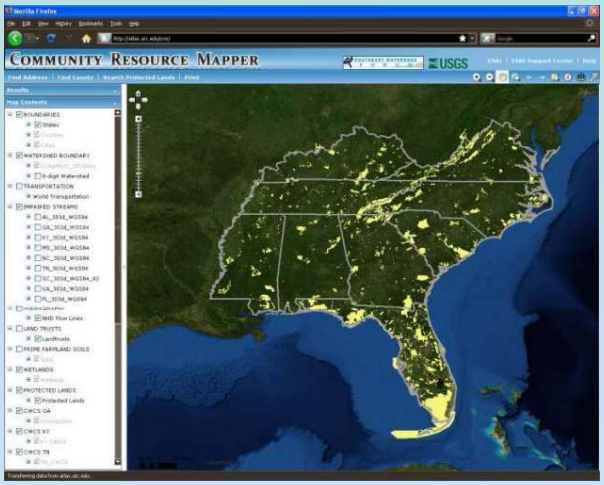
Community Resource Mapper
(http://www.watershed-assistance.net/mapper/)



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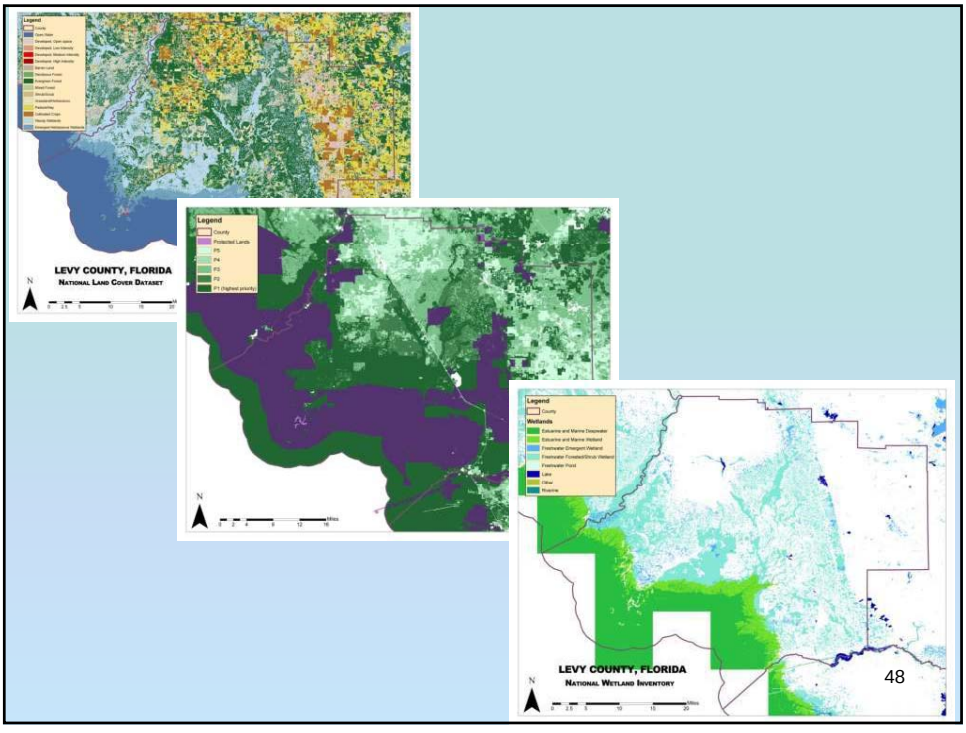

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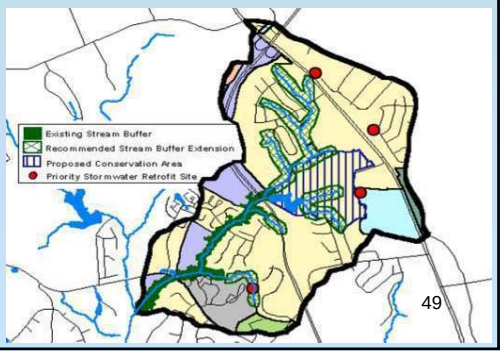
Watershed Plan

- Blueprint for maintaining or restoring water quality
- Assess water quality
- Identify pollutants
- Monitoring sources
- Determine BMPs



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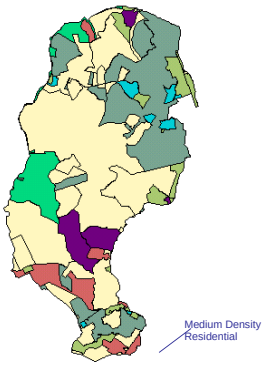
Comprehensive Land Use and Community Master Plans Address **Where** Development Occurs

Master Plan



Site Plan

Center for Watershed Protection

Stormwater and Site Design Address **How** Development Occurs

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True Comprehensive Planning

- **Planning** that integrates watershed objectives through multiple planning levels
- **Planning** that integrates land use with water quality and water supply
- **Planning** that reflects value of green infrastructure:
  - Protect valuable natural resources
  - Reduce operating and maintenance costs
  - Meet regulatory compliance
  - Preserve community character and quality of life

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Link Green Infrastructure & Economic Value

Define the Economic Benefit of:

- Forested areas
- Riparian buffers
- Wetlands
- Critical wildlife habitats
- Floodplains
- Prime farmland

The more green you have—the less grey you have to build!

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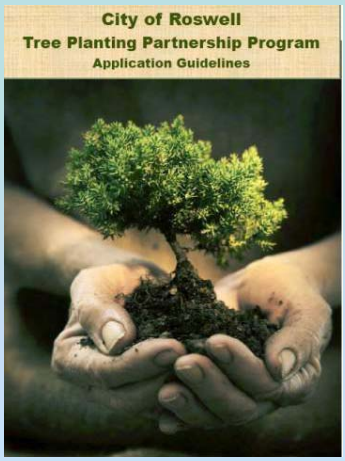
Value of Trees as Infrastructure Roswell, GA

72 million cubic feet of stormwater retained, a **$144 million value**

$8.58 million saved annually by less air conditioning needed for single family **homes ($429/home saved)**

Roswell trees **store 490,000 tons of atmospheric carbon** and **sequesters more than 3,800 tons annually**



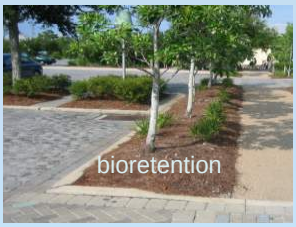
American Forests, CITY Green

Value of Low Impact Development

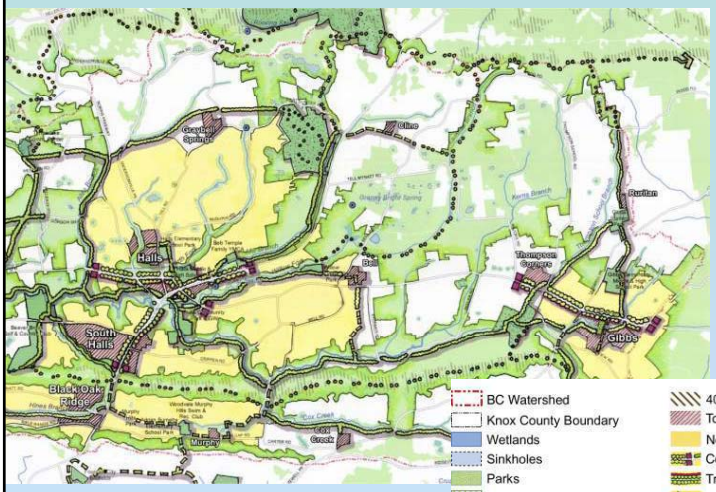
* www.lowimpactdevelopment.org/lidphase2

Swales and Bio-retention areas remove up to 90% of metals and total suspended solids* and help lower peak flows to streams

Bioretention instead of piped storm water and sand filters saved $250,000 along the Anacostia River in Washington



Building Resilient & Sustainable Communities



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Assisting Watershed-Based Community Groups

River Network

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www.rivernetwork.org
wwilson@rivernetwork.org

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The “watershed” movement

- 1,500 water groups registered with IRS (up from 500 when River Network was founded)
- 6,000 groups in national directory (up from 2,000 in 1995)
- 700 River Network Partner organizations:
  - Water watch groups
  - Water keeper groups
  - tribal and/or place-based citizen organizations
  - Conservation districts/ collaborative stakeholders

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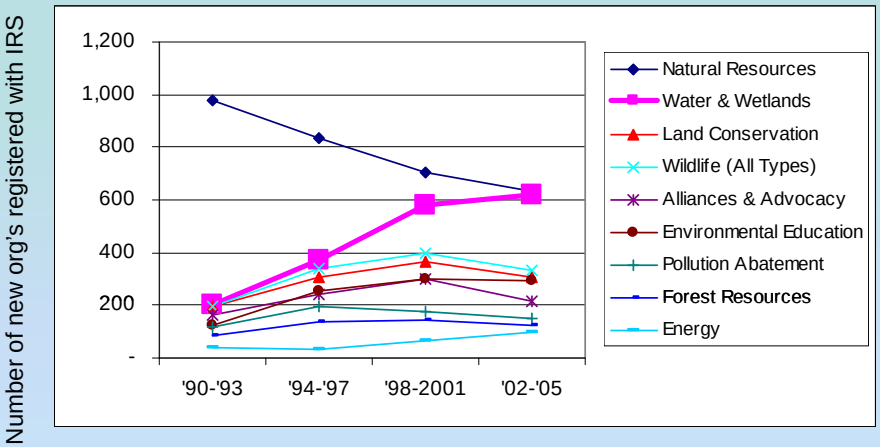
A young & rapidly growing sector



Source: Straughan & Pollak, “The Broader Movement,” 2008.

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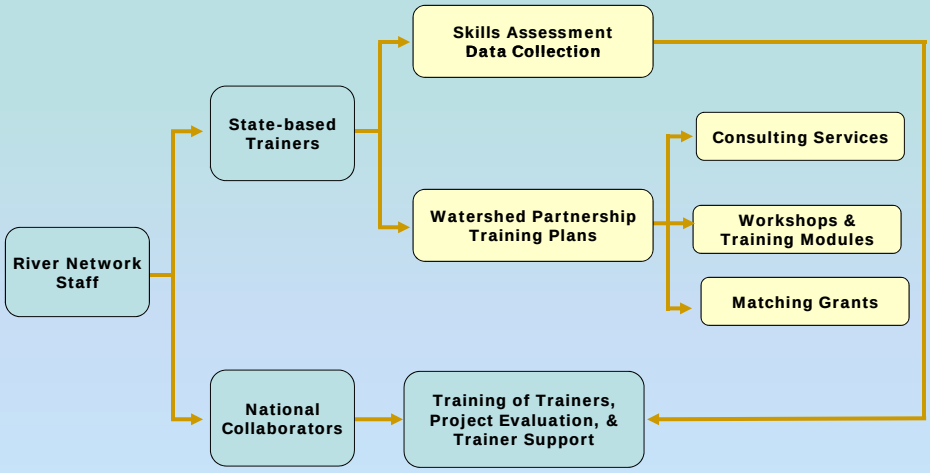
A Training Partnership Supporting Watershed Groups



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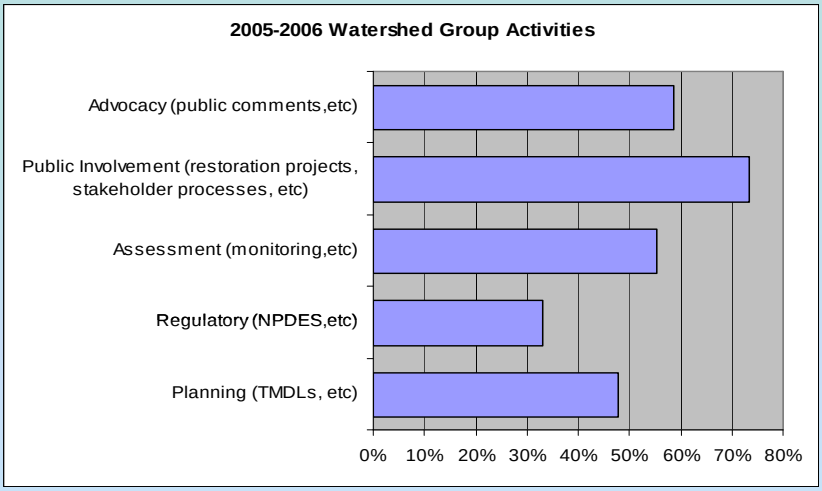
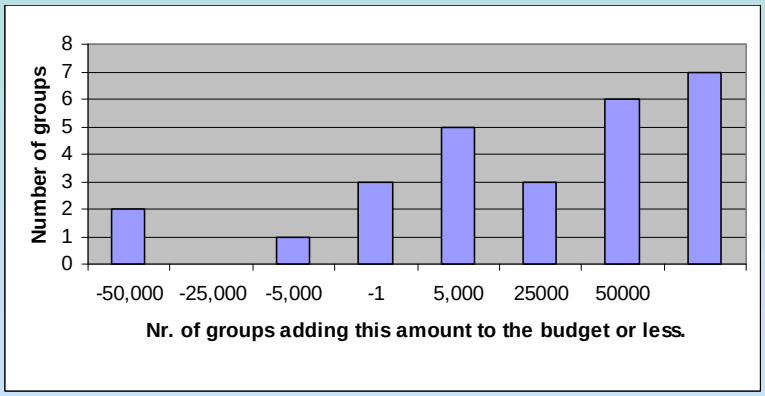
Watershed group actions



60

The median org' budget grew $17,700, and as a whole the groups added $1.7M to their budgets. But not everyone grew.



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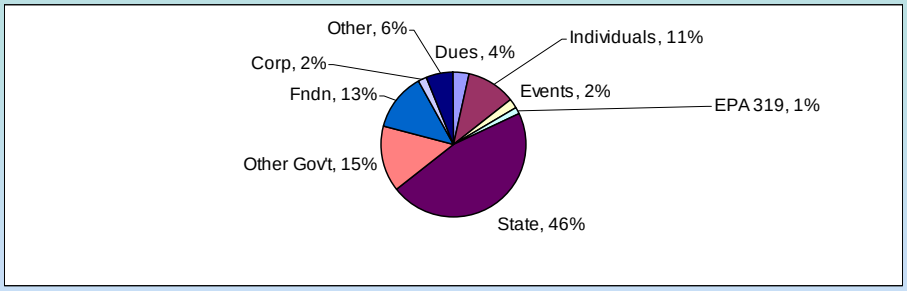
At the beginning of the program, organizations got 62% of their revenue from state and other government.



Based on the *average* percentage of revenue received by groups from these sources.

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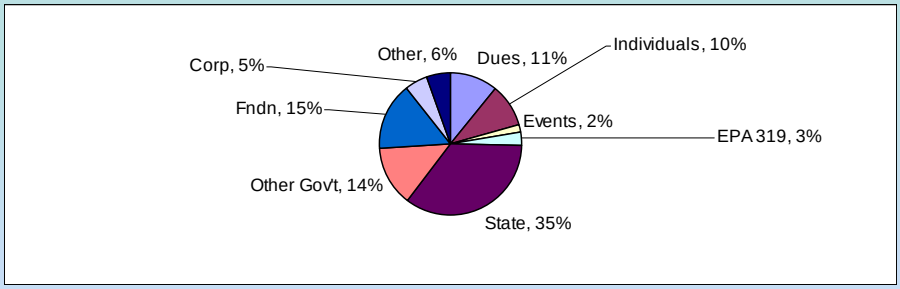
At the end, the government portion had dropped to 52%. Dues and corporate funding more than doubled.



Based on the *average* percentage of revenue received by groups from these sources.

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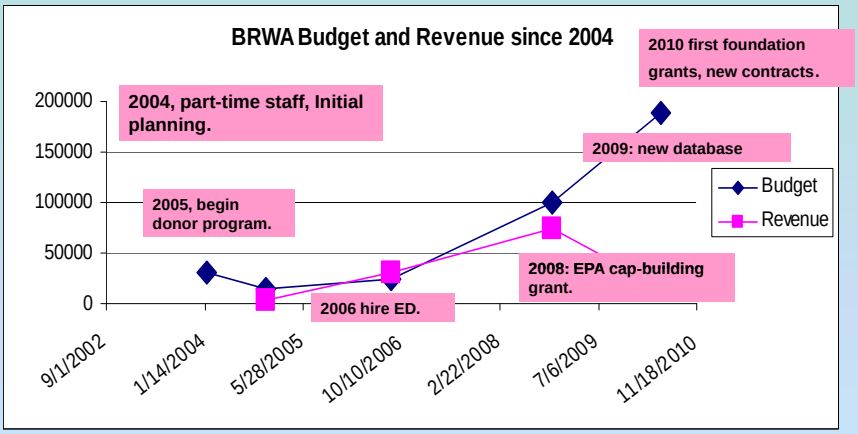
Bad River Watershed Assoc.



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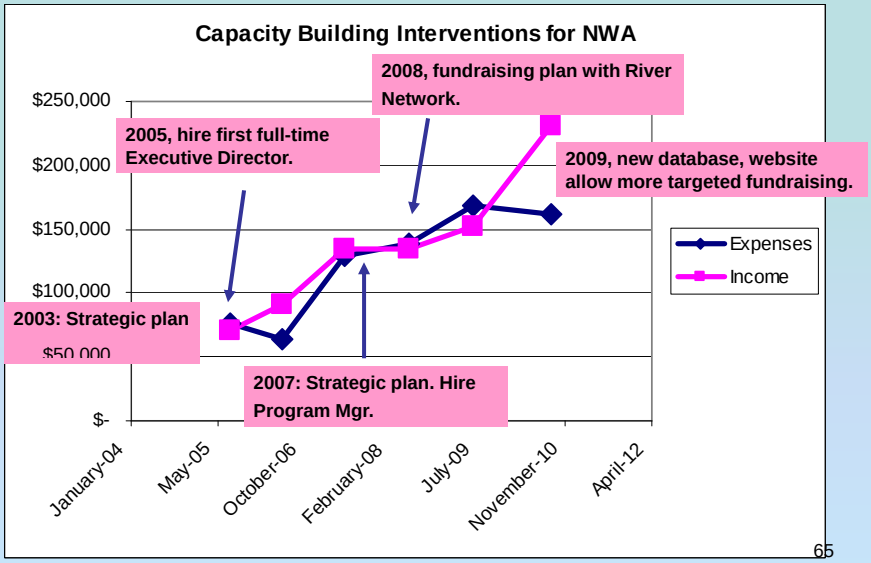
Nanticoke Watershed Alliance



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What Should We Do?

Actions Significantly Correlated to Budget Growth

- Annual Work plan
- Fundraising Plan
- Annual Budget
- Public Outreach Plan/Communications Plan

“ Go Lassie, Get Help!”

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Partnership Co-op

Fund raising information: NOZA Database of Charitable Giving - 47,000,000 records of gifts by individuals, corporations, and foundations across the country. ($800 value)

Grants: $100,000 in re-grants and contests to approximately 25 Partner groups.

Insurance: Discounts for Directors and Officers (including Employee Dishonesty), General Liability (including optional automobile and property), Aflac Employee Insurance for Staff and Board members (Accident, Specified Health, Cancer and Hospital coverage). (40% discount)

Training & Assistance: Online, phone and in-person consultations, training, facilitation, and one-on-one technical assistance in a wide variety of topic areas. Quarterly Webinars ($200 value)

National River Rally : Registration Discounts and Scholarships ($270 to $570 value)

Periodicals: *River Voices*/ *River Fundraising Alert* ($60 value) and online resource library.

Networking: Partner list-serve and online reports about watershed organizing.

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Partnership Dues*

Organizational budget size:

- <$25,000 = $150 ($120 webinar rate)
- <$100,000 = $200 ($160 webinar rate)
- <$250,000 = $275 ($220 webinar rate)
- <$500,000 = $375 ($300 webinar rate)
- <$1 million = $500 ($400 webinar rate)
- <$2 million = $675 ($540 webinar rate)
- >$2 million = $900 ($720 webinar rate)

Foundation sponsorship available in some regions

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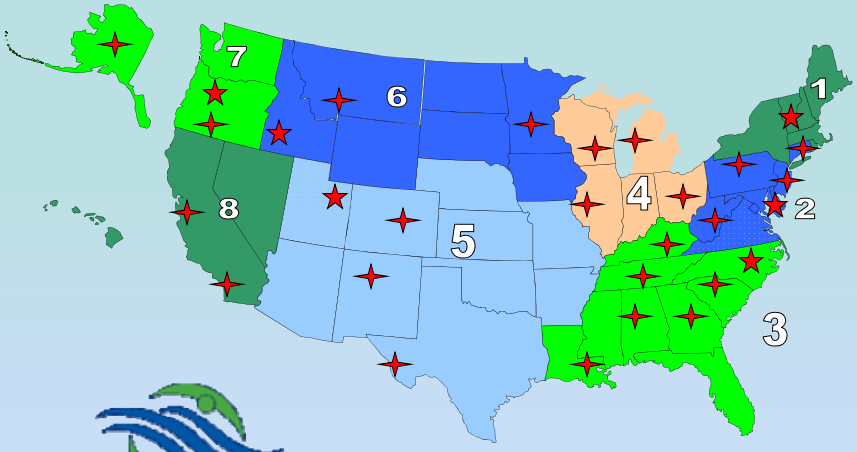
Regions and Training Partners



River Network

520 SW 6th Ave, Portland, Oregon 97204
1-503-241-3506
www.rivernetwork.org
wwilson@rivernetwork.org

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Questions?

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Additional Resources

Reminder: To download a PDF* list of helpful websites that accompany the information presented in the webcast by selecting the "**Resources**" button on the bottom of your webcast console.

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*Requires the free Adobe Acrobat Reader to view

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Next Watershed Academy Webcast:

Healthy Watershed Initiative: Protecting Our High Quality Waters and Watersheds

Wednesday, October 13, 2010
1:00–3:00 Eastern

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Participation Certificate

If you would like to obtain participation certificates for multiple attendees, click the link below:

http://water.epa.gov/learn/training/wacademy/upload/2010_9_15_certificate.pdf

You can type each of the attendee's names in and print the certificates

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