

Fostering Implementation of the Roaring Fork Watershed Plan

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Roadmap of Presentation

1. Introduction and Research Questions
2. Methodology
3. Highlighted Case Study
4. Cross Case Analysis
5. Public Awareness Campaigns
6. Summary Observations and Recommendations



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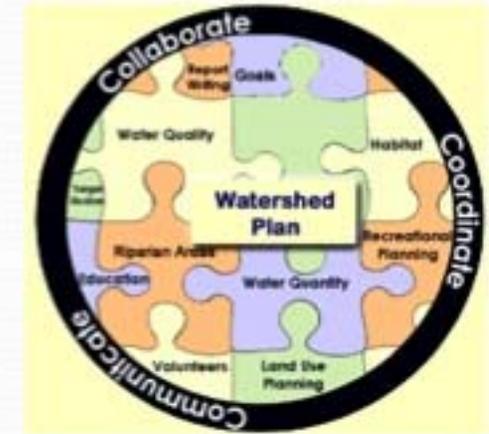
Trip to Colorado

- Roundtable Discussions, Floating Summit



Water Committee Goals

- Elevate importance of water
- Coordinating body
- Develop common goals and mission
- Reach out to the community
- Strengthen education programming



Literature Review on Collaboration

- Representation
- Interdependence
- Identity
- Consensus
- Uncertainty & Joint fact-finding
- Implementation



Research Questions

- What are the lessons to RFWC- Water Committee from the array of experiences of others?
- How have other watershed groups organized themselves to deal with these issues?
- What types of projects and activities do they do?
- What is facilitating their ability to achieve these objectives?
- What challenges have they encountered?
- What educational strategies do they use?



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Methodology - Watershed Initiatives

- Researched organizations involved in natural resource management, specifically water
- Some criteria
 - Long-term goals
 - Minimum of five years existence
 - Collaboration across diverse sectors
 - Does not cross international boundaries

Current Governance Structures

- **Government-based:**
Recognized through legislation;
Works within government framework

Authority: capacity to enforce recommendations

Advisory: gives recommendations to government agency

- **Community-based:**
Self-governed; Non profit
501(c)3: IRS tax-exempt status

Ad Hoc: formal partnership lacking 501(c)3 status

Case Studies sorted by Governance Structures

Government- Authority

- Henry's Fork Watershed Council
- Walla Walla Watershed Partnership
- Fountain Creek Watershed Flood Control & Greenway District
- Niobrara Council

Government- Advisory

- Water Forum
- Animas River Stakeholders Group
- Owl Mountain Partnership

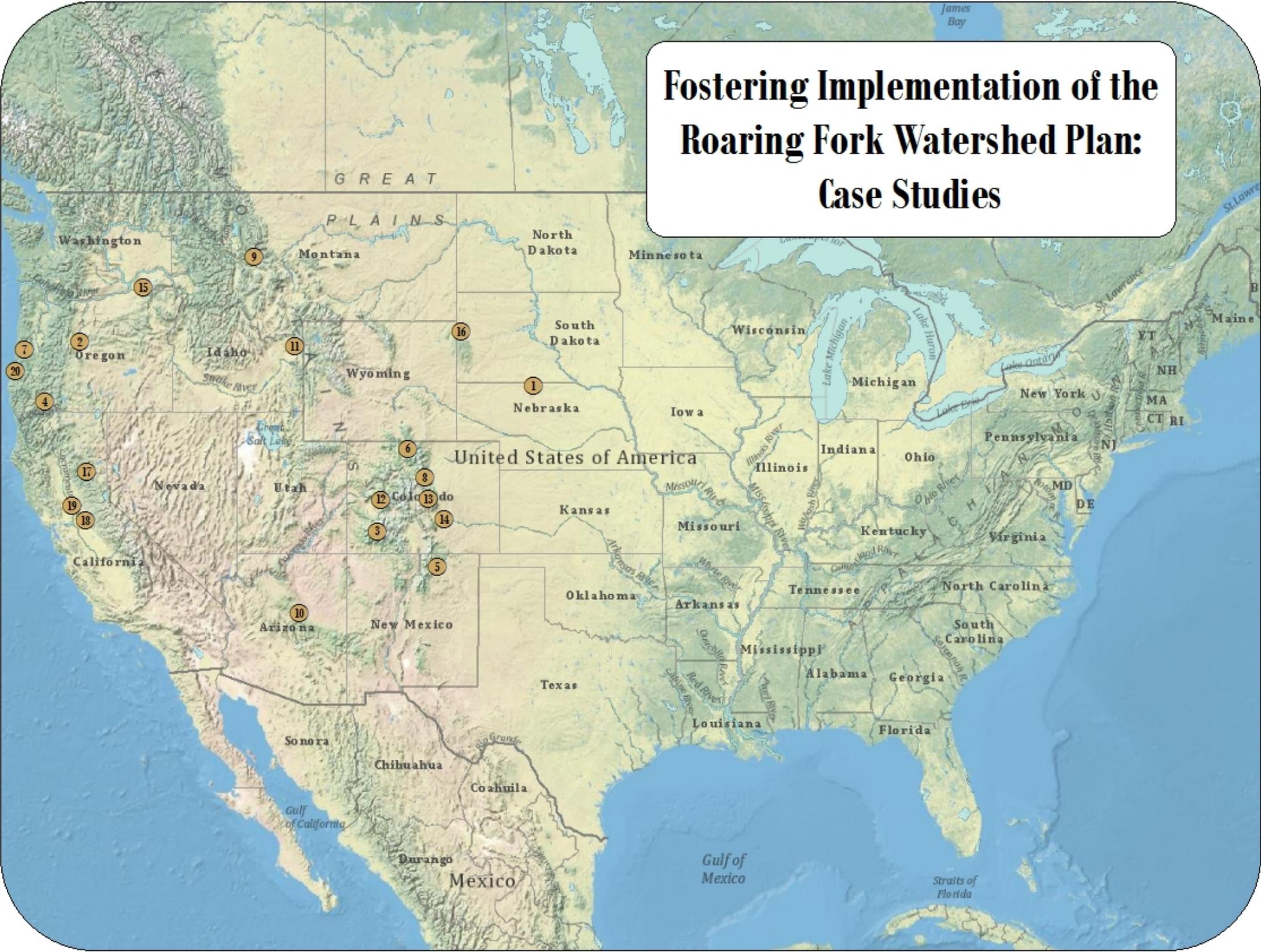
Community- 501(c)3

- The Blackfoot Challenge
- Siuslaw Watershed Council
- Coos Watershed Council
- The Deschutes River Conservancy
- Applegate Partnership & Watershed Council
- Cimarron Watershed Alliance, Inc.
- North Fork River Improvement Association
- The Diablo Trust
- Belle Fourche River Watershed Partnership
- Coalition of the Upper South Platte
- Clear Creek Watershed Foundation

Community- Ad Hoc

- Feather River Coordinated Resource Management Group
- Cosumnes River Project and Preserve

Fostering Implementation of the Roaring Fork Watershed Plan: Case Studies



Methodology – Public Awareness Campaigns

- Campaigns focused on
 - Water quantity
 - Water quality
 - Riparian land use
- Some criteria
 - Geographic location campaigns occur
 - Has a comparable geographic scale
 - Watershed, Town/City, County
 - Target underserved population



Case Studies

- Bert the Salmon & Natural Yard Care Campaign
- The Chesapeake Club
- Clark Fork Coalition
- Feather River CRM
- Partners for Clean Water
- Use Only What You Need (Denver Water)
- Water Use It Wisely

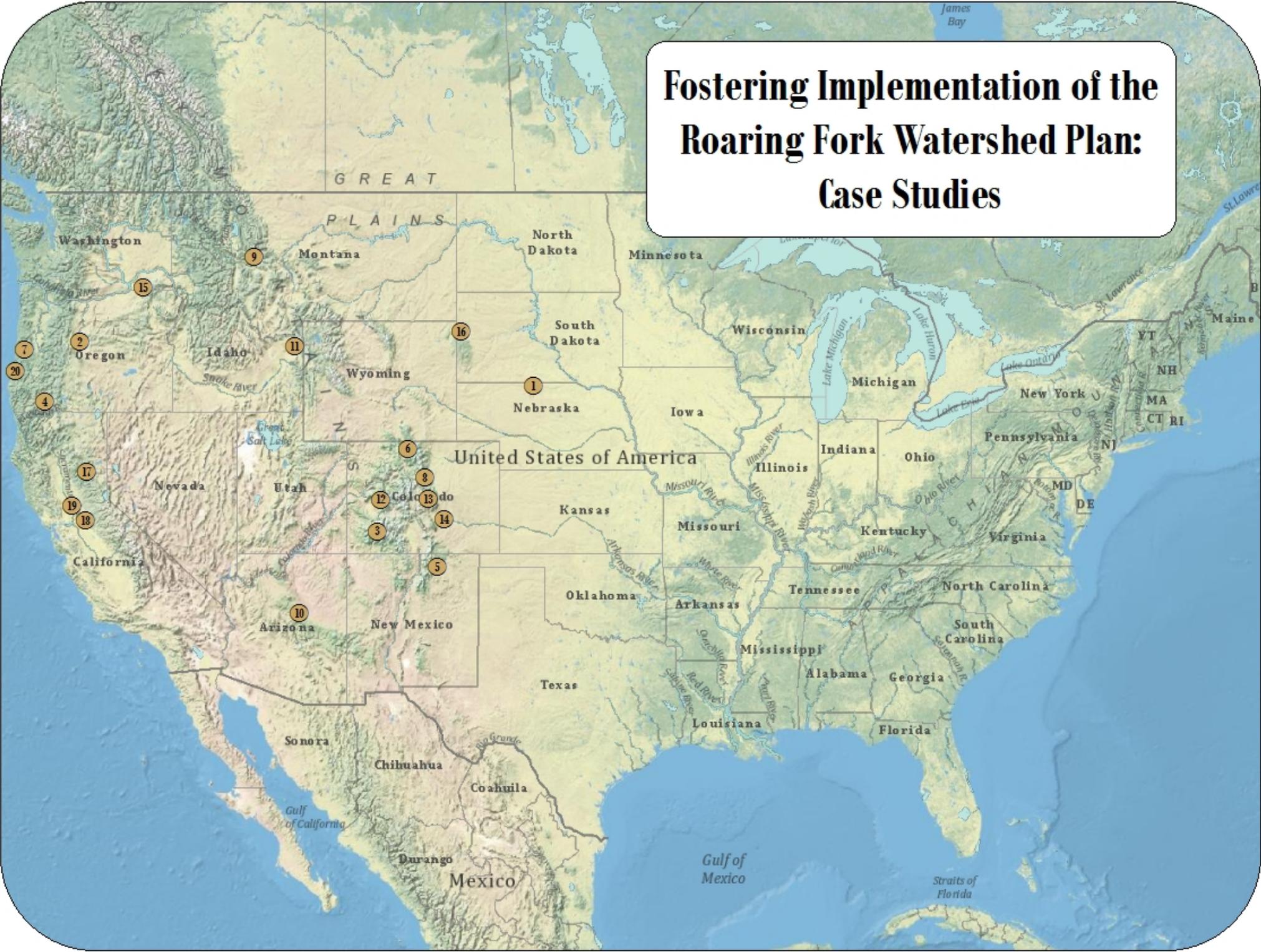
3 additional Educational Resources were researched to address specific educational needs and interests of RFWC/WC



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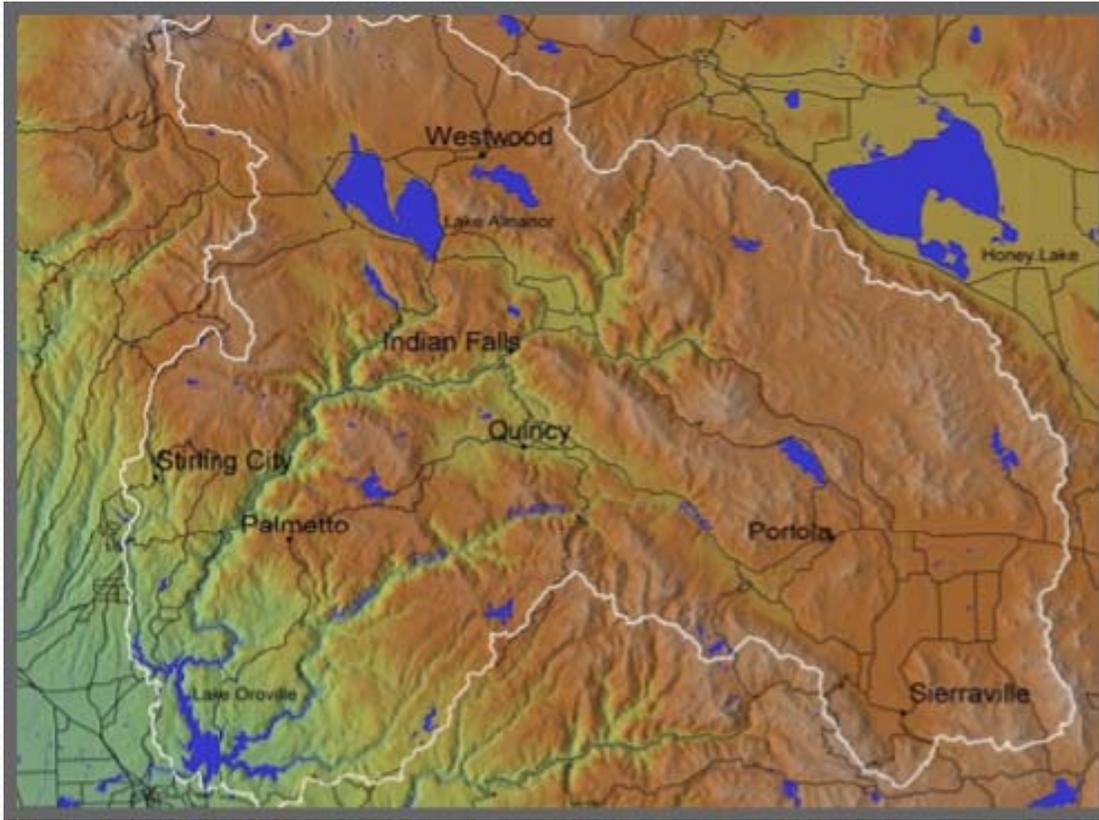


The Feather River Coordinated Resource Management Group

- Their **mission** is to:

“Maintain and enhance ecosystems and community stability in the Feather River Watershed through collaborative landowner participation.”





Comparison

Feather River Coordinated Resource Management Group

- Quincy, California
- Population: 33,168
- Area of Watershed: 3,594 square miles
- Several Counties
- Dealing with water quantity issues
- 65% public land
- Geography

Roaring Fork Watershed Collaborative

- Basalt, Colorado
- Population: 40,000
- Area of Watershed: 1,451 square miles
- Several Counties
- Dealing with Transmountain Diversions
- 75% public land
- Geography

The Feather River Coordinated Resource Management Group

- Created in 1985
- Degraded Watershed due to decades of poor natural resource management
 - Timber, mining, grazing
- Rock Creek Dam operated by Pacific Gas & Electric (PG&E)
 - Excessive sedimentation



The Feather River Coordinated Resource Management Group

- *Organizational Structure:*
Ad Hoc, Technical Advisory Committees (TACs)
- *Education:*
In-school education
- *Activities:*
Voluntary Projects
- *Facilitating Factors:*
Champion
- *Challenges:*
Funding



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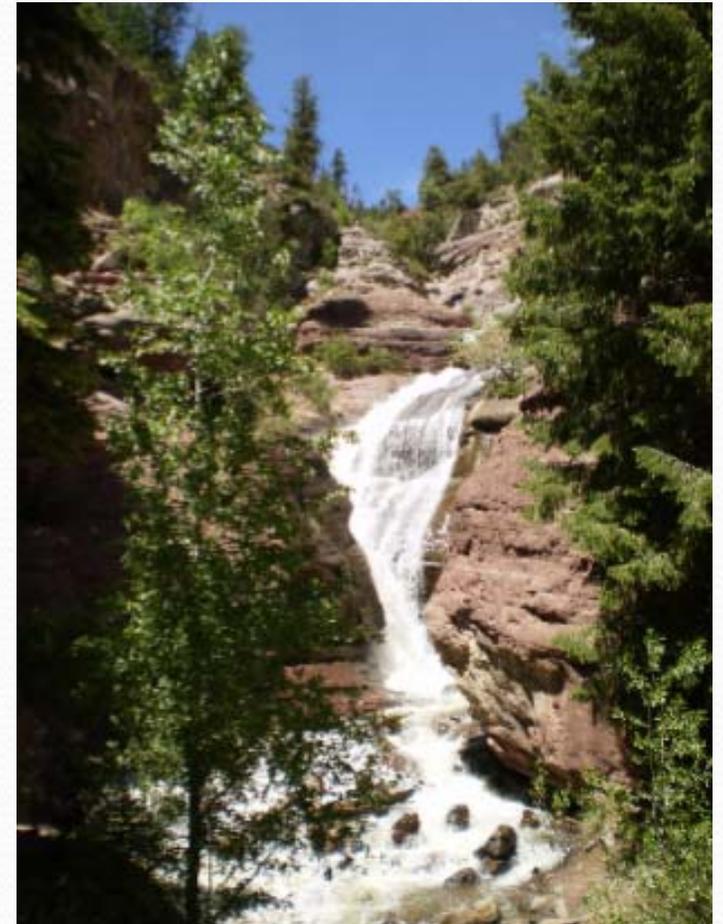
Cross-Case Analysis

Organizational Structure
Activities
Education and Outreach
Facilitating Factors
Challenges

Organizational Structure

Why do initiatives form?

- Threat of Federal regulation
- Poor resource management
- Lack of regional planning
- Provide local forum





Organizational Structure

Organizational partners represent diverse interests:

- Landowners/Farmers/Ranchers
- Federal/State/Local Agencies
- Environmental Organizations
- Recreationalists
- Businesses
- Universities

Organizational Structure

In what ways are watershed groups organized?

- Government-based with authority
- Government-based as advisory
- 501(c)3
- Ad Hoc

Organizational Structure

- Board of Directors
- Staff
 - Paid
 - Volunteer
 - Consultants
 - Contractors
- Committees



Organizational Chart of FRCRM



Activities

- **Initial Activities**
 - Discussion of values, facilitator, watershed tours
 - Environmental assessment - Watershed plan
- **Mature organizations**
 - ***Primary activities:*** Restoration projects, information-sharing, water quality monitoring, stewardship & education
 - Voluntary approach
- **Creative Activities**
 - *Water banking*, conservation easements/fee titles, University partnerships, community brainstorm forums, dispute resolution



Activities

Funding

- **Primary sources:** state and federal grants
- Partnerships expand capacity and sources of funding
- Funding can also drive the diversity of activities, particularly for community-based organizations.

Education and Public Outreach

- Target audience
- Partners
- Measures of Success



Education Toolbox

Low hanging fruit

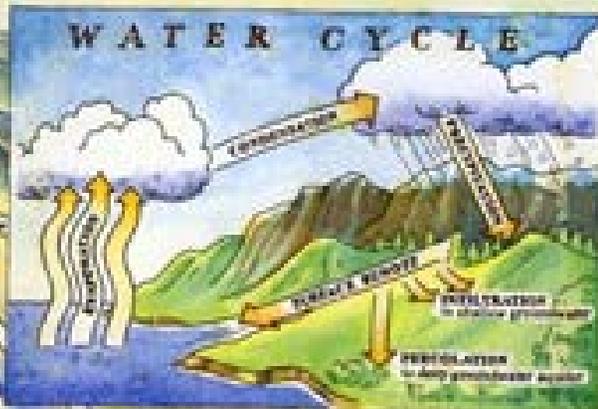
- Written materials
- Website
- Social media
- Merchandise
- Advertise

Resource Intensive

- Watershed tours
- Education Center/Exhibit
- Volunteer activities
- Watershed Festival
- Student-centered
- Teacher-centered



UPPER FEATHER RIVER WATERSHED



Headwaters...
Are the source lands and streams of a river system. The Upper Feather River Watershed originates from high mountain peaks and high fire small mountain creeks and is referred to as the HEADWATERS of the Feather River.

Join the Flow...
About the Upper Feather River Watershed

- 2.9 million acres or 2,222 square miles
- Principal source of the California State Water Project providing water for over 20 million Californians
- Approximately 60% of public land at 60% or 1,511,281 acres
- Primarily in Butte County with portions in Glenn, Colusa and Sutter Counties
- Ranges in elevation from 2,222' to over 10,000'
- Precipitation varies from 10" in the west and 22" in the east
- Only Butte County watershed that originates east of the Sierra crest
- Completed 6 major water projects: National Cascade Springs, Glenn Reservoir, Glenn Dam

We All Live In A Watershed!
A watershed is an area of land that drains to a body of water such as a stream, lake or wetland. A watershed also collects and carries water. It includes:

- mountains peaks and slopes
- soil and vegetation
- urban areas, wetlands, and grassland
- wildlife
- people
- activities

Can you find these on this map?

Why is a Watershed Important?
A watershed provides us with water to use for:

- domestic & municipal purposes
- agriculture
- hydroelectric power generation
- industry & commerce
- transportation
- recreation
- environment

Can you think of some examples of each of these uses?

Developed by:
FEATHER RIVER COMPOSITE
WATERSHED MANAGEMENT BOARD
PLUMAS CORPORATION
Partners provided by: Plumas National Forest
Upper Feather River Watershed
California, USA 95977
Map 0710
Forest & Watershed Management Division
502.891.7100



clear creek watershed FESTIVAL

Participants are informed about their watershed, what makes Clear Creek unique and what they can do to take better care of their watershed.



Facilitating Factors

What facilitates coming together?

- Champion
 - A person who dedicates themselves for the partnership
- Sense of place
- Recognition of interconnectedness
- Threat
 - Designation of Superfund site, ESA, Wild & Scenic, Growing population
- Technical base knowledge
 - Pre-existing Assessments/studies

Facilitating Factors

What facilitates their ability to achieve these objectives?

- Funding
- Initial successful project and continued projects
- Collaboration and partnerships
- Open discussion forum
- Rural vs urban
- Steered away from political activity
- Educational and outreach activities

Facilitating Factors

Trust

- Possibly the most integral factors to making a partnership successful

Built through:

- Communication
- Role of agency and government
- Organizational presence within watershed
- Diverse and equal representation
- Joint fact-finding
- Small, initial successes
- Voluntary nature of projects

Major Challenges

- Top 7 challenges identified in the case studies:
 - Funding for project implementation
 - Capacity of staff
 - Issue complexity
 - Trust between participants
 - Issues of legitimacy
 - Buy-in to the process
 - Ongoing participation

Major Challenges

- Funding for project implementation
- Capacity of staff
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- Trust between participants



Major Challenges

- Issues of legitimacy
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Public Awareness Campaigns

7 Public Awareness Campaigns were selected to provide additional information on:

- Water quantity
- Water quality
- Riparian habitat

Water Quantity

Water Use it Wisely

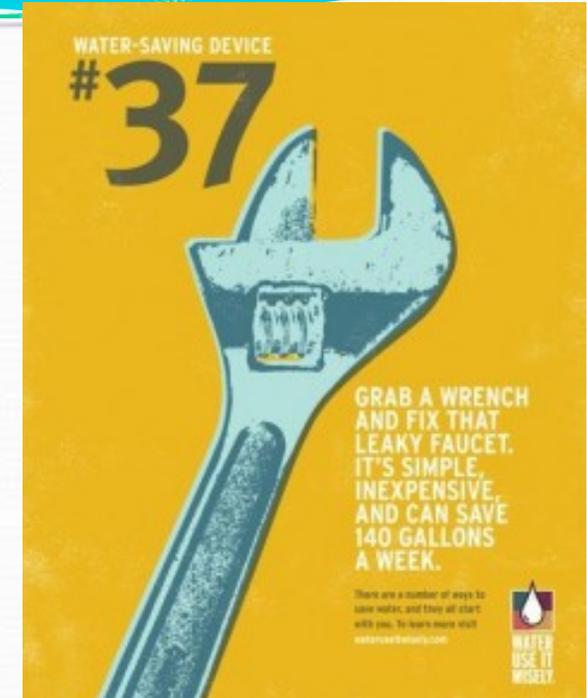


- Initiated by Arizona cities, developed by outside advertising agency, Park&Co

Water Quantity

Water Use it Wisely

- messages targeted at individuals, cities, and organizations
- adaptable at many scales, both financially and physically



Water Quality

Partners for Clean Water

"The Boise River is closer than you think!"



Water Quality

Educational Tools:

- Storm Drain Marking
- Community Curriculum
- Eddy Trout



Riparian Habitat



clean waters
25 years

Clark Fork Coalition

Rivers Rise. Build Back. Campaign

- Voluntary stream set backs
- Multiple partners
- Target audiences

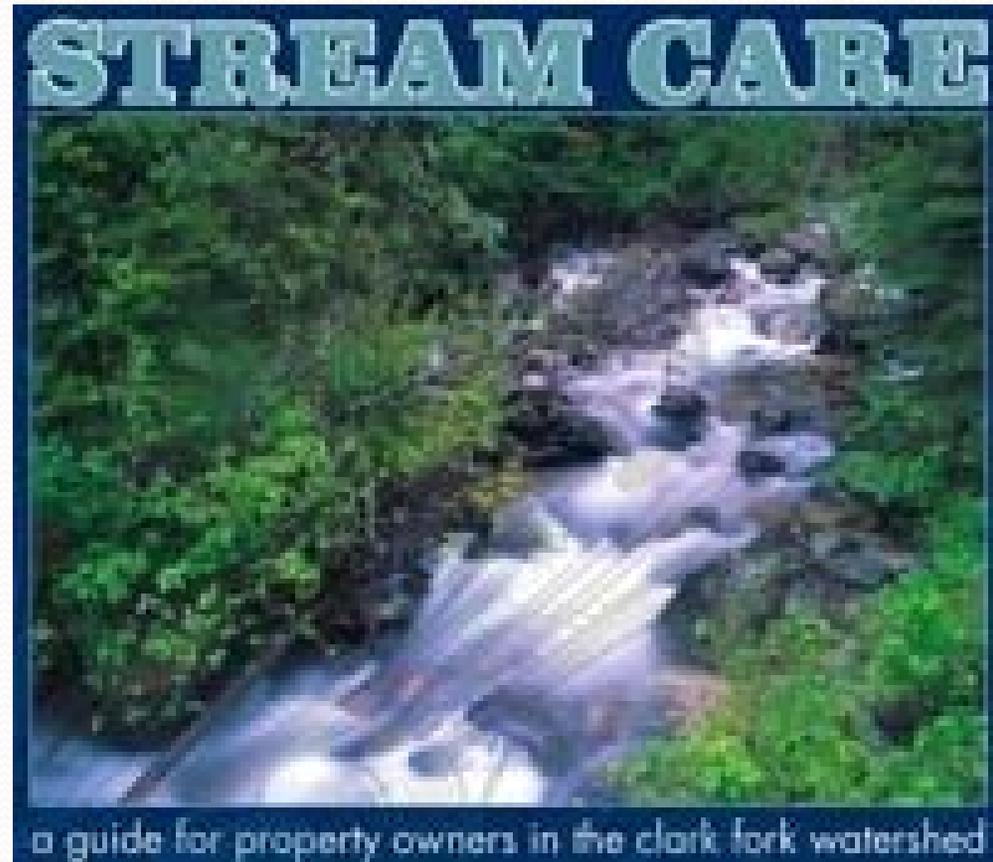
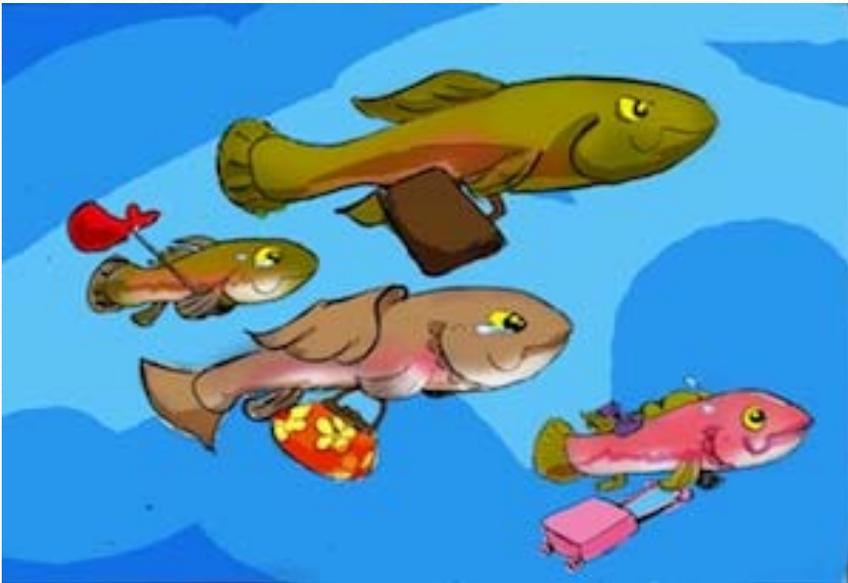


Riparian Habitat

Clark Fork Coalition

Rivers Rise. Build Back. Campaign

- Simple, concise messages
- Measures of success





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Summary Observations of Roaring Fork Watershed Collaborative

- RFWC- Water Committee is on the right track!
 - Joint fact finding
 - Diverse coalition
 - Information sharing
 - Building initial relationships
 - Buy-in
 - Education component of Watershed Plan
 - Tailored roles



Observations – How Others Have Organized

- Government – Authority
- Government – Advisory
- Community – 501(c)3
- Community – Ad Hoc

- Weak Ad Hoc organizational structure for RFWC
 - **Recommendation:** Develop more formalized commitments through Memorandum of Understanding

Observations – What Others Do

- Array of activities
 - Initial, project driven, planning
- RFWC currently participates in information sharing, joint fact finding, and planning.
 - **Recommendations:**
 - Trust-building
 - Voluntary projects with clear objectives and cost-effective justification
 - Think creatively e.g. market-based mechanisms
 - Pursue varied funding opportunities

Observations – Education Strategies

- Array of educational strategies
 - Low hanging fruit
 - Resource intensive
- RFWC is lacking an educational program.
 - **Recommendations:**
 - Continue with existing education efforts
 - Build upon student outreach and increase adult education
 - Identify education objectives
 - Identify target audiences, pilot and evaluate efforts
 - Expand capacity through partnerships



Thank you!

- Any questions?

