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
<table>
<thead>
<tr>
<th>CURRENT GOVERNANCE TYPE</th>
<th>I. Government</th>
<th>II. Grassroots</th>
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<tbody>
<tr>
<td></td>
<td>a) authority</td>
<td>a) 501(c)3</td>
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<tr>
<td>NAME OF GROUP</td>
<td>b) advisory</td>
<td>b) Ad-hoc</td>
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<td>Henry's Fork Watershed Council</td>
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<td>Owl Mountain Partnership</td>
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<td>Clear Creek Watershed Foundation</td>
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<td>Blackfoot Challenge</td>
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<td>St. Lawrence Watershed Council</td>
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<td>The Deschutes River Conservancy</td>
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<td>Belle Fourche River Watershed Partnership</td>
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<td>Coalition of the Upper South Platte Resource Group</td>
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<td>Feather River Management Group</td>
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<tr>
<td>Cuttles River Project and Preserve</td>
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<td>x</td>
</tr>
</tbody>
</table>

CRITERIA (below)

**Scale - Size of Watershed**
- Larger than RFW: x
- Comparable to RFW (1,200-1,700 sq mi): x
- Smaller than RFW: x

**Scope**
- Purpose and Goals:
  - Economic: x
  - Social/Cultural: x
  - Recreation: x
- Environmental Issues:
  - Water Quantity: x
  - Water Quality: x
- Protection of Riparian Land: x

**Formation**
- Top-Down: x
- Bottom-Up: x

**Context**
- Water Law:
  - Prior Appropriation: x
  - Riparian: x
  - Hybrid: x
- Rural: x
- Western: x

**Longevity**
- 10 years or less: x
- 11-15 years: x
- greater than 16 years: x

**Activities**
- Education: x
- Info-sharing: x
- Fee Title/Conservation Easement: x
- Watershed Plan: x
- Restoration: x
- Assessment/Monitoring: x
- Lobbying: x
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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Fostering Implementation of the Roaring Fork Watershed Plan: Case Studies
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
  o Discussion of values, facilitator, watershed tours
  o Environmental assessment - Watershed plan

• Mature organizations
  o **Primary activities:** Restoration projects, information-sharing, water quality monitoring, stewardship & education
    ▪ Voluntary approach

• Creative Activities
  o *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
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
  o A person who dedicates themselves for the partnership

• Sense of place

• Recognition of interconnectedness

• Threat
  o Designation of Superfund site, ESA, Wild & Scenic, Growing population

• Technical base knowledge
  o 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

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

STREAM CARE
a guide for property owners in the Clark Fork Watershed
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Summary Observations of Roaring Fork Watershed Collaborative

• RFWC- Water Committee is on the right track!
  o Joint fact finding
  o Diverse coalition
  o Information sharing
  o Building initial relationships
  o Buy-in
  o Education component of Watershed Plan
  o 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
  o Initial, project driven, planning

• RFWC currently participates in information sharing, joint fact finding, and planning.
  o **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
  o Low hanging fruit
  o Resource intensive

• RFWC is lacking an educational program.
  o **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?