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The Eugene Water and Electric Board's McKenzie River payment for watershed services program: Research findings on ratepayers, landowners, and local stakeholders

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The Eugene Water and Electric Board's McKenzie River payment for watershed services program:

Research findings on ratepayers, landowners, and local stakeholders

PSU ISS Research to Action Symposium – October 25, 2013

Max Nielsen-Pincus

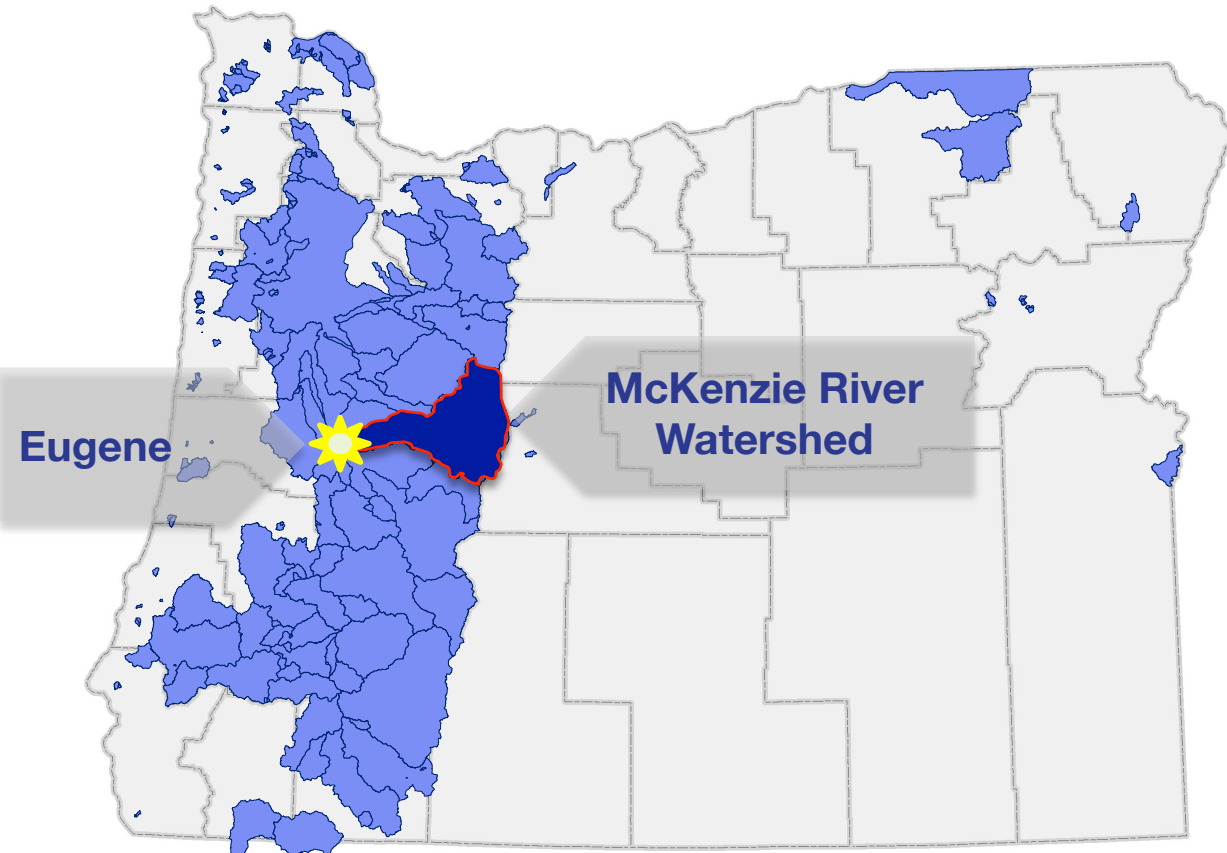


Portland State
UNIVERSITY

Department of Environmental
Science and Management

McKenzie River Drinking Water : Forestry, Agriculture, and Development

Drinking Water Source Areas for Oregon Public Water Systems -
Surface Water



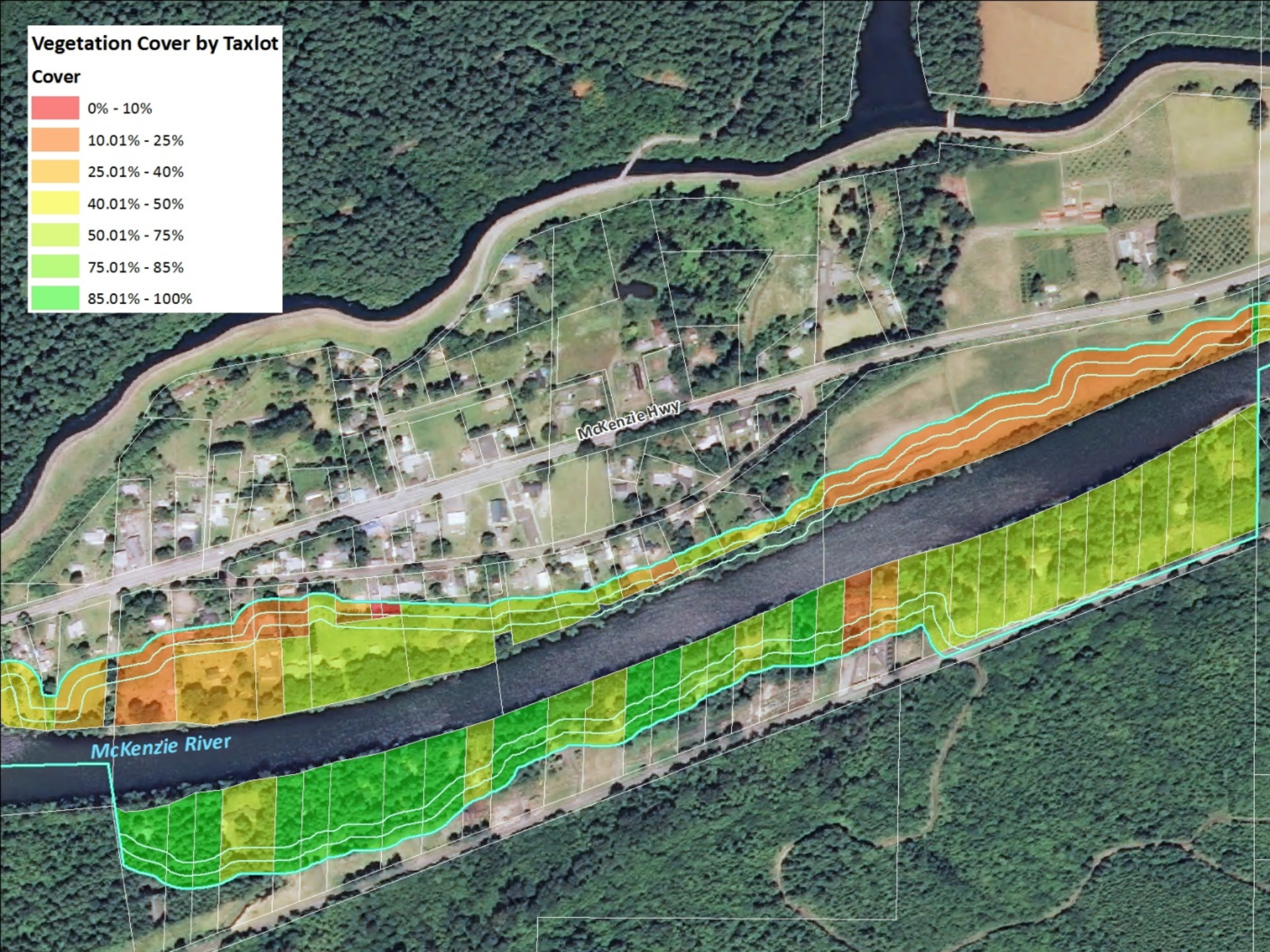
Voluntary Incentive Program



- Reward good stewardship through payments to landowners who maintain healthy riparian areas over long term
- Pays dividends on natural capital provided by their land
- Landowners must be within designated program boundary

Vegetation Cover by Taxlot

Cover



Research Objectives:

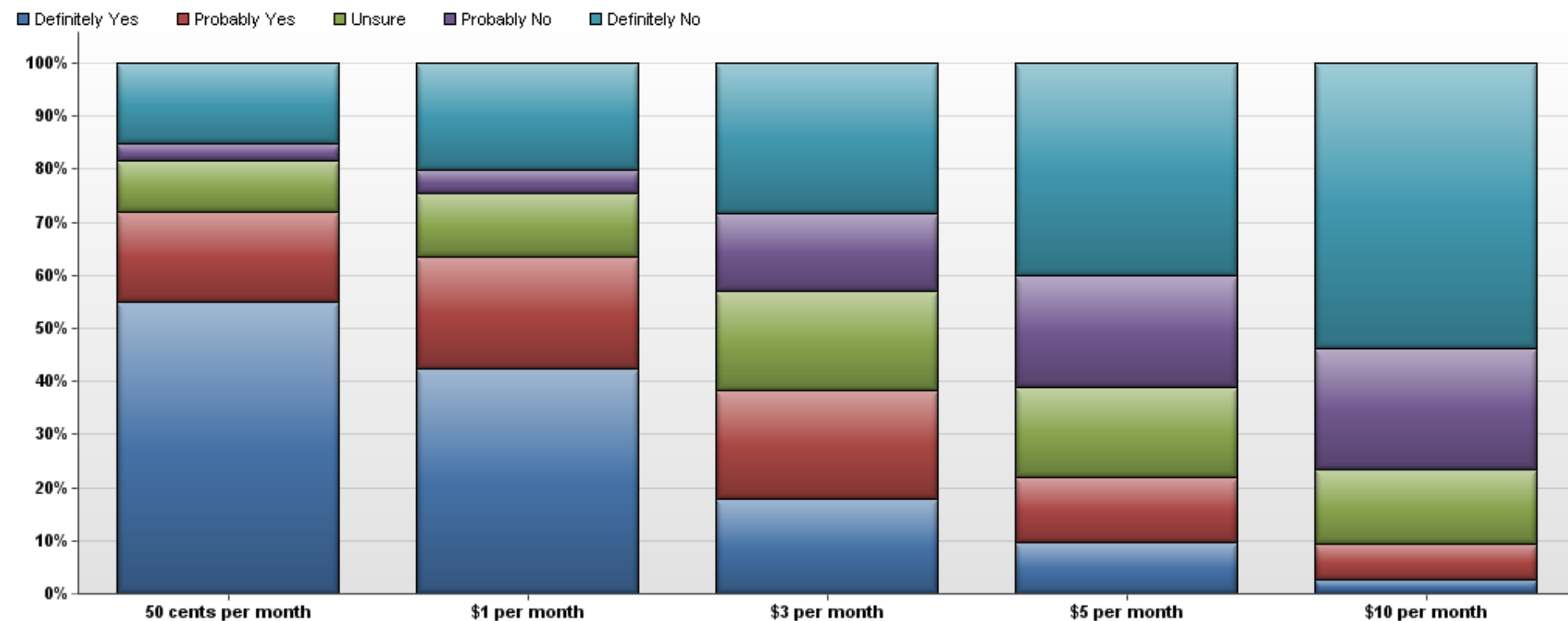


- How much are ratepayers willing to pay and what effects that willingness? **(Surveys)**
 - ✓ Sense of place and connectedness to McKenzie
- How much do landowners need to receive and what affects their interest? **(Surveys, Focus Groups)**
 - ✓ Past experience and succession plans

EWEB Customer Willingness to Pay

Program 1: All of the money collected will be used to fund water quality improvements projects within the **McKenzie River** corridor only. For each price level, would you participate in the program?

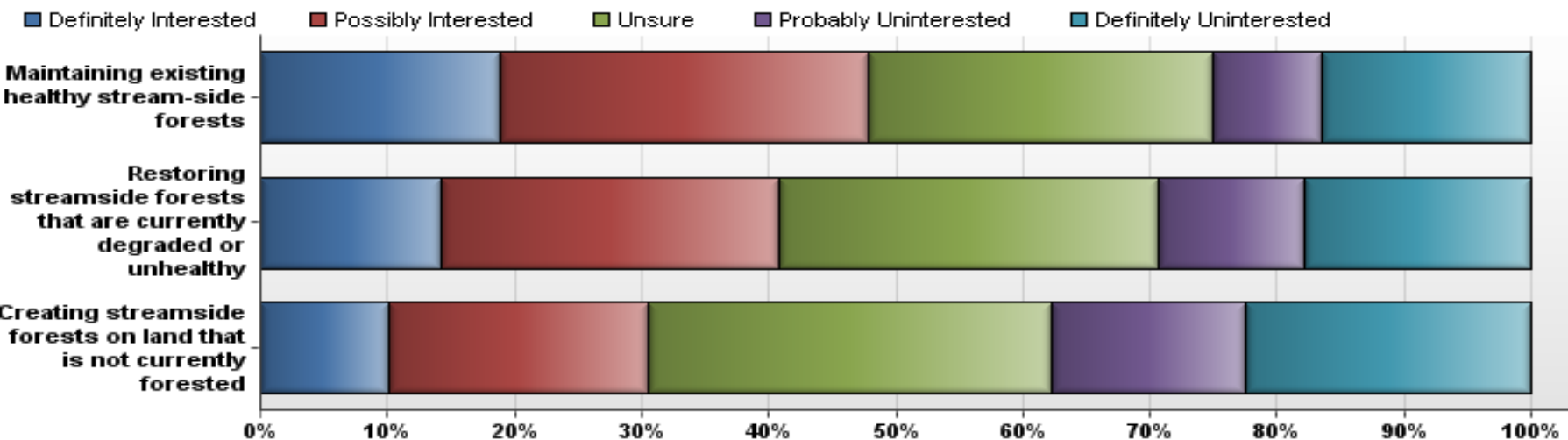
Added cost to your water bill:	Definitely Yes	Probably Yes	Unsure	Probably No	Definitely No
50 cents per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$1 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$3 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$5 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$10 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Landowner Interest in the VIP program

- 10) The voluntary incentive program would pay landowners to maintain existing healthy streamside forests. A partner program would fund projects to restore degraded streamside forests or convert areas currently under other uses to forest. How interested or uninterested would you be in participating in these programs? *(select one response for each)*

	Definitely Interested	Possibly Interested	Unsure	Probably Uninterested	Definitely Uninterested
Maintaining existing healthy streamside forests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restoring streamside forests that are currently degraded or unhealthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating streamside forests on land that is not currently forested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



POTENTIAL FUNDING

EWEB

Rate Payer Funds
Bond/Ballot Measure

CORPORATIONS

Offsets, Sponsorship

Grants/Foundations

One-Time Investments

OWEB/DSL

Restoration /
Protection funds

USFS/BLM

Stewardship Contracting
% of O & C Receipts

Federal Programs

NRCS Progs, BPA,
FEMA, Tax deductions

Mitigation Funds

Developers, ODOT
Hydroelectric, WWTP

SWCDs

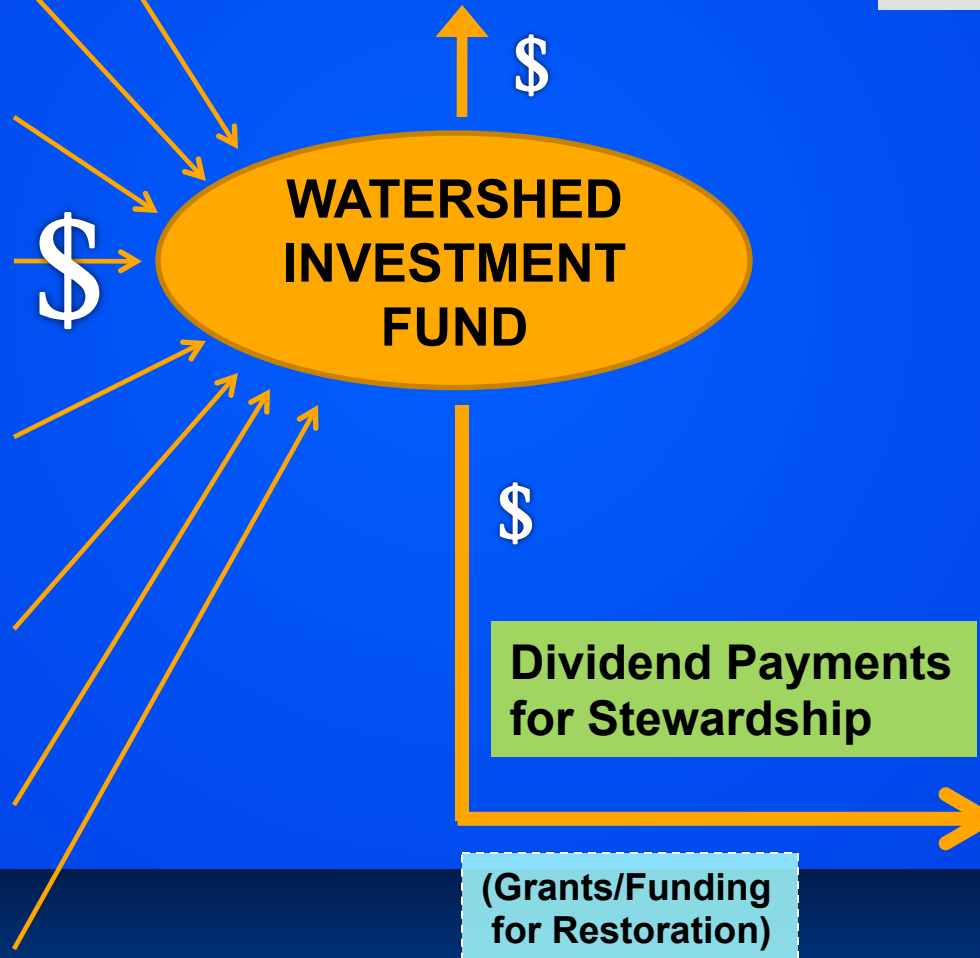
% of tax base

PARTNERS

- McKenzie River Trust
- McKenzie Watershed Council
- Upper Willamette SWCD
- Lane Council of Governments
- Cascade Pacific RC&D

PROGRAM INFRASTRUCTURE

Riparian Health Assessments
Landowner Agreements
Fiscal Mngt/Accounting
Monitoring & Planning
Agreement Compliance
Education/Outreach/Marketing



LANDOWNERS

Residential
Agriculture
Forestry (F2)
Nonprofits
Local Governments