Environmental Science and Management
Faculty Publications and Presentations

Environmental Science and Management

10-25-2013

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

Max Nielsen-Pincus
Portland State University, maxnp@pdx.edu

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
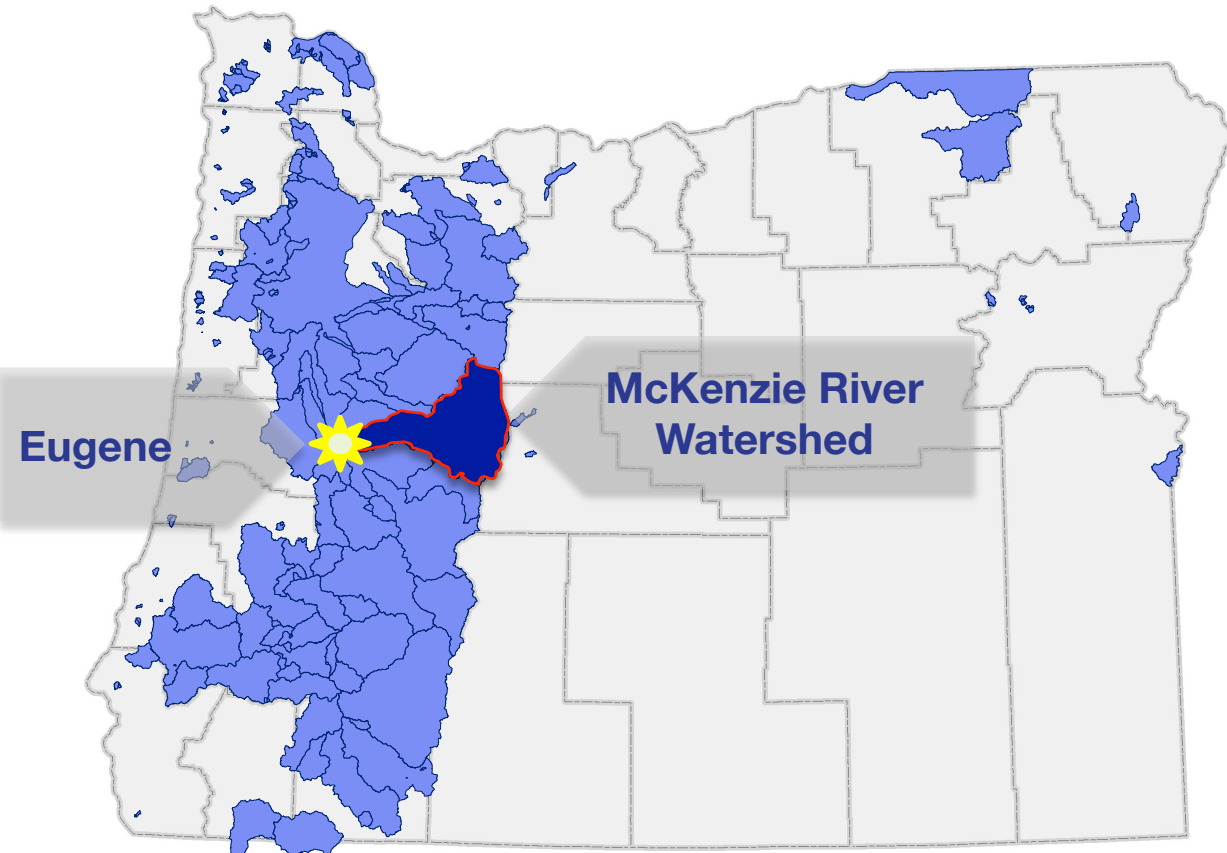
Max Nielsen-Pincus

Portland State
UNIVERSITY

Department of Environmental Science and Management

McKenzie River Drinking Water :
Forestry, Agriculture, and Development

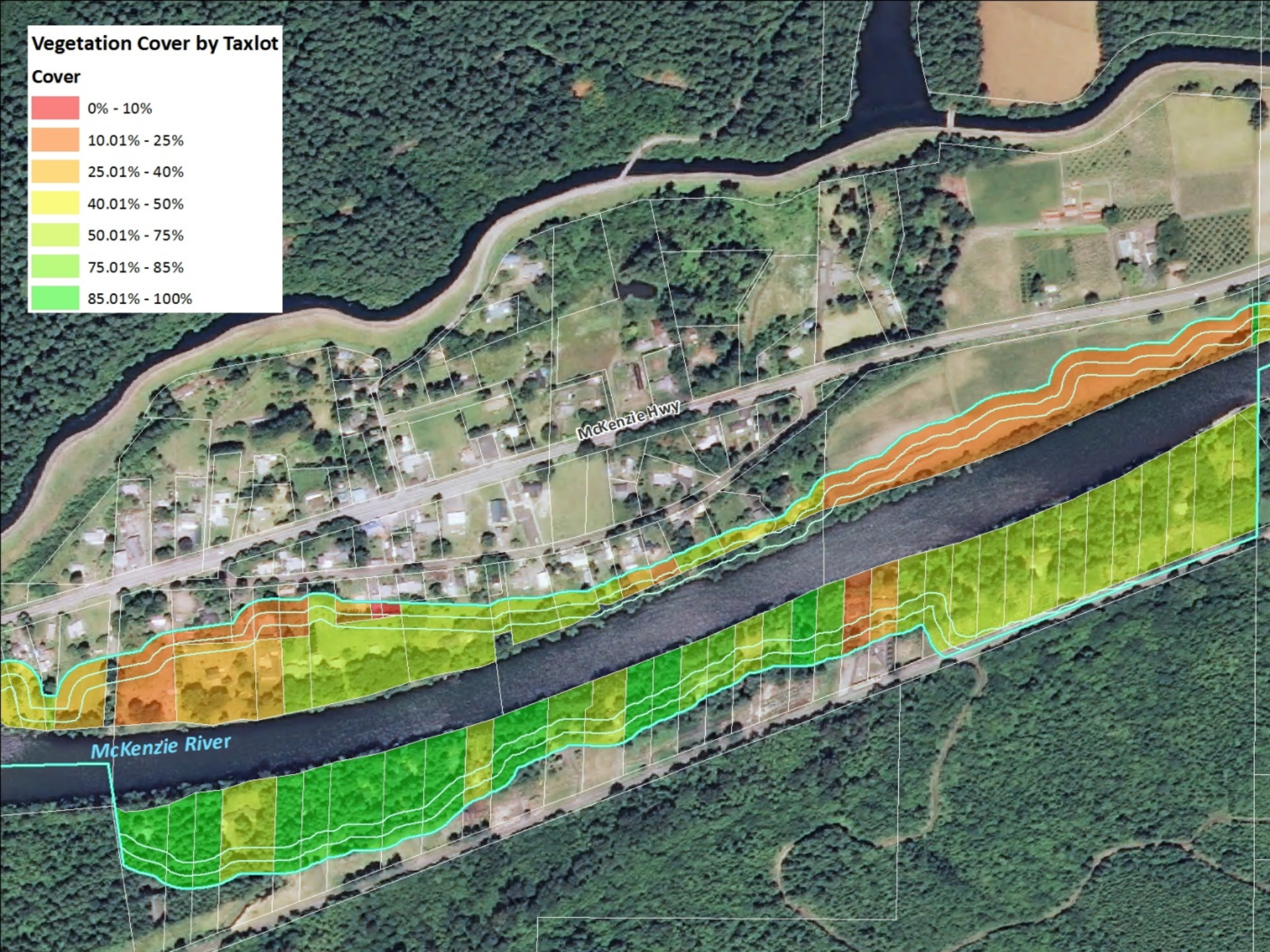**Drinking Water Source Areas for Oregon Public Water Systems - Surface Water**

Eugene

McKenzie River Watershed

Voluntary Incentive Program

EWEB
Rate Payer Funds
Bond/Ballot Measure

→

WATERSHED INVESTMENT FUND

→

LANDOWNERS
Residential
Agriculture
Forestry (F2)
Nonprofits
Local Governments

- 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

- 0% - 10%
- 10.01% - 25%
- 25.01% - 40%
- 40.01% - 50%
- 50.01% - 75%
- 75.01% - 85%
- 85.01% - 100%

McKenzie Hwy

McKenzie River
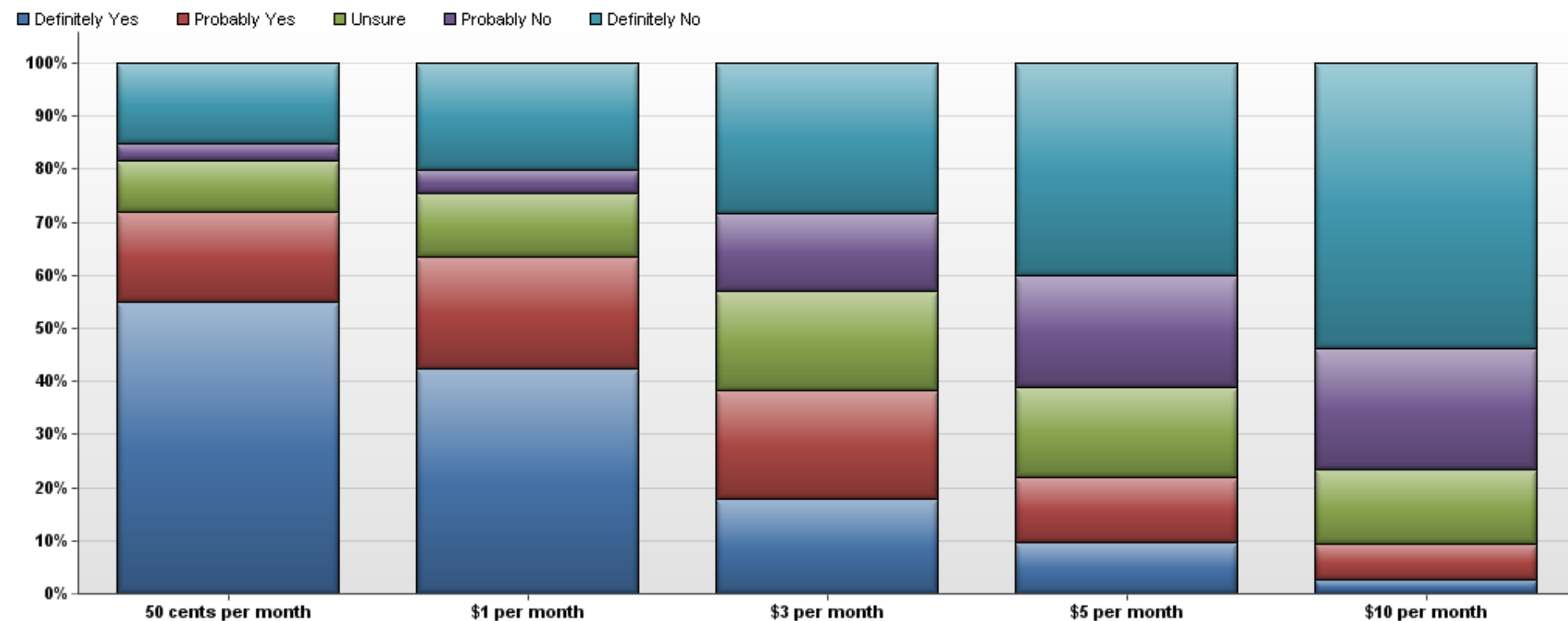
Research Objectives:

- 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?
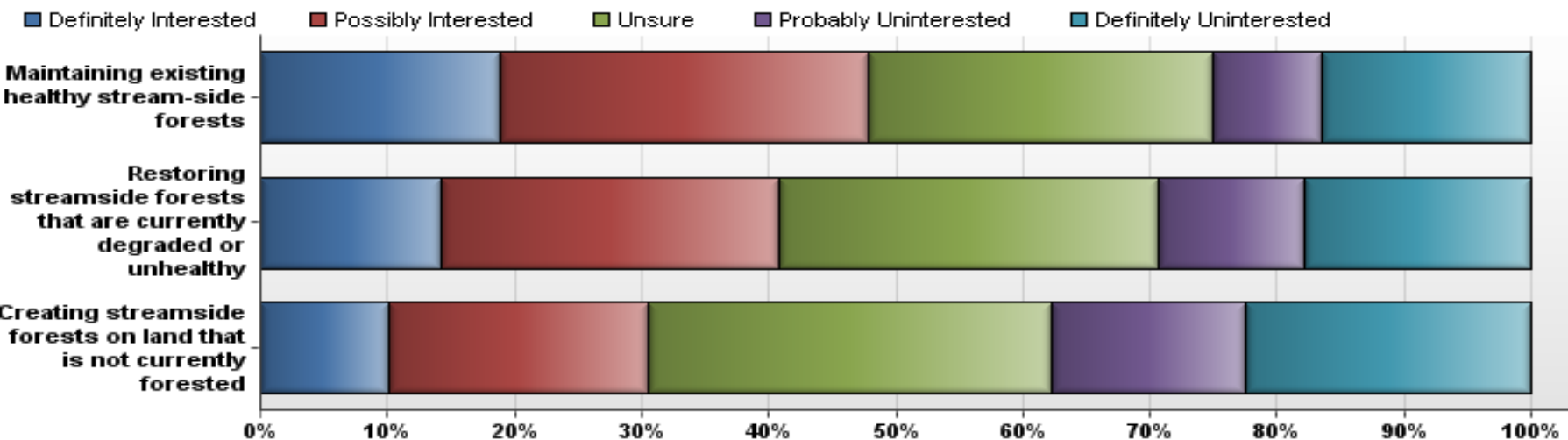
Added cost to your water bill:	Definitely Yes	Probably Yes	Unsure	Probably No	Definitely No
50 cents per month	○	○	○	○	○
$1 per month	○	○	○	○	○
$3 per month	○	○	○	○	○
$5 per month	○	○	○	○	○
$10 per month	○	○	○	○	○

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	○	○	○	○	○
Restoring streamside forests that are currently degraded or unhealthy	○	○	○	○	○
Creating streamside forests on land that is not currently forested	○	○	○	○	○