

A scenic view of a river flowing through a forest. The trees are in various stages of autumn, with some showing vibrant yellow and orange foliage, while others remain green. The water in the foreground is dark and reflects the surrounding trees and sky. The overall atmosphere is peaceful and natural.

Willamette Basin Strategic Planning and Ecological Restoration Efforts

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Overview

1. Why Plan

- Different planning approaches: Kevin Costner and Guardians of the Galaxy
- Example: Mainstem Focused Investment Partnership

2. Key Elements

- Building a coalition
- Champions
- Outcomes
- Monitoring and impact



Luckiamute State Natural Area

Why Plan? And how?

HOW CONSERVATION PLANNING WORKS A NINE-STEP PROCESS



1

Identify
Problems and
Opportunities

2

Determine
Objectives

3

Inventory
Resources

4

Analyze
Resource Data

5

Formulate
Alternatives

6

Evaluate
Alternatives

7

Make
Decisions

8

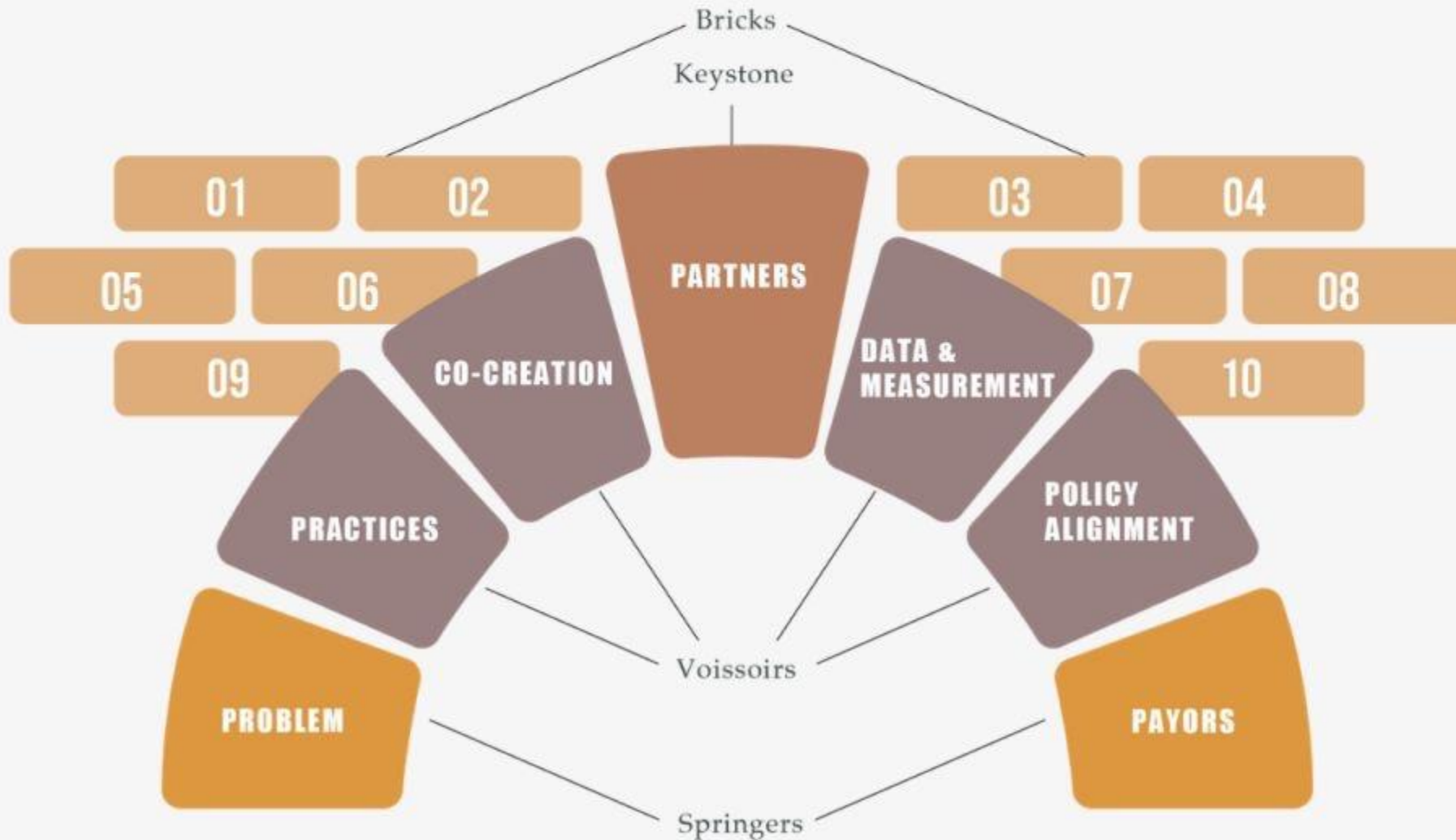
Implement
the Plan

9

Evaluate
the Plan

THE ARCH FRAMEWORK

FOR CONSERVATION FINANCE PROJECTS



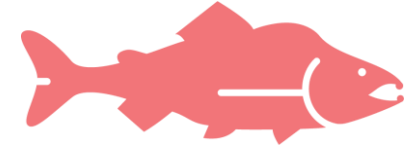
- 01 Build on past learnings
- 02 Orient the project on the Market Development Framework
- 03 Ensure focus and tight scope
- 04 Reconfirm demand and supply
- 05 If finance is not needed, pivot
- 06 Use risk mitigation to secure anchor participants
- 07 Make effective use of commercial partners
- 08 Test, learn, and iterate
- 09 Codify practices, financial models, & legal structures
- 10 Simplify!

Collaborating with the Enemy
How to Work with People You Don't Like



<p><i>How we relate with our collaborators</i></p>	<p>Focus on the good and harmony of the team (one superior whole)</p>	<p>Embrace conflict and connection (multiple diverse holons)</p>
<p><i>How we advance our work</i></p>	<p>Agree on the problem and the solution (one optimum plan)</p>	<p>Experiment our way forward (multiple emergent possibilities)</p>
<p><i>How we participate in our situation</i></p>	<p>Change what other people are doing (one paramount leader)</p>	<p>Step into the game (multiple co-creators)</p>

EXAMPLE/PREVIOUS PLANNING EFFORTS

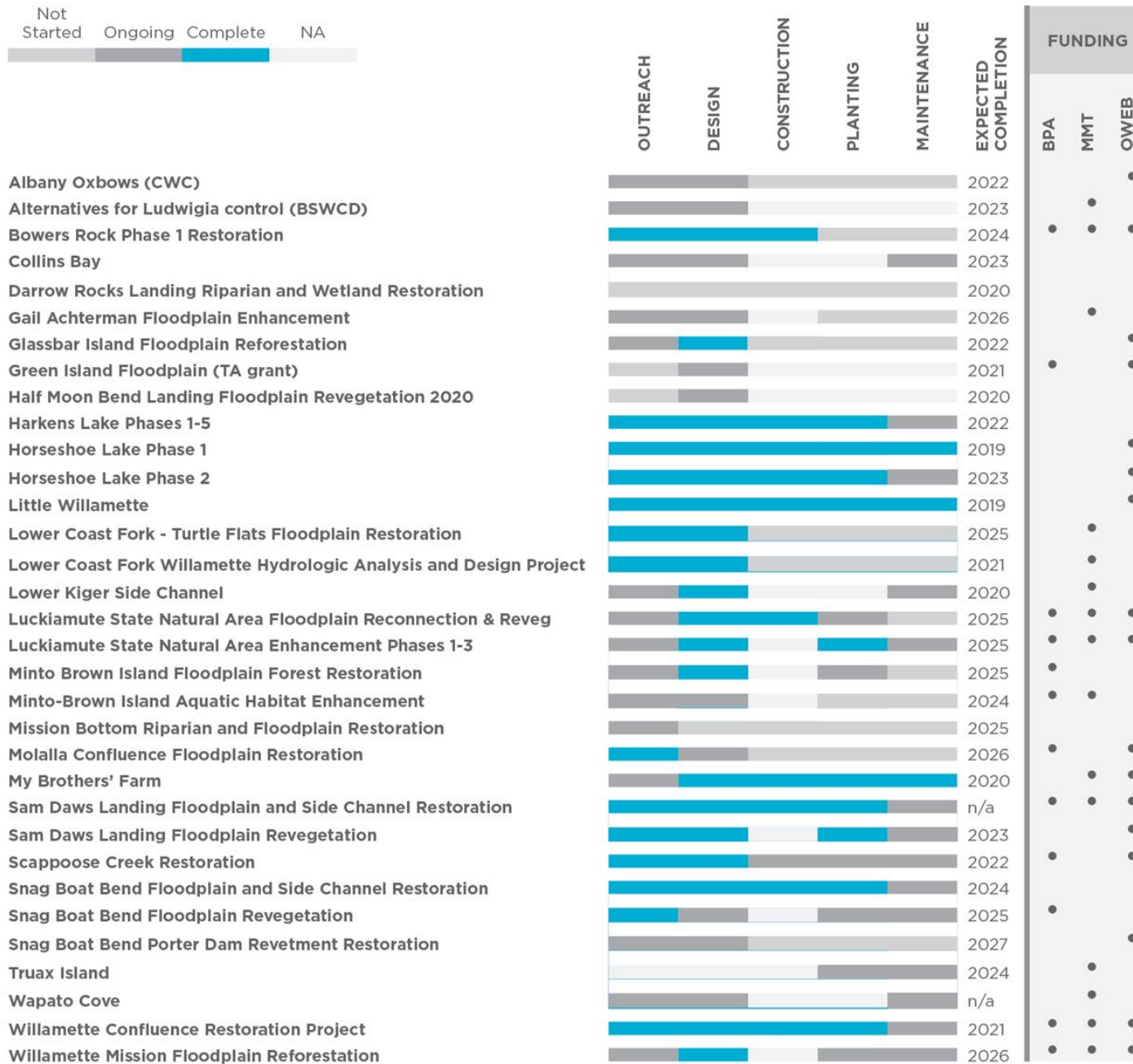


The problem you aim to solve

The payors willing and able to pay for the solution

BUILDING A COALITION

2019-2020 Project Performance



Co-creation with core constituents

The right set of partners to carry the work forward from concept through pilot and on to scale

Primary Actions Projects Advanced in 2017-2020

OUTCOMES



Increase and enhance floodplain plant communities through planting and invasive species control: **23 Projects**



Plant riparian vegetation along sloughs and side channels to provide shade and support fish rearing habitat: **16 Projects**



Increase native fish access to floodplains by modifying floodplain topography to increase the extent and duration of floodplain inundation: **5 Projects**



Enhance former gravel pits and alleviate stranding by re-connecting shallow pits, regrading pond boundaries and filling ponds: **5 projects**



Treat invasive aquatic weeds that degrade water quality and biodiversity: **18 Projects**



Construct lateral channels or sloughs in areas with a high likelihood of hyporheic flow: **4 projects**



Remove revetments and levees in reaches likely to experience channel changes: **4 projects**

Effective and implementable actions

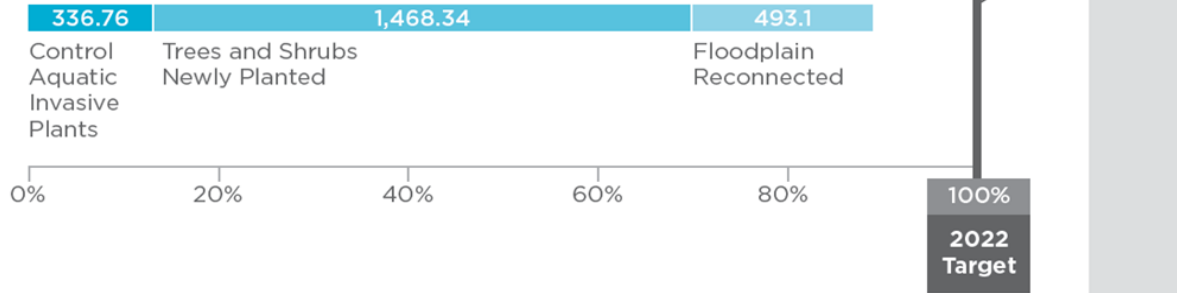
MONITORING AND IMPACT

Progress Towards 2022 Targets (%)

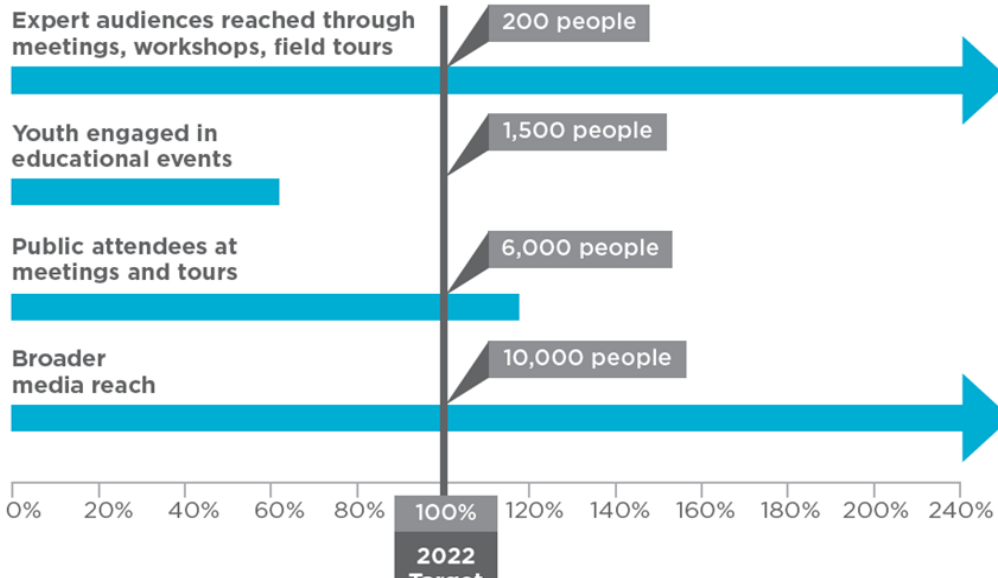


Ecological Target

Total Floodplain Acres Impacted by Actions



Outreach Targets

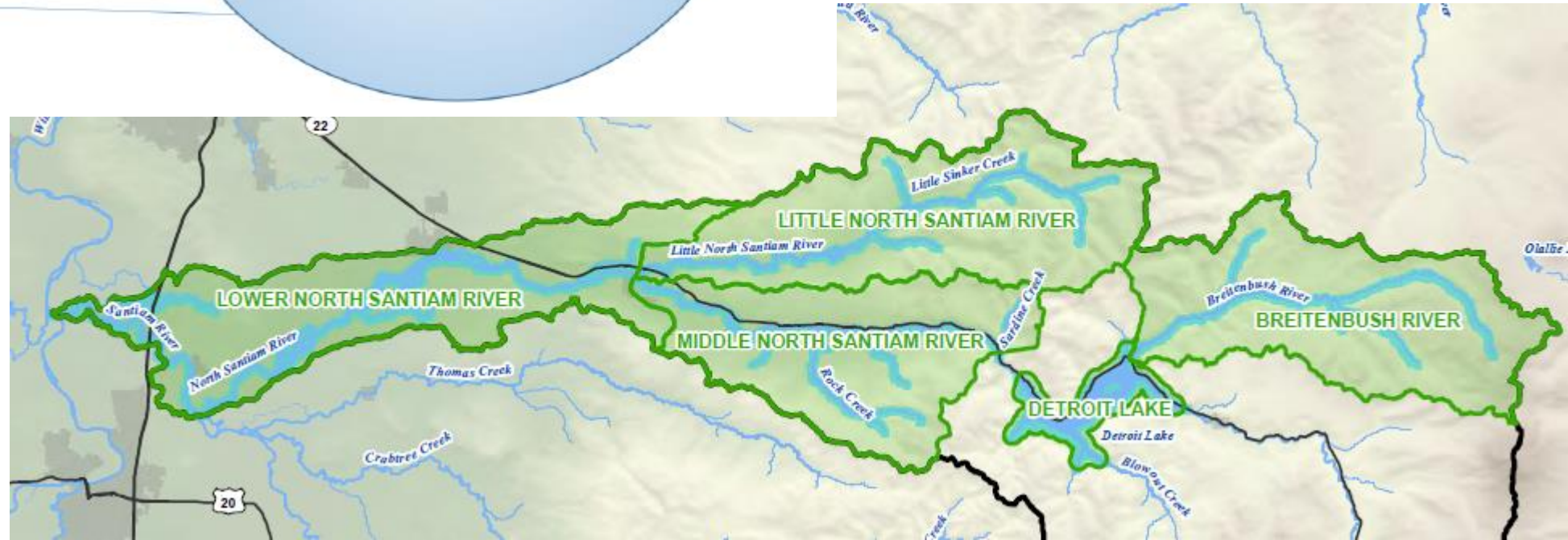
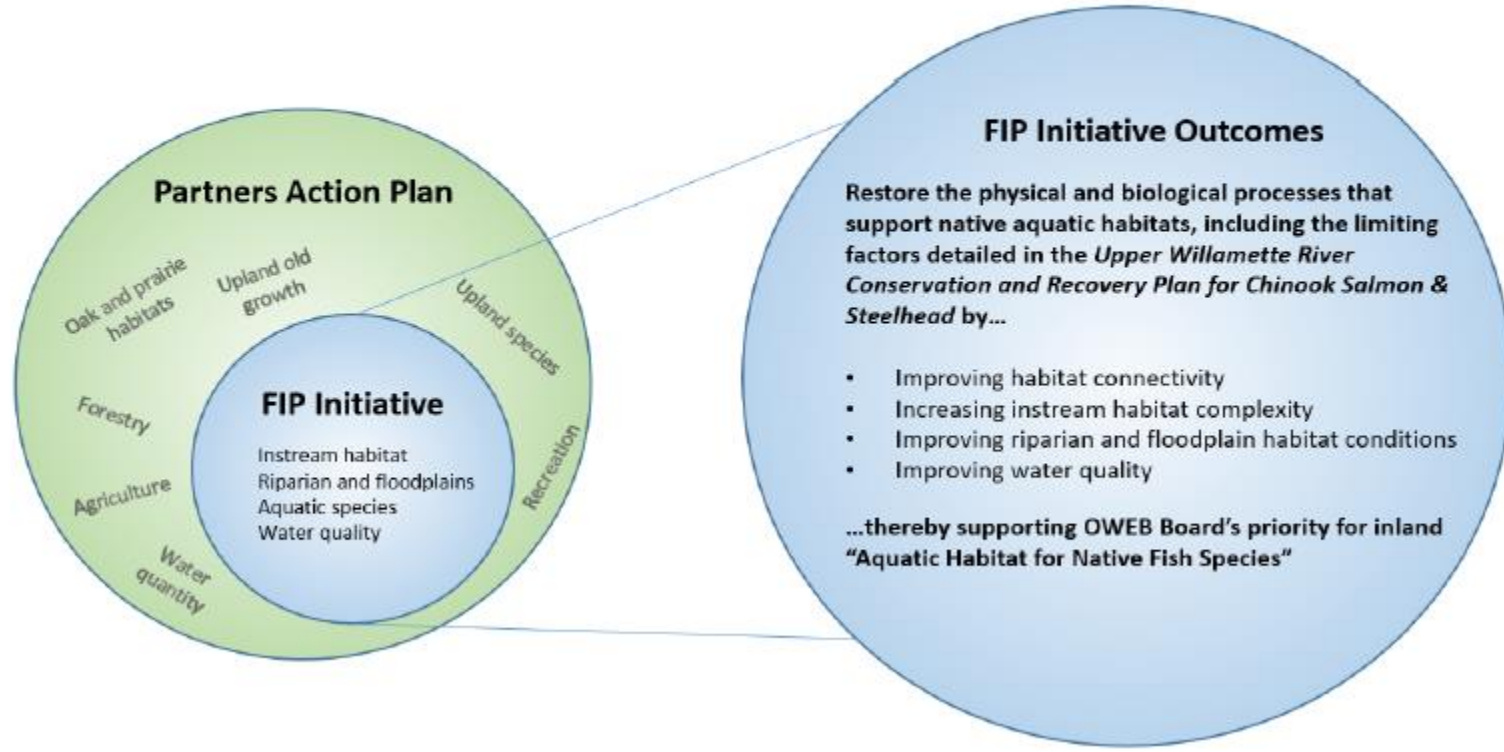


Anchor Habitats Where Work is Underway



A viable strategy for data and measurement

Diagram 1: Relationship of Partners' Action Plan to FIP Initiative Outcomes and OWEB Board-priority



	Market Formation & Definition	Pilot	Early Market	Mature
PHASE	<ul style="list-style-type: none"> Define the market opportunity Develop the cash flows & benefit flow Define returns and opportunities Develop protocols & regulations (science) Define & negotiate the unit of measure Build data & processes to support the "unit of measure" 	<ul style="list-style-type: none"> First pilot transactions, often one-off deals Modify & test regulations Test the "unit of measure" Validate cash flows, benefit flows & return models Establish asset & risk pricing Build market rules 	<ul style="list-style-type: none"> Stabilize regulations Repeat transactions that begin to increase in size Define risk & return expectations Decrease deal friction & transaction costs Multiple entrants engaging across all aspects of the market Investors become educated on asset & strategy 	<ul style="list-style-type: none"> Regulations stable Transactions scale relative to total available market Sometimes, the market is constrained by an aspect of strategy, geography, or biophysical context Sometimes, the market is less constrained and becomes mainstream
DELIVERABLE	<ul style="list-style-type: none"> No returns 	<ul style="list-style-type: none"> Attempts to return capital 	<ul style="list-style-type: none"> Return based on risk and asset class 	<ul style="list-style-type: none"> Return based on risk and asset class
CAPITAL	<ul style="list-style-type: none"> Grants (Innovation often occurs within nonprofit structures) 	<ul style="list-style-type: none"> Grants and PRI's Niche investors or early adopters driven by impact or mission Credit enhancements & guarantees critical 	<ul style="list-style-type: none"> Grants and PRI's Niche investors or early adopters driven by impact or mission Credit enhancements & guarantees critical 	<ul style="list-style-type: none"> Niche includes federal, philanthropic, family office, or other investor driven by impact or mission Mainstream includes impact investors, institutional investors, retail investors, and other finance-first investors

Closing reflections

- Complex environmental issues such as HABs may be challenging to address head on
- People matter - diverse skills, geographies and connections
- See Lizzie's presentation at 3!

Thank you!