

NFWF Regional Collaborative Spotlight Series

Basin Watershed Collaboratives: *Riparian Buffers and Herding Cats - Relationships and Policies*

Session 3. Collaborative Leads

Amber Ellis, James River Association; **Bryan Hofmann**, Friends of Rappahannock
Funder Synthesis

Stephanie Heidbreder, NFWF; Jake Reilly, NFWF

Group Process Synthesis

Kristina Weaver, UVA IEN; **Jennifer Miller Herzog**, Land Trust Alliance

Moderating

Katie Ombalski, Woods & Waters Consulting

NFWF's Goals for the Series

- Strengthen understanding and application of collaborative models for Bay restoration
- Support development, growth, and sustainability of local and regional collaboratives
 - ✓ **Seed future NFWF INSR project opportunities**
- Identify leaders and practitioners of successful collaborative models to share their knowledge and expertise
- **Advance the practice of collaborative conservation for Bay restoration**

Metrics of Success. Recommended to NFWF by UVA IEN

- Motivation: *Factors that Inspire and Sustain Engagement*
- Capacity: *Factors that Empower Collaboratives*
- Effective Process: *Factors that Facilitate Collaboration*
- Evaluation: *Factors that Advance Effectiveness and Impact Over Time*

Today's Agenda

- Use the Chat Box!
 - Introduce yourself and your organization in the Chat Box.
 - During the panel discussion – we have “Chat Hosts” who will pool your Qs and we’ll cover as much as possible.
 - Resource links will be posted in the Chat Box throughout the discussion.
- Featured Collaborative Leads will present first.
- Brief synthesis from Funder and Group Process folks will follow.
- Panel discussion including Collaborative Leads, Funder and Group Process folks to explore your Qs.
- A sneak preview of the next session in the Regional Collaborative Spotlight Series.
- You’ll be invited to participate in a couple of polling Qs throughout.

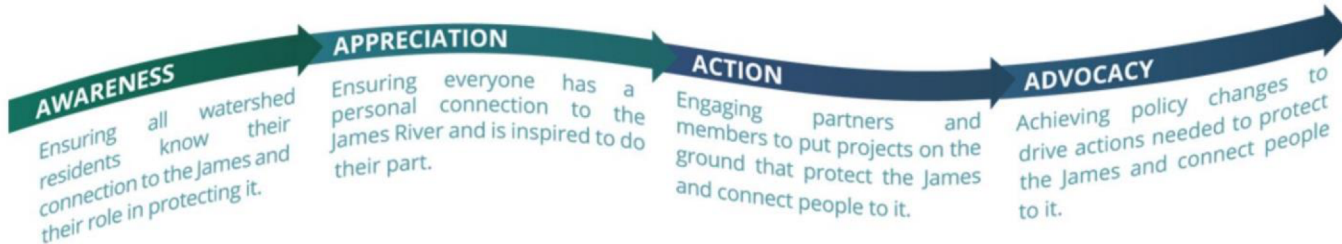
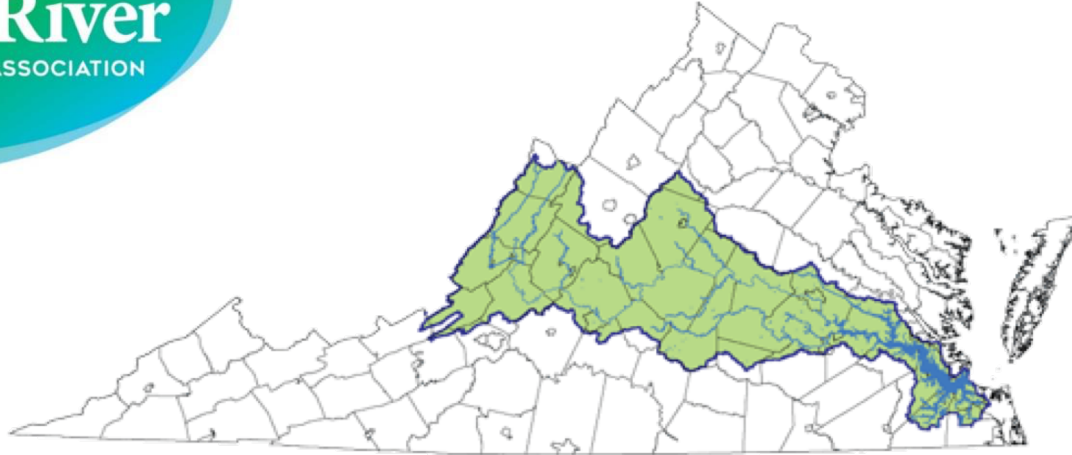
Upper and Middle James Riparian Consortium



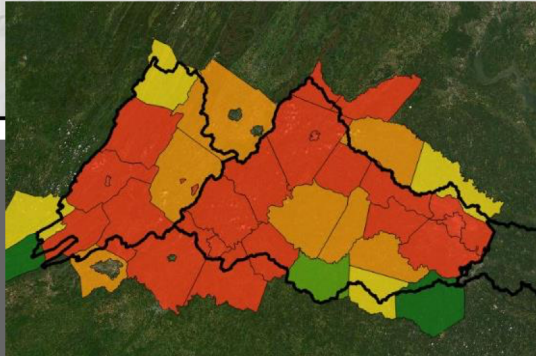
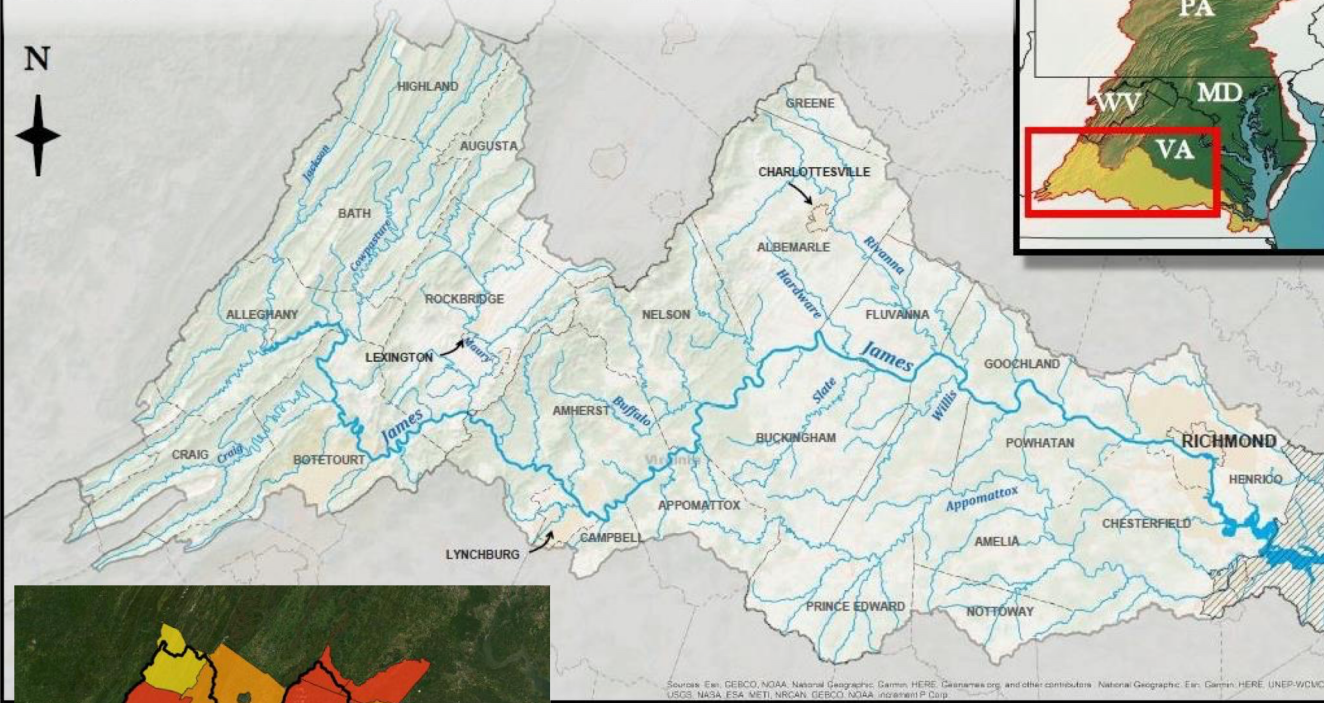
Amber Ellis
Senior Watershed Restoration Manager
James River Association



We Protect the James
We Connect People to the James



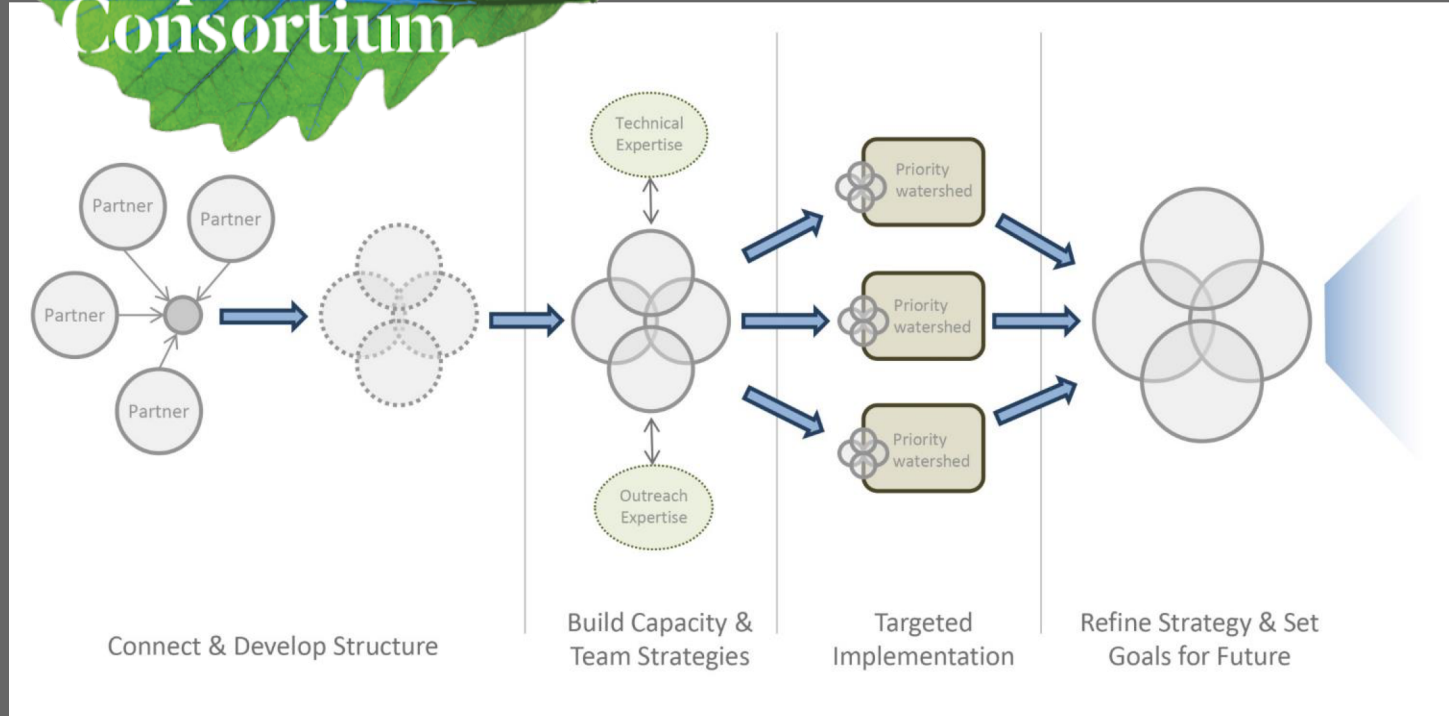
UPPER AND MIDDLE JAMES RIVER WATERSHED



WIP III: 11% towards riparian
buffer goal of 70,000 acres

Key Consortium Partners





2019-2021 funded by



Our Vision

Growing partnerships to create healthy streamside ecosystems for clean water in the James River today and tomorrow.

Riparian Forest Buffers
Agricultural Infrastructure
Wildlife Habitat
Streambank Stabilization
Protection



Action Teams and Goals



Outreach and Targeting: Build awareness of the importance of riparian areas and deliver outreach based on identified partner priorities, landowner interests, and restoration opportunity areas to increase strategic riparian investments.



Research: Ensure the use of the best research method for the best site for riparian restoration.



Knowledge Network: Build knowledge and capacity about best practices, innovation, and by growing partnerships.



Implementation: Coordinate implementation and outreach based on targeting, funding availability, and potential for impact.

James River Buffer Program

One Program: Two Lead Partners

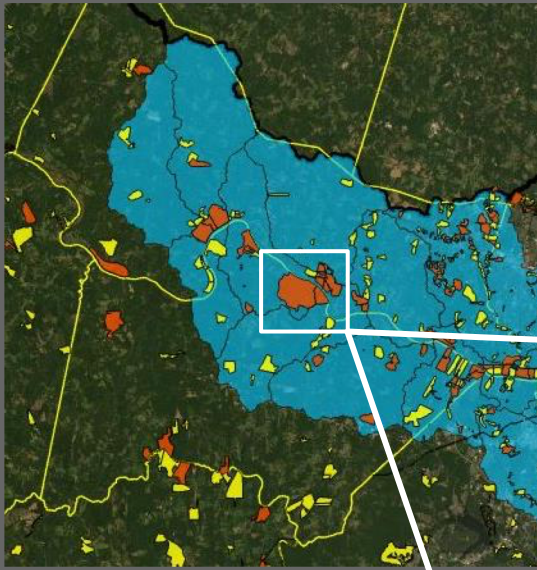


Program Partnerships



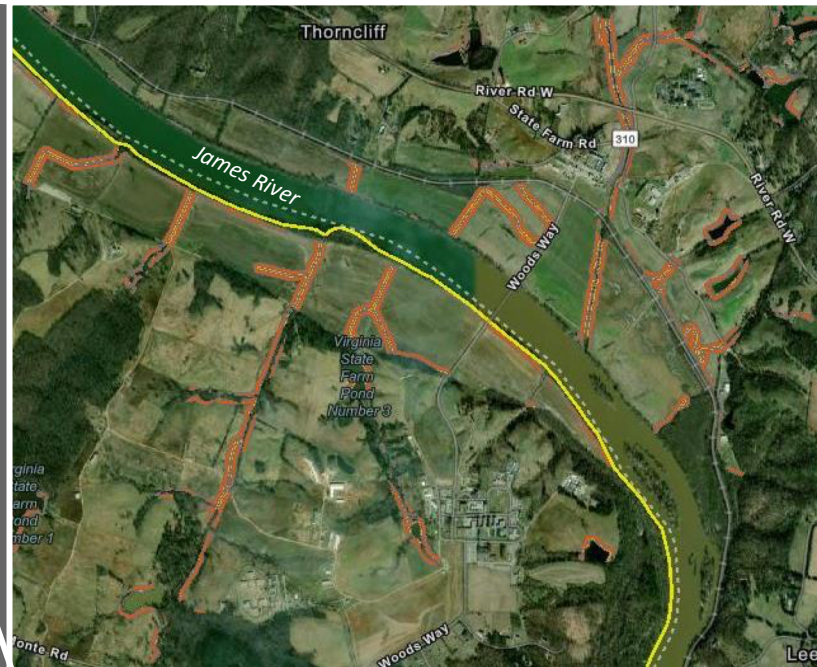
**James River
Association**
Acre Goal: 242
Installed: 102

**Department of
Forestry**
Acre Goal: 700
Installed: 113



State Farm Project

Virginia Department of Corrections

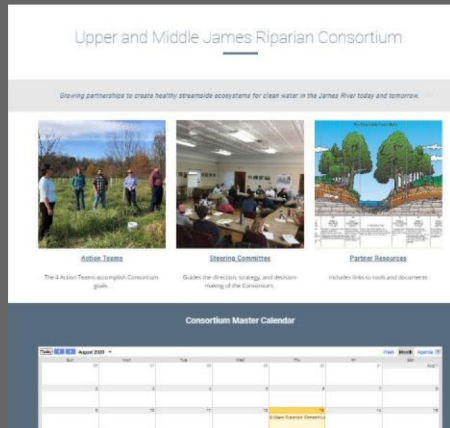
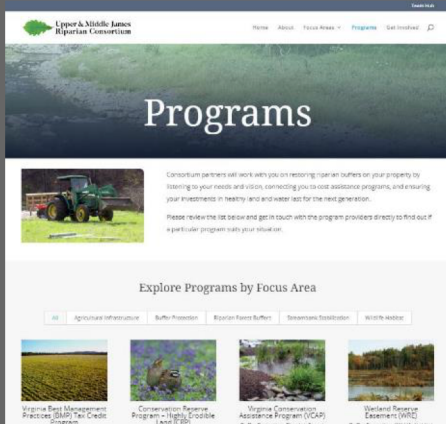


Effective Process

Factors that facilitate collaboration

Our Strengths

- Varying levels of engagement and communication
 - Steering Committee
 - Consortium Members
 - Action Teams
 - Buffer Summit



Greetings from the Upper and Middle James Riparian Consortium!



Greetings from the Upper and Middle James Riparian Consortium!

Save the date for the next virtual Consortium Meeting and in-person on Tuesday, September 22nd! We will have a virtual meeting from 10:45 am - 12:00 pm focusing on mulch and a presentation from Stroud Water Research Center, and an in-person BMP tour looking at mulch options in Nelson County from 2:30 - 4:30 pm. Please RSVP for the meeting and BMP site tour [at this link](#) by Sept. 15. Below are several exciting updates from Action Teams and a new practitioner tool!

The second annual Buffer Summit will be October 15th, and we'd love your ideas. We are considering different virtual meeting options to ensure another successful Summit. **Please complete the [survey here](#) by August 11th.** One

Motivation

Factors that inspire and sustain engagement

Our Strengths

- Built on strong relationships with SWCDs
- Key Issues Report - Informed and led by stakeholders

How do we celebrate and connect the Consortium to the public and potential funders?



Evaluation

Factors that advance effectiveness and impact over time

Our Strengths

- Ongoing adjustments with Action Team leads
- Gather and Incorporate Event/Meeting Feedback
- Use existing tracking programs (BMP Clearinghouse, FieldDoc)



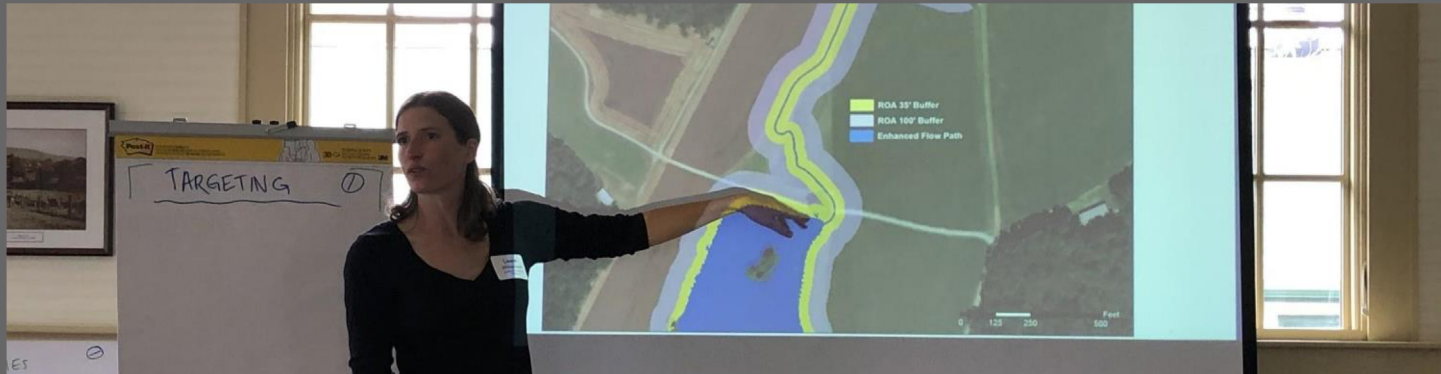
Capacity

Factors that empower collaboratives

Our Strengths

- Coordinator staff/Planning Team: JRA and Dialogue + Design
- Built in funding to support technical staff (internal/external) to fill needs

How do we financially sustain the core operating needs beyond 2021?





www.jamesriverconsortium.org

Rappahannock River Roundtable Overview



Bryan Hofmann
Deputy Director

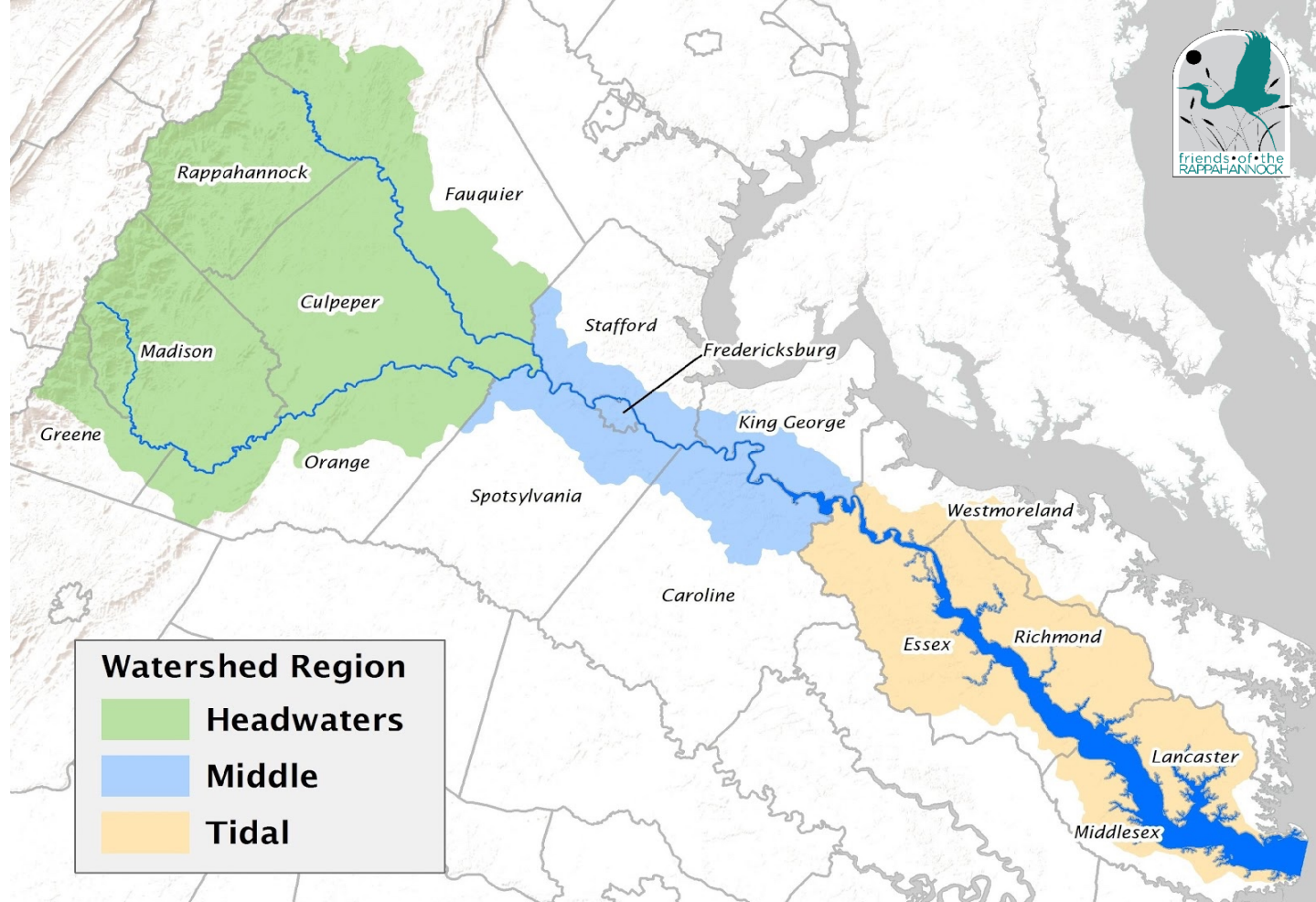


Advocacy

Restoration



Education



Rappahannock River Roundtable

The Rappahannock River Roundtable is a strategic partnership of stakeholders dedicated to land and water conservation, community outreach and education, and capacity building throughout the entire Rappahannock River basin.

This roundtable is the product of many years of partnership development, strategic planning, fundraising, pilot projects, successes, failures, and lessons learned.

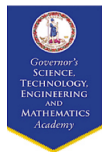


Background

Since 2016, Friends of the Rappahannock (FOR) has been designated as the coordinator for the Rappahannock Watershed Roundtable by the Virginia Department of Environmental Quality (DEQ)

- DEQ offers a watershed roundtable grant to roundtable coordinators to facilitate stakeholder engagement, planning, and a variety of other tasks unique to each roundtable.
- FOR used this grant over the past few years to:
 - support the development of the Virginia Phase III Watershed Implementation Plan (WIP) and local total maximum daily loads (TMDLs)
 - install pilot projects across the watershed with community partners
 - build regional partnerships which set the foundation for the Rappahannock River Roundtable



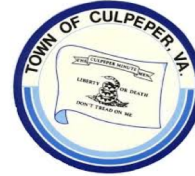




Rappahannock-Rapidan
REGIONAL COMMISSION



AMERICAN
BATTLEFIELD
TRUST ★ ★ ★



Chesapeake Bay Stewardship Fund



PATH FOUNDATION



Roundtable facilitation

Working across three regions, in 18 counties, with such a diverse group of stakeholders, with varying priorities is an enormous challenge.

- SWOT analysis is key to identifying ways to support different partners, sectors, regions etc. and ensure effectiveness.
- Attend meetings, calls, webinars, trainings, and projects throughout the region and share experiences and takeaways
- Let the partners set regional priorities and provide support where and when strategic
- Foster smaller partnerships and regional collaboratives/coalitions
- MULTIPLE STAFF ARE REQUIRED TO BE EFFECTIVE
 - Part time or temporary facilitator will not make the cut



We focused on meeting partners where they
were and what they needed

We listened in on all the meetings we could find to
identify needs and priorities throughout the watershed

We said YES!



Roundtable Goals

- 125 acres of riparian restoration
- 125 acres of upland tree planting
- 50 acres of riparian area protected
- 10 miles of livestock exclusion fencing
- 30 acres of urban forest/ tree canopy
- 200 acres urban nutrient management plans
- 5 acres of oyster reef restoration
- 1,400 linear feet of stream restoration
- 20,000 lbs. of trash/debris removed
- 3,750 linear feet of living shoreline
- 250,000 people reached and 4,000 volunteers engaged



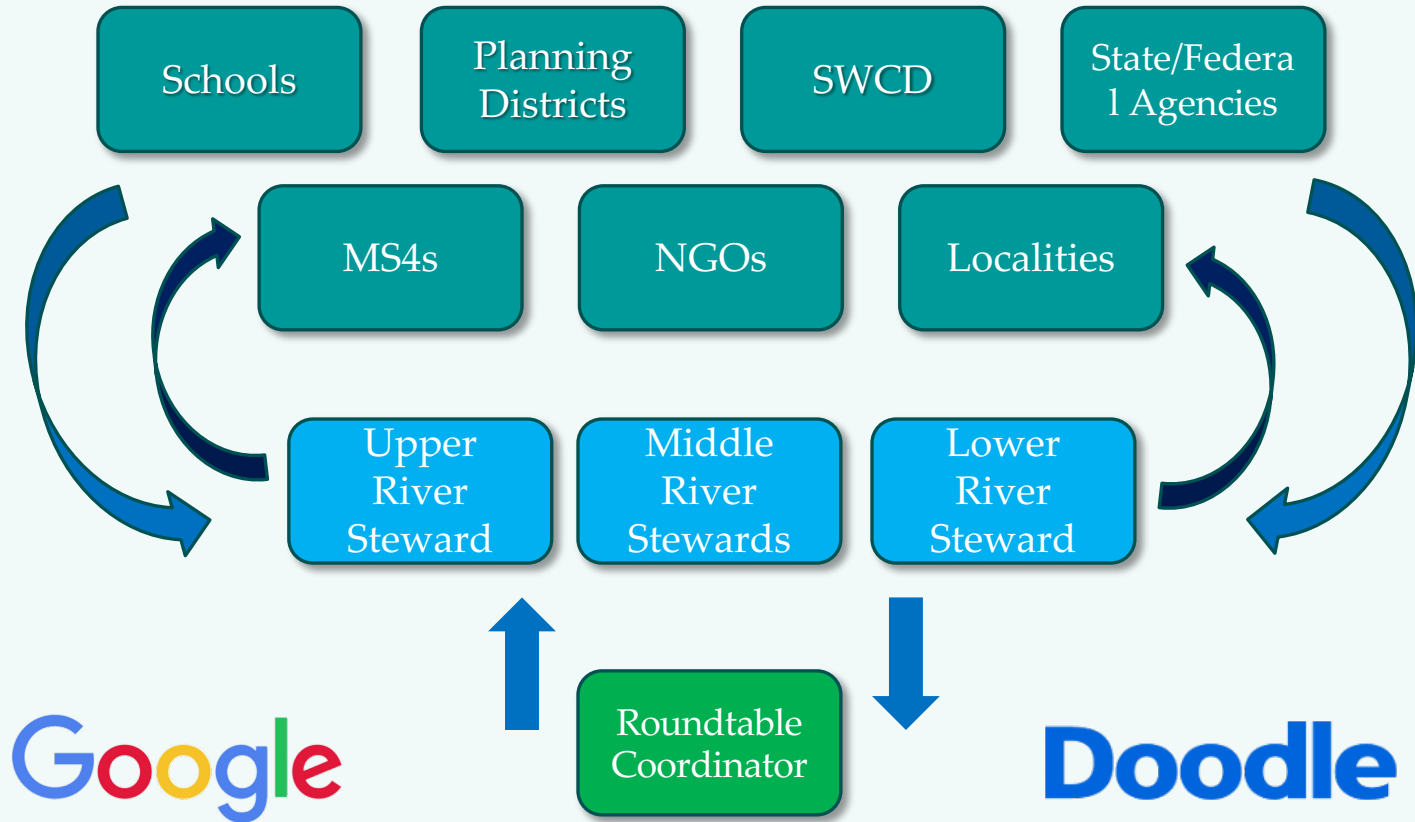
PLEASE,
NO MORE
MEETINGS!

*So how do we communicate
and get things done?*

Roundtable Structure

- Primary coordinator at Friends of the Rappahannock
- One full time Rappahannock River Steward serving designated region, partners, and localities
- River stewards provide capacity and technical assistance to regional partners
- River stewards work with coordinator to accelerate regional conservation goals and maximize efficiencies, resources, lessons learned, and economies of scale for partners across the watershed
- **Constant communication!**





Headwater Stream Initiative

- Created in 2016 in partnership with the Piedmont Environmental Council (PEC)
- 100% cost share for riparian buffers in six county region
- Fill the gaps of existing state and federal cost-share programs
- Started with one project per planting season
- Received 2017 NFWF small watershed grant to increase capacity



Headwater Stream Initiative

- Program expanded to engage more partners and now offers cost-share and technical assistance incentives to compliment existing programs managed by state and federal partners.
- Coastal forestry program developed after this successful model to support the rest of the Rappahannock River watershed
- **Take it to scale** (85 acres planted to date, 150 more planned)



Lessons Learned

- Partner priorities have to come first to ensure buy in and success
- Strong and consistent communication, beginning with questions and listening is essential
- Bring funding, assistance, and resources to the table for partners to enable/encourage them to participate
- Share successes and lessons learned as often as possible to educate partners and inform future strategies/ priorities
- **We are still learning!**

Looking Ahead

Room to Improve

- More formal organization (advisory board, website, partner roles)
- Foster and support more small coalitions
- More information sharing

Sustainability

- Grant writing
- Diverse work plan for support staff

Next Steps

- Develop an organizational mentorship program
- Develop and facilitate regional training opportunities for partners
- 2021 Rappahannock River Roundtable Symposium

Thank You

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Discussion

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What's Next?

TUE – AUGUST 25, 1:30 PM – 3:00 PM

Urban Collaboratives: Targeting Cities and Interesting Infrastructures - Motivation and Capacity

Joe Rieger, The Elizabeth River Project

Nissa Dean, Alliance for the Chesapeake Bay

What do we know about these two regional collaboratives?

- There's a LOT of 'noise' in urban areas relative to which issue and location to tackle for stormwater and other restoration.
- Scale matters greatly –site level to city level to multiple cities clustered.
- Area of Opportunity – Shifts in political landscapes are occurring at the same time that storm systems bring record rainfall exacerbating the challenges – requiring new and constant capacity building.



NFWF