

# Charting a Future for the Santa Ana River Watershed

Watershed Success:  
Building on the OWOW Brand



Steering Committee Workshop  
February 25, 2010

# Background

OWOW created to provide watershed leadership

Address challenges and “connected” nature of the watershed

OWOW identity became “synonymous” with Prop 84 funding

Need to Clarify OWOW: Vision and Implementation

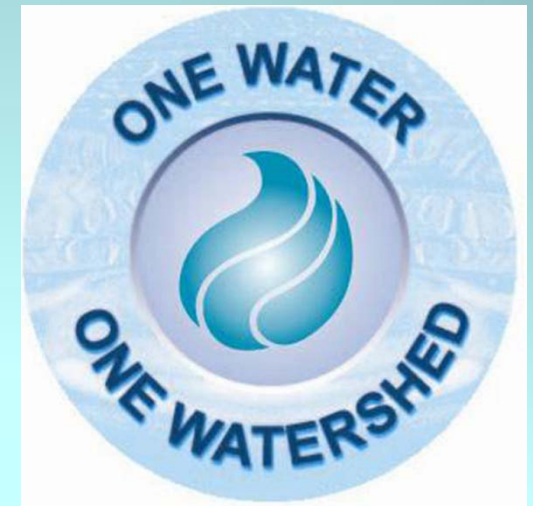
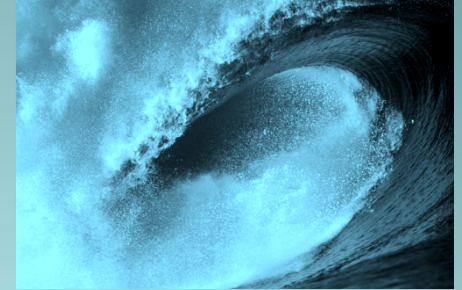


# The Power of OWOW!

Collaboration constantly happening  
People and organizations

Can we be better and more efficient?

What can you count on from OWOW?



# Today's Workshop Objectives

## Collaboration (Feedback) on a Series of Ideas

Definition of watershed success – Goals

Serious threats to the watershed

Is business as usual enough?

The need for strong watershed leadership and change

Potential roles, leadership, and brand of OWOW



# Framework for Feedback

Is the idea presented clear?

Level of conviction about the idea? Why?

Information/language to improve clarity and/or conviction



# The Goal

## Idea #1

**We want a successful Santa Ana River Watershed community**

### **Success Means**

Always having enough water for healthy communities and a healthy environment

Successful solutions are sustainable.

# The Challenge

## Idea #2

### **There are serious threats to watershed success**

- 1) Increasing need for water due to population growth
- 2) Continued reliance on the unreliable Delta
- 3) Increasing awareness about environmental needs for water  
(and demand for more water)
- 4) The impacts of development on groundwater sustainability
- 5) Variability of water resources due to climate shift
- 6) Increasing difficulty in securing public funding  
(due to declining economy and competition for dollars)

## Idea #3

### **Business as usual won't ensure success**

Historical and current investment practices (based on isolated organizations and functions) will lead to expensive (unaffordable) solutions.

Public investment means our allocation of time and money.

Our current allocation of time and money will increase the risk of water shortages or environmental problems.

The cost of sticking with current practices is in the billions.

## Idea #4

**We need strong watershed-focused leadership**

Change is difficult.

Cities and counties need to draw on regional resources.

We need leadership that has the skills to facilitate significant changes  
in watershed management.

## Idea #5

**We need to encourage appropriate investment**

Sufficient investment (enough to ensure watershed success) of both time and money is needed.

Appropriate investment is more economical.

Reliable (local) funding sources are needed.

## Idea #6

### **Advanced new methods and planning are needed**

Organizations and planning functions will need to apply systems thinking, create new partnerships, and collaborate like never before to develop affordable solutions to difficult problems.

## Idea #7

### **Who proposes and shepherds innovative projects?**

Meeting sustainability goals will require a proactive approach to proposing and shepherding projects that employ new methods and planning.

This includes developing case studies of projects that deliver compelling benefits.

## Idea #8

### **Furthering collaboration and building relationships**

Providing venues for vetting important issues and making fair decisions

Helping planners, community leaders, and policy makers implement  
changes

Pursuing relationships that build community trust

# Potential OWOW Activities

Defining the model watershed (vision)

Maintaining an investment barometer

Case studies of OWOW investments

OWOW investment prospectuses

Project audits/reviews

Collaborative processes

Relationship building

Providing information and new tools



# Next Steps



## **Incorporate Steering Committee Feedback**

- Refine OWOW leadership roles and brand
- Develop more detailed activities and staffing (structure)
- Define needed investment in OWOW initiative