Integrated Water Resource Management: Creating Collective Impact on a Watershed Scale

Johnson Foundation at Wingspread
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Clean Water Services
A CRITICAL NEED FOR WATER

Tualatin River in August 1959
A RIVER AND WATERSHED
IN ECOLOGICAL CRISIS

Fanno Creek 1969

DO NOT SWIM HERE
DO NOT TAKE CHANCES WITH YOUR HEALTH

THIS WATER IS CONTAMINATED AND UNFIT FOR BATHING OR SWIMMING PURPOSES
A RIVER AND WATERSHED IN CRISIS

A MORATORIUM ON GROWTH DRIVES CITIZENS TO ACT

HELPING the Clean Water for Life Committee inform citizens about the upcoming bond election for the Unified Sewerage Agency are (from left) Mrs. Roy Neal, Air and Water Resources advisory committee and member of Oregon State League of Women Voters; Mrs. Roland Hansley, president of the Forest Grove League; Mrs. George McBridge, president of East Washington County League; Mrs. William P. Coburn, water chairman of East Washington County League; Mrs. Lester A. Dow, secretary of Clean Water for Life Committee; Paul Dennis, vice chairman of the committee; M. V. Walker, treasurer.

Clean Water for Life committee opens office

YOU HAVE A POLLUTION CRISIS

CRISIS

- The Tualatin River is an open sewer... Solution: The USA is the only way!
- All our streams are polluted... Solution: The USA is the only way!
- Pollution causes disease... Solution: The USA is the only way!
- No new building means unemployment... Solution: The USA is the only way!
- No new building means higher taxes... Solution: The USA is the only way!

USA STANDS FOR THE UNITED SEWERAGE AGENCY OF WASHINGTON COUNTY

Vote YES for USA on Feb. 3rd

Well Done!

The People Speak
PAST INVESTMENT SECURED WATER
NEW CHALLENGES AHEAD
CONTINUED INVESTMENT IMPROVES WATER QUALITY
INVESTMENT TO RENEW INFRASTRUCTURE
INVESTMENT IN TRADITIONAL UTILITY SERVICES ALONE WILL NOT SOLVE THE ISSUE
ECOSYSTEM SERVICES UPLIFT ON A WATERSHED SCALE
FROM A WHOLE SYSTEMS CONTEXT
HOW DO WE GET THERE?
WITH COMMUNITY PARTNERS
INNOVATION AND OPPORTUNITY HAPPENS WHERE THE AREAS INTERSECT

Source: Adaptation of an innovation concept from John Stoddard, Ideo
Regulatory Flexibility & Partnerships
Provides Capacity to Execute

Watershed Ecological Actions
What would Mother Nature have us do?

Entrepreneurial Innovation
What new value propositions can we create?

Products and Services

Enhanced Business Model
- Plants, Pumps, Pipes and Public Health
- Watershed Health
- Resource Recovery

Creates the Elbow Room to Invest in Mother Nature

Creates Opportunity for Alternative Revenue Streams

CleanWater Services
The Way We Do Work

We provide superior environmental and ecological outcomes, and unparalleled value to our ratepayers through innovation.

We depend on many partners – our Board of Directors, member cities, regulatory agencies, watershed groups, agricultural partners, and many more.

We are a little different than the ordinary public sector, which has enabled us to recruit and retain some of the best talent in the industry and positioned us to take advantage of the opportunities that are possible when you approach things differently.

We recover and renew water, nutrients, energy, materials, and organics.
A Watershed Scale Ecological Restoration Strategy that will:

- Address Urban Development Impacts
- Address CWS Utility Impacts
- Direct Utility Investments to Improve Ecological Function through Integrated Planning

IRWM to create a unified and cohesive strategy that will:

- Whole systems approach
- Understanding of One Water
- Create Collective Impact with Partners
  - Agriculture
  - Irrigation District
  - Water Supply Agencies
  - Communities
  - Other Institutions
CREATING A LEARNING ORGANIZATION THAT CAN CO-CREATE THE FUTURE
One Foot Plant in Today with One Foot Planted in Tomorrow
Today's Challenges

Innovation

Business Process Improvement

Creation of New Ideas, Processes, or Products

Streamlining

Lean Six Sigma & New Data Analytical Tools

Research, Development, & Investment

FUTURE
REGULATORY COMPLIANCE IS AN OUTCOME

NOT A STRATEGY
What is working in a hub?

A better world evolves through the combined accomplishments of creative, committed, and compassionate individuals focused on a common purpose.

We are a network of people and resources.

The hub is where we come together to co-create new solutions.
Support Technical Systems Hub Outcomes and leverage business expertise across the District

Governmental & Public Affairs

Legal

IT

Risk & Safety

HR

Finance

Business Systems Hub
OPTIMIZE THE WHOLE SYSTEM
NOT A SINGLE PERSPECTIVE

UNDERSTANDING INTERCONNECTIONS
AND MANAGING RISKS
THINKING DIFFERENTLY ABOUT WHAT WE DO
WORKING FOR THE RIVER TOGETHER
6 Watershed Scale Riparian Planting to Create Shade
Enhance CRP Program with Ag

3 Controlled
Reservoir
Releases

4 Stream flow
Augmentation

5 Water Right
Trades &
Reuse Water

8 SSO Control & I/I Reduction

9 Innovating Storm Water Management

1 Treatment &
Resource Recovery
Technology

2 NTS

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WORKING DIFFERENTLY AS A CATALYST

TREE FOR ALL

1 MILLION • 1 YEAR
1 WATER

CleanWater Services
WORKING FOR THE RIVER
CREATE ECOLOGICAL BRIDGES

Connecting People with Nature
Ecological Uplift
Clean Water for Reuse
Nutrient Cycling
Energy Conservation
FERNHILL WETLANDS NTS

CLEAN WATER NATURALLY

TREATMENT & HABITAT

CleanWater Services
CONNECTING PEOPLE TO CLEAN WATER
RECOVERING RESOURCES

Materials & Inorganic Recovery
THINKING DIFFERENTLY ABOUT RECYCLED WATER
CREATING COLLECTIVE IMPACT
FOR A COMMON PURPOSE
Questions?
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