

GREGG KANTOR  
OFFICE OF THE GOVERNOR



Regional Accomplishments

Summer 87-88

Dish 8-2038 w/call

✓ Pam  
✓ Gennis  
✓ Erickson  
✓ Ted  
✓ Conf  
✓ Lise  
✓ Mike  
✓ Water

④ OYCC - Chief

⑤ SPI - (Ted to call) ✓ Chief

② Regional Strategies -

Gregg-③ Higher Ed Capital Construction -

✓ Jill ⑥ WATERSHED Enhancement - Nat Res

w/call EDD-① Business Locations/retention) Hooper

Margie no dish ⑦ Appointments By Region - Ruth Ann



## Governor's Watershed Enhancement Board

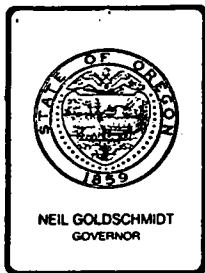
3850 PORTLAND ROAD NE, SALEM, OREGON 97310 PHONE 378-3739

### PROJECTS APPROVED FOR FUNDING 1987-1989

✓ 87-008A	Wheeler SWCD	Pine Cr.	Wheeler	52,900
✓ 87-012A	BLM	Mud Cr.	Wheeler	3,000
✓ 87-014A	Klamath SWCD	Williamson R.	Klamath	23,170
✓ 87-015A	John Madison	Butter Cr.	Umatilla	5,985
✓ 87-016A	BLM	Whitehorse Cr.	Mal/Harn.	18,000
✓ 87-017A	Monument SWCD	Cottonwood Cr.	Grant	60,000
✓ 87-020A	Grant SWCD	SF John Day	Grant	10,000 30,000
✓ 87-021A	OR Dept. F&W	Educ. Proj.	Wheeler/ Polk	24,945 25,000
✓ 87-024A	Madras Hi School	Willow Cr.	Jeff.	2,622
✓ 87-025A	Madras Hi School	Mud Sprgs. Cr.	Jeff.	1,404
✓ 87-035A	Mt. Hood NF	Clear Branch Cr.	Hood River	7,000
✓ 88-040B	OSU	Bear Ck.	Crook	3,036
✓ 88-041B	Tillamook SWCD	Moss Cr.	Tilla.	51,480
✓ 88-042B	Siskiyou Wheel.	Ashland Cr. WS	Jackson	1,450
✓ 88-045B	Milton-Freewater	Couse Cr.	Umatilla	3,744
	Steelhead Enhanc.			
✓ 88-049B	City of Grants			
	Pass	Gilbert Cr.	Jose.	38,824
✓ 88-051B	Lakeview SWCD	Chewaucan R.	Lake	21,700
✓ 88-052B	Jefferson SWCD	Willow Cr.	Jeff.	35,000
✓ 88-059B	ODFW	Big Cr.	Coos	14,100

TOTAL PROJECTS FUNDED: 19  
EDUCATION PROGRAM  
SMALL GRANTS TO SWCDs  
TOTAL

TOTAL \$ 433,360  
27,640  
39,000  
\$ 500,000



## *Governor's Watershed Enhancement Board*

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### PROJECTS APPROVED FOR FUNDING

1987-1989

Project #87-008A Pine Creek, Wheeler Co. Award:\$52,900

The Pine Creek project, submitted by Wheeler Co. SWCD, is a complete watershed management plan. The project includes removal of juniper trees, protection of streambanks by juniper or rock rip-rap and installation of log weirs for sediment traps. Fencing will allow management of livestock grazing in riparian and upland areas. Federal, state, and local agencies and private organizations have provided funds, technical assistance, in-kind services and volunteers to plan and carry out the project.

Pine Creek is tributary to the John Day River near Clarno.

Project #87-012A Mud Creek, Wheeler Co. Award: \$3,000

The Bureau of Land Management's watershed improvement project on Mud Creek is expected to improve watershed conditions by introducing a livestock grazing system and by cutting and placing juniper riprap at eroded areas along the stream. The livestock system will be managed to allow native grasses reintroduced along the stream and in the associated upland areas to be self-sustaining.

Other federal, state and private organizations are cooperating in funding and giving technical assistance. Most of the labor was provided by volunteers.

Mud Creek is a tributary to Bridge Creek in the John Day River drainage basin.

Project #87-014A Upper Williamson River, Klamath Co.  
Award: \$23,170

The Klamath SWCD's project area covers 3 miles of the upper Williamson River and includes fencing for livestock control and construction of offstream watering sources. Lodgepole pine placed instream will reduce stream width and increase stream depth.

The project goal is to increase trout populations, ground water storage, prolong late season stream flow and trap sediment. The project is a cooperative effort including federal, Indian, state and county governments and private landowners.

The Williamson River flows into Klamath Marsh in northern Klamath County.

Project #87-015 Butter Creek, Umatilla Co. Award: \$5,985

The grantee is a private individual interested in promoting the benefits of riparian grazing management to other landowners in the drainage. The project is the second step in rehabilitating a severely degraded area to control livestock grazing, slow water velocities, retain sediment and improve wildlife cover. Bank repairs have been completed in cooperation with the Soil Conservation Service. Fencing along both sides of Butter Creek will prevent bank trampling. The riparian area will be grazed experimentally each fall under the direction of the Department of Fish and Wildlife.

Local FFA, high school and community college students are being contacted for help in installing the fence.

Project #87-016A Whitehorse Creek, Malheur/Harney Counties  
Award: \$18,000

The Bureau of Land Management is implementing a livestock management program to exclude cattle migration into the Whitehorse Creek basin. The project includes fencing to prevent cattle migration into several adjacent drainages.

Whitehorse Creek is in southeastern Oregon near the border of Malheur and Harney Counties.

Project #87-017A Cottonwood Creek, Grant Co. Award: \$60,000

Monument SWCD's project establishes improved grazing and vegetation management practices in almost the entire Cottonwood Creek watershed. The project includes shrub control, fencing for livestock grazing rotation, plantings of perennial grasses and legumes to reduce erosion and to increase water infiltration. Eleven private and public landowners are involved.

The project is an extension of an on-going project on East Fork Cottonwood Creek. Monitoring of both projects will determine the effectiveness of differing methods of riparian

enhancement.

Cottonwood Creek is tributary to the North Fork John Day River near Monument.

Project #87-020A Upper SF John Day River, Grant Co.

Awards: \$10,000  
\$30,000

The Grant Soil and Water Conservation District's watershed enhancement project on the upper South Fork John Day River includes rehabilitation of 9 miles of stream to prevent erosion by fencing, vegetation planting, bank shaping and structures for water management. The project also includes a fish habitat improvement plan. Range improvements are brush control, fencing and seeding.

The South Fork John Day River is tributary to the John Day River in eastern Oregon.

Project #87-021A Watershed Education Workshops, Wheeler and Polk Counties

Awards \$24,945  
\$25,000

The Education Workshops project is co-sponsored by the Oregon Department of Fish and Wildlife and the Oregon Science Teachers Association. The project includes two five-day watershed enhancement training workshops in the summers of 1988 and 1989, and an advanced training workshop in 1989. The workshops include 150 teachers and involve instruction on watershed functions, stream monitoring and field work. Forty of the teachers will attend the advanced session.

In 1988, the workshop students completed demonstration projects on Pine Creek near Clarno in Wheeler County and on Rickreall Creek near Dallas in Polk County. The Pine Creek project was conducted in conjunction with Wheeler County SWCD's Pine Creek Watershed Rehabilitation Project also funded by the Board. The Rickreall Creek project is located near the 1987 Rockhouse Creek fire area in the City of Dallas watershed. The 1989 workshops will continue the surveys and monitoring begun the previous year.

Workshop teachers will pilot-test a watershed enhancement school curriculum program during the 1988-89 school year and develop additional educational materials and training programs.

Project #87-024A Willow Creek, Jefferson Co. Award: \$2,622

Madras High School Forestry students project involves rehabilitation of a section of Willow Creek which flows through the City of Madras.

The plan includes placing instream structures and planting native riparian vegetation. The students will monitor the project's effectiveness and establish observation stations to illustrate techniques of riparian habitat improvement. The project will be used for environmental education for school district classes and the public. The project is part of an overall Willow Creek watershed improvement plan involving the City of Madras, Jefferson County, the school district and other federal and local agencies. A joint committee of local agencies will coordinate the project.

Willow Creek is tributary to Lake Simtustus on the Deschutes River in Jefferson County.

Project #87-025A Mud Springs Creek, Jeff. Co. Award: \$1,404

Madras High School Forestry students also submitted the Mud Springs Creek Fencing Project designed to keep livestock out of the creek. The project is in cooperation with the US Forest Service and includes planting native riparian vegetation along the stream and eliminating juniper within the riparian zone.

The project is fifth in a series of projects designed by the US Forest Service to improve the Mud Springs watershed. Another portion of the plan was completed by a senior citizens volunteer crew. Three other plan segments were completed by former high school forestry classes.

Mud Springs Creek is located southeast of the City of Madras on Crooked River National Grasslands. The creek enters the Deschutes River near the Wasco-Jefferson County border.

Project 87-035 Clear Branch Creek, Hood R. Award: \$7,000

This cooperative US Forest Service/STEP project consists of rehabilitating the streambank between river mile 1 and 2, restoring channel and bank stability and improving fish habitat and riparian conditions. Clear Branch Creek is a tributary to the Middle Fork Hood River. The stream supports the unique resident Bull Trout found only in the project area.

Volunteers from the Mt. Hood NF Volunteers program and from the STEP program will place small instream structures, and plant deciduous trees. The project is adjacent to several forest recreation sites and will be visible to the public.

Project #88-040 Bear Creek, Crook Co.

Award: \$3,000+

The purpose of this OSU project is to gather data on the impact of streamside and upland grazing of cattle on water quality. Using what funds remain from the GWEB project grant money, the grantee will carry out one or more of many rangeland management techniques identified by a 2-1/2 year OSU study. The project may include upland livestock water developments, livestock management plans and fencing.

The Bureau of Land Management and the landowners are involved. The project is one of several going on in the Bear Creek basin and could help to increase local interest in BLM's effort to improve the watershed.

Project #88-041B Moss Creek, Tillamook co.

Award: \$51,480

The Moss Creek Rehabilitation project is an overall watershed improvement plan. The grantee is the Tillamook Soil and Water Conservation District. The project includes vegetation plantings, timber management plans, livestock control systems, stream bank stabilization and protection measures, fish habitat enhancement and upland stabilization, protection and management.

Many state, federal and local agencies as well as private landowners are cooperating in the project. Boy Scouts, a 4-H Camera Club and the Beaverton Chapter of the Northwest Steelheaders have provided volunteer labor for the project. A Youth Conservation Corps crew worked during the summer of 1988 on fencing and instream bank protection.

Moss Creek is tributary to the Miami River near the town of Garibaldi.

Project #88-042B Ashland Creek, Jackson Co. Award: \$1,450

The Siskiyou Wheelmen, a volunteer group, are rehabilitating an Ashland Creek road bank severely degraded by motorcycle and bike riding. The project is in cooperation with the US Forest Service and involves placing physical barriers on the cut slopes to prevent access and planting native vegetation.

The purpose of the project is to minimize the erosion of

sediment flowing from the Ashland Creek watershed into Reeder Reservoir. The reservoir is in the Rogue National Forest in Jackson County and is the City of Ashland's municipal water supply.

Project #88-045B Couse Creek, Umatilla Co. Award: \$3,744

The Couse Creek Stream and Riparian Enhancement Project is an effort to slow water velocity, reduce erosion, increase fish and wildlife habitat and forage, and lower water temperatures in summer months. The applicant is the Milton-Freewater Steelhead Enhancement Club.

The project includes some instream structures and planting of bank vegetation along several stream miles and other specific sites on the creek. Much of the material and labor is donated. Many landowners, businesses and federal, state and Indian agencies provided technical assistance in the project and are volunteering labor and donating material and services.

Couse Creek is tributary to the Walla Walla River near Milton-Freewater.

Project #88-049B Gilbert Creek, Josephine Co. Award: \$38,824

The Board provided major funding for a community project submitted by the City of Grants Pass for rehabilitating several miles of Gilbert Creek. The project includes fish habitat enhancement and education and public awareness elements, such as interpretive signing and a series of newspaper articles promoting watershed enhancement benefits. The project involves extensive volunteer participation, cooperation of state and local governments. Much of the work was accomplished by crews of "Stream Rangers", a youth program organized by the City.

Gilbert Creek is tributary to the Rogue River. Funding requested: \$47,731.

Project #88-051B Chewaucan River, Lake Co. Award: \$21,700

The Lakeview Soil and Water Conservation District's project includes rehabilitating 6 miles of the Chewaucan River upstream from the City of Paisley in southeastern Oregon. The project includes juniper and rock rip-rap, instream rock placement, vegetation planting and a livestock control program. The project is an extension of similar improvements completed by the US Forest Service and Oregon Dept. of Fish



and Wildlife on other reaches of the river.

State, federal and local agencies and the landowner are cooperating in the project. Volunteers include the Paisley Future Farmers of America.

The Chewaucan River is tributary to Lake Abert in Lake County.

Project #88-052B Upper Willow Creek, Jeff. Co. Award: \$35,000

The Jefferson Soil and Water Conservation District is the grantee for the Upper Willow Creek Water Enhancement Project. The project is part of a community effort instigated by the Mayor of the City of Madras to rehabilitate the entire stream from its headwaters to Lake Simtustus on the Deschutes River.

The project includes bank stabilization, vegetation plantings, fencing and small rock in-stream structures. The plan complements work done by the US Forest Service on public land in the upper watershed and will coincide with a streamside project submitted by Madras High School Forestry students. The school submitted two projects totalling \$4,000 approved for funding by the Governor's Watershed Enhancement Board.

Federal, state, and local agencies and the North Unit Irrigation District provided technical assistance. Madras High School Forestry Class, Youth Conservation Corps, 4-H Club, Future Farmers of America and Boy Scouts will provide volunteer labor for the project. The project area will be included in outdoor education classes conducted by the school district and by state and local agencies.

Project 88-059 Big Creek, Coos Co. Award: \$14,100

Big Creek is tributary to North Tenmile Lake. The project grantee is the Department of Fish and Wildlife. The project site is on land recently acquired from a private landowner by the Dept. of Forestry. The project includes placing instream woody structures and gabions to direct streamflow away from an actively eroding streambank, planting vegetation and fencing the stream for livestock control. The instream, summer-only check dams will provide summer water storage and increase smolt rearing areas for coho salmon.

Volunteers from a new local STEP chapter will provide most of the labor.

2/28/89 0556s

STATE OF OREGON

INTEROFFICE MEMO

GOVERNOR'S OFFICE

TO: Gregg  
FROM: Jill  
SUBJECT: lists

DATE: October 31, 1989

Attached is a rough draft of the accomplishments for my counties.

Items that I think should be on your list that I didn't see were:

Enterprise Zones (I have the list coming)

Ag Opportunity Fund (that went to the Agri Business Council)

Tourism successes

Two national awards (I don't know the names, maybe there were more.)

Oregon Trail promotion/planning through the Historical Society

Cycle Oregon

0967Q

CONFIDENTIAL

## GOVERNOR'S OFFICE

TO: Communications Staff

DATE: October 27, 1989

FROM: Tom Imeson 

SUBJECT: Marketing

The primary responsibility for marketing the product of this Administration rests with you. To do so, you must develop a clear and concise message, back it up with detailed accomplishment lists, develop a strategy to spread the message, and insure that the strategy is implemented.

In this memorandum, I will dwell on the accomplishments and marketing strategy:

**A. Accomplishments**

We must develop as exhaustive a list as possible of Neil's accomplishments, which include all accomplishments of this administration for which we can legitimately claim credit. These lists need to take two forms--by issue and by area. The issues include topics such as environment, forestry, crime, health care, transportation, children, tourism, higher education, economic development (probably broken down into a number of subcategories), fisheries, children's agenda, etc. These are just a few examples. The geographic list should be by county, although it's probably useful to hear some regional lists developed as well (e.g., coast, Portland-Metro, etc.).

I realize that a great deal of effort has already gone into the development of the product lists. What I'd like you to do is to review that material and discuss it with policy staff, public liaison staff, and appropriate agency staff. Make sure it covers every conceivable issue. Then, I think we should follow this with a session with people from around the state and our staff to go through them and make sure we are hitting the target.

The result ought to be a notebook which can be used by our staff and agencies. A version of it should be prepared for newspaper editors and other news media. In addition, the campaign would probably find this useful, especially the county information.

**B. Spreading the Message**

It is shocking to keep hearing that people are unaware of our accomplishments and the major goals of this administration. There is still a big question in the public's mind about what this Governor has actually done. We need to arm the following with the message and accomplishment material, and make sure we get them out on the road in an organized way:

- 1) Our senior staff
- 2) Key agency heads and staff
- 3) Key commission chairs and members
- 4) Key supporters
- 5) Communication staff to inundate the press

My perception of the current situation is that we have all of these people out speaking, almost at random and without much direction, before groups that invite them. We do very little in the way of initiating in this area, and we do very little to shape what people say when they appear. We also don't do a very good job of supplying surrogate speakers when Neil is invited to speak but cannot.

Communications Staff  
October 27, 1989  
Page Two

What I'd like developed is a system which matches need and opportunity with ability. It must also ensure that each time a state agency head or Governor's staff person speaks before a group they have the right material. No matter what the group or assigned topic may be, our message needs to get across and appropriate accomplishments mentioned. Fred Leonhardt could help to develop a generic message for this purpose.

We should attempt to get a surrogate speaker for every appropriate event and develop opportunities where we don't have the invitation but need the exposure.

While you can get help from the Executive Department and other agencies, the responsibility for coordinating and overseeing this effort rests with the Communications Office.

A final note: The Communications staff must pay particular attention to the editorial writers around the state. The trips of others offer one set of opportunities. In addition, Gregg ought to get out on this own and with other staff members and keep in contact with them.

TI:sms/4838S