



Oregon Watershed Enhancement Board 2018 Strategic Plan, At A Glance

On behalf of the board members and staff of the Oregon Watershed Enhancement Board (OWEB), we invite you to review our 2018-2028 strategic plan. This plan celebrates all we have accomplished together over the last twenty years and sets a course for the next ten.

Mission

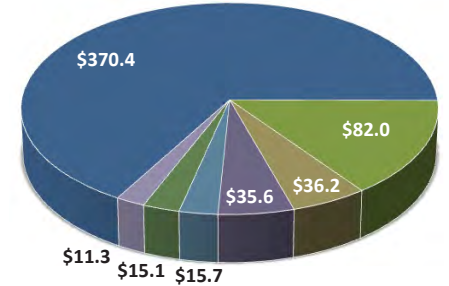
To help protect and restore healthy watersheds and natural habitats that support thriving communities and strong economies

About OWEB

OWEB has funded more than 8,700 grants since 1999, with which Oregonians have restored more than 5,100 miles of streams and have made more than 6,100 miles of habitat accessible for fish. The grants have helped landowners improve more than 1,135,000 upland habitat acres and restore, improve, or create more than 51,000 wetland or estuarine habitat acres. The majority of the funds invested go directly to on-the-ground improvements of land and water, such as native plantings, dam removals, irrigation efficiencies, streams and rivers made accessible to fish, and land protected for future generations.

Our current investment portfolio – ranging from our flagship Open Solicitation grants to our newly established Organizational Collaboration grants – provides the foundation to improve the health of our watersheds by investing in people in our local communities.

Statewide Total Grants (All Fund Sources from 1999 to December 2017): \$566,268,983



Dollar amounts are in millions

| | | |
|-------------------------------|---------|----------|
| Restoration & Acquisition ... | \$370.4 | or 65.4% |
| Local Capacity | \$82.0 | or 14.5% |
| Technical Assistance | \$36.2 | or 6.4% |
| Monitoring | \$35.6 | or 6.3% |
| Outreach & Education | \$15.7 | or 2.8% |
| Research | \$15.1 | or 2.7% |
| Assessment | \$11.3 | or 2.0% |

Who We Are

We are dedicated to the idea that...

- Healthy watersheds sustain healthy communities now and in the future.
- Every Oregonian plays a role in the health of our watersheds.
- It takes broad partnership to support resilient watersheds.
- The work to improve our watersheds requires we take the long view.

Our work is in service to...

- Healthy, resilient watersheds (Ecological)
- Broad care and stewardship of watersheds by Oregonians (Social)
- Adaptive capacity of communities to support their watersheds (Community)
- Strengthened economies emerging from healthy watersheds (Economic)
- Strong and diverse partnerships that promote and sustain healthy watersheds (Sectoral)

In all things, we will...

- Be bold
- Be open and transparent
- Consider future Oregonians
- Be curious

Our work is characterized by...

- Involving stakeholders broadly and in partnership
- Using best available science supported by local knowledge
- Investing with long-term outcomes in mind
- Demonstrating impact through meaningful monitoring and evaluation



Priorities & Strategies

With extensive input from our stakeholders, OWEB has designed a strategic plan to provide direction for the agency and its investments over the next 10 years.

- ◆ Priority 1 Broad awareness of the relationship between people and watersheds
 - Develop and implement broad awareness campaigns and highlight personal stories to tell the economic, restoration, and community successes of watershed investments
 - Increase involvement of non-traditional partners in strategic watershed approaches
- ◆ Priority 2 Leaders at all levels of watershed work reflect the diversity of Oregonians
 - Listen, learn, and gather information about diverse populations
 - Create new opportunities to expand the conservation table
 - Develop funding strategies with a lens toward diversity, equity, and inclusion
- ◆ Priority 3 Community capacity and strategic partnerships achieve healthy watersheds
 - Evaluate and identify lessons learned from OWEB's past capacity funding
 - Champion best approaches to build organizational, community, and partnership capacity
 - Continue to catalyze and increase state/federal agency participation in strategic partnerships
- ◆ Priority 4 Watershed organizations have access to a diverse and stable funding portfolio
 - Increase coordination of public restoration investments and develop funding vision
 - Seek alignment of common investment areas with private foundations
 - Explore creative funding opportunities/partnerships with the private sector
 - Partner to design strategies for complex conservation issues that can only be solved by seeking new and creative funding sources
- ◆ Priority 5 The value of working lands is fully integrated into watershed health
 - Implement the Oregon Agricultural Heritage Program
 - Strengthen engagement with a broad base of landowners
 - Enhance the work of partners to increase working lands projects on farms, ranches, and forestlands
 - Support technical assistance to work with owners/managers of working lands
 - Develop engagement strategies for owners/managers of working lands who may not currently work with local organizations
- ◆ Priority 6 Coordinated monitoring and shared learning to advance watershed restoration effectiveness
 - Broadly communicate restoration outcomes and impacts
 - Invest in monitoring over the long term
 - Develop guidance and technical support for monitoring
 - Increase communication between and among scientists and practitioners
 - Define monitoring priorities
 - Develop and promote a monitoring framework
- ◆ Priority 7 Bold and innovative actions to achieve health in Oregon's watersheds
 - Invest in landscape restoration over the long-term
 - Develop investment approaches in conservation that support healthy communities and strong economies
 - Foster experimentation that aligns with OWEB's mission

