

Who We Are



OREGON
Watershed
Enhancement Board

Our Mission

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









Everyone in the world lives in a watershed.

Urban, rural, desert, rainforest – every part of the landscape is in a watershed and every part is critical to watershed health.

The Oregon Watershed Enhancement Board cares about and invests in the long-term health of Oregon’s watersheds, both the land and the water that flows through it. OWEB will seek out and develop leaders reflecting the diversity of Oregon to engage them in the rewarding work of watershed restoration.

Healthy watersheds...

-  work hard, reshaping landscapes and cleansing the environment
-  support Oregon’s economy and communities
-  sustain diverse habitats and industries
-  provide clean water for drinking and recreation
-  provide enough food, water, and shelter for the people, plants, fish and wildlife that inhabit them
-  are supported by people who reflect the diversity of their communities.

When the watershed is vibrant and healthy, we are too.





How We Show Up

We are committed to exemplifying our values.

In all things, we will...

Be bold

We will:

- pursue the greatest potential, not the easiest path.
- listen to and explore new ideas.
- focus on opportunities and strive to overcome barriers.
- think in new ways and try new and innovative strategies.

Be open and transparent

We are committed to active, 2-way communication to:

- develop and maintain strong partnerships.
- ensure decisions are transparently made and clearly articulated.

Consider future Oregonians

Informed by Oregon's legacy of watershed restoration, we will work with stakeholders to develop a vision for sustainable watersheds in the future.

Be curious

We will:

- encourage staff and stakeholders to ask questions.
- be responsive and flexible, adapting to opportunities and challenges.
- listen, learn, and think about watershed health and cooperative conservation in new ways.





The Impact We Want to Achieve

We design our actions to achieve results in areas of impact.

Our work is in service to...

Healthy, resilient watersheds

A healthy, resilient watershed provides clean water and a vibrant place to live for people, fish and wildlife, now and in the future. OWEB's investments will result in measurable improvements that lead to healthier streams and upland habitats that are resilient to long-term impacts of climate change and population dynamics.

Broad care and stewardship of watersheds by Oregonians

OWEB and partners will engage Oregonians according to their unique connection with the land – whether cultural, spiritual, economic or recreational – to increase their understanding of the impact of their everyday actions on the health of their watersheds.

Adaptive capacity of communities to support their watersheds

Engaged, diverse community members can address new challenges and design new approaches to improve their watershed. When landowners, land managers, and local citizens are actively involved in shared learning and leadership within local organizations, the capacity of communities to improve the health of their watersheds is expanded.





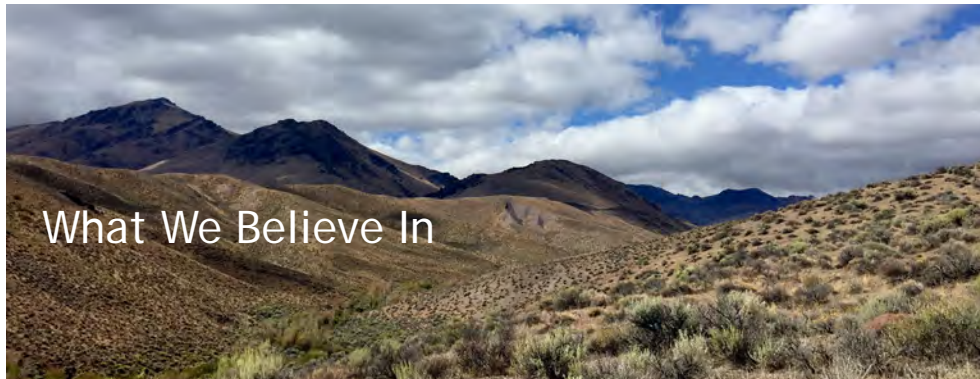
Strengthened economies emerging from healthy watersheds

The impact of a healthy watershed extends to all segments of Oregon’s economy. Oregon’s natural resource industries – agriculture, forestry, fishing, and recreation – depend on healthy watersheds. The work of restoring natural areas creates local jobs. When communities understand the link between healthy watersheds and a strong economy, they are more likely to invest in improving both.

Strong and diverse partnerships that promote and sustain healthy watersheds

Strong and diverse partnerships provide the opportunity for cross-pollination of ideas, cross-boundary work, adaptive learning, and heightened fidelity to science. OWEB is uniquely positioned to support diverse partnerships at all levels.





What We Believe In

The following ideas provide the rationale for our work.

Healthy watersheds sustain healthy communities.

Oregon's watersheds are intertwined with its people and communities. The land is a part of our culture, our food and water, our work and our recreation. A community's economic and social health comes from the health of the lands that surround them and the ability to draw enjoyment from clean water, open spaces, and natural habitats.

Every Oregonian plays a role in the health of our watersheds.

We are committed to being profoundly inclusive. Every person – whether urban or rural, rich or poor; regardless of age, ethnicity, education, beliefs, or politics – has something valuable to contribute to a healthy watershed. People who connect with their watershed care for their watershed.

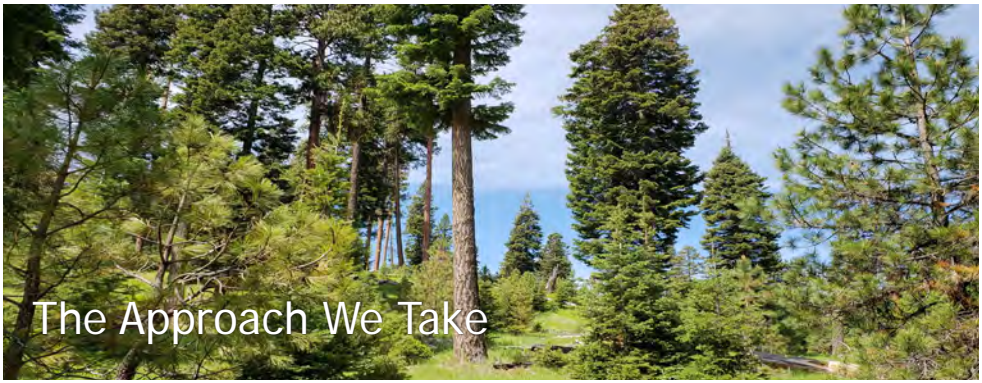
It takes broad partnership to support resilient watersheds.

No individual landowner or community needs to grapple with watershed challenges alone. Cooperative conservation is built from broad, diverse partnerships that collaborate to develop and implement enduring watershed solutions. It is the "Oregon way" to invest in restoring and sustaining healthy, resilient watersheds.

Improving our watersheds requires taking the long view.

Healthy watersheds require the stewardship of generations. We and our partners must address challenges resulting from generations of impacts. We are engaging in work we might not see the end of; it requires patience, persistence, discipline, and a vision for the future.





The Approach We Take

Our actions are guided by a set of commitments.

Our work is characterized by...

Involving stakeholders broadly and in partnership

- Involving community members with diverse interests at all levels
- Collaborating and communicating to promote community ownership of watershed health
- Building and mobilizing partnerships

Using best available science supported by local knowledge

- Addressing root sources and causes with efficient, science-driven approaches
- Incorporating local knowledge, experience, and culture
- Catalyzing local energy and investment

Investing with long-term outcomes in mind

- Taking the long view on projects and interventions
- Maintaining progress into the future

Demonstrating impact through meaningful monitoring and evaluation

- Measuring and communicating watershed change and community impact
- Increasing appropriate accountability
- Incorporating adaptive management, changing course when something isn't working


Reaching and involving underrepresented populations

- Including voices and perspectives that are not typically at the table
- Ensuring information is accessible to diverse audiences





Strategic Plan Priorities

-  1. Broad awareness of the relationship between people and watersheds
-  2. Leaders at all levels of watershed work reflect the diversity of Oregonians
-  3. Community capacity and strategic partnerships achieve healthy watersheds
-  4. Watershed organizations have access to a diverse and stable funding portfolio
-  5. The value of working lands is fully integrated into watershed health
-  6. Coordinated monitoring and shared learning to advance watershed restoration effectiveness
-  7. Bold and innovative actions to achieve health in Oregon's watersheds

The full 2018-2021 Strategic Plan is available at www.oregon.gov/oweb under Agency Background.

