



Strategic Plan

The Oregon Watershed Enhancement Board (OWEB) operates a grant program that helps Oregonians restore and protect rivers and wetlands – providing clean water and healthy habitat for native fish, wildlife and people. OWEB is led by a 17-member citizen board drawn from the public at large, tribes, and federal and state natural resource agency boards and commissions. OWEB grants are funded with a small portion of Oregon Lottery dollars, federal dollars and salmon license plate revenue. By collaborating with citizens, volunteers and landowners in communities throughout the state, OWEB helps Oregonians care for Oregon’s watersheds.

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

Goals and Strategies

OWEB recently marked ten years as a state agency. The OWEB Board has updated its strategic plan to guide grant investment priorities and deliver effective and accountable programs for our partners and the public. We encourage you to read our latest strategic plan. The five goals and nine strategies that follow represent high priority strategic guidance to continue our work on behalf of Oregon citizens.

Goal 1 *Adaptive Investment*

Restore and sustain resilient ecosystems through investments that enhance watershed functions and support community needs.

Strategy 1.

Maintain and enhance restoration and protection programs that focus on watershed and ecosystem functions and processes, support sustainable working landscapes, and empower community-based conservation to address economic, social and environmental health.

Strategy 2.

Implement monitoring and research programs to build knowledge and strengthen feedback about OWEB investments and critical uncertainties to support adaptive management for outcome improvements.

Goal 2 *Local Infrastructure Development*

Support an enduring, high-capacity local infrastructure for conducting watershed and habitat restoration and conservation.

Strategy 1.

Establish and articulate policies related to the support and development of a diverse local infrastructure for watershed restoration.

Strategy 2.

Evaluate and adjust watershed council support grant review and funding processes to build local capacity, provide base funding, and promote strategic partnerships.

Strategy 3.

Provide technical assistance to build capacity, secure additional funding and increase local organizational resilience.



Goal 3 Public Awareness and Involvement

Provide information to help Oregonians understand the need for and engage in activities that support healthy watersheds.

Strategy 1.

Make Oregonians aware of the importance of healthy watersheds and inform them, in broad strokes, of what has been accomplished on their behalf through the work of OWEB and others.

Strategy 2.

Encourage and facilitate greater exploration and knowledge for those Oregonians who seek greater involvement in watershed and habitat restoration and conservation.

Goal 4 Partnership Development

Build and maintain strong partnerships with local, state, tribal, and federal agencies, nonprofit organizations and private landowners for watershed and habitat restoration and conservation.

Strategy 1.

Identify new and expand existing strategic partnerships that leverage OWEB funds and knowledge to achieve healthy watershed and community outcomes.

Goal 5 Efficient and Accountable Administration

Ensure efficient and accountable administration of all investments.

Strategy 1.

Continue to evaluate, explore and implement grant administrative processes to maintain and enhance efficiencies at all levels.