

January 24-25, 2023, OWEB Board Meeting

Executive Director Update C-3 Strategic Plan Update

This report provides the board updates on progress implementation of the 2018-2028 strategic plan.

Background

In June 2018, the board approved a new, ten-year strategic plan. Beginning with the July 2022 board meeting, staff developed a new template to track quarterly progress on strategic plan priorities and report out to the board and stakeholders.

Attached is the latest update of actions related to the strategic plan between October 2022 and January 2023.

During this quarter, OWEB was very active in the community, attending the annual tribal summit, meeting with several traditional and non-traditional partners, and presenting at conferences and meetings. OWEB continued to forge ahead on OAHP, Drought, Wildfire, and Water Acquisition grant offerings. Additionally, OWEB committed to support funding for DEQ's volunteer water quality monitoring program equipment and post-Klamath dam removal restoration.

Staff Contact

If you have questions or need additional information, contact Courtney Shaff, Monitoring and Reporting Program Manager, at Courtney.Shaff@oweb.oregon.gov or 971-345-7012

Attachments

A. OWEB Strategic Plan Report January 2023

OREGON Watershed Enhancement Board



2018-2028 Strategic Plan

Quarterly Report to the Board | January, 2023



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



Priority 1

Broad awareness of the relationship between people and watersheds



Top recent [Instagram](#) post: video of Rock Creek restoration site (grantee activity).
Top recent [Facebook](#) posts: board and staff gatherings (OWEB activity).

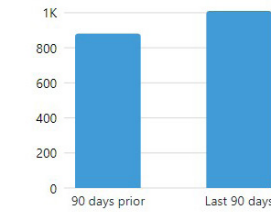
Continued **social media efforts** to create awareness about watersheds and highlight watershed work accomplished by OWEB partners. Post engagement continues to steadily increase, especially on the Instagram site shown here.

Engagement

Post likes, comments and shares ⓘ

1K ↑ 14.6%

Total from last 90 days vs 90 days prior



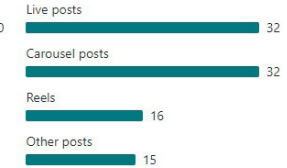
Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



Annual Tribal Summit, 2022.

OWEB's Executive Director and Tribal Liaison participated in **annual Tribal Summit** in October, convening with leaders from each of Oregon's federally recognized tribes. The 2022 Tribal Summit, presented at the Oregon Water Resources Congress, included a panel focused on water management challenges and potential solutions.



Priority 2

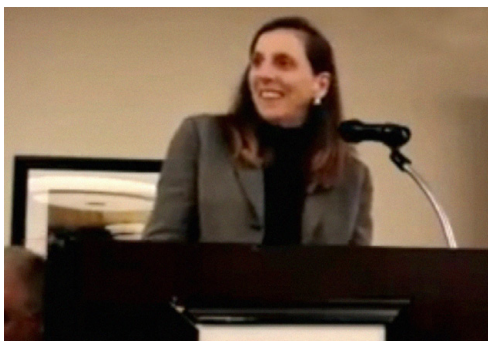
Leaders at all levels of watershed work reflect the diversity of Oregonians



Photo of Partners in Diversity "Say Hey" event. OWEB

OWEB leadership **continued to meet with non-traditional partners to expand relationships**. This quarter, leadership met with leadership from:

- SOLVE
- Audubon Society of Portland
- Pew Charitable Trusts
- Sustainable Northwest
- Organic Coalition
- Agricultural Organizations
- Conservation Stakeholders
- Attended Say Hey, a networking event for diverse professionals hosted by Partners in Diversity.



Lisa Charpilloz Hanson, OWEB Executive Director speaking at the Oregon Association of Conservation Districts annual conference.

OWEB Board members and staff attended and presented at the **Oregon Association of Conservation Districts annual conference**, learning directly from leaders on-the-ground about challenges they are facing and discussing potential solutions.



Priority 3

Community capacity and strategic partnerships achieve healthy watersheds



Oregon Central Coast Estuary Collaborative meets to discuss the Restoring Resilience in Two Estuaries project, awarded an anticipated OWEB investment of \$7,834,950 over three biennia.

OWEB continued to support **Focused Investment Partnerships (FIPs)**, collaborating with the [five newly awarded FIPs](#) to launch their initiatives and establish outcome tracking systems. OWEB also reached out to FIP applicants that were not awarded funding to gather feedback on the application process, as part of the program’s effort to improve the application process for the next application cycle.



Select trees killed by wildfire are marked for restoration use before they are logged for timber salvage. Photo from the 2020 Archie Creek Fire area.

Launched the **2022 Wildfire Recovery Immediate Response grant offering** which provides assistance for restoration implementation, technical assistance, and stakeholder engagement activities related to fire recovery in eligible areas.

OWEB’s Executive Director and staff participate in a state-federal agency work group to develop a shared and all-lands fire stewardship plan.



Priority 4

Watershed organizations have access to a diverse and stable funding portfolio



A past Water Acquisition grant: [Fifteenmile Creek Action to Stabilize Temperatures \(FAST\)](#), implemented by The Freshwater Trust, was completed in 2015. Photo by Zachary Collier.

OWEB opened **Water Acquisitions grant program** in November 2022. These grants support the planning and implementation of an interest in water from a willing seller, including a range of project activities. The purpose is to maintain or restore instream flows to benefit watersheds and native fish and wildlife habitat.



Courtney Shaff, OWEB with agency representatives in Washington DC.

OWEB’s leadership continued networking efforts with foundations and federal funding agencies to **identify additional opportunities for partner funding**. OWEB leadership joined ODFW along with agency representatives from Idaho and Washington to meet with federal agency partners in Washington DC to discuss the importance of federal funding to support local priorities.



Priority 5

The value of working lands is fully integrated into watershed health

Succession Planning

Mark Bennett
Secret Valley Ranch
Unity, Oregon



The Oregon Agricultural Heritage Program (OAHP) launched the **first grant offering for conservation easements, covenants, and conservation management plans**. OWEB conducted extensive public and stakeholder engagement during the program rollout, and accepted public comments on the first round of grant applications. OWEB also offered an “OAHP 101” session for agriculture and conservation stakeholders.

Still from a [video about the OAHP Program](#) interviewing applicants, by Oregon Agricultural Trust.



Deschutes River Flow Restoration—Arnold Irrigation District Infrastructure Modernization Project: view of main canal section in residential area.

The Drought Program held drought relief grant offerings to engage communities in Jefferson and Klamath counties to develop or plan **drought resilience and water use reduction projects**. The Drought Program provides grants to assist agricultural producers with:

- soil conservation
- off-channel livestock water
- irrigation modernization
- drought resilience to ensure sustainability of working lands during drought conditions



Priority 6

Coordinated monitoring and shared learning to advance watershed restoration effectiveness

Welcome to the Oregon Water Data Portal
Scoping Project
Listening Session Oct. 12, 2022



Slide from an Oregon Water Data Portal listening session.

OWEB staff and leadership are participating in the steering committee and technical team for the **Oregon Water Data Portal project**, led by Oregon DEQ. The goal of this project is to make high quality water data readily available to support water planning, management, investments, and public access.



DEQ staff checking volunteer monitoring partners field instruments against National Institute of Standards and Technology (NIST) certified standards. Photo from [DEQ Water Quality Monitoring Strategy 2020](#).

At the October 25-26 OWEB Board meeting, the Board approved funding to the DEQ laboratory to support **water quality monitoring equipment replacements and updates for DEQ’s volunteer water quality monitoring program**. In this program, DEQ loans monitoring equipment out to local groups to conduct the monitoring, and also provides technical assistance to volunteer groups, connecting diverse communities with information about the quality of their water.

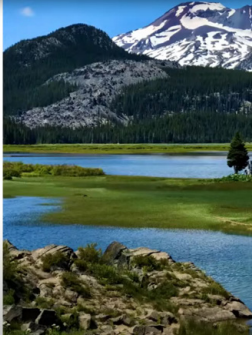


Priority 7

Bold and innovative actions to achieve health in Oregon's watersheds

KEY FINDINGS: BROADER CONCERNS & OPPORTUNITIES

1. Restoration equipment transitions will be challenging.
2. Applicant capacity varies.
3. Be aware of unintended consequences.
4. Emissions reductions opportunities may be possible.



Initiated rulemaking and convened rules advisory committee to **implement the Board's climate resolution** and incorporate climate considerations into OWEB's grantmaking processes.

Slide from the [Climate Evaluation Criteria Rulemaking Advisory Committee Meeting](#).



Worked closely with the Governor's Natural Resource Office, OWEB Board, and agency partners to present a **request from the Governor for funding for post-Klamath dam removal restoration**. The OWEB board approved the request at the October 2022 board meeting.

Request for post-Klamath dam removal funding presented at the October, 2022 board meeting.

Strategies Chart July 2022 - May 2023








 highlighted in update

 July  October  January  May








1 Broad awareness of the relationship between people and watersheds

- 1.1 Develop and implement broad awareness campaigns and highlight personal stories to tell the economic, restoration, and community successes of watershed investments.   
- 1.2 Increase involvement of non-traditional partners in strategic watershed approaches.  




2 Leaders at all levels of watershed work reflect the diversity of Oregonians

- 2.1 Listen, learn and gather information about diverse populations.   
- 2.2 Create new opportunities to expand the conservation table.  
- 2.3 Develop funding strategies with a lens toward diversity, equity and inclusion (DEI)  










3 Community capacity and strategic partnerships achieve healthy watersheds

- 3.1 Evaluate and identify lessons learned from OWEB's past capacity funding.   
- 3.2 Champion best approaches to build organizational, community and partnership capacity.  
- 3.3 Accelerate state/federal agency participation in partnerships.  













4 Watershed organizations have access to a diverse and stable funding portfolio

- 4.1 Increase coordination of public restoration investments and develop funding vision.   
- 4.2 Align common investment areas with private foundations.  
- 4.3 Explore creative funding opportunities and partnerships with the private sector. 
- 4.4 Partner to design strategies for complex conservation issues that can only be solved by seeking new and creative funding sources.   







5 The value of working lands is fully integrated into watershed health

- 5.1 Implement the Oregon Agricultural Heritage Program.   
- 5.2 Strengthen engagement with a broad base of working landowners.   
- 5.3 Enhance the work of partners to increase working lands projects on farm, ranch and forestlands.  
- 5.4 Support technical assistance to work with owners/managers of working lands.
- 5.5 Develop engagement strategies for owners and managers of working lands who may not currently work with local organizations. 

6 Coordinated monitoring and shared learning to advance watershed restoration effectiveness

- 6.1 Broadly communicate restoration outcomes and impacts.  
- 6.2 Invest in monitoring over the long term.  
- 6.3 Develop guidance and technical support for monitoring.   
- 6.4 Increase communication between and among scientists and practitioners. 
- 6.5 Define monitoring priorities.  
- 6.6 Develop and promote a monitoring framework.  

7 Bold and innovative actions to achieve health in Oregon's watersheds

- 7.1 Invest in landscape restoration over the long term.   
- 7.2 Develop investment approaches in conservation that support healthy communities and strong economics.   
- 7.3 Foster experimentation that aligns with OWEB's mission. 