



# Oregon Watershed Enhancement Board 2024 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 2024 updated strategic plan. Built on the plan adopted in 2018, this plan celebrates all we have accomplished together over the last twenty-five years and sets a course for the future.

## Mission

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

## About OWEB

OWEB achieves this mission primarily by serving as a responsive, science-based, and collaborative funder of locally-led land and water acquisition and restoration efforts. This plan outlines specific actions that OWEB will take to pursue our mission through this role.

OWEB has funded more than **11,000 restoration grants since 1999**, with which Oregonians have restored more than **6,807 miles of streams** and have made more than **7,224 miles of habitat accessible for fish**. The grants have helped landowners improve more than **1,469,606 upland habitat acres** and restore, improve, or create more than **61,500 wetland or estuarine habitat acres**. These projects help to restore and create resilience to climate change through reconnected floodplains, enhanced wetlands, instream work, and wildfire resilience.

## Who We Are

### In all things we will...

Be bold

Be Forward Thinking

Be open and transparent

Be curious

### 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.

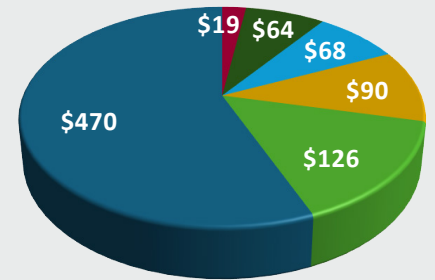
### Our grantmaking work is in service to...

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

### Our work is characterized by...

- Involving community members 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
- Reaching and involving underrepresented populations

Total grant funds for grant programs  
1999 to January 2024: **\$837 million**



Dollar amounts are in millions

Restoration	\$470	or 56%
Local Capacity	\$126	or 15%
Technical Assistance	\$90	or 11%
Monitoring	\$68	or 8%
Acquisition	\$64	or 8%
Engagement	\$19	or 2%



Thirtymile Creek BDA: Linda Repplinger



Prescribed Burning: Rogue Forest Restoration Initiative



Sandy River Basin Aquatic Habitat Restoration: The Freshwater Trust

## Priorities & Strategies

With extensive input from our partners, OWEB has designed a strategic plan to provide direction for the agency and its investments.

### Priority 1: Through our grantmaking, build awareness of the relationship between people and watershed protection and restoration

- Tell the watershed protection and restoration story clearly and compellingly.
- Elevate the success of watershed restoration and the benefits to the people of Oregon.
- Increase awareness for the long-term horizon of watershed outcomes.
- Emphasize our commitment to partners in watershed work.

### Priority 2: Leverage our position as an anchor funder to engage the diversity of Oregonians in watershed enhancement work

- Pursue diverse representation in watershed work through engagement grant offerings.
- Thoughtfully pursue board and staff diversity.
- Increase engagement with non-traditional partners on working lands and in urban and rural communities.
- Engage communities disproportionately impacted by climate change.

### Priority 3: Use our funding to strengthen and leverage capacity of people and organizations to achieve healthy watersheds

- Elevate expectations for the quality of watershed work in communities.
- Provide training and technical support to increase internal capacity of organizations.
- Incentivize and increase strategic partnerships among people, organizations, and agencies.
- Contribute to a stable funding portfolio for sustained watershed work.

### Priority 4: Advance learning about watershed protection and restoration effectiveness through coordinated monitoring

- Facilitate the use and development of science-based planning tools, indigenous knowledge, and different ways of knowing.
- Facilitate the exchange of information and insight from monitoring while being respectful of tribal sovereignty and self-governance.
- Promote tools and best practices to connect all forms of ecological knowledge to the practitioners.
- Monitor the effectiveness of actions in pursuit of climate objectives.
- Invest in long-term monitoring efforts.

### Priority 5: Increase investment connecting urban and working lands to watershed health

- Improve the engagement of working lands in coordinated watershed strategy.
- Increase adoption of best practices among landowners.
- Communicate the economic benefits of healthy watersheds for working lands.

### Priority 6: Take bold and innovative action toward funding projects that advance climate resilience

- Pursue and support experimental programs.
- Make room to try new techniques in restoration.
- Design action to respond and mitigate the effects of climate change on watershed health.
- Identify and develop new and innovative ways of pursuing watershed health and communicating climate benefits.
- Reduce barriers in grantmaking.

