



COOS
Watershed
Association

**Strategic Plan
2025-2029**

Mission

The mission of the Coos Watershed Association is to support environmental integrity and economic stability within the Coos watershed by increasing community capacity to develop, test, promote, and implement management practices in the interests of watershed health



Cover Photo credit: Brian Kelly, Courtesy of Wild Salmon Center

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Goal 1: Community

A community of people is empowered to care about the watershed and actively work to improve watershed health

Objective 1.1: A diverse array of individuals experience a personal connection to the watershed and are actively contributing to improving its health

Objective 1.2: Strong relationships lead to community partnerships and implementation of restoration and monitoring projects that accomplish both environmental and economic goals

Objective 1.3: Opportunities exist for natural resource professionals and stewards, with an emphasis on the local workforce, to become passionate, knowledgeable professionals that maintain and progress the health of the Coos Watershed in the future

Objective 1.4: Decision makers are educated on key environmental, social, and economic issues and opportunities related to our mission, and consider that information in policy decisions



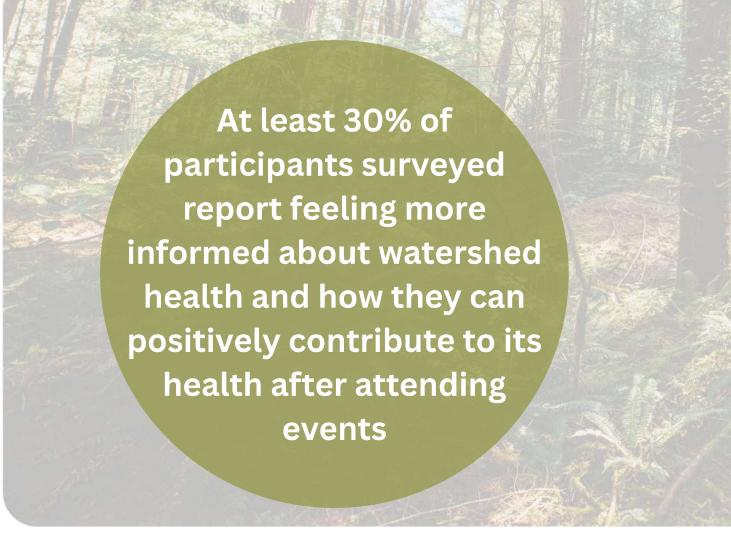
Goal 1: Community Outcomes



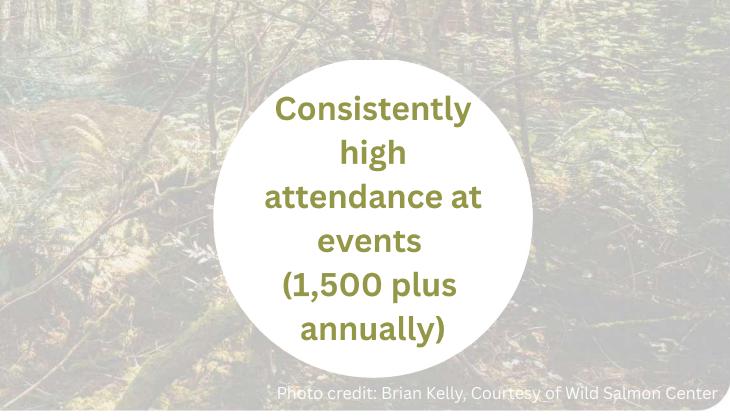
Elected officials consider watershed issues in policy meetings and planning processes & documents



At least 20% of participants surveyed are new (attended 0-3 CoosWA events in the past) participants in CoosWA's events and report that as a result of this event they are "likely" or "very likely" to actively participate in improving watershed health



At least 30% of participants surveyed report feeling more informed about watershed health and how they can positively contribute to its health after attending events



Consistently high attendance at events (1,500 plus annually)

Photo credit: Brian Kelly, Courtesy of Wild Salmon Center

Priority Tribes (CIT and CTCLUSI), local municipalities (Port, CBNBWB, City of North Bend, City of Coos Bay), and forestry managers (ESRF and Weyerhaeuser) report having a "strong" or "very strong" relationship with Coos Watershed Association that ultimately leads to increased community knowledge and participation in improving watershed health

Over 5 years, 80% of youth and early career professionals who work or intern at CoosWA report that as a result of working at CoosWA their understanding of watershed issues and how they can contribute to watershed health has increased, and 40% report interest in continued pursuit of employment in natural resource sectors

Goal 2: Conservation

Freshwater and estuarine habitat in the Coos Watershed are improved to support robust salmon populations and thriving communities



Objective 2.1: Implementation of high priority restoration projects, in both the uplands and lowlands, maximize benefit to salmonids and improve the overall ecological function of project sites while meeting the land management goals of landowners



Objective 2.2: Monitor project implementation, ecological uplift, and progress towards Coos Basin Coho Partnership Strategic Action Plan outcomes for watershed health in both the short (2 year) and long (10+ year) time scales



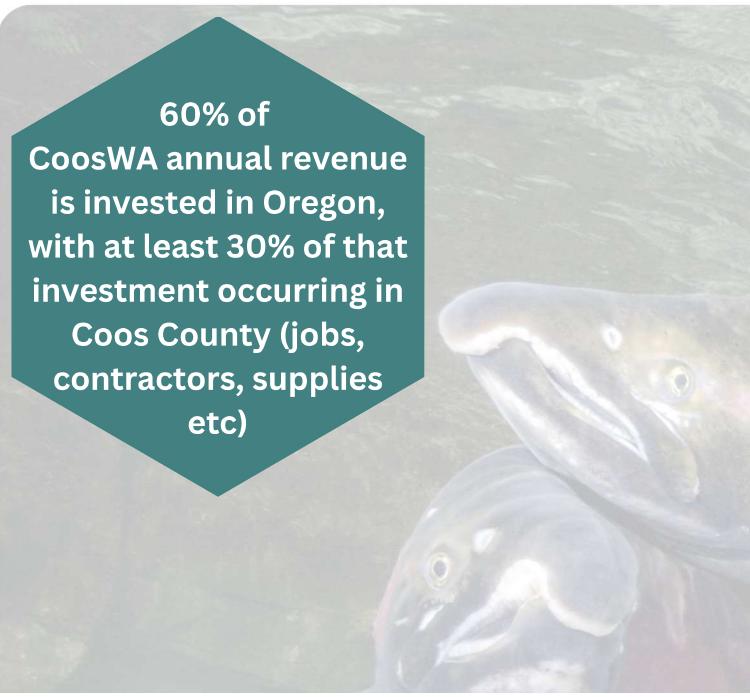
Objective 2.3: Current watershed health is understood and provides critical data for project design

Objective 2.4: Partnerships, capacity, expertise, and funding align with restoration and monitoring objectives and maximize the quality and quantity of restoration and monitoring efforts

Goal 2: Conservation Outcomes

Over 5-years, improve instream complexity by strategically adding wood to 7.5 miles of streams, enhance 50 acres of riparian areas by planting 37,500 native trees and shrubs and installing 10 miles of livestock exclusion fencing, improve connectivity on 50 acres of floodplain, improve/create connectivity to 2.5 acres of wetlands (tidal or fresh), and reconnect or improve fish passage to 25 miles of streams

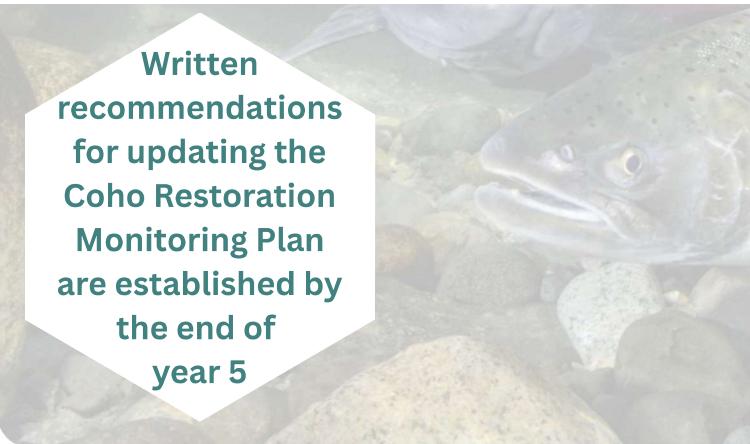
3 lowland and 2 upland priority monitoring projects are selected and monitored annually in accordance with the Coho Restoration Monitoring Plan protocols



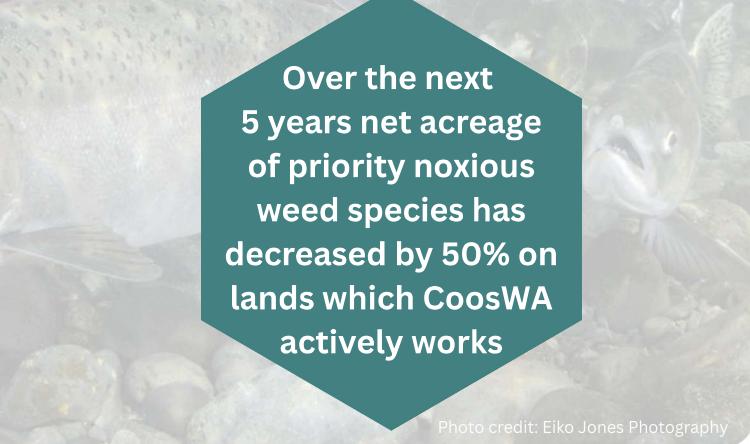
60% of CoosWA annual revenue is invested in Oregon, with at least 30% of that investment occurring in Coos County (jobs, contractors, supplies etc)



A minimum of 3 restoration projects are implemented annually and 3 more are actively moving forward in project development, with projects in both the lowlands and uplands



Written recommendations for updating the Coho Restoration Monitoring Plan are established by the end of year 5



Over the next 5 years net acreage of priority noxious weed species has decreased by 50% on lands which CoosWA actively works

Photo credit: Eiko Jones Photography

Hydrological and Life Cycle Monitoring data is collected and analyzed annually with minimal statistically significant gaps, including 80% of streamflow measurements with a rating of "good" or higher and 70% detection efficiency at all PIT antenna arrays

Goal 3: Conservation

CoosWA's design protocols and monitoring methods are improved to more effectively implement projects that support long term ecological function, stability, and resilience for all species in the watershed with an emphasis on salmonids

Objective 3.1: Restoration project design supports long-term ecological function, stability, and resilience, with an emphasis on addressing limiting factors for salmonids.

Objective 3.2: Monitoring tactics reliably quantify the effects of CoosWA's restoration actions on ecological function, stability, and resilience.

Objective 3.3: High priority restoration projects maximize the long-term ecological function, stability, and resilience of project sites, and contribute to improving the overall health of the Coos Watershed, while, meeting the management goals of landowners and keeping grant dollars in our community.

Objective 3.4: The community has an awareness of CoosWA's restoration actions and their benefits to ecosystem health and function, biodiversity, climate change resilience, and take-aways from monitoring efforts.



Goal 3: Conservation Outcomes



Monitoring protocols are established which capture restoration project impact on long term ecological function, stability, resilience, and salmonid limiting factors

By 2030, development of 3 projects has been initiated which utilize the new design protocols

Restoration project design protocols are established which address long term ecological function, stability, resilience, and salmonid limiting factors

Pertinent outreach handouts have been updated to effectively communicate how restoration projects can impact long term ecological function, stability, and resilience

Goal 4: Capacity

Coos Watershed Association is resilient and has sustainable human, physical, operational, and financial resources needed to achieve its mission



Objective 4.1: Board and staff members, diverse in lived and learned experiences, thrive in their roles



Objective 4.2: Organizational infrastructure supports board and staff efficacy and enables the community to participate in CoosWA's mission for increased impact



Objective 4.3: CoosWA has the financial resources to fulfill our mission and foster relationships



Goal 4: Capacity

Outcomes

Annually, a minimum of 80% of staff and Board members report they have the financial, structural (buildings, materials, vehicles), infrastructural (work plans, policies, procedures, etc.), and professional development they need to thrive at CoosWA and perform the roles and responsibilities on their respective job descriptions by end of year five



Board and staff members reflect the diversity of communities impacted by the health of the Coos Watershed based on local census data, board identified stakeholders, and also report a sense of belonging at CoosWA

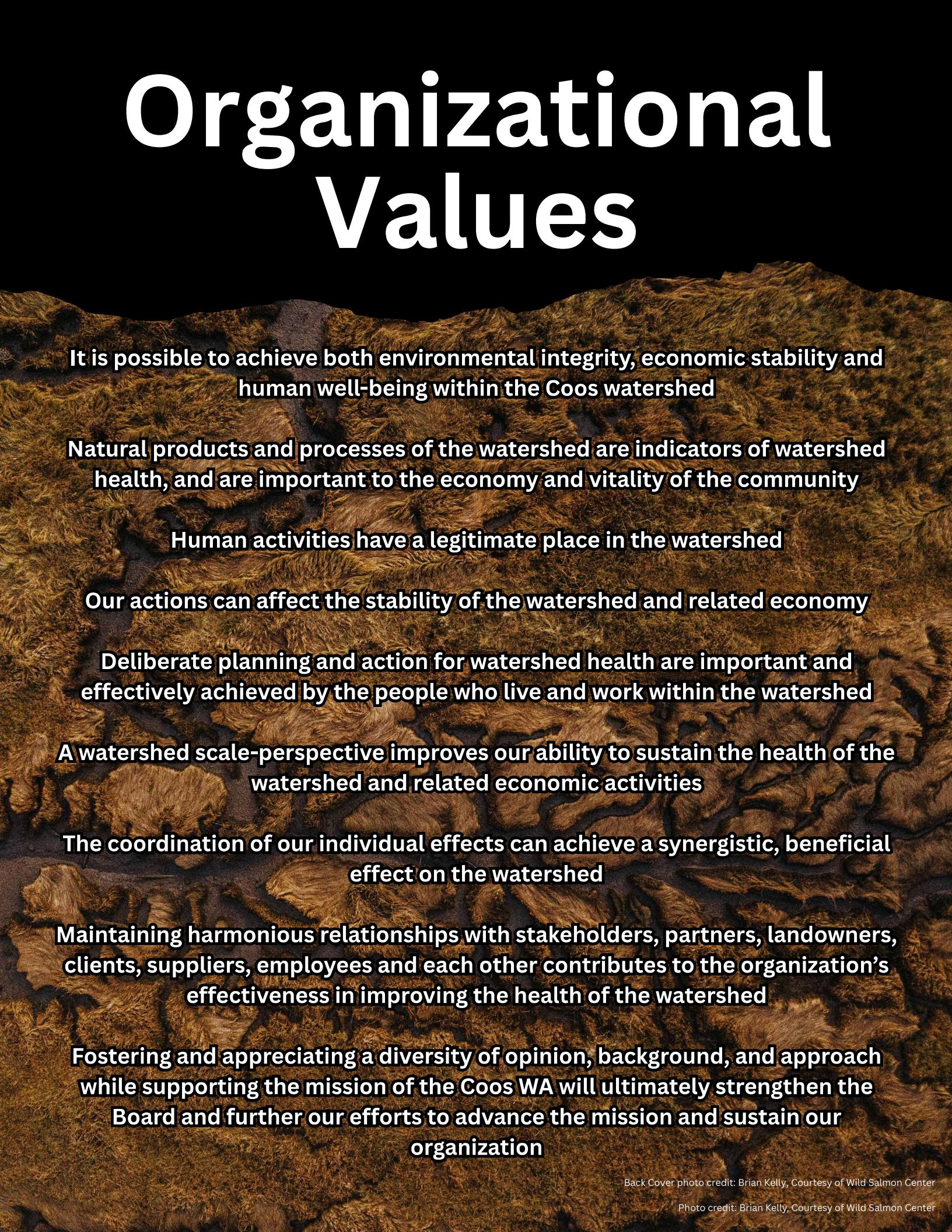
Financial indicators of organizational health are met

Board of Directors and staff are effective in their roles and meeting annual priority goals

Annual revenue fully supports core programs and staffing

CoosWA leadership reasonably anticipates the organization has sufficient human, financial and structural capacity to achieve its mission over the next three years

Organizational Values



It is possible to achieve both environmental integrity, economic stability and human well-being within the Coos watershed

Natural products and processes of the watershed are indicators of watershed health, and are important to the economy and vitality of the community

Human activities have a legitimate place in the watershed

Our actions can affect the stability of the watershed and related economy

Deliberate planning and action for watershed health are important and effectively achieved by the people who live and work within the watershed

A watershed scale-perspective improves our ability to sustain the health of the watershed and related economic activities

The coordination of our individual effects can achieve a synergistic, beneficial effect on the watershed

Maintaining harmonious relationships with stakeholders, partners, landowners, clients, suppliers, employees and each other contributes to the organization's effectiveness in improving the health of the watershed

Fostering and appreciating a diversity of opinion, background, and approach while supporting the mission of the Coos WA will ultimately strengthen the Board and further our efforts to advance the mission and sustain our organization

