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Stand Tall Oregon Campaign - Grant

Grant Name	Stand Tall Oregon Campaign - Grant	Today's Date	12/15/2023
Staff Size	37	Organization Name	Wild Salmon Center
Total Membership		Annual Operating Budget	\$11,736,492.00
BIPOC-led	No	Operating Budget Year	
C-Suite Staff		Tax Status/Organization Type	501c3 Organization
Notes			

Project Information

Project/Campaign Name	Stand Tall Oregon Campaign	Project Address	
Project Location (State or Territory)	OR	Amount Requested from Alliance	\$50,000.00

Proposal Questions

<p>1. Purpose/History Of Organization</p>	<p>Founded in 1992, Wild Salmon Center's (WSC) mission is to promote the conservation and sustainable use of wild salmon ecosystems across the Pacific Rim. We identify science-based solutions to protect the North Pacific's best wild salmon rivers and robust salmon populations while they are still healthy and strong. These watersheds provide recreation, clean drinking water, timber, and carbon sequestration. Landscape-wide protections are critical for maintaining healthy forests capable of supporting fish and wildlife populations, rural communities, and recreation opportunities. Our approach relies on three basic strategies: protect important habitats, promote sustainable fisheries, and support local communities as they advocate for the health of their own watersheds. Based in Portland, Oregon, WSC has a staff of 35 professionals between our headquarters in Portland, Oregon and satellite offices in Southern Oregon, Washington, and Alaska.</p>	<p>7. Measurable On-Ground Outcomes</p>	<p>-The Board of Forestry adopts an HCP and FMP for state forests that include strong conservation measures, including implementation of ODF's climate plan. -Establish 315,000 total acres of Habitat and Riparian Conservation Areas in Western Oregon to support biodiversity and the recovery of threatened and endangered species. This includes creating large reserves for threatened wildlife, reducing the scale of clearcut logging, increasing protective buffers around salmon streams, and improving forest road standards. -State Forest HCP retains strong management practices to promote large wood delivery, enhance stream channel complexity, improve water quality, and increase fish passage. -Longer timber harvest rotations are applied outside of conservation areas to provide additional habitat and increase carbon sequestration and storage</p>
<p>2. Final Success</p>	<p>Wild Salmon Center's goal is to successfully finalize a Western Oregon State Forests Habitat Conservation Plan (HCP) in 2024 to conserve 315,000 acres of habitat across western Oregon, including over 250,000 acres in the Tillamook and Clatsop State Forests, and secure approval of the new Forest Management Plan (FMP) for state forests to include ecologically-based</p>	<p>8. Evaluate Your Progress</p>	<p>The coming year will be a critical one for the state forest HCP. With years of public input and a nearly final federal environmental review process, the Board of Forestry will be faced with the key decision point of whether to adopt the HCP in 2024. The highest priority and measure of success is the final adoption of the Habitat Conservation Plan to</p>

forest management and incorporate the 2021 Climate Change and Carbon Plan.

conserve 315,000 acres in western Oregon state forests.

3. Location Details

Western Oregon state forests span 634,000 acres, the majority of which comprise the Tillamook and Clatsop State Forests (518,000 acres) located between Portland, Oregon, and the Pacific Ocean. This rich, temperate ecosystem is a center of biodiversity; home to over seventeen endangered or at-risk species, and is part of one of the most important ecosystems for carbon sequestration on the planet. In addition to providing clean drinking water for over 500,000 Oregonians, the area is also a globally important salmon stronghold. Home to five world-class wild salmon and steelhead rivers—the Trask, Wilson, Kilchis, Nehalem, and Salmonberry, this region draws salmon and steelhead anglers from around the country and provides excellent opportunities for hiking, hunting, biking, and camping. All told, the area drives a massive \$550 million dollar outdoor economy. For decades, the region has been managed for industrial timber production, including ongoing clearcutting of older forests to the detriment of fish, wildlife, carbon sequestration, recreation, and local communities.

9. TCA Funding Plan

Funding from the conservation alliance will be used to support staff time and travel, supplies, media, grassroots organizing efforts, and other costs associated with the Stand Tall Oregon campaign.

4. Strategy & Timeline For Final Success

Over the last ten years, WSC has led a coalition of conservation and fishing organizations to strengthen protections in the Tillamook and advocate for a more balanced forest management plan. In 2018, the Oregon Department of Forestry (ODF), in consultation with federal agencies, began developing a Habitat Conservation Plan (HCP) for 634,000 acres of western Oregon state forests, including the Tillamook and Clatsop. The proposed HCP would protect 315,000 acres in dedicated Habitat Conservation Areas and Riparian Conservation Areas in and around the Tillamook and Clatsop forests, balancing high standards for clean water, fish, and wildlife with more sustainable timber harvest. The HCP would not only dramatically improve protections for salmon and steelhead populations on the North Coast, it would protect the diverse ecosystem around it.

Since November 2022, the timber industry has increased pressure on the Oregon Board of Forestry to delay, weaken, or abandon the HCP, shrinking the Board's formerly unanimous support to a 4-3 majority. Since a delay or scaling back of the HCP would significantly derail this decade-long effort, WSC and its coalition partners carried out a successful push throughout 2023 to counter negative timber industry narratives, maintain Board support for the HCP, solidify the support of the

10. JEDI Efforts and Impact

WSC's mission to protect salmon strongholds has evolved to embody the fact that we cannot protect salmon without forming authentic relationships with the people most impacted by inequity in the watersheds where we work. Though WSC has worked with Indigenous and rural communities throughout our history and across our geographies, we've institutionalized our commitment to equity through the following steps:

- Formally created our justice, equity, diversity and inclusion (JEDI) committee, 2018
- Finalized our JEDI committee charter, 2020
- With outside equity experts, internally published an Indigenous Engagement Framework, 2022

Our justice, equity, diversity and inclusion work is iterative and ongoing. There will be no time in which we are "done" building equity, but we continue to center and be led by our Indigenous and rural community partners who have been most impacted by the threats to salmon and their watersheds.

Governor and legislative leadership, and demonstrate that Oregonians overwhelmingly support fish and wildlife habitat protection on state lands. To help achieve this, the coalition launched its Stand Tall media campaign, which included a detailed campaign page, testimonials, and fact sheets to serve as a resource and rallying point for those in support of forest protections. Targeted ads also ran in strategic coastal markets focusing on the benefits of the HCP. The coalition also conducted field tours, hikes, tabling at events and media outreach throughout the summer to educate the public and community leaders, and two community outreach events were held in Astoria and Nehalem to build broader support. Since its launch, Stand Tall has gathered over 6,400 petitions in support of the state forest HCP. We recruited hundreds of citizens to attend Board of Forestry meetings and testify in support of the HCP. WSC and the State Forest Coalition have generated thousands of citizen emails to the Board, legislators and the Governor in support of the HCP. As a result of this year's concerted push, WSC and its partners have successfully fended off attempts to undermine the HCP throughout the year and the Plan remains on track.

The coming year will be a critical one for the state forest HCP. With years of public input and a nearly final federal environmental review process, the Board of Forestry will be faced with the key decision point of whether to adopt the HCP. We expect federal agencies to release their Final Environmental Impact Statement (FEIS) on the HCP sometime in the fall of 2024. The Board of Forestry will then likely vote on final approval in December 2024.

Leading up to this moment, WSC will continue to lead the State Forest Coalition to bolster grassroots and grassroots engagement. Grant funds from The Conservation Alliance will support our Stand Tall campaign, which will ramp up its efforts with a new outreach video in 2024, op-eds and other earned media, and public events to demonstrate strong support for a finalized HCP. Contract organizers will also continue to build our base of support in North Coast communities. As we approach the Board of Forestry's decision points in 2024, Stand Tall will implement a focused paid media campaign with polling-based messaging. Finally, WSC staff will continue to defend the HCP from bills in the Oregon Legislature seeking to weaken the Plan or undermine the current approval timeline.

Successful protection of the Tillamook

and Clatsop Forests, with the new Habitat Conservation Plan will ensure a better balance between timber harvests and healthy ecosystems. If approved, the HCP and new FMP will create an enduring legacy of smart conservation, ecological forest management, increased carbon sequestration and storage, healthy economies, clean drinking water, fish and wildlife habitats and abundant recreation for generations to come.

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| 5. Key Decision Makers | <p>WSC and our coalition partners are building momentum in our efforts to finalize the HCP as we garner support from all levels of policymakers. Throughout our work on the HCP, we have created relationships with the Governor, Board of Forestry, local officials, and legislators to counter the timber industry's narrative and build dynamic discussions around the importance of balancing timber harvest and ecological conservation.</p> <p>In addition to creating relationships with key stakeholders, we also focus on those most impacted by the protections: local communities. Through our Stand Tall campaign, we have mobilized public support and educated local communities on the importance of the HCP. WSC and our state forest coalition will continue to drive the narrative and demonstrate broad public support for habitat protection through a multipronged approach. This approach includes stepping up grassroots and grasstops engagement, increasing public affairs presence, and deploying a paid and earned media campaign to push the HCP over the finish line. By identifying key grasstops champions and expanding our base of motivated grassroots supporters, we will both raise the odds of passing the HCP and set the coalition up for long-term success defending the policy shift over the long term on the North Coast.</p> | 11. Confidential Items | <p>There is nothing in our proposal that must be kept confidential.</p> |
| 6. Elevate Voices | <p>WSC's mission to protect salmon strongholds has evolved to embody the fact that we cannot protect salmon without forming authentic relationships with the people most impacted by inequity in the watersheds where we work. Therefore, we are ramping up our efforts to build durable layers of protection in key salmon strongholds by empowering communities on the Oregon coast to change the conversation. For decades, industrial timber production has dominated the conversation, arguing that ongoing clearcutting of older forests is the only economically viable option. Our Stand Tall for Oregon Forests grassroots campaign gives underrepresented voices a seat at the proverbial table and shifts the narrative to one that benefits the community as a whole by creating a</p> | | |

dynamic conversation around forestry management.

WSC and its coalition partners carried out a successful push throughout 2023 to counter negative timber industry narratives, maintain Board support for the HCP, solidify support from the governor, and demonstrate that Oregonians overwhelmingly support fish and wildlife habitat protection on state lands. The new grassroots strength provided by the Stand Tall campaign allowed our coalition to drive significant attendance and testimony at pivotal Board of Forestry meetings on the HCP throughout 2023. As a result of this year's concerted push, WSC and its partners have successfully fended off attempts to undermine the HCP throughout the year and the Plan remains on track. WSC will continue to engage those most impacted by a loss of protections in the Tillamook and Clatsop forests. Engagement with these communities is a key component to the successful passage of the HCP.

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