

# Strategic Direction: 2023-2027

## The Need

Our rich valley soils, the powerful Willamette River and its tributaries, our strong communities, a world-class university, and more make Benton County a place of abundance.

Yet our communities and natural resources face many changes and challenges. Our shifting climate is influencing everything from the availability of clean water, to increased wildfire and the loss of critical habitat.

Meanwhile, the transition from farms, ranches, and open space to housing for a growing population make careful stewardship of land and waters ever more important.

We must balance the need to maintain the viability of our working lands, with the need to ensure that everyone - including our most vulnerable community members - has access to the benefits of a healthy environment.



## Goal 1

Ensure that the soil, water, and ecosystems of Benton County, including in wild, working, and urban lands, are protected, restored, and resilient.

## Goal 2

Deliver engaging education and outreach opportunities that inspire residents to protect and restore soil, water, and habitat.

## Goal 3

Develop clear, consistent communications so people throughout Benton County can easily participate in our services and take action to steward our resources.

## Goal 4

Enhance strategic partnerships and revenue to increase our impact.

## Goal 5

Implement operations that support highly effective programs and services.



For the complete Strategic Direction document including Strategies and Measurable Outcomes, visit [bentonswcd.org](https://www.bentonswcd.org).



## Our Commitments

Our vision is that the land, waters, and forests of Benton County are healthy and resilient through the care and effort of everyone in our community, and that the benefits of conservation are equitably shared.

### Our commitment to this vision includes:

- Providing support, inspiration, and education to help anyone and everyone get engaged.
- Proactively reaching out to those who face barriers to involvement in conservation, and adapting our services to be accessible and welcoming to all.
- Encouraging cooperation and shared leadership from all sectors.
- Maintaining our historic attention to working lands, while also helping people care for natural, residential, and urban areas.
- Aligning our work with statewide and regional conservation efforts.

# Overarching Strategic Themes

## Climate

We will increase our focus on reducing greenhouse gases and creating climate resilience.



## Targeted Impact

We will ensure our programs are directed towards specific audiences and outcomes.



## Equity

We will increase inclusion and access for marginalized and under-resourced communities.



## Collaborative Leadership

We will work with our partners to strategically leverage our specific organizational strengths in pursuit of shared goals.



Our Mission is to engage Benton County residents in the conservation and stewardship of natural resources for current and future generations.

## Reach out to us at:



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