

Oregon's State Wildlife Action Plan

OPAC Meeting

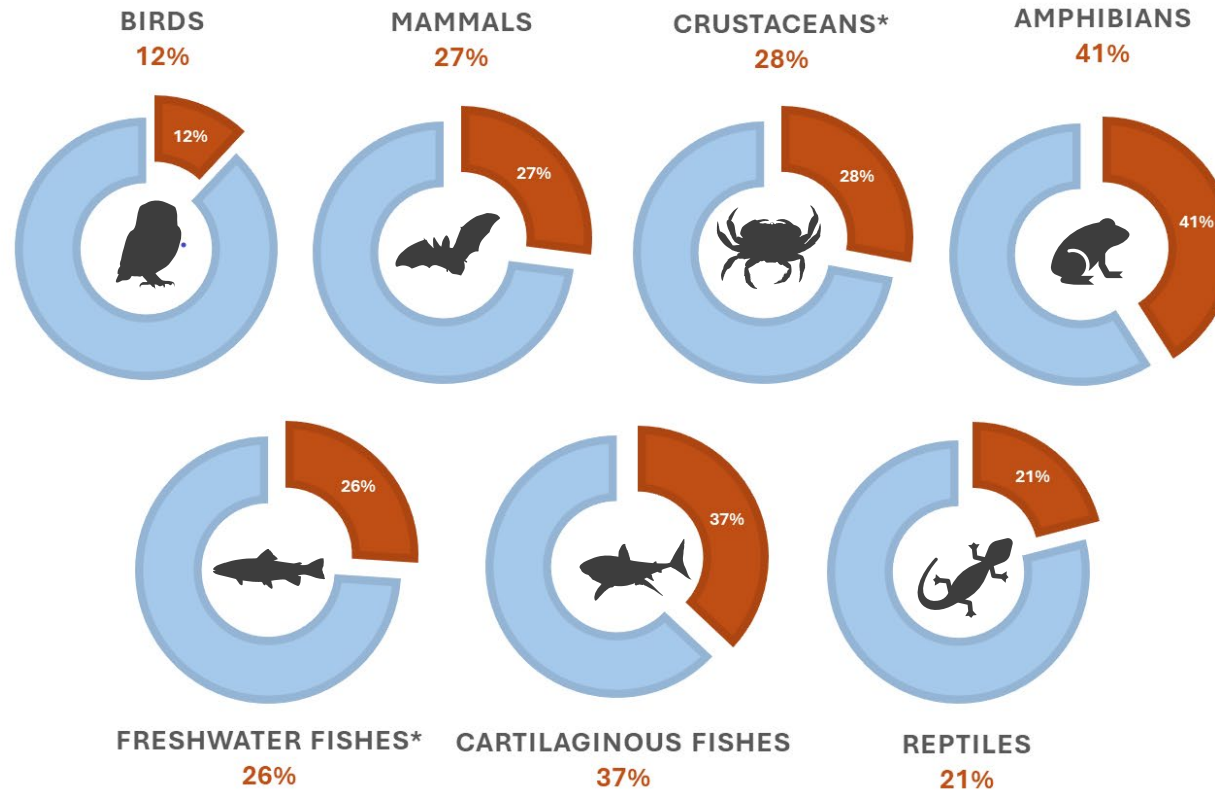
April 21, 2026

Jessica Watson

Marine Policy Project Leader

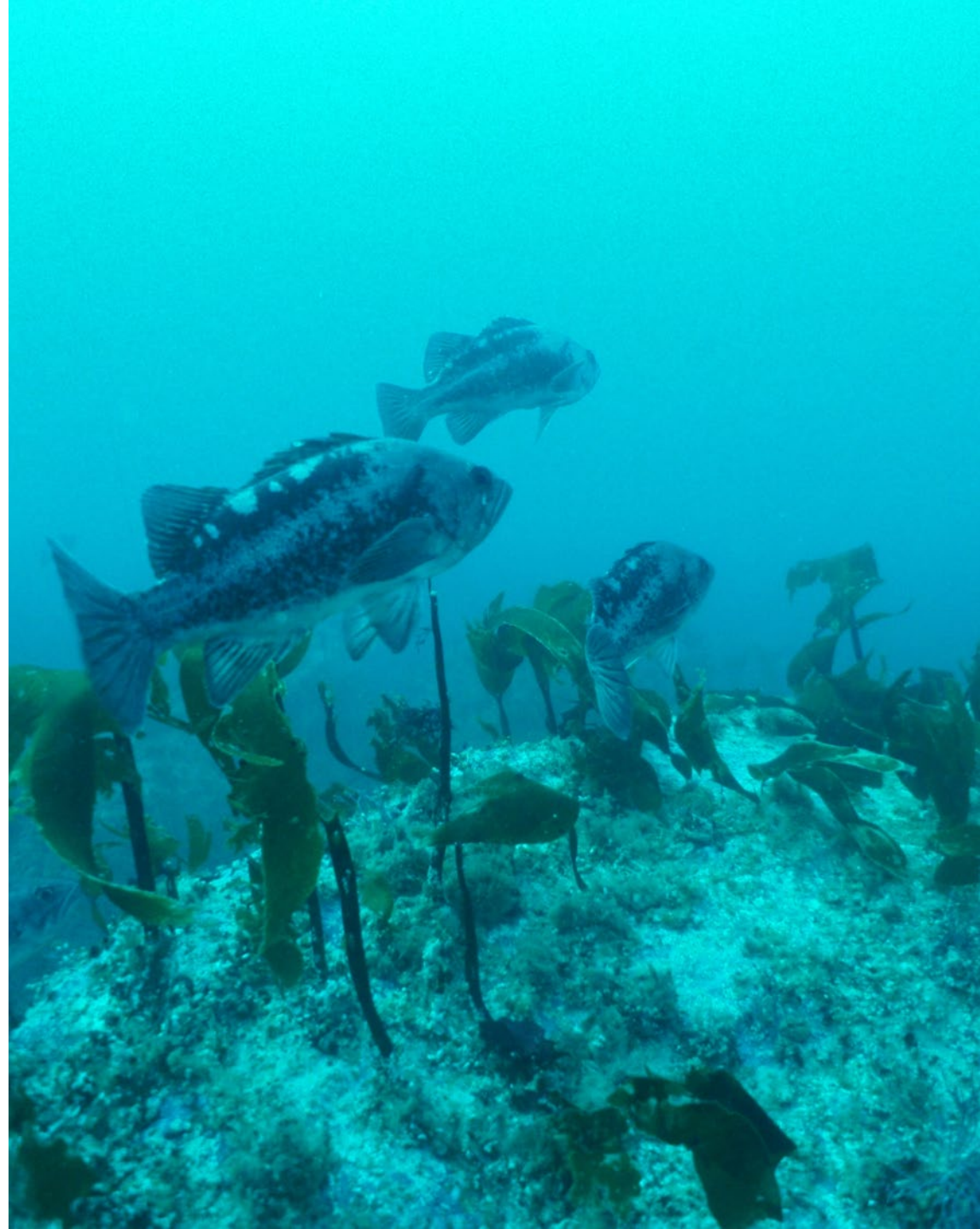


Globally, 1 in 4 species are at risk.



In Oregon, this pattern holds true.

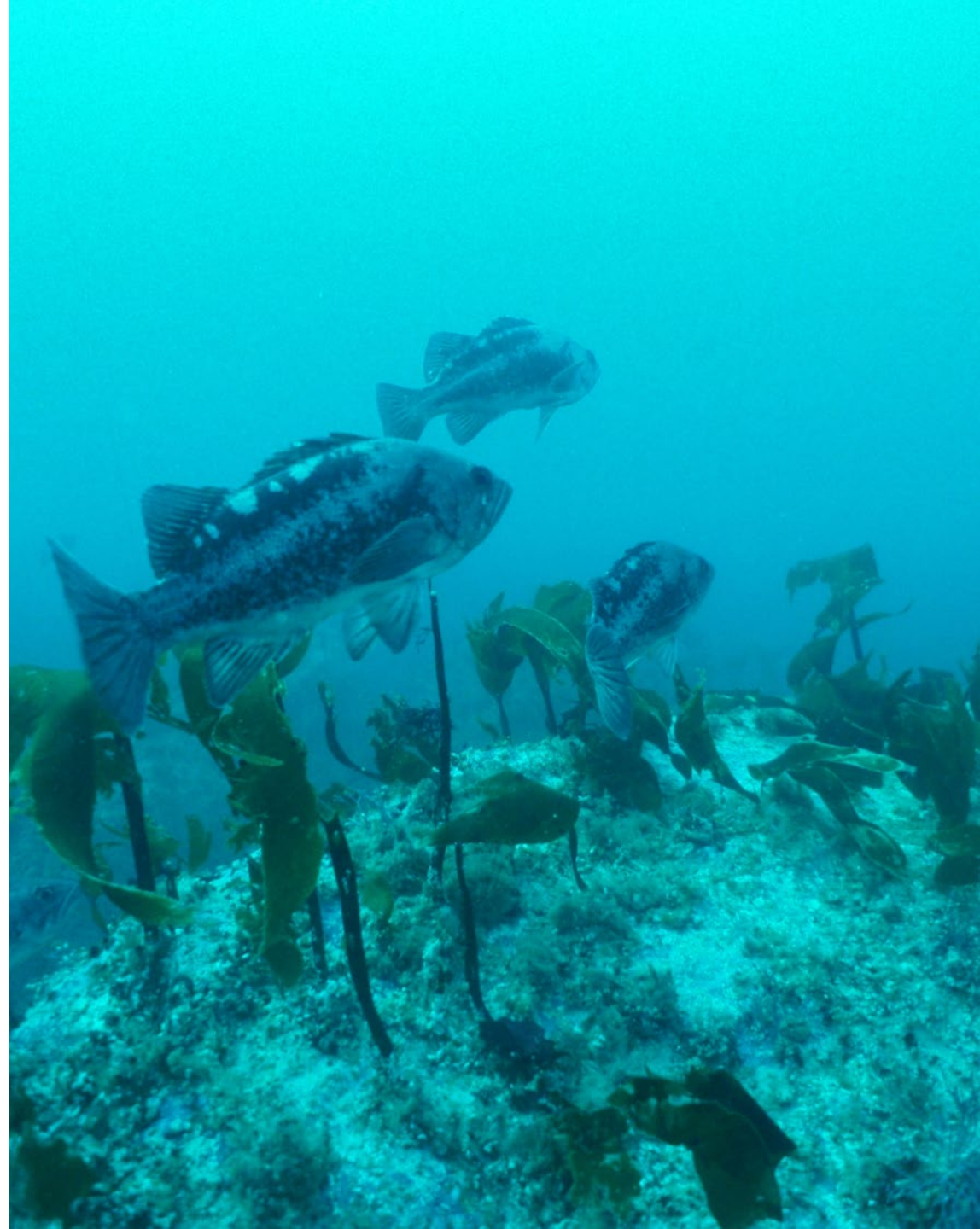
What is the SWAP?



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Our pathway to address the biodiversity crisis through voluntary, proactive conservation

-  Maintain healthy fish and wildlife populations by maintaining and restoring functioning habitats
-  Prevent declines of at-risk species
-  Reverse declines in these resources where possible



What is in the SWAP?



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Key Conservation Issues (KCIIs)

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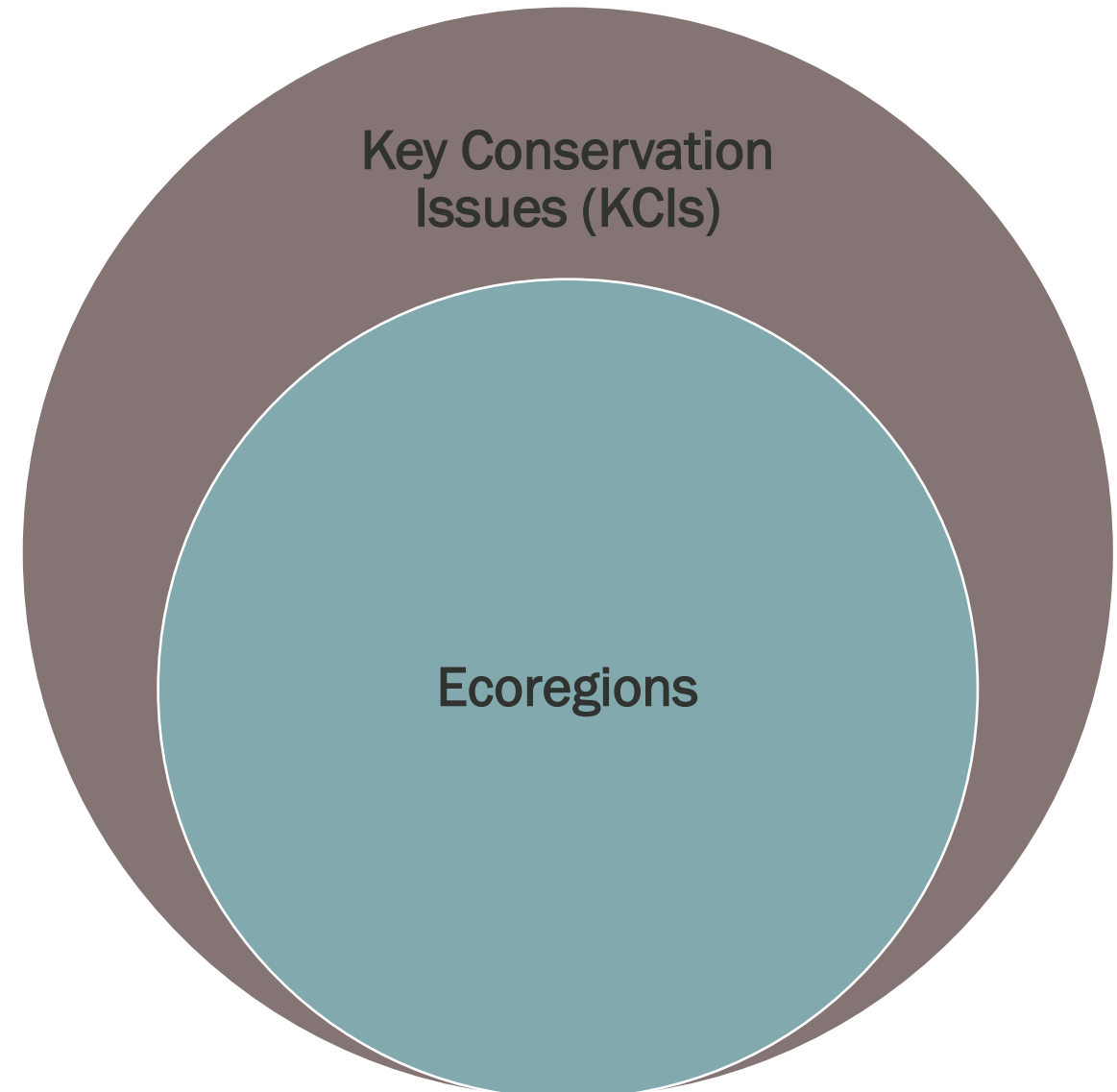
What is in the SWAP?



Key Conservation Issues (KCIs)



Ecoregion



What is in the SWAP?



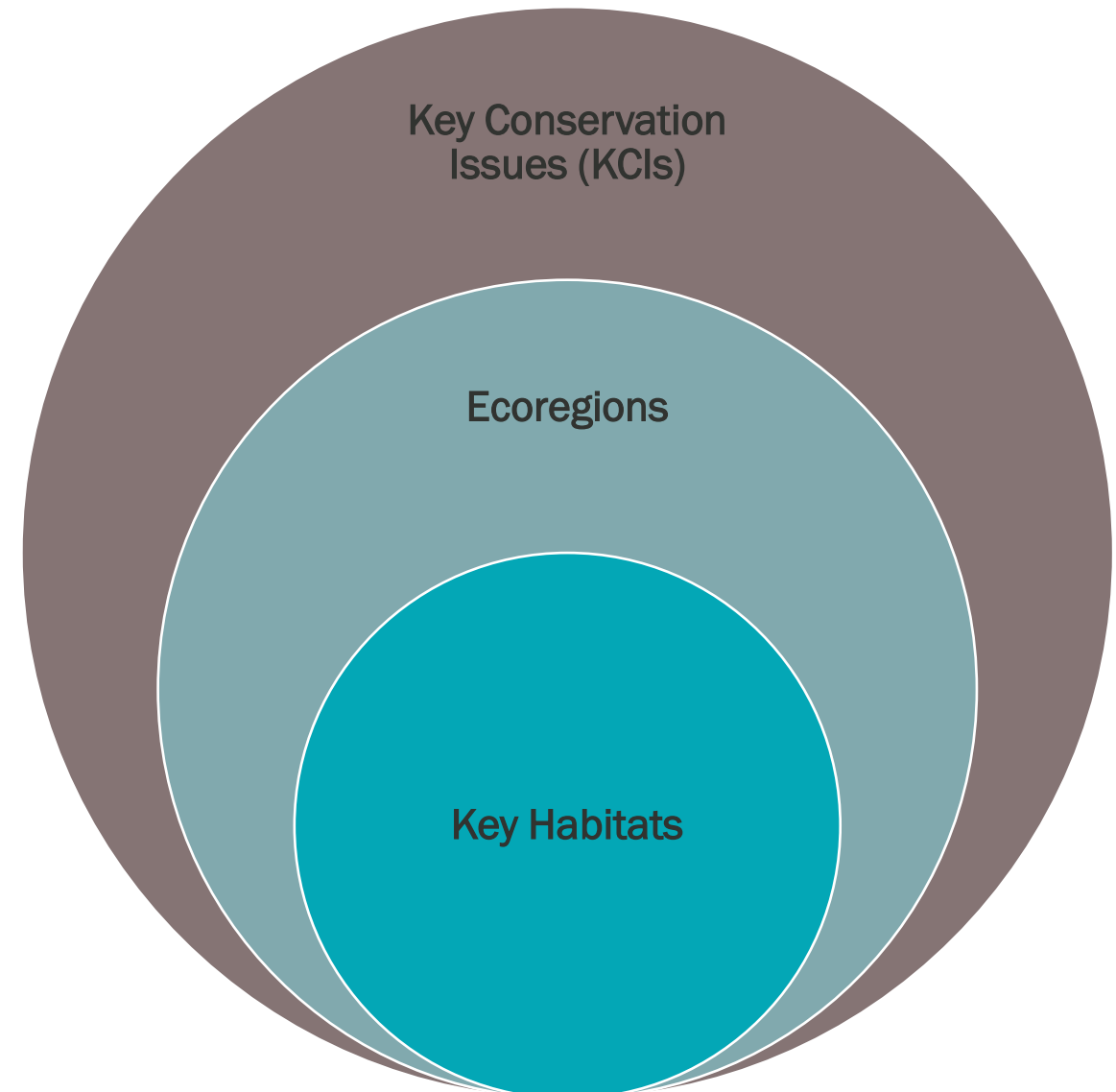
Key Conservation Issues (KCIs)



Ecoregion



Key habitats



What is in the SWAP?



Key Conservation Issues (KCI)



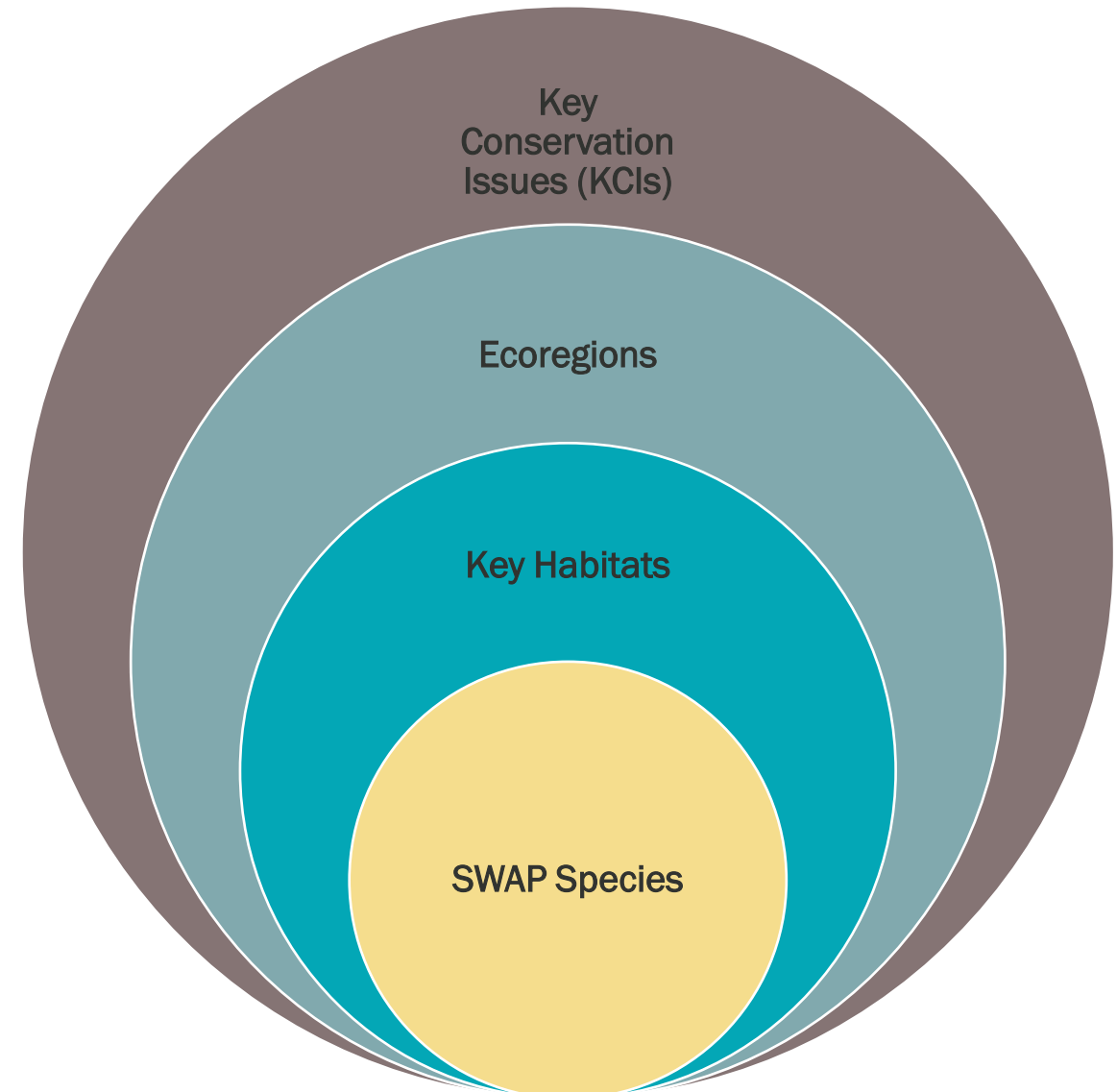
Ecoregion



Key habitats



SWAP Species



SWAP Species

SGCN

- **Species of Greatest Conservation Need (Strategy Species)**
- Imperiled conservation status

SGIN

- **Species of Greatest Information Need (Data Gap Species)**
- Not enough information to determine status

Other

- **Additional species of conservation interest in SWAP (Watch List Species, and Associated Species)**

Key Updates



Integration of OCS and ONS, name change (SWAP)



Pollution as Key Conservation Issue



Restructured Conservation Toolbox



COA boundary revision with new data



Revised species lists



Enhanced content on climate change

How the SWAP works

Conservation efforts become more efficient and more effective by:



Providing an
Informational
Resource



Focusing
Conservation
Actions



Improving
Coordination



Directing
Funding
Opportunities

HB 4134: Transient Lodging Tax

- This creates a new revenue source for ODFW and a historic opportunity to invest in the future of Oregon's fish and wildlife
- The bill takes effect January 1, 2027
- ODFW has a clear formula for conserving species — what we call our “Know-Plan-Do” approach.



What is the 'Oregon is Worth Protecting' campaign?

- 'Oregon is Worth Protecting' champions Oregon's unique native species of fish and wildlife by increasing attention and support for protecting them.
- Reaches beyond the usual suspects and invite more Oregonians to care deeply about the species that call this state home.
- Oregon is worth protecting campaign launched last year with the goal to connect people to these unique species and habitats of greatest conservation need.
- Campaign Included:
 - Website "Oregonisworthprotecting.com"
 - Radio advertisements
 - Limited Edition Jamba Juice Conservation Tumbler
 - Conservation Coloring contest



'Oregon is Worth Protecting' Isn't just about sparking action – it's about building new connections

- The artwork features five of Oregon's species of greatest conservation need from the SWAP.
- Introducing this year's campaign stars:

Sunflower sea star



Bull Kelp



Yelloweye Rockfish



Southern Resident Orca



Tufted Puffin



Tope Shark



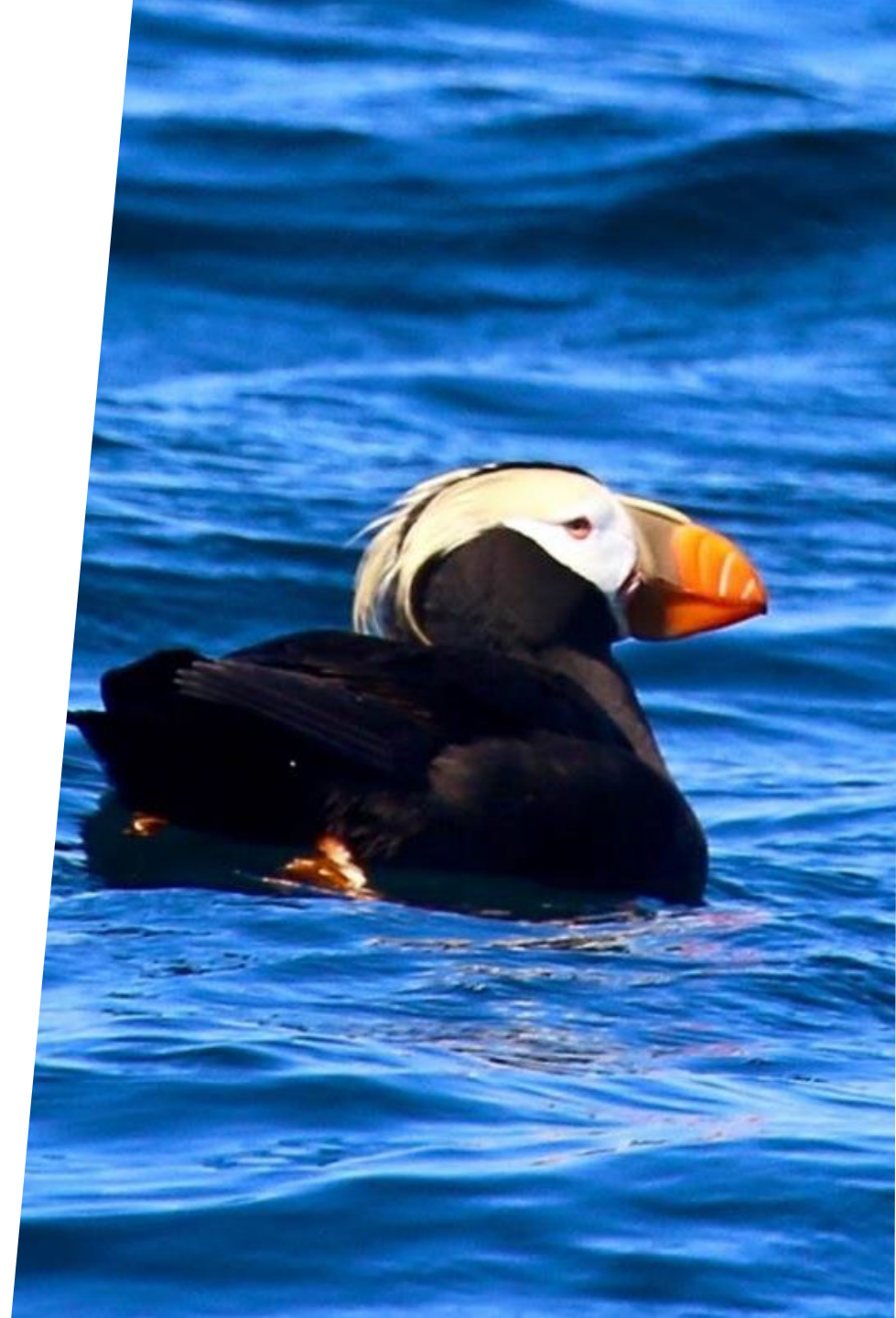
‘Oregon is Worth Protecting’ Isn’t just about sparking action – it’s about building new connections

- The artwork also features the different key habitats where each wildlife species can be found in Oregon.
- The mosaic or stained-glass design speaks to the importance of every single piece being present to create the beautiful, thriving Oregon landscape that we know and enjoy.
- If any of the pieces is removed (like a species going extinct) –the Oregon landscape or picture is permanently changed.



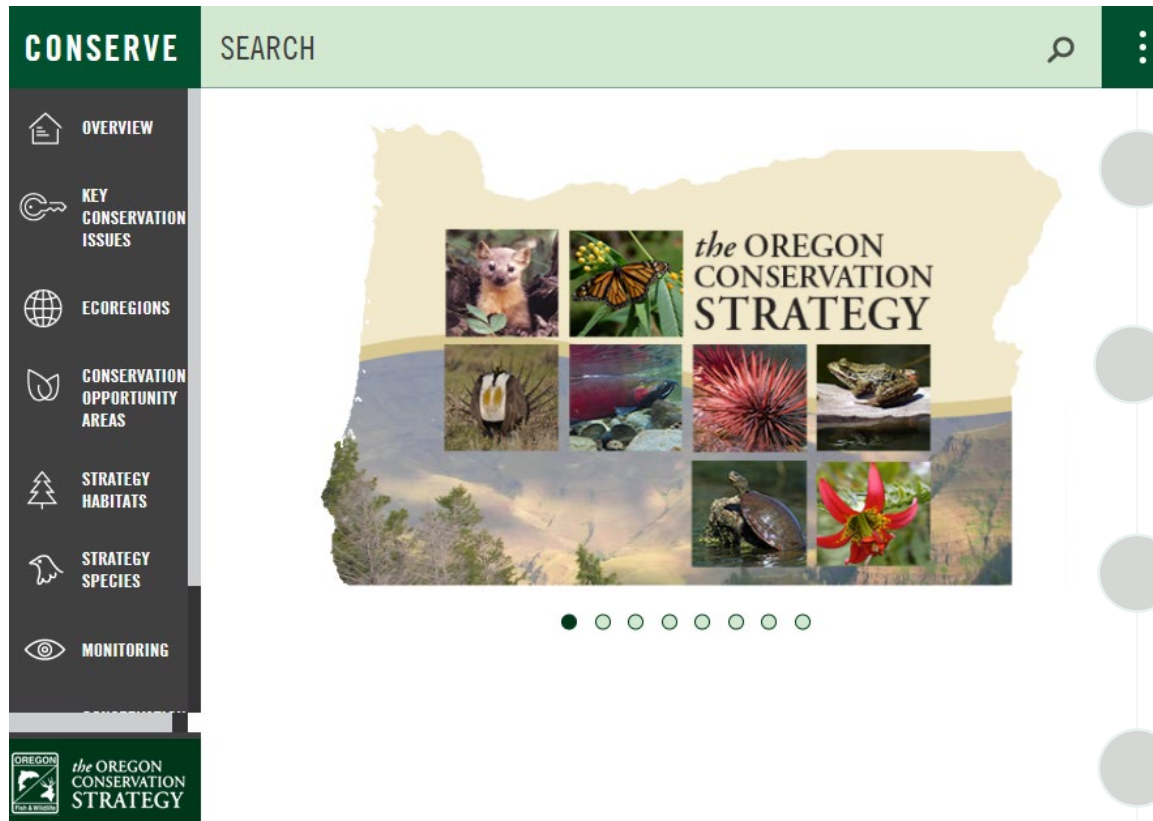
What is OPAC's role in this campaign?

- Promote SWAP information needs through your networks
- Mobilize your affiliations and constituents
- Activate local groups as partners
- Promote funding opportunities through the Oregon Conservation & Recreation Fund (OCRF)
- Serve as visible ambassadors for SWAP implementation



Web-enabled SWAP

Supporting access to SWAP information through a searchable website



2026: Content approved by USFWS

New SWAP content integrated into public facing website

New geospatial layers made accessible through Compass

2027: integration with new ODFW website

Questions?

