



# PACIFIC BIRDS

HABITAT JOINT VENTURE



**Strategic Framework**

2024-2034

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Cover photo: Greater Yellowlegs  
*USFWS/Jake Bonello*

Hulē'ia National Wildlife Refuge on Kaua'i  
*USFWS*



# About the framework

In 2023, Pacific Birds Habitat Joint Venture Board and Staff worked together to reflect on the long-term vision and direction of the Joint Venture in the United States and Canada. This framework defines how Pacific Birds catalyzes conservation, how the Board and Staff make decisions about the work and trajectory of the Joint Venture, and the current focus of the partnership. The intended audience for the Pacific Birds Strategic Framework is the Board, staff, current partners, and prospective partners.

## Vision

By working together in the Pacific Region, we ensure wild birds thrive in abundant and diverse habitats that are safeguarded for future generations.

## Mission

Creating the ideal environment for bird habitat conservation



Partners with the East Cascades Oak Partnership amidst the oaks

Columbia Land Trust

# Who we are

## A Brief History

Pacific Birds Habitat Joint Venture (originally the Pacific Coast Joint Venture or PCJV, hereafter Pacific Birds or the Joint Venture) was formed in 1991 to provide funding and resources to people and organizations working on the ground to protect or restore wetlands and other places for migratory waterfowl along the coast of Oregon, Washington, and British Columbia. In 1999, Joint Venture supporters and organizations focused on bird conservation expanded Pacific Birds' focus to include all birds and all habitats in the North Pacific Flyway and to support national and international bird conservation initiatives.

Over the next 20+ years, Pacific Birds' geographic service area grew to include the Pacific Coast of Alaska (2001), northwest California and the Willamette Valley of Oregon (2004), Hawai'i (2005), Interior and Northern Alaska (2010), and the rest of the U.S. Pacific Islands (2015).

## Governance and Structure

Pacific Birds is governed by an International Management Board composed of a U.S. Steering Committee and a Canada Steering Committee that, together, provide overall leadership, guidance, governance, and support to accomplish strategic conservation goals and objectives.

Pacific Birds is supported by staff in the United States and Canada that coordinate and strengthen the work of the partnership. Migratory Bird Joint Ventures work with partners to help meet the goals and objectives of state, provincial, national, and international conservation plans and address these challenges to ensure a sustainable future for not just birds, but people, as well. In the Pacific Birds service area, these plans include but are not limited to:

- ▶ [North American Waterfowl Management Plan](#)
- ▶ [Canada's 2030 National Biodiversity Strategy](#)
- ▶ [United States Shorebird Conservation Plan](#)
- ▶ [North American Landbird Conservation Plan](#)
- ▶ [Waterbird Conservation in the Americas](#)
- ▶ [British Columbia's Together for Wildlife Strategy](#)
- ▶ [State Wildlife Action Plans](#)
  - ▶ [Alaska Wildlife Action Plan](#)
  - ▶ [California State Wildlife Action Plan](#)
  - ▶ [Hawai'i Comprehensive Wildlife Conservation Strategy](#)
  - ▶ [The Oregon Conservation Strategy](#)
  - ▶ [Washington State Wildlife Conservation Strategy](#)

Horned Lark  
Sara Evans-Peters



# How we work

Pacific Birds works to catalyze habitat conservation to benefit birds, other wildlife, and people, informed by the best available science and knowledge. The foundation and driving engine of the Joint Venture is the partners and partnerships that leverage diverse skill sets, perspectives, and missions to achieve more than is possible alone.

To catalyze conservation, Pacific Birds staff advance the mission and vision of the Joint Venture by supporting partners through our **service pillars**. The service pillars represent the niche of the Joint Venture as a broad, non-regulatory, public-private-Tribal partnership with a focus on collaboratively advancing conservation of habitats that birds, other wildlife, and people rely on.



## Accelerate and Deliver Conservation

- ▶ Protect, restore, and enhance habitats to support birds and people.
- ▶ Mainstream conservation actions and activities that benefit birds, habitats, and people.
- ▶ Advance funding opportunities that support conservation priorities.

## Build Capacity

- ▶ Grow capacity for partnerships to advance bird habitat conservation.
- ▶ Increase partner capacity to find, secure, and leverage funding.

## Promote Collaboration

- ▶ Identify and collaborate to advance the priorities and meet the goals identified by the Pacific Birds Partnership.
- ▶ Foster and sustain diverse partnerships.

## Advance Knowledge and Planning

- ▶ Initiate and facilitate partner-driven conservation planning.
- ▶ Support transfer of knowledge and applied science to practitioners.
- ▶ Connect local planning to regional, national, and international objectives and strategies.

## Inform and Inspire

- ▶ Inspire action for birds.
- ▶ Provide partners with opportunities, tools, and resources.
- ▶ Communicate collective conservation impact.

## Diversity, Equity, Inclusion, and Justice

Pacific Birds values diversity and is committed to integrating equity, inclusion, and justice into our conservation efforts, embracing a long-term journey of intentional learning and adaptation to ensure a positive impact on both nature and people. Pacific Birds has adopted the definitions of diversity, equity, inclusion, and justice provided by the [American Ornithological Society](#).

Pacific Birds International Management Board and Staff are committed to taking actions to advance and support diversity, equity, inclusion, and justice, including:

- ▶ Cultivating an inclusive culture that attracts diverse perspectives, expertise, and lived experience.
- ▶ Providing skills training to champion diversity, equity, inclusion, and justice.
- ▶ Embracing ongoing learning, feedback, and diverse perspectives for inclusive conservation.
- ▶ Engaging systemically excluded groups by working to remove barriers, inviting participation, and fostering meaningful collaboration.
- ▶ Supporting Indigenous and Tribal sovereignty<sup>1</sup> and self-determination.

## Indigenous Acknowledgements and Commitments

Pacific Birds Habitat Joint Venture acknowledges that the lands on which we work are the traditional lands of many different Indigenous nations. Acknowledging these lands, and the signed treaties where applicable, reminds us that our places of work, where we live and where we gather, are on the traditional lands of more than 350 Tribes, First Nations, and Indigenous Peoples<sup>2</sup>, people who resided here since time immemorial and still do. It is also a recognition that all of us are accountable to these relationships.

The work of Pacific Birds and partners involves the conservation, protection, and enhancement of wildlife and habitat that directly impacts Indigenous communities. We acknowledge the need for meaningful partnerships with Indigenous communities throughout the implementation of this work. Pacific Birds Habitat Joint Venture names the following actions, and asks others to join us, in support of stewarding a more inclusive and equitable future:

1. Educate ourselves to better support Tribes and Indigenous Peoples.
2. Support Indigenous-led and informed land and water protection, restoration, and stewardship.
3. Elevate Indigenous Knowledge<sup>3</sup> and Science in conservation.



In the Taro Field at He'eia  
Natalie Myers

1 Tribes are sovereign nations with the authority to govern themselves. The source of their authority to govern is 'inherent,' meaning that it comes from tribes being self-governing long before explorers and settlers came to the New World. Worcester v. Georgia (1832).

2 "Tribal Nation" or "Tribe" means an Indian or Alaska Native tribe, band, nation, pueblo, village, or community that the Secretary of the Interior acknowledges as a Federally recognized Tribe pursuant to the Federally Recognized Indian Tribe List Act of 1994, 25 U.S.C. § 5130. In the US, "Indigenous Peoples" refers to Native Americans, Alaska Natives, Native Hawaiians, Pacific Islanders, and Indigenous Peoples whose ancestors have occupied what is now known as the United States since time immemorial, including members of Tribal Nations (White House Executive Order). In Canada, "Indigenous Peoples" is a collective name for the original peoples of North America and their descendants, including First Nations, Inuit and Métis.

3 This guidance uses the phrase "Indigenous Knowledge" but recognizes that a variety of terms, including Traditional Ecological Knowledge, Traditional Knowledge, Indigenous Traditional Knowledge, Native Science, and related formulations, which are preferred by different Tribes and Indigenous Peoples. Those terms are used when referencing specific situations in which the relevant Tribes, Indigenous Peoples, or Federal decisionmaker has selected a different term. From Guidance for Federal Departments and Agencies on Indigenous Knowledge.

# Strategy: Conservation Priorities

The Pacific Birds service area includes over 473 million acres. With limited funds and capacity, Conservation Priorities provide a framework for decision-making and a focused effort to move the needle for particular habitats that have a combination of conservation urgency, opportunity to enact change through collaborative engagement, and the potential for this partnership to achieve conservation impact.

**For the next ten years, the Pacific Birds International Management Board is prioritizing conservation in coastal habitats and Western forests within the Pacific Birds service area.** Within coastal habitats, the focus will center on estuaries, freshwater wetlands, and shallow marine habitats in coastal watersheds in the United States and Canada. Within Western forests, the focus will center on oak and prairie habitats in the Pacific Northwest, and riparian forests in British Columbia. Across the priority habitats, working collaboratively on natural and working lands managed by public, private, Tribal, and Indigenous entities is essential for conservation success.

The detailed approaches for advancing these conservation priorities, including priority species, objectives, and metrics are described in the following existing or in-development documents:

- ▶ [British Columbia Pacific Birds Habitat Joint Venture Implementation Plan](#)
- ▶ [Oak and Prairie Business Plan 2.0](#)
- ▶ [Hawai'i Wetlands Strategic Plan](#)
- ▶ [Coastal Wetlands Strategic Plan](#)



Great Blue Heron at Siletz Bay, OR  
Peter Pearsall/USFWS

# Benefits of the Pacific Birds Partnership

- ▶ increased resources
- ▶ collaborative solutions
- ▶ better communication
- ▶ increased public support, and
- ▶ support for landscape scale conservation action

Klamath Siksiyou oak and prairie  
Jaime Stephens

## Looking forward

Opportunities to expand the scope of the Conservation Priorities will be considered by the Board using a decision-making framework developed by Pacific Birds Board and Staff that will take into account the following considerations:

▶ **Impact**

The potential impact of the Pacific Birds partnership

▶ **Urgency**

The conservation need

▶ **Opportunity**

The unique contribution that Pacific Birds Habitat Joint Venture would be able to add to the conservation effort, the alignment of the work with Pacific Birds' mission, and the capacity and resources available.

Buffleheads at Siletz Bay, OR  
Peter Pearsall/USFWS

