



STRATEGIC PLAN 2025-2029



Why Elakha?

Once plentiful in Oregon's coastal waters, sea otters were decimated by hunting for pelts in the 1700s and 1800s, effectively eliminating them from Oregon by the early 1900s.

Because sea otters are a keystone species, their loss has left Oregon's marine ecosystem – particularly its kelp forests – ecologically simpler, less robust, and less resilient.

Our Vision

The Elakha Alliance was formed by individuals from Tribal, nonprofit, and conservation backgrounds with a shared belief in a powerful vision: an Oregon coast 50 years from now where our children and grandchildren co-exist along with a thriving sea otter population and a robust and resilient marine ecosystem.

Our Mission

To make Oregon's marine and coastal ecosystems and communities more robust and resilient by restoring a healthy population of sea otters to the Oregon coast.

Current Initiatives



Science & Policy

Complete scientific, socio-economic, and public policy assessments necessary to determine the methods for, and impacts of, restoring and protecting a healthy sea otter population in Oregon.



Government Relations

Work to ensure that Tribal, state, and federal government plans and policies include sea otter reintroduction to Oregon as a priority.



Outreach & Communications

Build broad public support on the coast and statewide for restoring a healthy Oregon sea otter population.

The reintroduction itself would launch as an additional Strategic Initiative after sufficient progress is made on these current initiatives.



CORE STRATEGIES



Strong Partnerships

A network of partners is necessary to restore sea otters to Oregon. The Elakha Alliance collaborates with nonprofit, Tribal, institutional, and government partners with the appropriate resources, expertise, and authority to lead key activities for sea otter restoration.

Community Engagement

The public must be part of the process, especially those groups and individuals most likely to be affected. This includes Tribes, shellfish harvesters, fishermen, ports, businesses, conservation organizations, and local, state, and federal governments.

Regional Considerations

Planning for Oregon sea otter reintroduction is happening in coordination with similar planning for a reintroduction to the northern California coast — just north of their current sea otter range. As the Elakha Alliance is focusing its principal energy on an Oregon reintroduction, it continues to work with California partners in recognition of the shared science and overlapping challenges.