

Friends of the River 2023 Strategic Priorities

Outcomes



Restore California Rivers

Justice & Equality

Healthy rivers are essential to all human livelihood, a sustainable economy and a climate resilient water future for all.

Timeliness

The climate crisis is here, which requires urgent action to restore California's rivers as the lifeblood of the state.

Effectiveness

We must offer effective solutions, and fight to defeat the short-term, destructive projects which accelerate the climate crisis.

Resiliency

Resilient water solutions prioritize natural working systems, water reuse, and large-scale water conservation.



Influencing Policy

- Represent the voice of rivers where decisions are being made
- Translate pragmatic solutions to legislative, regulatory, and policy agendas
- Hold government & industry accountable to values, law and science
- **Hydropower Reform**
- **Saving & Storing Water**
- **Restoring Flows**
- **Multi-Benefit Flood Management**
- **Legal & Regulatory Protection**

Inspiring Action

- Create a larger shared relational commitment for change through the identification, recruitment and training of more leaders
- Expand the cadre of trained, diverse, leaders to achieve relevant objectives for their respective communities
- Translate values into motivation for action through public narrative
- **Public Narrative & Strategic Communications**
- **River Activist Leadership Initiative**
 - Policy Tracking and Analysis
 - Virtual Policy Education
 - Outdoor Interpretive Learning Experiences
 - Guide Activist Training
 - Mentoring, Internship, Guided Volunteering