Friends of the River 2023 Strategic Priorities

**Outcomes**

**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

**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.