The Coastal Watershed Council is building a movement to transform the lower San Lorenzo River into a community destination by inspiring people to explore, enhance and protect this critical natural resource. When people care for the river, learn about its significance and build a connection to nature, it benefits the river, its ecosystem and the community we serve. This movement will succeed when people, just like you, recognize their role and take action. Here’s how we do it:

1. **Listen and Learn**
   - Meet people where they are
   - Document needs, ideas and desires for the river and for the community

2. **Transform**
   - Create positive experiences at the river
   - Share relevant river information
   - Foster thought provoking dialogue

3. **Equip**
   - Co-create projects that align benefits for the river and the community
   - Provide repeat, meaningful ways to make a difference
   - Provide tools, resources and support

4. **Empower**
   - Train people to take action on their own

5. **Acknowledge**
   - Celebrate success stories

**Theory of Change**

There’s a role for everyone - including you. Learn how you can join the movement at: www.coastal-watershed.org.