

HEALTHY WATERSHEDS, THRIVING COMMUNITIES



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:



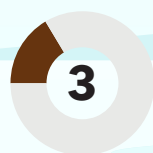
LISTEN AND LEARN

- Meet people where they are
- Document needs, ideas and desires for the river and for the community



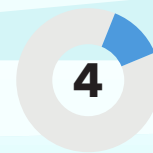
TRANSFORM

- Create positive experiences at the river
- Share relevant river information
- Foster thought provoking dialogue



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



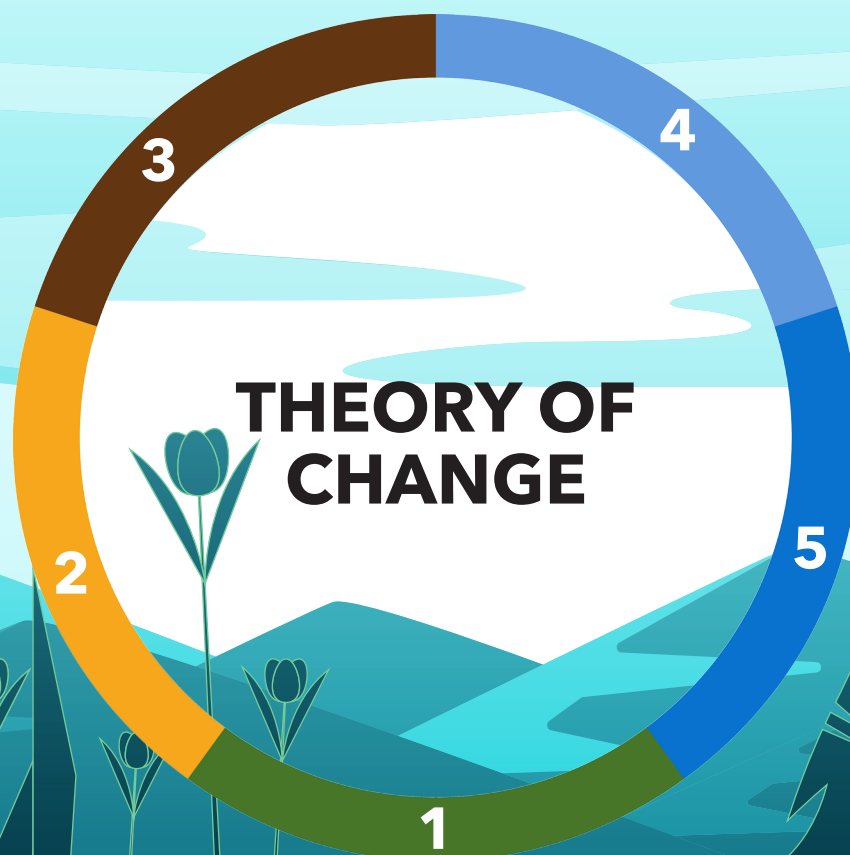
EMPOWER

- Train people to take action on their own



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.