

# *Standing on the Shoulders of Giants: The Carson River Coalition*

April 18, 2023

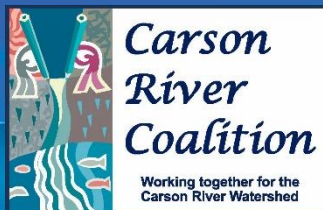
Brenda Hunt  
*Watershed Program Manager*

## STAND ON THE SHOULDERS OF GIANTS

TO MAKE DISCOVERIES, INSIGHTS, OR PROGRESS DUE TO  
THE DISCOVERIES OR PREVIOUS WORK OF GREAT MINDS THAT HAVE COME BEFORE.

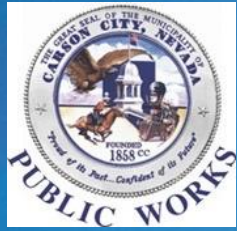


Made possible by:





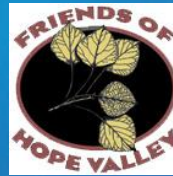
# Carson River Coalition



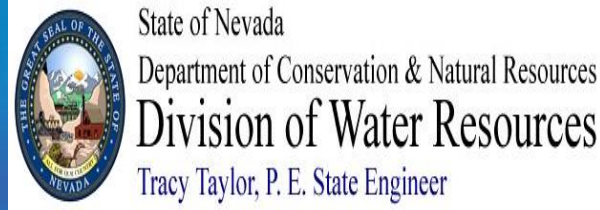
Conservation  
Districts:  
Carson Valley  
Dayton Valley  
Lahontan



CWMAs



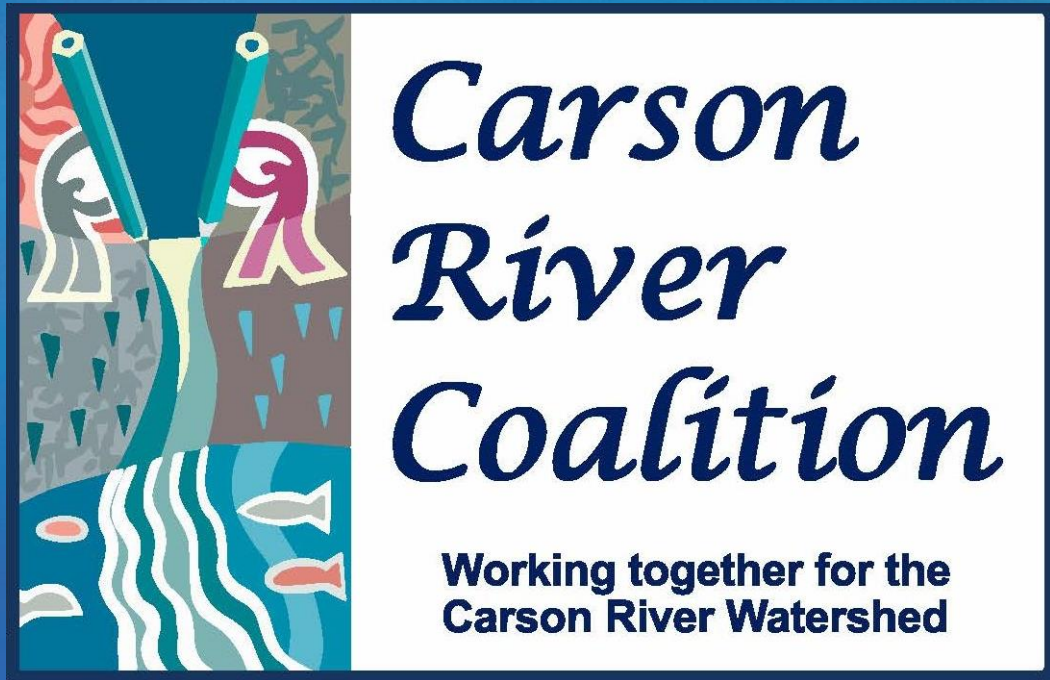
Private Citizens





# Watershed Program Primary Goal

- Oversee and coordinate the Integrated Watershed Planning Process (IWPP) for the Carson River Watershed.





# Current Challenges





# Carson River Coalition Guiding Principles

1. Manage the water's resources for economic sustainability, quality of life, and protection of private and public property rights.
2. Acknowledge and respect the watershed's natural processes in land use decisions.
3. Maintain or improve the quality of the water to support a variety of beneficial uses.
4. Protect the headwaters region as the system's principal water source.



Lost Lakes Headwaters West Fork



# Carson River Coalition Guiding Principles (cont'd)

5. Recognize and respect the interests of all stakeholders upstream and downstream by fostering collaborative and mutual respectful relationships.
6. Maintain the riverine and alluvial fan floodplains of the Carson River Watershed to accommodate flood events.
7. Protect and manage uplands, mountain ranges, wetlands, and riparian areas to enhance the quality of surface flow, groundwater recharge, and wildlife habitat.



Carson River @ Rolling A Ranch



# Carson River Coalition Guiding Principles (cont'd)

8. Promote conservation of water from all sectors of the community's water users for the benefit of municipal, industrial, agricultural, domestic, recreational, and natural resources.

9. Encourage management of growth that considers water quality and quantity, open space preservation, and maintenance of agriculture in floodplains.



10. Protect and support opportunities for public recreational access to natural areas throughout the watershed – including the river corridor – where appropriate.

AmeriCorps Float

11. Promote understanding and awareness of watershed resources and issues through cooperative education efforts throughout the watershed.



# I AM CARSON RIVER WATERSHED

[IAMCARSONRIVER.ORG](http://IAMCARSONRIVER.ORG)

## I AM CARSON RIVER WATERSHED, AND YOU ARE TOO!

We live in a wonderful watershed. Here's what you can do to keep pollutants out of our waters.



BAG IT



CURB CHEMICAL USE



USE A CAR WASH



RECYCLE MOTOR OIL

Be proud and display your sticker on your vehicle, water bottle or window!

[IAmCarsonRiver.org](http://IAmCarsonRiver.org)



# Social Media Outreach Highlights

Total Campaign Impressions 425,881

Facebook Reach 133,683 Instagram Reach 49,779

Video impressions 109,400

Total minutes of Videos Viewed 28,700

Growth of followers on Facebook and Instagram 59%

Male 36% Female 64%

NV 97% CA 3%

Posts 111 Pledges 189 Ads run 43

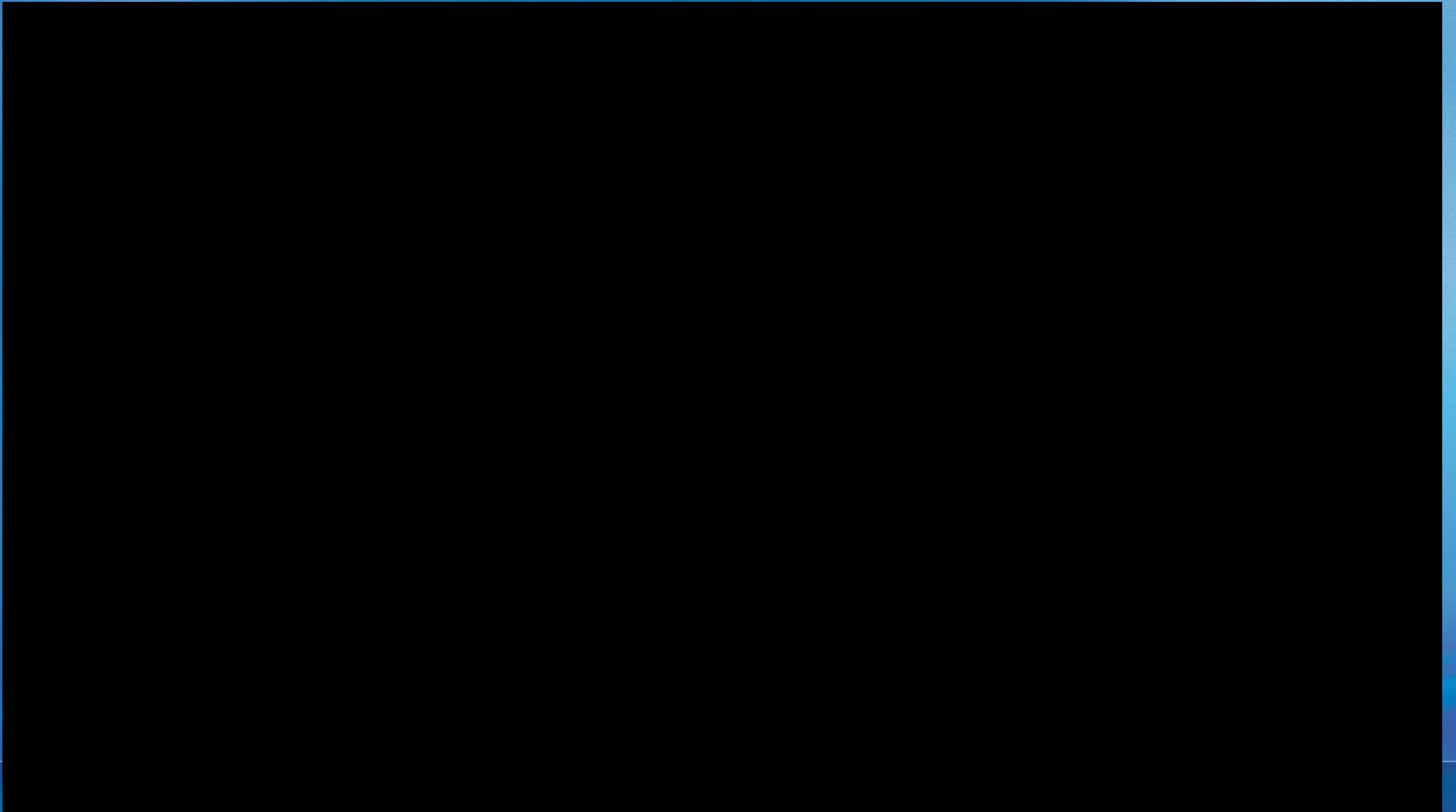
Giveaways 97 Organizations Partnered 39

Splash Page Visits ([iamcarsonriver.org](http://iamcarsonriver.org)) 4455



New Splash Page Visitors 84%







# Carson River Watershed Adaptive Stewardship Plan Web Viewer