

A serene sunset scene over a calm lake. The sun is low on the horizon, creating a bright, golden glow that reflects on the water. In the background, dark silhouettes of mountains are visible against the bright sky. In the foreground, the dark silhouette of a boat is visible, with a vertical pole or mast extending upwards. The overall atmosphere is peaceful and natural.

EVC STRATEGIC PLAN

EarthViews Conservation Society

LIFE REQUIRES WATER

Our Strategic Plan is not just a document, it is a call to action. The health of our waterways is crucial to the survival of our planet, our economies, and our communities. By working together, using data-driven approaches, engaging with stakeholders and indigenous communities, and creating lasting partnerships, we can make a critical impact and protect our waterways for generations to come. Our plan is necessary because we cannot afford to ignore the urgent challenges facing our waterways any longer.



Coast Salish tribal canoe journey, Puget Sound.

OUR VISION

A world where all life has equitable access to healthy waterways.

OUR MISSION

SOUND THE ALARM! Act decisively against threats to our waterways, from climate change, population pressure and habitat and species loss.



American White Pelican mortality at The Great Salt Lake.

KEY CHALLENGES

Our Focus Impact Areas

CLIMATE CHANGE

Reduced water availability and warmer waters threaten aquatic ecosystems.

POPULATION PRESSURE

Rapid growth in the Western U.S. strains already scarce water resources, disproportionately affecting marginalized communities.

HABITAT AND SPECIES LOSS

Human development and overuse jeopardize aquatic habitats and species.



Gunnison Island, The Great Salt Lake

OUR METHODS

Rio Grande dry river bottom, New Mexico.



DOCUMENTATION

Use advanced technology to capture high-resolution imagery of endangered waterways.



ADVOCACY

Partner with stakeholders, raising awareness and promoting policies protecting waterways.



PREDICTIVE DATA SCIENCE

Harness data to foresee and act against environmental crisis emphasizing waterways as barometers of climate change.



Proposed "Dirty Dozen".

OUR ACTION PLAN

IDENTIFICATION

Rigorously document and monitor the most threatened waterways, identify the "Dirty Dozen", in the drought stricken Western U.S.

COMMUNITY ENGAGEMENT

Collaborate with local stakeholders and communities, ensuring a holistic, ground-up approach to conservation.

FOCUSED INTERVENTION

Prioritize these critical waterways for restoration, conservation, and protective policy advocacy.

PREDICTIVE ACTION

Leverage data science to preemptively identify threats and act before they escalate.

OUR OBJECTIVES



LASTING CHANGE

Drive lasting change through policy-focused conservation measures.

ACTIONABLE DATA

Offer actionable, comprehensive waterway data to stakeholders.

PROACTIVE CONSERVATION

Prioritize proactive conservation over crisis management.

FOSTER PARTNERSHIPS

Foster robust partnerships across sectors for collective impact.

INDIGENOUS INVOLVEMENT

Champion community and indigenous involvement for grounded, inclusive strategies.

ELEVATE AWARENESS

Elevate public awareness on the urgency of waterway conservation.



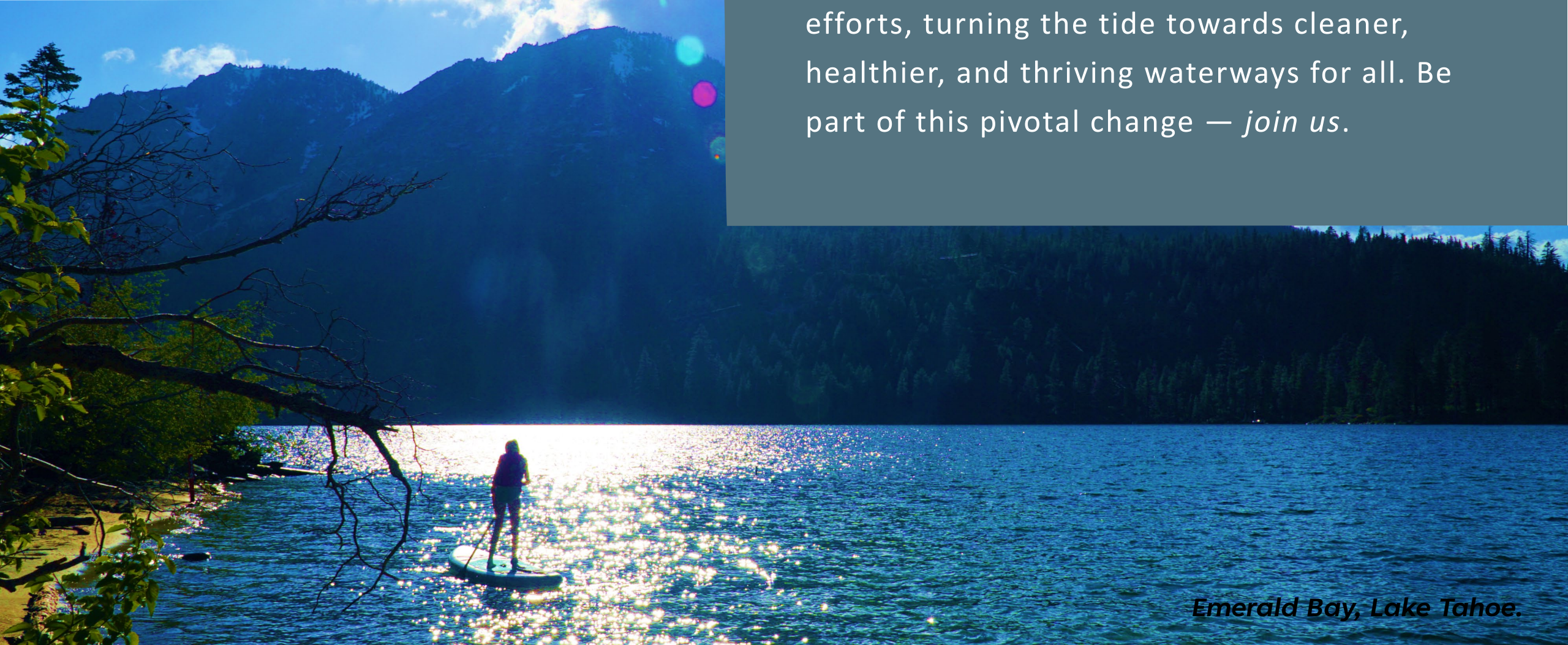
Lake Powell at 24% capacity, Arizona.

OUR WORK AND SUCCESS

Our efforts have borne fruit - mapping 6,000 miles of U.S. waterways and pioneering initiatives at vital locations like the Great Salt Lake, Lake Tahoe and Puget Sound. Our work has safeguarded habitats, driven policy changes, and empowered communities, affirming our position at the forefront of aquatic conservation.

A CALL TO ACTION

The health of our waterways is not just an ecological concern but a clarion call for collective action. Your support can amplify our efforts, turning the tide towards cleaner, healthier, and thriving waterways for all. Be part of this pivotal change — *join us.*



Emerald Bay, Lake Tahoe.