## Our Mission
The mission of the Clinton River Watershed Council is to protect, enhance, and celebrate the Clinton River, its watershed, and Lake St. Clair.

## Vision
Individual and community actions protect and improve the health of the Clinton River, assuring that its natural, economic, and recreational value enhances the quality of life of those who live, work, and play in the Clinton River Watershed and Lake St. Clair.

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### Beliefs & Values

<table>
<thead>
<tr>
<th>Core Values</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Water Quality &amp; Quantity</strong></td>
<td>The quality of the water and stability of flow are important to support a diverse and healthy ecosystem and to provide recreational, economic, aesthetic, and educational opportunities that are essential to our quality of life.</td>
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<tr>
<td><strong>Land Use</strong></td>
<td>The way we use our land determines the condition of our water resources.</td>
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<tr>
<td><strong>Economy and the Environment</strong></td>
<td>A healthy environment promotes and sustains a strong economy, and a strong economy promotes and sustains a healthy environment.</td>
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<tr>
<td><strong>Stewardship</strong></td>
<td>Protecting and enhancing our water resources is the responsibility of everyone in our watershed and requires the coordinated involvement and effort of individuals, businesses, governments, and organizations throughout the watershed.</td>
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<tr>
<td><strong>Watershed-Wide View</strong></td>
<td>The Clinton River Watershed Council, with its watershed-wide view, is uniquely positioned to achieve our vision for the river.</td>
</tr>
</tbody>
</table>

### Key Initiatives

#### Green Infrastructure & Sustainability
CRWC is committed to providing the most relevant and useful information and techniques for green infrastructure planning and education.

#### Subject Matter Expertise
Our organization will continue its long history of providing expertise and recommendations on many aspects of education, planning and science.

#### Public Awareness & Stewardship
We provide hundreds of opportunities for businesses, civic groups, communities and individuals to become involved with their surrounding environment and recognize the importance of protecting our natural resources.

#### Information Management
We are the hub for watershed related information that can translate through maps and signage that create awareness of our rivers, lakes, streams and wetlands.
Green Infrastructure & Sustainability
Blueway/Greenway Vision (NI)
• Clinton River Water Trail
• Clinton River Connection
• Clinton River Green Corridor (NI)
• Blue Economy
• WaterTown! (NI)

Stormwater Management
• Low impact development (LID)

Green Initiative Planning (residential)

Subject Matter Expertise
Stormwater Management
• NPDES MS4 Stormwater Permit
• Stormwater/nutrient runoff

Environmental Education
• Stream Leaders
• Teacher/educator professional development
• Land use education
• Fishing

Environmental Planning
• Ordinance development
• Land use planning
• Subwatershed plans
• AOC/RAP coordination

Ecological Assessments & Applications
• Water quality monitoring
• Woody debris management
• Conservation
• Natural resource protection
• Culvert crossing inventory (NI)
• Stream bank stabilization inventory
• Areas of erosion inventory (NI)
• Biological inventory
• Habitat restoration/enhancement

Strategic Initiatives

Public Awareness & Stewardship
Marketing and Outreach
Citizen Science
• Adopt-A-Stream
• Clinton River Coldwater Conservation Project
River/Lake Cleanup
• Weekly Clean
• Clinton River
• Lake St. Clair Clean Up
• Clean boating & marinas (inland lakes)

Events & Activities
• Paddling
• River Day
• Fishing
• River Cruise

Regional Partnership Support
• Community Events
• Advisory/Technical/Planning Committees
• Advocacy Liaison

Membership Initiatives

Information Management
Geographic Information System (GIS) Mapping (NI)
• Membership
• Sampling sites
• High quality preservation areas
• Restoration targets

Watershed Information Distribution
• Interpretive signage – (standardized format)
• Mobile applications (e.g. QR Code)

NI – new initiative