

One Truckee River Key Messaging for Goal Stations

Station #1: Ensure and protect water quality and ecosystem health in the Truckee River

Station Signage: Protect water quality and ecosystem health

- Key Messages:
 - **Reduce pollutants** from entering the river
 - Identify, test, improve water quality from storm drains
 - Support pilot watershed management program
 - Improve accessibility and availability of restrooms
 - User education of impact of recreational activities
 - Create a **natural and diverse ecosystem** for plants and animals
 - Drive support for approve vegetative species
 - Drive adoption of a coordinated vegetative management plan and reduce invasive species and noxious weeds
 - Coordinate management of key species
 - Identify land acquisition opportunities for improved wildlife habitat
 - Identify easement opportunities to support goal of ecosystem health
 - Drive adoption of low impact development

Station #2: Create and sustain a safe, beautiful, and accessible River connecting people and places

Station Signage: Create a safe, beautiful, and accessible River

- Key Messages:
 - **Eliminate camping and blight** on the river
 - Establish a river team that works across jurisdictions to clean up the river, educate users, and be a public presence.
 - Establish coordinated river sweeps between Reno, Sparks, and Washoe County to eliminate camping
 - Provide social services, including housing, mental health, medical services to those displaced.
 - Increase **recreational accessibility**
 - Create a unified mapping effort between jurisdictions to improve river access
 - Provide better **lighting**
 - Identify areas with high recreational use that needs more lighting for public safety
 - Work with Reno, Sparks, Washoe County to have **uniformed standards** along the Truckee River
 - Parks and maintenance standards
 - Trail design standards
 - Private development standards adjacent to the river
 - Reduce and eliminate **water hazards** for kayakers, rafters, and swimmers
 - Identify where there are, alert users, and eventually remove them
 - Ensure necessary **public amenities** for all
 - Restrooms, garbage cans, benches, bike racks, pet waste stations, water fountains
 - Enhance river corridor with **art** across all jurisdictions

Station #3: Build an aware and engaged community that protects and cares for the river

Station Signage: Foster a community that protects and cares for the river

- Key Messages:
 - Drive **education** of the river's **Native American heritage** and **recreational significance**
 - Use of educational river signage
 - Support a watershed education plan
 - Use of social media, phone apps, printed brochures with educational material about the river
 - Establish a River Visitor Center
 - Drive student/**youth education** and interaction with the river

- Promote and increase **river events** and **special events** along the river
- Promote **active stewardship**
 - River Ranger/Junior River Ranger programs

Station #4: Create a sustainable organizational model to ensure the successful oversight and implementation of the One Truckee River Management Plan.

Station Signage: Ensure continuous river management

- Key Messages:
 - Ensure continuous plan management with **ownership** and **accountability** across **all jurisdictions** and **stakeholder** groups
 - **Market** and **communicate** river improvements resulting from the plan
 - Secure necessary **funding**
 - Identify funding partners, both public and private