Mission: To restore and manage the Petaluma River Watershed through cooperative actions.

Vision: Perpetuate a community of active, informed, and engaged stakeholders that cooperatively improve landscape functions and resource values to improve the health of the Petaluma River Watershed and surrounding community.

Goals:
The goals of the Petaluma River Watershed Collaborative as outlined in the Bureau of Reclamation Grant are:

1) Build the institutional capacity of Petaluma River Watershed stakeholders to carry out sustainable watershed management and restoration in the watershed through the creation and sustaining of a Petaluma River Watershed Collaborative.
   a. Develop capability to improve the functioning condition of rivers and streams through: water conservation, improved water quality, ecological and climate resiliency, and the reduction of water conflicts.

2) Complete the Petaluma Watershed Enhancement Plan through the incorporation of the Petaluma River Watershed Historical Hydrology Study and existing plans that pertain to the Petaluma River Watershed.
   a. Incorporate relevant data from existing plans.
   b. Determine gaps in data and collect data based on determination of the Watershed Group.
   c. Solicit ideas for potential watershed management and restoration projects.

3) Develop an Action Plan prioritizing the top ten watershed management and restoration projects for stakeholders to implement.
   a. Develop criteria to evaluate and prioritize watershed projects to establish a list of ‘top ten’ management and restoration projects to be implemented with leadership from Watershed Group
   b. Develop prioritized projects to be funding ready.
   c. Serve as guideline for project concept implementation
   d. Include a list of “top ten” projects identified by the Petaluma Watershed Collaborative.
Objectives:

The objectives of the Petaluma River Watershed Collaborative as outlined by Petaluma Watershed Collaborative stakeholders are:

1) Establish a relationship with landowners and community members within the Petaluma River watershed in order to build trust and work as project partners to reach a common goal of developing solutions to employ conservation stewardship and address water management needs.

2) Identify priority areas and advocate for the implementation of projects in order to advance natural resource objectives in the Petaluma River Watershed.

3) Develop projects that meet the goals and objectives of available funding opportunities.

4) Position the Petaluma River watershed to be prepared for future funding opportunities by developing a framework for outreach and synergistic project efforts.

5) Develop a platform for communications and materials to remain transparent and available to all.

6) Whilst developing projects and deliverables, identify opportunities to address climate change resiliency as a matter of high importance.