

The Power of Joint Advocacy:
Wilderness and Wild and Scenic Rivers Collaboration Success Stories
October 25, 2019

Wild and Scenic Rivers Act

It is hereby declared to be the **policy of the United States** that certain selected rivers of the Nation which, with their immediate environments, possess outstandingly remarkable scenic, recreational, geologic, fish and wildlife, historic, cultural or other similar values, shall be **preserved in free-flowing condition, and that they and their immediate environments shall be protected for the benefit and enjoyment of present and future generations**. The Congress declares that the established national policy of dams and other construction at appropriate sections of the rivers of the United States needs to be complemented by a policy that would preserve other selected rivers or sections thereof in their free-flowing condition to protect the water quality of such rivers and to fulfill other vital national conservation purposes." (Wild & Scenic Rivers Act, October 2, 1968)

Polling Take Aways

- *DO talk about water FIRST and foremost.*
- Ensuring reliable supplies of clean water cannot be stressed enough as a primary rationale for conservation.
- The act of referencing water as a rationale for conserving land is more important than the specific language used
- Protecting “drinking water” implies a connection to public health which resonates on a deeper level with voters than any other formulation.
- *Water-related concerns top the list of most serious problems for voters in the West*
- Water-related concerns, such as low levels of water in rivers, water quality, and inadequate water supplies outweigh economic issues and other conservation concerns across the region.

Amargosa River, California



East Rosebud Creek, Montana



South Fork Trinity River, CA



- Brett Swift
- The Pew Charitable Trusts
- bswift@pewtrusts.org
- 503.288.9453