

2024-2025 Annual Stormwater Public Education, Outreach, Involvement, and Participation Regional Report – Bear Creek MS4s



Introduction

This report outlines the public education and outreach (PE/PO), and involvement and participation (PI/PP) strategies that municipal separate storm sewer systems (MS4s) in the Middle Rogue Basin implemented by RVCOG on behalf of the Bear Creek MS4s from July 1, 2024 to June 30th, 2025 to satisfy the conditions of the NPDES Phase II general permit issued by DEQ on November 30, 2018. The activities are integrated into individual Stormwater Management Plans (SWMPs) developed by the MS4s that were submitted to and approved by DEQ. Activities completed are applicable to the regulated small (Phase II) MS4s and include established MS4s (Existing Registrants) and new permittees (New Registrants). In the Middle Rogue Basin, the registrants include the Cities of Medford, Ashland, Grants Pass, Eagle Point, Central Point, and Rogue River, Rogue Valley Sewer Services (includes the Cities of Talent and Phoenix and Jackson County), and Josephine County.

Most of the activities summarized in this report are funded by the Bear Creek MS4s (Medford, Ashland, Central Point, and RVSS (representing Phoenix, Talent, and Jackson County)) with a few exceptions that include Grants Pass, Josephine County, and/or other partners through the TMDL Program and implemented by the Rogue Valley Council of Governments Natural Resources Department. RVCOG coordinates with MS4s, This report follows a similar format to previous years.

Program Highlights

- Programs reached over *2,700 people* (not including visitation to the Stream Smart website).
- The website had 3,442 visitors and 21,443 views. The most visited pages besides the landing page included the Bear Creek Clean Up, Bear Creek Stewards, Rogue River Clean-up, Rogue Aquatic Invasives Network (RAIN), Salmon Watch, Monitoring Water Quality, Volunteer programs, and About the Program.
- For social media, we have 655 Facebook followers and 269 Instagram followers. Our Facebook reach was 22,388 and we had 1,135 visits.
- Continued the Salmon Watch program for a 12th consecutive season in the Fall of 2024 and Spring of 2025. We conducted 34 in person field days with 22 different schools. Classes represented schools from the Bear Creek Valley and Greater Jackson County. *1,578 participants*.
- Other Salmon Watch related programs including teaching a hybrid class with ODFW's Salmon Release Program and LOGOS School in December at Tou Velle State Park (*count included as part of the Salmon Watch Program*) and we completed 10 session of the Salmon Watch Traveling Roadshow (*87 attendees*). Participating libraries included Ashland, Medford, Central Point, Eagle Point, and White City. We also conducted two days of Salmon Watch Training (*25 participants each day*) and hosted a post field day debrief/Open House (*15 attendees*).
- Salmon Watch Partners included representatives from the TMDL DMAs and Bear Creek MS4s, Bear Creek Watershed Education Partners (BCWEP) volunteers, RVSS, Oregon State Parks, Oregon Department of Fish and Wildlife, BLM, the Freshwater Trust, the Army Corps of Engineers, Southern Oregon Land Conservancy, Kid Time, Pollinator

Project Rogue Valley, Southern Oregon Forest Restoration Collaborative, and local schools. New partners this year included Save the Phoenix Wetlands.

- Secured match funding for additional Stream Smart Programs including Salmon Watch, the Creek and River Clean-ups, and the Adopt Programs (River and Greenway) through the Medford Co-Op's Positive Change Program, local bottle drop funds, and the American Fisheries Society.
- Presented education and outreach information at multiple local events including presentations in a partnership with the Stream Smart and/or TMDL programs, schools, and partners. *479 people reached.*
- Participated in and helped coordinate volunteer clean-ups in September 2024 and April 2025. *330 attendees.*
 - Fall Statistics and Activities:
 - 98 volunteers
 - Removed 1,480lbs of trash
 - Invasive Species (blackberries) removed
 - Press releases and media interviews conducted
 - Spring Statistics and Activities
 - 232 volunteers
 - 3,625 pounds of trash removed along 10 miles of Bear Creek
 - Mulching and planting of pollinator gardens and restoration sites
 - Invasive Species (blackberries) removed
 - Press releases and media interviews conducted
- Hosted and/or helped coordinate 6 additional volunteer events reaching over 78 people. These events are outside of the Clean-up days, documented events, and the Salmon Watch Program.
- Continued activities along the Stream Smart Adopt-A-Greenway segment near the Expo Center including tying in and staffing starting locations for the Bear Creek clean-up and continuing to work with Crater High School
- Audiences reached included the general public schools (e.g., stormwater presentation at Medford Innovation Academy, volunteer events with Crater High School), and local officials (through presentation of programs at RVCOG Board meetings).
- The Stream Smart program is continuing to expand with new partners and ties into specific programs including Jackson County Library District, the Ashland Food Co+Op, Medford Food Co+Op, the Cooperative Weed Management Area (CWMA), RAIN, Save the Phoenix Wetlands, PPRV, and others.

PUBLIC EDUCATION & OUTREACH (PE/PO) SUMMARY



General Program/Activity Description

The PE/PO program is designed to develop, refine, and implement an education and outreach program to inform the public about the impacts of stormwater discharges on waterbodies and the steps that they can take to reduce pollutants in stormwater runoff consistent with the recommendations of the general permit and jurisdictional (MS4s) SWMPS. The goal of program is to educate residents on behaviors and practices that can cause or contribute to adverse stormwater impacts on receiving waters and provide actions that citizens, businesses, and others can take to reduce pollutants in stormwater runoff and prevent illicit discharge from entering the MS4 impacted receiving waters. Activities were developed over a 5-year implementation period with most communities participating in regional implementation of some activities. Regional activities are reviewed, updated (as needed), and completed annually. Program changes and recommendations are summarized in the annual report and revisions are implemented in the next implementation year.

Work completed in 2024-2025 is based off the general SWMP created with the regional stormwater team and RVSS (<http://rvcog.org/wp-content/uploads/2017/01/SWMP-Draft-June-28th-2019.pdf>). Table 2 and Table 3 (page 15) summarize the general recommendations for developing SWMPs and were used to develop the program scopes. The scopes were used by the MS4s for developing and submitting their SWMPs. In addition, the general SWMP was used as the basis for regional implementation activities coordinated by RVCOG. Activity details for the implementation year follow the tables. The tables are provided as a reference to link into individual SWMPs as needed.

2024-2025 ANNUAL STORMWATER REPORT BEAR CREEK MS4 PROGRAM

Table 2: Public Education & Outreach Activities

Activity/Description	Regional Activity?	Current Activity	New Activity/ Materials	Audience(s)			Permit Year				
				Public, Homeowners, HOA's, Schools, Businesses (Target Audience #1)	Local Elected Officials, Land Use Planners, Engineers (Target Audience #2)	Construction Site Operators (Target Audience #3)	1	2	3	4	5
Electronic Communication Channels (Topics: 1-10)											
Stream Smart	X	X		X	X						
RVCOG Website	X	X		X	X						
MS4s Individual Websites		X		X							
Messaging/Campaigns											
Meet annually to decide on a message or a campaign to focus on/highlight for the implementation year in addition to the activities that cover multiple topics.	X	X	X	X	X	X					
Events (Topics: 1, 2, 7, 9) – Minimum of 4 events per year											
Spring events (April/May) - 2	X	X		X	X						
Fall Events (September/October) - 2	X	X		X	X						
Event Examples											
Rogue Valley Earth Day(s)											
Arbor Day Events											
Land Steward Workshop											
Salmon Festival											
World Fish Migration Day											
Bear Creek Fall Festival											
Other											
Media (Topics: 1-10)											
Press Releases	X	X		X	X	X					
Social Media	X	X		X							
Print Media	X	X		X	X	X					
Targeted Workshops/Trainings (Topics: 1-10) – 1-2 per year											

Erosion Prevention & Sediment Control BMPs - Goal: target construction site operators		X	X		X	X		X		X	
Riparian/Restoration/Invasive Spp. Management			X	X	X		X				X
Low Impact Development/Green Infrastructure			X	X	X		X				
Homeowners/residential			X						X		
Landscape contractors/commercial & public maintenance operators			X			X				X	
Pesticide & Herbicide BMPs/Reduction			X	X			X				
Other topics			X	X	X	X					
Printed Materials (Brochures, post cards). (Topics: 1-10)											
Continue printing & distribution of existing brochures, postcards, etc.	X	X		X	X						
New/revised printed material for distribution	X		X	X	X	X					
Presentations (Topics: 1-10) - Updates to City Councils/Commissions (Target audience #2) minimum of once per year. Updates of what's coming/changes in 2019 (New Phase II Regulations).											
			X		X	X					
Program Support/Implementation (Topics: 2, 3, 4, 6, 7, 9)											
Salmon Watch	X	X		X							
Adopt-A-River	X	X		X	X						
Stream Smart (website, program admin)	X	X		X	X						
General funding for programs, events, brochures (e.g., Bear Creek Fall Festival, brochure printing, Clean Rivers Coalition)	X	X	X	X	X	X					

Shading indicates when activity taking place.

Work Completed in 2024-2025

Stream Smart ([Stream Smart – Cool, Clean Water for Life](#))



The Stream Smart program was created to help MS4s and their partners more effectively implement their education and outreach programs and public involvement and participation programs. The program is a partnership with other local TMDL programs (Bear Creek and the Rogue River), partner programs, local schools, agencies, and others. The program is a regional informational resource on water quality and watershed related topics, helps advertise and promote events and volunteer opportunities, and encourages residents to help improve water quality in the region by taking actions at home, work, school, or in their community. The program consists of a website, social media (currently Facebook and Instagram), and a number of key programs (e.g., Salmon Watch, Creek Clean-ups, Adopt-A_greenway, Adopt-A-River).

MS4s are a major funders (sustainers) of the Stream Smart Program and many members also serve on the Advisory Committee to help direct program activities. The core Advisory Team includes RVCOG (the 2024-2025 coordinator), Medford, Central Point, RVSS, Jackson County, Grants Pass, and Josephine County. Core refers to those members who actively participate in meetings and program activities

Annual activities completed by RVCOG included coordinating and facilitating Stream Smart Advisory Committee meetings (January and June), sponsoring and promoting events, implementing activities and programs including Salmon Watch and the Creek and River Clean-ups, promoting and marketing of the program, building partnerships, leveraging funding for activities, creating and updating content for the website including blocks, creating content for media and social media postings, and hosting or participating in local events in conjunction with partners and programs.

Major accomplishments included updating and maintaining the website (<https://www.stream-smart.com/>), expanding the social media content by continuing a campaign to help with fundraising and outreach on what Stream Smart is and what we do to the public, continuing to expand partners including increased coordination with the Cooperative Weed Management Area (CWMA) and the Rogue Aquatic Invasives Network (RAIN), adding in new content and pages for RAIN and the Bear Creek Stewards, continuing outreach and participation with blogs and volunteer activities, sharing information and events, supporting programs through additional funding channels (Positive Change Program with the Medford CO-OP), adding in new materials and continuing programs including the Salmon Watch Traveling Roadshow, continuing to create and install signs incorporating the logo along local recreation corridors (e.g., Bear Creek Greenway), hosting a number of volunteer events in both Jackson and Josephine Counties, establishing additional support programs for banners, continuing to support local clean-up activities, volunteer supplies, tools, and other needs through a bottle drop account, adopting a section of the Rogue River, working with Crater Renaissance and hosting events on the Adopt-A-Greenway section from Pine Street to Upton Road near the Jackson County Expo.

In 2025-2026, we are meeting with the Clean Rivers Coalition to look at partnering with them on their statewide campaigns, specifically with the further development of the Follow Your Water Rogue Campaign.

Stream-smart.com

The figure on the next page shows part of the home page for the Bear Creek Steward website ([Bear Creek Clean-Ups \(Bear Creek Stewards\) – Stream Smart](#)), one of the new pages. Additional planned developments for the page include a jotform or other plug in to help with the registration process for events.

Other new and/or majorly updated pages include:

- Rogue Aquatic Invasives Network ([Rogue Aquatic Invasives Network \(R.A.I.N\) – Stream Smart](#))
 - RAIN also has 4 sub-pages with information
- Updating the Resources Page with new materials ([Resources – Stream Smart](#))

As mentioned in the previous years report (2023-2024), the home page for the program was revised to help community users understand what Stream Smart is, highlight our important programs, and our accomplishments. The change was completed as part of the outreach for the Ashland CO-OPs Change for Good Program. Updates and revisions were also made as part of the Positive Change Program Outreach with the Medford CO-OP. We also continued to revise the funders page to recognize the contributions of the Bear Creek MS4s, Bear Creek and Rogue DMAs, and others. We also added information on the Stormwater Advisory Team (SWAT) and meetings to the website to advertise that the meetings are public and have a public involvement component for those who are interested.



Report Spill (Oregon En

HOME WHAT IS STREAM SMART? OUR WORK HOW TO GET INVOLVED NEWS AND EVENTS SEARCH

Bear Creek Clean-Ups (Bear Creek Stewards)

Bear Creek Stewardship Days

Bear Creek Stewardship Day occurs annually in the spring and fall and has been bringing brings Rogue Valley communities together for more than 20 years!

This community-wide trash clean-up and riparian restoration event happens in April (for Earth Day) and September from 9:00 AM to 12:00 PM, with check-in starting at 8:30 AM. Check-in locations from Central Point to Ashland are hosted by various organizations, businesses, and agencies. [Visit our sponsors page](#) to learn more about the hosts and other partners.

Our next event is on Saturday, September 20th, 2025!

**DÍA DE LA ADMINISTRACIÓN DE
BEAR CREEK
STEWARDSHIP DAY**

¡Voluntario!
Sábado / Saturday
20 de sept. / Sept. 20th
9am–12pm
Volunteer!



Más información



BEAR CREEK STEWARDS

Únase a nosotros para la limpieza de basura y la restauración ribereña en
CENTRAL POINT, MEDFORD, TALENT, ASHLAND
Join us for trash clean-up and riparian restoration!

Web and Social Media Summary

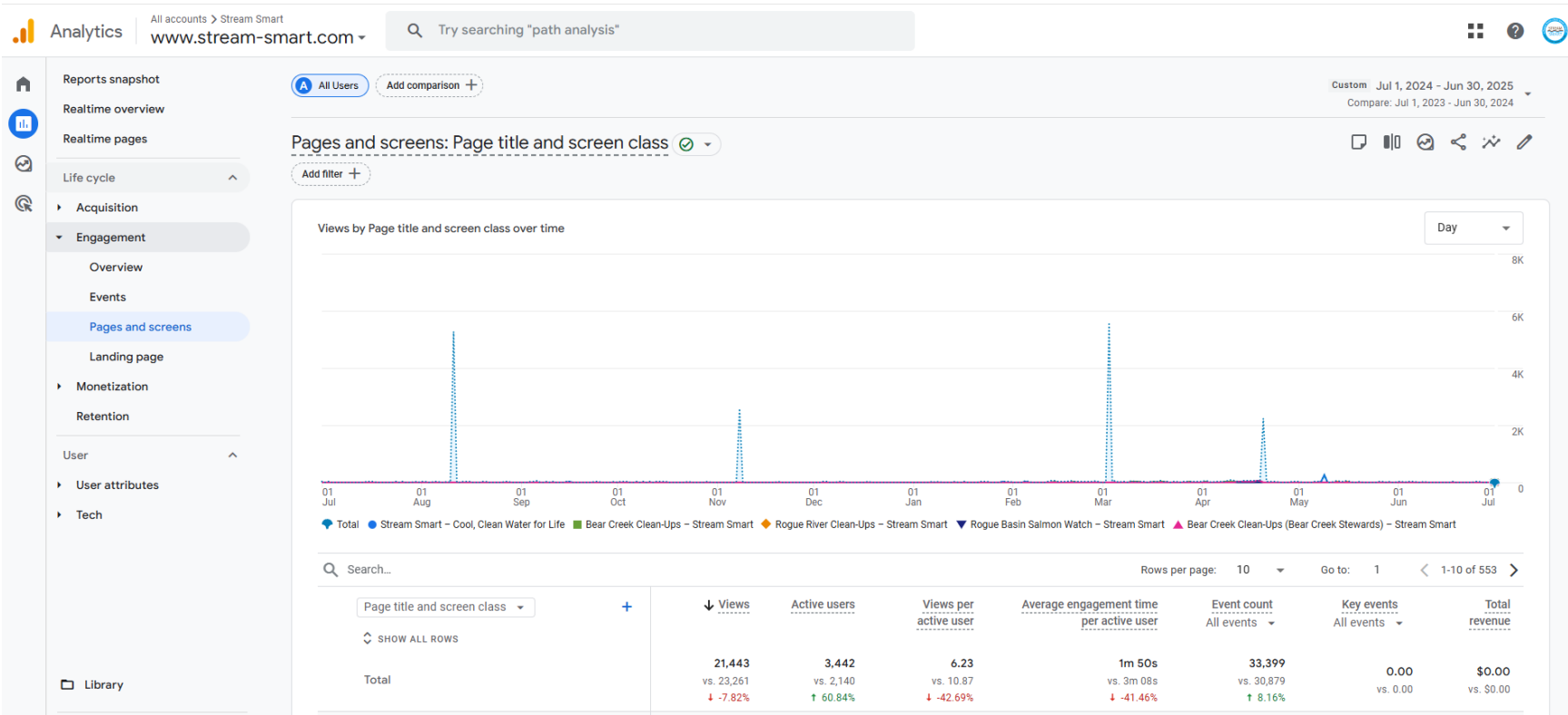
Annual visitation to the website, Facebook, and Instagram shows that a higher percentage of users interact with Stream Smart through social media platforms when compared to traditional channels. The most visited web pages include the Rogue Clean-ups, events and press releases, and what is Stream Smart.

Most of the social media visitation based mostly on interactions on Facebook (likes) is local, although there is some interest from Portland and Eugene.

Visitation to the website

Based on data provided by Google Analytics, the website had 3,442 users (visitors) over the implementation year (see information on the next page)

2024-2025 ANNUAL STORMWATER REPORT BEAR CREEK MS4 PROGRAM



Top Ten Pages

The top ten pages included the Stream Smart home page, Bear Creek Clean-ups, Bear Creek Stewards, the Rogue River Clean-up, RAIN, Salmon Watch, Water Quality, Volunteer Programs, and About Stream Smart.

Top Ten Pages list (comparison with previous year)

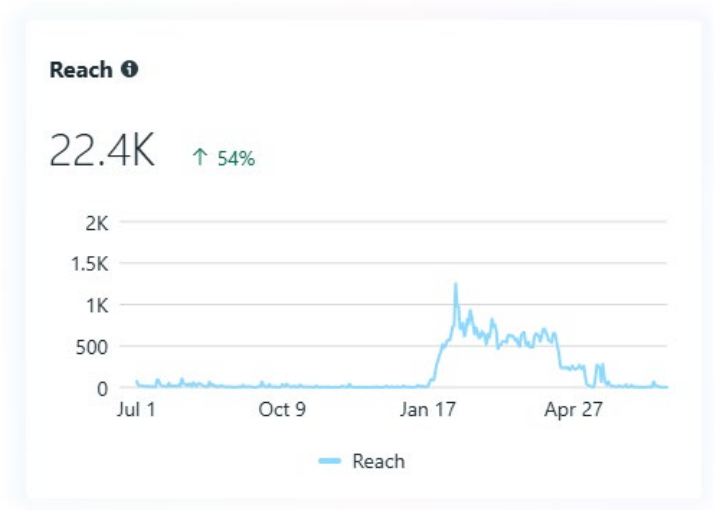
Page title and screen class ▾		+	↓ Views	Active users
⇅ SHOW ALL ROWS				
Total			21,443 vs. 23,261 ↓ -7.82%	3,442 vs. 2,140 ↑ 60.84%
1	(not set)			
	Jul 1, 2024 - Jun 30, 2025		15,596 (72.73%)	461 (13.39%)
	Jul 1, 2023 - Jun 30, 2024		19,680 (84.61%)	557 (26.03%)
	% change		-20.75%	-17.24%
2	Stream Smart – Cool, Clean Water for Life			
	Jul 1, 2024 - Jun 30, 2025		1,498 (6.99%)	1,065 (30.94%)
	Jul 1, 2023 - Jun 30, 2024		1,086 (4.67%)	702 (32.8%)
	% change		37.94%	51.71%
3	Bear Creek Clean-Ups – Stream Smart			
	Jul 1, 2024 - Jun 30, 2025		764 (3.56%)	431 (12.52%)
	Jul 1, 2023 - Jun 30, 2024		12 (0.05%)	11 (0.51%)
	% change		6,266.67%	3,818.18%
4	Bear Creek Clean-Ups (Bear Creek Stewards) – Stream Smart			
	Jul 1, 2024 - Jun 30, 2025		343 (1.6%)	239 (6.94%)
	Jul 1, 2023 - Jun 30, 2024		0 (0%)	0 (0%)
	% change		0%	0%
5	Rogue River Clean-Ups – Stream Smart			
	Jul 1, 2024 - Jun 30, 2025		308 (1.44%)	189 (5.49%)
	Jul 1, 2023 - Jun 30, 2024		247 (1.06%)	173 (8.08%)

6	Rogue Aquatic Invasives Network (R.A.I.N) – Stream Smart		
	Jul 1, 2024 - Jun 30, 2025	239 (1.11%)	118 (3.43%)
	Jul 1, 2023 - Jun 30, 2024	0 (0%)	0 (0%)
	% change	0%	0%
7	Rogue Basin Salmon Watch – Stream Smart		
	Jul 1, 2024 - Jun 30, 2025	209 (0.97%)	123 (3.57%)
	Jul 1, 2023 - Jun 30, 2024	183 (0.79%)	91 (4.25%)
	% change	14.21%	35.16%
8	Monitoring Water Quality in the Rogue Basin – Stream Smart		
	Jul 1, 2024 - Jun 30, 2025	137 (0.64%)	91 (2.64%)
	Jul 1, 2023 - Jun 30, 2024	70 (0.3%)	42 (1.96%)
	% change	95.71%	116.67%
9	Volunteer – Stream Smart		
	Jul 1, 2024 - Jun 30, 2025	99 (0.46%)	74 (2.15%)
	Jul 1, 2023 - Jun 30, 2024	69 (0.3%)	53 (2.48%)
	% change	43.48%	39.62%
10	About the Program – Stream Smart		
	Jul 1, 2024 - Jun 30, 2025	88 (0.41%)	80 (2.32%)
	Jul 1, 2023 - Jun 30, 2024	110 (0.47%)	75 (3.5%)
	% change	-20%	6.67%

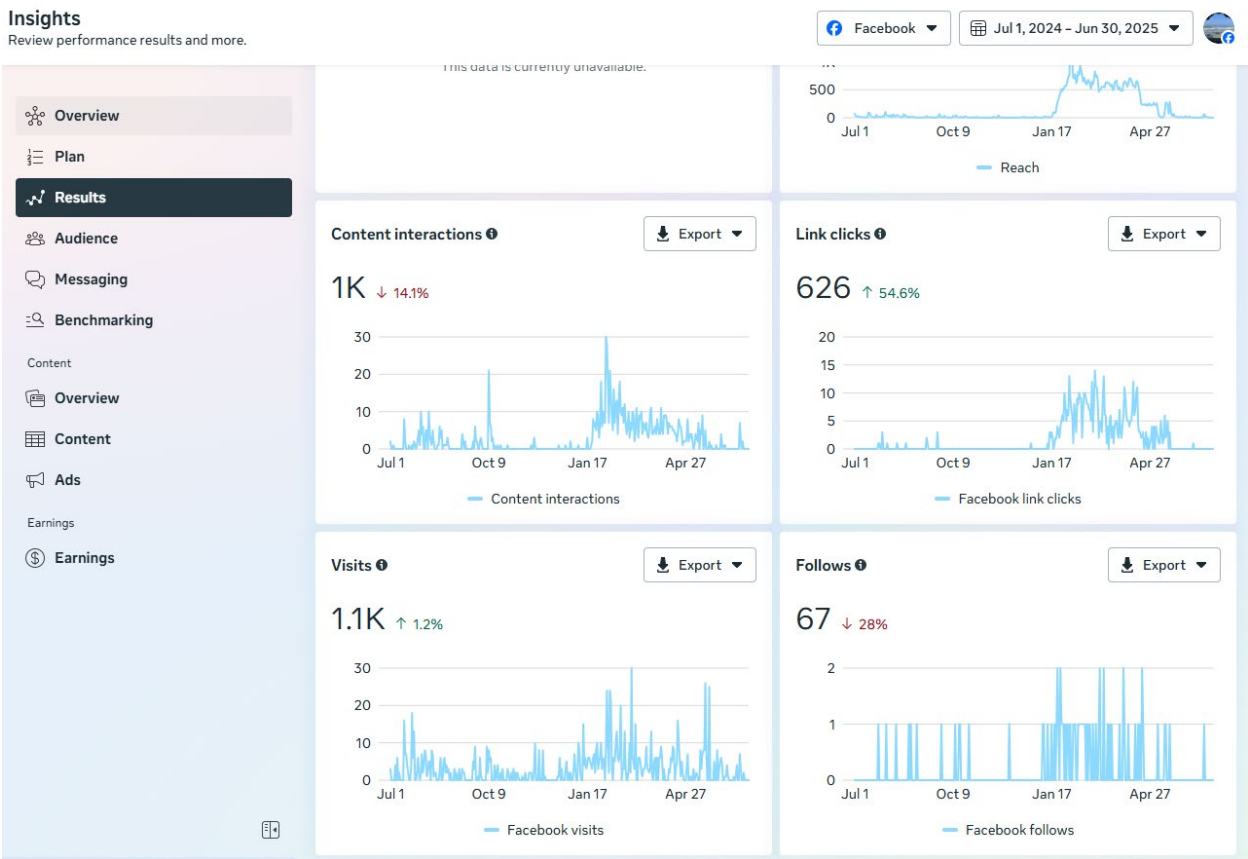
Social Media Visitation

In tracking visiting for the implementation year, there were some changes analytics and the way the programs tracked visits resulting in a lag of views for some parameters. This meant that some data was not available for all of the time period of interest for this report.

Facebook Reach (22,400 views)



Insights Facebook



Insights Instagram

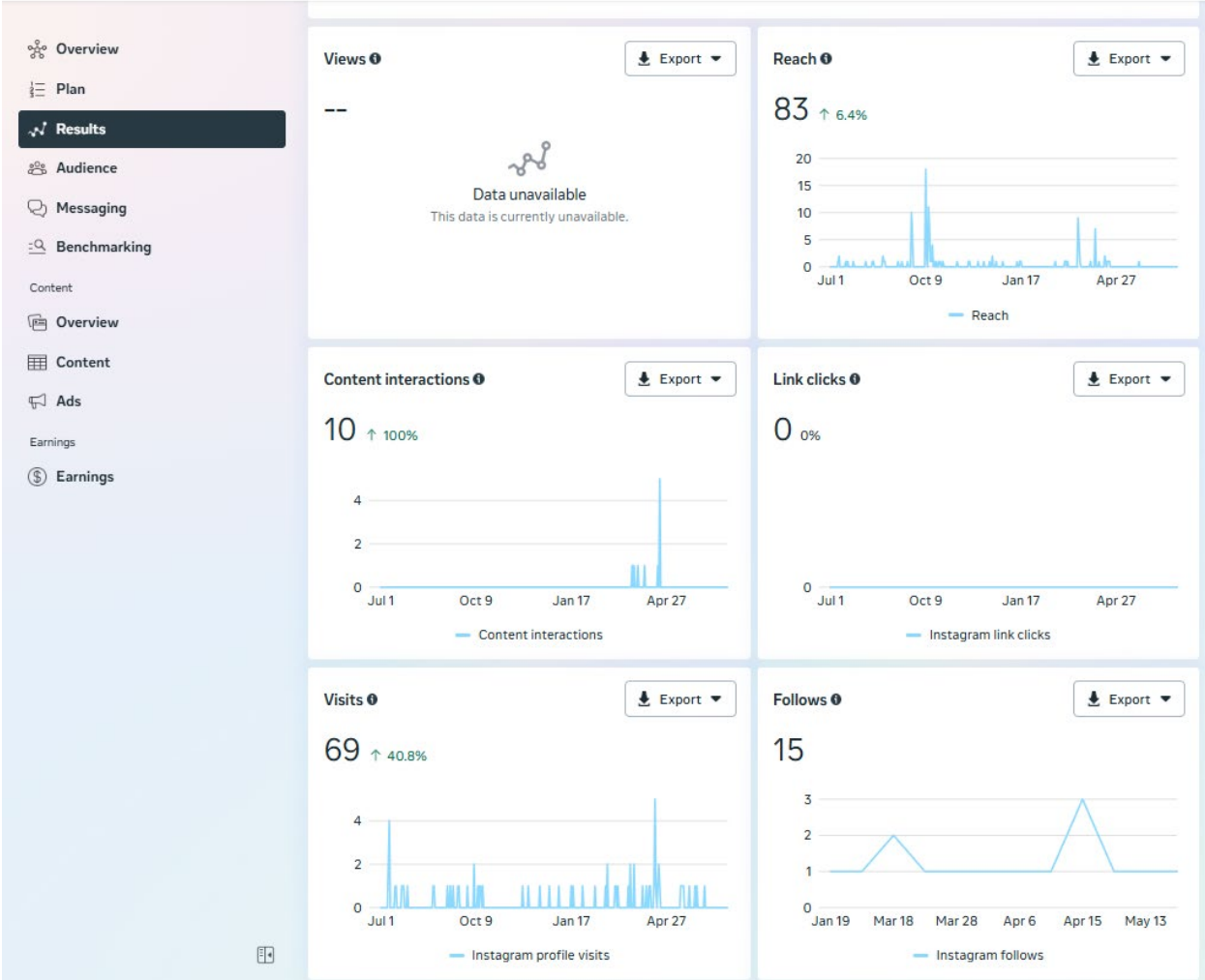
2024-2025 ANNUAL STORMWATER REPORT BEAR CREEK MS4 PROGRAM

Insights

Review performance results and more.

Instagram

Jul 1, 2024 – Jun 30, 2025

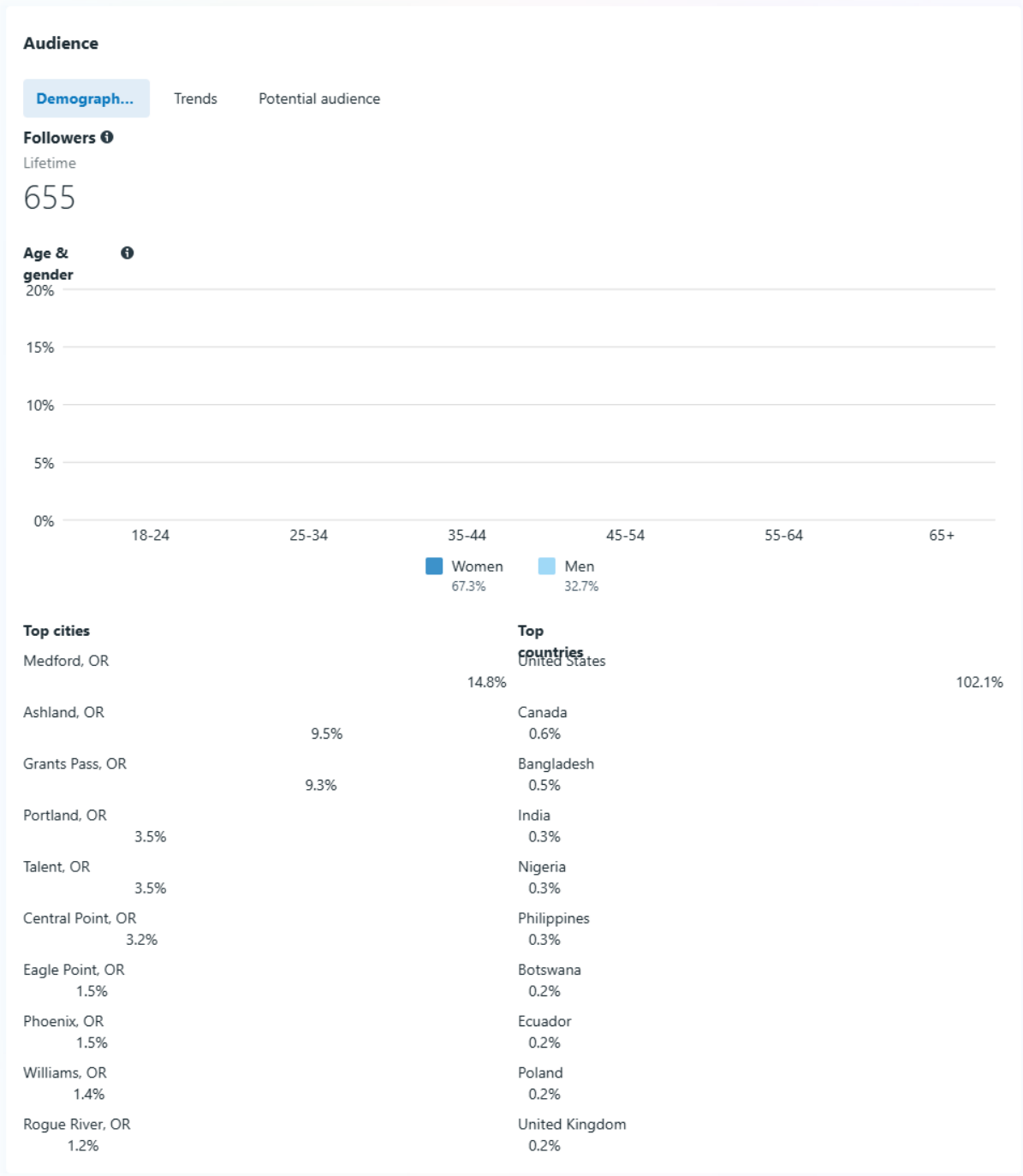


Social Media Demographics

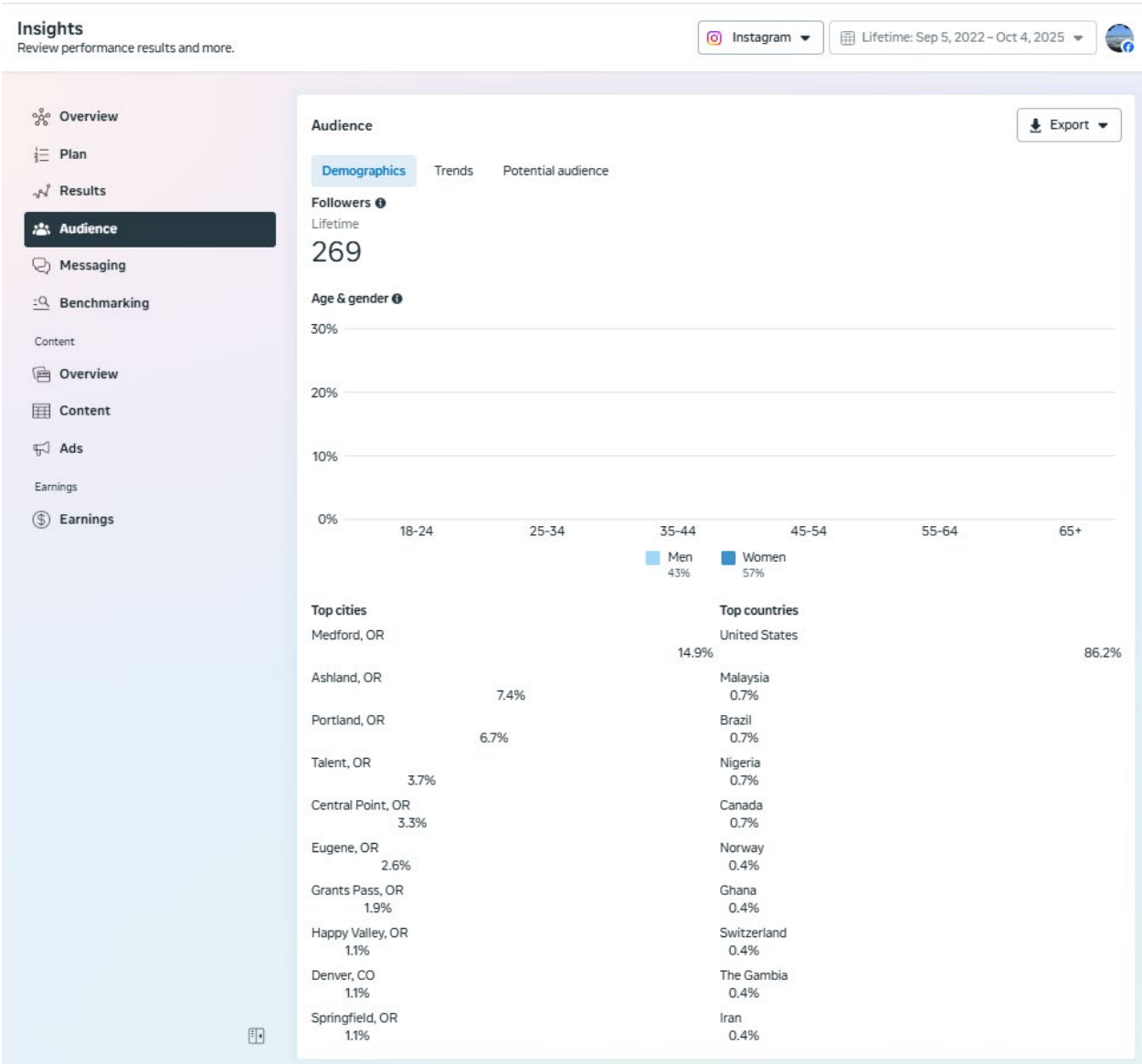
While not showing in the graphs, the age and gender breakdowns are as follows:

Facebook			Instagram		
Age Range	Women (%)	Men (%)	Age Range	Women (%)	Men (%)
18-24	0.5	0	18-24	1.9	0.6
25-34	8.6	4.4	25-34	14.6	4.4
35-44	18.7	7.7	35-44	15.8	21
45-54	13.7	6.6	45-54	13.3	4.4
55-64	11.1	6.7	55-64	7.6	8.2
65+	14.7	7.3	65+	3.8	4.4

Facebook



Instagram



Example Posts



Stream Smart - a clean water project is at North Mountain Park.

February 13 · Ashland · 🌐



If you've never been to this beautiful park, it's time to come check it out. The nature center is open Tuesdays and Thursdays from 9:00 AM to 1:00 PM. 





 Boost this post to get more reach for Stream Smart - a clean water project.

Boost post

 2

 Comment

 Share

1 comment

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Stream Smart - a clean water project
February 18 · 🌐

Our next big clean-up and restoration event is Bear Creek Stewardship Day in celebration of Earth Day on Saturday, April 19th! Come join in on the fun!
Wa... See more

DÍA DE LA ADMINISTRACIÓN DE
BEAR CREEK
STEWARDSHIP DAY



¡Voluntario!
Sábado / Saturday
19 de abril / April 19th
9am–12pm
Volunteer!

Más información



Learn more

BEAR CREEK
STEWARDS

Únase a nosotros para la limpieza de
basura y la restauración ribereña en
CENTRAL POINT, MEDFORD, PHOENIX, TALENT, ASHLAND
Join us for trash clean-up and riparian restoration!

Boost this post to get more reach for Stream Smart - a clean water project.

Boost post

👍❤️ 2

Like

Comment

Share

1 share

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Stream Smart - a clean water project

May 28 · 🌐

...

Stream Smart - a clean water project and partners would like to extend a sincere "thank you" to the businesses and organizations that donated prizes and swag items to the [33rd Annual Rogue River Clean-Up & Let's Pull Together!](#) Thank you to Crater Rock Museum, Orchid Grill, Wise Roots Yoga, Cartwright's Market, Britt Music & Arts Festival, the Pregnancy Care Center, [Kaleidoscope Pizzeria & Pub](#), Grants Pass Clinic, LLP, MaMosa's, and the [Rogue Valley Family Fun Center LLC!](#)

#streamsmartrogue







 Boost this post to get more reach for Stream Smart - a clean water project.

Boost post

 1

 Like

 Comment

 Share

 Comment as GJ Stabach



 You're commenting as GJ Stabach.

Examples of Other Articles, Press Releases, Blogs, and Media

Release the Salmon!

Posted on December 19, 2024 by Amie Siedlecki

During the last few years, the [Rogue Basin Salmon Watch program](#) has come full circle with a salmon release and modified Salmon Watch field trip with LOGOS Public Charter School at TouVelle State Recreation Site. Today, on Thursday, December 19th, 2024, we had nearly 60 students from LOGOS, grades 3rd through 5th, come out to release their classroom-reared salmon fry into the Rogue River.



After the salmon release, half of the students remained on site for a modified Salmon Watch program consisting of a water quality station and a macroinvertebrate station taught by outdoor educators from North Mountain Park and the Southern Oregon Land Conservancy. Additionally, a salmon game and a nature journaling exercise was offered to students during the field trip.

While today's salmon release and modified Salmon Watch program was a success, the entire fall season of 2024 field trips was fantastic and a huge accomplishment! From mid-September to early November, the program served nearly 1,200 students and 24 schools, with 35 different outdoor educators and program partners teaching Salmon Watch modules. We are working on another set of field trips to serve several hundred students this spring for a couple of special programs. Needless to say, the Rogue Basin Salmon Watch co-coordinators are pleased with another wonderful Salmon Watch season!

And check out our new Rogue Basin Salmon Watch logo!





PRESS RELEASE

Rogue Valley Council of Governments,
Natural Resources Department

CREEK SAFETY WATCH
Bear Creek Watershed – Jackson County
June 4th, 2025



Important Note: This information is for select creeks in the Bear Creek Basin only – **IT DOES NOT COVER ALL CREEKS IN JACKSON COUNTY OR ALL CREEKS IN THE BEAR CREEK WATERSHED.** If you have questions about a specific creek, please call RVCOG (see contact information below).

Routine, monthly water quality testing results indicate that the following creeks have exceeded state bacteria standards for contact recreation (swimming, wading, etc.). Residents are asked to use caution when in contact with any waterways and especially to avoid ingestion (which may cause illness) and contact with open wounds (which may cause infection). Very young children should be fully supervised when playing in the water to avoid swallowing the water. It is important to note that contact with any water body – creeks, rivers, lakes, or swimming pools – carries some level of risk.

Possible causes of high levels of bacteria in the creeks include: 1) pet waste, 2) livestock waste, 3) wild animals, 4) leaking septic systems, 5) illegal dumping from portable toilets or RVs, or 6) any other activity that results in the discharge of fecal matter directly into creeks or through storm drains.

Citizens are asked to notify the appropriate agency of any concerns. Failing septic systems and other pollutants discharged into streams should be reported to the Department of Environmental Quality. Complaints can be reported to the complaint hotline at 1-888-997-7888 or online at <http://www.deq.state.or.us/complaints/rep.htm>. If you are unsure of whom to call or have questions regarding which creeks are tested, please call Amie Siedlecki (541-423-1371) or Greg Stabach (541-423-1370) from the Rogue Valley Council of Governments' (RVCOG) Natural Resources Department, or visit <http://rvcog.org/what-we-do/natural-resources/>.

What you can do: 1) pick up after your pets, 2) keep manure, cat litter, and other waste material away from creeks and storm drains, 3) have your septic system inspected and repaired if failing, and 4) put toddlers in swim diapers.

More information is available from RVCOG's Natural Resources Department (<http://rvcog.org/what-we-do/natural-resources/>), Stream Smart's Monitoring Water Quality in the Rogue Basin webpage (<http://www.stream-smart.com/monitoring-water-quality-in-the-rogue-basin/>), and the Oregon Department of Environmental Quality (<https://www.oregon.gov/deq/wq/Pages/WQ-Standards-Uses.aspx>).

The following creeks have exceeded state bacteria standards for contact recreation (swimming, wading etc.):

Jackson Creek from Jacksonville to Dean Creek Road (Jacksonville/Central Point)
Bear Creek near Lithia & Driveway Fields (South Medford)



About Stream Smart



What is **STREAM SMART**?

An educational program that promotes increased awareness of how everyday choices may impact local streams and rivers. Simple habit or behavior changes can make a big difference. Stream Smart empowers everyone to do their part to turn our streams from **brown** to **blue** – change starts with you!

Programs include

- Salmon Watch



- Creek and River Clean-ups



- Volunteer Programs

- *Adopt-A-River
- *Adopt-A-Greenway
- *Planting (native trees, shrubs, pollinators)



Salmon Watch Program Overview

The Salmon Watch program is available annually to schools in Bear Creek Valley, Greater Jackson County, and Josephine County. The program is coordinated by the Rogue Valley Council of Governments and Rogue Valley Sewer Services on behalf of local communities in Bear Creek and the Middle Rogue Watersheds (DMAs and MS4s). The program teaches students about watershed health and stewardship by learning about Salmon, what they need to be healthy and thrive, and how our decisions can impact them. The main element of the program is a field trip that brings students out to a local creek or river to learn in the field. Specifics of how the program works are discussed in the 2024-2025 summary provided below. In addition, the complete Salmon Watch Fall 2024 and Spring 2025 Activity Report is available online (<https://rvcog.org/what-we-do/natural-resources/stormwater-101/>) and included below.

Keys to the success of the program is support from partners including multiple organizations (NGOs, Education Groups, and Watershed Councils), agencies, and municipalities who donate their time to the program for module instruction and provide other in kind (or direct) match to the program. For example, the Oregon Department of Fish and Wildlife donates fish for dissection, Oregon State Parks waives some permit fees, Jackson County waives parking and use fees and the Jackson Soil and Water Conservation District through direct funding. The match reduces overall program costs and helps us leverage additional program funding. Grants funding helps provide contractors for module instruction, supplies for the program, and transportation funding support for local schools.

In addition to the field classes, other activities conducted include recruiting schools and instructors through emails and personal contacts, program advertising and marketing, updating and completing program surveys, coordinating logistics for the program (schools, sites, programs, and instructors), obtaining permits for site use at State Parks (Tou Velle and Valley of the Rogue), managing contracts for instructors, providing reimbursements for program expenses, maintaining and stocking kits, presenting the program to schools, and other logistics. The Salmon Watch program page and resources are housed on the Stream Smart page.

<https://www.stream-smart.com/our-work/programs-and-projects/rogue-basin-salmon-watch/>

<https://www.stream-smart.com/virtual-resources/>

Fall 2024 Program Summary

In the Fall of 2024, the Rogue Valley Council of Governments, working on behalf of the NPDES Phase II Stormwater Communities (Ashland, Central Point, Jackson County, Medford, Phoenix, and Talent), Rogue Valley Sewer Services (RVSS), and local water quality programs (TMDLs – including Grants Pass, Josephine County, Phoenix, Talent, and Jacksonville) partnered with the Jackson Soil and Water Conservation District (JSWCD), Bear Creek Watershed Education Partners (BCWEP), the Rogue River Watershed Council, and others to implement the Rogue Basin Salmon Watch Program. Classes were conducted primarily in September, October, and early November (week ending November 8th) of 2024. We also held a special session in

December 2024 in partnership with a class from LOGOS Public Charter School who participated in the Oregon Department of Fish and Wildlife (ODFW) Eggs to Fry program and released fry as part of the Salmon module into the Rogue River. Overall, 24 field days were conducted with 24 schools and 1,198 students. Classes represented schools from the Bear Creek Valley, greater Jackson County, and Grants Pass/Josephine County.

In addition, 17 organizations, agencies, and municipalities donated their time to the program and provided in-kind match to the program. The match reduces program costs and allows us to leverage grant funding for the program. Details on the class dates, field locations, schools involved, number of students, and other information (e.g., volunteer instructors) can be found in the Table 1.

The Rogue Basin Salmon Watch Program received financial support from JSWCD, in addition to the Bear Creek DMAs and MS4s, Josephine County, and the City of Grants Pass. We continued our partnership with the Army Corps of Engineers operating under the MOU established for the program to host out of McGregor Park near Trail. In addition, we continued to work with Oregon State Parks and Jackson County to waive some fees for park use (TouVelle and Cantrall-Buckley). ODFW has also continued to provide fish for the dissection module.

In addition to the field classes, there are several other program activities that are conducted to implement the program. Activities include an instructor training held on September 5th and 6th for both contracted educators and volunteer instructors, recruiting schools and instructors through emails, personal contacts, and at events, advertising the program, completing before and after program surveys, providing in-school presentations, coordinating logistics for the program (schools, sites, programs, and instructors), obtaining permits for site use at state parks (TouVelle), managing contracts for instructors, providing reimbursements for program expenses (transportation, parking fees, and program equipment and supplies), maintaining and stocking kits, and other logistics.

Spring 2025 Program Summary

We held an additional 10 field days in the spring of 2024 with four classes from Talent Middle School and 10 classes from Scenic Middle School reaching 350 students. Instructors for the program included RVCOG, RVSS, BCWEP, PPRV, STPW, CP

Salmon Watch Field Day

For most classes, the format is the same in terms of timing, modules, and other logistics. There are exceptions for classes that make special arrangements (e.g., Scenic Middle School).

Salmon Watch field days are scheduled for around 4 hours (time of classes on-site) at field locations spread throughout Bear Creek and the Middle Rogue Watershed. Field sites include (although not all are used every year) Cantrall-Buckley County Park, Fish Hatchery Park, Griffin Creek at Scenic Middle School, McGregor Park, Palmerton Park, Reinhart Volunteer Park, TouVelle State Recreation Site, Valley of the Rogue State Park, and numerous sites along Bear Creek (Bear Creek Park, Blue Heron Park, Cascade Christian High School, Coyote Trails Nature Center, Lynn Newbry Park, and North Mountain Park).

The “classic” four module model is used from the Salmon Watch Curriculum for the programs. Instructors are assigned stations to discuss Salmon Biology/Salmon Life Cycle (station 1), Water Quality (station 2), Macroinvertebrates (station 3), and Riparian Areas (station 4). Each station also has activities for students, including salmon viewing (when spawning), salmon dissection, water quality testing, macroinvertebrate sampling, native plant identification, drawing riparian cross-sections and longitudinal profiles, scavenger hunts, and shade surveys. Classes are divided into 4 groups and rotate through the stations at approximately 35 minutes, allowing every student to participate in each of the four stations. Examples of completed activity forms are included in Appendix A and an example schedule is presented below:

Schedule

9:30-9:50	Opening Circle (Lead Instructor)
9:55-10:30	Rotation 1
10:35-11:10	Rotation 2
11:15-11:50	Lunch
11:55-12:30	Rotation 3
12:35-1:10	Rotation 4
1:15 - 1:30	Wrap-Up and Closing Circle (Lead Instructor)

There are a few exceptions to the field day, most notably at Scenic Middle School. Due to the size of the class, the program is structured over 8 days where one module (e.g., Salmon) is taught to all 5 of the 8th grade periods for the class. In addition, for smaller classes (30 students or less), we have adjusted the schedule to use only 3 instructors teaching the four sessions. One session (usually riparian) is either shared amongst the instructors or taught once by each instructor onsite.

Field Day Statistics

Table 1 summarizes all of the Salmon Watch classes completed in the Fall of 2024. Information on the dates, field locations, schools/districts, grade levels, number of students, and contributing partner organizations (volunteer instructors) are included in the table.

Table 1: Fall 2024 Salmon Watch Field Trip Information

Class Number (Field Days)	Date	Location	School	Grade	Number of Students	Partners (organizations providing match instructor time)
1	9/19/2024	McGregor Park (MG)	Ruch Outdoor School	5 th /8 th	55	RR, RRWC, SOFRC, SOWT
2	9/20/2024	MG	Roosevelt Elementary	5 th	50	RVCOG, RVSS
3	9/24/2024	MG	Bellview Elementary & homeschool group	1 st – 8 th	50	RRWC, RVSS, and TCMSO
4	9/26/2024	MG	Griffin Creek Elementary	4 th	33	BCWEP, SOFRC
5	9/27/2024	MG	Talent Elementary	4 th /5 th	46	NMP, RVCOG, SOLC
6	9/30/2024	MG	Bellview Elementary	2 nd /5 th	80	ODFW, RVCOG
7	10/1/2024	MG	Talent Elementary & Pinehurst	2 nd – 6 th	39	RVSS
8	10/3/2024	MG	Butte Falls Charter & Helman Elementary	3 rd /5 th	54	BCWEP, MWC, RVSS
9	10/4/2024	MG	Kennedy Elementary	4 th	55	AFR, BCWEP
10	10/8/2024	TouVelle (TV)	Williams Elementary & St. Mary's School	4 th /5 th & 11 th /12 th	25	RVCOG, RVSS
11	10/10/2024	TV	Walker Elementary	4 th	43	RVCOG, RVSS
12	10/11/2024	TV	Shady Cove	2 nd /3 rd	42	MWC, SOLC, TCMSO
13	10/15/2024	TV	TRAILS Outdoor School	3 rd /4 th & 4 th /5 th	50	RVSS, SOFRC
14	10/17/2024	TV	Orchard Hill Elementary	3 rd	58	BCWEP, PPRV

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15	10/18/2024	North Mountain Park (NMP)	Ashland High School	9 th /10 th	50	RRWC, RVSS
16	10/22/2024	Reinhart Volunteer Park (RVP)	Allen Dale Elementary	5 th	75	BCWEP, RR, RVCOG, SOWT
17	10/24/2024	TV	Sams Valley Elementary	5 th	54	BCWEP, RRWC, SOFRC
18	10/25/2024	TV	Medford Montessori	1 st /2 nd /3 rd	44	MWC, ODFW, TFT
19	10/29/2024	NMP	Talent Elementary	3 rd	50	BCWEP, NMP, PPRV
20	10/30/2024	Cantrall-Buckley (CB)	Teach Northwest & Envision Homeschool Support Group	3 rd -8 th	48	RRWC, SOFRC
21	10/31/2024	NMP	Oak Grove Elementary	4 th	85	NMP, PPRV, RRK
22	11/1/2024	NMP	Griffin Creek Elementary	4 th	52	NMP, RRWC, RVCOG, RVSS
23	11/4/2024	Cascade Christian (CC)	Cascade Christian Middle School	6th-8th	60	CC, RRWC, RVCOG, RVSS
24	12/19/2024	TV	LOGOS Public Charter		30	NMP, ODFW, SOLC

Fall 2025 Classes

25	5/8/2025	Blue Heron Park	Talent Middle School (TMS)		50	RVCOG, PPRV, STPW, ODFW, Volunteer
26	5/9/2025	Blue Heron Park	Talent Middle School (TMS)		50	RVSS, PPRV, STPW, RRWC, Volunteer
27	5/19/2025	Scenic Middle School (SMS)	Scenic Middle School (SMS)		125	RVCOG
28	5/19/2025	Scenic Middle School (SMS)	Scenic Middle School (SMS)		125	BCWEP
29	5/20/2025	Scenic Middle School (SMS)	Scenic Middle School (SMS)		*	RVCOG

30	5/20/2025	Scenic Middle School (SMS)	Scenic Middle School (SMS)		*	BCWEP
31	5/22/2025	Scenic Middle School (SMS)	Scenic Middle School (SMS)		*	RVSS
32	5/22/2025	Scenic Middle School (SMS)	Scenic Middle School (SMS)		*	CP
33	5/23/2025	Scenic Middle School (SMS)	Scenic Middle School (SMS)		*	RVSS
34	5/23/2025	Scenic Middle School (SMS)	Scenic Middle School (SMS)		*	CP

**250 Students attended overall from the 7th Grade Science classes.*

Color Legend

MS4 or DMA
All. Regional Enrollment.
Medford
Phoenix/Talent
Central Point
Ashland
Josephine County/Grants Pass
Other Schools – Jackson County

Table 2: Key to Instructional Partners and Project Supporters

Abbreviation	Organization Name	Support Detail
AFR	Ashland Forest Resiliency	Module Instruction
BCWEP*	Bear Creek Watershed Education Partners (*Volunteers – Former Board Members)	Module Instruction
BLM	U.S. Dept. of Interior, Bureau of Land Management	Module Instruction, Training Video Production, Program Site (Provolt)
CC	Cascade Christian Middle/High School	Site Access/Facility Use, Module Instruction
CP	City of Central Point	Module Instruction
GH	Gold Hill	Module Instruction
JC	Jackson County	Site Access, Fee Waivers (Cantrall-Buckley), Module Instruction
MWC	Medford Water Commission	Module Instruction
NMP	North Mountain Park	Site Access/Facility Use, Module Instruction

ODFW	Oregon Dept. of Fish & Wildlife	Module Instruction, Supplies, Fish Carcasses
OSP	Oregon State Parks	Fee Waivers
PPRV	Pollinator Project Rogue Valley	Module Instruction
RBP	Rogue Basin Partnership	Module Instruction
RR	City of Rogue River	Module Instruction
RRK	Rogue Riverkeeper	Module Instruction
RRWC	Rogue River Watershed Council	Module Instruction
RVCOG	Rogue Valley Council of Governments	Module Instruction, Coordination, Administration
RVSS	Rogue Valley Sewer Services	Module Instruction, Coordination
SOFRC	Southern Oregon Forest Restoration Collaborative	Module Instruction
SOLC	Southern Oregon Land Conservancy	Module Instruction
SOWT	Southern Oregon Water Technology	Module Instruction
TCMSO	The Children's Museum of Southern Oregon	Module Instruction
TFT	The Freshwater Trust	Module Instruction
USACE	Army Corps of Engineers	Site Access/Facility Use, Hand Washing Stations, Fee Waivers
USFS	U.S. Forest Service	Module Instruction

Next Steps and Recommended Program Changes

- Continue to refine the program training materials. Add a suggested “how-to” to teach each module to help with time management and transition of the stations.
- Add in hands on activities options for several of the stations for program use and for events (e.g., life cycle figurines, salmon game) for options for the instructors based on grade levels, instructor experience, and school requests/.
- Continue to host a pre-season “open house” and post season wrap-up as part of the training featuring new materials, modules, and other changes to the program.
- Review and update the survey questions annually.
- Continue to work with municipal separate storm sewer systems (MS4), designated management agencies (DMA), Jackson SWCD, Stream Smart, and other partners to continue the program.
- Work with local, regional, and statewide programs to continue to expand the program. Expansion would be additional programs offered (number), new field locations, and modules (Fire Ecology – SOFRC), Stormwater (NMP), and Cultural/Native American History (NMP).
- Continue to add programs later in the season and in the spring as time and resources allow. Timing is to allow better coordination with ODFW’s in-class fish program where schools grow salmon from eggs and release them later in the year. We moved Scenic Middle School to the fall to accommodate the school schedule.

- Continue to expand the program by adding back in service learning programs and bringing back the Student Education Symposium if possible (phasing programs back in).
- Use survey results to refine the program teaching points as needed when data is available.
- Continue to highlight the program as an important regional Stream Smart program.
- Establish geocaches at field site locations.
- Host a family day for the program similar to the Kids and Bugs program from the mid 2000's. We are working on a program at North Mountain Park in October of 2025.

Program Photos

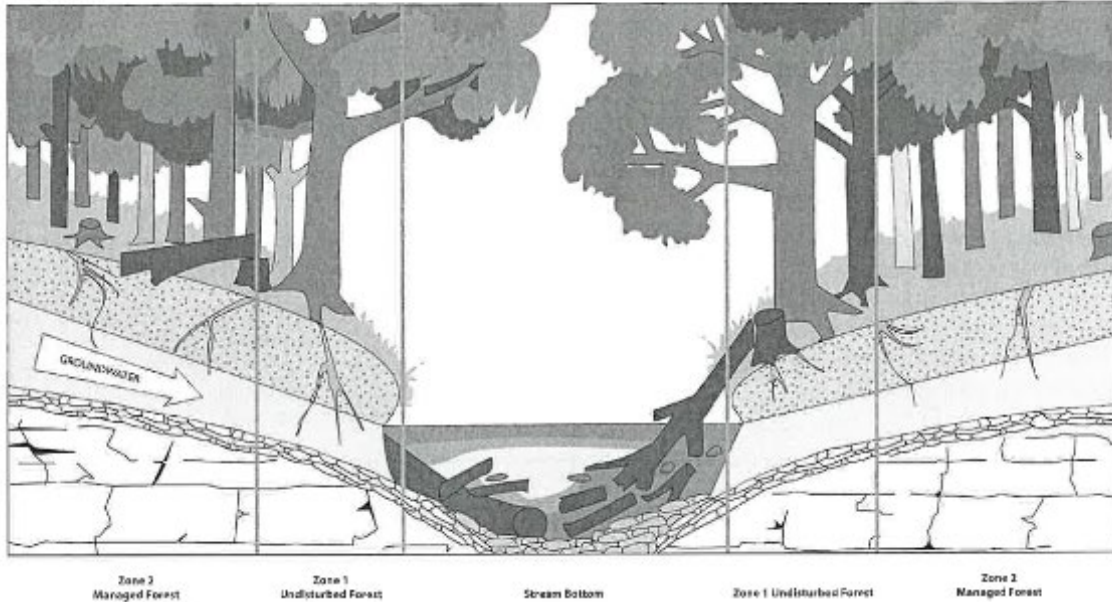


Data Sheet/Activity Examples

RIPARIAN AREA PROFILE DATA FORM

Directions: Pick a place along the stream that you particularly like. Draw a profile (cross-section, see **Figure 2**) of this place. Include the near bank, stream, and opposite bank in your drawing. If you aren't sure how to do this, ask your adult group leader. Show the water level in your drawing. Now, draw in features of the riparian zone that you think are important to salmon.

Figure 2



Salmon Watch Wrap-Up for Fall 2024



Rogue Basin Salmon Watch Program Summary – Fall 2024

Another Successful Year in the Books!

In collaboration with partners and volunteers, we were able to provide 7 weeks of field trips, bringing students outdoors to learn about their local watersheds. Thanks to funding from the Jackson Soil & Water Conservation District and contributions from the water quality programs of local cities (Ashland, Central Point, Grants Pass, Jacksonville, Medford, Phoenix, and Talent) and counties (Jackson and Josephine), as well as seventeen additional partner organizations, we were able to provide no-cost field trips to students primarily in grades 3rd-8th from twenty-four different schools in the Rogue Basin. In addition, we taught mixed (1st through 5th) and AP high school classes. Collaboration and partnership make it happen!

of students served: 1,198

of schools participating: 24

of individual instructors contributing: 35

Coordinating agencies:



Thank you, Salmon Watch Partners!



And Salmon Watch Sustainers!



Outreach Materials Distribution including brochures

Brochure distribution and other materials (e.g., stickers) continued at events, volunteer activities, the Traveling Road Shows, front counters, meetings, and other areas. An estimated 1,165 brochures and other materials were given out during the year including at events (Earth Day). Brochure provided included the Stream Smart Post Card Series in English and Spanish, the Stormwater Brochure, Salmon Watch Stickers, Stream Smart Stickers, and RAIN Stickers. Many events are going zero waste, so we are moving towards QR codes for many of our brochures and providing links to those interested. We will continue to distribute brochures and track the brochures through QR codes.



Events and Activity Summary

<i>Date</i>	<i>Event</i>	<i>Description</i>	<i>Number of People</i>
7/2/2024	Salmon Watch Traveling Roadshow - Ashland	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	31
7/20/2024	Salmon Watch Traveling Roadshow - Central Point	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	4
7/20/2024	Salmon Watch Traveling Roadshow- Ruch	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	2
7/23/2024	Salmon Watch Traveling Roadshow - Gold Hill	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	4
7/25/2024	Salmon Watch Traveling Roadshow - Shady Cove	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	9
8/8/2024	Salmon Watch Traveling Roadshow - Medford	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	14
8/13/2024	Salmon Watch Traveling Roadshow - Butte Falls	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	8
8/15/2024	Salmon Watch Traveling Roadshow - White City	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	5
8/15/2024	Salmon Watch Traveling Roadshow - Eagle Point	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	5
8/15/2024	Salmon Watch Traveling Roadshow - Applegate	Presented the Salmon Watch Program as part of the Jackson County Library Summer Education series as a 1 hour workshop.	5

10/5/2024	Bear Creek Salmon Festival	Staffed a booth at the annual event celebrating the return of the salmon to Bear Creek. Our booth featured Salmon and Salmon Watch including the stormwater pollutants activity, macroinvertebrate collection, and other activities.	297
4/4/2025	Presentation at the Medford CO-OP	Staffed a booth at Medford CO-OP as part of their positive change program. The booth featured the Stream Smart Program and all of its activities.	25
4/19/2025	Earth Day at Blue Heron Park	Staffed a booth featuring Stream Smart, Salmon Watch, the Stormwater pollutants, and other activities.	70

Totals

479

Working with local schools

The Regional Phase II program promotes, coordinates, creates, updates, and maintains materials, and equipment to lend to schools including education kits, microscopes, and other resources. In addition, the program also works with schools directly for presentations, and with partners and programs that provide programs with schools. We had 6 programs (not including the Fall Salmon Watch field days) reaching 133 participants.

September through November 2024	Varies	All Salmon Watch Kits. Used to implement the Salmon Watch Program.	Detailed in Salmon Watch section and Salmon Watch report (1,578 participants)
11/12/2024	Medford Innovation Academy	Conducted an education program with Medford Innovation Academy which included a morning and afternoon presentation on water quality including stormwater and restoration/improvement activities for water quality. The presentation was followed by a light work day in Bear Creek Park	40
Spring and Fall	CTE Board meetings with Crater Renaissance Academy (CRA)	Provide support on equipment needed to train students for future careers in natural resources.	25
December 24 – January 25	OSU Extension – Student Watershed Assessment Team (SWAT)	Loaned Macro and Water Quality Kits, provided survey 1-2-3 forms, and maps for the SWAT to monitoring water quality and riparian conditions at the Penninger Fire site and Blue Heron Park.	20
January 25- May 25	Crater High School Internship Program	Worked with interns from Crater High School on restoration and volunteer activities on the Stream-Smart Adopt-A-River Program	2

February 2025-May 2025	Cascade Christian High/Sparrow Club	Worked with an intern from Cascade Christian/Sparrow Club on water quality related projects.	1
2/27/2025	Eco-Explorers Workshop	Participated in a workshop with educators from local schools in developing projects and partnerships including Salmon Watch and Stream Smart Volunteer projects.	45

Totals

133

PUBLIC INVOLVEMENT & PARTICIPATION (PI/PP)*Description*

The PI/PP program provides opportunities for the public to participate in the development of the SWMP control measures. Table 3 shows PI/PP activities that meet the general permit requirements. Activity details for the implementation year are below the table.

Table 3: Public Involvement & Participation Activities											
Activity	Regional Activity	Current Activity	New Activity/ Materials	Audience(s)			Permit Year				
				Public, Homeowners, HOA's, Schools, Businesses (Target Audience #1)	Local Elected Officials, Land Use Planners, Engineers (Target Audience #2)	Construction Site Operators (Target Audience #3)	1	2	3	4	5
Public involvement & participation in development of SWMP											
Public will be invited to meetings (as appropriate) including quarterly SWAT meetings	X	X		X	X	X					
Hold workshops, Council work sessions, open houses, and/or other meetings to provide an opportunity for the public input, comment, and participation in the SWMP Development.	X		X	X	X						
Website											
Stream Smart	X	X		X	X	X					
RVCOG	X	X		X	X						
MS4s - SWMP, permit holders SWMP implementation, contact information, illicit discharge complaints and reports		X		X							
Stewardship Opportunities (Outreach Goal – 1,000+ participants per year)											
Adopt A River/Creek Clean-ups	X	X		X	X						
Salmon Watch	X	X		X	X						
Volunteer Planting Events/Riparian restoration	X	X		X							

Add new and/or replace worn/missing storm drain markers with volunteers	X		X	X						
LID/GI facility maintenance and training on proper maintenance/enhancement with volunteers	X	X		X				X		X
Other volunteer activity	X	X	X	X	X					
Shading indicates when activity taking place.										

SWAT Meetings

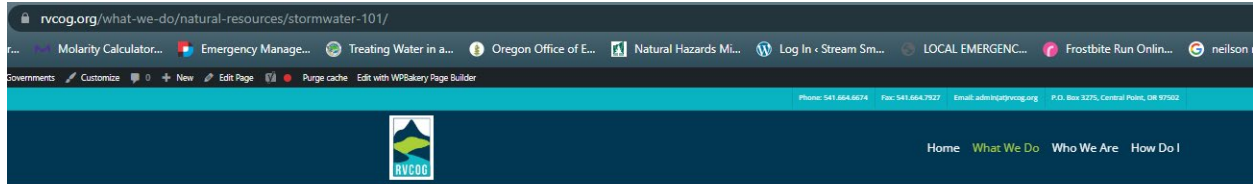
Quarterly SWAT meetings were held in July, October, January, and April. Updates on the PE/PO and PI/PP programs were provided at all 4 meetings by the Rogue Valley Council of Governments. Reports were presented in person and included as part of the meeting minutes. Copies of the reports are available online on the TMDL pages or Stormwater pages on the RVCOG website and included as an appendix to this report.

Websites

Updated the stormwater material on the RVCOG website and stormwater related pages.

- Stormwater 101 - <http://rvcog.org/what-we-do/natural-resources/stormwater-101/>

2024-2025 ANNUAL STORMWATER REPORT BEAR CREEK MS4 PROGRAM



Stormwater 101

The goal of this page is to provide an overview of selected key concepts of stormwater and provide information and resources to help us manage urban runoff. Click on the circles above to learn more about the Dos and Don'ts of how you can help at home manage stormwater and urban runoff.

This website is the main overview page for MS4 related content on the RVCog website. It has general information on stormwater, the six minimum control measures, and links to most of the programs active brochures including the Stream Smart Pledge Cards, Yard Care, Concrete, Paint, and the older version of the Erosion Brochure. The page also contains links to resources, the regional design manual (<http://rvkog.org/what-we-do/natural-resources/stormwater-101/rogue-valley-stormwater-quality-design-manual/>) and using the car wash kit (<http://rvkog.org/what-we-do/natural-resources/stormwater-101/car-wash-kits/>)

Updates and work on the Stream Smart website were covered previously. Direct information related to stormwater can be found at <https://www.stream-smart.com/our-work/programs-and-projects/urban-runoff-stormwater-management/>. In addition, copies of stormwater brochures are available on the resources page (<https://www.stream-smart.com/our-work/resources/>).

Bear Creek Clean-ups

Annual creek clean ups are conducted as part of the MS4 Public Involvement and Participation programs in partnership with other programs. Clean-ups are scheduled twice a year in April and September. A summary of the Clean-ups through April 2025 and examples of outreach material and advertising is presented below. 330 volunteers participated in the two events.



Bear Creek Stewardship Day: April 19th, 2025

The Bear Creek Stewards is a collaboration of individuals and organizations that promote a thriving Bear Creek Greenway corridor through the convergence of art, environmental stewardship, and recreation. Since 2015, the group has organized a Bear Creek Stewardship Day clean-up every April and September, with the exceptions of the April 2020 event (which was canceled due to COVID-19) and the September 2020 event (which was canceled due to the Almeda Fire).

The Bear Creek Stewards hosted a Stewardship Day on April 19th, 2025 as part of the Stop Oregon Litter and Vandalism (SOLVE)-sponsored spring clean-up. We want to thank the 245 volunteers that removed over 3,500 pounds of trash and 1300 square feet of Himalayan Blackberry, Yellow Star Thistle, and other invasive weeds during the event.

While SOLVE is the state-wide sponsor, we had several local donors for the event including The Gordon Elwood Foundation, Medford Food Co-op, and Rogue Disposal. The event ran from 9:00 am – 12:00 pm and had 8 check-in locations scheduled along or near Bear Creek from Central Point to Ashland.

1. Pine Street, Central Point (City of Central Point, Rogue Valley Council of Governments, and Stream Smart: A Rogue Basin Clean Water Project)
2. McAndrews Road, Medford (Rogue Riverkeeper)

3. Hawthorne Park, Medford (City of Medford)
4. Alba Dr., Medford (Medford Food Co-op)
5. Coyote Trails Nature Center, Medford (Rogue River Watershed Council)
6. Blue Heron Park, Phoenix (Save The Phoenix Wetlands and Southern Oregon Monarch Advocates)
7. Lynn Newbry Park, Talent (City of Talent and Rogue Valley Sewer Services)
8. Wranglers Arena, North Ashland (Southern Oregon Geocaching)



Since 2015, the Bear Creek Stewards have removed 84,842 pounds of trash from the Bear Creek corridor. This would not have been possible without the tireless effort of volunteers. For more information about the Bear Creek Stewards, visit: [Bear Creek Clean-Ups \(Bear Creek Stewards\) – Stream Smart](#).

	April 2025 Clean-Up Event Registration					
Location/Date:	Attended	Adults	Minors	Pounds of Trash	Pounds of Recycling	Invasive Species Removed (square feet)
Pine Street	43	35	8	1,000	0	0
McAndrews Road	25	15	10	335	2	0
Hawthorne Park	36	29	7	850	0	0
Alba Drive	36	36	0	575	0	0
Coyote Trails Nature Center	23	16	7	105	0	18
Blue Heron Park	52	41	11	110	13	1200
Lynn Newbry Park	13	9	4	150	0	80
Wranglers Arena	17	15	2	500	0	0
Total	245	186	49	3,625	15	1300

Our efforts in April 2025 resulted in nearly 250 participants removing almost 2 tons of trash and 1300 square feet of invasive weeds from approximately 10 miles of the Bear Creek Greenway corridor. Not only do these tasks lead to a more aesthetically pleasing Bear Creek Greenway, but also the potential for water quality improvements, an increase in biodiversity due to invasive species removal and native plantings, and a bolstered sense of environmental stewardship.



Summary of Clean-Up Efforts: April 2015 – April 2025

Date	Participants	Check-In Locations	Miles Cleaned Up	Pounds of Trash	Other Tasks	Location
April 2015	81	1	1	2,000		Medford
September 2015	32	2	2	1,200		Medford
April 2016	101	3	3	1,500		Medford
September 2016	52	3	3	2,000		Medford
April 2017	118	5	5	4,800		Medford and Phoenix

September 2017	81	7	6.5	4,500		Central Point, Medford, Phoenix, and Talent
April 2018	191	8	7	5,100	0.25 acres of blackberry removed	Medford, Phoenix, Talent, and Ashland
September 2018	93	8	7	4,000	0.5 acres of blackberry removed	Medford, Phoenix, Talent, and Ashland
April 2019	232	9	8	5,600	1 acre of blackberry removed	Central Point, Medford, Phoenix, Talent, and Ashland
September 2019	167	11	10	3,345	Planted 420 plants and removed 10 cubic yards of blackberries	Central Point, Medford, Phoenix, Talent, and Ashland
April 2021	215	8	10	6,960	100 plants mulched, 480 lbs of dead juniper removed, over 1/3 acre of blackberries removed, and 500 lbs of metal recycled	Central Point, Medford, Phoenix, Talent, and Ashland
September 2021	173	9	10.5	7,605	Weeded, 1000 square feet of invasive plants removed, 20 plants mulched, removed dead pine branches and limbs, Trees	Central Point, Medford, Phoenix, Talent, and Ashland

					of Heaven (invasive species), and blackberry brambles and vines	
April 2022	180	9 scheduled *2 canceled	9	7,860	Pollinator garden planted and maintained, invasive plant removal, weeding, mulching, and graffiti removal	Central Point, Medford, Phoenix, Talent, and Ashland
September 2022++	118	8 scheduled *1 canceled	9	4,385	Pollinator garden weed removal, watering planted conifers, invasive plant removal, mulching, trash removal	Central Point, Medford, Phoenix, Talent, and Ashland
April 2023	191	9	10	8,987	Pollinator garden weed removal, watering planted conifers, invasive plant removal, mulching, trash removal	Central Point, Medford, Phoenix, Talent, and Ashland
September 2023	114	9	10	4,895	Pollinator garden weed removal, invasive plant removal,	Central Point, Medford, Phoenix, Talent, and Ashland

					mulching, trash removal	
April 2024	126	9	10	5,000	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Phoenix, Talent, and Ashland
September 2024	98	8	10	1,480	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Phoenix, Talent, and Ashland
April 2025	232	9	10	3,625	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Phoenix, Talent, and Ashland





Other Volunteer Activities

Nine volunteer events were completed in partnership with the Stream Smart Program, Activities (78 participants)

<i>Date</i>	<i>Activity</i>	<i>Number of Volunteers</i>
9/14/2024	Stream Smart Adopt-A-Street Clean-up	4
11/12/2024	Work day at Bear Creek Park with Medford Innovation Academy.	Numbers included in school count
1/7/2025	Provided logistical support, advertising, and equipment for a willow staking activity for Jackson Soil and Water Conservation District.	30
11/23/2024	RVP Trail Building with Boy Scouts	20
1/18/2025	Stream Smart Adopt-A-Street Clean-up	4
6/21/2025	Work Day with Scouts (RVP)	20

Miscellaneous Activity Summary

As part of the Phase II implementation programs, we update maps that track program activities, document hot spots, and conduct visual inspections of storm drains as part of the ongoing storm drain monitoring program conducted as part of the TMDL implementation program.

Implementation Maps

Base Map

<https://rvcog.maps.arcgis.com/apps/mapviewer/index.html?webmap=adbb31b9ef8d4e8690bef7392edd1349>

App (Interactive Base Map)

<https://rvcog.maps.arcgis.com/apps/instant/nearby/index.html?appid=ab8b849b05b84baa99a831324f20006c>

Storm Drain Visual Survey Form (form link only)

<https://arcg.is/1TyLun>

Link to Survey form with Results – Last survey completed on July 17th, 2024

<https://arcg.is/1LTSKW0>

Agencies, Groups, sponsors, and funders that RVCOG worked with on stormwater and water quality issues and volunteering for program activities:

- Bear Creek Watershed Education Partners (a former 501c(3) organization, now just a volunteer organization)
- Oregon Department of Fish and Wildlife
- Oregon State Parks
- Regional Environmental Education Leaders (REEL)
- Freshwater Trust (TFT)
- Rogue River Watershed Council (RRWC)
- Cooperative Weed Management Areas (CWMAs) in Jackson and Josephine County
- Local schools – elementary, middle school, and high school, public and private
- Local Scouts (clean-ups)
- Southern Oregon Education Service District
- Jackson Soil and Water Conservation District (SWCD)
- Rogue Riverkeeper (RRK)
- Bureau of Land Management (BLM)
- U.S. Army Corps of Engineers (USACE)
- Medford Water Commission (MWC)
- Scenic Middle School (SMS)
- SOLVE
- Southern Oregon Land Conservancy (SOLC)
- Pollinator Project Rogue Valley (PPRV)
- Solid Waste Agency
- Republic Services
- Southern Oregon Forest Restoration Collaborative (SOFRC)
- Crater Renaissance Academy
- Applegate Partnership and Watershed Council
- Gordon Elwood Foundation
- Local communities (Ashland, Talent, Phoenix, Medford, Central Point, Jacksonville, Grants Pass, and Rogue River)
- Jackson and Josephine Counties
- Rogue Valley Sewer Services
- North Mountain Park
- Jackson County Libraries
- Local Geocachers
- Rogue Drinking Water Partnership
- Kid Time
- United States Forest Service
- Rogue Basin Partnership (RBP)
- Extreme Terrain
- Grants Pass Clinic
- Lithia Motors, Inc.
- Medford Food Co-op
- Phoenix-Talent School District
- Recology

- Rogue Disposal
- Starbucks
- Dutch Brothers
- Save the Phoenix Wetlands
- Rogue Aquatics Invasives Network (RAIN)

Attachments:



The Rogue Basin Salmon Watch Program Presents:
Salmon Watch Traveling Roadshow

Thursday, August 8th, 2024

1:00 to 2:00 p.m

**Jackson County Library Services - Medford
205 S. Central Avenue
Medford, Oregon 97501**

