

2025-2026 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 public involvement and participation (PI/PP) strategies implemented by the Rogue Valley Council of Governments (RVCOG) on behalf of the municipal separate storm sewer systems (MS4s) in the Middle Rogue Basin from July 1, 2025, through June 30, 2026. These activities were conducted to satisfy the requirements of the NPDES Phase II General Permit issued by the Oregon Department of Environmental Quality (DEQ) on November 30, 2018.

The activities described in this report are integrated into the individual Stormwater Management Plans (SWMPs) developed by each MS4 and submitted to and approved by DEQ. Activities completed during the reporting period apply to both established regulated small (Phase II) MS4s (Existing Registrants) and new permittees (New Registrants).

Within the Middle Rogue Basin, the MS4 registrants include the Cities of Medford, Ashland, Grants Pass, Eagle Point, Central Point, Rogue River, Talent, Phoenix, Jackson County, and Josephine County.

Most activities summarized in this report were funded by the Bear Creek MS4s, including the Cities of Medford, Ashland, and Central Point, and RVSS, representing Phoenix, Talent, and Jackson County. Additional activities were supported by the City of Grants Pass, Josephine County, and other partners through the Total Maximum Daily Load (TMDL) Program and were implemented by the RVCOG Natural Resources Department.

RVCOG coordinates with participating MS4s and partners to implement regional education, outreach, involvement, and participation activities. This report follows a format similar to previous years and summarizes activities completed during the 2025–2026 reporting period.

Annual Program Highlights

- Programs reached over 3,200 people (not including visitation to the Stream Smart website).
- The website had 4,514 visitors, an almost 24% increase from last year.
- The most visited pages besides the landing page included the Bear Creek Clean Up/Bear Creek Stewards, Rogue Aquatic Invasives Network (RAIN), Salmon Watch, Rogue River Clean-up, Events/What's Happening programs, Volunteering, and What is Stream Smart.
- For social media, we have 674 (3% increase) 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 13th consecutive season in the Fall of 2025 and Spring of 2026. We conducted 32 in person field days with 31 different schools. Classes represented schools from the Bear Creek Valley and Greater Jackson County. 1,806 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), in class presentations to 4 schools

(130 participants). We also conducted a Salmon Watch Training (20 participants) and hosted a post field day debrief/Open House (18 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, the Oregon Center for Creative Learning, Pollinator Project Rogue Valley, Southern Oregon Forest Restoration Collaborative, and local schools. See the Salmon Watch section for more details.
- 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 Ashland Co-Op's Change for Good Program, local bottle drop funds, ODFW STEP Program, Solid Waste Agency, and the American Fisheries Society.
- Presented education and outreach information at multiple local events including presentations to rotaries and schools in a partnership with the Stream Smart and/or TMDL programs, and partners. 720 people reached.
- Participated in, helped coordinate, and staffed starting locations at volunteer clean-ups in September 2025 and April 2026. 109 attendees. Spring statistics pending.
 - Fall Statistics and Activities:
 - 109 volunteers
 - Removed 1,480 lbs of trash
 - Invasive Species (blackberries) removed
 - Press releases and media interviews conducted
- Hosted and/or helped coordinate 8 additional volunteer events reaching over 80 people. These events are in addition to 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 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 the Ashland Food Co+Op, North Mountain Park, Medford Food Co+Op, the Cooperative Weed Management Area (CWMA), RAIN, the Clean Rivers Coalition, and others.

PUBLIC EDUCATION & OUTREACH (PE/PO) SUMMARY



General Program/Activity Description

The Public Education and Outreach (PE/PO) Program is designed to develop, refine, and implement an education and outreach program that informs the public about the impacts of stormwater discharges on waterbodies and the actions they can take to reduce pollutants in stormwater runoff, consistent with the recommendations of the General Permit and jurisdictional Municipal Separate Storm Sewer System (MS4) Stormwater Management Plans (SWMPs). The goal of the program is to educate residents about behaviors and practices that can cause or contribute to adverse impacts on receiving waters and to provide citizens, businesses, and other stakeholders with practical actions they can take to reduce pollutants in stormwater runoff and prevent illicit discharges from entering the MS4 and impacting receiving waters.

Activities are developed and implemented over a five-year implementation period, with participating communities collaborating on regional implementation of many activities. Regional activities are reviewed and evaluated annually and updated as needed to ensure they remain effective and responsive to community needs and permit requirements. Program changes, recommendations, and implementation results are summarized in the annual report, with appropriate revisions incorporated into the following implementation year.

Work completed in 2025-2026 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.

2025-2026 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 2025-2026

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 2025-2026 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, 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 refine fundraising efforts 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 and updating 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 (Change for Good program with the Ashland CO-OP), adding in new materials including coordinating the Return of the Salmon Family Field Day at North Mountain Park in October, and continuing programs including Salmon Watch, 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 partnered more actively with the Clean Rivers Coalition and participated as part of their advisory committee to support partnering on statewide campaigns, specifically with the further development of the Follow Your Water Rogue Campaign and other programs (e.g., pesticides and lawns) that are more applicable locally. Additionally, we began discussions with the AC and website Technical Team on revisions and updates to the website. Changes will be debuted in the early 2026-2027 implementation year (by September 1st).

[Stream-smart.com](https://www.stream-smart.com)

Work completed for the website this year has been focused on keeping our active program pages updated and revising content to make the website more approachable to the general community user. Additionally, we update events, check links, and review updates to Word Press to make sure that plug ins and other website software functions work. A brief summary is provided below.

- Revised the home page to streamline the content to make it more approachable for the general user (community user).
- Review, revised, and updated program events and resources pages for:
 - Salmon Watch
 - Bear Creek Stewardship Day (to reflect advertising, registration, and activities for the September and April Clean-ups)
 - Rogue River Clean-up (May 2026)
 - Update events calendar twice a month (or more frequently as we were noticed of events)
 - General resources pages

- Reorganized page locations, resources content, and pages as part of the initial planned review.
- 7 blogs posted. Blogs are scheduled for roughly every other month. Published on the main page and in the news section of the website.
- Updated the events calendar monthly (or more frequently as needed).

In 2026-2027, we are working on major updates the website in 2026-2027 by reorganizing and updating content, removing unused pages, revising existing pages and the general structure, and other activities. Work began in late 2026 (May) with test pages being created for internal review as appropriate.

In reviewing the Analytics for the website and social media, we continue to get more interaction through the social media channels (Facebook and Instagram). Through social media we advertise events, highlight our successful activities and why we do them, provide information on water quality and other subjects, promote the work done on behalf of the MS4 and TMDL programs, share blog posts, partner information, and other activities. Details are provided in the following metrics summaries

Stream Smart Website Statistics and Visitation Summary (July 1st 2025 through June 30th 2026)

Summary:

- 10,154 Views
- 4,514 visitors
- 74.6% of users access using desktop devices, 24.6% mobile, 0.9 % tablets, 0.1% SmartTV
- Top Ten Pages
 1. Landing Page – Users are finding our page through our logo and advertising at events, activities, postings, social media, through programs, volunteer activities, partnerships, and other channels (3,855 views).
 2. Bear Creek Clean-ups (Bear Creek Stewards) – The Stream Smart website is now the host of the Stewardship Day. Volunteers find information, dates, activity updates, and are able to register for the events through the link (JotForm plug in) available through the website (1,983 views).
 3. Rogue Aquatics Invasives Network (R.A.I.N) – Rogue River based program that focusing on managing invasive species (aquatic plants, snails, mussels, and snapping turtles currently). Active on the river and Stream Smart is the host of the program information which is a partnership with the CWMA. Branding of RAIN materials with Stream Smart logos are directing viewers to the website (356 views)
 4. Rogue Basin Salmon Watch – Teachers and module instructors are

accessing the pages for program information, visuals, and other content. Stream Smart is the home for the Rogue Basin Program (340 views).

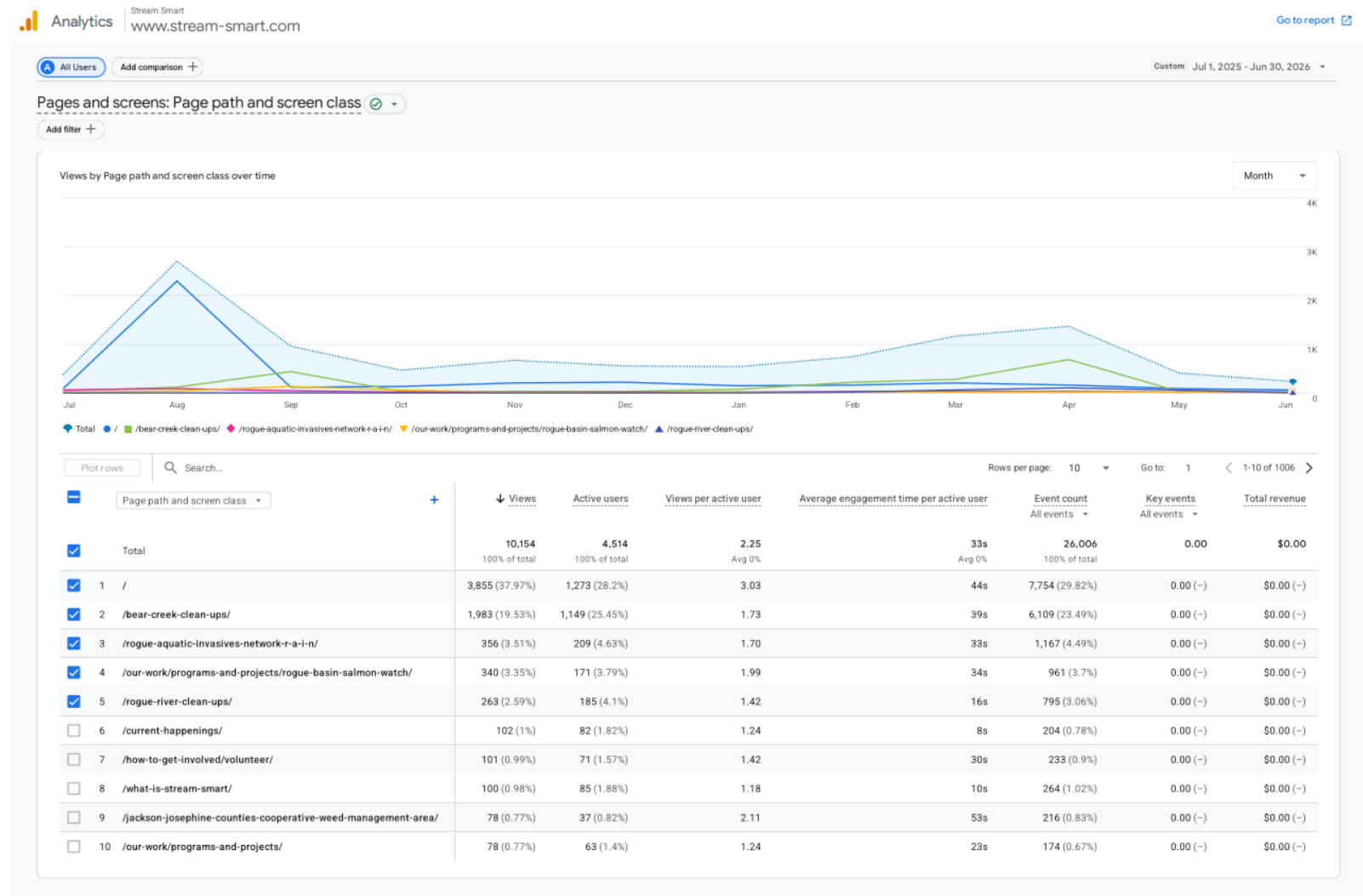
5. Rogue River Clean Up – Annual volunteer event that is partnership with Stream Smart partners including Rogue Basin Communities, agencies, the CWMA, and others. Stream Smart hosts the homepage for the event. (263 views)
6. Events/What's Happening – In conjunction with our general outreach, social media and blogs posts, events, reporting, volunteer events, and coordination with partners, we are getting community interest in local events, (volunteer activities, what we do, and what the program is. 102 views)
7. Volunteer — In conjunction with our general outreach, social media and blogs posts, events, reporting, volunteer events, and coordination with partners, we are getting community interest in local events, (volunteer activities, what we do, and what the program is. (101 views)
8. What is Stream Smart – – In conjunction with our general outreach, social media and blogs posts, events, reporting, volunteer events, and coordination with partners, we are getting community interest in local events, (volunteer activities, what we do, and what the program is. (100 views)
9. Jackson and Josephine County CWMA – Hosting a page for invasive weed related content and the CWMA program has directed some visitors to the website to learn more (78 views).
10. Programs (Our Work) – In conjunction with our general outreach, social media and blogs posts, events, reporting, volunteer events, and coordination with partners, we are getting community interest in local events, (volunteer activities, what we do, and what the program is. (78 views)

- Top 10 Uses by location (Filtered for United States)

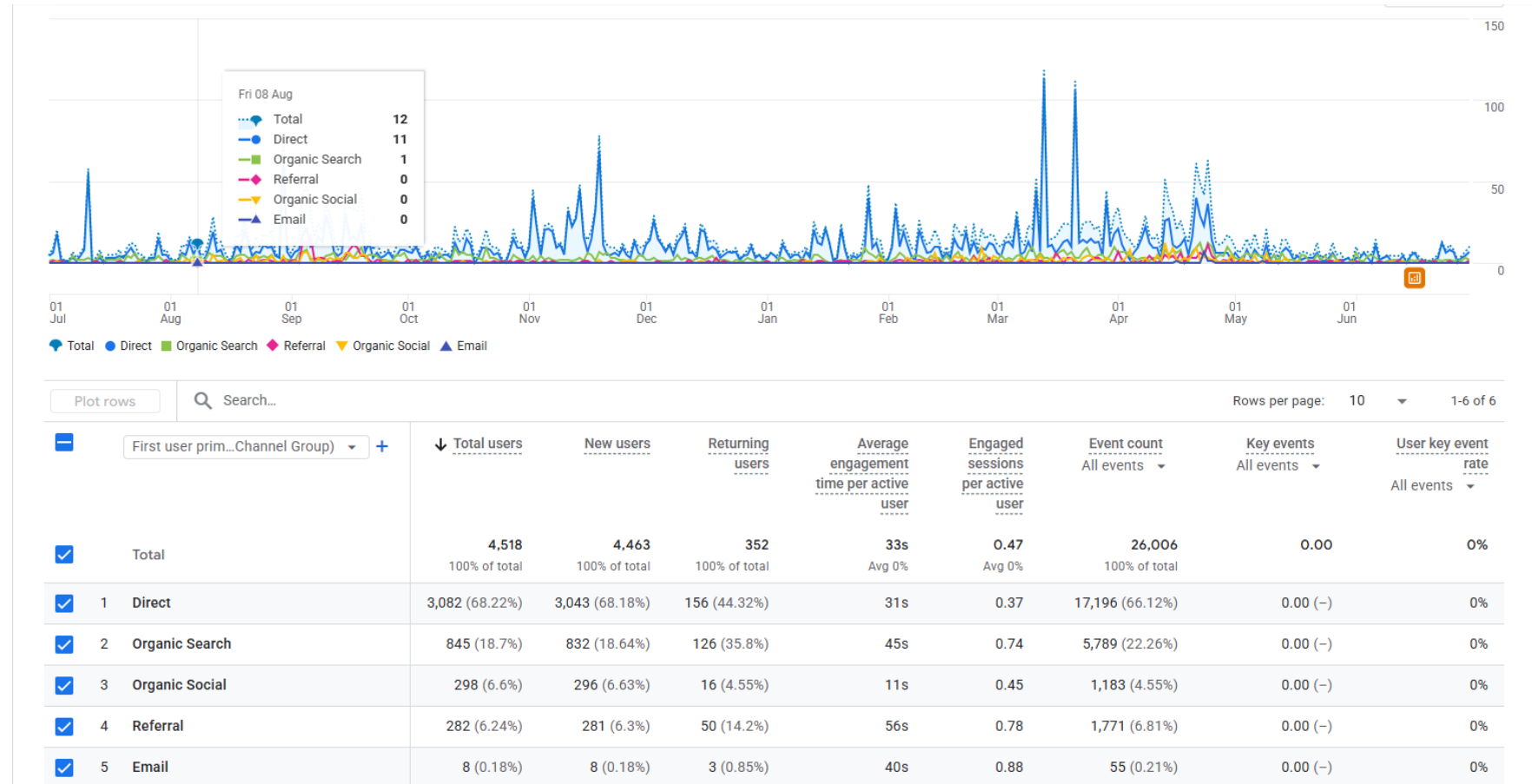
City	Active users	New users	Engaged sessions
Medford	420	382	455
San Jose	232	204	127
Seattle	150	130	75
Portland	132	120	83
Ashland	131	123	118

Grants Pass	88	75	95
Ashburn	70	70	4
Central Point	63	53	158
Phoenix	62	70	46
Los Angeles	49	44	19

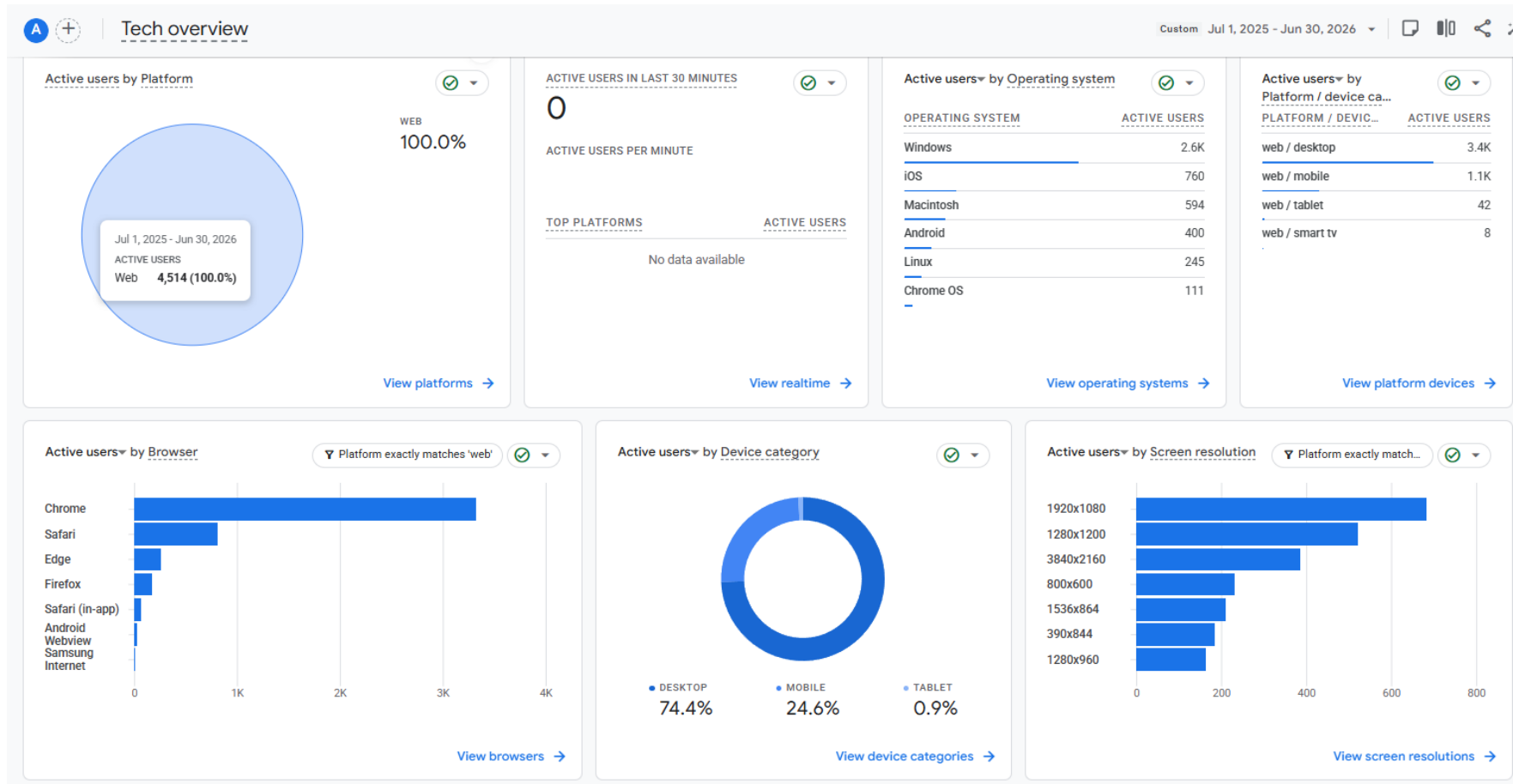
Top Ten Pages



User Acquisition



Tech Overview



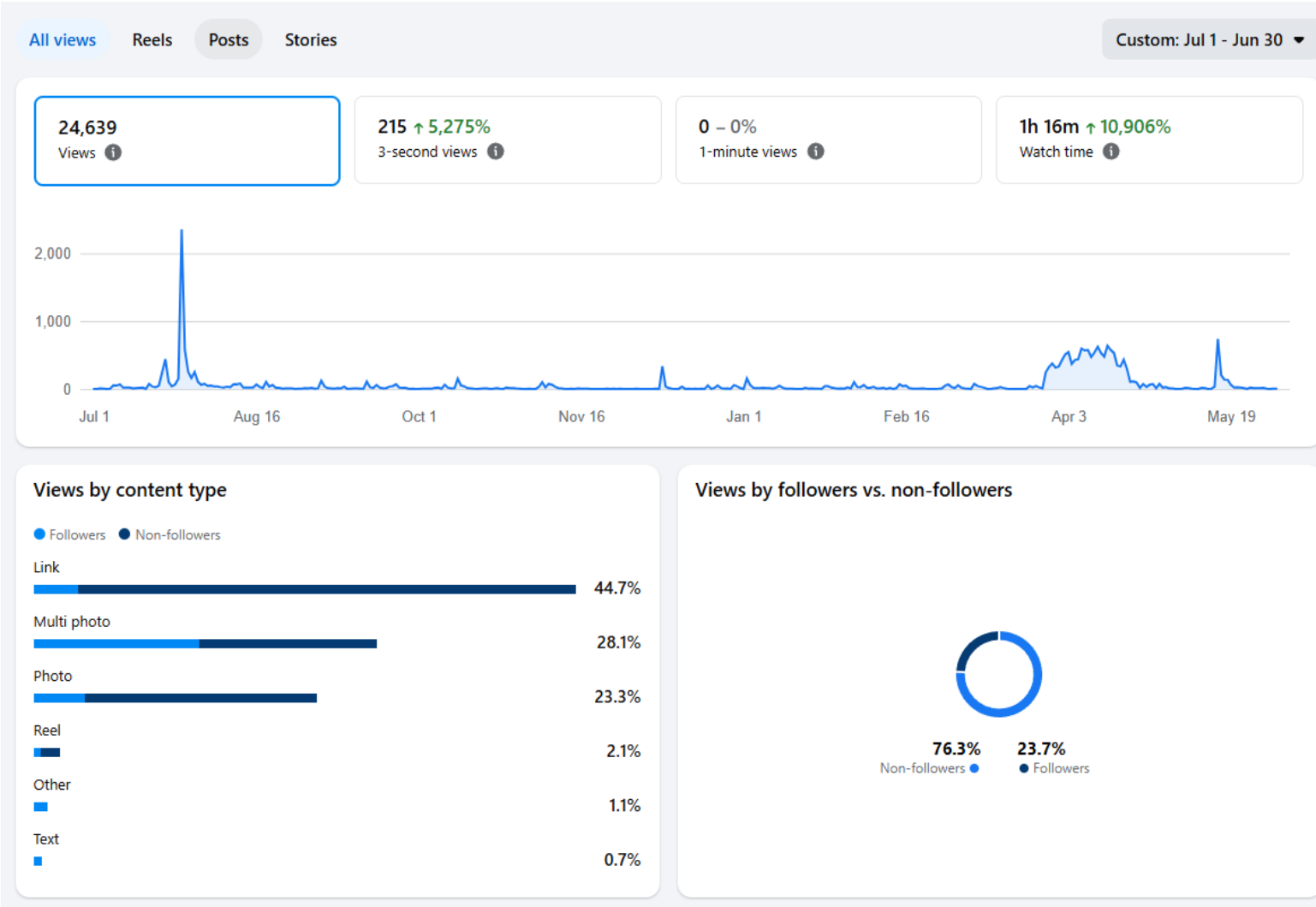
Stream Smart Social Media

Statistics (July 1, 2025- June 30th, 2026)

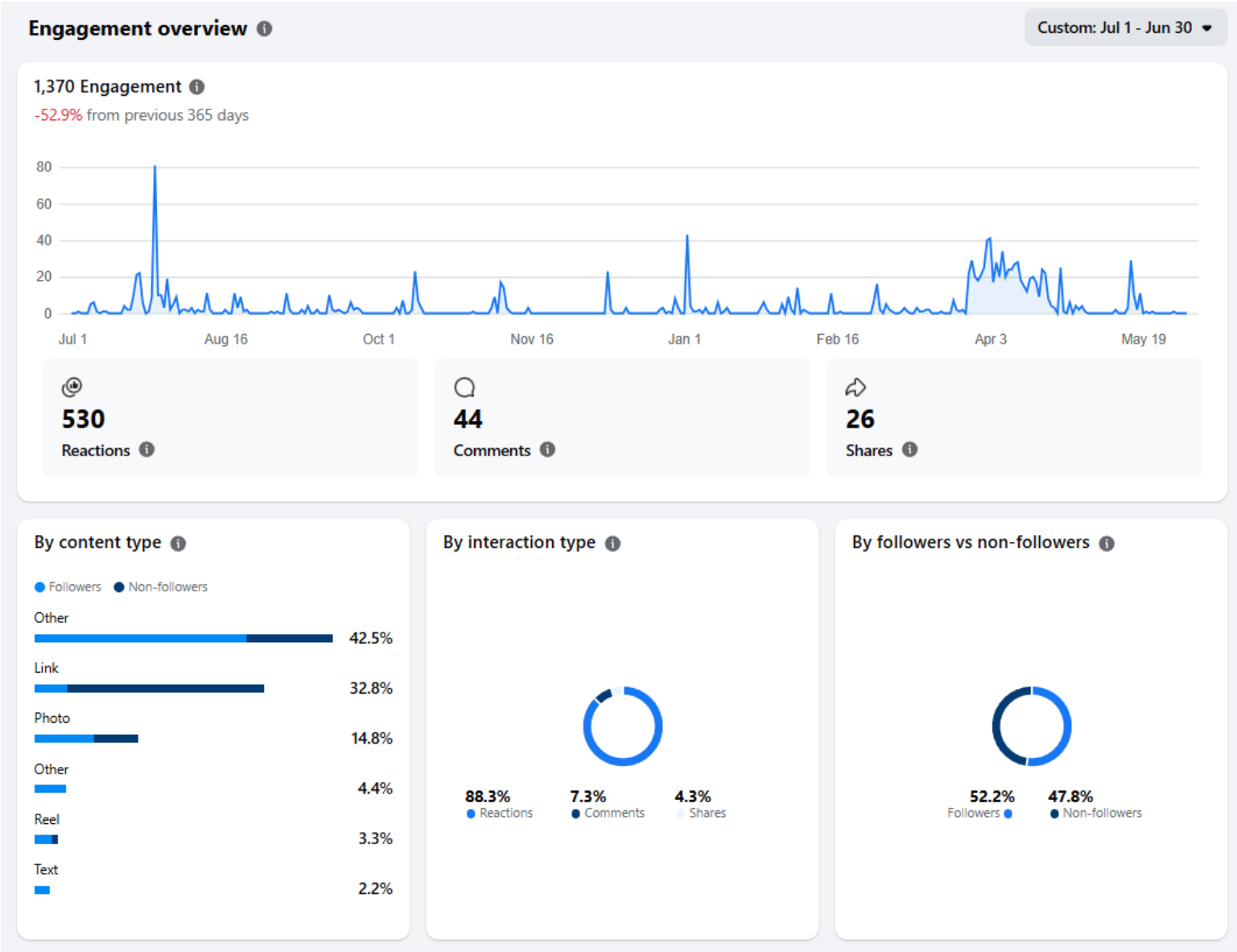
Summary:

- 24,639 views
- User Breakdown
 - 674followers
 - 30.7% are from Medford

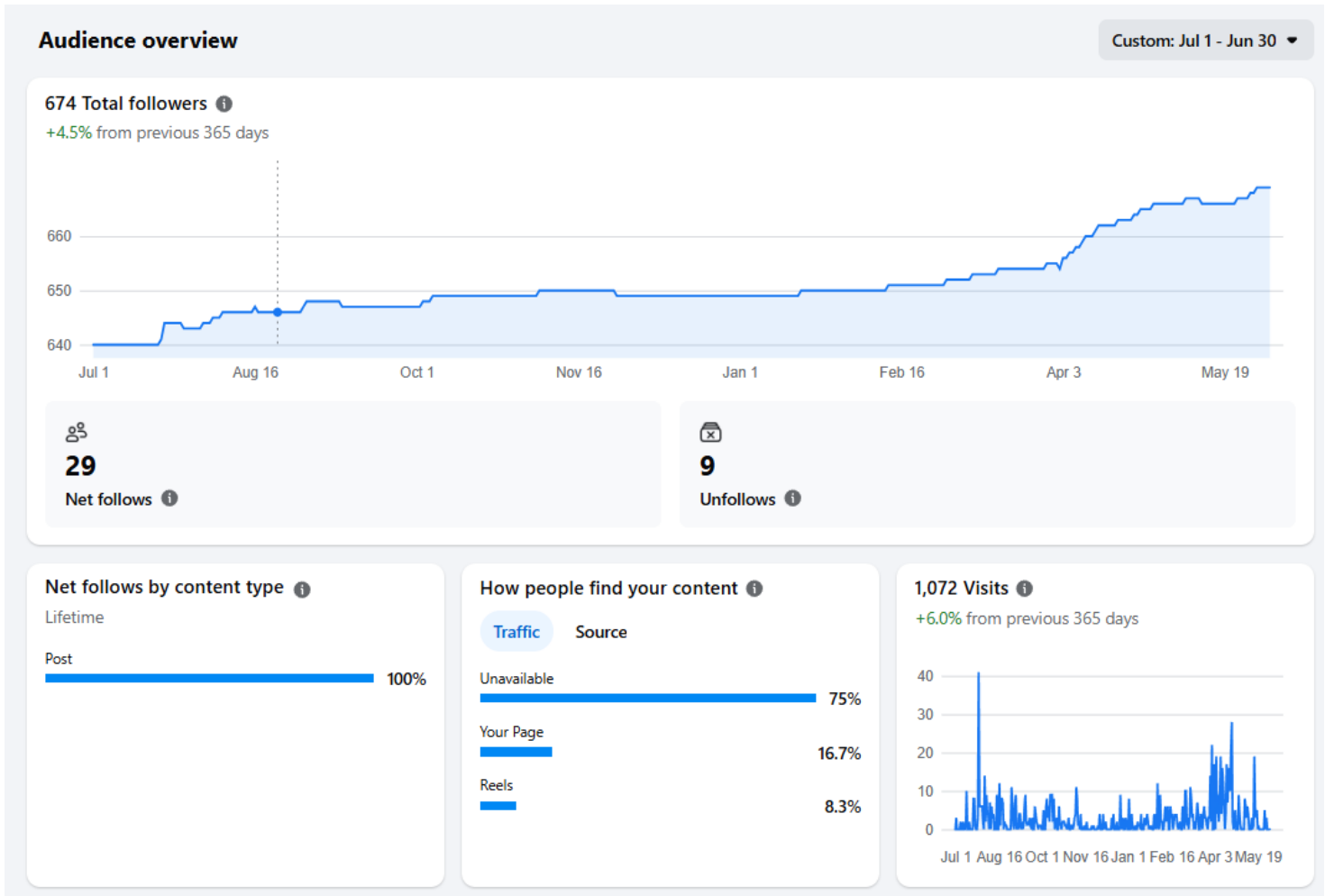
Views



Engagement (Previously Interaction Overview)

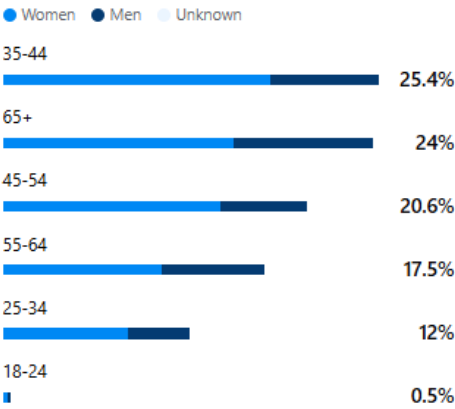


Audience and Followers



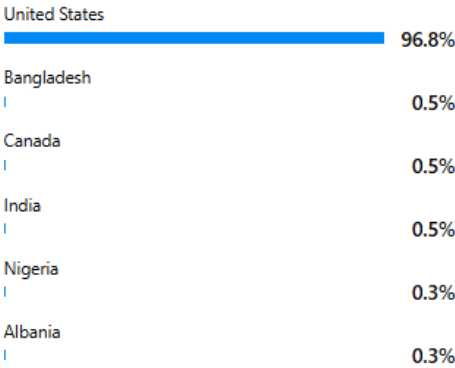
Age & gender ⓘ

Lifetime



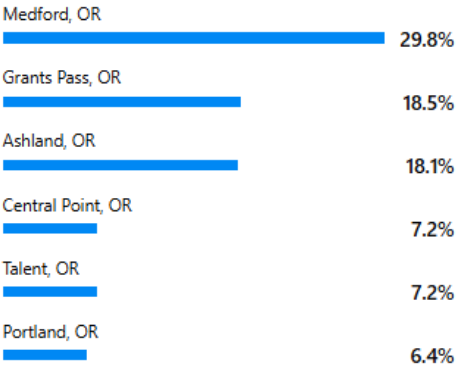
Country ⓘ

Lifetime



Cities ⓘ

Lifetime



Example Posts


Stream Smart - a clean water project
 Published by Amie Nicole Siedlecki · July 28 ·




 If you love the outdoors and nature, enjoy teaching kids, and have some extra time this fall season, come join [Stream Smart - a clean water project](#) and Rogue Valle... See more

Ashland Parks & Recreation Adult Program






Rogue Basin Salmon Watch Training

Love the outdoors and working with kids? Join us for a free training on the Rogue Basin Salmon Watch program. Learn about salmon, aquatic insects, water quality, and riparian habitats—no teaching required to attend. Snacks and drinks provided; bring a lunch and water bottle.

Ages 18 & up

FREE | Registration required

September 11, 2025 | 10am – 3pm

Nature Center | 620 N. Mountain Ave, Ashland



Scan the QR Code for more info or go to:
ashlandoregon.gov/register
Registration opens 9am, August 18th



Questions? We are here for you! 541.488.5340 | parksinfo@ashlandoregon.gov

[See insights and ads](#)
[Boost post](#)

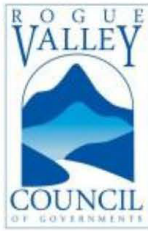


Examples of Other Articles, Press Releases, Blogs, Media, and Outreach Materials

Stream Smart Steward Clean-up with St. Mary's







PRESS RELEASE

Rogue Valley Council of Governments,
Natural Resources Department

CREEK SAFETY WATCH
Bear Creek Watershed – Jackson County
July 28th, 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.):

Neil Creek at Dead Indian Memorial Road (Ashland)
Ashland Creek below the Ashland Dog Park (Ashland)
Bear Creek at Blue Heron Park to Fern Valley Road (Phoenix)
Bear Creek at Upton Road (Central Point)



Return of the Salmon Family Field Day

Activity List & Stamp Card

Collect a stamp for each activity you complete. Complete at least 3 activities for a small prize, complete all activities to enter the raffle to win a birdfeeder!

Raffle drawn at 2 PM at the Nature Center - must be present to win.

1 Welcome Booth & Prize Location

Find information about the event, and present your finished stamp card / raffle ticket!



2 Fish Printing (North Mountain Park)

Create your very own salmon print art piece!



Natural Assets Map (Jackson County Library District)

3 *Create a natural asset map that highlights environmental awareness with artistic flair! Learn about our STEAM programs, Pollinator Project at the Phoenix Branch, seed libraries, and more.*



4 Live Fish Viewing (Oregon Department of Fish & Wildlife)

Come see salmonids in the big tank! Learn about native species and ODFW's programs.



5 Fish Casting (Oregon Center for Creative Learning)

Grab a fishing pole and practice your casting to catch fish in this fun yard game. Learn about the OR Center for Creative Learning and its programs.



6 Build a Pollinator Seed Ball (Pollinator Project Rogue Valley)

Join us to create native wildflower seed balls out of clay to help the pollinators!

7 North Mountain Park Garden Tour

Tour the gardens at NMP - self tours with limited NMP volunteer-led tours as available.



8 Keystone Species Coloring (Rogue Valley Farm to School)

Complete a Salmon keystone species coloring sheet and activity, and learn more about Rogue Valley Farm to School.



9 Zoom In / Zoom Out Tree Study (Southern OR Land Conservancy)

Grab a pair of binoculars and a hand lens to explore the trees around you from large to small scales, then color and craft your very own salmon hat!



10 Watersheds & Water Quality (Stream Smart / RVCOG)

Learn about the connection of rivers and streams, urban environments, and riparian areas. Test water quality and learn how you can help fight pollution!



11 Salmon Biology (Rogue Valley Sewer Services)

View a salmon dissection and learn about their amazing adaptations and life cycle. Sessions start at 10:30, 11:45, and 1:00, but participation is welcome at any time.



12 Macroinvertebrates (Rogue River Watershed Council)

Collect and identify aquatic macro-invertebrates! Put on some boots and search out insects, crayfish, and other species that call Bear Creek home.

Park Facilities & Activity Map



- 1 Welcome Booth / Prizes & Raffle
- 2 Fish Printing
- 3 Natural Assets Map
- 4 Fish Viewing
- 5 Fish Casting
- 6 Build a Pollinator Seed Ball
- 7 NMP Gardens
- 8 Keystone Species Coloring
- 9 Zoom In / Zoom Out Tree Study
- 10 Watersheds / Water Quality
- 11 Salmon Biology
- 12 Macroinvertebrates



North Mountain Park



After completing all activities, return to the Welcome Booth to have your stamp card checked! Complete and tear off the ticket below to submit your name to the raffle.

Birdfeeder Raffle Ticket!

Full Name: _____
Volunteer Initials _____
(all activities completed):

Salmon Watch Program Overview

The Salmon Watch program is available annually to schools throughout Bear Creek Valley, Greater Jackson County, and Josephine County. The program is coordinated by the Rogue Valley Council of Governments (RVCOG) and Rogue Valley Sewer Services on behalf of local communities in the Bear Creek and Middle Rogue watersheds, including Designated Management Agencies (DMAs) and Municipal Separate Storm Sewer Systems (MS4s).

The program teaches students about watershed health and stewardship through an exploration of salmon, the conditions they need to survive and thrive, and how our individual and community decisions can affect watershed health and salmon populations. The primary component of the program is a field trip that brings students to a local creek or river for hands-on, field-based learning.

Specifics about program implementation and activities are provided in the 2025–2026 Salmon Watch Summary below. The complete *Salmon Watch Fall 2025 and Spring 2026 Activity Report* is also available online on the RVCOG website and is included below.

A key component of the program’s success is the support provided by partners, including nonprofit organizations, educational organizations, watershed councils, state and local agencies, and municipalities. Partners contribute volunteer time for module instruction and provide in-kind and/or direct financial support to the program. For example, the Oregon Department of Fish and Wildlife donates fish for dissection activities; Oregon State Parks waives or reduces certain permit fees; Jackson County waives parking and site-use fees; and the Jackson Soil and Water Conservation District provides direct financial support. These contributions reduce overall program costs and allow grant funding to be leveraged to expand program reach and impact.

Grant funding supports contractor costs for module instruction, program supplies and equipment, and transportation assistance for local schools. These funds, combined with partner contributions, help make the program available at little or no cost to participating schools.

In addition to field-based instruction, Salmon Watch activities include recruiting schools and instructors through email and personal outreach; program advertising and marketing; developing and administering program surveys; coordinating schools, field sites, schedules, and instructors; obtaining permits for use of State Park sites, including Tou Velle and Valley of the Rogue; managing instructor contracts; processing reimbursements for program-related expenses; maintaining and stocking Salmon Watch kits; presenting the program to schools; and coordinating other program logistics.

The Salmon Watch program page and associated educational resources are housed on the Stream Smart webpage.

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

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

Fall 2025 and Spring 2026 Program Summary

In the Fall of 2025 and the Spring of 2026, 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 (RRWC), and others to implement the Rogue Basin Salmon Watch Program. Classes were conducted primarily in September, October, and early November (week ending November 7th) of 2025, and in May of 2026. We also held a special session in December 2025 in partnership with a class from LOGOS Public Charter School who participated in the Oregon Department of Fish and Wildlife’s (ODFW) Eggs to Fry program and released fry into the Rogue River as part of the Salmon Biology station. Overall, 32 field days were conducted with 31 schools and 1,806 students. Classes represented schools from the Bear Creek Watershed, greater Jackson County, and Grants Pass/Josephine County.

In addition, 17 organizations, agencies, and municipalities donated their time 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 Table 1.

The Rogue Basin Salmon Watch Program received financial support from JSWCD, as well as 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 field trips out at McGregor Park near Trail. Further, we continued to work with Oregon State Parks and Jackson County to waive fees for park use at TouVelle State Recreation Site, and we expanded our use of North Mountain Park in Ashland as a field trip site. Lastly, ODFW has also continued to provide fish carcasses for instructors that opt to perform a dissection as part of the Salmon Biology station.

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 11th for both contracted educators and volunteer instructors and a Return of the Salmon – Family Field Day on October 18th, as well as 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.

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 available for Salmon Watch include 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 Middle/High School, Coyote Trails Nature Center, Lynn Newbry Park, and North Mountain Park).

The “core” 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 and redd viewing (when spawning), salmon dissection, water quality testing (temperature, pH, biological oxygen demand (BOD), turbidity, etc.), macroinvertebrate sampling and identification, 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 usually structured over 8 days where one module (e.g., Salmon) is taught to all 5 of the 6th grade periods for the class. Further, 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. For larger classes (more than 60 students), we have adjusted the schedule to use 5 instructors teaching five sessions. Curriculum surrounding fire ecology, pollinators and pollinator plants, drinking water, riparian restoration, and service-learning has made up the fifth station for these field trips.

Field Day Statistics

Table 1 summarizes all the Salmon Watch classes completed in the Fall of 2025. 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 2025 and Spring 2026 Salmon Watch Field Trip Information

2025-2026 ANNUAL STORMWATER REPORT BEAR CREEK MS4 PROGRAM

Class Number (Field Days)	Date	Location	School	Grade	Number of Students	Partners (organizations providing match instructor time)
1	9/16/2025	McGregor Park (MG)	Ruch Outdoor Community School	5 th -8 th	37	RVSS, RVCOG
2	9/18/2025	MG	Roosevelt Elementary School	5 th	50	RVSS, RRWC, & SOLC
2	9/18/2025	MG	Rogue Valley Homeschool Adventures Collective	3 rd -6 th	20	RVSS, RRWC, & SOLC
3	9/19/2025	MG	Wilson Elementary School	5 th	48	RVSS, RVCOG, & TCMSO
3	9/19/2025	MG	Homeschool Group	3 rd -6 th	20	RVSS, RVCOG, & TCMSO
4	9/23/2025	MG	Bellview Elementary	2 nd -5 th	85	RVSS
5	9/24/2025	Palmerton Park	Rivers Edge Academy Charter School	2 nd -4 th	60	RVCOG, SOWT/RR, & ODFW
6	9/25/2025	MG	Homeschool Group	3 rd -6 th	20	RVSS, SOFRC
7	9/26/2025	MG	Talent Elementary School – ODP	3 rd -5 th	25	RVSS, TCMSO
8	9/30/2025	MG	Talent Elementary School	5 th	40	RRWC, AFR, SOWF, & RVCOG
8	9/30/2025	MG	Butte Falls Charter School	3 rd	20	RRWC, AFR, SOWF, & RVCOG
9	10/2/2025	MG	Helman Elementary School	5 th	56	SOFRC, MWC
10	10/3/2025	MG	North Medford High School	10 th -12 th	60	RVCOG, SOWF, RVSS, & BCWEP
11	10/7/2025	TV	Jacksonville Elementary School	4 th	60	ODFW, RVCOG

2025-2026 ANNUAL STORMWATER REPORT BEAR CREEK MS4 PROGRAM

12	10/8/2025	Reinhart Volunteer Park (RVP)	Allen Dale Elementary School	5 th	78	RVCOG, SOWT/RR, RRWC, WL
13	10/9/2025	TV	Oak Grove Elementary School	4 th	75	RRWC, SOWF, MWC, & ODFW
14	10/10/2025	TV	Talent Elementary School	4 th	28	BCWEP, RVSS
15	10/14/2025	TV	Williams Elementary School	4 th /5 th	22	MWC, RVCOG, & ODFW
15	10/14/2025	TV	Applegate School	4 th /5 th	22	MWC, RVCOG, & ODFW
16	10/16/2025	TV	Phoenix Elementary School	3 rd	60	SOWF, SOFRC, MWC, & RRWC
17	10/17/2025	TV	Shady Cove School	3 rd	37	RVCOG, SOWF, & RVSS
18	10/21/2025	Blue Heron Park (BHP)	Phoenix Elementary School	4 th	58	RVSS
19	10/23/2025	TV	Sams Valley Elementary School	4 th /5 th	60	SOWF, SOFRC, & MWC
20	10/24/2025	TV	TRAILS Outdoor School	3 rd -5 th	30	ODFW, BCWEP, RVCOG, RRWC
20	10/24/2025	TV	Eagle Rock Elementary	4 th	45	ODFW, BCWEP, RVCOG, RRWC
21	10/28/2025	NMP	Griffin Creek Elementary	4 th	60	AFR, RRWC, & TFT
22	10/30/2025	NMP	Griffin Creek Elementary	4 th	27	RRWC, MWC, & SOLC
23	10/31/2025	Cascade Christian (CC)	Cascade Christian Middle School	7 th	67	SOWF, RVCOG, & BCWEP
24	11/3/2025	Fish Hatchery County Park	Kalmiopsis Community Arts High School	9 th -12 th	16	RVCOG
25	11/4/2025	TV	St. Mary's School	11 th -12 th	20	BCWEP

25	11/4/2025	TV	Orchard Hill Elementary School	4 th	33	BCWEP
26	11/6/2025	NMP	Pinehurst School	K-5 th	16	ODFW, AFR
26	11/6/2025	NMP	Orchard Hill Elementary School	4 th	32	ODFW, AFR
27	11/7/2025	NMP	Walker Elementary School	4 th /5 th	82	PPRV, RVCOG, & BCWEP
28	12/18/2025	TV	LOGOS Public Charter School	4 th /5 th	30	SOLC, ODFW
29	5/7/2026	BHP	Talent Middle School	6 th	68	RVSS, TCMSO, PPRV, SOFRC
30	5/8/2026	BHP	Talent Middle School	6 th	55	RVSS, SOFRC, PPRV, SOWT
31	5/21/2026	Griffin Creek at SMS	Scenic Middle School	6 th	100	RVSS
32	5/22/2026	Griffin Creek at SMS	Scenic Middle School	6 th	100	RVSS

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

Program Photos

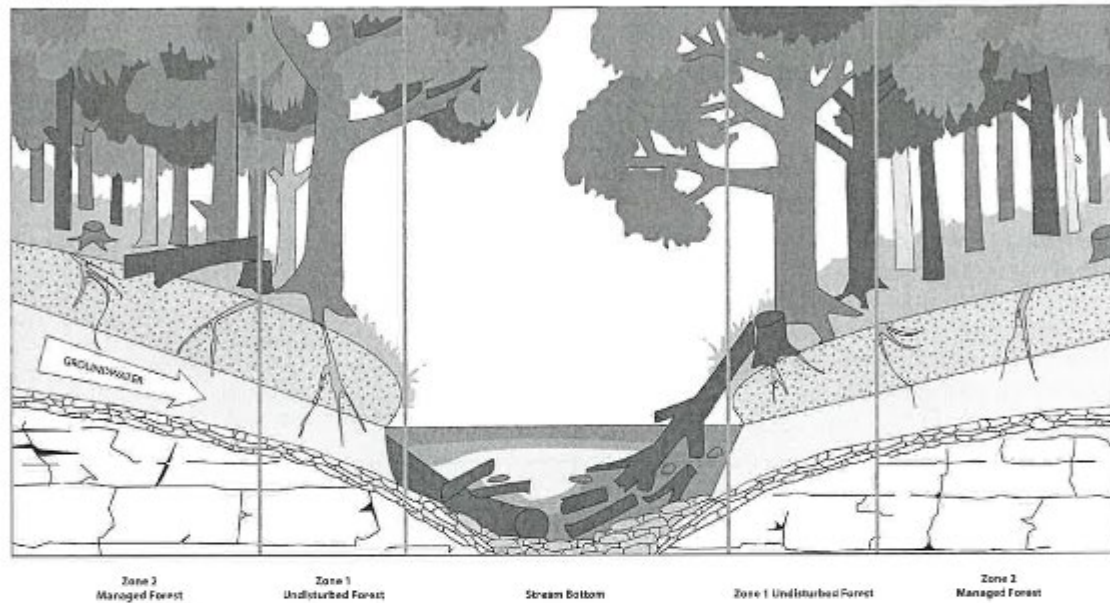


Data Sheet/Activity Example

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 2025 & Spring 2026



Rogue Basin Salmon Watch Program Summary – Fall 2025 & Spring 2026

Another Successful Year in the Books!

In collaboration with partners and volunteers, we were able to provide 10 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-nine different schools in the Rogue Basin. In addition, we taught mixed classes (1st through 5th), AP high school classes, and multiple homeschool groups. Collaboration and partnership make it happen!

of students served: 1,806

of schools participating: 31

of individual instructors contributing: 37

Coordinating agencies:



Thank you, Salmon Watch Partners!



And Salmon Watch Sustainers!



Outreach Materials Distribution including brochures

Brochure distribution and other materials (e.g., stickers, water bottles, temporary tatoos) continued at events, volunteer activities, ront counters, meetings, and other areas. An estimated 1,350 brochures and other materials were given out during the year including at events (Earth Day, Return of the Salmon, Clean-ups). 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>
8/19/2025	Whitehorse County Park Trail Prep.	Event Preparation	6
8/23/2025	Whitehorse County Park - Park & Pull + Float!	Event	20
8/25/2025	Jackson County Parks - BCS Day Inventory	Event Preparation	
9/2/2025	Return of the Salmon - Family Field Day Meeting	Event Preparation	
9/5/2025	Inland Rogue Regional Water Forum	Event	
9/16/2025	Josephine County Solid Waste Agency Meeting - RRCU Summary Presentation	Presentation	20
9/20/2025	Bear Creek Stewardship Day	Event	109
10/3/2025	Salmon Watch Presentation in Jacksonville - Greg	Presentation - SW	50
10/6/2025	Salmon Watch Presentation in Applegate & Williams - Amie	Presentation - SW	50
10/9/2025	OSU PSEP Workshop - RAIN Presentation - Amie	Presentation	50
10/16/2025	Salmon Watch Presentation in Shady Cove - Amie	Presentation - SW	30

10/18/2025	Return of the Salmon - Family Field Day Event	Event. We coordinated the Festival with RVSS and NMP and staffed a booth (Water Quality/Riparian)/	200
10/25/2025	Celebrate the Reconnection Event	Event	50
11/6/2025	Eco-Explorers Workshop	Event -Participated as part of the Eco-Explorers Workshop including the community partners portion talking about Stream Smart Program including Salmon Watch.	75
12/2/2025	OISC Grant Presentation - Amie	Presentation	15
12/11/2025	Salmon Watch Celebratory Debrief	Event - SW	18
3/18/2026	Rotary Presentation - Stream Smart and Clean-ups	Presentation -Presented to the Central Point Rotary on Stream Smart and the Clean-up Volunteer Events. Focus was on Bear Creek and the history and evolution of the Bear Creek Clean-ups, but we also covered the Stream Smart Program, Rogue Clean-ups, Camp Clean-ups, Adopt-A-Greenway, Adopt-A-River, and the Trash Partnership.	60
3/20/2026	Make a Move for Water Clean-Up at SMS	Event/Working with Schools - Saint Mary's students and staff participated in a clean-up along Larson Creek on campus as part of the Make a Move for Water Event.	25
4/3/2026	Ashland Food Co-op Tabling	Event - Tabling	60
4/6/2026	Southern Oregon Regional Envirothon	Event/Working with schools	60
4/17/2026	Ashland Food Co-op Tabling	Event - Tabling	40
4/20/2026	RRK Scotch Broom Weed Pull	Event - CWMA	8
4/25/2026	BCS Day - Earth Day	Event/Volunteer - Clean-up	100

5/16/2026	34th Annual Rogue River Clean-Up	Event/ Clean-up -150 volunteers, 9 cubic yards of trash removed, 20 tires, ~800 invasive plants, 46 acres treated.	150
6/16/2026	RRCU Summary Presentation for JoCo SWA	Presentation	15

Totals

1211

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.

<i>Date</i>	<i>Event</i>	<i>Description</i>	<i>Number of People</i>
September through December 2025	Varies	All Salmon Watch Kits. Used to implement the Salmon Watch Program and the December hybrid program.	Detailed in Salmon Watch section and Salmon Watch report (1,806 participants)
7/11/2025	Macros Gear to Beth (RRWC)	Partner/School Support - Loaning of macroinvertebrate gear for an RRWC program (volunteer/school support)	
9/28/2025	Source Water Protection Week Social Media Posts	Partner/Schools support - Working with Beth Boos, RRWC on RDWP outreach for the week.	
10/3/2025	Salmon Watch Presentation in Jacksonville - Greg	Presentation - SW	50

10/6/2025	Salmon Watch Presentation in Applegate & Williams - Amie	Presentation - SW	50
10/16/2025	Salmon Watch Presentation in Shady Cove - Amie	Presentation - SW	30
12/2/2025	JSWCD Borrowing Rubber Boots for a Planting Event	Partner/School Support	
1/9/2026	OSU Extension SWAT at Peninger (WQ & Macros)	Partners/Schools Worked with OSU Extension's Student Watershed Assessment Team on an ongoing monitoring project.	20
1/13/2026	Presentation - Urban Runoff/MS4 Programs, TMDL, and 319 Programs	Partner/Working with schools - Met with the Crater Envirothon Team to answer general questions on Clean Water Act, specifically MS4, TMDL, and 319 Grant Programs in preparation for the Southern Oregon Regional Envirothon.	25
2/3/2026	RRWC Borrowing Macros Gear for an Education Event	Partner/School Support	
3/20/2026	Make a Move for Water Clean-Up at SMS	Event/Working with Schools - Saint Mary's students and staff participated in a clean-up along Larson Creek on campus as part of the Make a Move for Water Event.	25

4/6/2026	Southern Oregon Regional Envirothon	Event/Working with schools	60
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Totals

260

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.										

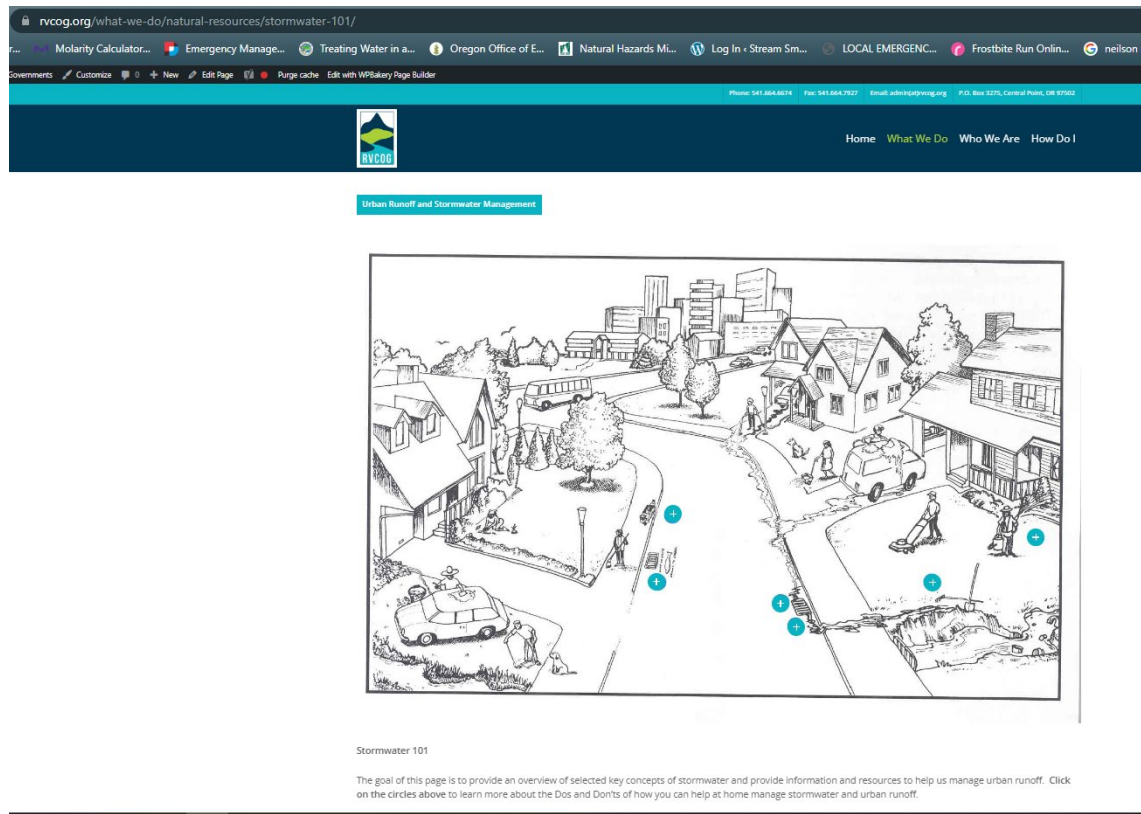
SWAT Meetings

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/>



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://rvcog.org/what-we-do/natural-resources/stormwater-101/rogue-valley-stormwater-quality-design-manual/>) and using the car wash kit (<http://rvcog.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 (PI/PP) program in partnership with other local programs and organizations. Clean-ups are scheduled twice annually, in April and September, to provide opportunities for community members to participate in watershed stewardship and help remove litter and debris from local waterways. A summary of clean-up activities conducted through September 2025, along with examples of outreach materials and advertising, is presented below. The September 2025 clean-up engaged 109 volunteers.



Bear Creek Stewardship Day Flyer: September 20th, 2025



Bear Creek Stewardship Day Flyer: 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 Alameda Fire).

The Bear Creek Stewards hosted a Stewardship Day on September 20, 2025, as part of the Stop Oregon Litter and Vandalism (SOLVE)-sponsored fall clean-up. We want to thank the 109 volunteers that removed almost 5,000 pounds of trash and 700 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 7 check-in locations scheduled along or near Bear Creek from Central Point to Ashland.

1. Pine Street, Central Point* (City of Central Point, Eugene Weir, 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. Lynn Newbry Park, Talent (City of Talent and Rogue Valley Sewer Services)
7. Wranglers Arena, North Ashland (Southern Oregon Geocaching)

*Bear Creek/Rogue River Confluence meets at Pine Street



Since 2015, the Bear Creek Stewards have removed 89,742 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](#).

	September 2025 Clean-Up Event Registration					
Location/Date:	Attended	Adults	Minors	Pounds of Trash	Pounds of Recycling	Invasive Species Removed (square feet)
Pine Street	15	14	1	585	0	0
McAndrews Road	9	9	0	875	65	0
Hawthorne Park	20	17	3	250	3	0
Alba Drive	15	15	0	725	0	0
Coyote Trails Nature Center	23	17	6	1800	6	200
Lynn Newbry Park	14	11	3	165	0	500
Wranglers Arena	13	13	0	500	0	0
Total	109	96	13	4,900	74	700

Our efforts in September 2025 resulted in nearly 110 participants removing over 2 tons of trash and approximately 700 square feet of invasive weeds from approximately 9 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	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 of Heaven (invasive species), and blackberry brambles and vines	Central Point, Medford, Phoenix, Talent, and Ashland
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,	Central Point, Medford, Phoenix, Talent, and Ashland

					mulching, trash removal	
September 2023	114	9	10	4,895	Pollinator garden weed removal, invasive plant removal, mulching, trash removal	Central Point, Medford, Phoenix, Talent, and Ashland
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	245	9	10	3,625	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Phoenix, Talent, and Ashland
September 2025	109	8	9	4,900	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Talent, and Ashland





Other Volunteer Activities

Eight volunteer events were completed in partnership with the Stream Smart Program, Activities (82 participants)

<i>Date</i>	<i>Activity</i>	<i>Number of Volunteers</i>
7/16/2025	RAIN - Wednesday on the Water	10
7/20/2025	Adopt-A-Street - Stream Smart Clean-Up (GP)	4
7/30/2025	RAIN - Wednesday on the Water	12
8/13/2025	RAIN - Wednesday on the Water	8
8/23/25	Whitehorse Weed Pull	23
8/29/2025	RAIN Training Float - ARTA	12
11/3/25	Adopt-A-Street - Stream Smart Clean-Up (GP)	3
8/23/25	Whitehorse Weed Pull	23
4/20/26	Rogue Riverkeeper Weed Pull	8

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 June 25th, 2026

<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
- Oregon Center for Creative Learning (formerly Kid Time)
- Grants Pass Clinic
- Ashland Co-op
- Medford Food Co-op

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

Attachments:

34TH ANNUAL ROGUE RIVER CLEAN-UP 2026 EVENT SUMMARY

Another successful clean-up and weed pull event along the Rogue River from Whitehorse to the Grave Creek boat ramp is in the books!

Number of volunteers that participated on May 16th: 150
Amount of trash recovered: 9 cubic yards; ~20 tires retrieved

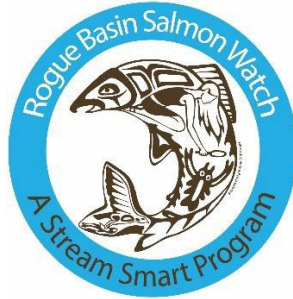
Number of invasive plants removed
(Dyers Woad, Yellow Starthistle, Diffuse Knapweed, and Maltese Thistle): ~800
Number of acres treated for invasive plants: 46

For more details about the event, including a list of sponsors, visit:
www.stream-smart.com/rogue-river-clean-ups/
or click on the QR code in the lower right-hand corner.

Thanks to all of our volunteers, partners, and donors for the support!



Stream Smart (TMDL and Stormwater) – Highlights



- ***Meetings***
 - Salmon Watch Planning
 - Return of the Salmon Family Field Day
- ***Rogue Basin Salmon Watch Program –***
 - Salmon Watch Training – Thursday, September 11th, from 10:00 to 3:00 p.m. at North Mountain Park (advertised through their Rec Guide). ~20 participants.
 - Added in a training on invasive riparian weeds
 - 22 field days through October 21st
 - McGregor Park
 - Tou Velle State Park
 - Reinhart Volunteer Park
 - Palmerton Park
 - Blue Heron Park
 - Partners include: USACE, Oregon State Parks, ODFW, RRWC, ODA, MWC, RVSS, RVCOG, BCWEP, GH/RR/SOWT, OCCL/TCMSO, and SOLC.
- ***Articles, Press, Blogs, and Presentations***
 - Bear Creek Stewardship Day Press Release
 - Water Quality Advisories – July, August, September
 - About the Stream Smart Program Blog(August)
 - RRCU Summary Presentation to the Solid Waste Agency (September 16th)
 - Salmon Watch in class presentations (6)
 - Jacksonville (2)
 - Shady Cove (2)
 - Applegate
 - Ruch
- ***Events and Volunteer Activities***
 - Stream Smart Clean-up (Adopt-A-Street)-July 20th
 - Whitehorse County Park – Park and Pull – July 23rd
 - Bear Creek Clean-up – September 20th
 - Source Water Protection Week (September 29th- October 5th)
 - Social media posts

- Return of the Salmon Family Field Day at NMP
 - Family focused Salmon Watch Program as the core
 - Coordinated by RVCOG, RVSS, and NMP/COA
 - 200+ Attendees
- **Coordination and Meetings**
 - Loaned macro-invertebrate gear to RRWC for a program at Cantrall-Buckley Park in July
 - Bear Creek Clean-ups (July 14th, August 25th)
 - RDWP -August 20th
 - SOREEL
- **Upcoming Events**
 - Salmon Watch through early November
 - Return of the Salmon debrief – October 22nd
 - Blue Heron Creek Reconnection Celebration – October 25th
 - Salmon Release Salmon Watch Hybrid Class – December 18th

NPDES Phase II

- Completed draft annual report and posted on the stormwater page ([Urban Runoff/Stormwater Management - Rogue Valley Council of Governments](#)).
 - MS4 Report – Report and Quarterly Reports as appendices
 - Salmon Watch Report
 - Salmon Watch Survey Summary

Pre Program Results

- 527 respondents completed the survey before the program (pre-program).
 - Average score was 3.85.
 - 8 questions were frequently missed
 - The two lowest ranked questions answered correctly were #9 (2% correct) and number 8 (13% correct).

Post Program Results

- 354 respondents completed a post survey (post program)
 - Average score was 6.29 (increase of 63.4%)
 - Only 2 questions were frequently missed
 - The two lowest ranked questions answered correctly were #9 (9% correct) and number 8 (27% correct).

- Brochure and other items distribution ongoing (300 items distributed)

EDUCATION/OUTREACH REPORT AND IMPLEMENTATION ACTIVITIES – STREAM SMART, TMDL,
AND MS4 STORMWATER PROGRAMS (OCTOBER 2025 MEETINGS)

- Event-driven (e.g., Family Field Day, classroom presentation, Clean-ups), front counters, libraries
 - As requested for projects/partners and DMAs
 - QR Codes for waste free events and to direct users to websites.
- Ongoing tracking of implementation activities using ArcGIS Survey123 and spreadsheets
 - Survey for features (LID and BMP)
 - <https://rvcog.maps.arcgis.com/apps/mapviewer/index.html?webmap=018eec42042b4216b7812956b974593f>
 - Activities map (TMDL and Phase II)
 - <https://rvcog.maps.arcgis.com/apps/mapviewer/index.html?webmap=d8fb1ae656254f8a92d78dff3545782d>
- Loaned materials to the RRWC for a program at Cantrall Buckley.
- Used new materials for in class presentations, Family Field Day, and in Salmon Watch programs
- Web – working updates/updates
 - Stormwater programs on Stream Smart
 - Link to MS4 preferred location
 - List of contact(s)
 - Stormwater 101 (RVCOG)
 - Updated (brochures)
 - SWAT general information
- Updated hot spot survey and map. Combined TMDL information with other reported and observed hot spots. A copy of the map is shown on page 4.
 - Survey link (to use survey) - <https://arcg.is/OnHOv0>
 - Survey link (to see results) - <https://arcg.is/00TWeD>
 - Map of hot spot locations (map includes monitored storm drains and inspection records) - <https://rvcog.maps.arcgis.com/apps/mapviewer/index.html?webmap=d40e64a223b941d1ad87696345ecd2c8>
 - Storm Drain Monitoring Survey form (<https://arcg.is/W0juz>)
- Hot Spots (MS4 and TMDL)
 - Elk Creek (July) – Concern with swimming, bacteria. And getting sick.
 - Jackson County Environmental Health
 - Wagner Creek bacteria concern
 - Ongoing concern based on RRK results
 - ODA/DEQ
 - Partnered with RVSS, Jackson SCWD, and RVCOG to collect samples (3 visits creek and canal), analyze e-dna and bacteria to look for the underlying source and test the e-dna methodology.
 - Grey Water and Trash from RV Park in Talent (September 29th)

Appendices

Activity Photos

Return of the Salmon Family Field Day



Facebook Post Examples





Stream Smart - a clean water project
Published by Amie Nicole Siedlecki · September 23 at 12:44 PM · 🌐

🌱🌱🌱

Saturday's **Bear Creek Stewardship Day - September 2025!** welcomed some diehard volunteers! While the September event is usually smaller than our April event, we were... See more



See insights and ads

Boost post

 1

 Like

 Comment

 Share



Comment as Stream Smart - a clean water project



 **Stream Smart - a clean water project**
Published by Amie Nicole Siedlecki · July 28 ·

   If you love the outdoors and nature, enjoy teaching kids, and have some extra time this fall season, come join [Stream Smart - a clean water project](#) and Rogue Valle... See more

Ashland Parks & Recreation Adult Program 

 **Rogue Basin Salmon Watch Training**

Love the outdoors and working with kids? Join us for a free training on the Rogue Basin Salmon Watch program. Learn about salmon, aquatic insects, water quality, and riparian habitats—no teaching required to attend. Snacks and drinks provided; bring a lunch and water bottle.

Ages 18 & up

FREE | Registration required

September 11, 2025 | 10am - 3pm

Nature Center | 620 N. Mountain Ave, Ashland

 Scan the QR Code for more info or go to:
ashlandoregon.gov/register
Registration opens 9am, August 18th



Questions? **We are here for you!** 541.488.5340 | parksinfo@ashlandoregon.gov

[See insights and ads](#) [Boost post](#)

Additional Outreach Material Examples



Return of the Salmon

Family Field Day

Bring the family to celebrate the return of salmon to Bear Creek! Explore fun, hands-on activities hosted by local organizations and learn about the incredible journey of salmon and the importance of our watershed.

SATURDAY OCT 18  **10AM-2PM FREE**

Sponsored by: Stream Smart, the City of Ashland, the Rogue Valley Council of Governments, Rogue Valley Sewer Services, and others.



North Mountain Park | 620 N. Mountain Ave | 541.488.6606



Return of the Salmon Family Field Day

Activity List & Stamp Card

Collect a stamp for each activity you complete. Complete at least 3 activities for a small prize, complete all activities to enter the raffle to win a birdfeeder!

Raffle drawn at **2 PM** at the Nature Center - must be present to win.

1 Welcome Booth & Prize Location

Find information about the event, and present your finished stamp card / raffle ticket!



2 Fish Printing (North Mountain Park)

Create your very own salmon print art piece!



3 Natural Assets Map (Jackson County Library District)

Create a natural asset map that highlights environmental awareness with artistic flair! Learn about our STEAM programs, Pollinator Project at the Phoenix Branch, seed libraries, and more.



4 Live Fish Viewing (Oregon Department of Fish & Wildlife)

Come see salmonids in the big tank! Learn about native species and ODFW's programs.



5 Fish Casting (Oregon Center for Creative Learning)

Grab a fishing pole and practice your casting to catch fish in this fun yard game. Learn about the OR Center for Creative Learning and its programs.



6 Build a Pollinator Seed Ball (Pollinator Project Rogue Valley)

Join us to create native wildflower seed balls out of clay to help the pollinators!

7 North Mountain Park Garden Tour

Tour the gardens at NMP - self tours with limited NMP volunteer-led tours as available.



8 Keystone Species Coloring (Rogue Valley Farm to School)

Complete a Salmon keystone species coloring sheet and activity, and learn more about Rogue Valley Farm to School.



9 Zoom In / Zoom Out Tree Study (Southern OR Land Conservancy)

Grab a pair of binoculars and a hand lens to explore the trees around you from large to small scales, then color and craft your very own salmon hat!



10 Watersheds & Water Quality (Stream Smart / RVCOG)

Learn about the connection of rivers and streams, urban environments, and riparian areas. Test water quality and learn how you can help fight pollution!



11 Salmon Biology (Rogue Valley Sewer Services)

View a salmon dissection and learn about their amazing adaptations and life cycle. Sessions start at 10:30, 11:45, and 1:00, but participation is welcome at any time.



12 Macroinvertebrates (Rogue River Watershed Council)

Collect and identify aquatic macro-invertebrates! Put on some boots and search out insects, crayfish, and other species that call Bear Creek home.

Full Name: _____
Volunteer Initials _____
(all activities completed):

Birdfeeder Raffle Ticket!

After completing all activities, return to the Welcome Booth to have your stamp card checked! Complete and tear off the ticket below to submit your name to the raffle.

Park Facilities & Activity Map



- 1 Welcome Booth / Prizes & Raffle
- 2 Fish Printing
- 3 Natural Assets Map
- 4 Fish Viewing
- 5 Fish Casting
- 6 Build a Pollinator Seed Ball
- 7 NMP Gardens
- 8 Keystone Species Coloring
- 9 Zoom In / Zoom Out Tree Study
- 10 Watersheds / Water Quality
- 11 Salmon Biology
- 12 Macroinvertebrates

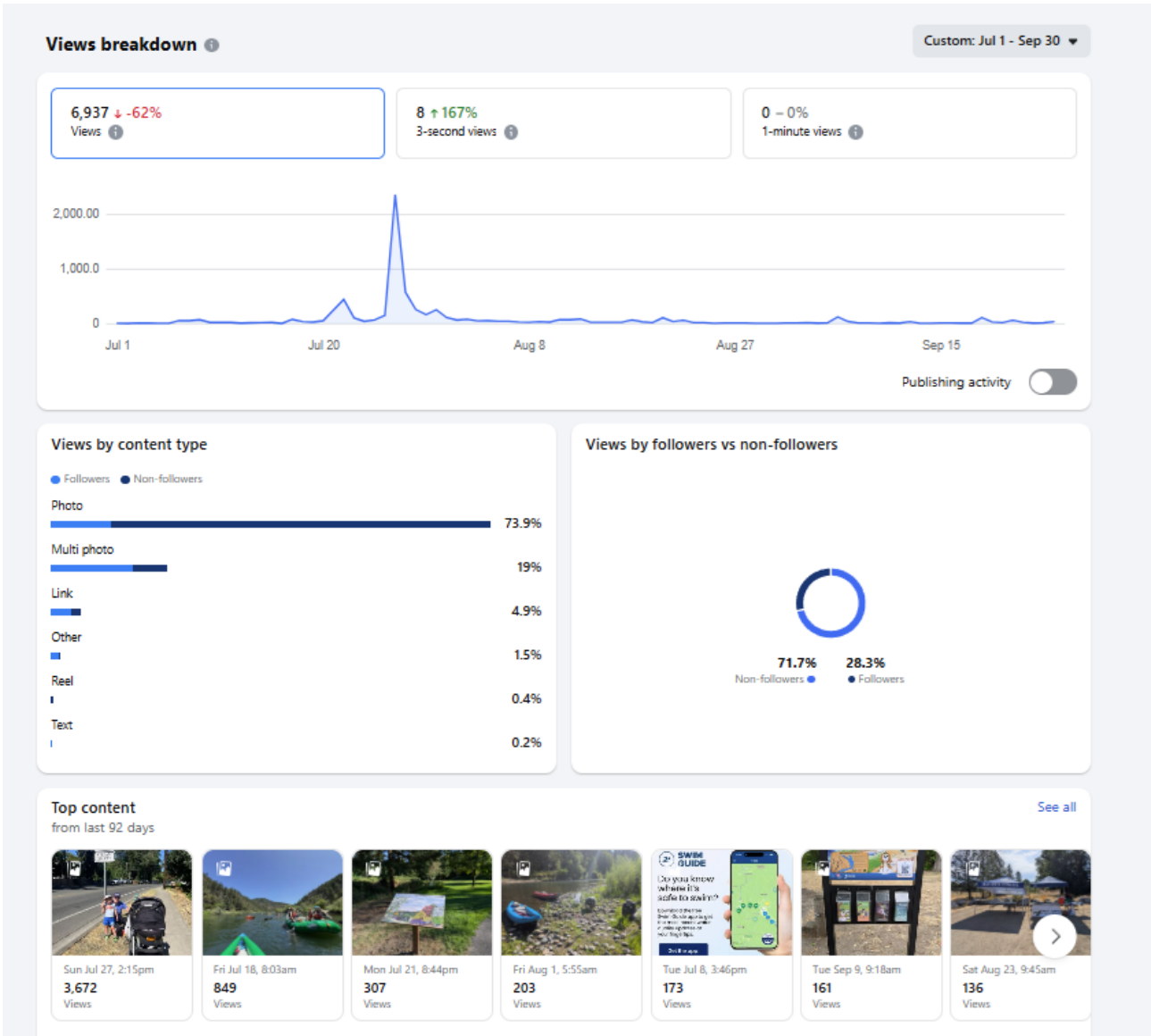


North Mountain Park

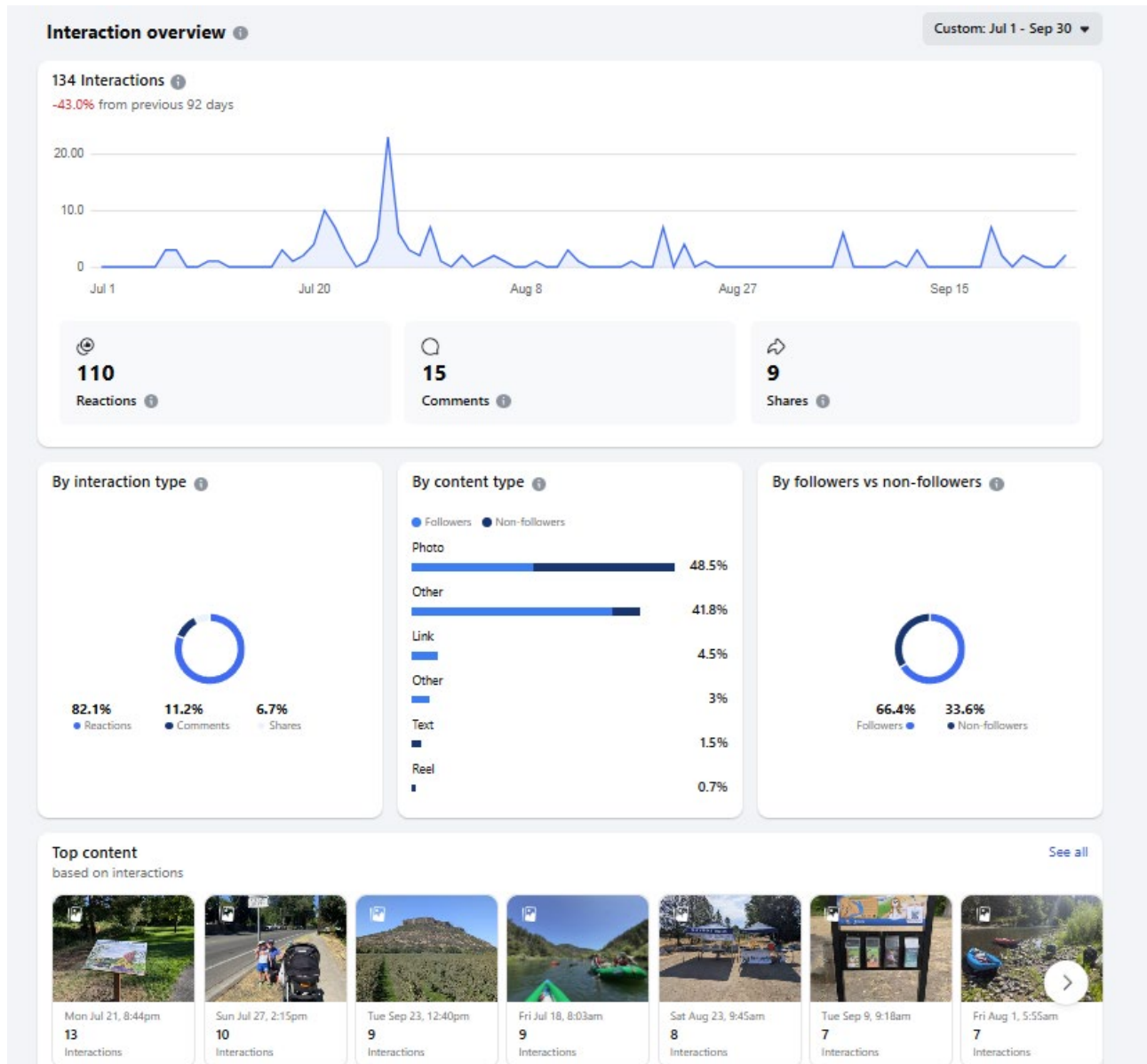


Facebook Statistics

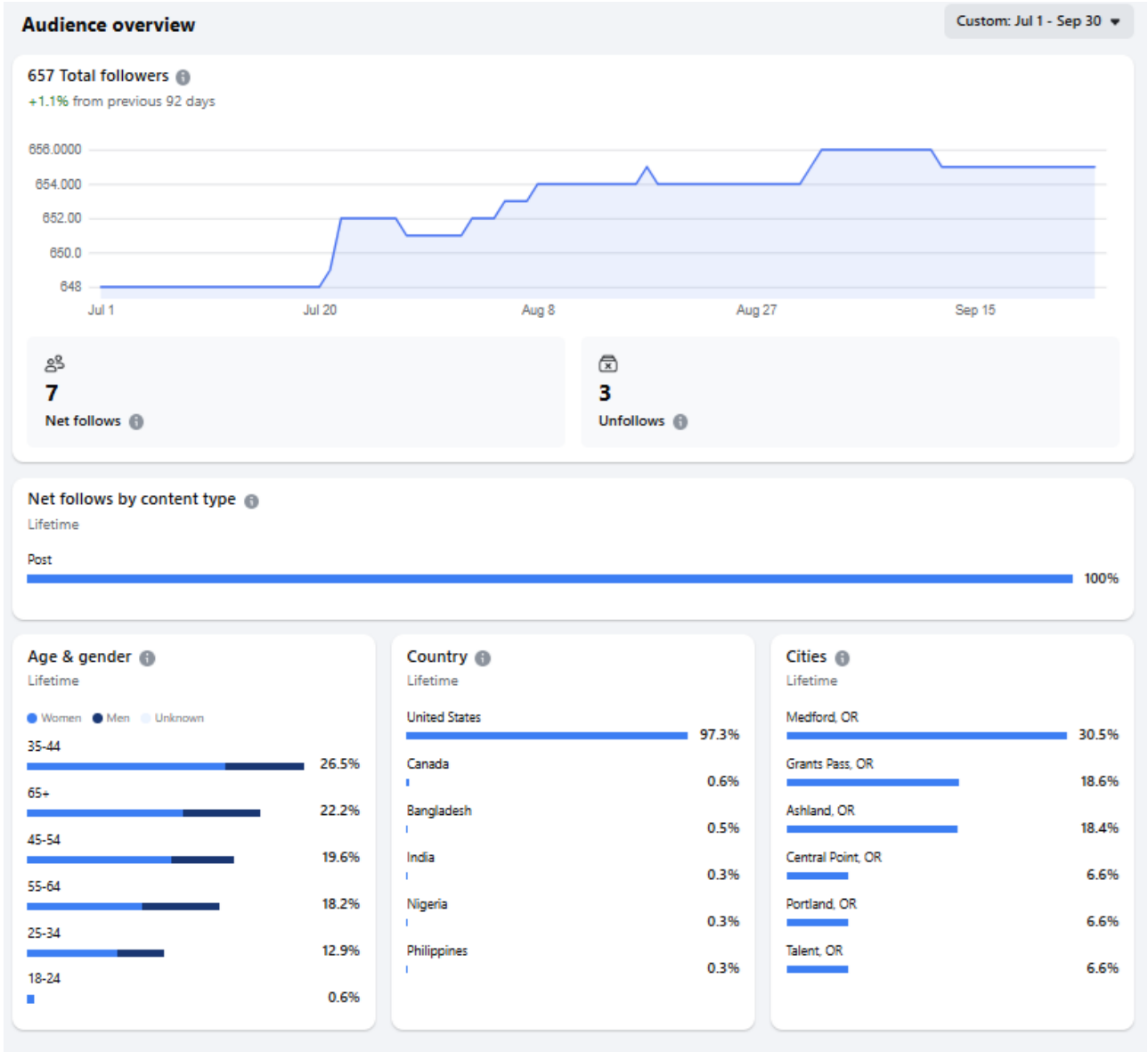
EDUCATION/OUTREACH REPORT AND IMPLEMENTATION ACTIVITIES – STREAM SMART, TMDL, AND MS4 STORMWATER PROGRAMS (OCTOBER 2025 MEETINGS)



EDUCATION/OUTREACH REPORT AND IMPLEMENTATION ACTIVITIES – STREAM SMART, TMDL, AND MS4 STORMWATER PROGRAMS (OCTOBER 2025 MEETINGS)



EDUCATION/OUTREACH REPORT AND IMPLEMENTATION ACTIVITIES – STREAM SMART, TMDL, AND MS4 STORMWATER PROGRAMS (OCTOBER 2025 MEETINGS)



Stream Smart (TMDL and Stormwater) – Highlights

○ ***Meetings***



- Return of the salmon Planning Meeting – February 2nd
- Pesticide Stewardship Partnership – February 17th
- CWMA – February 25th
- RDWP Meeting – April 1st
- Bear Creek Stewardship Day Planning Meeting #2 – April 20th
- ***Upcoming Meetings***
 - CWMA Meeting – April 29th, 2026 from 2:00 pm to 4:00 pm online and at RVCOG
 - Return of the Salmon Family Field Day Planning Meeting – April 30th. Event second Saturday in October (10th)
 - Integrated Pest Management Festival – April 23rd at the Southern Oregon Research and Extension Center
 - Stream Smart Advisory Committee – June 1st, 10:00 a.m. to 11:30 a.m. online and at RVCOG
- ***Rogue Basin Salmon Watch Program***
 - Spring Program scheduled for May (10 days)
 - Talent Middle School at Blue Heron Park (7th and 8th)
 - Scenic Middle School (18th, 19th, 21st, and 22nd)
 - Salmon Watch Report drafted
- ***Web and Social Media***
 - Page and Event Updates
 - Campaigns
 - Go Blue
 - Go Green
 - Go Volunteer
 - Page in review, updates planned in the next 6 months
 - Bear Creek Stewardship Day (host)
 - Registration through the Stream Smart Website
 - RAIN (host)
 - CWMA (host)
- ***Articles, Press, Blogs, and Presentations***
 - Press Releases – Bear Creek Stewardship Day
 - Blog Post – Hot Spots and Contact Lists (Jan/Feb)
 - Blog Post – Garlic Mustard (March 2026)

- Blog Post – Stream Smart Change for Good (March/April 2026)
- **Events, Presentations, and Volunteer Activities**
 - Presentation on Stream Smart and Clean-ups at the Central Point Rotary 3/18/26. 60 people.
 - Tabling at the Ashland Co-op for the Change for Good Program. 4/3/26 and 4/17/26. 112 visitors.
 - SORE – Southern Oregon Regional Envirothon – 4/6/26. 60 attendees
 - National Drinking Water Week – **May 3rd through May 9th**
- **Upcoming Events**
 - Bear Creek Stewardship Day – Earth Day – 4/25
 - Bear Creek Stewardship Day – Saturday, April 25
 - Household Hazardous Waste Drop-off Day – Saturday, May 2nd at Rogue Disposal. 8:00 a.m. to 4:00 p.m. Small business generators can sign up and pay a small fee for disposal on Friday, May 1st ([VSQG-Full-Application-Form-2026.pdf](#))
 - Salmon Watch
 - Talent Middle School at Blue Heron Park – May 7th and 8th
 - Scenic Middle School – May 18th, 19th, 21st, and 22nd.
 - Rogue River Clean Up - May 16th

Stormwater Program (NPDES Phase II)

- **Reporting**
 - Ongoing tracking and reporting of activities.
- **Events and Volunteer Activities**
 - Stream Stewards Clean-up with St. Mary's – March 20th
 - CRC Steering Committee and Coordination (Rogue Basin Follow Your River)
- **Hot Spots**
 - **White City Storm Drain**



Activity Photos, Notices, and Other Items

Stream Smart Steward Clean-up with St. Mary's





DÍA DE LA ADMINISTRACIÓN DE BEAR CREEK STEWARDSHIP DAY



¡Voluntario!
Sábado / Saturday
25 de abril / April 25th
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!

34TH ANNUAL

ROGUE RIVER CLEANUP

Join us for a coordinated trash clean-up and weed-pull event along the Rogue River in Josephine County. Lunch is provided, as well as volunteer swag, prizes, and a raffle!

Saturday, May 16
8 am - 2 pm

Hog Creek County Park
Check in: 8am - 12pm

Indian Mary County Park
Check out & after party: 12 pm - 2 pm



stream-smart.com/rogue-river-clean-ups

Register:





The **Rogue Aquatic Invasives Network (RAIN)** needs your help to protect the Rogue River from harmful aquatic invasive invertebrates!

Why Care?

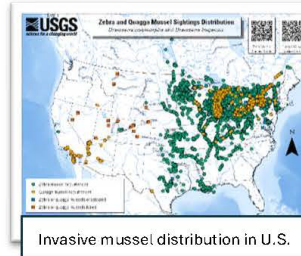
Aquatic invasive invertebrates can:

- Reproduce rapidly and outcompete native species
- Steal food from local wildlife and concentrate toxins
- Litter shorelines, clog pipes, and damage equipment

Let's keep these species out of Oregon's waterways!



East coast shores are SHARP!



Invasive mussel distribution in U.S.

Freshwater Mussels (Zebra, Quagga, Golden)

- Small – fingernail-sized to ~2 inches
- **Threads = INVASIVE**; native mussels do not attach to surfaces



Zebra and Quagga Mussels



Comparison of quagga (left) and zebra (right) mussel. Michigan Sea Grant.



Golden Mussels

New Zealand Mud Snails

- Tiny – 4–6 mm (size of a rice grain)
- Right-handed shell opening
- Thrives in many water types – fresh or brackish, warm or cold



These snails are tiny and easy to miss!

REPORT!

If you find any of these species, report the sighting at:

- **Oregon Invasive Species Hotline** – oregoninvasiveshotline.org
- **Rogue Valley Stream Smart Program** – info@stream-smart.com

Photo 1 : U.S. Environmental Protection Agency - Great Lakes National Program Office, Bugwood.org ; Photo 2 : U.S. Geological Survey ; Photo 3 : U.S. Department of Agriculture, Bob Nichols ; Photo 4 : Michigan Sea Grant, Dave Brenner ; Photo 5 : Wikimedia Commons – Salto Grande Reservoir Project, Boltovskoy ; Photo 6 : U.S. Fish and Wildlife Service, Robyn Draheim

Clean, Drain, Dry

Education and Outreach Update

July 2026



Presentation Overview

Reporting and Revising
Contracts (as needed)

Activity Highlights - Last
Quarter and Annual

2026-2027 Plans

Contracts – Highlights E/O and PI/PP

Stream Smart

- Web and social media
- Meetings, trainings, and events (coordination and participation)
- Resources including brochures, press releases
- Target Audiences

Salmon Watch

- Fall 2026 and Spring 2027

Clean-ups and Volunteer Programs

- Bear Creek Clean-up
- Rogue River Clean Up
- Adopt A Greenway
- Adopt A River

Reports

Education and
Outreach Report
for MS4 programs

Salmon Watch
Report
(completed)

TMDL Reporting

Activity Summary – Completed and Planned

Salmon Watch

Volunteer
Programs –
Clean-ups

Event
Participation and
Regional
Coordination

Working with
Partners

Press

Web and Social
Media

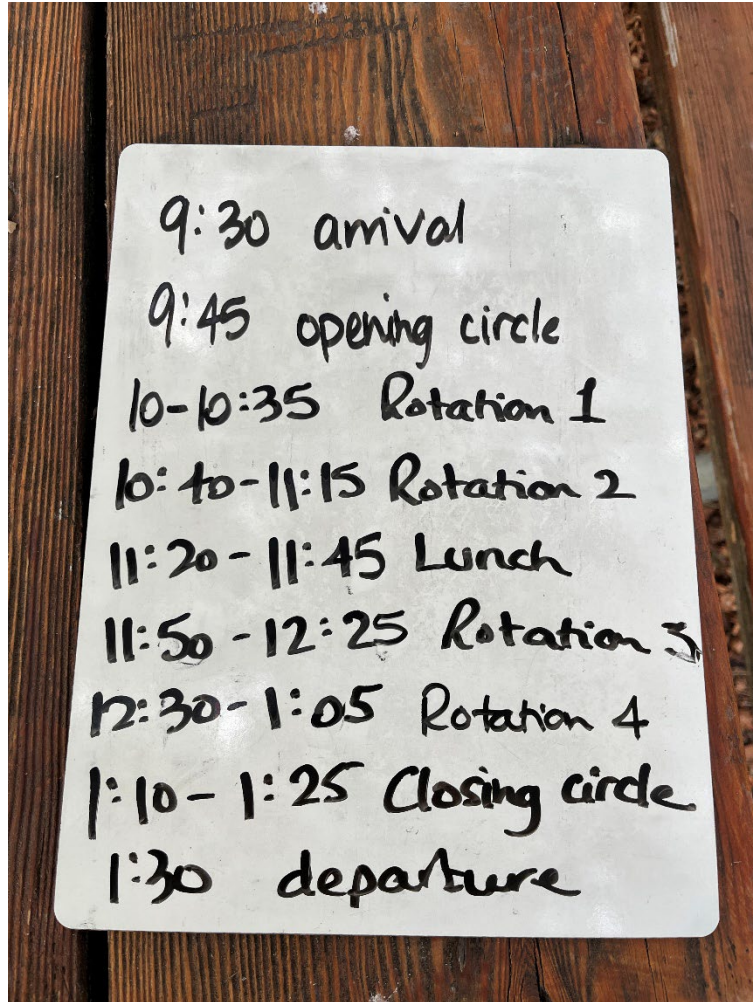
- Blogs

Activity highlights (2025-2026)

- Salmon Watch
 - Fall Program (Main)
 - Spring Program
- Overall Statistics (35 field days, 1,733 students, 31 different schools)
 - 29 field Days in the Fall (1,483 students)
 - 6 field days in the Spring (250 students)



Spring Program (May 2026) with Talent Middle and Scenic Middle School – Blue Heron Park and Scenic Middle School



Tracking Success

Pre Program Results

- 527 respondents completed the survey before the program (pre-program).
 - Average score was 3.85.
 - 8 questions were frequently missed
 - The two lowest ranked questions answered correctly were #9 (2% correct) and number 8 (13% correct).

Post Program Results

- 354 respondents completed a post survey (post program)
 - Average score was 6.29 (increase of 63.4%)
 - Only 2 questions were frequently missed
 - The two lowest ranked questions answered correctly were #9 (9% correct) and number 8 (27% correct).

Adult Programs

For full program descriptions and to register, click to visit ashlandoregon.gov/Register
Register for each class as indicated below.

ART, MUSIC, & MOVEMENT

Rogue Music Academy Lessons for Adults & Seniors



Beginning Guitar and Ukulele! - \$100 (4 classes)

Beginning players learn a step-by-step approach to play recognizable songs with either the guitar or ukulele. No one is too old to start.

Free rental instruments are available. Please contact Rogue Music Academy at 541.292.4247 if you do not already have your own instrument.

Monday | Sep 14-Oct 5 | 6:15-7pm | Ashland Senior Center



Guitar and Ukulele for the Ageless - Age 50+ | \$100 (4 classes)

Monday | Sep 14-Oct 5 | 4:15-5pm | Ashland Senior Center

Register Today!
ashlandoregon.gov/Register



ART, MUSIC, & MOVEMENT

Beginning Ballroom, Latin & Swing

Couples and singles welcome! **No experience needed.** Learn to dance, exercise and meet new people all at the same time. Register online at ashlandoregon.gov/register. Questions? Visit UpAndDancing.com or call the instructor at 541.708.1584.

\$22/session (3 classes)

\$75/person for all 5 sessions

Tuesdays | 6:40-7:40pm | The Grove, Gym

Session 1: Beginning Swing Sep 8-22
Session 2: Beginning Waltz Sep 29-Oct 13
Session 3: Beginning Night Club Two-Step Oct 20-Nov 3
Session 4: Beginning Tango Nov 10-24
Session 5: Beginning Rumba Dec 1-15

Instructor: Cort Grimm

Lorie Deller Art Classes

Instructor: Lorie Deller has a BFA from UT Tyler and is the owner of Daydreams Facepainting. She is pleased to offer fun art classes in a casual setting for people who want to gather while being creative.



Watercolor Wednesdays:

Learn about your tools and working with watercolor. Students will leave the class with a basic understanding of watercolor paint and a small seasonally themed painting. Handouts on techniques used in class will be provided. **Must pre-register**

\$35/class

\$90/person for all 3 classes

Wednesdays | 6-8pm | Ages 16 and up
The Nature Center at North Mountain Park

Class 1: Shadow and Shade Oct 14
Class 2: Autumn Nov 18
Class 3: Winter Dec 16

Adult Programs

For full program descriptions and to register, click to visit ashlandoregon.gov/Register
Register for each class as indicated below.

NATURE & GREEN LIVING



Salmon Watch Instructor Training - FREE

Join Salmon Watch for instructor training. If you have ever wanted to volunteer as an instructor for this well-established program this is a wonderful opportunity. Salmon Watch will be offering salmon, watershed health, and service-learning programs in partnership with Ashland Parks and Recreation in late October and early November to schools in the local area. We would love your help!

Wednesday | Sep 2 | 10am-3pm | **Must pre-register**
North Mountain Park | Ages 18 and up

Instructors: Salmon Watch Program Coordinators, Greg Stabach, Ben Poaster, Amie Siedlecki, and Christine Lazina



Saturday Morning Bird Walks - FREE

Enjoy an opportunity to see and hear a variety of birds that spend the summer in the Rogue Valley on this easy walk through NMP. Binoculars and field guides will be available for check-out. Call the Nature Center with questions 541.488.6606.

Saturday | Sep 12 | 8-9am | North Mountain Park
Must pre-register

Ages 12 and up (if accompanied by an adult)
Instructors: Expert Birding Volunteers

NATURE & GREEN LIVING



Fall Harvesting and Soil Fertility - FREE

Tour the 50 plots of the Ashland Creek Community Garden. We will show you how to increase soil fertility over the winter, plant garlic and other winter crops, and store the harvest. We all garden a little differently here which gives us a great opportunity to learn from each other.

Wednesday | Sep 16 | 10-11:30am | **Must pre-register**
Ashland Creek Park - Community Garden

Ages 18 and up, Children welcome with parents

Instructor: Carol Carlson, a Master Gardener, has gardened at ACCG for 22 years. She will be assisted by other gardeners during this class.



Advanced Bird Identification Techniques - \$20

Vince Zauskey and Shannon Rio will pinpoint ways to quickly identify birds using key field marks such as color, plumage, flight pattern and bird behavior. Slides of species seen in NMP will be shown. A field trip to put your classroom knowledge into practice will also be provided.

Tuesday | Oct 20 | 6-7:30pm | Nature Center
Saturday | Oct 24 | 9-10:30am | North Mountain Park

Must pre-register
Ages 15 and up (if accompanied by an adult)
Instructors: Vince Zauskey and Shannon Rio



DÍA DE LA ADMINISTRACIÓN DE BEAR CREEK STEWARDSHIP DAY



Volunteer Programs- Examples

- Bear Creek Clean-ups (Stewardship Days)- September 20th, 2025 and April 25th, 2026
 - Trash pick-up, invasive species management, planting (pollinators)
- Rogue River Clean-up (May 16th)
 - On foot and on the water (boats) – trash pick up, invasive species management
- Individual Programs
 - Scouts, Crater High School, St. Mary's

Our efforts in September 2025 resulted in nearly 110 participants removing over 2 tons of trash and approximately 700 square feet of invasive weeds from approximately 9 miles of the Bear Creek Greenway corridor.

September 2025 Clean-Up Event Registration						
Location/Date:	Attended	Adults	Minors	Pounds of Trash	Pounds of Recycling	Invasive Species Removed (square feet)
Pine Street	15	14	1	585	0	0
McAndrews Road	9	9	0	875	65	0
Hawthorne Park	20	17	3	250	3	0
Alba Drive	15	15	0	725	0	0
Coyote Trails Nature Center	23	17	6	1800	6	200
Lynn Newbry Park	14	11	3	165	0	500
Wranglers Arena	13	13	0	500	0	0
Total	109	96	13	4,900	74	700

34TH ANNUAL

ROGUE RIVER CLEAN-UP

2026 EVENT SUMMARY

Another successful clean-up and weed pull event along the Rogue River from Whitehorse to the Grave Creek boat ramp is in the books!

Number of volunteers that participated on May 16th: 150

Amount of trash recovered: 9 cubic yards; ~20 tires retrieved

Number of invasive plants removed

(Dyers Woad, Yellow Starthistle, Diffuse Knapweed, and Maltese Thistle): ~800

Number of acres treated for invasive plants: 46

For more details about the event, including a list of sponsors, visit:

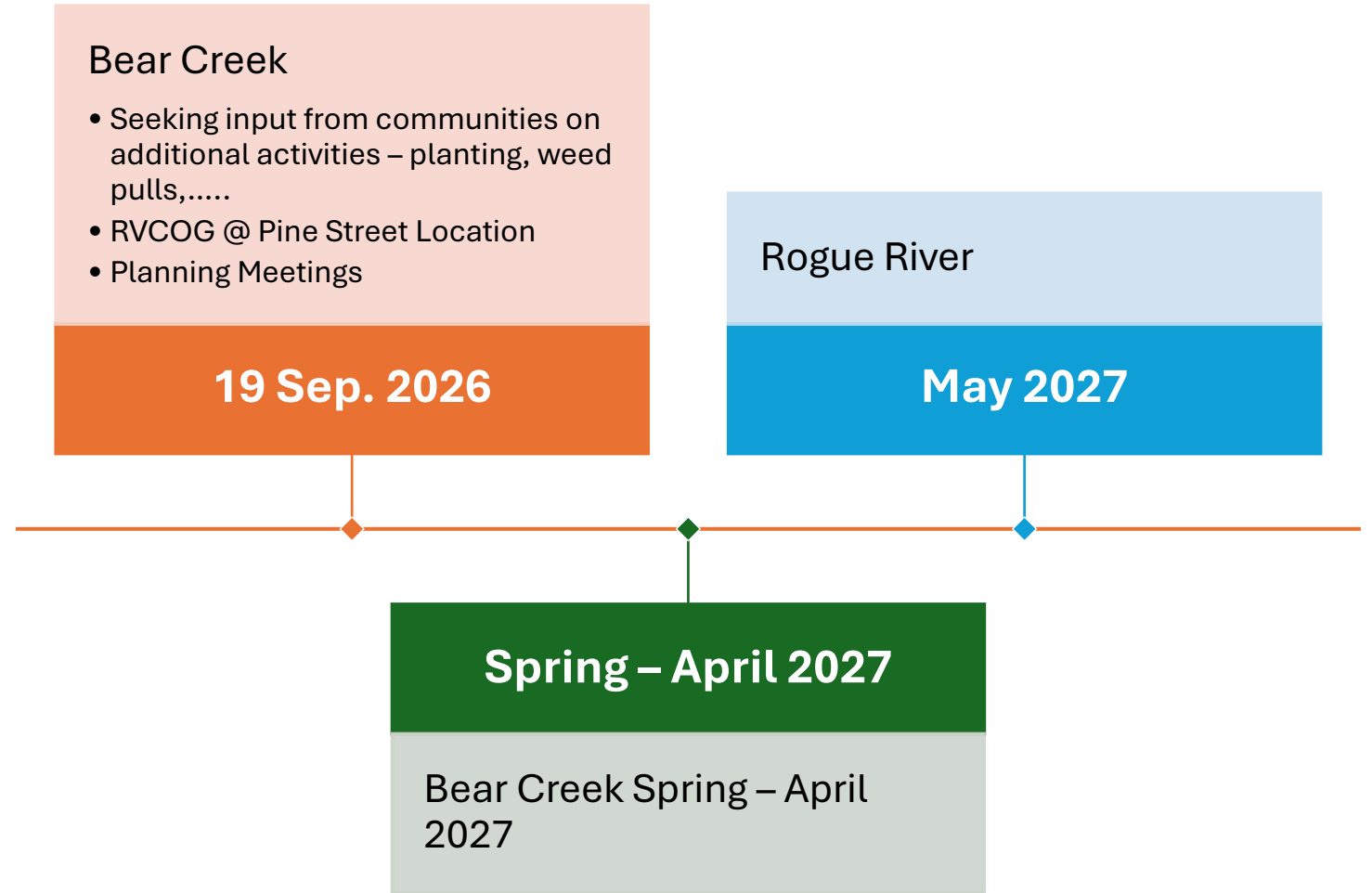
www.stream-smart.com/rogue-river-clean-ups/

or click on the QR code in the lower right-hand corner.

Thanks to all of our volunteers, partners, and donors for the support!



Clean-ups 2026-2027



Event Participation and Regional Coordination

Make a Move for Water -Clean-up/Stewards with St. Mary's (March 20th)

Rotary Presentation – Stream Smart and Clean-ups (March 18th)

Tabling at Ashland Co-op on April 3rd (April 17th)

Salmon Watch Presentation

- In schools
 - Jacksonville (2)
 - Shady Cove (2)
 - Applegate
 - Ruch

Event Participation and Regional Coordination

Bear Creek and Rogue River Clean-up planning meetings

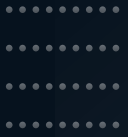
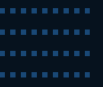
- McAndrews Station
- Lead for Rogue – Hog Creek Boat Ramp

Pesticide Stewardship Partnership (PSP) –February.
Event posted and promoted on web and social media

CWMA Meetings – February, April, June

Eco-Explorers Workshop – STEAM program with local educators. Tabling

SORE Facilitation – April 2026



Working with Partners (Regional Coordination)

OSU SWAT – Monitoring of Penninger
Fire Area (Water Quality and Riparian)

SORE Training – Water Quality
Discussion (TMDL and MS4s)

Blue Heron reconnection event

SOREEL meetings



PRESS RELEASE

Rogue Valley Council of Governments,
Natural Resources Department

CREEK SAFETY WATCH
Bear Creek Watershed – Jackson County
July 28th, 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.):

Neil Creek at Dead Indian Memorial Road (Ashland)
Ashland Creek below the Ashland Dog Park (Ashland)
Bear Creek at Blue Heron Park to Fern Valley Road (Phoenix)
Bear Creek at Upton Road (Central Point)

NEWS RELEASE – FOR IMMEDIATE RELEASE

April 14th, 2026

CONTACTS: Amie Siedlecki, Natural Resources Coordinator
Natural Resources Department
Rogue Valley Council of Governments
Office: 541-423-1371

Brooke Amposta, Volunteer Programs
Jackson County Parks
Office: 541-774-6242
Cell: 541-621-1651

Local Communities Encouraged to Sign Up for Bear Creek Stewardship Day!

The Bear Creek Stewards invite community members to sign up and participate in **Bear Creek Stewardship Day on April 25th, 2026**. This volunteer-driven event plays a critical role in protecting the health and beauty of Bear Creek and the Bear Creek Greenway.

During last September's event, more than 100 volunteers removed nearly 5,000 pounds of trash, tackled noxious weeds, and planted native trees and shrubs. **Volunteer Ben shared his experience, saying, "I volunteer because Bear Creek should be a defining feature of this region. It can be a community landmark—something we're proud of, but it takes effort and care to get there. I'm here to be part of the solution."**

Community members can find event details and registration at: www.stream-smart.com/bear-creek-clean-ups/. All necessary tools and supplies will be provided. Participating is a meaningful way to connect with family, friends, coworkers, and neighbors while giving back to the beautiful valley we call home.

Volunteer activities will include litter and debris removal, invasive plant management, and general gardening and maintenance tasks along Bear Creek and the Bear Creek Greenway, and **we would like to recruit more volunteers at the McAndrews, Lynn Newbry Park, and Wranglers Arena locations**. The event runs from 9:00 a.m. to 12:00 p.m., with check-in beginning at 8:30 a.m. Volunteers will receive water, coffee, and snacks, as well as information about additional ways to support stewardship efforts throughout the Rogue Basin.

About Bear Creek Stewards

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.

About SOLVE

Stop Oregon Litter and Vandalism (SOLVE) is a statewide non-profit organization that brings Oregonians together to improve the environment and build a legacy of stewardship. SOLVE mobilizes and trains tens of thousands of volunteers of all ages across Oregon to clean and restore our neighborhoods and natural areas, continuing to build upon a legacy of stewardship for our state. Visit solveoregon.org for more information.

Event Sponsors

In addition to statewide support from SOLVE, local sponsors include cities, agencies, businesses, and nonprofits within Jackson County; the Bear Creek Stewards; Gordon Elwood Foundation; Medford Food Co-op; Rogue Disposal; and Stream Smart: A Rogue Basin Clean Water Project.

Press Releases

Website and Social Media

Take Action and Success Stories



Volunteer

Help us pick up trash along streams and rivers and in park. Plant a tree. Help us water our restoration projects.

[Learn More](#)



Pledge!

Visit our Pledge Page to find out how you can help at home.

[Learn more.](#)



Success Stories

Stream Smart partners have been collaborating for many years on a variety of different projects. To learn more about our successes, click on the link below.

[Learn More](#)

Highlights of Recent Work and Program Updates (Recent Posts)

- [Salmon Watch Successes – Fall 2025](#)
- [Celebrating the Return of Salmon to Bear Creek](#)
- [What is Stream Smart: A Rogue Basin Clean Water Project?](#)
- [Summer Water Quality Press Releases](#)

Upcoming Events

JAN	1:00 pm - 4:00 pm
24	Art for What Comes Next
FEB	1:00 pm - 3:00 pm
8	Hummingbirds: Chasing Flowers for 1,000 Miles!
FEB	1:00 pm - 4:00 pm
10	Volunteer Work Party at Siskiyou Field Institute
FEB	2:00 pm - 4:00 pm
19	The Path to Justice: Tribal Voices on Land Back
MAR	10:00 am - 3:00 pm
21	Hike the Sterling Mine Ditch Trail

Stream Smart Stats



Website

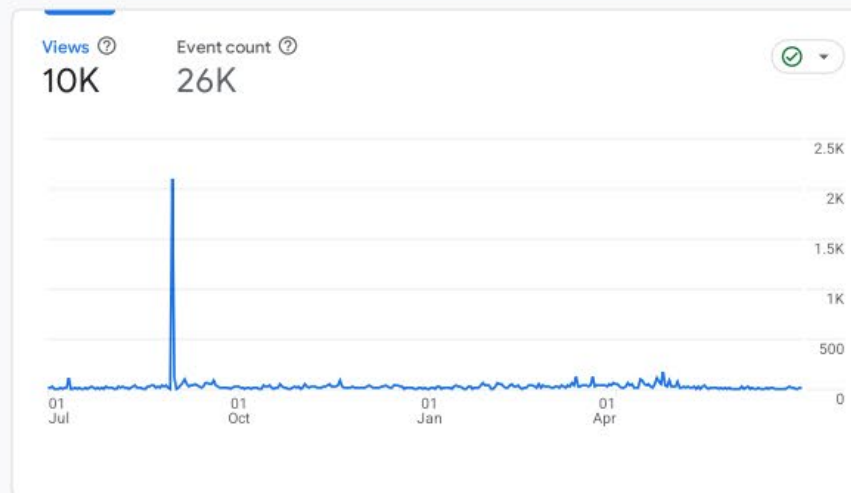
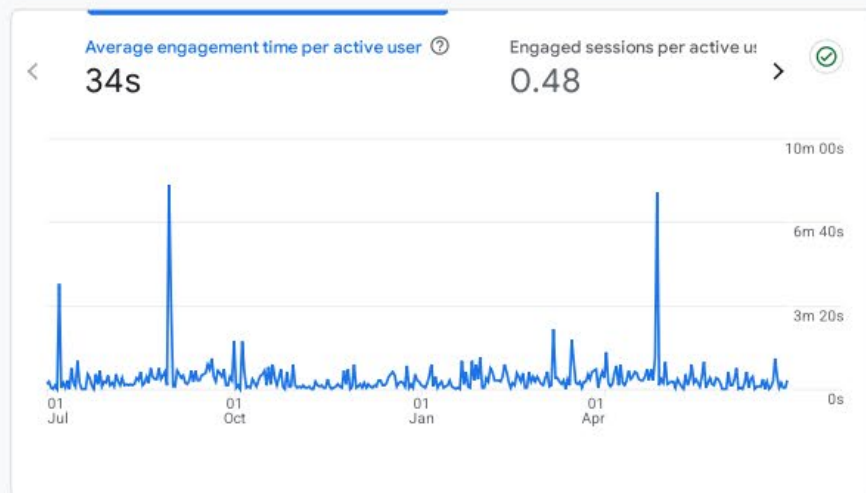


Facebook

All Users Add comparison

Custom Jul 1, 2025 - Jun 30, 2026

Engagement overview



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	10K
session_start	5.7K
user_engagement	5.7K
first_visit	4.5K

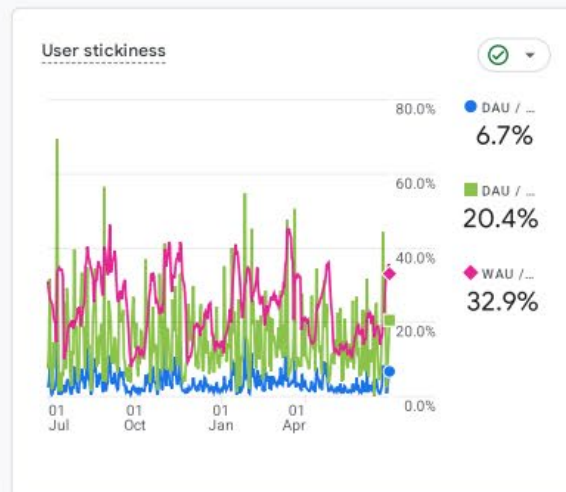
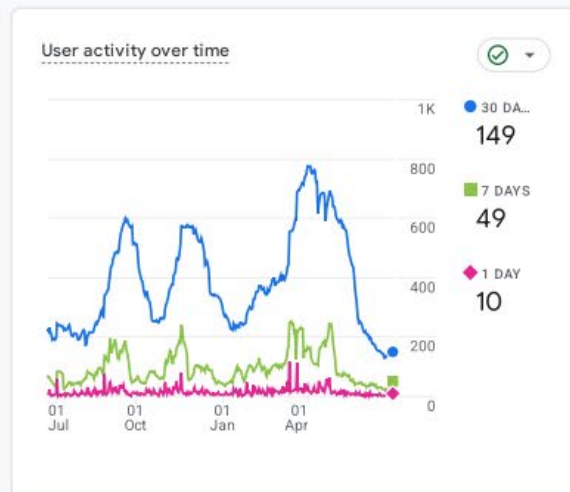
View events

Views by

Page title and screen

PAGE TITLE AND SCREEN	VIEWS
Bear Creek Clean-Up...	2K
Stream Smart - Cool...	1.6K
Rogue Aquatic Invasi...	356
Rogue Basin Salmon ...	340
Rogue River Clean-Up...	263
News and Events - S...	112
Volunteer - Stream S...	101

View pages and screens

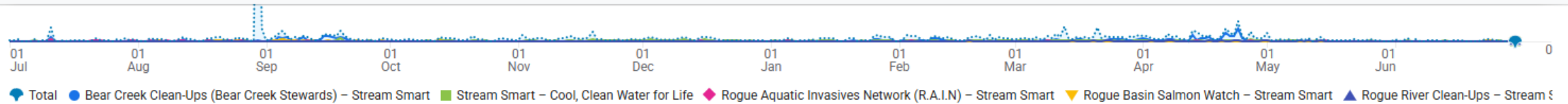




Pages and screens: Page title and screen class



Custom Jul 1, 2025 - Jun 30, 2026



Plot rows

Search...

Rows per page: 10

Go to: 1

1-10 of 900

	Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
☒	Total	10,154 100% of total	4,514 100% of total	2.25 Avg 0%	33s Avg 0%	26,006 100% of total	0.00	\$0.00
☐	1 (not set)	2,190 (21.57%)	72 (1.6%)	30.42	8m 57s	2,336 (8.98%)	0.00 (-)	\$0.00 (-)
☒	2 Bear Creek Clean-Ups (Bear Creek Stewards) - Stream Smart	1,983 (19.53%)	1,149 (25.45%)	1.73	39s	6,107 (23.48%)	0.00 (-)	\$0.00 (-)
☒	3 Stream Smart - Cool, Clean Water for Life	1,632 (16.07%)	1,190 (26.36%)	1.37	14s	5,328 (20.49%)	0.00 (-)	\$0.00 (-)
☒	4 Rogue Aquatic Invasives Network (R.A.I.N) - Stream Smart	356 (3.51%)	209 (4.63%)	1.70	33s	1,167 (4.49%)	0.00 (-)	\$0.00 (-)
☒	5 Rogue Basin Salmon Watch - Stream Smart	340 (3.35%)	171 (3.79%)	1.99	34s	961 (3.7%)	0.00 (-)	\$0.00 (-)
☒	6 Rogue River Clean-Ups - Stream Smart	263 (2.59%)	185 (4.1%)	1.42	16s	795 (3.06%)	0.00 (-)	\$0.00 (-)
☐	7 News and Events - Stream Smart	112 (1.1%)	76 (1.68%)	1.47	23s	244 (0.94%)	0.00 (-)	\$0.00 (-)
☐	8 Volunteer - Stream Smart	101 (0.99%)	71 (1.57%)	1.42	30s	233 (0.9%)	0.00 (-)	\$0.00 (-)
☐	9 What is Stream Smart? - Stream Smart	100 (0.98%)	85 (1.88%)	1.18	10s	261 (1%)	0.00 (-)	\$0.00 (-)

24,639

Views ⓘ

215 ↑ 5,275%

3-second views ⓘ

0 – 0%

1-minute views ⓘ

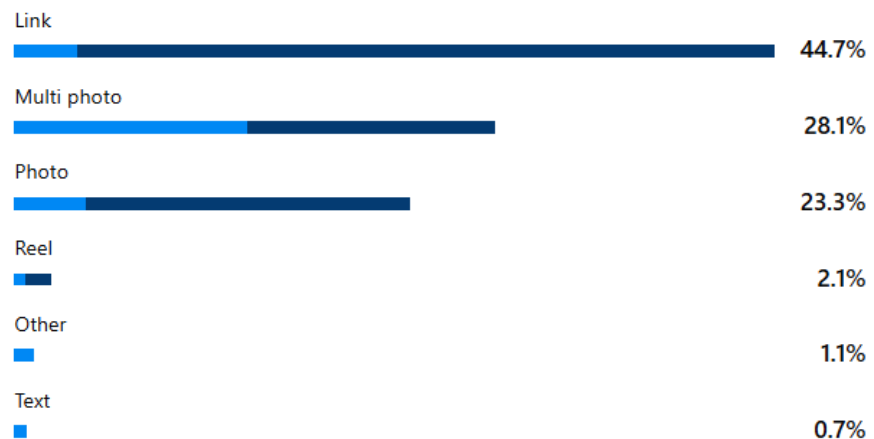
1h 16m ↑ 10,906%

Watch time ⓘ

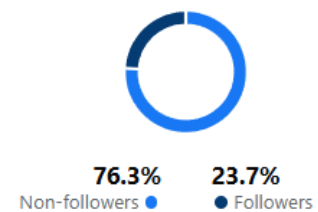


Views by content type

● Followers ● Non-followers



Views by followers vs. non-followers

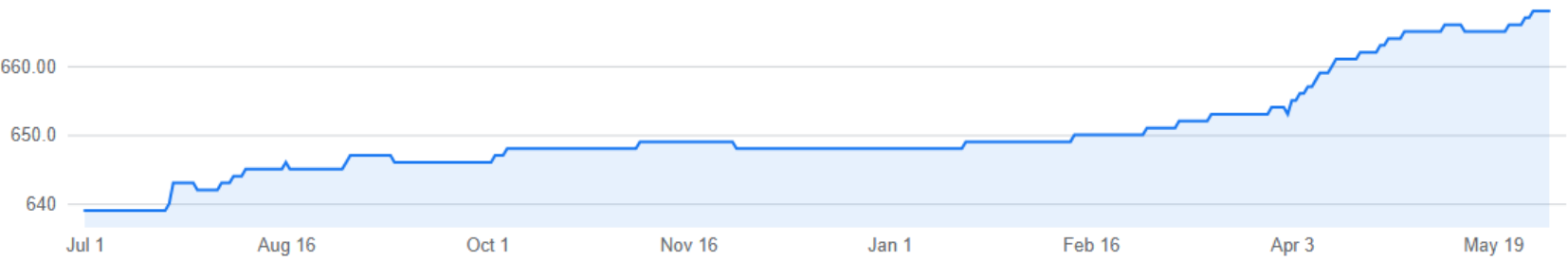


Audience overview

Custom: Jul 1 - Jun 30

670 Total followers

+4.5% from previous 365 days



29

Net follows



9

Unfollows

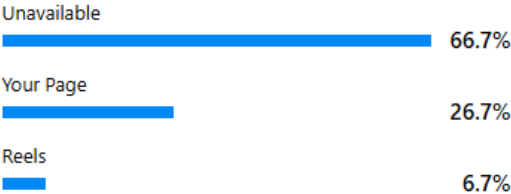
Net follows by content type

Lifetime



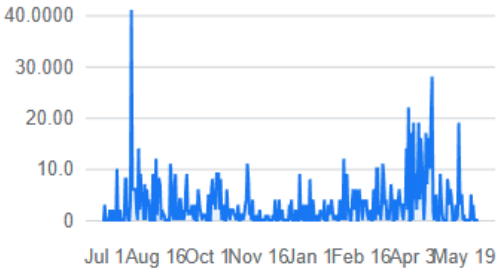
How people find your content

Traffic Source



1,072 Visits

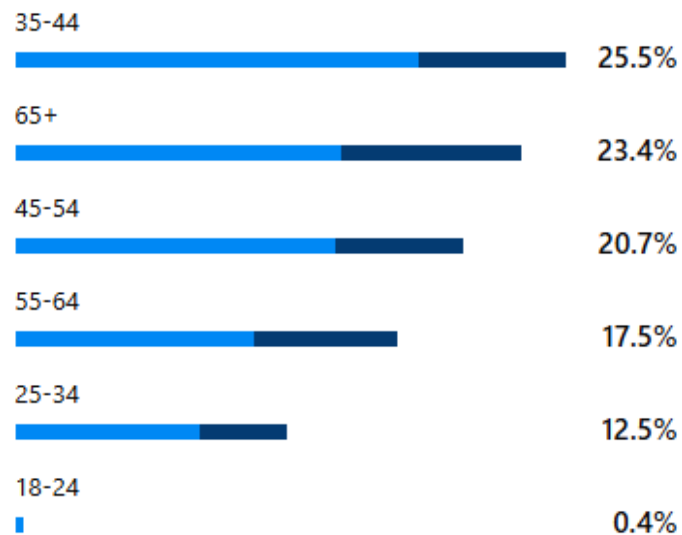
-1.1% from previous 365 days



Age & gender ⓘ

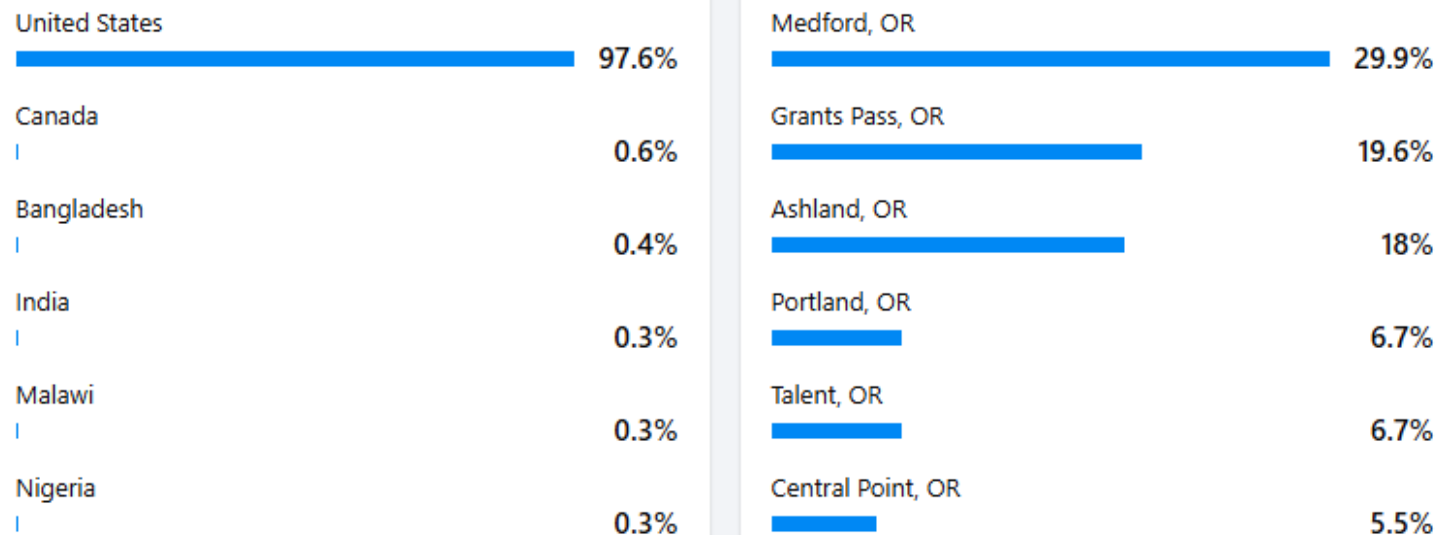
Lifetime

● Women ● Men ● Unknown



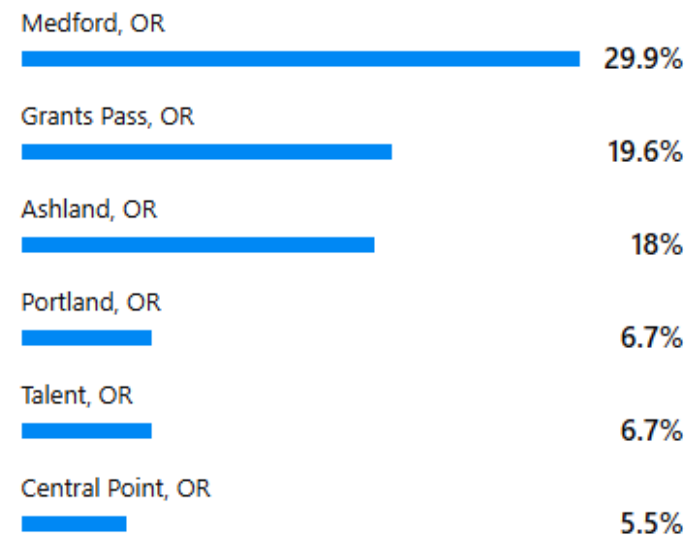
Country ⓘ

Lifetime



Cities ⓘ

Lifetime





Stream Smart - a clean water project

Published by Amie Nicole Siedlecki · November 18, 2025 ·

...

💧💧💧 Bright and early this morning, [Stream Smart - a clean water project](#) staff met with [Oregon DEQ](#) to collect water samples from Bear Creek and the Rogue River. Additionally, a quality assurance-quality control (QA/QC) check was performed on Stream Smart's monitoring equipment, such as its conductivity meter and turbidimeter. 💧💧💧

🐾 Don't two of the Stream Smart staff (one of them isn't pictured) look super adorable out on the monitoring field run? 🐾

[#streamsmartrogue](#)

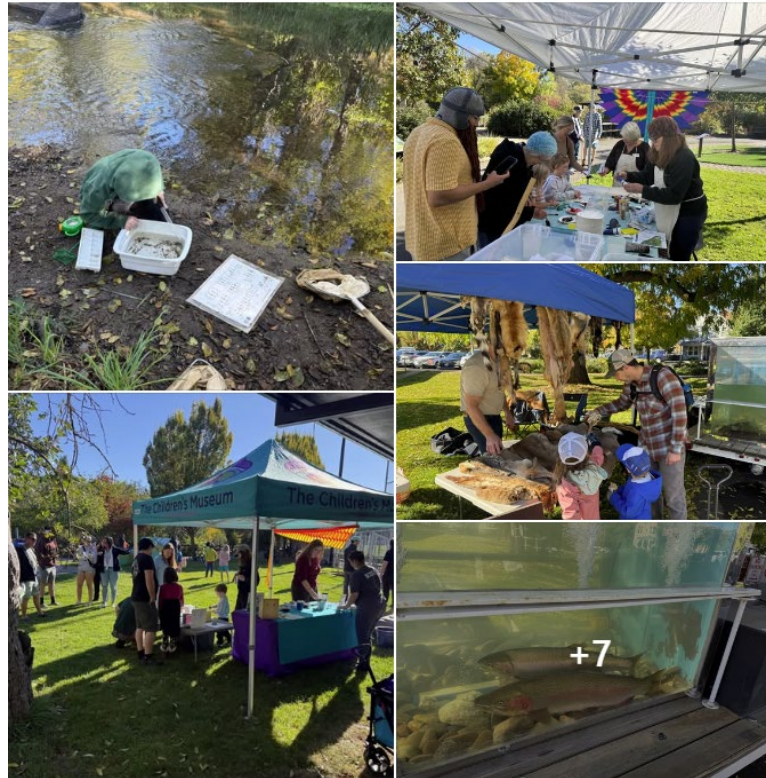


Stream Smart - a clean water project

Published by GJ Stabach · October 21, 2025 ·

...

Thanks to our exhibitors and all who came to the Family Field Day at North Mountain Park on Saturday! We had a great time and really lucked out on the weather. We are already looking forward to next year.



Social Media-Examples

Blogs

	General Stream Smart Schedule											
	January	February	March	April	May	June	July	August	September	October	November	December
Topic												
New Years Resolutions - Make a change. Take action. Pledges. Volunteer.												
Spring - Native plants/gardening/restoration. Invasive species management. Volunteer activities												
Activities - Earth Day, Arbor Day, Master Gardener Fair, Clean Up												
Summer - Water conservation. Water quality. Contact recreation.						WQ Press Release Info						
Car washing. Car wash kit.												
Return of the Salmon. Activities - Clean up, Salmon Festival, Watershed Exploration Days, Salmon Watch,									Salmon Watch	Salmon Watch		
Return of the wet weather. Stormwater/stormwater management, flooding, low impact development, etc.												
Holidays. Volunteer. Donate. Support organizations for gifts.												
Other items												
Leaf Collection												
Share Partner Posts												
Upcoming Events												
Change For Good												
Success Stories							Adopt A Greenway	Baker Park Clean-up				

Additional Activities – 2026- 2027

- Return of the Salmon Family Field Day – Saturday, October 10th, 2026 at North Mountain Park



Planned in 2026-2027



Expand Stream
Stewards
concept

Salmon Watch
Expansion

Web updates
and revisions