

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

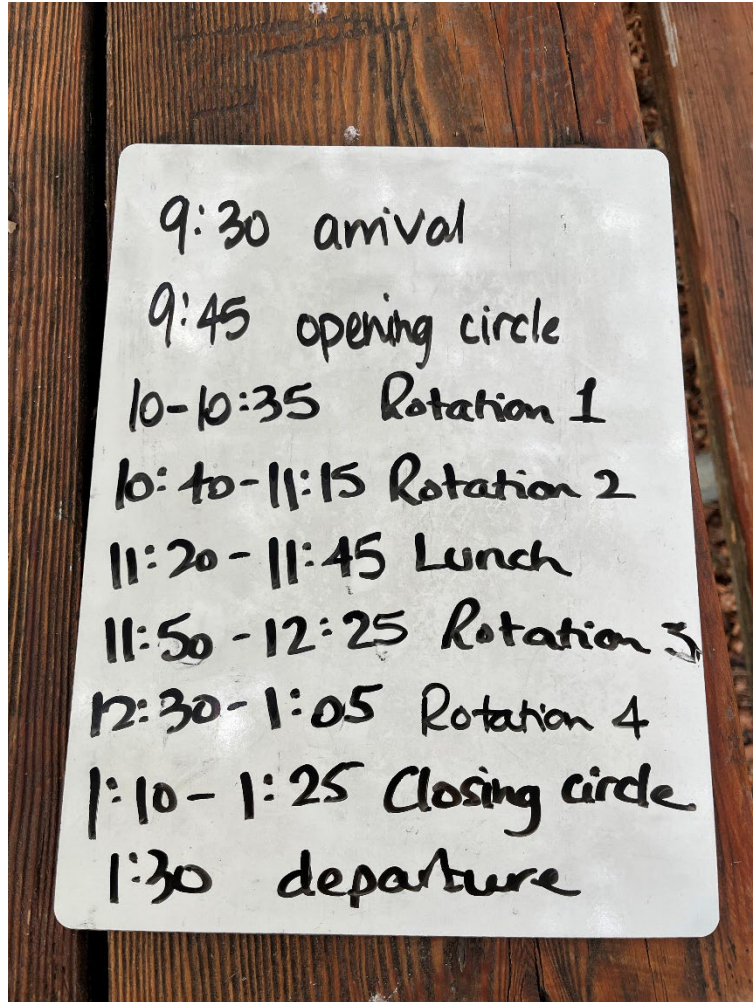
- Blogs

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: Cori 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:

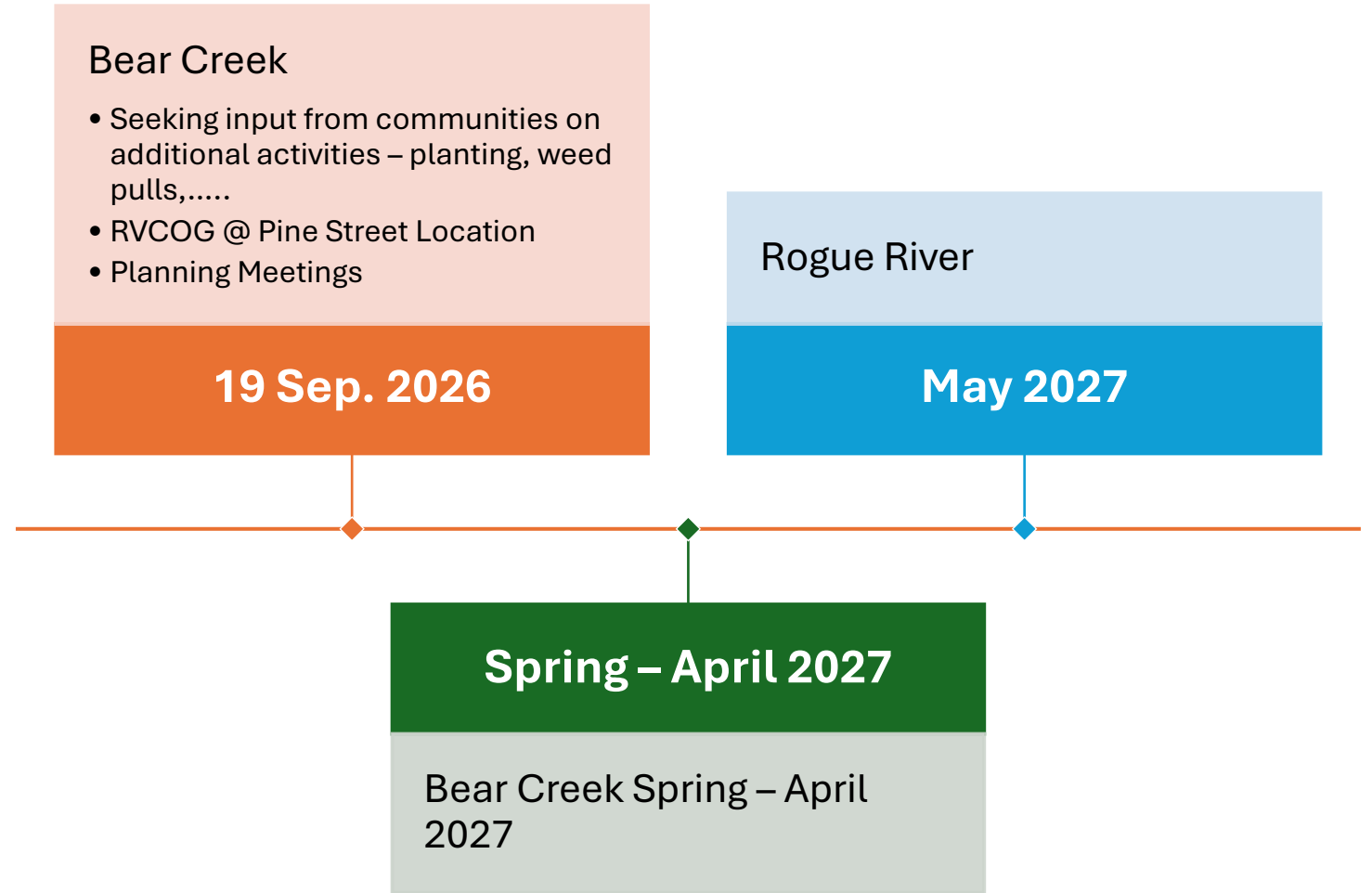
www.stream-smart.com/rogue-river-clean-ups/

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

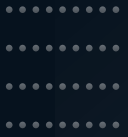
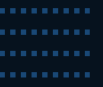
- McAndrews Station
- Lead for Rogue – Hog Creek Boat Ramp

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

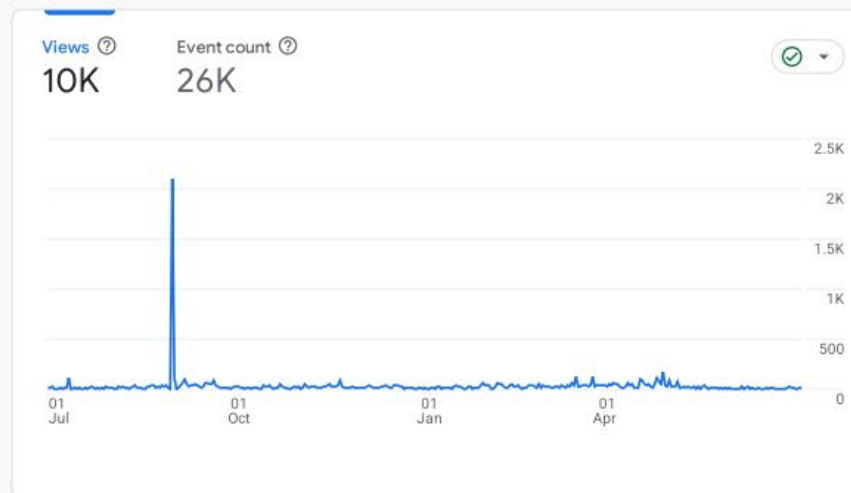
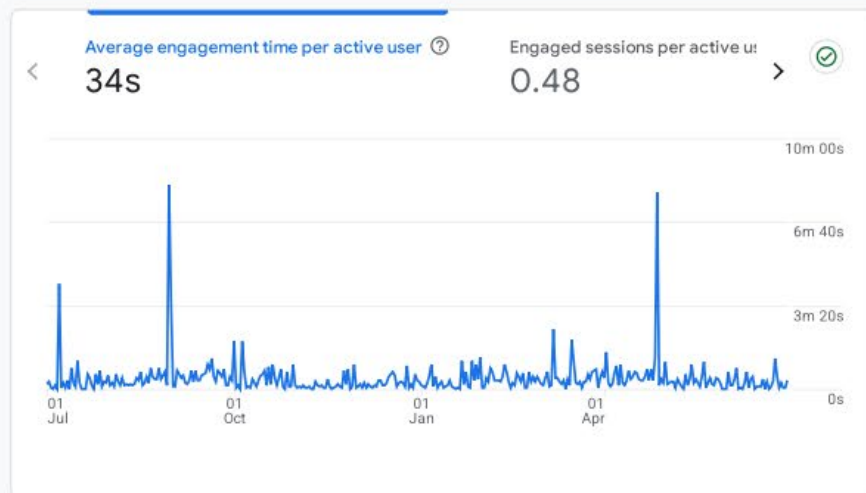


Facebook

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

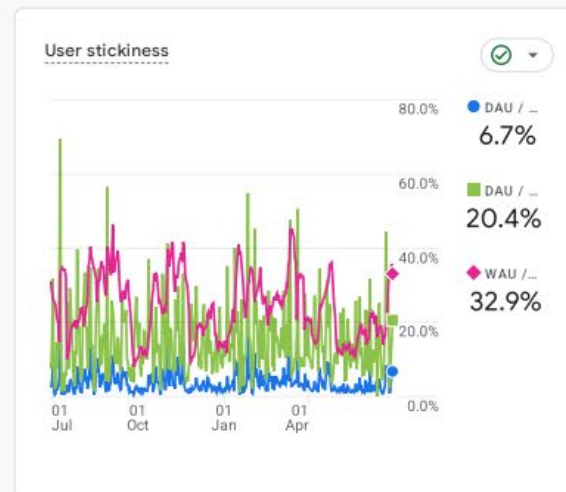
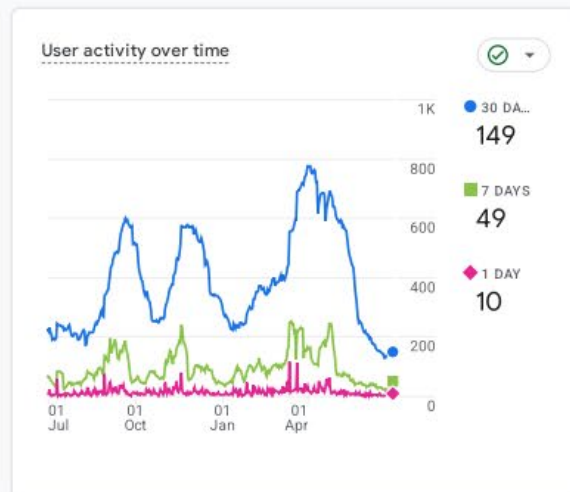
View events

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

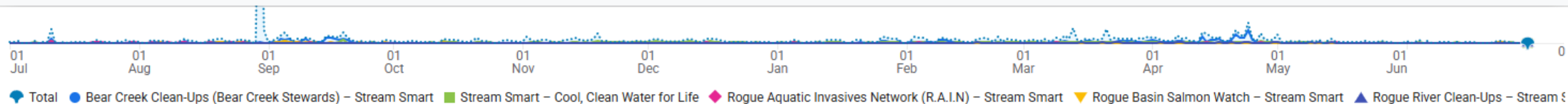




Pages and screens: Page title and screen class



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 ⓘ

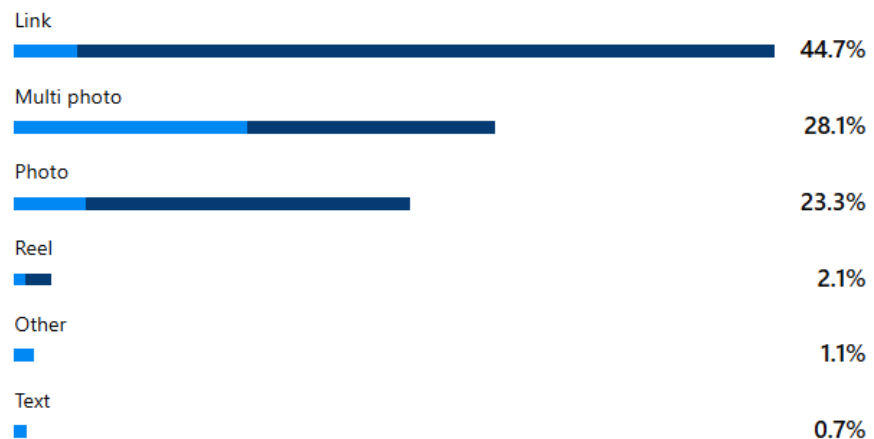
1h 16m ↑ 10,906%

Watch time ⓘ

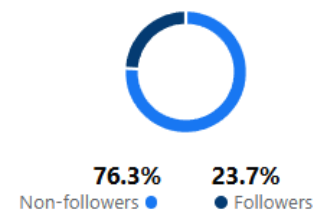


Views by content type

● Followers ● Non-followers



Views by followers vs. non-followers

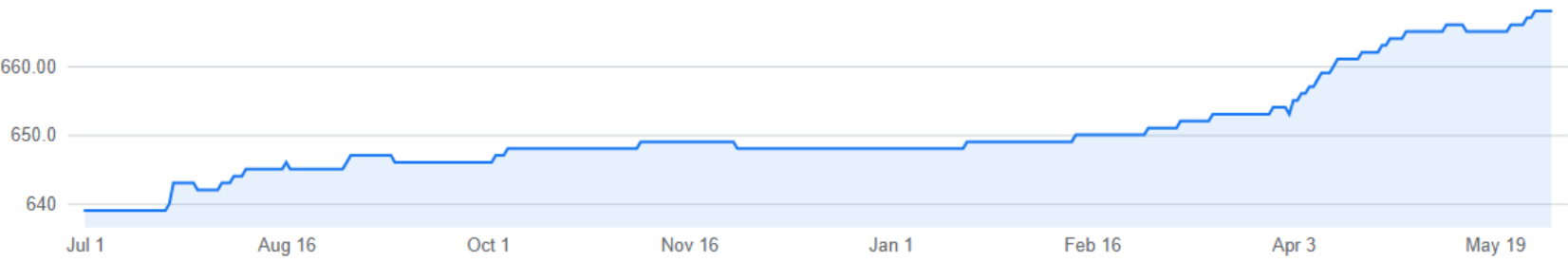


Audience overview

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



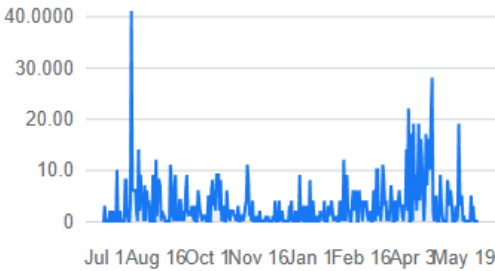
How people find your content

Traffic Source



1,072 Visits

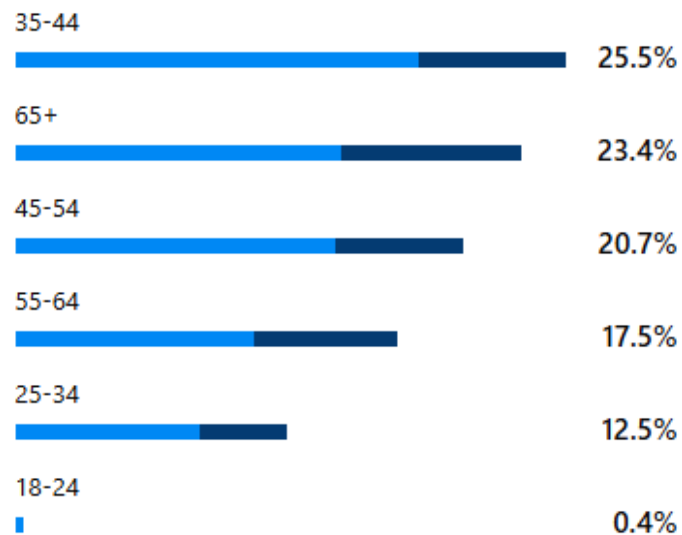
-1.1% from previous 365 days



Age & gender ⓘ

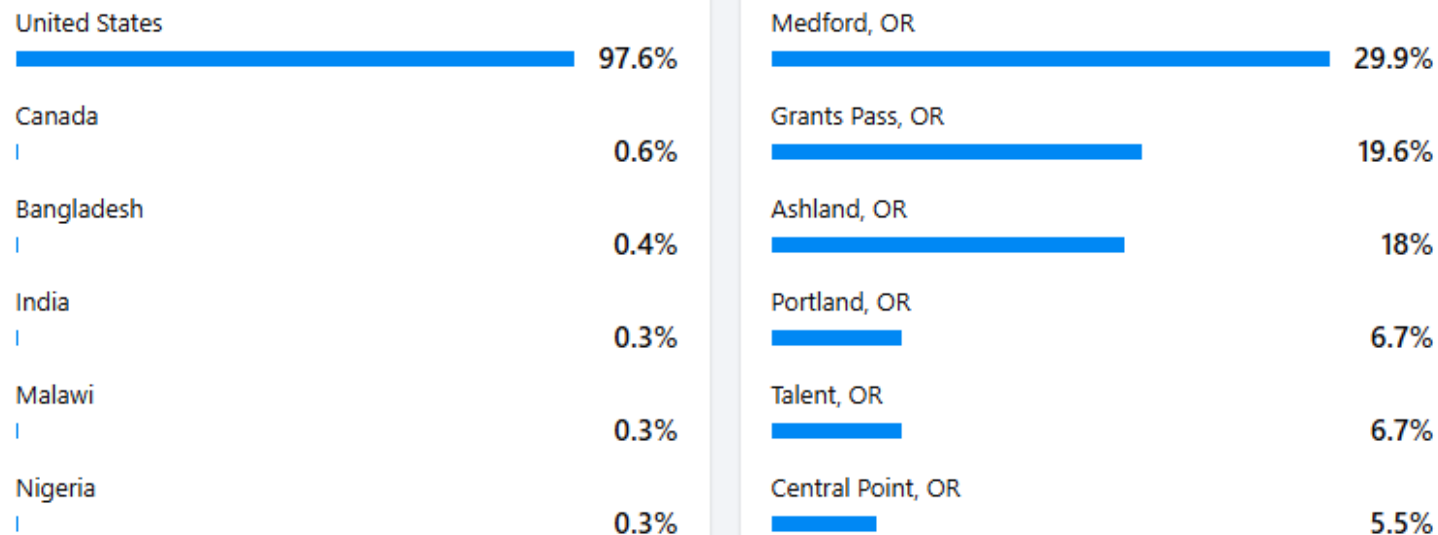
Lifetime

● Women ● Men ● Unknown



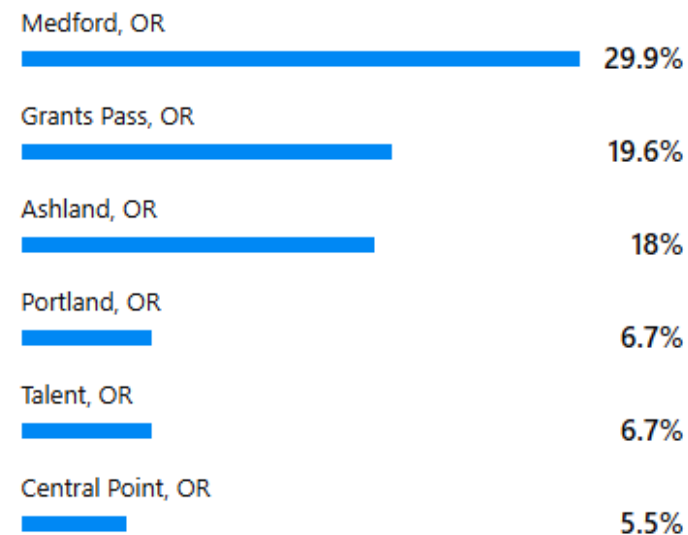
Country ⓘ

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](#)

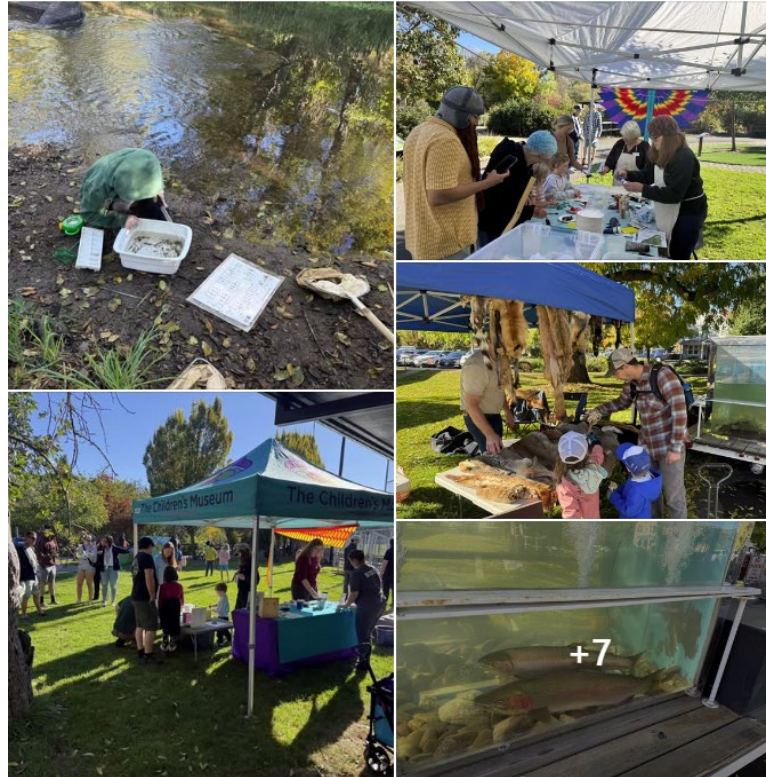


Stream Smart - a clean water project

Published by GJ Stabach · October 21, 2025 ·

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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