

Work Completed in 2025-2026

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



[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)

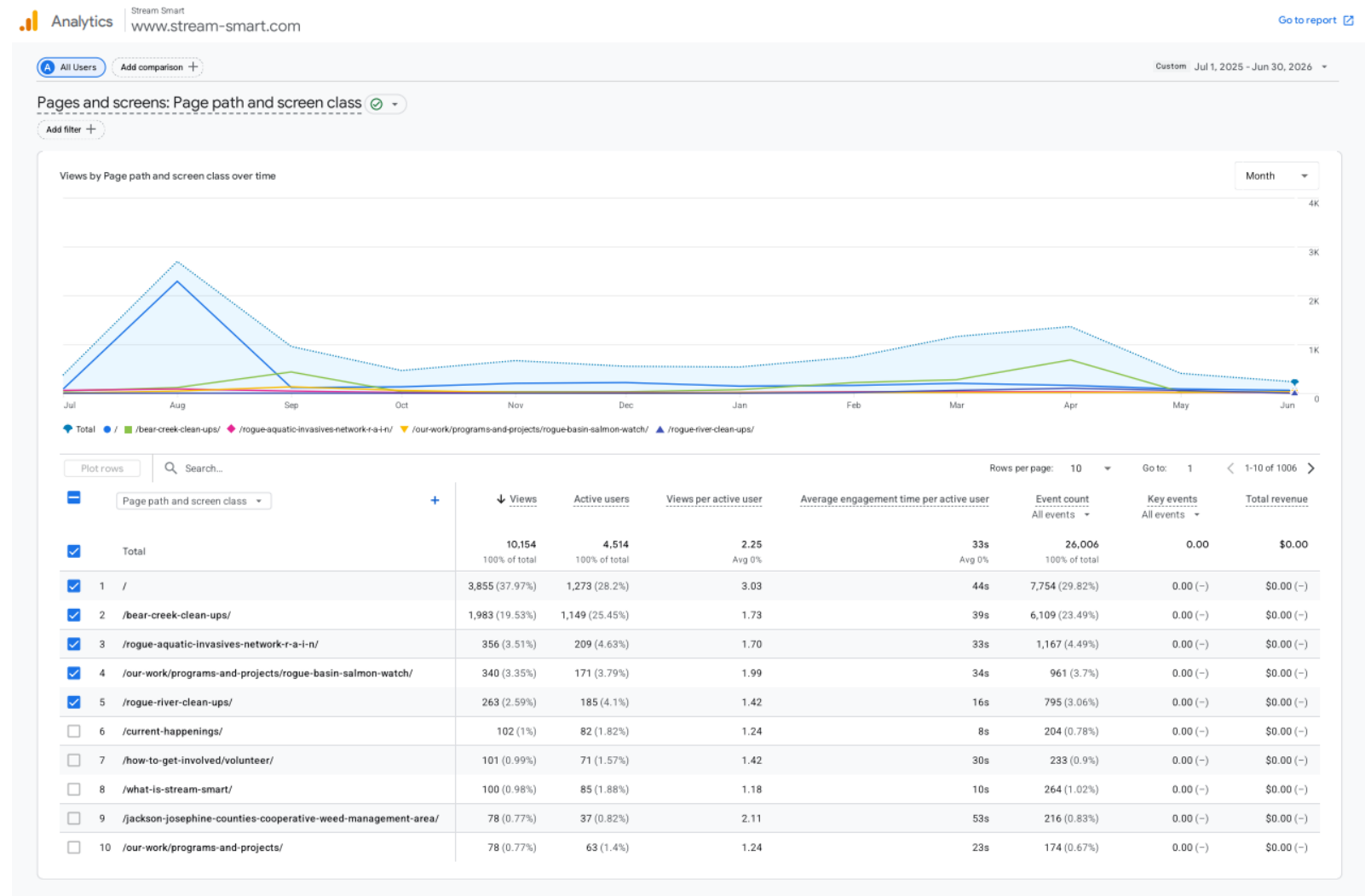
6. Events/What's Happening – In conjunction with our general outreach, social media and blogs posts, events, reporting, volunteer events, and coordination with partners, we are getting community interest in local events, (volunteer activities, what we do, and what the program is. 102 views)
7. Volunteer — 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)

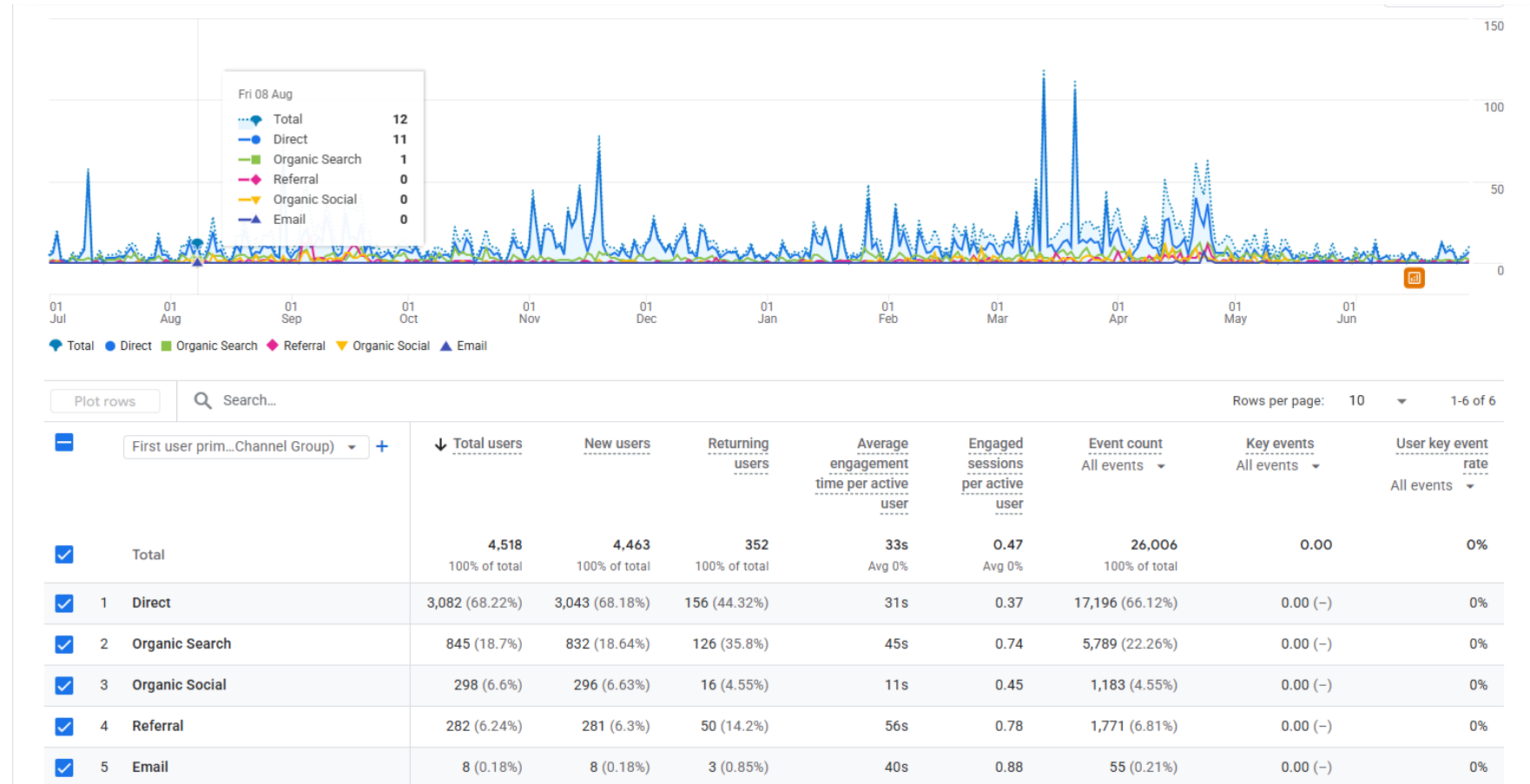
City	Active users	New users	Engaged sessions
Medford	420	382	455
San Jose	232	204	127
Seattle	150	130	75
Portland	132	120	83
Ashland	131	123	118
Grants Pass	88	75	95
Ashburn	70	70	4

Central Point	63	53	158
Phoenix	62	70	46
Los Angeles	49	44	19

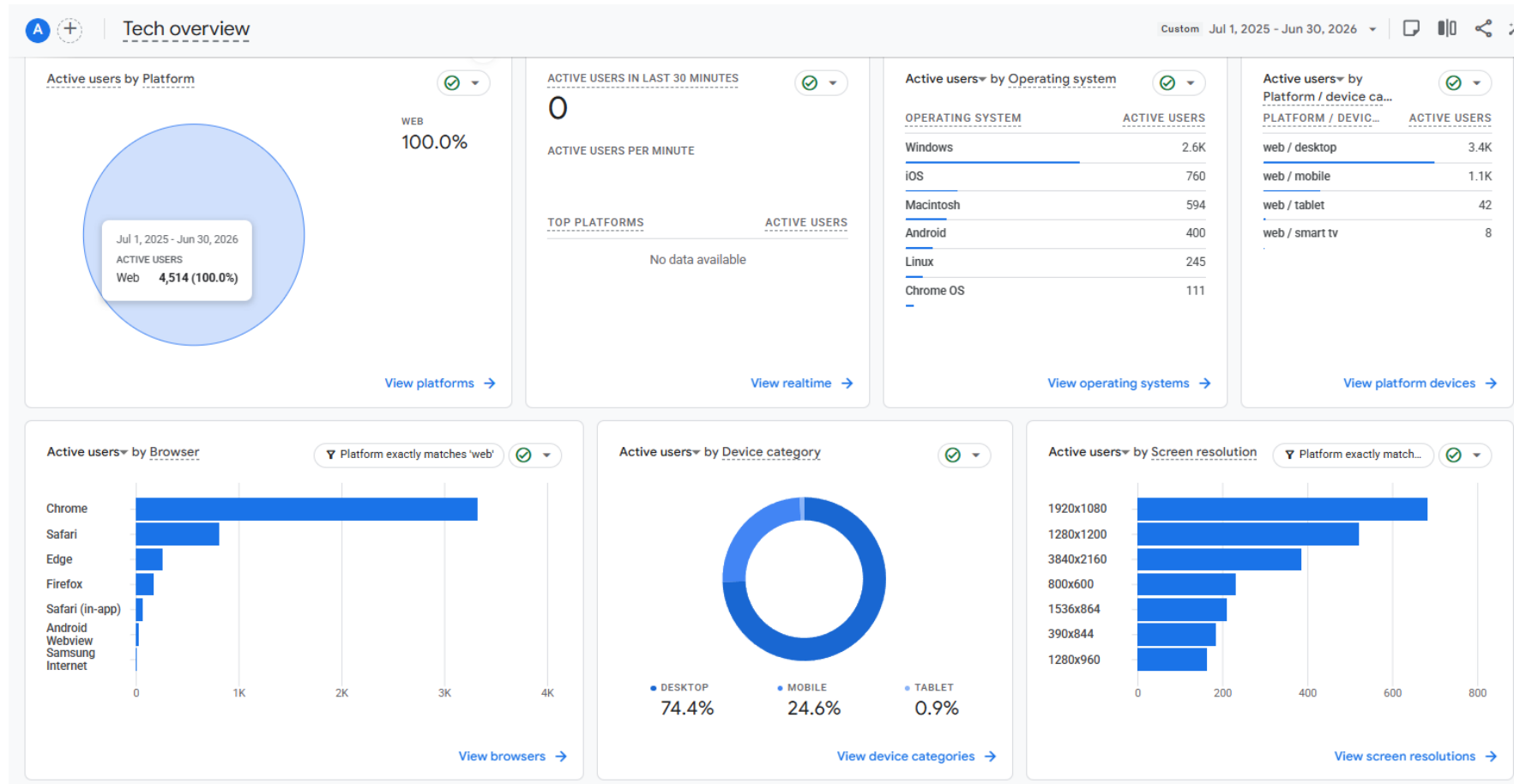
Top Ten Pages



User Acquisition



Tech Overview



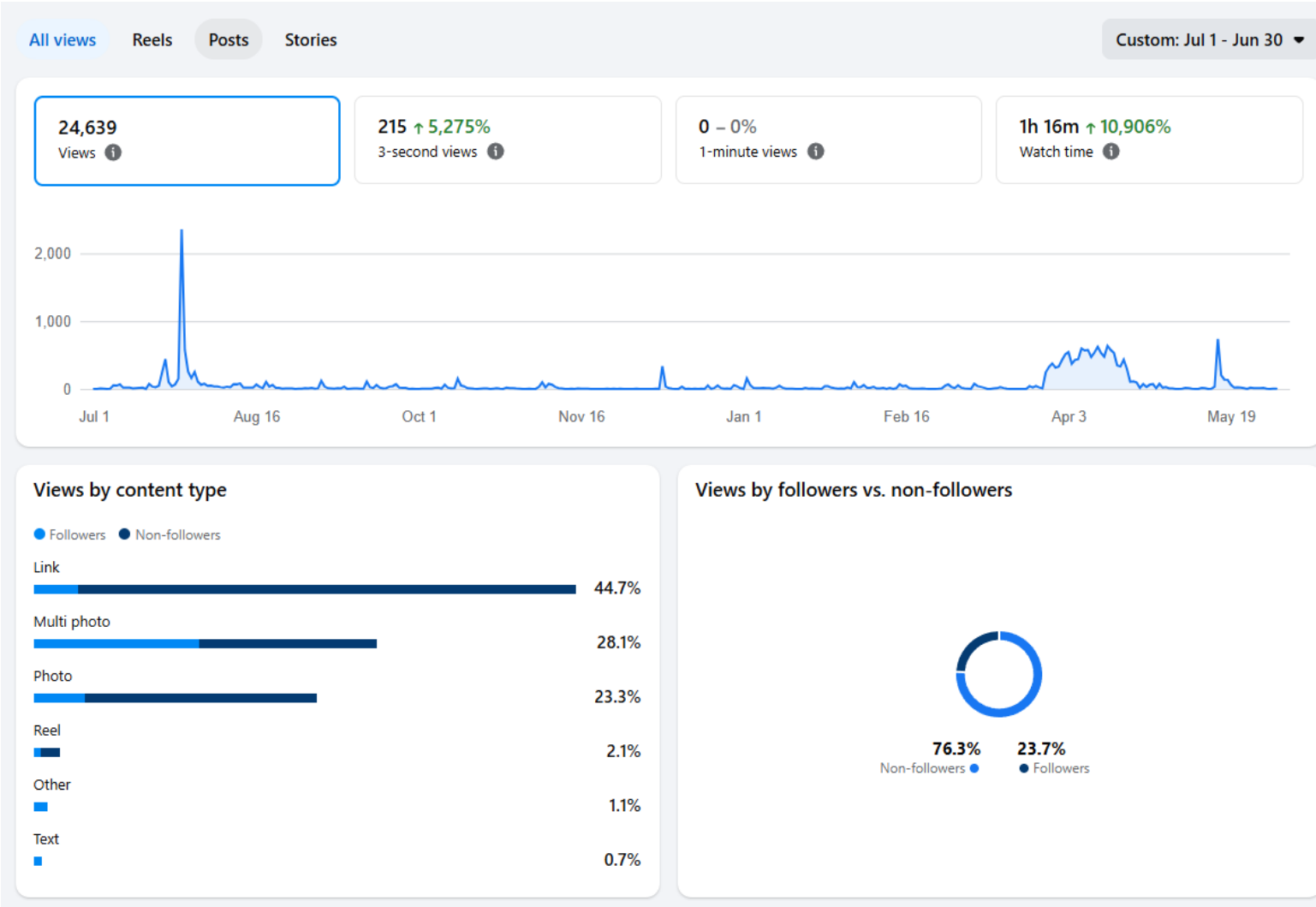
Stream Smart Social Media

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

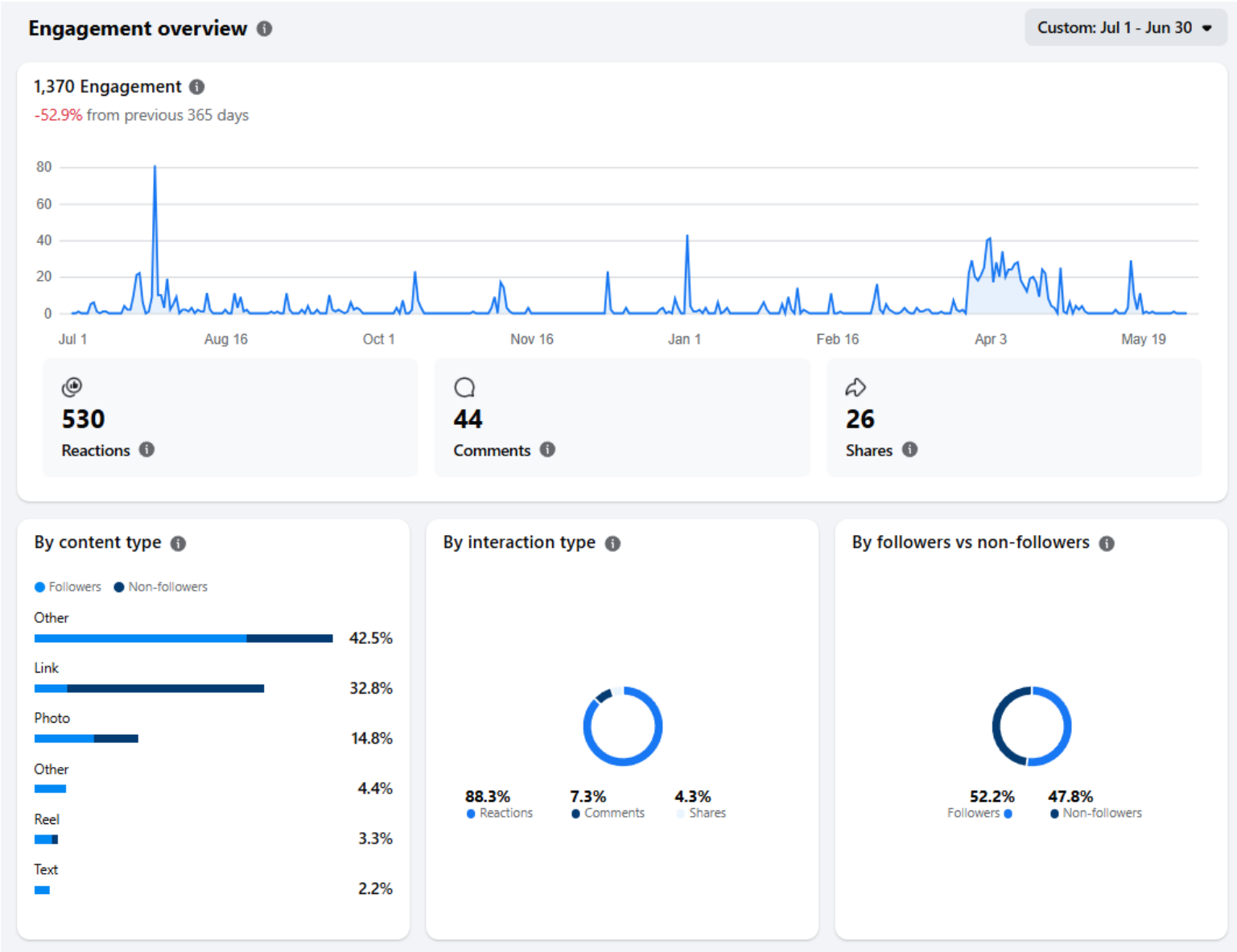
Summary:

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

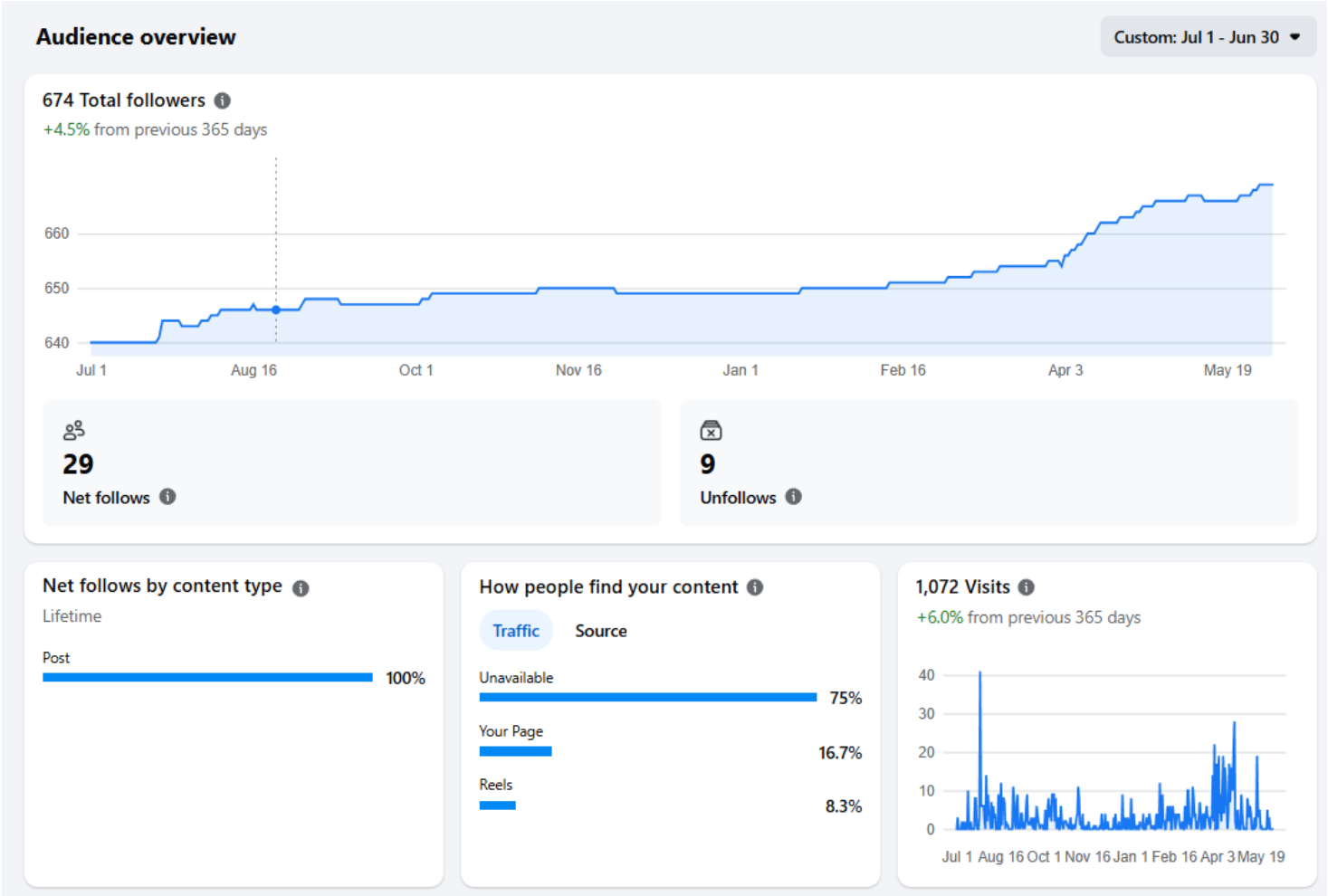
Views



Engagement (Previously Interaction Overview)

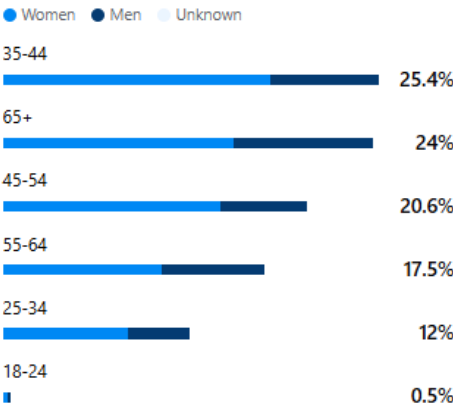


Audience and Followers



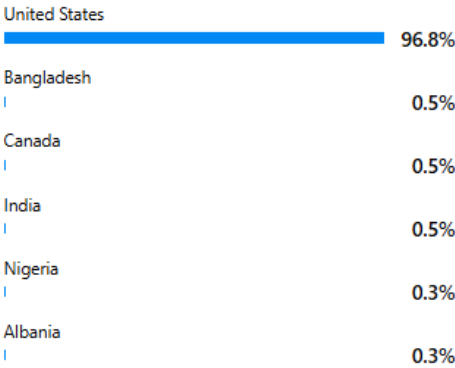
Age & gender ⓘ

Lifetime



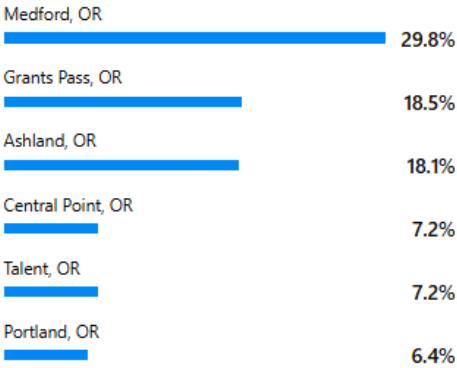
Country ⓘ

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

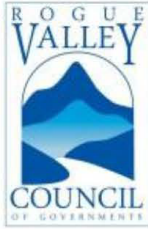


Questions? **We are here for you!** 541.488.5340 | parksinfo@ashlandoregon.gov

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



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



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)