

The Clean Rivers Coalition

Annual Report

2024–2025 (*July 1 – June 30*)



Prepared by



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About The Clean Rivers Coalition

The Clean Rivers Coalition (CRC) formed in 2016 to build a bridge between clean water and healthy communities through education and engagement. With over 60 partners—local municipalities, watershed councils, state and federal agencies, soil and water conservation districts, and water-related nonprofits—we aim to develop a connection between people and their local waterways. Our vision is that diverse communities in Oregon and Southwest Washington will actively engage in creating and enjoying clean water.

From 2016 to 2023, CRC laid the groundwork and implemented two campaigns: Follow the Water, a public outreach campaign, and Level Up Your Lawn, a pesticide-reduction project. With funds from the EPA, the Meyer Memorial Trust, and municipal funds from 22 local governments, we were able to conduct research and produce a video series for each of these projects, as well as a community-based social marketing campaign.

In this fiscal year, Follow the Water continued to build community around protecting local rivers, and we expanded our short-form videos to reach a broader audience. In addition, our Level Up Your Lawn campaigns help residents across Oregon adopt water-safe lawn care practices, using simple, actionable guidance to maintain healthy lawns without harmful chemicals.

Steering Committee

- **Lara Christensen**, Oak Lodge Water Services
- **Kathy Eva**, City of Eugene
- **Erinne Goodell**, Lower Columbia Estuary Partnership
- **Keri Handaly**, City of Gresham
- **Roy Iwai**, Multnomah County – Steering Committee Chair
- **Marcos Kubow**, City of Oregon City
- **Eric Lambert**, Clark County
- **Katie Meckes**, East Multnomah Soil & Water Conservation District
- **Brooke Mossefin**, City of Springfield
- **Deborah Topp**, City of Salem
- **Nate Woodard**, Washington Department of Ecology
- **Jenny Ammon**, City of Keizer
- **Benjamin Poaster**, Rogue Valley Sewer Services



Follow the Water

CRC created Follow the Water to connect people to their rivers, connect people’s behavior to the rivers, and promote actions that protect water. The campaign aims to build a culture of appreciation and knowledge of local water resources. Follow the Water is built on the idea that people who connect with their local waterways are more likely to take action to protect them.

Follow the Water continued posting to our social media channels on Facebook, Instagram, and YouTube to build community around water. We post several times a week, promoting important stories and values—simple everyday actions to protect water, river stewards who make improve their waterways or raise awareness, places to access water, and creatures that depend on river health.

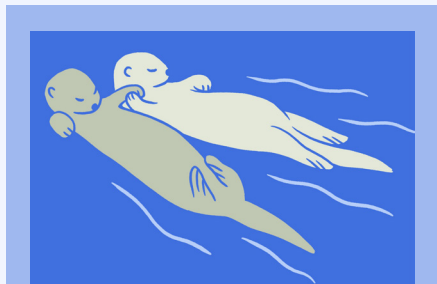
This fiscal year, we made a concerted effort to shoot, edit, and post short-form videos. We posted sixteen original reels and received over 18,000 views on Facebook, with over 19 hours of watch time on Instagram.

A sample of some of our most popular posts is below.

Top Performing Organic Social Media Posts

Annual Results

Profile Reach: **544K**
Post Impressions: **278K**
Followers: **8.5K**
Engagements: **45K**



To: You Happy Valentine’s Day From: Follow the...

Platform: **Instagram**
Reach: **1,808**
Engagements: **206**



Excellent news for our long-in-the-tooth...

Platform: **Instagram**
Reach: **1,518**
Engagements: **265**



How are those jack-o’-lanterns on your front..

Platform: **Instagram**
Reach: **803**
Engagements: **61**



Be vigilant on your next dip in the river! Clark...

Platform: **Instagram**
Reach: **801**
Engagements: **96**

Follow the Water Social Media Advertising

On Follow the Water's social media platforms, we advertised posts to reach a broader audience. We also used a small budget (typically \$50 - \$100 per post) to promote our most successful social media posts in terms of reach and engagement. Our summer engagement campaign, FTWConnect2024, encouraged people in Oregon and SW Washington to share their water-related adventures on social media. Entries were rewarded with some Follow the Water merchandise—eco-friendly T-shirts and water bottles.

With less than \$2,000, we were able to receive 240,000 impression and reach 120,000 people with 17,000 engagements—reactions, comments, shares—through our advertising efforts.

Some of our top-performing boosted posts are below.

Top Performing Paid Social Media Posts

Annual Results

Impressions: **240K**
Reach: **129K**
Engagements: **17K**
Ad Spend: **\$1.6K**



Be vigilant on your next dip in the river! Clark...

Platform: **Facebook**
Impressions: **42K**
Reach: **29K**
Engagement: **3,849**
Cost: **\$150**



Celebrate National Estuaries Week and...

Platform: **Facebook**
Impressions: **41K**
Reach: **28K**
Engagement: **369**
Cost: **\$95.98**



Have you ever wondered about the difference...

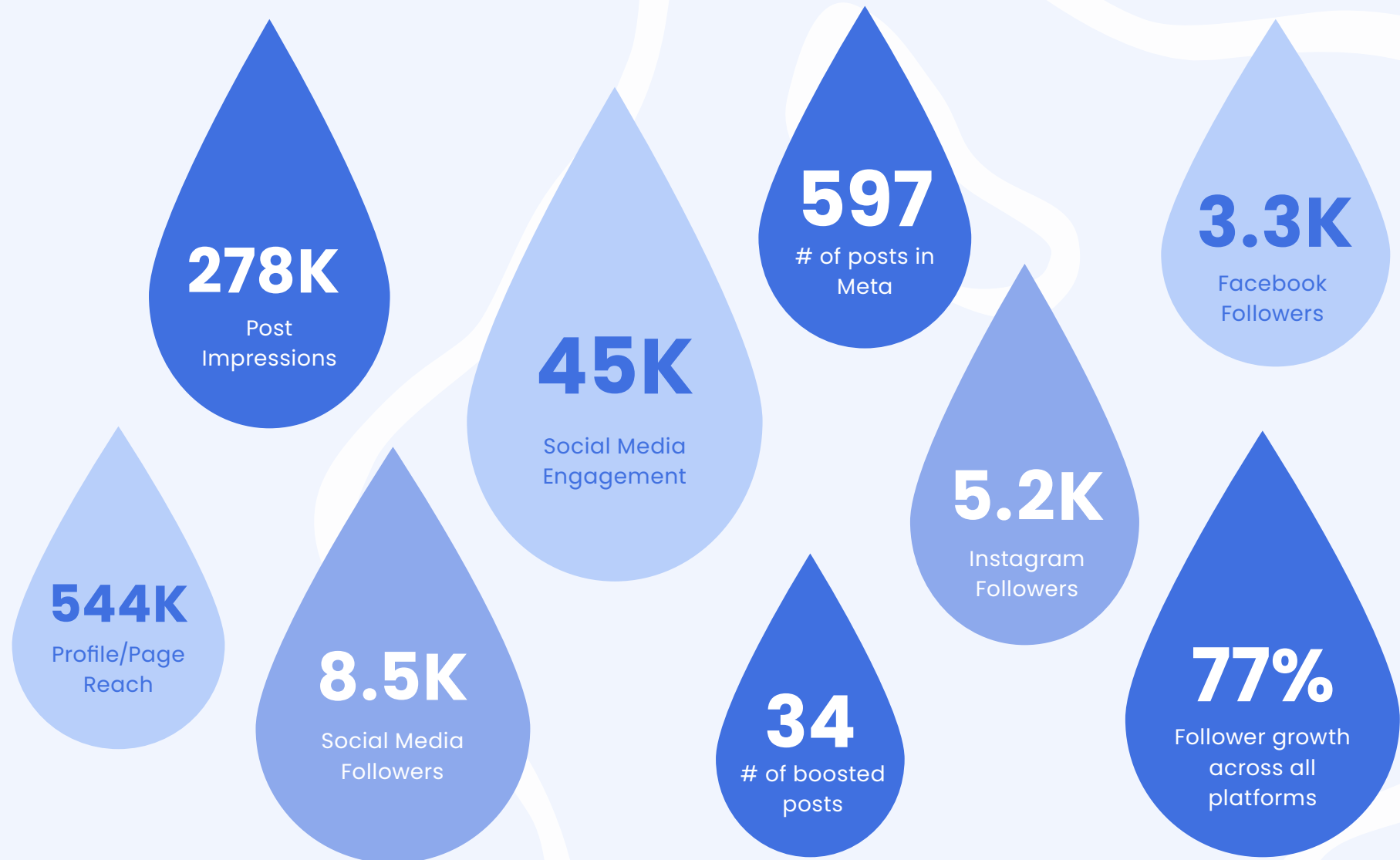
Platform: **Facebook**
Impressions: **42K**
Reach: **27K**
Engagement: **1,505**
Cost: **\$50**



Happy World Wetlands Day! Wetlands are often...

Platform: **Facebook**
Impressions: **35K**
Reach: **22K**
Engagement: **226**
Cost: **\$50**

Social Media Results



Follow the Water Video Series

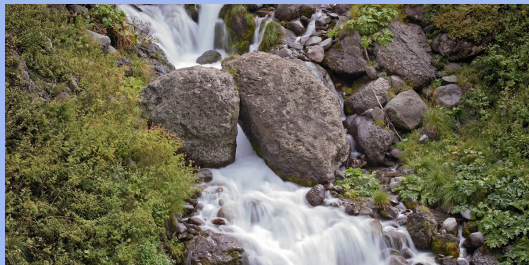
Our video project explores the idea of connection with water in three parts: connection, disconnection, and reconnection. The series recounts personal stories about the powerful connection we have with water, featuring water scientists, local creatives, and Indigenous water experts.

The videos were created in partnership with members of the Columbia River Inter-Tribal Fish Commission and filmmakers at MetroEast Community Media. The production cost \$25,000. The video series can be found on our website and YouTube channel.

All-Time YouTube Results

Accolades

Hillsboro Film Festival, 2024
Hometown Media Award, 2024
Best Oregon Documentary Film Winner,
Oregon Documentary Film Festival 2023
Portland EcoFilm Festival 2023
Klamath Independent Film Festival 2023



Chapter 1: Connection

Total Views: **1,245**
Watch Time: **32.9 hrs**



Chapter 2: Disconnection

Total Views: **799**
Watch Time: **37.2 hrs**



Chapter 3: Reconnection

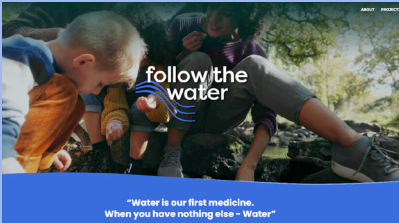
Total Views: **521**
Watch Time: **33.9 hrs**

Follow the Water Website

The Follow the Water website engages people on water issues in our region. It showcases our organization, water resources, a social media tool kit to share, as well as housing the lawn campaign landing pages. Co-created with our partners, the resources page highlights key topic areas: recreation, arts, people, river critters, how to protect water, water rights and accessibility, and water science. The tool kit is made up of seasonal content for all our partners to spread the word about our campaigns and positive behaviors that benefit our waterways. The website also adds to our digital footprint, giving us credibility and acting as a centralized place to find out about the coalition and our projects.

Our digital advertising campaigns led its audiences to the Follow the Water website. The Level Up Your Lawn questionnaire is live on the site as a part of the community-based social marketing campaign. More information about these projects are on the following pages.

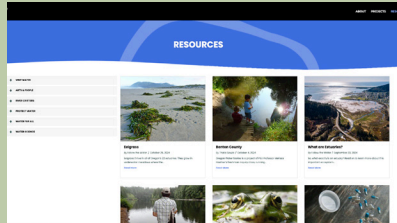
Annual Website Results



The screenshot shows the homepage with a large image of children by a stream. The text "follow the water" is overlaid on the image. Below the image is a quote: "Water is our first medicine. When you have nothing else - Water".

Follow the Water Campaign Homepage


Total Views: **3,028**



The screenshot shows the Resources page with a blue header and a grid of six resource cards. The cards are titled: "Topics", "Water Quality", "What are water?", "Water Science", "Water Access", and "Water Safety".

Follow the Water Resources Page


Total Views: **426**



The screenshot shows the Photo and Video Campaign page with a blue header and a white body. The text reads: "Follow the Water Connect Photo and Video Campaign". Below the text is a call to action: "Follow the Water is excited to see all of your photos and videos of water this summer! Show memories, new and old - is water bicycling, fishing, or even just playing around the fountain at your local park. We want to see how you connect with water!"

Follow the Water Photo Campaign Page

Total Views: **391**

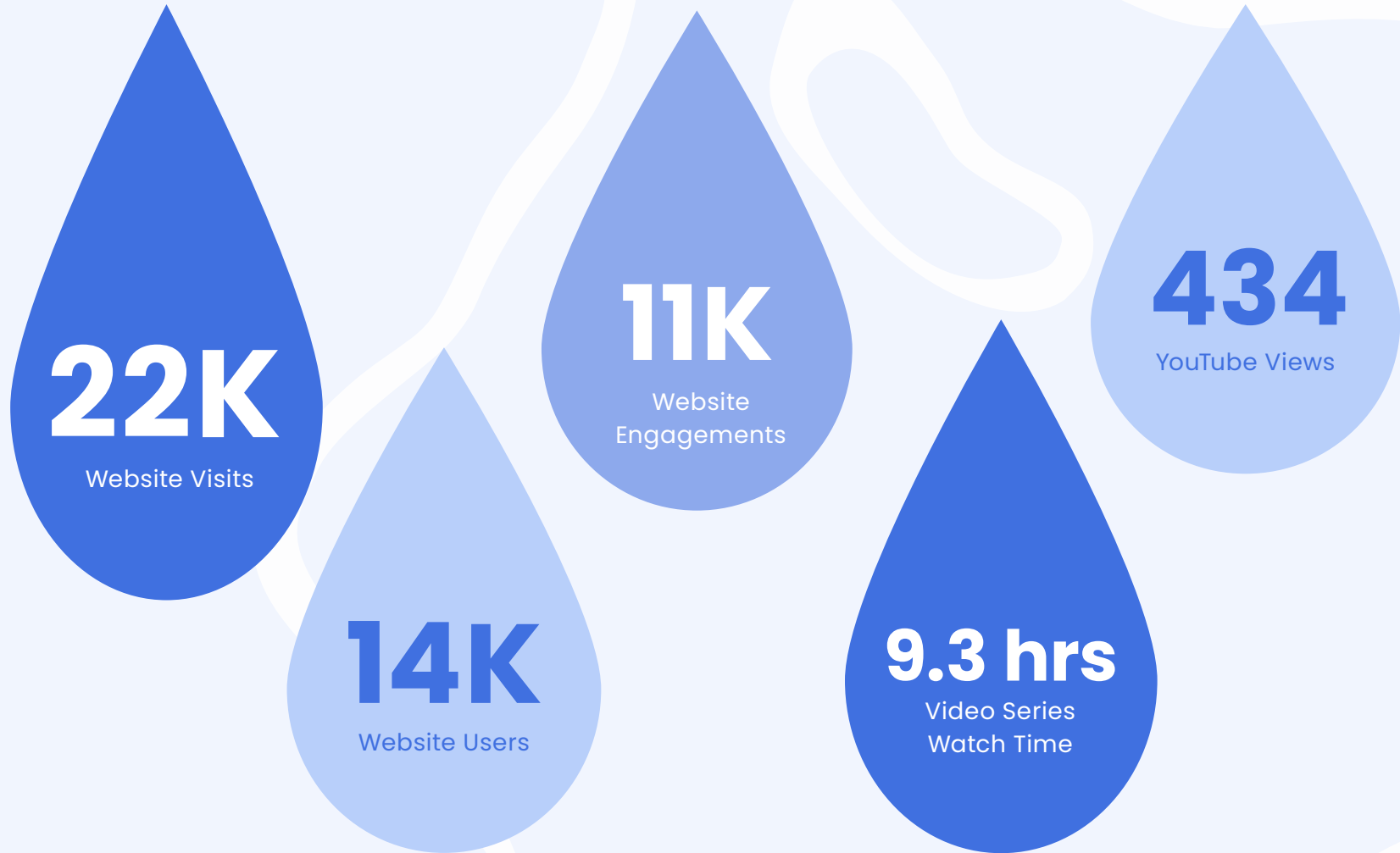


The screenshot shows the About page with a green header and a white body. The text reads: "Follow the Water's mission is to help clean water and healthy communities through education and engagement in Oregon, Southwest Washington, and northwestern Idaho." Below the text is a section titled "About Follow the Water" with a small image of a person fishing.

Follow the Water About Page

Total Views: **295**

Follow the Water Website and Video Series Results



Pesticide Reduction Campaigns

Our pesticide reduction campaigns encourage residents across Oregon and Southwest Washington to maintain healthy, green lawns without harmful chemicals that threaten water quality. Beginning with What's Your Lawn Style?, we introduced a video series, bilingual educational content, and expert guidance to raise awareness of water-safe lawn care. Building on that foundation, the Level Up Your Lawn campaign uses community-based social marketing to inspire behavior change—helping homeowners take simple, research-backed steps like overseeding and skipping weed-and-feed products to create more resilient yards that protect local waterways.

Annual Results

Impressions: **659K**

Clicks: **10,102**

Conversions: **1,492**

Average Cost-per-Click: **\$0.59**

Google Ads Spend: **\$5,927.12**



Level Up Your Lawn

Level Up Your Lawn (LUYL) campaigns are active in Clark County, Eugene, and across Oregon, helping residents adopt water-safe lawn care practices that keep lawns healthy and green without relying on harmful chemicals. Using community-based social marketing (CBSM) principles, we promote simple actions—like overseeding and skipping weed-and-feed products—to build more resilient yards and protect water quality. Users are directed to a questionnaire that matches their actions to a lawn profile that suggests the best way to mitigate weeds and keep grass green. This work builds on earlier LUYL pilot projects in Salem, Eugene, and Clackamas County, funded by the EPA, which tested messages, digital ads, and educational videos to identify effective ways to reach homeowners and motivate behavior change.

Annual Results

Landing Page Visits: **11K**
YouTube Views: **9K**
Surveys Completed: **1,572**
Total Ad Spend: **\$5,927.12**

Annual Campaign Results



Oregon-Wide Campaigns

Impressions: **360K**
Cost: **\$3,318.52**
Clicks: **7,550**



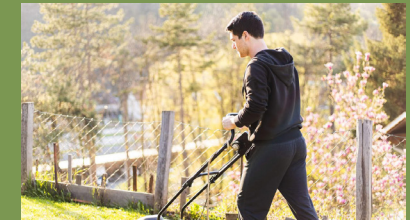
Clark County Campaigns

Impressions: **106K**
Cost: **\$849**
Clicks: **889**



Eugene Campaigns

Impressions: **193K**
Cost: **\$1,759.89**
Clicks: **1,663**



Eugene Social Media Fall Campaigns

Reach: **37.4K**
Cost: **\$499.72**
Clicks: **700**

What's Your Lawn Style

Level Up Your Lawn grew out of our earlier What's Your Lawn Style? (WYLS) campaign, which shared water-safe lawn care tips with Oregon and Southwest Washington homeowners through fun, accessible videos in English and Spanish. Partnering with the OSU Extension Master Gardener Program, we created different lawn care "styles" to help residents find the approach that suited them best. While WYLS successfully increased awareness and engagement, we decided deeper behavioral change required more targeted and research-driven approach. Those insights directly informed the development of LUYL, using data, audience segmentation, and community partnerships to hopefully move from awareness to action. While the videos are still available to watch, and the landing pages remain live, the campaign is largely inactive.

All-Time Results

YouTube Views: **419K**
Watch Time: **10.5K hrs**
Subscribers: **32**

All-Time Results



Low Maintenance

Total Views: **51.2K**
Watch Time: **1.6K hrs**



Medium Maintenance

Views: **511**
Watch Time: **22.1 hrs**



High Maintenance

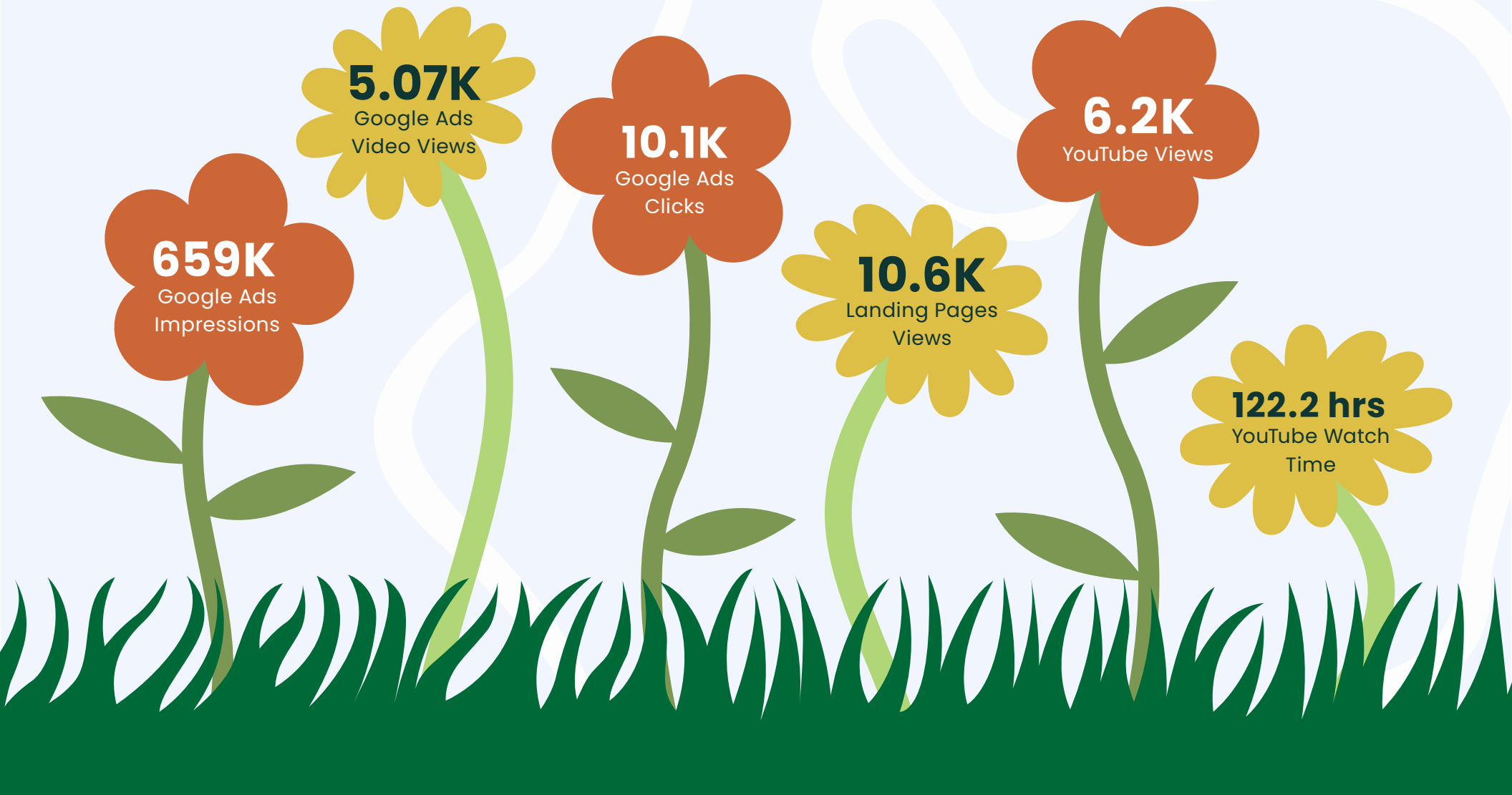
Views: **1.6K**
Watch Time: **59.9 hrs**



Lawn Goals

Views: **133K**
Watch Time: **6.5K hrs**

Pesticide Reduction Campaign Results



CRC Partnerships and Coalition Building

This year we focused on strengthening internal connections and expanding partnerships to advance shared water stewardship goals. To support our stakeholders, we developed and distributed quarterly social media toolkits featuring seasonal content, photos, videos, and messaging. In addition to internal collaboration, we continued to deepen partnerships that connect creative expression, education, and shared connection with water.

Through Honoring Our Rivers, a statewide environmental education and arts program, we celebrated Oregon students' poetry, prose, and artwork that explore and honor their local watersheds. The resulting anthology—distributed to schools, libraries, and community partners—helps nurture both ecological literacy and a personal connection to the rivers that sustain us.

We also collaborated with college students at Portland State University. Students in Dr. Alida Cantor's Water Resource Management class were invited to engage with our mission and create projects inspired by Follow the Water, linking academic learning with real-world storytelling. We also published essays by students in Professor Melissa Haefner's freshman inquiry class called Oregon Water Stories. The project gathers stories exploring the modern relationship between humans and water.

CRC has also partnered with Changing Currents through via Clark County's Washington Ecology grant. The organization fosters deeper, collective dialogue about water protection in tribal communities. We plan to share promote their messages on Follow the Water.

Selected Presentations and Media Appearances

- Portland State University Water Resource Management Class | 2024 | Collaboration with Follow the Water
- Urban Ecology Research Consortium - Annual Symposium | March 2024 | Follow the Water Film Series Screening

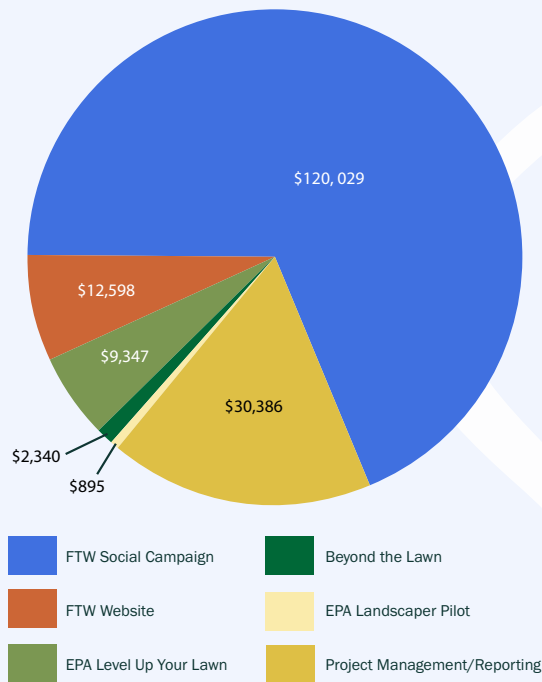


The Clean Rivers Coalition Budget

To support our vision and projects, CRC has been awarded over \$1 million since 2017. We garnered \$314,300 from local municipalities interested in funding our coalition's work. We were awarded \$100,000 in grant money from Meyer Memorial Trust's Willamette River Initiative. We also received Environmental Protection Agency grant funds that were partially matched by local municipalities and nonprofit organizations.

You can find a budget breakdown of funds used to promote Follow The Water and our multiple lawn campaigns in this fiscal year.

Annual Spending FY 2024–2025



<i>Budget Item</i>	<i>Amount Spent</i>
FTW Social Campaign	\$120,029
FTW Website	\$12,598
EPA Level Up Your Lawn	\$9,347
Beyond the Lawn	\$2,340
EPA Landscaper Pilot Project	\$895
Project management/Reporting	\$30,386
Total	\$175,595

What's Next for the Clean Rivers Coalition

While congressional appropriations have been delayed, we have pivoted to keep our content and lawn care information in front of everyday Oregonians and Southwest Washingtonians. Coalition funding has allowed us to continue to boost Follow The Water content to all of Oregon. Meanwhile, City of Eugene is funding promotion of the Level Up Lawn campaign to its residents. Finally, Clark County, Washington is using a grant from the Washington Department of Ecology to fund promotion of content tailored for Southwest Washington from Follow The Water, Level Up Lawn, and Changing Currents, an Affiliated Tribes of Northwest Indians initiative. These efforts are buoying our ability to reach our communities, pique their curiosity, and inspire them to make changes in their personal behaviors and milieus.

Beyond the Lawn

We continue to refine our concept of offering our audiences alternatives to lawns, such as native plant gardens and naturescaping. Instead of pursuing a more elaborate video series from the outset, we are proposing producing shorter, more cost effective reels with partners at soil and water conservation districts, master gardener programs, and other practitioners and installers of native landscaping. We are making pitches to be included in 2026-2027 budgets with local governments.

Community-Based Social Marketing

We plan to continue our community-based social marketing (CBSM) campaign. Based on what we learned from WYLS and LUYL, we will run fall and spring campaigns in Oregon, Eugene, and Clark County.

Follow the Water Social Media

We'll continue our social media efforts building off of our three years of work. We also plan on continuing our short-form video production that covers our core values, fun places to visit water, and simple ways to protect the rivers.



Our Mission

Follow the Water is about learning new, better ways to engage with water, and sharing them with our friends and neighbors in Oregon and SW Washington.



Our strength comes from diverse communities enjoying access to clean water.

Thank You to Our Stakeholders!

- Benton County
- Benton Soil and Water Conservation District
- City of Albany*
- City of Bend
- City of Camas*
- City of Corvallis
- City of Creswell
- City of Eugene*
- City of Gladstone*
- City of Gresham*
- City of Keizer*
- City of Lake Oswego*
- City of Milwaukie*
- City of Oregon City*
- City of Portland*
- City of Salem*
- City of Silverton
- City of Springfield*
- City of Tigard
- City of Troutdale*
- City of West Linn*
- City of Wilsonville*

- City of Wood Village
- Clackamas County Water Environment Services*
- Clackamas River Basin Council
- Clark County*
- Clean Water Services*
- Coast Fork Willamette Watershed Council
- Columbia Slough Watershed Council
- Corvallis Sustainability Coalition
- East Multnomah Soil & Water Conservation District
- Eugene Water & Electric Board
- Hood River Watershed Group
- Johnson Creek Watershed Council
- Luckiamute Watershed Council
- Marion County

- Marion Soil & Water Conservation District
- Mary's River Watershed Council
- McKenzie Watershed Council
- Meyer Memorial Trust
- Willamette River Initiative
- Multnomah County*
- North Santiam Watershed Council
- NW Center for Alternatives to Pesticides
- Oak Lodge Water Services*
- Oregon Department of Agriculture
- Oregon Department of Environmental Quality
- Oregon Department of Fish & Wildlife
- Oregon Department of Parks & Recreation
- Oregon Environmental Council
- Oregon State University

- Polk County Community Development
- Port of Portland
- Rogue Valley Council of Governments
- Rogue Valley Sewer Services*
- Sandy River Watershed Council
- SOLVE
- South Santiam Watershed Council
- Tualatin Riverkeepers
- Tualatin Soil & Water Conservation District
- US Environmental Protection Agency
- US Geological Survey
- Wasco County Soil & Water Conservation District
- Watershed Alliance of SW Washington
- Willamette Partnership
- Willamette Riverkeeper

* Contributed funding

Glossary

Impressions

How often an ad or post is shown. An impression is counted each time one is shown.

Reach

The number of people who have seen an ad or post. Since one person can be shown a post multiple times, impressions are a larger number than reach.

Engagement

Engagement includes all actions that people take, including reacting to, commenting, sharing, viewing a photo or video (for at least 3 seconds), or clicking on a link.

Views

When a viewer initiates intentional play of a video. For instance, short commercials (six seconds) are unskippable, so they often receive zero views because the user didn't initiate play.

Organic

Unpaid efforts such as social media posts that aren't advertised.

Google Ads

Google Ads is Google's online advertising program. We used a combination of Search, Display, Video, and Performance Max campaigns.

Average Cost-Per-Click

The average amount charged for a click on an ad. Average cost-per-click (avg. CPC) is calculated by dividing the total cost of clicks by the total number of clicks.

Cost per Conversion

The average amount charged for a conversion. Conversions are pre-defined actions, such as clicking and scrolling on the webpage, that we have identified as valuable to our campaign.