

The Clean Rivers Coalition

Annual Report

2025–2026 (*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 in Oregon and Southwest Washington.

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.

Continuing our work over the past few years, Follow the Water builds community around protecting local rivers, and we expanded our short-form videos to reach a broader audience. We also run a seasonal pesticide-reduction campaign, Level Up Your Lawn, to help local residents adopt water-safe lawn care practices without harmful chemicals.

Steering Committee

- **Roy Iwai**, Multnomah County – Steering Committee Chair
- **Jenny Ammon** and **Stacey Perry**, City of Keizer
- **Lara Christensen**, Oak Lodge Water Services
- **Rachael Perry**, City of Eugene
- **Erinne Goodell**, Lower Columbia Estuary Partnership
- **Marcos Kubow**, City of Oregon City
- **Eric Lambert**, Clark County
- **Adrianna Lovell**, Tualatin Soil & Water Conservation District
- **Katie Meckes**, East Multnomah Soil & Water Conservation District
- **Brooke Mossefin**, City of Springfield
- **Greg Stabach**, Rogue Valley Council of Governments
- **Deborah Topp** and **Stacy Teller**, City of Salem
- **Nathan Woodard**, Washington Department of Ecology
- **Benjamin Poaster** and **Christine Lazina**, 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.

This fiscal year, Follow the Water continued posting to our social media channels to build community around water. We post several times a week, promoting important stories and values—simple everyday actions to protect water, places to access water, and creatures that depend on river health.

This fiscal year, we continued to pick up steam, especially on Instagram, adding to our growing library of reels. We posted 24 original reels and received over 31,000 views, with 148 hours of watch time.

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

Annual Results

Reach: **776K**

Post Impressions: **809K**

Followers: **11.9K**

Engagements: **66K**

Video Views: **31K**

Posts: **620**

Follower Growth: **40%**

Top Performing Organic Social Media Posts

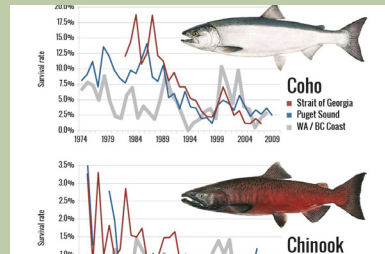


**Big news for our coast:
Sea Otters may soon...**

Platform: **Facebook**

Reach: **66,549**

Engagements: **1,048**

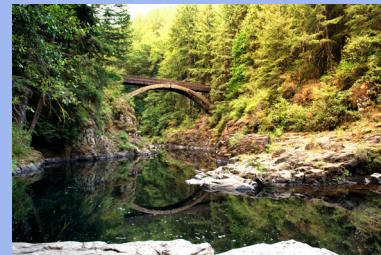


**For the past three
decades, scientists...**

Platform: **Instagram**

Reach: **48,553**

Engagements: **1,892**



**Moulton Falls Regional
Park, just an hour from...**

Platform: **Facebook**

Reach: **16,716**

Engagements: **125**



**In the wake of the 2020
Labor Day fires...**

Platform: **Facebook**

Reach: **6,756**

Engagements: **141**

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.

With less than \$3,000, we were able to receive 448,438 impressions and reach 222,790 people with 17,048 engagements—reactions, comments, shares—through our advertising efforts.

Some of our top-performing boosted posts are below.

Annual Results

Impressions: **448K**

Reach: **223K**

Engagements: **17K**

Ad Spend: **\$2.8K**

Boosted Posts: **45**

Top Performing Paid Social Media Posts



Oregon Field Guide sent a crew to Southwest...

Platform: **Facebook**
Impressions: **28,972**
Reach: **22,551**
Engagements: **3,092**
Cost: **\$76.98**



Pacific Northwest artist Emily Jung Miller...

Platform: **Facebook**
Impressions: **38,432**
Reach: **21,857**
Engagements: **649**
Cost: **\$97.83**



Oregon's hidden "steampunk" wonder is...

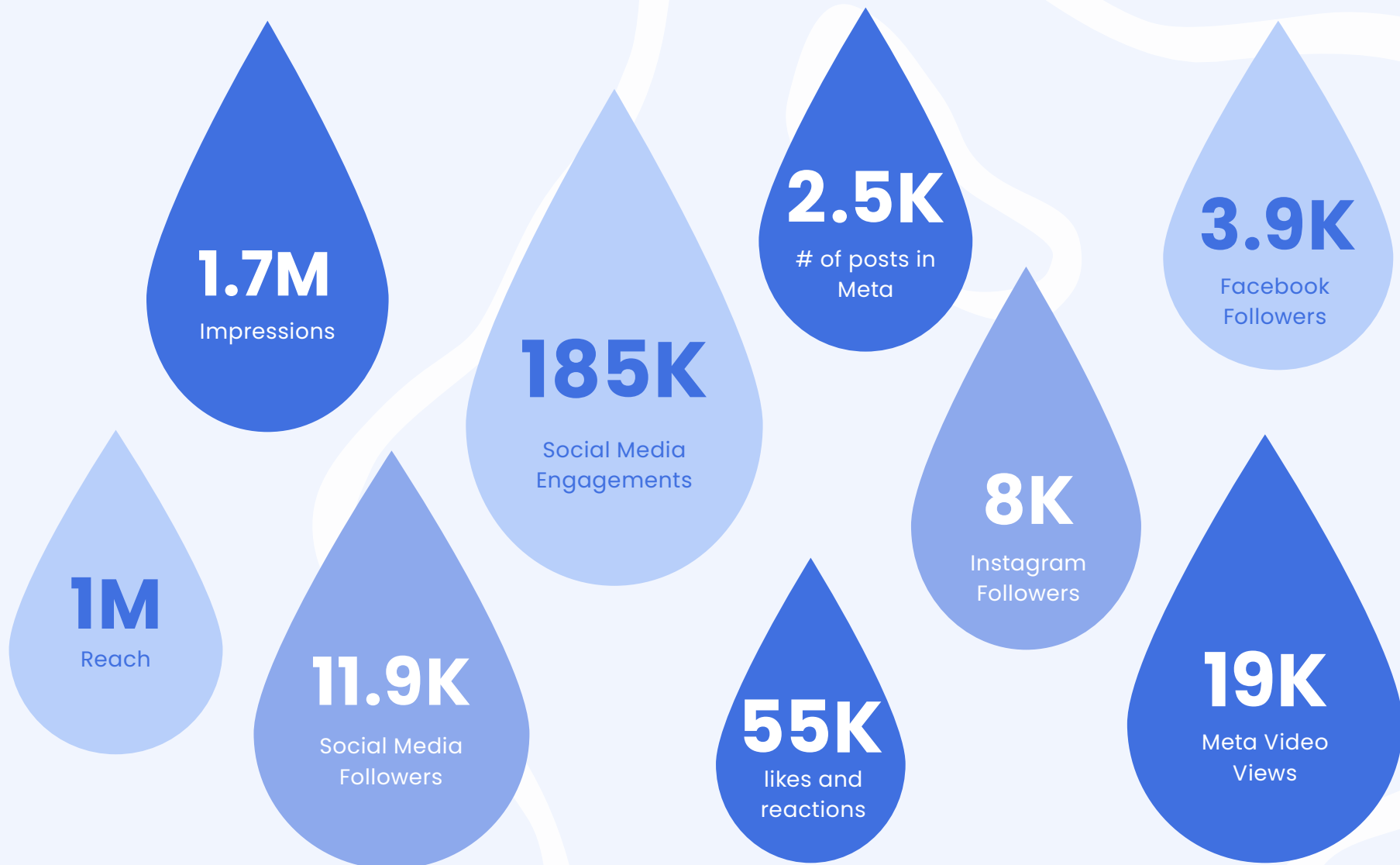
Platform: **Facebook**
Impressions: **29,351**
Reach: **21,334**
Engagements: **262**
Cost: **\$95.07**



The Oregon Coast was recently graced with a...

Platform: **Facebook**
Impressions: **29,250**
Reach: **20,824**
Engagement: **2,222**
Cost: **\$50**

All-Time Social Media Results (April 2022–June 2026)



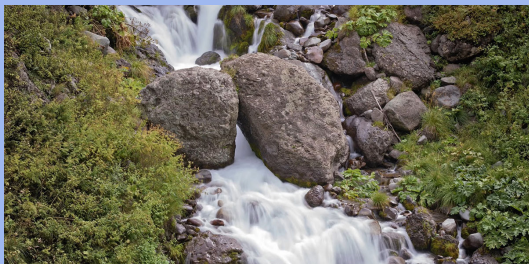
Follow the Water Video Series

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.

This year, the Follow the Water YouTube channel received 643 views, 9.3 hours of watch time, and gained two subscribers.

All-Time YouTube Results



Chapter 1: Connection

Total Views: **1,352**

Watch Time: **35 hrs**



Chapter 2: Disconnection

Total Views: **824**

Watch Time: **38.2 hrs**



Chapter 3: Reconnection

Total Views: **546**

Watch Time: **35 hrs**

Accolades

Hillsboro Film Festival, 2024

Hometown Media Award, 2024

Best Oregon Documentary Film Winner,
Oregon Documentary Film Festival 2023

Portland EcoFilm Festival 2023

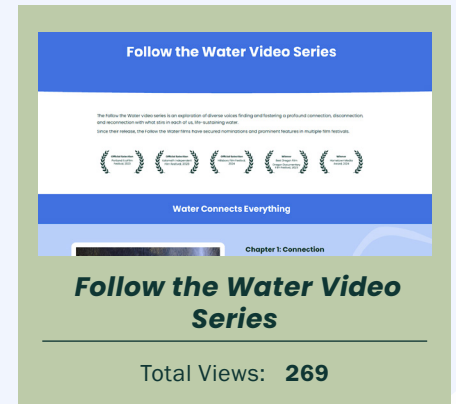
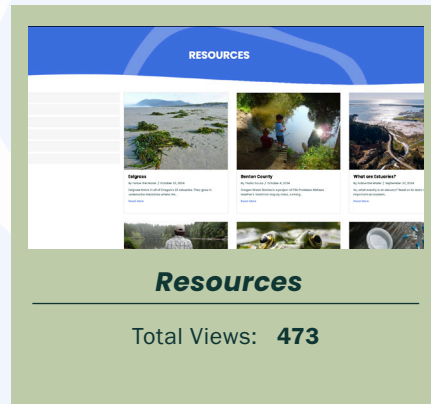
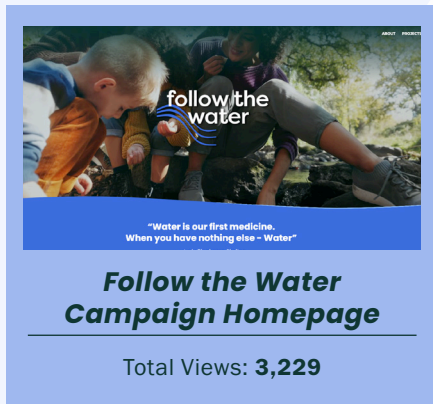
Klamath Independent Film Festival 2023

Follow the Water Website

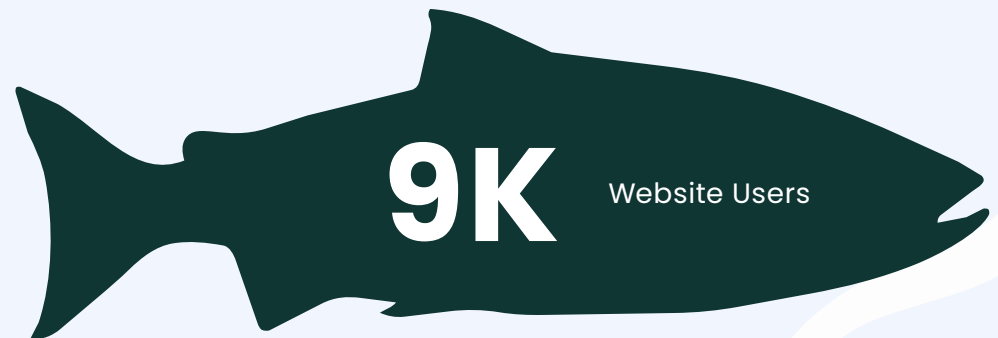
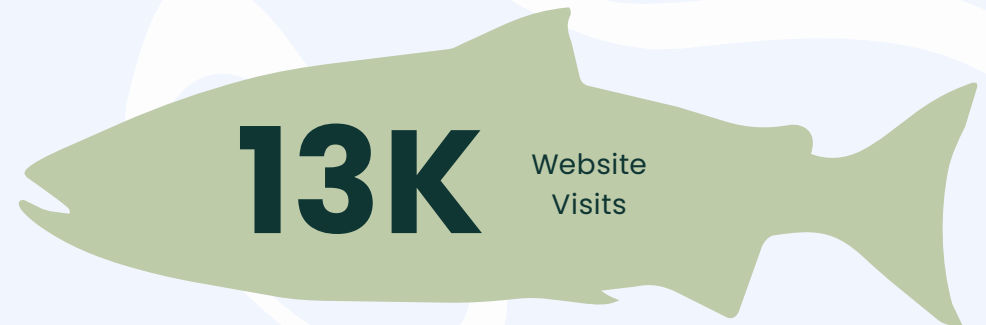
The Follow the Water website engages people on water issues in our region. It showcases our organization, water resources, a social media tool kit to share, as well as housing the lawn campaign landing pages. Co-created with our partners, the resources page highlights key topic areas: recreation, arts, 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 also led lawn 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



Follow the Water Website and YouTube Annual 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: **50.1K**

Clicks: **1K**

Conversions: **221**

Average Cost-per-Click: **\$1.63**

Google Ads Spend: **\$1,735**



Level Up Your Lawn

Level Up Your Lawn (LUYL) campaigns are active in Clark County 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: **1.5K**

YouTube Views: **1.7K**

Surveys Completed: **424**

Total Ad Spend: **\$1.7K**

Annual Campaign Results



Clark County Campaigns

Impressions: **32,458**

Cost: **\$1,062.93**

Clicks: **665**



Eugene Campaign

Impressions: **16,745**

Cost: **\$615.10**

Clicks: **375**



Oregon Campaign

Impressions: **921**

Cost: **\$56.41**

Clicks: **35**

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 a 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

All-Time Results

YouTube Views: **420K**

Watch Time: **10.5K hrs**

Subscribers: **34**



Low Maintenance

Total Views: **51,331**

Watch Time: **1,593 hrs**



Medium Maintenance

Views: **1,183**

Watch Time: **26.2 hrs**



High Maintenance

Views: **2,920**

Watch Time: **113.3 hrs**

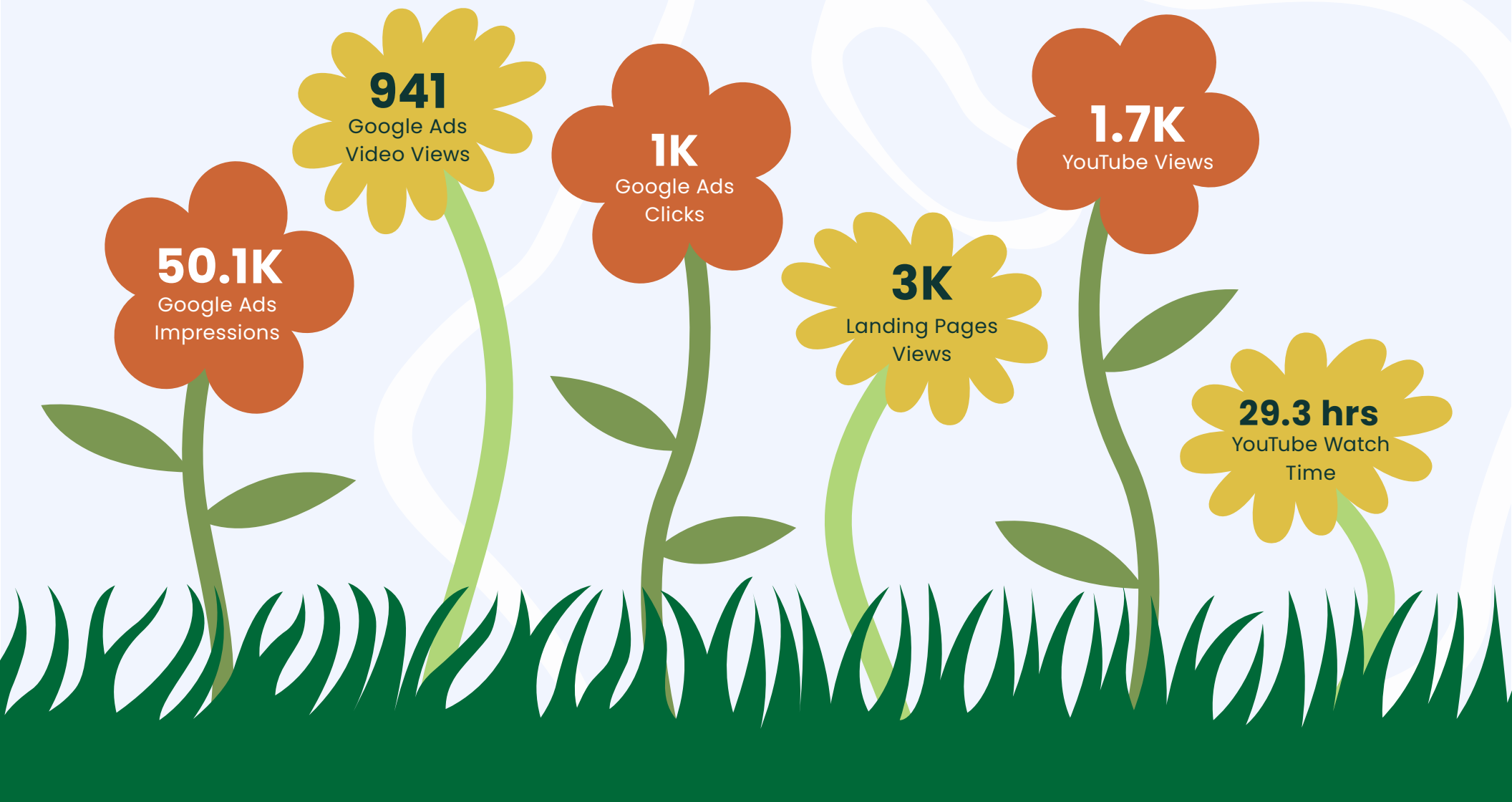


Lawn Goals

Views: **133,319**

Watch Time: **6,545.7 hrs**

Pesticide Reduction Campaign Annual 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 by *Clearing Magazine*, 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.

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 share their posts on Follow the Water's social media platforms to help promote their messages.

Selected Presentations and Media Appearances

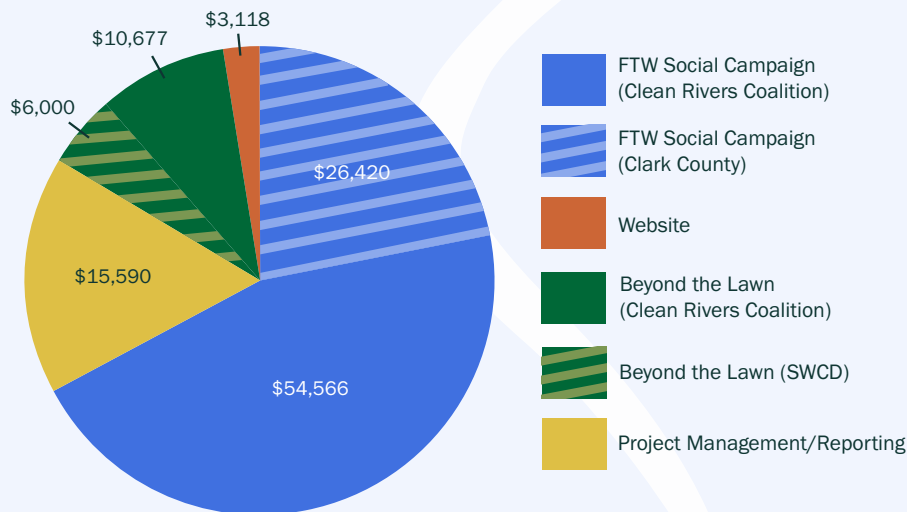
- Portland State University
Water Resource
Management Class | 2025
| Collaboration with Follow
the Water

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. 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. For the Beyond the Lawn video series, Tualatin, East Multnomah, and Clackamas Soil & Water Conservation Districts collaborated on creating videos and contributed financially to its launch.

Below, 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 2025–2026



Budget Item	Amount Spent
FTW Social Campaign	\$80,986
Clean Rivers Coalition	\$54,566
Clark County	\$26,420
Website	\$3,118
Beyond the Lawn	\$16,677
Clean Rivers Coalition	\$10,677
Soil & Water Conservation Districts	\$6,000
Project Management/Reporting	\$15,590
Total	\$116,371

What's Next for the Clean Rivers Coalition

We plan to continue our efforts in Oregon and Southwest Washington to connect people with water. We will cover water content and lawn care information using best practices from our previous four years of work, while employing new strategies.

Beyond the Lawn

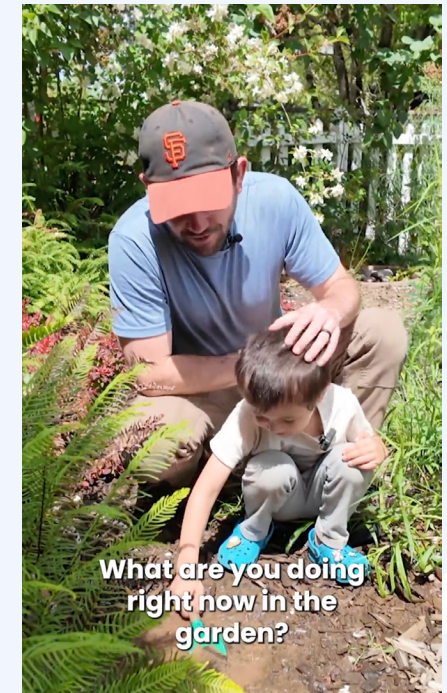
Beyond the Lawn is a video series that shows how real people have replaced their lawn and turned their outdoor spaces in thriving gardens of native plants, protecting soil and water. We launched the Beyond the Lawn video series at the very end of this fiscal year, and we're excited to film and release more videos in the next.

Pesticide Reduction Campaign

We plan to continue our community-based social marketing (CBSM) campaign and will receive \$350,000 in Congressionally Directed Spending to take our pesticide-reduction campaign from pilot program to statewide rollout.

Follow the Water Social Media

We'll continue our social media efforts building off of our four 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.



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
- Clackamas Soil & Water Conservation District*
- 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
- Lower Columbia Estuary Partnership
- 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.