

# Follow the Water

CONNECTING PEOPLE IN OREGON, SW WASHINGTON,  
COLUMBIA RIVER & COASTAL COMMUNITIES



[followthewater.info](https://followthewater.info)



# Follow the Water

Our goals for the campaign are:

*Connecting people to the river*

*Connecting people's behaviors to the river*

*Promoting behavior change*



# connect the drops



follow the  
water

[followthewater.info](https://followthewater.info)





[WhatsYourLawnStyle.org](https://WhatsYourLawnStyle.org)



# Clean Rivers Coalition

How do we  
attract birds  
to the tree?

Digital Ads

Instagram

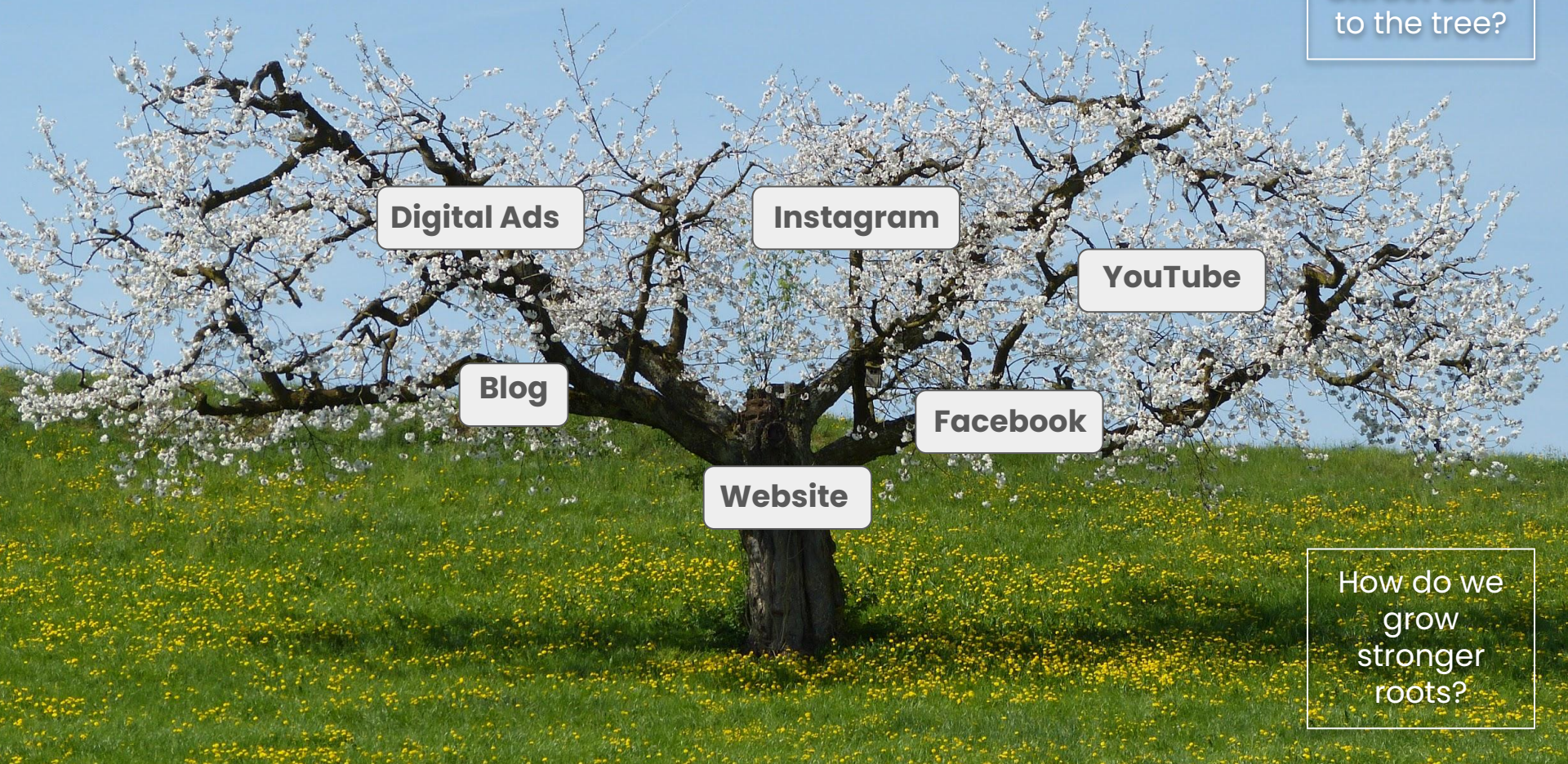
YouTube

Blog

Facebook

Website

How do we  
grow  
stronger  
roots?





# Logic Model Metrics

Join us at our next forum to help us define our implementation goals

- How do we measure success in maintaining our coalition?
- What specific goals can we reasonably expect to attain with current funding and partnerships?

# April – August 2022

## Digital Advertising Buys

Google Search Ads	\$11,000
YouTube Video Ads	\$13,000
Facebook / Instagram Ads	\$13,000
Other Digital Outlets	\$10,000

# April – August 2022

## Followers and Engagements

Facebook	175	7,000
Instagram	330	2,200
YouTube	40	39,000

## Total Impressions

1.4 million

## Video views

### Follow the Water (54 hrs)

Connection	600
Disconnection	550
Reconnection	290

### What's Your Lawn Style (140 hrs)

Low Maintenance	49,000
Medium	150
High	1,000



# Next steps

New EPA grant received - \$400,000

- Community based social marketing
  - Pilot testing pesticide reduction strategies
  - Fall 2022 - Spring 2023 in Marion, Clackamas, Lane, Multnomah
- Latinx landscape professional outreach and education
  - Pesticide exposure
  - Reduced pesticide services
- Digital Marketing

# Acknowledgements

## Thank you to all our watershed partners

### Technical expertise

CRITFC  
Doug McKenzie-Mohr  
NW Center of Alternative to Pesticides  
Metro  
Oregon Dept of Agriculture  
Oregon DEQ  
Oregon DFW  
Oregon Environmental Council  
Oregon Health Authority  
US Geological Survey  
US EPA  
Xerces Society  
OWEB

### Grant Funding

Meyer Memorial Trust  
US EPA

### Local Funding

City of Eugene  
City of Gresham  
City of Keizer  
City of Gladstone  
City of Lake Oswego  
City of Milwaukie  
City of Oregon City  
City of Portland  
City of Salem  
City of Springfield  
City of Tigard  
City of Troutdale  
City of West Linn  
City of Wilsonville  
Clackamas Water Environment Services  
Clean water Services  
Metro  
Multnomah County  
Oak Lodge Water Services  
Rogue Valley Sewer Services

### 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  
Eric Lambert, Clark County, SW WA Stormwater Partners  
Katie Meckes, East Multnomah Soil & Water Conservation District  
Brooke Mossefin, City of Springfield  
Deborah Topp, City of Salem  
Kaileigh Westermann-Lewis, City of Keizer  
Nate Woodard, WA Department of Ecology

