



Follow the Water

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



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



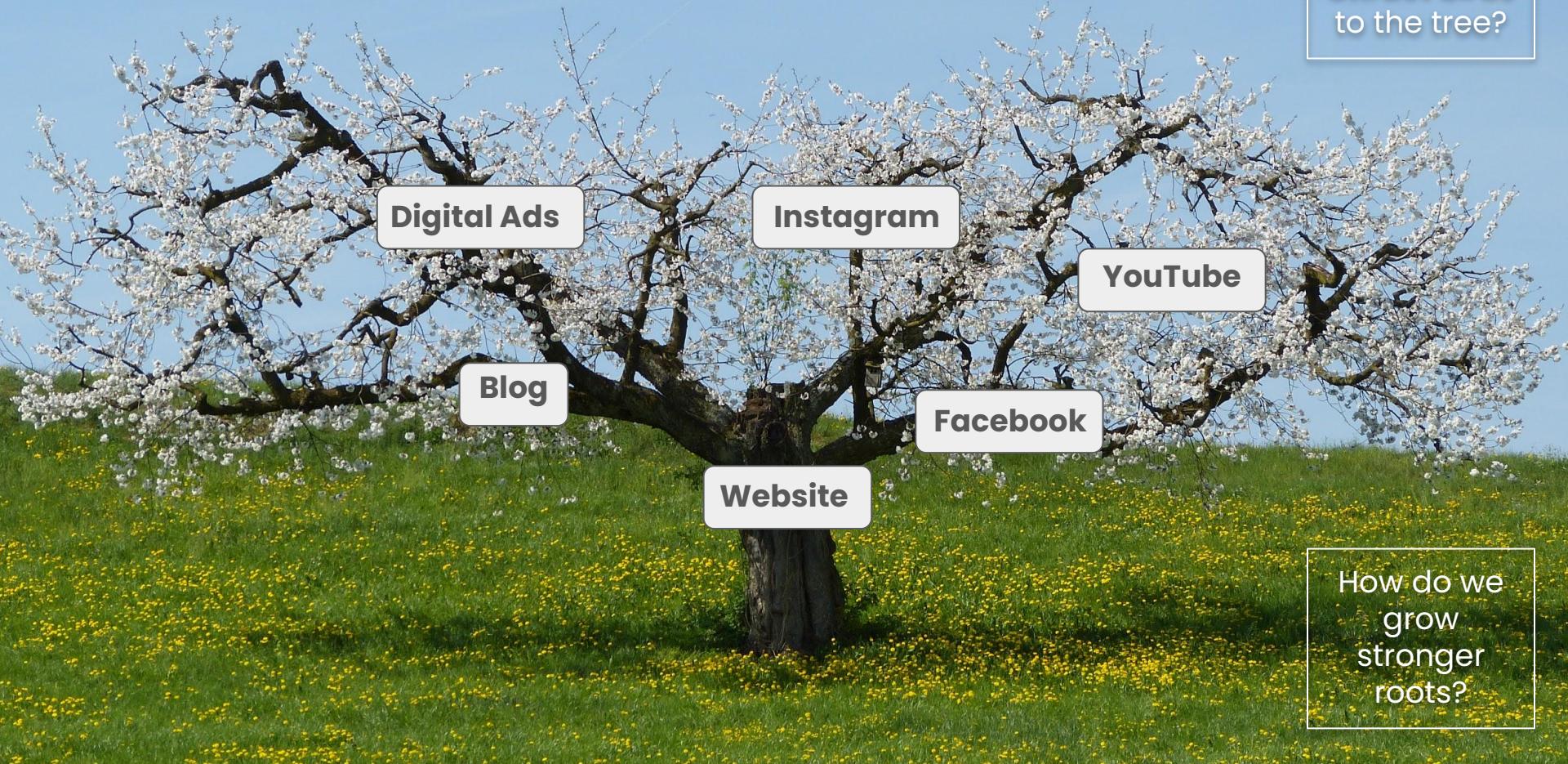
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WhatsYourLawnStyle.org



Clean Rivers Coalition



How do we
attract birds
to the tree?

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

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

Total Impressions

1.4 million

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
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