MS4 - Phase II General Permit Annual Report

RID 114298 | Submitted Date 10/30/2026

Submitter

Michael Zarosinski

mzarosinski@rvss-or.gov

5416646300

541-727-6881

Rogue Valley Sewer Services

138 West Vilas Road , Central Point, OR 97502

Certification and Signature

Permit Registrant(s)	Legally Authorized Representative	Title
Rogue Valley Sewer Services	Michael J. Zarosinski	General Manager

Phone	Email
541-664-6300	mzarosinski@rvss-or.gov

Registrant Information

Permit Registrant(s)

Name	Site ID
ROGUE VALLEY SEWER SERVICES STORMWATER, MS4	304515

Physical Location

MUNICIPAL STORMWATER AREA, PHOENIX, OR 97535 (42.2667,-122.817)

Type(s)	Special District
Registrant Type	Existing Registrant
Community Type	Large Community

EPA Permit No

ORS116270 (RVSS) / ORS126232 (Eagle Point)

DEQ Permit No

116270 (RVSS) / 126232 (Eagle Point)

Point of Contact

Benjamin L. Poaster

Rogue Valley Sewer Services

Stormwater Program Coordinator

bpoaster@rvss-or.gov

541-727-6876

Mailing Address

PO Box 1130, Central Point, OR 97502

Municipal Separate Storm Sewer System (MS4) Information

Estimate the area in square mileage served by the MS4	33.4	square miles
Estimate the population served by the MS4	50000	

MS4 Stormwater Discharge Information

	Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
1	Agate Slough	5	Yes	Yes	E. coli, harmful algal blooms
2	Anderson Creek	0	Yes	Yes	E. coli
3	Bear Creek	63	Yes	Yes	Temp (Sum), fecal coliform (YR), E. coli (YR), flow mod, habitat mod, dissolved O2 (YR), excess algal growth, aquatic Life Toxics
4					

Coleman Creek	5	Yes	Yes	Temp (Sum), fecal coliform (YR)

5	Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
	Griffin Creek	0	Yes	Yes	Fecal coliform (YR), E.coli, dissolved O2(YR)

6	Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
	Jackson Creek	0	Yes	Yes	Temp (YR), fecal coliform (YR), E. coli, dissolved O2, biocriteria, harmful algal blooms

7	Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
	Little Butte Creek	3	Yes	Yes	Temp (Sum), E coli(YR), fecal coliform(YR)

8	Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
	Payne Creek	5	Yes	Yes	Temp (Sum), fecal coliform (YR)

9	Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
	Rogue River	1	Yes	Yes	Temp (YR), fecal coliform, biocriteria, methylmercury

10

Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
Wagner Creek	15	Yes	Yes	Temp (YR), dissolved O2, pH, E. coli

11

Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
Whetstone Creek North Fork	1	Yes	Yes	E. coli, harmful algal blooms

12

Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
Swanson Creek	6	No	No	

13

Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
Whetstone Creek	6	Yes	Yes	E. coli, harmful algal blooms

14

Receiving Waterbody	# of Outfalls	Impaired waterbody 303d listed	Impaired waterbody TMDL issued	Impairments
Phoenix Canal	11	No	No	

Coordination Among Registrants and Joint Agreements

Is there a joint agreement in place for the implementation of one or more stormwater management program control measures?

Yes

If yes, has there been any change to the joint agreement(s) submitted previously?

No

Stormwater Management Program Information

Discuss the status and overall progress of establishing legal authority to control pollutant discharges into and discharges from the MS4 and to implement and enforce the conditions of this permit

Rogue Valley Sewer Services (RVSS) established legal authority to regulate pollutant discharges into and from the MS4 with the initial permit issuance in 2007. This authority is codified in the RVSS Code and is reviewed and updated regularly to ensure alignment with current MS4 permit requirements and best practices. The most recent comprehensive update occurred in March 2023.

In January of last year, the City of Eagle Point entered into an intergovernmental agreement (IGA) with RVSS, formally bringing its MS4 area under RVSS's legal jurisdiction. The IGA was submitted with last year's annual report and remains in effect. Since then, RVSS has made significant progress in bringing the Eagle Point stormwater program into compliance with MS4 permit requirements, including establishing regulatory authority, integrating program procedures, and initiating mapping and data development. RVSS will continue this progression throughout FY27 as additional components of the Eagle Point program are built out.

RVSS Code: https://www.rvss-or.gov/code

Is an updated SWMP Document attached?

No

Identify the publicly accessible website where the SWMP Document is posted?

Yes

Explanation

https://rvss.specialdistrict.org/stormwater-quality-documents-information

Does the SWMP Document include an implementation schedule for control measures that have yet to be or are partially implemented?

No

Describe the method used to gather, track, and use SWMP information to set priorities or assess compliance

RVSS maintains integrated MS Access and GIS databases to track both 1200 C/CN permitted projects and projects subject to construction and post construction stormwater requirements. These systems capture key milestones including plan review and approval dates, installation records, inspection findings, and long term maintenance histories.

The databases are queried weekly, and results are reviewed during internal coordination meetings. This routine evaluation ensures that project status, site conditions, and compliance issues are assessed in real time. Information from the SWMP tracking system is used to:

- Assess compliance with MS4 permit requirements
- Identify and prioritize sites requiring follow up, corrective action, or enforcement
- Guide resource allocation for inspections, plan reviews, and program implementation

This structured, data driven approach provides a clear and documented framework for setting priorities, maintaining compliance, and ensuring consistent implementation of the stormwater program across the MS4 service area.

Have adequate finances, staff, equipment and other support capabilities been provided to implement the permit?

Yes

During this monitoring year was compliance with the requirements of this permit evaluated?

Yes

During this monitoring year was it determined or reported that discharge from the MS4 caused or contributed to an exceedance of an applicable water quality standard?

No

Public Education and Outreach

Provide a brief summary of the ongoing public education and outreach program

RVSS implements a year-round public education and outreach program designed to increase community awareness of stormwater issues and their impact on local water quality and quality of life. Program content is regularly developed and updated to promote practices that protect, restore, and enhance water resources within the Rogue Valley.

To broaden reach and engagement, RVSS partners with the Rogue Valley Council of Governments (RVCOG) and the Clean Rivers Coalition (CRC), including participation on the CRC Steering Committee. These partnerships support classroom education, youth engagement, and community outreach through social media, coordinated messaging campaigns, and regional collaboration.

Core program elements continue to include the RVSS-developed Erosion and Sediment Control Instruction Certification Course and the Salmon Watch Program, which provide targeted education for both professionals and students. New this year, RVSS and RVCOG planned and delivered a new community event—Return of the Salmon: Family Field Day—to fill the gap left after support for a long-standing local Salmon Festival was discontinued. The event provided hands-on watershed education and strengthened community connection to local waterways.

Additionally, following the success of the pilot Level Up Your Lawn campaign, RVSS, CRC, and partner organizations are preparing to launch a statewide version of the program. This effort targets homeowners with education on reducing unnecessary "weed and feed" applications and adopting lawn care practices that protect water quality.

RVSS continues to expand and strengthen its public outreach and education program through new partnerships, updated messaging, and increased community engagement. Examples and more information is provided in Appendix A.

Were the required components in place by the implementation date?

Yes

Provide the number of education and outreach activities conducted

During this reporting year	During the permit term
77	210

Explanation

RVSS consistently exceeds established education and outreach activity goals and continues to expand both the scope and effectiveness of its program. Ongoing efforts include broadening partnerships, diversifying communication channels, and developing new initiatives to further engage the community and strengthen awareness of stormwater and water quality issues. During this reporting year, RVSS strengthened its partnerships with RVCOG and the Clean Rivers Coalition (CRC), allowing the organizations to pool resources, coordinate messaging, and deliver outreach at an even higher level. These collaborations supported expanded classroom education, new community events, and wider regional distribution of stormwater-focused public messaging. As a result, RVSS continues to increase its overall outreach capacity and reach more audiences across the Rogue Valley.

Indicate target audiences addressed during this reporting year

- [x] General public, homeowners, homeowner association, school children, and businesses
- [x] Local elected officials, land use planners and engineers
- [x] Construction site operators
- [ ] Other

Have each target audience been addressed during the permit term?

Yes

Indicate target topics addressed during this reporting year

- [x] Impacts of illicit discharges on receiving waters and how to report them
- [x] Impacts from impervious surfaces and appropriate techniques to avoid adverse impacts
- [x] BMPs for proper use, application and storage of pesticides and fertilizer
- [x] BMPs for litter and trash control
- [ ] BMPs for recycling programs
- [ ] BMPs for power washing, carpet cleaning and auto repair and maintenance
- [x] Low impact development/green infrastructure
- [ ] Information pertaining to maintenance of septic systems
- [x] Watershed awareness and how storm drains lead to local creeks and rivers, and potential impacts to fish and other wildlife
- [x] Other

Other - Explanation

Riparian area importance, water quality parameters, Salmon biology and life cycle, macroinvertebrate study, and history of water quality regulation, MS4 and ESC permitting and implementation.

Describe the types of educational messages or activities distributed and/or offered during this reporting year

General Public, Homeowners, HOAs, Schoolchildren, and Businesses
RVSS distributes monthly educational messages through utility bills, reaching approximately 13,000 mailed and 12,000 paperless customers. These messages promote local cleanup events, water quality initiatives, pollution-prevention practices, and seasonal good-housekeeping tips.

The Salmon Watch Program remains a cornerstone of school outreach, providing hands-on education about watershed health, riparian area function, water quality parameters, macroinvertebrate populations, and the life cycle of native salmon.

RVSS also participates in the Clean Rivers Coalition (CRC), a statewide consortium of MS4 permittees, Soil and Water Conservation Districts, Watershed Councils, and nonprofit organizations. Through CRC, RVSS helps fund and deliver consistent statewide messaging on clean water topics, with a strong emphasis on social media engagement and public behavior change. Additionally, RVSS supports and contributes to press releases issued through RVCOG, which highlight regional stormwater initiatives, outreach campaigns, and stewardship opportunities.

Local Elected Officials
RVSS briefs elected officials on the status of the MS4 program and discusses priorities for the upcoming year, including regulatory updates, program needs, and coordination opportunities.

Land Use Planners, Engineers, and Construction Site Operators
RVSS offers six Erosion Prevention and Sediment Control Inspector Certification Courses annually. Each 6.5-hour course covers: history and implementation of stormwater regulations, environmental impacts of stormwater runoff, fundamentals of stormwater and erosion control, NPDES permit submittal requirements, development of erosion and sediment control plans, inspector responsibilities, and common best management practices (BMPs).

Additional Information is provided in Appendix A.

Was outreach to construction site operators working within your community offered during this reporting year?

Yes

Total number during the permit term

31

Identify and describe the assessment/evaluation of, at least, one education and outreach activity that occurred during this reporting year. Include the assessment process or metric for evaluation, and why this activity was considered successful

RVSS evaluates the Erosion Prevention and Sediment Control Inspector Certification Course each year because it serves as a key outreach activity and an important permit compliance tool for communicating expectations to contractors. The course is designed for construction site operators, engineers, and municipal staff, and includes classroom instruction, a field-based practical skills demonstration, and a certification exam with a required passing score of 80 percent. In FY26, RVSS completed a comprehensive evaluation of the course to ensure alignment with the updated 2025 1200-C permit requirements.

The course includes a pre-test to establish baseline knowledge, classroom instruction covering regulatory background and BMP requirements, a practical field component where participants install BMPs, a post-test to measure knowledge gained, and participant feedback on course content and delivery. These interactions directly inform revisions to course content and delivery.

RVSS considers this activity successful because evaluation metrics consistently show measurable knowledge improvement between pre- and post-tests, successful field demonstrations of BMP installation, high certification achievement rates, and positive participant feedback. Follow-up observations at active construction sites—and the willingness of contractors to request ESC assistance—also indicate improved compliance and stronger trust with our customers.

Will the assessment be used to inform future stormwater education and outreach efforts?

Yes

Explanation

The assessment process is used to continually improve stormwater education and outreach. Student feedback and test-response trends identify content that needs clarification, and the instructor updates course materials and delivery accordingly.

Public involvement and participation

Provide a brief summary of the overall progress towards implementation of this control measure

RVSS continues to implement this control measure through active regional collaboration, public engagement, and stewardship initiatives. As a founding member of the Stormwater Advisory Team (SWAT), RVSS participates in quarterly meetings to guide development and implementation of the Rogue Valley Stormwater Management Plan and Design Manual. In FY26, RVSS worked with co-implementers, partners, and the public to review and propose updates to the regional Design Manual.

RVSS participates in multiple collaborative programs, including serving as a leading member of RVCOG's Stream Smart initiative, co-managing the Salmon Watch Program, and participating in ACWA, the Pesticide Stewardship Partnership, the 6PPD-q Working Group, Medford Water Commission's source control spill response efforts, and partnering with Bear Creek Stewards for cleanup events. RVSS also serves on the Clean Rivers Coalition Steering Committee, supporting the statewide Follow the Water campaign. Through CRC, groundwork was completed in FY26 for a statewide Level Up Your Lawn campaign launching in FY27, aimed at reducing weed-and-feed use and promoting water-friendly lawn care practices. Grant funding for this effort has been awarded for FY27.

Collectively, these efforts demonstrate continued progress in regional coordination, public education,

and stewardship, and reinforce RVSS's role as a leader in stormwater management implementation. Additional information is provided in Appendix A.

Were the required components in place by the implementation date?

Yes

Is the SWMP Document posted on a publicly accessible website?

Yes

Web Address

https://rvss.specialdistrict.org/stormwater-quality-documents-information

Was the publicly accessible website updated during this reporting year?

Yes

Does the publicly accessible website include illicit discharge complaint/reporting information or procedures?

Yes

Does the publicly accessible website include draft documents issued for public comment, final reports, plans and other official SWMP policy documents?

Yes

Does the publicly accessible website include links to all ordinances, policies and/or guidance documents related to the construction and post-construction stormwater management control programs, including education, training, licensing, and permitting?

Yes

Does the publicly accessible website include contact information for relevant staff, including phone numbers, mailing addresses and email addresses?

Yes

During this reporting year, was a stewardship opportunity created or partnered with another entity?

Yes

Explanation

RVSS maintains a publicly accessible website with SWMP information, complaint reporting, draft and final documents, guidance materials, and staff contacts. RVSS partners with Bear Creek Stewards to run annual cleanup events, which engaged 354 community members across the region in hands-on watershed stewardship in FY26. RVSS continues working with the City of Eagle Point and RVCOG to develop a new school-focused stewardship program, expanding public involvement beyond Bear Creek jurisdictions.

Illicit Discharge Detection and Elimination

Provide a brief summary of the overall progress towards implementation of this control measure

Since 2007, RVSS has conducted dry-weather screening of stormwater outfalls following the protocols outlined in the Center for Watershed Protection's 2004 IDDE Manual. Program data and inspection histories maintained in MS Access have been integrated into ESRI Stormwater Foundations. The transition included verification and updates to data entry processes. Once the final stages of the migration are complete, a single, accessible platform for input and review of site data, inspection records, sampling results, and photos will be available to staff both in the office and in the field.

For local reporting and response, RVSS and its co-implementors maintain publicly available contact information and procedures on the RVSS website. All complaints and IDDE reports are investigated promptly, with staff typically responding within hours. These efforts demonstrate that RVSS maintains a fully implemented IDDE program and continues to refine processes to improve efficiency and responsiveness.

Were the required components in place by the implementation date?

Yes

Is the MS4 map(s) current?

Yes

Describe the MS4 map(s) format(s)

The RVSS MS4 map is current based on all known information. The system is maintained in GIS format, and RVSS is actively working toward migration into ESRI Stormwater Foundations to improve functionality and integration. Eagle Point is in the process of mapping its entire MS4 as required by the IGA signed in January 2025. Once complete, this information will be added to the RVSS GIS mapping system.

Is the MS4 map(s) included as attachment?

No

Or are the digital shapefiles available for electronic submittal?

Yes

Explanation

In addition to an internal-use map, RVSS provides a digital stormwater map on its public website, ensuring transparency and accessibility for the community and stakeholders. The public map is available at https://rvss.specialdistrict.org/maps-gis

Is the digital inventory of all known outfalls, with the associated receiving waterbody current?

Yes

Indicate if the following features are included on your MS4 map

- [x] Location of all known outfalls
- [x] Stormwater collection and conveyance system
- [x] Stormwater structural controls
- [ ] Location of known chronic discharges

Explanation

RVSS is in the final stages of the migration to a unified GIS platform, RVSS is refining the dataset by verifying and correcting information throughout the system. Outfalls with year-round discharge and those associated with 1200-Z coverage will be incorporated into the new mapping solution. At present, there are no known chronic illicit discharges within the RVSS MS4 jurisdiction. For the City of Eagle Point, RH2 Engineering was selected to develop the City's Stormwater Master Plan (SWMP), and work has begun. The project is scheduled for completion in 2027. As part of the SWMP development, Eagle Point's MS4 map will be created in two phases: Phase 1 includes major system infrastructure mapping, which has been delayed but is currently in progress, and Phase 2 will complete the full MS4 map, still planned for late FY27.

Have non-stormwater discharges into the MS4 been prohibited through enforcement of an ordinance or other regulatory mechanism?

Yes

Explanation

Non-stormwater discharges into the MS4 are prohibited through enforcement of the RVSS Code, which establishes the legal authority to regulate and control discharges. The Code identifies prohibited discharges, outlines enforcement procedures, and provides the regulatory basis for addressing illicit connections and unauthorized flows discharges. The RVSS Code is publicly available at https://rvss.specialdistrict.org/code.

Indicate which of the following have an ordinance or other regulatory mechanism to prohibit discharge to the MS4

- [x] Septic, sewage, and dumping or disposal of liquids or materials other than stormwater into the MS4
- [x] Discharges of washwater resulting from the hosing or cleaning of gas stations, auto repair garages, or other types of automotive services facilities
- [x] Discharges resulting from the cleaning, repair, or maintenance of any type of equipment, machinery, or facility, including motor vehicles, cement-related equipment, and port-a-potty servicing, etc.
- [x] Discharges of washwater from mobile operations, such as mobile automobile or truck washing, steam cleaning, power washing, and carpet cleaning, etc.
- [x] Discharges of washwater from the cleaning or hosing of impervious surfaces in municipal, industrial, commercial, or residential areas (including parking lots, streets, sidewalks, driveways, patios, plazas, work yards and outdoor eating or drinking areas, etc.) where detergents are used and spills or leaks of toxic or hazardous materials have occurred (unless all spilled material has been removed)
- [x] Discharges of runoff from material storage areas, which contain chemicals, fuels, grease, oil, or other hazardous materials from material storage areas
- [x] Discharges of pool or fountain water containing chlorine, biocides, or other chemicals; discharges of pool or fountain filter backwash water
- [x] Discharges of sediment, unhardened concrete, pet waste, vegetation clippings, or other landscape or construction related wastes
- [x] Discharges of trash, paints, stains, resins, or other household hazardous wastes
- [x] Discharges of food-related wastes (grease, restaurant kitchen mat and trash bin washwater, etc.)

All categories are covered. In response to the requirements of the modified MS4 permit issued in March 2021, RVSS adopted Ordinance 22-01, which repealed and replaced Title 4 of the RVSS Code addressing Stormwater Management. The revised Title 4 explicitly prohibits all discharges to the MS4 other than stormwater and those identified as allowable non-stormwater discharges in the MS4 permit, thereby providing comprehensive legal authority across all categories.

Is the written escalating enforcement and response procedure included as an attachment?

No

Indicate which of the following are included in the complaints or reports tracking documentation

- [x] Phone number(s)
- [x] Webpage(s)
- [ ] Other communication channels

Explanation

The written escalating enforcement and response procedures are not included as an attachment with this report. These procedures were previously submitted with the FY21 Annual Report and remain available upon request.

Provide the number of complaints received during this reporting year

20

On average, how many days did it take to respond to complaints? Schedule A.3.c.v.B In working days

0

Provide the number of complaints that included notification of the Oregon Emergency Response System during this reporting year

1

Provide the number of complaints where staff performed an investigation during this reporting year

18

On average, how long did it take to conduct an initial investigation

1

Provide the number of illicit discharges discovered and eliminated during this reporting year

7

On average, how long did it take to eliminate an illicit discharge

3

Provide the number times escalating enforcement procedure was used to eliminate illicit discharge during this reporting year

3

Do any of the illicit discharges involve the repair or replacement of the wastewater and/or storm sewer conveyance systems?

Yes

Explanation

In one case, Rogue Valley Precast was releasing concrete sludge and wastewater through their stormwater treatment system. The entire piping network required flushing and cleaning, and the CDS unit was found to be non-functional. The facility was required to design and install a new system, obtain coverage under the 1200-Z permit, and reroute stormwater drainage to prevent future discharges. In a second case, a CRR concrete truck driver received a Code Violation at two separate locations on consecutive days for washing out his concrete truck into the storm drain. In both instances, the affected portions of the system were flushed and cleaned to remove residual concrete material.

Provide the number of illicit discharges that were referred to another entity during this reporting year

3

On average, how long did it take to notify the entity(s)

0

Explanation

In all three cases, agencies were notified the same day as the investigation, once it became clear that the issue fell under another jurisdiction.

Indicate which of the following are included in the complaints or reports tracking documentation

- ☑ Date the complaint was received and, if available, the complainant's name and contact information
- ☑ Name of staff responding to the complaint ☑ Date the investigation was initiated
- ☑ The outcome of the staff investigation ☑ Corrective action(s) taken to eliminate the illicit discharge
- ☑ The responsible party for the corrective action(s)
- ☑ The status of enforcement procedure(s), when necessary
- ☑ The date the corrective action(s) was completed and staff who evaluated final compliance

Explanation

All of the above elements are included in RVSS's tracking documentation to ensure thorough documentation, accountability, and compliance with MS4 permit requirements.

Provide percentage of outfalls inspected

12

Known outfalls screened this reporting year

16

Known outfalls screened during the permit term

365

Explanation

The total number of known outfalls screened during the permit term includes repeat inspections of outfalls damaged during the 2020 Almeda Fire, those with normal dry-season discharge requiring additional monitoring, outfalls with chronic issues that necessitate more frequent checks, and outfalls located near other scheduled work that were screened opportunistically to maximize efficiency and ensure comprehensive coverage. A limited number of outfalls were inspected this year due to priority being assigned to the Wagner Creek IDDE investigation and monitoring. Monitoring data for this effort is provided in Appendix B.

Provide percentage of outfalls inspected as part of field screening of priority location

0

Priority location outfalls screened this reporting year

0

Priority location outfalls screened during the permit term

120

Explanation

During the permit term, 120 priority-location outfalls were screened, though none were screened during this reporting year. No outfalls were designated as priority prior to September 2020; however, following the Almeda Fire, 75 outfalls within the burn zone were identified as priority locations, and several were inspected multiple times to ensure system integrity and protect water quality. As post-fire recovery actions concluded and conditions stabilized, RVSS transitioned back to its regular dry-weather outfall monitoring procedures. Looking ahead, new priority locations will be established as RVSS refines and updates outfall data through ongoing GIS data migration efforts. RVSS anticipates completing this analysis in FY27, which will support more accurate prioritization and improved long-term monitoring.

Indicate which of the following dry-weather field screening activities have been performed in the last year

- ☑ General observation
- ☑ Field Screening and Analysis
- ☑ Pollutant Parameter Action Levels
- ☑ Laboratory Analysis

Explanation

All dry-weather field screening activities were performed as part of RVSS's regular IDDE program.

If flow is observed and the source is unknown, provide a brief description of the field investigation and analysis process

During the dry-weather season, RVSS collects water samples at all inspected stormwater outfalls with sufficient flow and analyzes them for E. coli and in-situ water quality parameters. If results exceed the pollutant parameter action levels established in the SWMP, staff conduct a follow-up investigation to determine the source of the flow. Most observed dry-weather flows originate from groundwater, irrigation runoff, or industrial discharges authorized under the 1200-Z permit.

Field investigations typically include conveyance tracking—both electronically and on-site—to trace the flow upstream. Additional water testing is conducted along the conveyance if deemed necessary to identify and address potential sources of illicit discharge and confirm whether the flow is natural, permitted, or requires corrective action.

Have pollutant parameter action levels been established and are they included as an attachment?

Yes

Are all persons responsible for investigating and eliminating illicit discharges and illicit connections into the MS4 appropriately trained to conduct such activities?

Yes

Explanation

Pollutant parameter action levels have been established and were previously submitted with the FY21 Annual Report. They are not included as an attachment to this report but remain available upon request. All persons responsible for investigating and eliminating illicit discharges and illicit connections into the MS4 are appropriately trained prior to conducting such work, ensuring they are qualified to carry out investigations and corrective actions in accordance with permit requirements and the IDDE program.

Are all new staff working to implement the IDDE program trained within 30 days of their assignment to this program?

Yes

Explanation

All new staff assigned to implement the IDDE program are trained within 30 days of their assignment. This ensures that personnel are fully prepared to conduct investigations, respond to complaints, and carry out enforcement activities in compliance with MS4 permit requirements. Training covers program procedures, field investigation techniques, documentation standards, and enforcement protocols, providing staff with the knowledge and skills necessary to effectively support the IDDE program.

Construction Site Runoff Control

Provide a brief summary of the overall progress towards implementation of this control measure

RVSS has maintained a robust Construction Site Runoff Control Program since issuance of the initial Phase II permit in 2007. As a 1200-C Agent and 1200-CN QLP, RVSS conducts in house reviews of Erosion and Sediment Control Plans (ESCPs) for 1200-C and 1200-CN sites, as well as reviews and issuance of Medium Site Storm Drain Protection Permits (SDPP-M) for projects disturbing between 7,000 square feet and one acre. All permitted sites are inspected regularly to ensure compliance.

RVSS also continues to provide the long standing Designated Erosion and Sediment Control Inspector Course, offered for more than a decade due to strong regional demand and used to train contractors, engineers, and public works staff on proper erosion prevention and sediment control practices. In FY26, RVSS reviewed and updated course and inspection materials and requirements based on the newly issued 1200-C permit.

Were the required components in place by the implementation date?

Yes

Do ordinances or other regulatory mechanisms require erosion controls, sediment controls, and waste materials management controls to be used and maintained at all qualifying construction projects?

Yes

Explanation

Ordinances and regulatory mechanisms adopted by RVSS require that erosion controls, sediment controls, and waste materials management controls be implemented and maintained at all qualifying construction projects. These requirements are codified in Title 4 of the RVSS Code (Stormwater Management).

Indicate the minimum land disturbance where construction site operators are required to complete and implement an Erosion and Sediment Control Plan (ESCP) for construction project sites

7000 ft2

For construction projects that disturb one or more acres (or that disturb less than one acre, if it is part of a "common plan of development or sale" disturbing one or more acres), provide a brief description how these projects are referred to DEQ or the appropriate DEQ agent, to obtain a NPDES Construction Stormwater General Permit

Construction projects that disturb one or more acres—or are part of a common plan of development disturbing one or more acres—are referred to RVSS by co-implementer planning departments during the plan review phase. Sewer and stormwater construction plans are reviewed for compliance with RVSS and other applicable standards. Once plans meet requirements and all submittals are complete, RVSS issues a Plan Approval letter to the project engineer along with a Project Agreement that defines the responsibilities of both RVSS and the developer. The agreement must be signed by the developer prior to construction.

A permit is issued and construction may begin once the following conditions are met: the project agreement is signed, associated fees are paid, a digital copy of the signed plans is received by RVSS, and a pre-construction meeting with the RVSS inspector has been completed. As a 1200-C Agent and 1200-CN QLP, RVSS refers only those projects that disturb more than five acres to DEQ following the review and prior to issuance of the Permit Letter.

Provide the written specifications that address the proper installation and maintenance of such controls during all phases of construction activity as an attachment?

No

Provide the Erosion and Sediment Control Plan template as an attachment?

No

Indicate which of the following are required for qualifying construction projects

- ☑ Site operator required to complete a ESCP template prior to beginning construction/land disturbance
- ☑ Site operator required to keep the ESCP on site
- ☑ Site operator required maintain and update the ESCP as site conditions change, or as needed
- ☑ Site operator required to provide the ESCP to the permit registrant, DEQ, or another administrating entity

Explanation

All of the above requirements apply to qualifying construction projects to ensure proper erosion prevention, sediment control, and compliance with MS4 permit conditions.

ESCP templates from construction projects that will result in land disturbance of one or more acres (or that disturb less than one acre, if it is part of a "common plan of development or sale" disturbing one or more acres) are reviewed using a checklist or similar document to determine compliance?

Yes

Provide the ESCP review template as an attachment?

No

Indicate the minimum land disturbance where you require the ESCP to be reviewed, if different than one acre

7000 **ft2**

Explanation

For 1200-C and 1200-CN projects, RVSS uses the DEQ-provided template (Appendix C of the new 1200-C permit) to ensure all required elements are addressed in the Erosion and Sediment Control Plan (ESCP).

All construction projects [that will result in land disturbance of one or more acres (or that disturb less than one acre, if it is part of a "common plan of development or sale" disturbing one or more acres)] are expected or scheduled to be inspected at least once per permit term.

Number of inspections completed to comply with this requirement during the permit term

946

Indicate the number of inspections completed to comply with this requirement during this reporting year

117

Explanation

All SDPP-M, 1200-CN, and 1200-C sites are required to hold a pre-construction meeting with RVSS erosion and sediment control (ESC) inspectors prior to construction to ensure BMPs are properly installed. Each site also undergoes an on-site termination inspection and is inspected at least once during the active construction phase. In addition, RVSS conducts drive-by inspections approximately every three months, and inspectors are on the road daily monitoring for significant issues and verifying compliance with ESC requirements.

Are construction projects with visible sediment in stormwater/dewatering discharge or when a complaint is received inspected?

Yes

Indicate number of projects that were inspected based on this inspection trigger

9

Explanation

If turbid water or evidence that sediment has left a site is observed during inspection, the site is issued a Code Violation warning or a Stop Work order. All complaints are taken seriously and investigated the same day whenever possible. Any violations identified are assigned timelines for corrective action to ensure compliance and protection of water quality under ESC requirements.

Indicate the total number of construction projects that were inspected this monitoring year

158

Indicate the total number of construction projects that were inspected during the permit term

1092

Indicate which of the following are documented during an inspection

- ☑ That the ESCP is reviewed to determine if the described
- ☑ Control measures were installed, implemented, and maintained appropriately
- ☑ Assessment of the site's compliance with the ordinances or requirements
- ☑ Visual observation of any existing or potential non-stormwater discharges, illicit connections, and/or discharge of pollutants from the site
- ☑ Recommendations to the construction site operator for follow-up
- ☑ Education or instruction provided to the site operator related to stormwater pollution prevention practices

Explanation

All of the above elements are included as part of RVSS's standard inspection documentation process to ensure compliance with the MS4, 1200-C Agent, and 1200-CN QLP programs.

If available, provide a copy of the written or electronic inspection report form?

Yes

Explanation

RVSS's inspection form was updated during this reporting year to reflect the revised requirements in the new 1200-C permit and is included as Appendix C.

Provide the written escalating enforcement and response procedure as an attachment?

No

Was the escalating enforcement procedure used to achieve compliance at any construction projects?

Yes

Indicate number of times during this reporting year

3

Indicate number of times during the permit term

10

Explanation

The escalating enforcement and response procedures were previously submitted with the FY21 Annual Report and remain available upon request. During this reporting period, three projects required escalating enforcement. Summary of Enforcement Cases: 1) CRR Concrete Truck – Willful Illicit Discharge: A CRR concrete truck driver ignored the designated concrete washout area and discharged concrete waste onto the ground and roadway, allowing it to enter the storm drain. This constituted an illicit discharge and a willful violation, as the same driver had been warned the previous day for identical behavior at another site. Because enforcement cannot be issued directly to the driver, a Non-Compliance Notice was issued to the site to correct the violation. 2) Eagles Market Driveway – Unpermitted Fill, Grading, and Stream Alteration: A construction site conducted grading and fill activities without required permits, disturbing an area well above the regulatory threshold. Work continued without authorization, including placement of imported fill and later piping a tributary without City approval. RVSS issued a Stop Work Order followed by a Notice of Non-Compliance and coordinated with DSL, ODF&W, Jackson County, and Eagle Point due to the unpermitted alteration of a regulated waterway. The developer subsequently initiated the required permitting process. 3) Northridge Terrace Residences – Multiple ESC Violations: The site lacked perimeter protection and had concrete washout entering the gutter. After an initial warning, reinspection revealed multiple unresolved erosion and sediment control violations. RVSS contacted the excavation contractor to reach the site supervisor and advised that failure to correct the issues would result in a Stop Work Order. The supervisor responded promptly, and all violations were resolved upon reinspection.

Were all persons responsible for ESCP reviews, site inspections, and enforcement appropriately trained to conduct such activities?

Yes

Explanation

All personnel responsible for ESCP reviews, site inspections, and enforcement are trained prior to conducting work to ensure they are qualified and consistent in applying permit requirements. RVSS also collaborates with planning departments and MS4 representatives from co-implementers to maintain alignment across jurisdictions and ensure correct implementation of procedures. Many of these staff attend the RVSS Erosion and Sediment Control Inspector Course as part of their training.

Were all new staff working to implement the construction site runoff control program appropriately trained within 30 days of their assignment to this program?

Yes

Post-Construction Site Runoff for New Development and Redevelopment

Provide a brief summary of the overall progress towards implementation of this control measure

RVSS first implemented the Rogue Valley Stormwater Quality Design Manual (Design Manual) in 2006 to meet MS4 permit requirements, and it has since been adopted by most MS4 jurisdictions in the Rogue Valley. Jurisdictions that formally adopt the Design Manual become voting members of the Stormwater Advisory Team (SWAT), which oversees its development and implementation.

A revised Design Manual was adopted to meet the requirements of the most recent MS4 permit and is posted on the RVSS website. SWAT continues to address issues and updates at quarterly meetings and provides an updated version annually to ensure the manual remains current and effective.

RVSS reviews and approves stormwater management plans and conducts installation and maintenance inspections of both private and public stormwater management facilities to verify they are properly maintained and functioning as designed.

RVSS Design Manual URL: https://rvss.specialdistrict.org/rogue-valley-stormwater-quality-design-manual

Were the required components in place by the implementation date?

Yes

For projects creating or replacing impervious area, indicate the area (or threshold) where the site is required to implement the post-construction site runoff program requirements

In square feet 5000 ft2

Explanation

For projects that create or replace impervious area, the revised Rogue Valley Stormwater Quality Design Manual establishes thresholds that trigger post-construction site runoff requirements. Sites located within city limits must comply when creating or replacing 5,000 square feet or more of impervious area. Sites located within RVSS's MS4 but outside of city limits must comply when creating or replacing 10,890 square feet or more. The area commonly referred to as White City, which includes residential and industrial areas north of Medford but is not an incorporated city, follows the 10,890-square-foot threshold. Once the new MS4 permit is issued, RVSS plans to lower the threshold for areas within RVSS's MS4 but outside of city limits to 5,000 square feet.

Indicate which of the following are required for qualifying construction projects

- [x] The use of stormwater controls
- [x] A site-specific stormwater management approach that targets natural surface or predevelopment hydrological function through the installation and long-term operation and maintenance of stormwater controls
- [x] Long-term Operations and Maintenance of stormwater controls at project sites that are under the ownership of a private entity

Explanation

All of the above requirements are included as part of RVSS's post-construction stormwater management program to ensure ongoing effectiveness and compliance.

Were ordinance(s), code(s) and development standards reviewed to identify, minimize or eliminate barriers that inhibit design and implementation techniques intended to minimize impervious surfaces and reduce stormwater runoff?

Yes

If barriers were identified or if necessary, provide an explanation

Ordinances, codes, and development standards are regularly reviewed to identify, minimize, or eliminate barriers that may inhibit design and implementation techniques intended to reduce impervious surfaces and stormwater runoff. RVSS remains open to comments and discussion from the public and from the design, planning, and engineering communities regarding unclear requirements or potential barriers in the code or Design Manual. Updates and revisions are continually suggested and evaluated at quarterly

Stormwater Advisory Team (SWAT) meetings, ensuring that this requirement is consistently met and that the Design Manual remains responsive to regulatory needs and stakeholder input.

Provide an explanation of the timeline for removal of barriers or if removal is outside your authority

No specific barriers that inhibit design and implementation techniques are currently identified for removal. RVSS continues to advocate for regional stormwater facilities to improve and streamline water quality and quantity management across the Rogue Valley. Regional facilities ensure long-term effectiveness, support consistent MS4 compliance, and reduce barriers and inefficiencies for developers.

Indicate which of the following technical standards are used to determine the retention requirement

- [ ] Volume-based method
- [x] Storm event percentile-based method
- [ ] Annual average runoff-based method

Explanation

The revised Rogue Valley Stormwater Quality Design Manual defines the Retention Storm as 0.46 inches in 24 hours, which corresponds to the 80th percentile storm event.

For projects that are unable to meet the retention requirement, is the remainder of the rainfall/runoff treated prior to discharge with a structural stormwater control?

Yes

Was the stormwater structural control designed to remove, at minimum, 80 percent of the total suspended solids?

Yes

Are the allowable structural stormwater controls and specifications available for review?

Yes

Indicate if they are attached or the location where they can be viewed

- [ ] Attached

Location

https://rvss.specialdistrict.org/rogue-valley-stormwater-quality-design-manual

Have alternatives for projects complying with the retention requirement been approved?

Yes

If yes, are the written technical justifications evaluated?

Yes

Provide a brief description of the factors of technical infeasibility or site constraints that prevented the on-site management of the runoff amount stipulated in the stormwater retention requirement or a portion thereof

Technical infeasibility criteria are established for conditions such as shallow depth to seasonal high groundwater or bedrock, steep slopes, proximity to drinking water wells, jurisdictional planning requirements, projects that would require the purchase of right-of-way for a retention facility, measured infiltration rates below 1.5 inches per hour, contaminated soils, and other site-specific limitations such as SLOPES requirements. Within RVSS's MS4, it is common for projects to meet infeasibility criteria due to either seasonal high groundwater or low measured infiltration rates. Several permitted sites each year fall into these categories, preventing full on-site retention of the stormwater volume required by the Design Manual.

Before the allowance of alternative compliance, were mitigation options established?

No

If applicable, indicate which of the following mitigation options have been used and provide a narrative description of the implementation of the mitigation option

- [x] Off-Site Mitigation
- [ ] Groundwater Replenishment Projects

Explanation

Not Applicable, but an answer is required here for form completion. Neither off-site mitigation nor groundwater replenishment projects were used during this reporting year.

Was a procedure developed for the review and approval of structural stormwater control plans for new development and redevelopment projects?

Yes

Explanation

A procedure has been developed for the review and approval of structural stormwater control plans for new development and redevelopment projects. This process is incorporated into the existing Erosion and Sediment Control (ESC) permitting review, ensuring that stormwater controls are evaluated and approved as part of the overall project permitting process.

Indicate the minimum land disturbance or creation of new impervious area where plans are required to be reviewed

5000ft2

Are all sites that use alternative compliance to meet the retention requirement reviewed?

Yes

Explanation

For all projects claiming retention infeasibility, justifications are evaluated, and projects are still required to treat all runoff generated by the Treatment Storm from new and redeveloped impervious surfaces, with Green Infrastructure prioritized as the treatment mechanism. RVSS does not have standardized mitigation options; if neither retention nor treatment is technically feasible for a project site, designers may propose alternative approaches to the local jurisdiction to satisfy retention and treatment standards, which are reviewed and approved on a case-by-case basis. No projects in FY26 required the use of a mitigation option.

Indicate if an inventory and implementation strategy is used to ensure that all stormwater controls are operated and maintained to meet the site performance standard in Schedule A.3.e.iv of the permit?

Yes

Explanation

An Operation and Maintenance (O&M) Manual is required for every project approved through the RVSS post-construction stormwater management review process. Each manual includes facility details, maintenance requirements, standard inspection guidelines, recording templates, contact information, and a Declaration of Covenants recorded on the parent tax lot. RVSS conducts installation and acceptance inspections to verify that stormwater facilities are constructed according to approved plans, after which they are entered into the RVSS geodatabase. All privately owned and operated facilities in the database are inspected at least once every five years to ensure long-term operation and maintenance, while RVSS-maintained facilities are inspected annually.

Indicate which of the following strategies have been developed to ensure that all stormwater controls are operated and maintained to meet the site performance standard

- [x] Legal authority to inspect and require effective operation and maintenance of privately owned and operated stormwater controls
- [x] Inspection procedures and an inspection schedule to ensure compliance with the Operations and Maintenance requirements of each stormwater control operated by the permit registrant and by other private entities
- [x] A tracking mechanism for documenting inspections and the Operations and Maintenance requirements for each stormwater control

- [x] Reporting requirements for privately owned and operated stormwater controls that document compliance with the Operations and Maintenance requirement

Explanation

RVSS maintains the legal authority to inspect and require the effective operation and maintenance of privately owned and operated stormwater facilities. Established inspection procedures and schedules ensure compliance with Operations and Maintenance requirements, supported by a tracking system that documents inspections and O&M obligations for each facility. Reporting requirements are also in place, under which private facility owners must maintain inspection and maintenance logs and provide them to RVSS upon request, although annual self-reporting is not currently required. All known Eagle Point stormwater facilities are now incorporated into RVSS systems, and new facilities in Eagle Point are fully integrated into RVSS processes and in compliance with MS4 permit requirements.

Are the location of all public and private stormwater controls installed during this permit term documented on the MS4 Map?

Yes

Explanation

All known stormwater facilities within the MS4 permit jurisdiction are included on the MS4 Map. The map is currently in the process of migrating into ESRI Stormwater Foundations, after which a Low Impact Development (LID) map will also be available for public reference and use.

Were all persons responsible for performing post-construction runoff site plan reviews, administrating the alternative compliance program, or performing Operations and Maintenance practices or evaluating compliance with long-term Operations and Maintenance requirements appropriately trained to conduct such activities?

Yes

Explanation

All persons responsible for performing post-construction runoff site plan reviews, administering the alternative compliance program, conducting Operations and Maintenance practices, and evaluating compliance with long-term O&M requirements are appropriately trained to carry out these activities.

Were all new staff working to implement the post-construction site runoff for new development and redevelopment program appropriately trained within 30 days of their assignment to this program?

Yes

Explanation

All new staff assigned to implement the post-construction site runoff program for new development and redevelopment projects are appropriately trained within 30 days of their assignment.

Pollution Prevention and Good Housekeeping for Municipal Operations

Provide a brief summary of the overall progress towards implementation of this control measure

RVSS and all co-implementors have reviewed, updated, and adopted Standard Operating Procedures (SOPs) for Best Management Practices in Operations and Maintenance to ensure compliance with Schedule A.3.f.iv of the MS4 permit. RVSS provides a template SOP for each target activity, which co-implementors have either adopted directly or tailored to meet their specific jurisdictional needs. All SOPs were previously submitted and remain available upon request.

Were the required components in place by the implementation date?

Yes

Were Operations and Maintenance strategies for existing controls developed for both permit registrant-owned controls and controls owned and operated by another entity discharging to the MS4?

Yes

Explanation

SOPs have been developed by RVSS and its co-implementors for all required elements under Schedule A.3.f.iv of the MS4 permit. SOPs for RVSS, Phoenix, and Talent were submitted with the FY21 Annual Report, and Jackson County SOPs were submitted with the FY22 Annual Report. All SOPs remain available upon request. RVSS continues to work with the City of Eagle Point to finalize and adopt the remaining SOPs to ensure full compliance with MS4 permit requirements.

Indicate the percentage of catch basins inspected/cleaned

Percentage inspected this reporting year	Percentage cleaned	
44	20	
If known, estimate of material removed	10.84cy	units
Percentage inspected during the permit term	Percentage cleaned	
262	164	
If known, estimate of material removed	156.33cy	units

Explanation

Catch basin cleaning estimates are based on either direct reporting from the jurisdiction or an assumed volume of 0.1 cubic yards per cleaning when no estimate is provided. Some catch basins were inspected and cleaned multiple times during the permit term, resulting in cumulative totals that exceed 100 percent. All inspected catch basins that require cleaning are scheduled and completed to ensure proper function and compliance with permit requirements.

Indicate if a catch basin inspection prioritization system and/or an alternate inspection frequency has been established?

Yes

Explanation

A catch basin inspection prioritization system and alternate inspection frequencies have been established across the MS4 jurisdictions. Each jurisdiction is responsible for mapping, inspecting, and cleaning catch basins within its boundaries. RVSS maintains the White City Industrial stormwater system, inspects all hotspots and culverts annually, and schedules flushing when sumps are 50 percent or more full; the area is divided into five basins, with one basin flushed and TV-inspected each year. Talent inspects approximately 10 percent of its stormwater system annually, with identified maintenance needs addressed within six months, and this year inspected 100 percent of its catch basins. Phoenix inspects 30 percent of its system annually, completes maintenance within one month of inspection, and also inspected 100 percent of its catch basins this year. Jackson County inspects 30 percent of catch basins in White City residential areas annually and performs maintenance within the year, while the Rogue Valley International–Medford Airport inspects and sweeps all catch basins regularly. Eagle Point divides the city into quadrants and inspects at least one quadrant each year.

During the permit term were existing procedures for inspection and maintenance schedules reviewed/updated to ensure pollution prevention and good housekeeping practices were conducted for the following activities?

- ☑ Pipe cleaning for stormwater and wastewater conveyance systems
- ☑ Cleaning of culverts conveying stormwater in roadside ditches
- ☑ Ditch maintenance
- ☑ Road and bridge maintenance
- ☑ Road repair and resurfacing including pavement grinding
- ☑ Dust control for roads and municipal construction sites
- ☑ Winter road maintenance, including salt or de-icing storage areas
- ☑ Fleet maintenance and vehicle washing
- ☑ Building and sidewalk maintenance including washing
- ☑ Solid waste transfer and disposal areas
- ☑ Municipal landscape maintenance

- [x] Material storage and transfer areas, including fertilizer and pesticide, hazardous materials, used oil storage, and fuel
- [ ] Fire fighting training activities
- [x] Maintenance of municipal facilities including public parks and open space, golf courses, airports, parking lots, swimming pools, marinas, etc.

Explanation

All required SOPs are in place for co-implementors. RVSS continues to work with the City of Eagle Point to verify remaining SOPs required by the MS4 permit. Firefighting training activities are conducted by the individual Fire Districts, which operate as independent special districts and are not under the jurisdiction of RVSS or its co-permittees.

Do any permit registrant-owned facilities have coverage under DEQ's 1200-Z Industrial Stormwater Discharge Permit?

Yes

Are practices in place to reduce the discharge of pollutants to the MS4 associated with the application and storage of pesticides and fertilizers?

Yes

Explanation

Each jurisdiction has implemented its own approach to meeting this requirement, consistent with MS4 permit standards. These practices have been documented and submitted previously and remain in effect to ensure proper handling, storage, and application procedures that minimize pollutant discharge. RVSS continues to work with the City of Eagle Point to ensure their practices are fully documented and aligned with MS4 permit requirements.

Are methods/practices in place to reduce the discharge of litter within the jurisdiction?

Yes

Explanation

Each jurisdiction has implemented its own approach to meeting this requirement, and these practices have been submitted previously.

Are practices in place to ensure that collected material or pollutants removed in the course of maintenance are managed and disposed of in a manner such as to prevent such pollutants from entering the waters of the state in accordance with state and federal rules?

Yes

Explanation

Practices are in place to ensure that all collected material and pollutants removed during maintenance activities are managed and disposed of properly in accordance with state and federal regulations. Materials are handled in a manner that prevents re-entry into the MS4 or waters of the state, including proper containment, transport, and disposal at approved facilities. These procedures are incorporated into jurisdictional Standard Operating Procedures (SOPs) and are consistently applied to ensure compliance with pollution prevention and good housekeeping requirements.

Were all persons responsible for evaluating Operations and Maintenance practices, evaluating compliance with long-term Operations and Maintenance requirements or ensuring pollution prevention at facilities and during operations appropriately trained to conduct such activities?

Yes

Explanation

All persons responsible for evaluating Operations and Maintenance (O&M) practices, assessing compliance with long-term O&M requirements, and ensuring pollution prevention at facilities and during operations were appropriately trained to conduct these activities.

Were all new staff working to implement the pollution prevention and good housekeeping for municipal operations program appropriately trained within 30 days of their assignment to this program?

Yes

Explanation

All new staff assigned to implement the pollution prevention and good housekeeping for municipal operations program were appropriately trained within 30 days of their assignment.

Monitoring

Was municipal stormwater monitoring performed at outfall locations, in the receiving waterbody, or to demonstrate compliance with this permit?

Yes

Is Monitoring Data attached?

Yes

Water Quality Standards

During this monitoring year was it determined or reported that the MS4 discharge caused or contributed to an exceedance of an applicable water quality standard?

No

How and when did the exceedance of an applicable water quality standard occur?

Not Applicable, but an answer is required here for form completion. This did not occur; therefore, no exceedance event is applicable for this reporting period.

Was the exceedance self-reported or did DEQ send written notification?

Self-reported

Within 48 hours was an investigation started into the cause of the water quality exceedance?

Yes

Explanation

An answer is required here for form completion, though these items did not occur. No exceedance of an applicable water quality standard occurred during this monitoring year. Therefore, there was no self-reporting by RVSS, no written notification from DEQ, and no investigation required within 48 hours. These items do not apply to RVSS for this reporting period.

Within 30 days of becoming aware of the exceedance, was DEQ notified in writing, if self-reporting?

Yes

Explanation

Not Applicable, but an answer is required here for form completion. This did not occur; therefore, no exceedance event is applicable for this reporting period.

Within 60 days of becoming aware of or being notified of the exceedance, was a report submitted to DEQ that documents the following

- [ ] The results of the investigation, including the date the exceedance was discovered
- [ ] A brief description of the conditions that triggered the violation or the cause
- [ ] Corrective actions taken or planned, including the date corrective action was completed or is expected to be completed

Were the corrective actions implemented in accordance with the schedule approved by DEQ?

No

Provide any additional comments or narrative description

Not Applicable, but an answer is required here for form completion. No exceedance of an applicable water quality standard occurred during this monitoring year; therefore, no corrective actions were required, and no DEQ-approved schedule applied.

Appendix A

Public Education & Outreach and Public Involvement Activity Annual Reports and Examples

Bear Creek Clean-ups

Annual creek clean-ups are conducted twice annually, in April and September, to provide opportunities for community members to participate in watershed stewardship and help remove litter and debris from local waterways. A summary of clean-up activities conducted through September 2025, along with examples of outreach materials and advertising, is presented below. The September 2025 clean-up engaged 109 volunteers.



Bear Creek Stewardship Day Flyer: September 20 th, 2025



Bear Creek Stewardship Day Flyer: April 19th, 2025

The Bear Creek Stewards is a collaboration of individuals and organizations that promote a thriving Bear Creek Greenway corridor through the convergence of art, environmental stewardship, and recreation. Since 2015, the group has organized a Bear Creek Stewardship Day

clean-up every April and September, with the exceptions of the April 2020 event (which was canceled due to COVID-19) and the September 2020 event (which was canceled due to the Almeda Fire).

The Bear Creek Stewards hosted a Stewardship Day on September 20, 2025, as part of the Stop Oregon Litter and Vandalism (SOLVE)-sponsored fall clean-up. We want to thank the 109 volunteers that removed almost 5,000 pounds of trash and 700 square feet of Himalayan Blackberry, Yellow Star Thistle, and other invasive weeds during the event.

While SOLVE is the state-wide sponsor, we had several local donors for the event including The Gordon Elwood Foundation, Medford Food Co-op, and Rogue Disposal. The event ran from 9:00 am – 12:00 pm and had 7 check-in locations scheduled along or near Bear Creek from Central Point to Ashland.

1. Pine Street, Central Point* (City of Central Point, Eugene Weir, Rogue Valley Council of Governments, and Stream Smart: A Rogue Basin Clean Water Project)
2. McAndrews Road, Medford (Rogue Riverkeeper)
3. Hawthorne Park, Medford (City of Medford)
4. Alba Dr., Medford (Medford Food Co-op)
5. Coyote Trails Nature Center, Medford (Rogue River Watershed Council)
6. Lynn Newbry Park, Talent (City of Talent and Rogue Valley Sewer Services)
7. Wranglers Arena, North Ashland (Southern Oregon Geocaching)

*Bear Creek/Rogue River Confluence meets at Pine Street



Since 2015, the Bear Creek Stewards have removed 89,742 pounds of trash from the Bear Creek corridor. This would not have been possible without the tireless effort of volunteers. For more information about the Bear Creek Stewards, visit: [Bear Creek Clean-Ups (Bear Creek Stewards) – Stream Smart].

	September 2025 Clean-Up Event Registration					
Location/Date:	**Attended**	**Adults**	**Minors**	**Pounds of Trash**	**Pounds of Recycling**	**Invasive Species Removed (square feet)**
Pine Street	15	14	1	585	0	0
McAndrews Road	9	9	0	875	65	0
Hawthorne Park	20	17	3	250	3	0
Alba Drive	15	15	0	725	0	0
Coyote Trails Nature Center	23	17	6	1800	6	200
Lynn Newbry Park	14	11	3	165	0	500
Wranglers Arena	13	13	0	500	0	0
Total	**109**	**96**	**13**	**4,900**	**74**	**700**

Our efforts in September 2025 resulted in nearly 110 participants removing over 2 tons of trash and approximately 700 square feet of invasive weeds from approximately 9 miles of the Bear Creek Greenway corridor. Not only do these tasks lead to a more aesthetically pleasing Bear Creek Greenway, but also the potential for water quality improvements, an increase in biodiversity due to invasive species removal and native plantings, and a bolstered sense of environmental stewardship.



Summary of Clean-Up Efforts: April 2015 – April 2025

Date	Participants	Locations	Miles Cleaned Up	Pounds of Trash	Other Tasks	Location
April 2015	81	1	1	2,000		Medford
September 2015	32	2	2	1,200		Medford
April 2016	101	3	3	1,500		Medford
September 2016	52	3	3	2,000		Medford
April 2017	118	5	5	4,800		Medford and Phoenix
September 2017	81	7	6.5	4,500		Central Point, Medford, Phoenix, and Talent
April 2018	191	8	7	5,100	0.25 acres of blackberry removed	Medford, Phoenix, Talent, and Ashland
September 2018	93	8	7	4,000	0.5 acres of blackberry removed	Medford, Phoenix, Talent, and Ashland
April 2019	232	9	8	5,600	1 acre of blackberry removed	Central Point, Medford, Phoenix, Talent, and Ashland
September 2019	167	11	10	3,345	Planted 420 plants and removed 10 cubic yards of blackberries	Central Point, Medford, Phoenix, Talent, and Ashland
April 2021	215	8	10	6,960	100 plants mulched, 480 lbs of dead juniper removed, over 1/3 acre of blackberries removed, and 500 lbs of metal recycled	Central Point, Medford, Phoenix, Talent, and Ashland
September 2021	173	9	10.5	7,605	Weeded, 1000 square feet of invasive plants removed, 20	Central Point, Medford, Phoenix,

					plants mulched, removed dead pine branches and limbs, Trees of Heaven (invasive species), and blackberry brambles and vines	Talent, and Ashland
April 2022	180	9 scheduled *2 canceled	9	7,860	Pollinator garden planted and maintained, invasive plant removal, weeding, mulching, and graffiti removal	Central Point, Medford, Phoenix, Talent, and Ashland
September 2022++	118	8 scheduled *1 canceled	9	4,385	Pollinator garden weed removal, watering planted conifers, invasive plant removal, mulching, trash removal	Central Point, Medford, Phoenix, Talent, and Ashland
April 2023	191	9	10	8,987	Pollinator garden weed removal, watering planted conifers, invasive plant removal, mulching, trash removal	Central Point, Medford, Phoenix, Talent, and Ashland
September 2023	114	9	10	4,895	Pollinator garden weed removal, invasive plant removal, mulching, trash removal	Central Point, Medford, Phoenix, Talent, and Ashland
April 2024	126	9	10	5,000	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Phoenix, Talent, and Ashland
September 2024	98	8	10	1,480	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Phoenix, Talent, and Ashland

2025-2026 CLEAN-UP SUMMARIES

April 2025	245	9	10	3,625	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Phoenix, Talent, and Ashland
September 2025	109	8	9	4,900	Invasive weeds removal and pollinator garden maintenance.	Central Point, Medford, Talent, and Ashland













Rogue River Clean-up

The Rogue River Clean-Up is a long-standing event supported by numerous partners, including local TMDL programs in Grants Pass and Josephine County, the Solid Waste Agency, the Jackson and Josephine County Cooperative Weed Management Area (CWMA), the Rogue Aquatic Invasive Network (RAIN), the Bureau of Land Management, and others. The event includes trash collection at boat launches, overlooks, and along roads adjacent to the river, as well as trash removal by boat-based crews working along the river. The event also includes invasive weed control led by local experts (CWMA members). Weed control activities are conducted by crews working from roads and river access points, as well as by boat-based crews accessing areas along the river that are difficult to reach from land..


34TH ANNUAL
ROGUE RIVER CLEAN-UP
2026 EVENT SUMMARY
Another successful clean-up and weed pull event along the Rogue River from Whitehorse to the Grave Creek boat ramp is in the books!
Number of volunteers that participated on May 16th: 150
Amount of trash recovered: 9 cubic yards; ~20 tires retrieved
Number of invasive plants removed
(Dyers Woad, Yellow Starthistle, Diffuse Knapweed, and Maltese Thistle): ~800
Number of acres treated for invasive plants: 46
For more details about the event, including a list of sponsors, visit:
www.stream-smart.com/rogue-river-clean-ups/
or click on the QR code in the lower right-hand corner.
Thanks to all of our volunteers, partners, and donors for the support!
STREAM SMART
a Rogue Basin clean water project
cool, clean water for life



The Clean Rivers Coalition

Annual Report

2025-2026 *(July 1 - June 30)*

Prepared by

PARACHUTE STRATEGIES
1422 SE 32nd Place, Portland, Oregon 97214
503.475.8529 | www.parachutestrategies.com

October 14, 2026

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

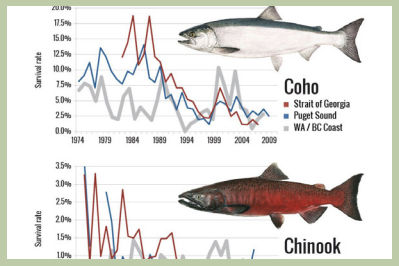


Big news for our coast: Sea Otters may soon...

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**

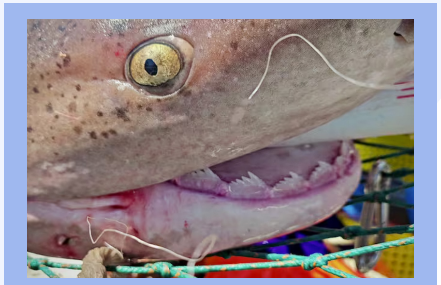
Reach: **223K**

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**

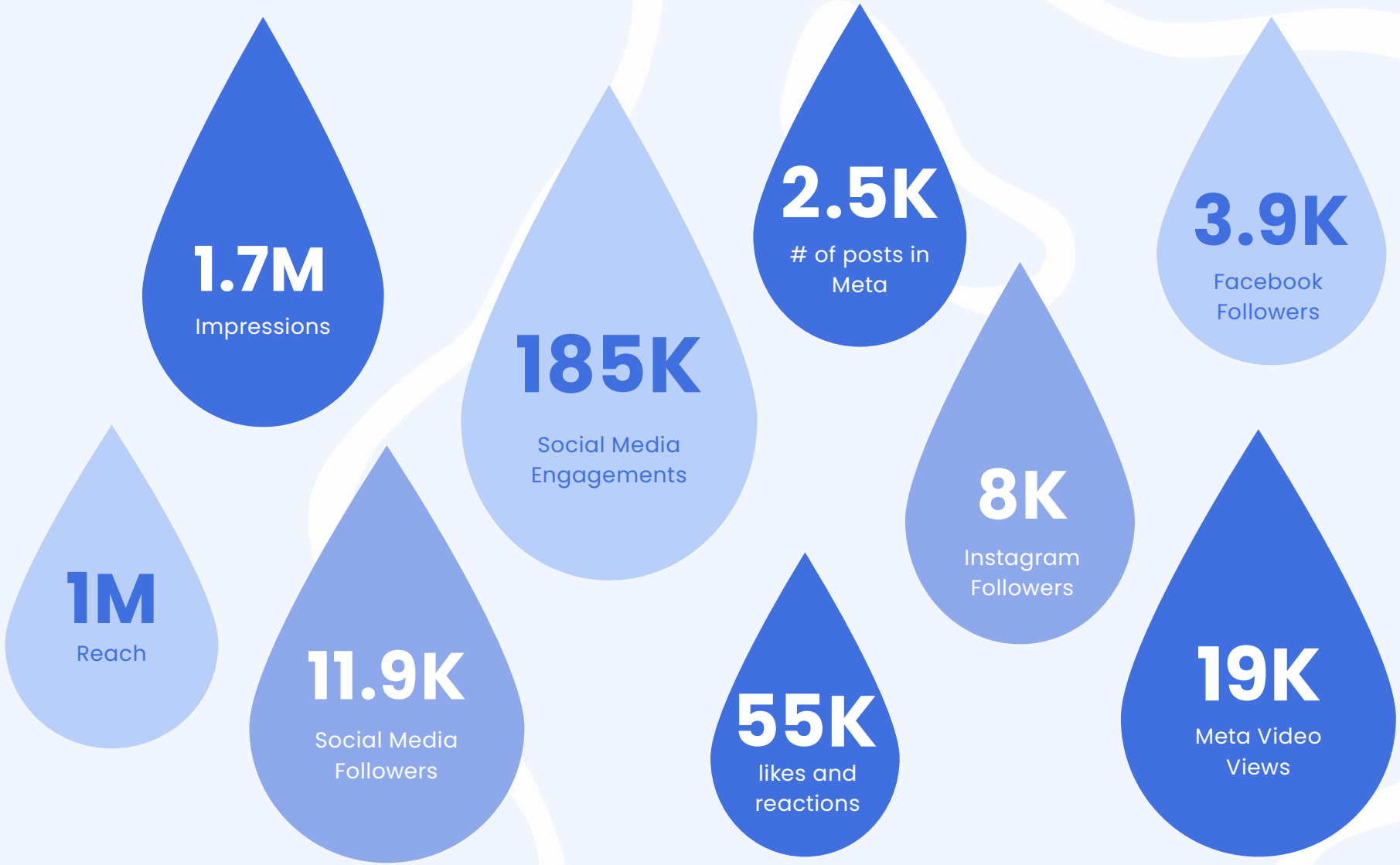
Impressions: **29,250**

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.

Accolades

Hillsboro Film Festival, 2024

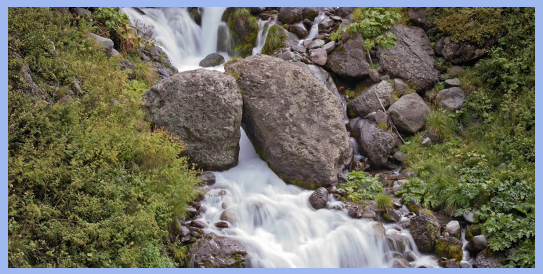
Hometown Media Award, 2024

Best Oregon Documentary Film Winner, Oregon Documentary Film Festival 2023

Portland EcoFilm Festival 2023

Klamath Independent Film Festival 2023

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**

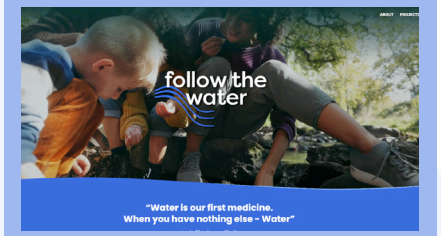
Watch Time: **35 hrs**

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.

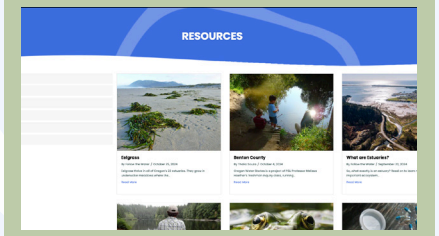
Our digital advertising campaigns also led lawn audiences to the Follow the Water website. The Level Up Your Lawn questionnaire is live on the site as a part of the community-based social marketing campaign. More information about these projects are on the following pages.

Annual Website Results



Follow the Water Campaign Homepage

Total Views: **3,229**



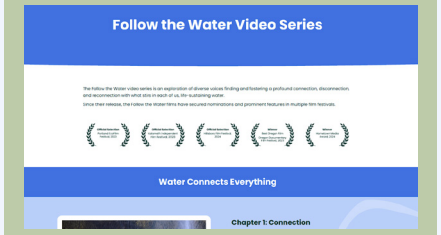
Resources

Total Views: **473**



Social Media Tool Kit

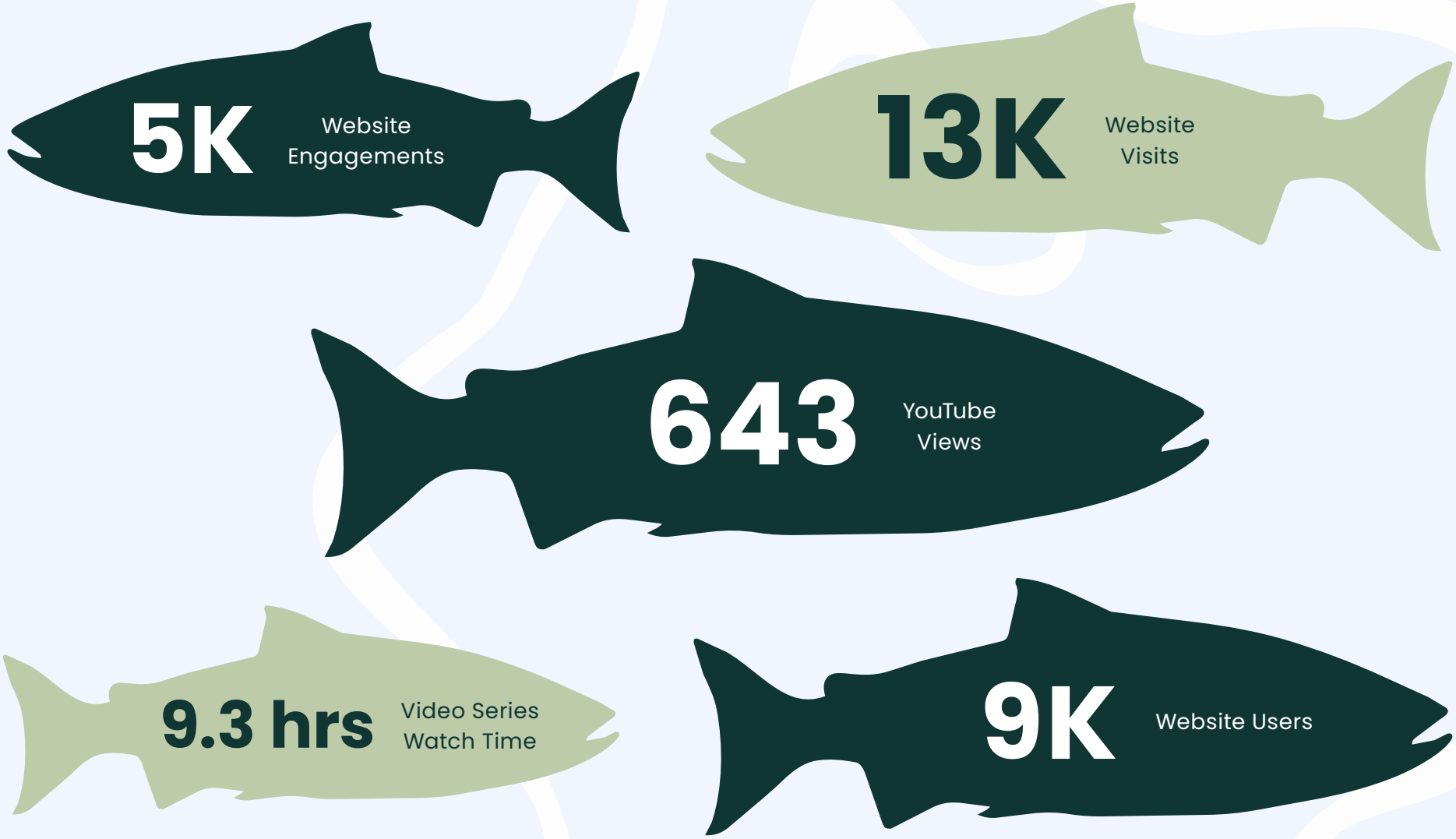
Total Views: **274**



Follow the Water Video Series

Total Views: **269**

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

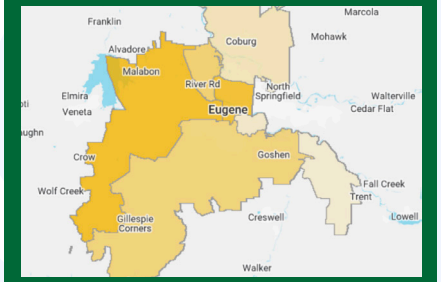


Clark County Campaigns

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

YouTube Views: **420K**

Watch Time: **10.5K hrs**

Subscribers: **34**

All-Time Results



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**

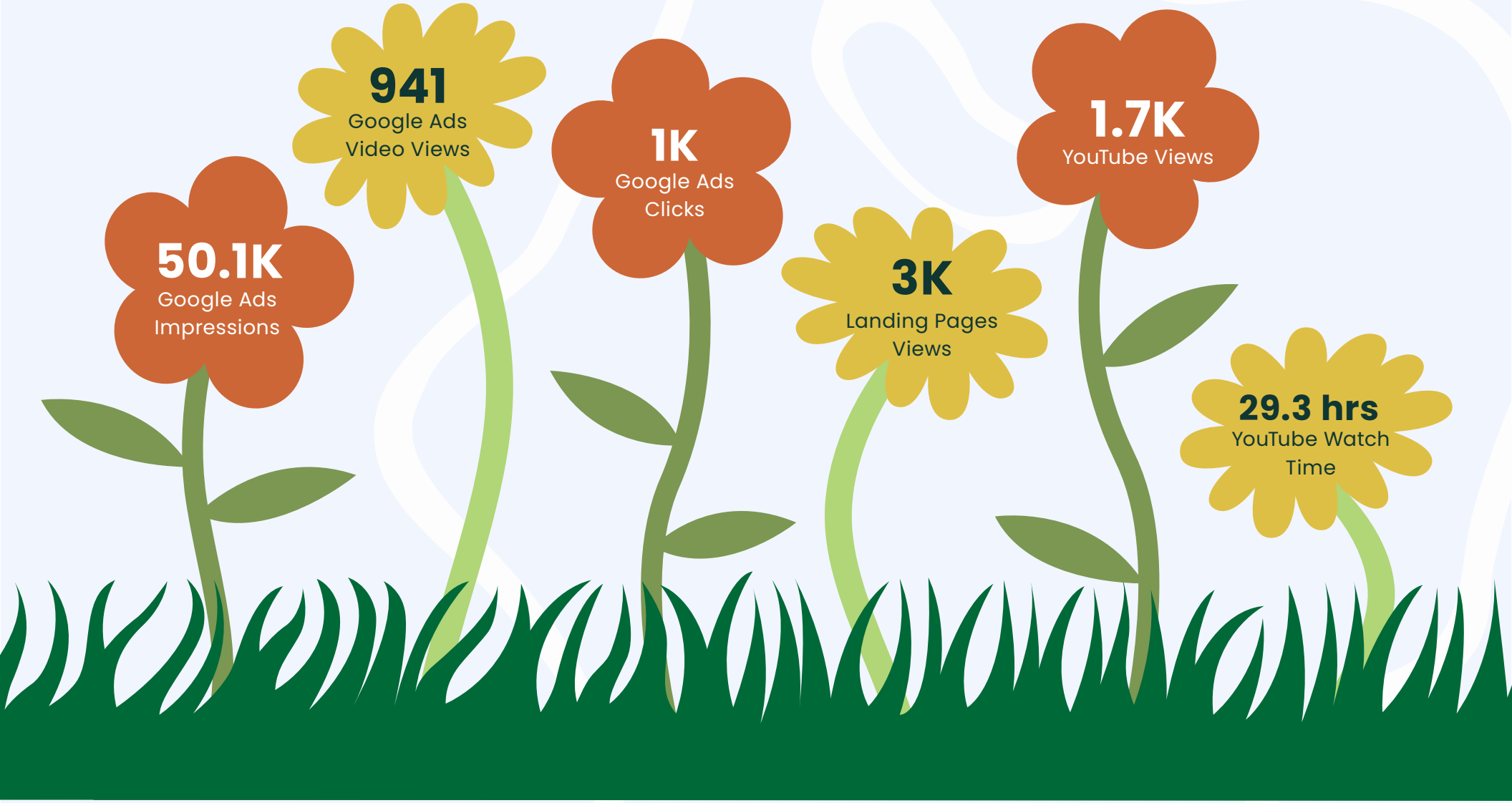


Lawn Goals

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

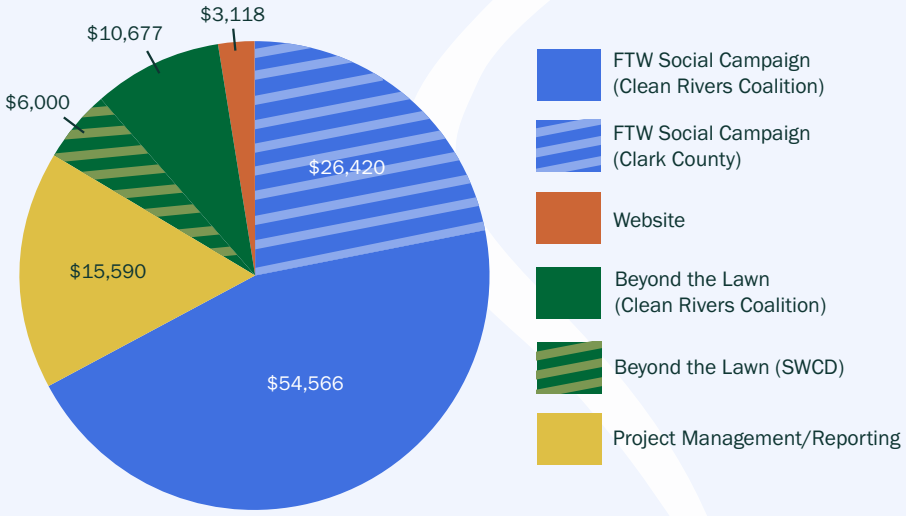
- Portland State University Water Resource Management Class | 2025 | Collaboration with Follow the Water

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***

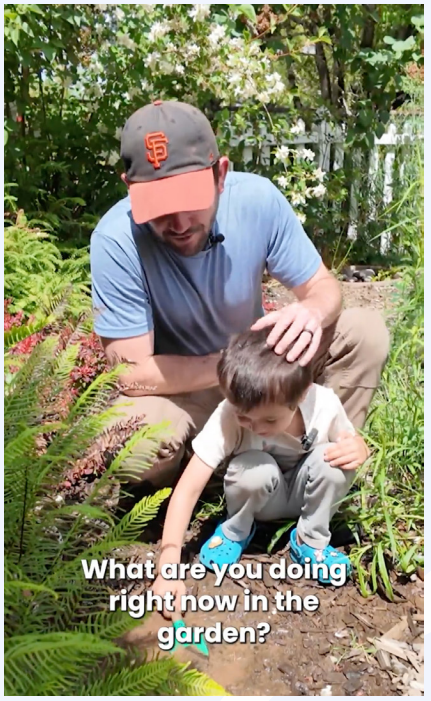
What's Next for the Clean Rivers Coalition

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.

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

Analytics | Stream Smart
www.stream-smart.com

Go to report

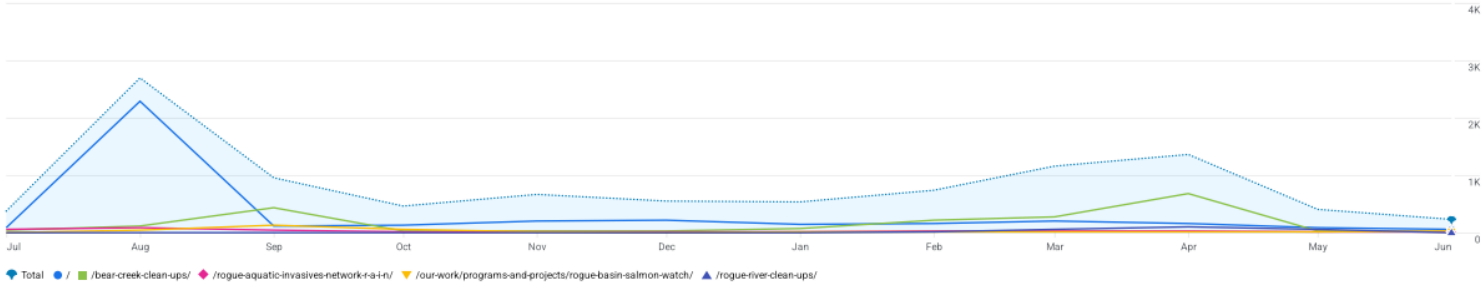
All Users | Add comparison | Custom Jul 1, 2025 - Jun 30, 2026

Pages and screens: Page path and screen class

Add filter

Views by Page path and screen class over time

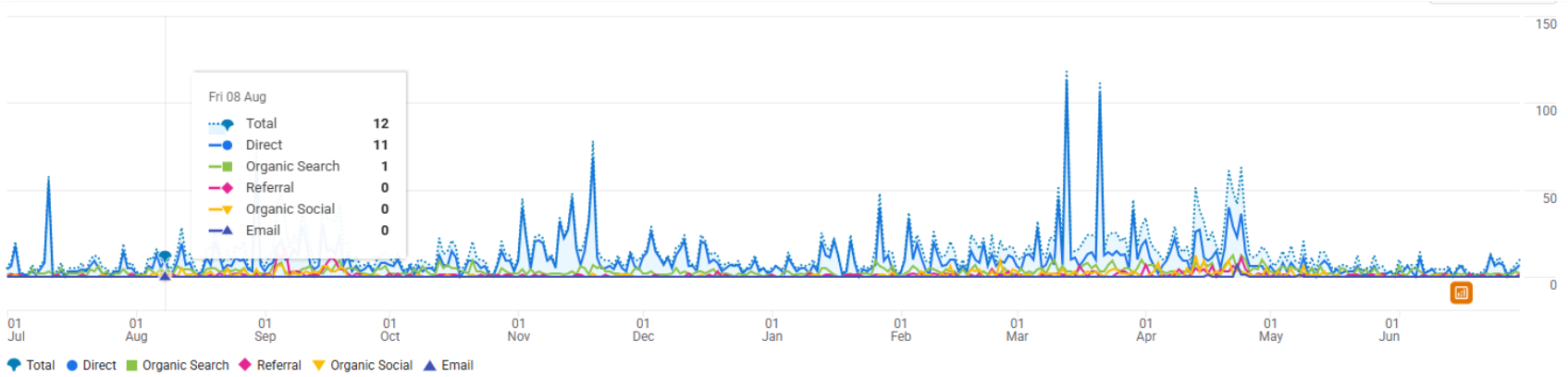
Month



Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1-10 of 1006

	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count (All events)	Key events (All events)	Total revenue
	Total	10,154 100% of total	4,514 100% of total	2.25 Avg 0%	33s Avg 0%	26,006 100% of total	0.00	$0.00
1	/	3,855 (37.97%)	1,273 (28.2%)	3.03	44s	7,754 (29.82%)	0.00 (–)	$0.00 (–)
2	/bear-creek-clean-ups/	1,983 (19.53%)	1,149 (25.45%)	1.73	39s	6,109 (23.49%)	0.00 (–)	$0.00 (–)
3	/rogue-aquatic-invasives-network-r-a-i-n/	356 (3.51%)	209 (4.63%)	1.70	33s	1,167 (4.49%)	0.00 (–)	$0.00 (–)
4	/our-work/programs-and-projects/rogue-basin-salmon-watch/	340 (3.35%)	171 (3.79%)	1.99	34s	961 (3.7%)	0.00 (–)	$0.00 (–)
5	/rogue-river-clean-ups/	263 (2.59%)	185 (4.1%)	1.42	16s	795 (3.06%)	0.00 (–)	$0.00 (–)
6	/current-happenings/	102 (1%)	82 (1.82%)	1.24	8s	204 (0.78%)	0.00 (–)	$0.00 (–)
7	/how-to-get-involved/volunteer/	101 (0.99%)	71 (1.57%)	1.42	30s	233 (0.9%)	0.00 (–)	$0.00 (–)
8	/what-is-stream-smart/	100 (0.98%)	85 (1.88%)	1.18	10s	264 (1.02%)	0.00 (–)	$0.00 (–)
9	/jackson-josephine-counties-cooperative-weed-management-area/	78 (0.77%)	37 (0.82%)	2.11	53s	216 (0.83%)	0.00 (–)	$0.00 (–)
10	/our-work/programs-and-projects/	78 (0.77%)	63 (1.4%)	1.24	23s	174 (0.67%)	0.00 (–)	$0.00 (–)

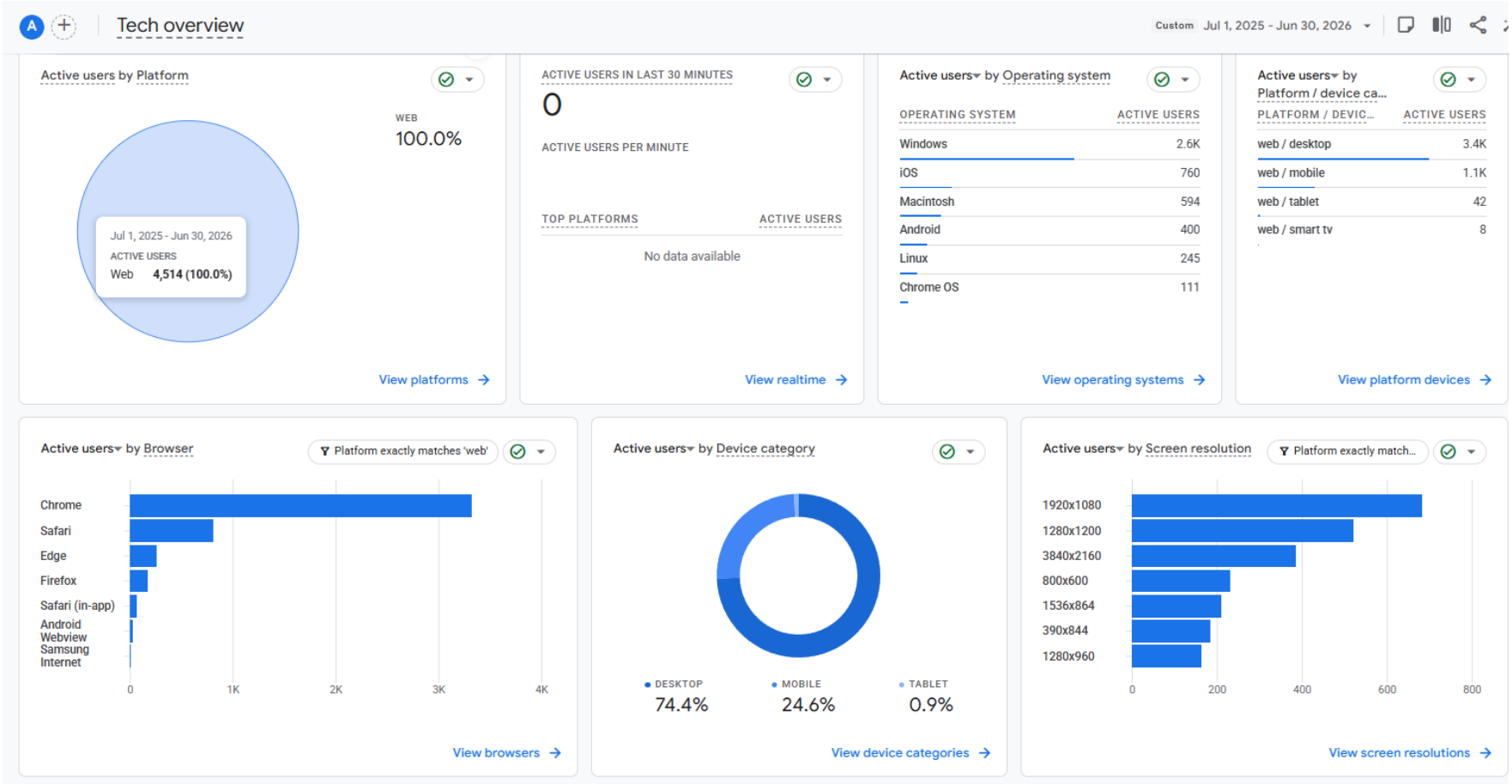
User Acquisition



Plot rows | Search... | Rows per page: 10 | 1-6 of 6

	First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
	Total	4,518 100% of total	4,463 100% of total	352 100% of total	33s Avg 0%	0.47 Avg 0%	26,006 100% of total	0.00	0%
1	Direct	3,082 (68.22%)	3,043 (68.18%)	156 (44.32%)	31s	0.37	17,196 (66.12%)	0.00 (–)	0%
2	Organic Search	845 (18.7%)	832 (18.64%)	126 (35.8%)	45s	0.74	5,789 (22.26%)	0.00 (–)	0%
3	Organic Social	298 (6.6%)	296 (6.63%)	16 (4.55%)	11s	0.45	1,183 (4.55%)	0.00 (–)	0%
4	Referral	282 (6.24%)	281 (6.3%)	50 (14.2%)	56s	0.78	1,771 (6.81%)	0.00 (–)	0%
5	Email	8 (0.18%)	8 (0.18%)	3 (0.85%)	40s	0.88	55 (0.21%)	0.00 (–)	0%

Tech Overview



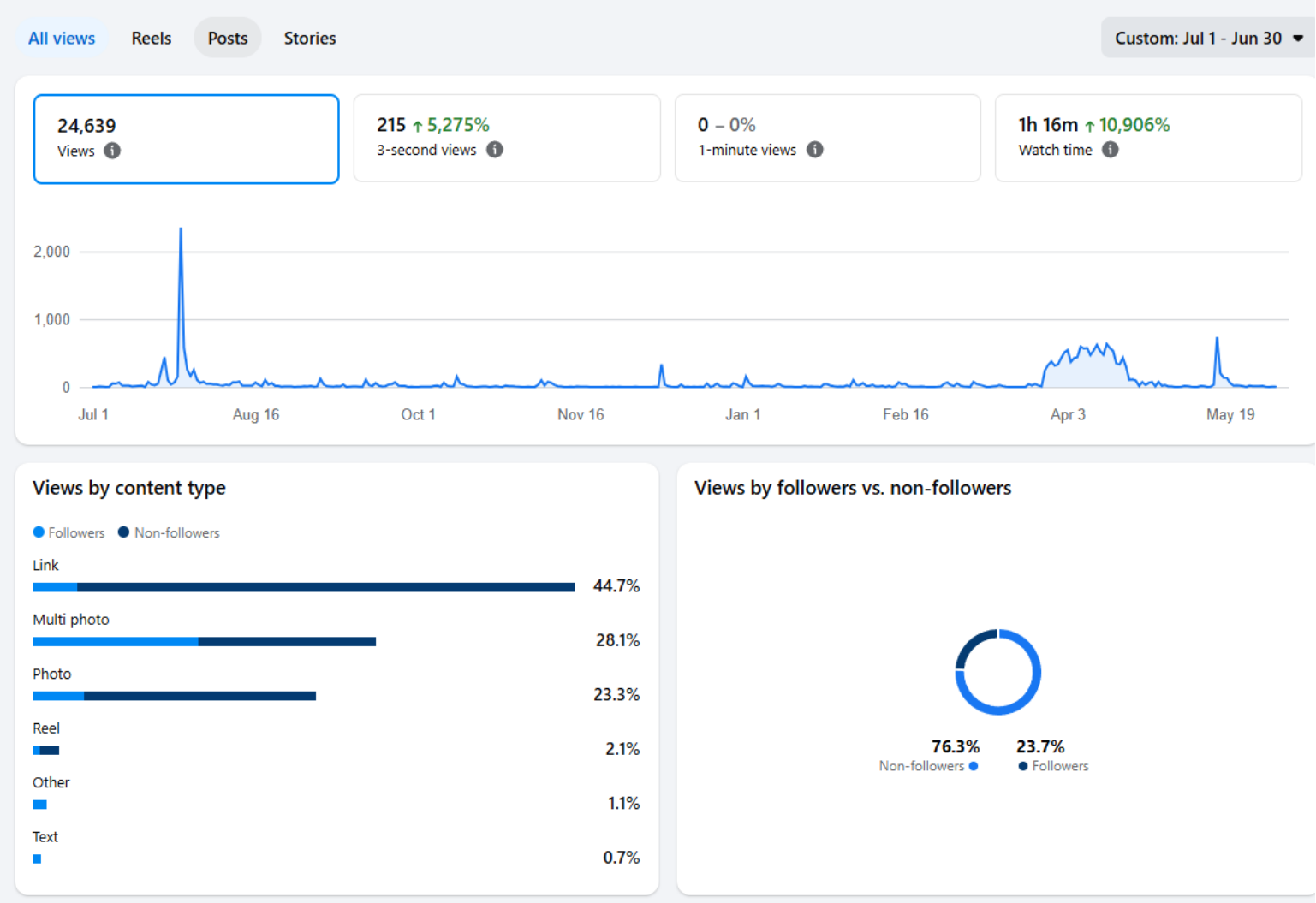
Stream Smart Social Media

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

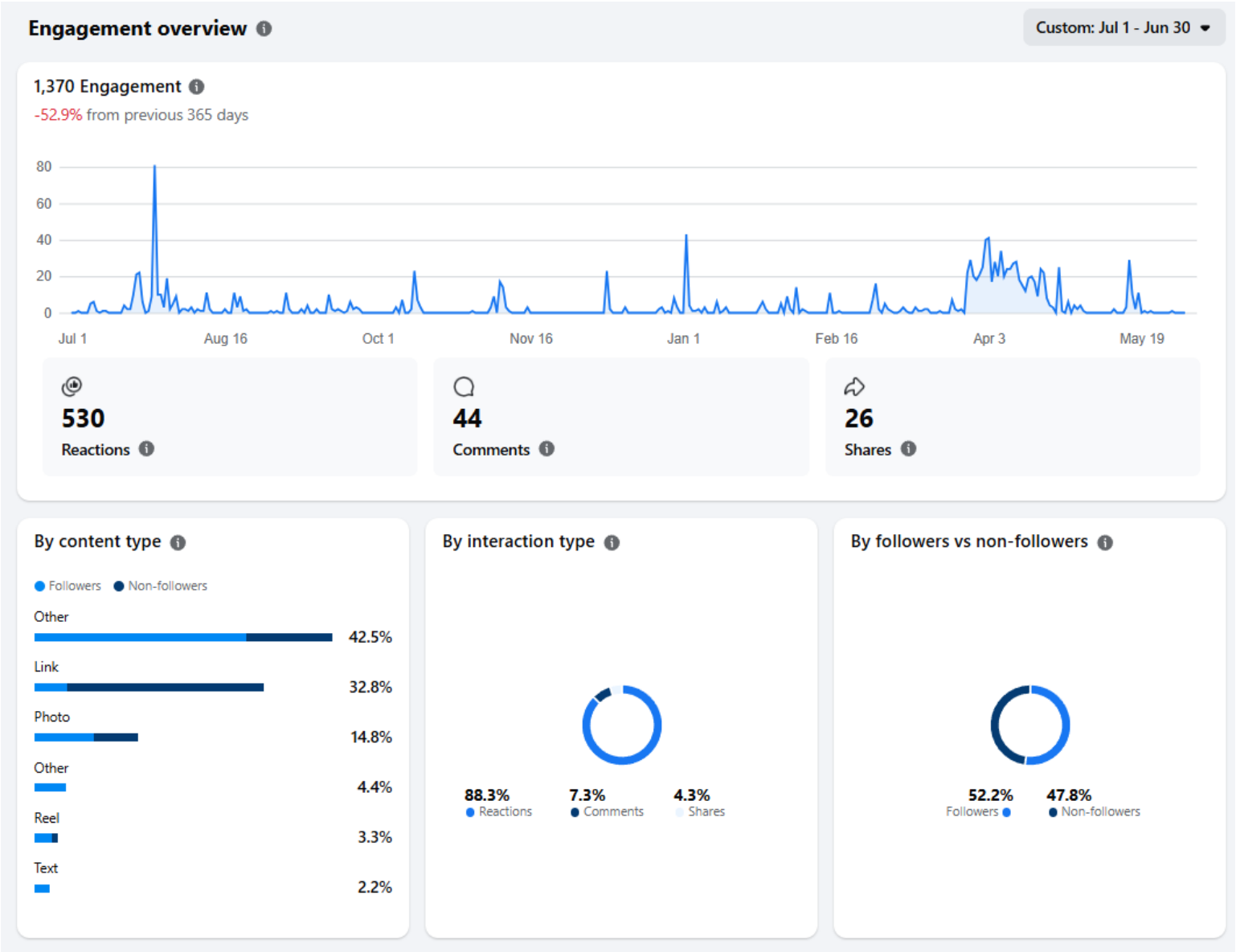
Summary:

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

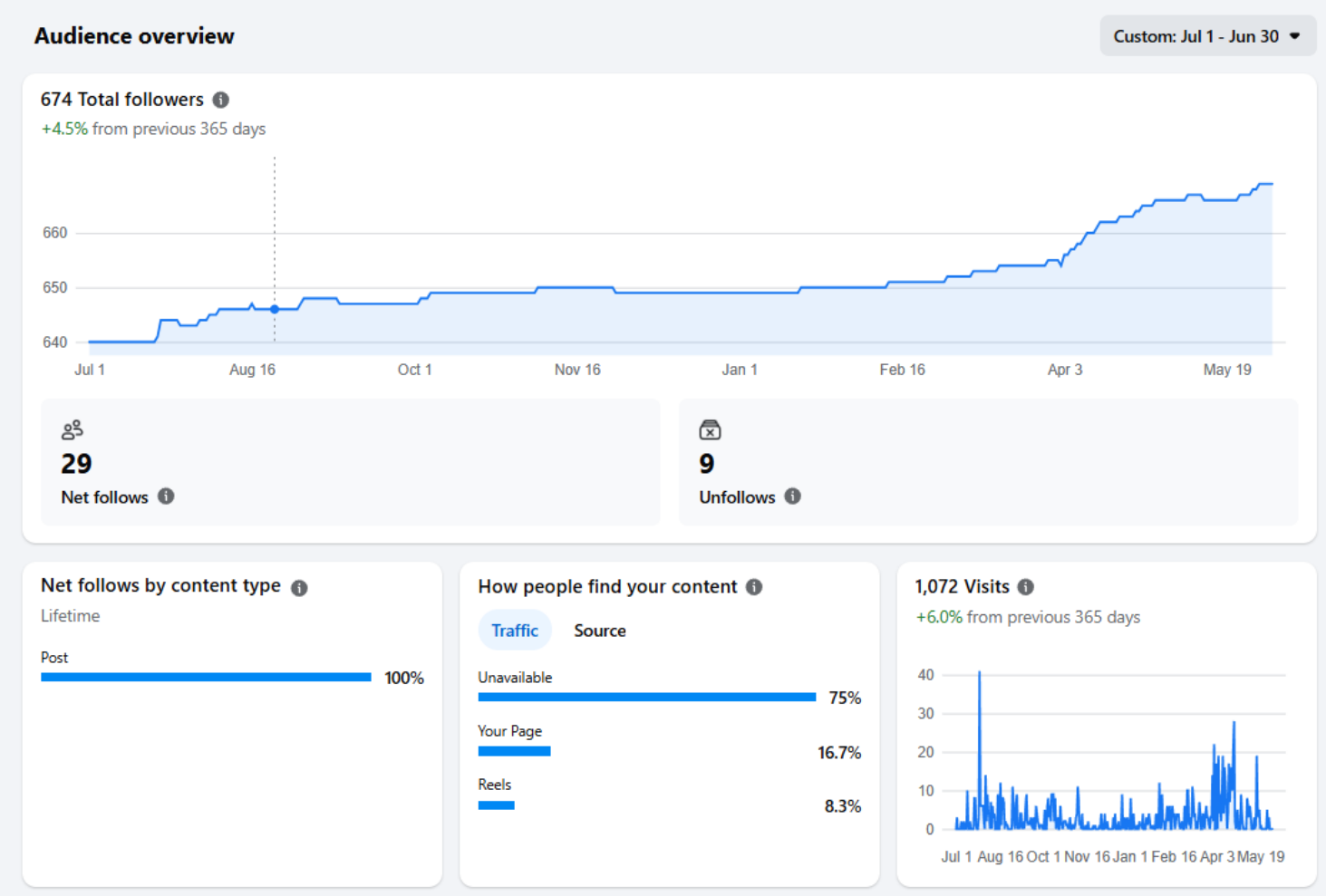
Views



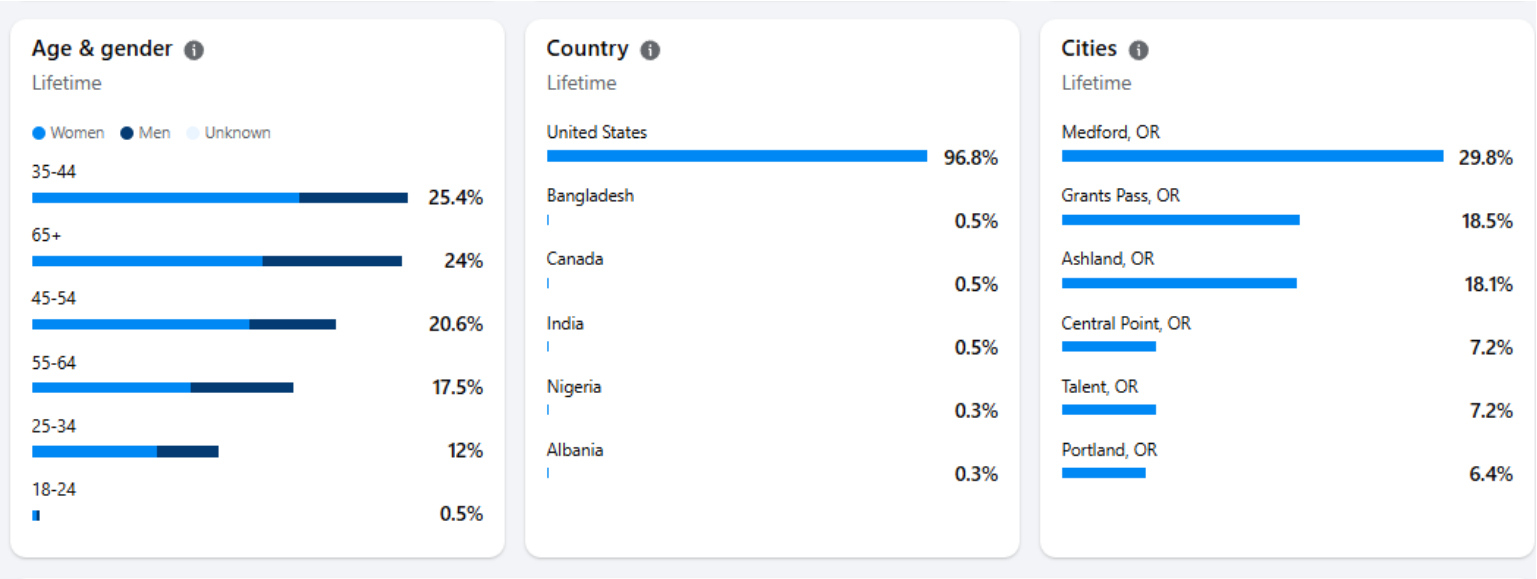
Engagement (Previously Interaction Overview)



Audience and Followers



2025-2026 WEB AND SOCIAL MEDIA SUMMARY



Example Posts





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)

Salmon Watch Program Overview

The Salmon Watch program is available annually to schools throughout Bear Creek Valley, Greater Jackson County, and Josephine County. The program is coordinated by the Rogue Valley Council of Governments (RVCOG) and Rogue Valley Sewer Services on behalf of local communities in the Bear Creek and Middle Rogue watersheds, including Designated Management Agencies (DMAs) and Municipal Separate Storm Sewer Systems (MS4s).
The program teaches students about watershed health and stewardship through an exploration of salmon, the conditions they need to survive and thrive, and how our individual and community decisions can affect watershed health and salmon populations. The primary component of the program is a field trip that brings students to a local creek or river for hands-on, field-based learning.

Specifics about program implementation and activities are provided in the 2025–2026 Salmon Watch Summary below. The complete *Salmon Watch Fall 2025 and Spring 2026 Activity Report* is also available online on the RVCOG website and is included below.

A key component of the program's success is the support provided by partners, including nonprofit organizations, educational organizations, watershed councils, state and local agencies, and municipalities. Partners contribute volunteer time for module instruction and provide in-kind and/or direct financial support to the program. For example, the Oregon Department of Fish and Wildlife donates fish for dissection activities; Oregon State Parks waives or reduces certain permit fees; Jackson County waives parking and site-use fees; and the Jackson Soil and Water Conservation District provides direct financial support. These contributions reduce overall program costs and allow grant funding to be leveraged to expand program reach and impact.

Grant funding supports contractor costs for module instruction, program supplies and equipment, and transportation assistance for local schools. These funds, combined with partner contributions, help make the program available at little or no cost to participating schools.

In addition to field-based instruction, Salmon Watch activities include recruiting schools and instructors through email and personal outreach; program advertising and marketing; developing and administering program surveys; coordinating schools, field sites, schedules, and instructors; obtaining permits for use of State Park sites, including Tou Velle and Valley of the Rogue; managing instructor contracts; processing reimbursements for program-related expenses; maintaining and stocking Salmon Watch kits; presenting the program to schools; and coordinating other program logistics.

The Salmon Watch program page and associated educational resources are housed on the Stream Smart webpage.
https://www.stream-smart.com/our-work/programs-and-projects/rogue-basin-salmon-watch/

https://www.stream-smart.com/virtual-resources/

Fall 2025 and Spring 2026 Program Summary

In the Fall of 2025 and the Spring of 2026, the Rogue Valley Council of Governments, working on behalf of the NPDES Phase II Stormwater Communities (Ashland, Central Point, Jackson County, Medford, Phoenix, and Talent), Rogue Valley Sewer Services (RVSS), and local water quality programs (TMDLs – including Grants Pass, Josephine County, Phoenix, Talent, and Jacksonville) partnered with the Jackson Soil and Water Conservation District (JSWCD), Bear Creek Watershed Education Partners (BCWEP), the Rogue River Watershed Council (RRWC), and others to implement the Rogue Basin Salmon Watch Program. Classes were conducted primarily in September, October, and early November (week ending November 7th) of 2025, and in May of 2026. We also held a special session in December 2025 in partnership with a class from LOGOS Public Charter School who participated in the Oregon Department of Fish and Wildlife's (ODFW) Eggs to Fry program and released fry into the Rogue River as part of the Salmon Biology station. Overall, 32 field days were conducted with 31 schools and 1,806 students. Classes represented schools from the Bear Creek Watershed, greater Jackson County, and Grants Pass/Josephine County.

In addition, 17 organizations, agencies, and municipalities donated their time and provided in-kind match to the program. The match reduces program costs and allows us to leverage grant funding for the program. Details on the class dates, field locations, schools involved, number of students, and other information (e.g., volunteer instructors) can be found in Table 1.

The Rogue Basin Salmon Watch Program received financial support from JSWCD, as well as the Bear Creek DMAs and MS4s, Josephine County, and the City of Grants Pass. We continued our partnership with the Army Corps of Engineers operating under the MOU established for the program to host field trips out at McGregor Park near Trail. Further, we continued to work with Oregon State Parks and Jackson County to waive fees for park use at TouVelle State Recreation Site, and we expanded our use of North Mountain Park in Ashland as a field trip site. Lastly, ODFW has also continued to provide fish carcasses for instructors that opt to perform a dissection as part of the Salmon Biology station.

In addition to the field classes, there are several other program activities that are conducted to implement the program. Activities include an instructor training held on September 11th for both contracted educators and volunteer instructors and a Return of the Salmon – Family Field Day on October 18th, as well as recruiting schools and instructors through emails, personal contacts, and at events, advertising the program, completing before and after program surveys, providing in-school presentations, coordinating logistics for the program (schools, sites, programs, and instructors), obtaining permits for site use at state parks (TouVelle), managing contracts for instructors, providing reimbursements for program expenses (transportation, parking fees, and program equipment and supplies), maintaining and stocking kits, and other logistics.

Salmon Watch Field Day

For most classes, the format is the same in terms of timing, modules, and other logistics. There are exceptions for classes that make special arrangements (e.g., Scenic Middle School). Salmon Watch field days are scheduled for around 4 hours (time of classes on-site) at field locations spread throughout Bear Creek and the Middle Rogue Watershed. Field sites available for Salmon Watch include Cantrall-Buckley County Park, Fish Hatchery Park, Griffin Creek at

Scenic Middle School, McGregor Park, Palmerton Park, Reinhart Volunteer Park, TouVelle State Recreation Site, Valley of the Rogue State Park, and numerous sites along Bear Creek (Bear Creek Park, Blue Heron Park, Cascade Christian Middle/High School, Coyote Trails Nature Center, Lynn Newbry Park, and North Mountain Park).

The "core" four module model is used from the Salmon Watch Curriculum for the programs. Instructors are assigned stations to discuss Salmon Biology/Salmon Life Cycle (station 1), Water Quality (station 2), Macroinvertebrates (station 3), and Riparian Areas (station 4). Each station also has activities for students, including salmon and redd viewing (when spawning), salmon dissection, water quality testing (temperature, pH, biological oxygen demand (BOD), turbidity, etc.), macroinvertebrate sampling and identification, native plant identification, drawing riparian cross-sections and longitudinal profiles, scavenger hunts, and shade surveys. Classes are divided into 4 groups and rotate through the stations at approximately 35 minutes, allowing every student to participate in each of the four stations. Examples of completed activity forms are included in Appendix A and an example schedule is presented below:

Schedule

9:30-9:50 Opening Circle (Lead Instructor)
9:55-10:30 Rotation 1
10:35-11:10 Rotation 2
11:15-11:50 Lunch
11:55-12:30 Rotation 3
12:35-1:10 Rotation 4
1:15 - 1:30 Wrap-Up and Closing Circle (Lead Instructor)

There are a few exceptions to the field day, most notably at Scenic Middle School. Due to the size of the class, the program is usually structured over 8 days where one module (e.g., Salmon) is taught to all 5 of the 6th grade periods for the class. Further, for smaller classes (30 students or less), we have adjusted the schedule to use only 3 instructors teaching the four sessions. One session (usually riparian) is either shared amongst the instructors or taught once by each instructor onsite. For larger classes (more than 60 students), we have adjusted the schedule to use 5 instructors teaching five sessions. Curriculum surrounding fire ecology, pollinators and pollinator plants, drinking water, riparian restoration, and service-learning has made up the fifth station for these field trips.

Field Day Statistics

Table 1 summarizes all the Salmon Watch classes completed in the Fall of 2025. Information on the dates, field locations, schools/districts, grade levels, number of students, and contributing partner organizations (volunteer instructors) are included in the table.

Table 1: Fall 2025 and Spring 2026 Salmon Watch Field Trip Information

2025-2026 SALMON WATCH HIGHLIGHTS

Class Number (Field Days)	Date	Location	School	Grade	Number of Students	Partners (organizations providing match instructor time)
1	9/16/2025	McGregor Park (MG)	Ruch Outdoor Community School	5th-8th	37	RVSS, RVCOG
2	9/18/2025	MG	Roosevelt Elementary School	5th	50	RVSS, RRWC, & SOLC
2	9/18/2025	MG	Rogue Valley Homeschool Adventures Collective	3rd-6th	20	RVSS, RRWC, & SOLC
3	9/19/2025	MG	Wilson Elementary School	5th	48	RVSS, RVCOG, & TCMSO
3	9/19/2025	MG	Homeschool Group	3rd-6th	20	RVSS, RVCOG, & TCMSO
4	9/23/2025	MG	Bellview Elementary	2nd-5th	85	RVSS
5	9/24/2025	Palmerton Park	Rivers Edge Academy Charter School	2nd-4th	60	RVCOG, SOWT/RR, & ODFW
6	9/25/2025	MG	Homeschool Group	3rd-6th	20	RVSS, SOFRC
7	9/26/2025	MG	Talent Elementary School – ODP	3rd-5th	25	RVSS, TCMSO
8	9/30/2025	MG	Talent Elementary School	5th	40	RRWC, AFR, SOWF, & RVCOG
8	9/30/2025	MG	Butte Falls Charter School	3rd	20	RRWC, AFR, SOWF, & RVCOG
9	10/2/2025	MG	Helman Elementary School	5th	56	SOFRC, MWC
10	10/3/2025	MG	North Medford High School	10th-12th	60	RVCOG, SOWF, RVSS, & BCWEP
11	10/7/2025	TV	Jacksonville Elementary School	4th	60	ODFW, RVCOG

12	10/8/2025	Reinhart Volunteer Park (RVP)	Allen Dale Elementary School	5th	78	RVCOG, SOWT/RR, RRWC, WL
13	10/9/2025	TV	Oak Grove Elementary School	4th	75	RRWC, SOWF, MWC, & ODFW
14	10/10/2025	TV	Talent Elementary School	4th	28	BCWEP, RVSS
15	10/14/2025	TV	Williams Elementary School	4th/5th	22	MWC, RVCOG, & ODFW
15	10/14/2025	TV	Applegate School	4th/5th	22	MWC, RVCOG, & ODFW
16	10/16/2025	TV	Phoenix Elementary School	3rd	60	SOWF, SOFRC, MWC, & RRWC
17	10/17/2025	TV	Shady Cove School	3rd	37	RVCOG, SOWF, & RVSS
18	10/21/2025	Blue Heron Park (BHP)	Phoenix Elementary School	4th	58	RVSS
19	10/23/2025	TV	Sams Valley Elementary School	4th/5th	60	SOWF, SOFRC, & MWC
20	10/24/2025	TV	TRAILS Outdoor School	3rd-5th	30	ODFW, BCWEP, RVCOG, RRWC
20	10/24/2025	TV	Eagle Rock Elementary	4th	45	ODFW, BCWEP, RVCOG, RRWC
21	10/28/2025	NMP	Griffin Creek Elementary	4th	60	AFR, RRWC, & TFT
22	10/30/2025	NMP	Griffin Creek Elementary	4th	27	RRWC, MWC, & SOLC
23	10/31/2025	Cascade Christian (CC)	Cascade Christian Middle School	7th	67	SOWF, RVCOG, & BCWEP
24	11/3/2025	Fish Hatchery County Park	Kalmiopsis Community Arts High School	9th-12th	16	RVCOG
25	11/4/2025	TV	St. Mary's School	11th-12th	20	BCWEP

25	11/4/2025	TV	Orchard Hill Elementary School	4th	33	BCWEP
26	11/6/2025	NMP	Pinehurst School	K-5th	16	ODFW, AFR
26	11/6/2025	NMP	Orchard Hill Elementary School	4th	32	ODFW, AFR
27	11/7/2025	NMP	Walker Elementary School	4th/5th	82	PPRV, RVCOG, & BCWEP
28	12/18/2025	TV	LOGOS Public Charter School	4th/5th	30	SOLC, ODFW
29	5/7/2026	BHP	Talent Middle School	6th	68	RVSS, TCMSO, PPRV, SOFRC
30	5/8/2026	BHP	Talent Middle School	6th	55	RVSS, SOFRC, PPRV, SOWT
31	5/21/2026	Griffin Creek at SMS	Scenic Middle School	6th	100	RVSS
32	5/22/2026	Griffin Creek at SMS	Scenic Middle School	6th	100	RVSS

Color Legend

MS4 or DMA
All. Regional Enrollment
Medford
Phoenix/Talent
Central Point
Ashland
Josephine County/Grants Pass
Other Schools – Jackson County

Table 2: Key to Instructional Partners and Project Supporters

Abbreviation	Organization Name	Support Detail
AFR	Ashland Forest Resiliency	Module Instruction
BCWEP*	Bear Creek Watershed Education Partners (*Volunteers – Former Board Members)	Module Instruction
BLM	U.S. Dept. of Interior, Bureau of Land Management	Module Instruction, Training Video Production, Program Site (Provolt)
CC	Cascade Christian Middle/High School	Site Access/Facility Use, Module Instruction
CP	City of Central Point	Module Instruction
GH	Gold Hill	Module Instruction
JC	Jackson County	Site Access, Fee Waivers (Cantrall-Buckley), Module Instruction
MWC	Medford Water Commission	Module Instruction
NMP	North Mountain Park	Site Access/Facility Use, Module Instruction
ODFW	Oregon Dept. of Fish & Wildlife	Module Instruction, Supplies, Fish Carcasses
OSP	Oregon State Parks	Fee Waivers
PPRV	Pollinator Project Rogue Valley	Module Instruction
RBP	Rogue Basin Partnership	Module Instruction
RR	City of Rogue River	Module Instruction
RRK	Rogue Riverkeeper	Module Instruction
RRWC	Rogue River Watershed Council	Module Instruction
RVCOG	Rogue Valley Council of Governments	Module Instruction, Coordination, Administration
RVSS	Rogue Valley Sewer Services	Module Instruction, Coordination
SOFRC	Southern Oregon Forest Restoration Collaborative	Module Instruction
SOLC	Southern Oregon Land Conservancy	Module Instruction
SOWT	Southern Oregon Water Technology	Module Instruction
TCMSO	The Children's Museum of Southern Oregon	Module Instruction
TFT	The Freshwater Trust	Module Instruction
USACE	Army Corps of Engineers	Site Access/Facility Use, Hand Washing Stations, Fee Waivers

Program Photos











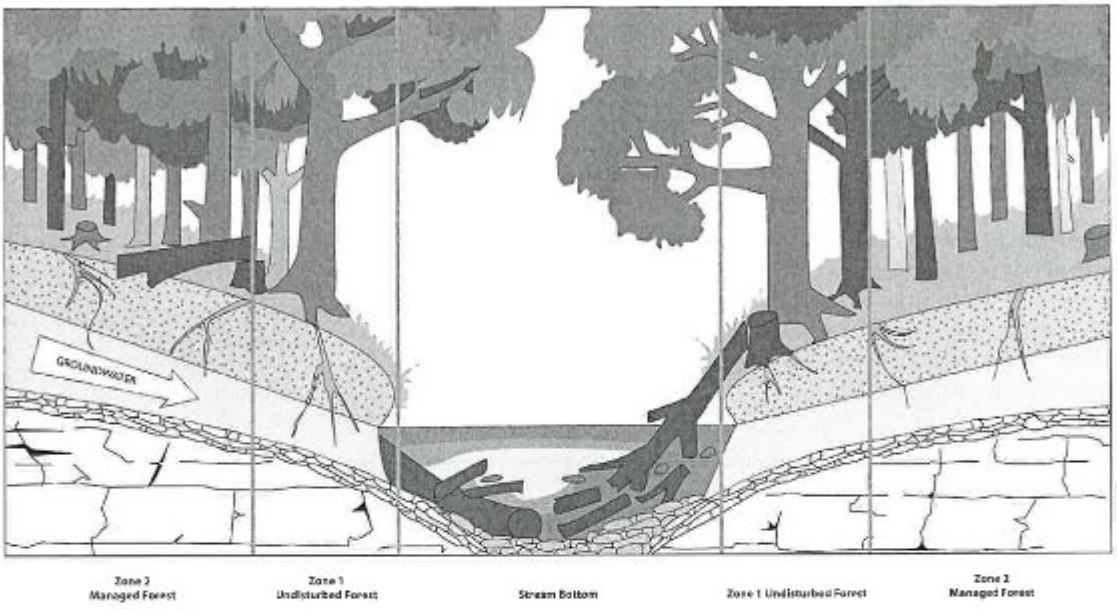


Data Sheet/Activity Example

RIPARIAN AREA PROFILE DATA FORM

Directions: Pick a place along the stream that you particularly like. Draw a profile (cross-section, see **Figure 2**) of this place. Include the near bank, stream, and opposite bank in your drawing. If you aren't sure how to do this, ask your adult group leader. Show the water level in your drawing. Now, draw in features of the riparian zone that you think are important to salmon.

Figure 2





Salmon Watch Wrap-Up for Fall 2025 & Spring 2026

Rogue Basin Salmon Watch Program Summary – Fall 2025 & Spring 2026

Another Successful Year in the Books!

In collaboration with partners and volunteers, we were able to provide 10 weeks of field trips, bringing students outdoors to learn about their local watersheds. Thanks to funding from the Jackson Soil & Water Conservation District and contributions from the water quality programs of local cities (Ashland, Central Point, Grants Pass, Jacksonville, Medford, Phoenix, and Talent) and counties (Jackson and Josephine), as well as seventeen additional partner organizations, we were able to provide no-cost field trips to students primarily in grades 3rd-8th from twenty-nine different schools in the Rogue Basin. In addition, we taught mixed classes (1st through 5th), AP high school classes, and multiple homeschool groups. Collaboration and partnership make it happen!

# of students served: 1,806
# of schools participating: 31
# of individual instructors contributing: 37

Coordinating agencies:

Thank you, Salmon Watch Partners!



And Salmon Watch Sustainers!



Appendix B

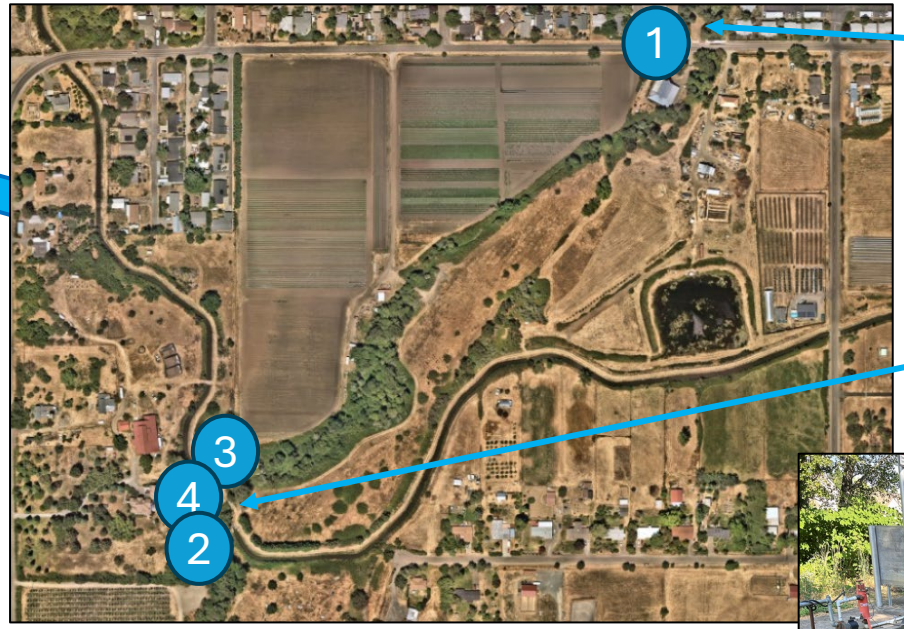
Wagner Creek Investigation Water Sample Data & Map

Wagner Investigation Water Sample Data											
Sample ID	**Date Collected**	**Time Collected**	**Temp F**	**DO**	**Conductivity (uS)**	**pH**	**Turbidity (FNU)**	**Processed By**	**Colilert Lot Number**	**Time Placed in Incubator**	**Date Read**
Wagner Creek Park @ Rapp Rd	7/14/2025	0905	61.7	8.7	345.7	7.96	5.78	BP	MY105	1305	7/15/2025
Wagner Creek Upstream Talent Canal	7/14/2025	0938	62.6	8.18	187.8	7.77	2.24	BP	MY105	1305	7/15/2025
Wagner Creek Downstream Talent Canal	7/14/2025	0941	62.42	8.49	289.2	7.77	9.39	BP	MY105	1305	7/15/2025
Talent Irrigation Canal Stream Return	7/14/2025	0945	62.24	8.93	188.2	8.03	11.8	BP	MY105	1305	7/15/2025
Wagner Creek Rd @ End of Pavement	7/14/2025	1011	60.98	8.87	102.7	8.16	4.09	BP	MY105	1305	7/15/2025
TID Return at Wagner Creek	8/25/2025	1330	71.1	//	186.6	8.72	3.7	AS	//	//	//
Upstream of TID	8/25/2025	1345	66.2	//	390.3	7.88	1.3	AS	//	//	//
TID Return at Wagner Creek	8/29/2025	1240	67.5	//	164.4	8.55	6.0	AS	//	//	//
Upstream of TID	8/29/2025	1215	61.2	//	283.2	7.82	2.0	AS	//	//	//
TID Return at Wagner Creek	9/3/2025	1024	68.4	//	166.9	7.98	20.0	AS	//	//	//
Upstream of TID	9/3/2025	1008	63.9	//	230.5	7.56	6.0	AS	//	//	//

Wagner Investigation Water Sample Data									
Sample ID	**Time Read**	**Read By**	**1st Sample Large Wells Positive**	**1st Sample Small Wells Positive**	**1st Sample E. coli MPN**	**2nd Sample Large Wells Positive**	**2nd Sample Small Wells Positive**	**2nd Sample E. coli MPN**	***Gemetric Mean E. coli MPN***
Wagner Creek Park @ Rapp Rd	1410	CG	49	16	275.5	48	14	209.8	***240.4***
Wagner Creek Upstream Talent Canal	1410	CG	49	25	461.1	49	24	435.2	***448.0***
Wagner Creek Downstream Talent Canal	1410	CG	48	15	218.7	48	20	272.3	***244.0***
Talent Irrigation Canal Stream Return	1410	CG	46	16	178.2	48	12	193.5	***185.7***
Wagner Creek Rd @ End of Pavement	1410	CG	4	1	5.2	8	0	8.6	***6.7***
TID Return at Wagner Creek	//	AS	//	//	172.2	//	//	//	***172.2***
Upstream of TID	//	AS	//	//	684.8	//	//	//	***684.8***
TID Return at Wagner Creek	//	AS	//	//	186.0	//	//	//	***186.0***
Upstream of TID	//	AS	//	//	313.0	//	//	//	***313.0***
TID Return at Wagner Creek	//	AS	//	//	1413.6	//	//	//	***1413.6***
Upstream of TID	//	AS	//	//	1986.3	//	//	//	***1986.3***

Wagner Investigation Water Sample Data	
Sample ID	**Notes**
Wagner Creek Park @ Rapp Rd	Water appears clear, no abnormal indicators. Samples taken just below fallen log.
Wagner Creek Upstream Talent Canal	Water appears clear, no abnormal indicators. Low flow relative to location off Rapp. Samples taken just above irrigation inflow.
Wagner Creek Downstream Talent Canal	Cloudy water. Slight smell. Clear visual indicators of where irrigation water mixes with creek water. The irrigation stream return appears to account for about 50% of the total creek volume. Samples taken about 50ft downstream of where creek and irrigation water mix.
Talent Irrigation Canal Stream Return	Turbid water, brown, moderate smell. Samples taken from concrete settling hold just prior to entering creek.
Wagner Creek Rd @ End of Pavement	Samples taken at the southern Wagner Creek Park, about 4 miles upstream on Wagner Creek Road. Taken where the pavement ends just after a bridge. Clear water, healthy riparian area.
TID Return at Wagner Creek	Water cloudy and brown, no other abnormal indicators. eDNA testing sent in to Jonah Ventures for QPCR and 12SVert analysis, results returned as non-human or agriculture. Vast majority is from native fish.
Upstream of TID	Water clear, no abnormal indicators. eDNA testing sent in to Jonah Ventures for QPCR and 12SVert analysis, results returned as non-human or agriculture. Vast majority is from native fish.
TID Return at Wagner Creek	Water cloudy and brown, no other abnormal indicators. eDNA testing sent in to Jonah Ventures for QPCR and 12SVert analysis, results returned as non-human or agriculture. Vast majority is from native fish.
Upstream of TID	Water clear, no abnormal indicators. eDNA testing sent in to Jonah Ventures for QPCR and 12SVert analysis, results returned as non-human or agriculture. Vast majority is from native fish.
TID Return at Wagner Creek	Water cloudy and brown, no other abnormal indicators. eDNA testing sent in to Jonah Ventures for QPCR and 12SVert analysis, results returned as non-human or agriculture. Vast majority is from native fish.
Upstream of TID	Water clear, no abnormal indicators. eDNA testing sent in to Jonah Ventures for QPCR and 12SVert analysis, results returned as non-human or agriculture. Vast majority is from native fish.





1. Wagner Creek Park @ Rapp Rd



2. Wagner Creek Upstream Talent Canal
3. Wagner Creek Downstream Talent Canal
4. Talent Irrigation Canal Stream Return









Wagner Creek Rd @ End of Pavement



Appendix C

RVSS Erosion and Sediment Control Inspection Form

Oversight ESC Inspection Report

For Compliance with DEQ 1200-C Permit 2020, Section 6.5b

ROGUE VALLEY SEWER SERVICES
CLEAN WATER - HEALTHY COMMUNITIES

SITE INFORMATION:

Site Name: _____ **Inspection Date:** _____

RVSS SWQ Permit ID: _____ **Project #:** _____ **Oversight Inspector:** _____

Primary Site Contact: _____ **Site ESC Contact:** _____

Inspection Trigger: ☐ **Pre-Construction** ☐ **Drive-By** ☐ **Scheduled** ☐ **Complaint** ☐ **Termination**

Project Status / Phase: _____

Current Weather Conditions: _____

Approximate amount of precipitation during the last 24 hours (inches): ☐ **0** ☐ **0 – 1** ☐ **1 – 3** ☐ **> 3**

Approximate amount of precipitation in the past week (inches): ☐ **0** ☐ **0 – 1** ☐ **1 – 3** ☐ **> 3**

Rain Gauge: KMFR

SITE INSPECTION:

Does the site appear active?			☐ **Yes**	☐ **No**
Is the site accessible and safe to inspect? *If not, describe conditions in the inspection summary and inspect nearby downstream locations for signs of any unauthorized discharges from the site to the extent that such inspections are safe, accessible and practical.*			☐ **Yes**	☐ **No**
Is the ESCP located on site?	☐ **N/A**	☐ **Unable to Verify**	☐ **Yes**	☐ **No**
Are inspection reports current and available?	☐ **N/A**	☐ **Unable to Verify**	☐ **Yes**	☐ **No**
Are all BMPs correctly installed and working as intended?			☐ **Yes**	☐ **No**
Are hazardous materials (including washouts) being properly managed?			☐ **Yes**	☐ **No**
Is trash and other waste being collected and stored appropriately?			☐ **Yes**	☐ **No**
Does the ESC implementation on the ground match the ESCP? *If not, ensure that the on-ground ESC implementation makes sense and have the site update their ESCP.*			☐ **Yes**	☐ **No**
Are there any BMPs in need of maintenance?			☐ **Yes**	☐ **No**
Are there areas where new or modified BMPs are necessary?			☐ **Yes**	☐ **No**
Is there evidence of erosion and sedimentation occurring on site?			☐ **Yes**	☐ **No**
Are there areas where hazardous material spills or leaks appear likely?			☐ **Yes**	☐ **No**
Are there any areas that require stabilization? *Areas where land disturbing activities have permanently ceased or will be temporarily inactive for 14 or more calendar days.*			☐ **Yes**	☐ **No**
Does construction activity involve the use of engineered soils? *These are soil amendments including, but not limited to Portland cement-treated base, cement kiln dust, or fly ash. Runoff from areas with engineered soils must be captured in sediment basins/impoundments and must be monitored for pH. If the site uses engineered soils, ensure runoff is being impounded and request documentation to ensure compliance. Requirements for the use of engineered soil can be found in the 1200-C permit.*			☐ **Yes**	☐ **No**

DISCHARGE LOCATIONS:

If discharge has left the site, or there is evidence that it has, include observations of the stormwater discharges (e.g. clear, turbid, sheen, odor, foam, etc.) in the inspection summary. Attach photos of all discharge locations to this report, whether or not a discharge has occurred. If there is evidence that there was a spill on site, ensure appropriate action was taken.

Is discharge currently leaving the site? ☐ **Yes** ☐ **No**

Is there evidence that discharge has left or is likely to leave the site? ☐ **Yes** ☐ **No**

Is there any evidence of unauthorized discharges from the site? ☐ **Yes** ☐ **No**
If it appears that a spill or leak is currently occurring, conduct spill response procedures.

Since the last inspection, have there been any unauthorized discharges from the site? ☐ **Yes** ☐ **No**
If so, add comments in the inspection summary. If a reportable spill has occurred, ensure all related documents are added to the project file. Reportable spills are listed under 40 CFR Part 302.4.

INSPECTION SUMMARY:

Are there imminent erosion or sediment concerns for this site? ☐ **Yes** ☐ **No**

Are there imminent hazardous material, waste, or trash concerns for the site? ☐ **Yes** ☐ **No**

Were any significant permit violations observed during the inspection? ☐ **Yes** ☐ **No**

Enforcement Conducted: *Check all that apply.*

☐ **Verbal** ☐ **Email** ☐ **Code Violation Warning** ☐ **Stop Work Order** ☐ **Other**

If escalating enforcement is needed, track progress and timeline on the Excel Follow-up Tracker. Conduct all correspondence in writing and save all documentation to the project file.

In the section below, write a summary of the inspection.

Comment on any permit discrepancies noted above and as applicable, include details needed to facilitate corrective and follow-up actions. Note any repeat violations and add any required follow-up items to the Excel Follow-up Tracker.

I certify that this report is true, accurate, and complete to the best of my knowledge, abilities, and belief.

Inspector Signature **Date**

All inspection reports should be kept in chronological order at the site or at an easily accessible location (electronically is acceptable) and made available at the time of inspection or upon request. All visual monitoring notes, sampling records and inspection reports must be kept for three years from the date that the permit coverage expires or is terminated.

1200-C ESC Inspection Report

For Compliance with DEQ 1200-C Permit 2025, Schedule B

ROGUE VALLEY SEWER SERVICES
CLEAN WATER - HEALTHY COMMUNITIES

SITE INFORMATION:

Site Name: _____ **Inspection Date:** _____

RVSS SWQ Permit ID: _____ **Inspector Name:** _____

Inspector Email: _____ **Inspector Phone:** _____

Inspector Company: _____ **Primary Site Contact:** _____

Inspection Trigger: ☐ **Initial** ☐ **Routine** ☐ **Rain Event** ☐ **Complaint** ☐ **Termination** ☐ **Other**

Project Status / Phase: _____

Current Weather Conditions: _____

Approximate amount of precipitation during the last 24 hours (inches): _____

Approximate amount of precipitation since the last inspection (inches): _____

Which rain gauge was used? _____

SITE INSPECTION:

Is the site active?	☐ **Yes**	☐ **No**
Is the site accessible and safe to inspect? *If not, describe conditions in the inspection summary and inspect nearby downstream locations for signs of any unauthorized discharges from the site to the extent that such inspections are safe, accessible and practical.*	☐ **Yes**	☐ **No**
Is permit coverage posted and a complete site logbook available?	☐ **Yes**	☐ **No**
Are all BMPs correctly installed and working as intended?	☐ **Yes**	☐ **No**
Are hazardous materials (including washouts) being properly managed?	☐ **Yes**	☐ **No**
Is trash and other waste being collected and stored appropriately?	☐ **Yes**	☐ **No**
Does the ESC implementation on the ground match the ESCP? *If not, ensure that the on-ground ESC implementation makes sense and have the site update their ESCP.*	☐ **Yes**	☐ **No**
Are there any BMPs in need of maintenance?	☐ **Yes**	☐ **No**
Are there areas where new or modified BMPs are necessary?	☐ **Yes**	☐ **No**
Is there evidence of erosion and sedimentation occurring on site?	☐ **Yes**	☐ **No**
Are there areas where hazardous material spills or leaks appear likely?	☐ **Yes**	☐ **No**
Are there any areas that require stabilization? *Areas where land disturbing activities have permanently ceased or will be temporarily inactive for 14 or more calendar days. Note the initial date of cessation in the inspection summary.*	☐ **Yes**	☐ **No**
Does construction activity involve the use of engineered soils? *These are soil amendments including, but not limited to Portland cement-treated base, cement kiln dust, or fly ash. Runoff from areas with engineered soils must be captured in sediment basins/impoundments and must be monitored for pH. If the site uses engineered soils, ensure runoff is being impounded and request documentation to ensure compliance. Requirements for the use of engineered soil can be found in the 1200-C permit.*	☐ **Yes**	☐ **No**

DISCHARGE LOCATIONS:

If discharge has left the site, or there is evidence that it has, include observations of the stormwater discharges (e.g. clear, turbid, sheen, odor, foam, etc.) in the inspection summary. Attach photos of all discharge locations to this report, whether or not a discharge has occurred. If there is evidence that there was a spill on site, ensure appropriate action was taken.

Is discharge currently leaving the site? ☐ **Yes** ☐ **No**

Is there evidence that discharge has left or is likely to leave the site? ☐ **Yes** ☐ **No**

Is there any evidence of unauthorized discharges from the site? ☐ **Yes** ☐ **No**
If it appears that a spill or leak is currently occurring, conduct spill response procedures.

Since the last inspection, have there been any unauthorized discharges from the site? ☐ **Yes** ☐ **No**
If so, add comments in the inspection summary. If a reportable spill has occurred, attach all related documents to this report. Reportable spills are listed under 40 CFR Part 302.4.

INSPECTION SUMMARY:

Are there imminent erosion or sediment concerns for this site? ☐ **Yes** ☐ **No**

Are there imminent hazardous material, waste, or trash concerns for the site? ☐ **Yes** ☐ **No**

Were any significant permit violations observed during the inspection? ☐ **Yes** ☐ **No**

In the section below, write a summary of the inspection. *Include:*

- *Comments on any permit discrepancies noted above and as applicable, include details needed to facilitate corrective and follow-up actions.*
- *Start and end dates for alternative inspection frequencies or any changes to stabilization schedules.*
- *Changes to the ESCP, and reasoning for modifications.*
- *Visual observations (e.g. clear, turbid, sheen, odor, foam, etc.) of the stormwater discharges from the site, or if a discharge from the site did not occur within 24 hours of a storm event.*
- *Any repeat violations or violations that haven't been corrected since the last inspection.*

I certify that this report is true, accurate, and complete to the best of my knowledge, abilities, and belief.

Primary Inspector Signature **Date**

All inspection reports should be kept in chronological order at the site or at an easily accessible location (electronically is acceptable) and made available at the time of inspection or upon request. All visual monitoring notes, sampling records and inspection reports must be kept for three years from the date that the permit coverage expires or is terminated.