

2021 Regional Environmental Education Program Report Card

The following describes the planned 2021 activities under the Interlocal Agreement among the Cities of Lacey, Olympia, Tumwater, and Thurston County in order to implement a Regional Environmental Education Program. RFPs and Vendor Contracts under this work plan must be reviewed by all jurisdictions before they are finalized.

Funds are able to be moved between Tasks and among activities within a Task as needed, as long as the maximum ILA annual budget is not exceeded. Amounts shifted above 10% of the total for the task or greater than \$1000 (whichever is less) must be approved in writing via email by the Partnership's program managers before work is conducted or costs incurred, with the exception of movement of funds from the contingency budget. Major programmatic changes to the work plan, including adding or deleting Tasks, must be approved in writing by the Partnership's program managers before work is conducted or costs incurred.

Approved on (date) by:

Jesse Barham, City of Olympia

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Approved on (date) by:

Peter Brooks, City of Lacey

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Approved on (date) by:

Dan Smith, City of Tumwater

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Approved on (date) by:

Jennifer Davis, Thurston County

TASK 1 ADMINISTRATION, PLANNING AND REPORTING

Administrative and program evaluation activities in support of Partnership collaboration, decision-making, documentation, and reporting.

Phase II Municipal Permit: S5.A.3.a., S5.A.5.a., S9.A

Budget \$2,000

Strategies

Accounting

All jurisdictions update a shared cost tracking spreadsheet and invoice the other jurisdictions quarterly, according to the proportional cost-sharing indicated in the ILA or as otherwise noted in this work plan, and according to an agreed-upon invoicing process.

Work Plan Development

Annually develop/refine the regional environmental education program work plan, tasks, and budget in coordination with, and input and guidance from, each jurisdiction's stormwater management and technical staff.

- Use information from 2021 REEP Work Plan Report Card and MS4/NPDES Phase II Permit to help inform the 2022 tasks.
- Review and finalize a 2022 Work Plan by November 16, 2021.

Annual Reporting

Use the "Google-docs" 2021 Work Plan Report Card to record inter-jurisdictional education and outreach work plan activities and outputs, and provide data for Permit reporting purposes. Staff task leads complete task deliverables to be shared along with the Work Plan Report Card.

Contingency Budget

Reserve \$2000 of the total REEP annual budget for a contingency budget within Task 1. The contingency budget may be distributed and used for REEP expenditures without written approval from the Partnership's program managers.

Activities

- ✓ Use the "Google-docs" 2021 Work Plan Report Card to record inter-jurisdictional education and outreach work plan activities and outputs.
 - ✓ Manage and run reports on volunteer/participant database subscription as needed.
 - ✓ Develop a standard operating procedure for bi-monthly emails & social media.
 - ✓ Continue drafting a REEP Standard Operations Manual.
 - ✓ Update a shared cost tracking spreadsheet and collectively bill jurisdictions quarterly as needed.
 - ✓ Define a set of agreed-upon education and outreach goals for the Partnership, based on regional needs and priorities, in alignment with the NPDES Permit and other jurisdictional priorities and requirements, and integrate into the 2022 Work Plan.
 - ✓ Use information from the 2020 Work Plan Report Card to help inform work plan refinements.
 - ✓ Investigate similar work program development efforts underway at other counties and cities.
 - ✓ Develop jurisdictionally agreed upon 2022 REEP Work Plan to meet the mutual education and outreach goals for the Partnership jurisdictions.
 - ✓ Record education and outreach activity data on shared 2021 REEP Work Plan Report Card to support annual permit reporting needs.
 - ✓ Complete 2021 Work Plan Report Card and all deliverables before February 28, 2022.
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Outputs

1. Volunteer/participant information (demographics, contact, address) in CERVIS.

2. 2021 REEP Work Plan Report Card.
3. 2022 REEP Work Plan, including an itemized budget.
4. Updated REEP Standards Operations Manual.

Roles, Responsibilities

City of Lacey

Emily Watts	Planning support, jurisdictional lead for accounting/invoicing and reporting.
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City of Olympia

Susan McCleary	Planning support, jurisdictional co-lead for accounting/invoicing and reporting.
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Michelle Stevie	Planning support, jurisdictional co-lead for accounting/invoicing and reporting.
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City of Tumwater

Meridith Greer	Planning support, jurisdictional lead for accounting/invoicing and reporting.
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Thurston County

Ann Marie Pearce	Planning support, jurisdictional lead for accounting/invoicing and reporting.
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Kelsey Mae Crane	Planning support.
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Budget Estimate

\$2,000	Contingency
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\$2,000	Total
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TASK 2 COMMUNICATIONS CHANNEL DEVELOPMENT & MAINTENANCE

Activities supporting maintenance or new development of communication channels for use by all programs, including print or online periodicals, web and social media presence, or other media.

Problem

The partnership must produce high-quality communications in a variety of formats, including print and digital to continuously engage existing volunteers/participants and recruit new volunteers/participants.

Many partnership communication channels are inconvenient, outdated and/or cumbersome. Inconvenient and uncoordinated or stand-alone/temporary outreach and communication efforts may result in less effective reach, interest, or impact among key priority audiences for our programs.

Goal

Continue existing successful communication methods and revise/improve social media presence. Establish and maintain ongoing channels for coordination and responsive communication with priority audiences for our various programs. Create new communication channels as mass communication changes over time.

Phase II Municipal Permit: S5.C.2.a.i.(a); S5.C.2.a.iii

Budget \$52,800

Strategies

Publish and disseminate content in support of our programs, to both the general public and specific priority audiences, on topics such as stormwater BMPs, LID, source control, watershed stewardship/restoration opportunities, IDDE, stormwater-related educational workshops, outreach events, and Stream Team Programs.

Promote the Stream Team program through social media, at regional events, and during shared activities in order to maintain and grow communication channel reach and regional brand recognition. Shared promotion occurs through activities such as:

- South Sound GREEN programming
- LOTT Wet Center

- Stream Team presence at community events (e.g., Spring Arts Walk, Nisqually Watershed Festival, Fun Fair, etc.)

Activities

- ✓ Oversee the contractor to manage and edit the newsletter, social media channels, promotion of events, website management and social and web analytics.
- ✓ Contract with graphic designer and printer for newsletter publication.
- ✓ Update the CERVIS volunteer database contract as needed (City of Lacey).
- ✓ Provide content for quarterly newsletters, emails, Facebook posts, and other communications.
- ✓ Develop and deploy seasonal social media campaigns and boost events on social media when needed.
- ✓ Design and schedule monthly emails to promote upcoming events.
- ✓ Attend community events to promote Stream Team and recruit volunteers/participants.
- ✓ Oversee contract with Michele Burton Photographer for REEP related photography/video and digital asset management (e.g., events, social media images). Coordinators will work to compile a list of events, BMPs and/or activities for Michele to photograph.
- ✓ Oversee contracts for social media and website archiving, web hosting, online learning platform, email service and marketing.
- ✓ Develop and schedule nudges as follow-ups to re-emphasize key topics from residential workshops.

Outputs

1. Communication products as summarized above.
2. Updated Digital Asset Management System.
3. Monthly reports of social media analytics.
4. Digital assets for advertising and publications.
5. Archival of website and social media accounts.

Roles, Responsibilities

City of Lacey

Emily Watts	Project Lead for graphic design, newsletter printing, recurring subscription renewals and monthly email production. Content development.
Assistant	Content development, staffing Stream Team booths at community events.

City of Tumwater

Meridith Greer	Content development.
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City of Olympia

Susan McCleary	Project Lead. Contract manager for newsletter editing, social media & website management, and archiving. Content development.
Michelle Stevie	Contract manager for Photo and Digital Management contract and subscription renewals. Content development.
Intern	Miscellaneous support.

Thurston County

Ann Marie Pearce	Content development for Thurston County events, including no more than 2 optional related articles for newsletters.
Kelsey Crane	Assist with content development and editing when available.

Budget Estimate

\$6,400	Newsletter design.
\$19,000	Newsletter editing, website management, develop nudge messaging, disseminate events into community outlets & social media coordination.
\$9,200	Newsletter printing, mailing services and postage.
\$6,200	Subscriptions <ul style="list-style-type: none">• PageFreezer → archiving (\$1,800 annually)• Kinsta → web hosting (\$300 annually)• SmugMug → photo retention database• Constant Contact → email marketing

- Adobe LightRoom → photo hosting database
- CERVIS → volunteer database
- Act Now Domains → website hosting
- Thinkific → online learning platform (\$1,000 annually)
- Zoho → social media scheduling

\$5,000	Events & brand promotion and incentives
\$6,500	Event photographer and Digital Asset Management System
\$500	Social Media Campaigns and Event Boosts
\$52,800	Total

TASK 3 CITIZEN SCIENCE AND EDUCATION PROGRAM

Stewardship based education and workshops & citizen monitoring of aquatic resources and associated habitats.

Problem

Human actions can negatively affect water quality, aquatic species and the habitat upon which they depend on for survival.

Goal

Increase public awareness and understanding of how our actions impact water quality and affect aquatic habitat and aquatic-dependent species. Collect and analyze environmental monitoring data.

Phase II Municipal Permit: S5.C.2.a.i.(a); S5.C.2.a.iii

Budget \$21,925

Strategies

In collaboration with the Department of Fish and Wildlife (WDFW) using approved methodology, design citizen science programs to:

- Raise awareness of stormwater, water quality and aquatic habitat issues.
- Train participants in the collection and analysis of monitoring data.
- Provide high quality environmental educational opportunities that tie into stormwater, water quality and aquatic habitat issues.
- Share applicable data with WDFW.
- Provide distinct activities throughout the year (see performance table under “Outcomes” below).
- Coordinate and host workshops on a variety of topics that focus on the complex nature of water quality and aquatic habitat health.

Consultants and contractors will be hired to provide some programming activities.

Each jurisdiction is responsible to pay for lab analysis and processing of their own B-IBI samples and for their own monitoring supplies.

Activities

- ✓ Develop and administer professional services contracts.
- ✓ Develop and deliver citizen science activities to provide high-quality environmental education to the general public (including school-age audiences and/or overburdened communities) through a series of in-person or virtual field trips, lectures, and workshops. REEP Partners will seek out opportunities to bring in new audiences and expand program locations. Programs will be held in all funding jurisdictions and/or online.
- ✓ Plan and coordinate residential workshops (in person or online), including evaluation of workshops, on the following topics: water-wise plantings for water and wildlife and shoreline and slope protection.
- ✓ Recruit, train, and lead participants in a variety of watershed species monitoring activities. To help foster equity in the distribution of participants, programs will be held in multiple jurisdiction locations as applicable. Promote events and publicize the work of citizen scientists through communication channels in Task 2.
- ✓ Coordinate with contractor to plan and implement Marine Creature Mondays events.
- ✓ Coordinate with contractor to plan and implement Citizen Science Plankton Monitoring events at various locations throughout Thurston County.
- ✓ Tabulate and evaluate the monitoring data. Share applicable data with WDFW. Applicable information will be available for other management purposes.
- ✓ Collaborate with Nisqually Reach Nature Center and South Sound GREEN to implement an educational scavenger hunt for students and families.

Outputs

1. Professional Services Contracts for specific programs.
 2. Monitoring data and assessment.
 3. Event attendance and participation data.
 4. A virtual Naturescaping workshop and a virtual Shoreline Stewardship workshop.
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Roles, Responsibilities

City of Olympia

Michelle Stevie Project lead. Contract manager for Marine Creature Monday diver and What's Blooming in Budd- Water Quality/ Plankton Monitoring.

City of Lacey

Emily Watts Materials production support.

City of Tumwater

Meridith Greer Field training assistant. Tumwater coordinator.

Thurston County

Ann Marie Pearce Staff lead for B-IBI monitoring sites in unincorporated Thurston County. Contract manager for Naturescaping and Shoreline Stewardship workshops.

Budget Estimate

\$7,000	Contract with Pacific Shellfish Institute (plankton monitoring)
\$3,325	Contract for Diver for Marine Creature Mondays
\$200	Permit Fees: Department of Fish and Wildlife Specimen Collection Permit (for B-IBI, macros, amphibians, MCM)
\$7,500	Contract for Naturescaping & Shoreline Stewardship online workshops and follow-up survey for the Naturescaping workshop.
\$3,000	Program app, materials and incentives for scavenger hunt program.
\$900	Program Support such as: speaker fees, rental charges, meeting rooms, promotional materials, transportation, associated supplies and services.
\$21,925	Total

TASK 4 SALMON STEWARDSHIP PROGRAM

Watershed, stewardship, and stormwater education and outreach via community volunteer educator training, outreach event coordination and/or support, sponsorship of annual salmon migration viewings, and related publications.

Problem

Much of the general public lacks awareness regarding how their actions impact water quality, salmon habitat, and local salmon populations.

Goal

Increase public awareness and understanding of marine and freshwater life cycle of salmon, the water quality-related impacts humans have and actions residents can take to help with salmon recovery.

Phase II Municipal Permit: S5.C.2.a.i.(a); S5.C.2.a.iii

Budget \$600

Strategies

Recruit and train volunteers to provide education and outreach to the general public concerning Pacific salmon, their life history and habitat, and risks to their survival, and/or create online learning resources for the general public.* All new volunteers interested in salmon stewarding must attend the three basic classroom trainings and at least one field training held at the following locations: 5th Ave. in Olympia, Tumwater Falls in Tumwater, or McLane Creek Nature Trail in unincorporated Thurston County.

Each jurisdiction is responsible for site-specific Salmon Stewards training and coordinating the volunteers for their viewing locations. The City of Olympia is the lead for the three basic trainings offered in the summer, which will be held in Olympia, with support from the City of Tumwater and Thurston County. Thurston County is the lead for the three-part training held in the fall.

The City of Lacey does not have a salmon-viewing location, but continues to support the program because Lacey residents visit salmon viewing locations in other jurisdictions. City of Lacey outreach staff participate in communications, publication development, and

general planning, but do not assist in coordination activities for trainings or volunteer coordination.

*In-person Salmon Stewarding programming subject to current Covid-19 safety guidelines. Virtual activities may be substituted for in-person activities.

Activities

- ☐ Review last season's efforts/successes/feedback and annually coordinate/plan events for the upcoming season.
- ☐ Evaluate and review materials. Revise or develop new Salmon Stewards training materials as needed.

In Person Activities

- ☐ Conduct outreach to recruit/retain volunteers and engage participants.
- ☐ Provide Salmon Stewards volunteer trainings.

Virtual Activities

- ✓ Develop virtual learning resources for the general public.

*The majority of the Activities in this Task were not completed due to the Covid-19 pandemic and our ongoing effort to protect staff and volunteers.

Outputs

1. Report on the number of volunteers and the estimated number of visitors at all three viewing sites.
 2. Training and volunteer materials for Salmon Stewards volunteers.
 3. Virtual learning resources.
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Roles, Responsibilities

City of Olympia

Michelle Stevie	Project lead, plan/coordinate initial volunteer trainings, coordinate updates to program manual and maintain volunteer supplies. Contract manager.
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City of Tumwater

Meridith Greer	Support regional basic training, provide review/comment on new/revised training materials as necessary
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City of Lacey

Emily Watts	Jurisdictional lead.
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Thurston County

Ann Marie Pearce	Provide staff support for one regional summer basic training event, provide review/comments on new/revised training materials as necessary. Coordinate the Chum Salmon Stewards three-part training and volunteer program at McLane Creek Nature Trail.
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Budget Estimate

\$600	Promotional and training materials and program support (e.g., branded vests, hats, t-shirts, patches)
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\$600	Total
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TASK 5 PRIVATE STORMWATER FACILITY MAINTENANCE PROGRAM

Support proper maintenance and reporting of residential stormwater infrastructure by property owners, homeowner's associations (HOAs), contractors and property management companies.

Problem

Improperly maintained private stormwater facilities can contribute to ground and surface water pollution and often lead to localized flooding and other stormwater systems failures as observed by field staff and documented in inspection reports.

Goal

Improve water quality through an increase of properly maintained privately-owned stormwater facilities.

Phase II Municipal Permit: S5.C.2.a.i.(a), S5.C.2.a.i.(b), S5.C.2.a.i.(c)

Budget \$500

Strategies

Continue to support and improve the interjurisdictional education and outreach program designed to provide technical assistance and tools to property owners and stormwater maintenance contractors regarding stormwater facility maintenance BMPs and annual reporting.

Activities

- ✓ Implement two virtual learning workshops to reach residential and contractor/commercial audiences.
- ✓ Develop and/or revise planning checklists for virtual workshop implementation.
- ✓ Glean input from regional stakeholders to help guide outreach strategies.

Outputs

1. Two workshops. Online/virtual private facilities maintenance training.
2. Educational content, materials, evaluations, number of participants and registrant contact information.

3. Training marketing materials.

Roles, Responsibilities

Thurston County

Kelsey Mae Crane	Project Lead. Research and platform/content development proposal. Lead on developing workshop planning checklists. Workshop coordination.
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Ann Marie Pearce	Planning support.
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City of Lacey

Emily Watts	Planning support, jurisdictional lead for research and content development.
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City of Olympia

Susan McCleary	Planning support, jurisdictional lead for research and content development.
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City of Tumwater

Meridith Greer	Planning support, jurisdictional lead for research and content development.
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SWIG	Training support.
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Budget Estimate

\$500	Program incentives, room rental, outreach materials, mailings and other program support for workshops.
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\$500	Total
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TASK 6 BUSINESS POLLUTION PREVENTION: DUMPSTER CAMPAIGN

Develop a social marketing plan and implement a pilot project on one behavior related to dumpster best management practices.

Problem

Creating effective education and outreach requires a deep understanding of the audience and their beliefs, priorities, barriers, and motivators. Obtaining this information often requires large amounts of background research.

Goal

Based on research, use social marketing tools to educate and promote positive behavior change for business source control BMPs.

Phase II Municipal Permit: S5.C.2.a.ii.(c), Activities will inform S5.C.8.b.iv

Budget \$8,000

Strategies

This campaign prioritizes the business community operating in Permit coverage areas. The campaign will use social marketing methods to identify barriers and motivators, strategies and tools to effect long-term adoption of one priority dumpster related BMP. This is a multi-year effort to research, develop and implement business pollution prevention outreach related to dumpster best management practices (BMPs) with inter-jurisdictional cooperation and involvement by education and outreach staff.

Activities

- ✓ Meet regularly with REEP coordinators assigned to this effort to provide input and guide social marketing efforts.
- ✓ Evaluate social marketing research done on audience barriers and motivators to develop effective social marketing plan on dumpster BMPs.
- ✓ Design and implement a pilot program for one priority behavior and audience on dumpster BMPs.

Outputs

1. Social marketing plan to implement a pilot program for one priority behavior and audience on dumpster BMPs.

Roles, Responsibilities

City of Olympia

Susan McCleary	Project & jurisdictional lead, research, planning, development and deployment.
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City of Tumwater

Meridith Greer	Jurisdictional lead, research, planning, development and deployment.
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City of Lacey

Emily Watts	Jurisdictional lead, research, planning, development and deployment.
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Thurston County

Kelsey Crane	Jurisdictional lead, research, planning, development and deployment.
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Budget Estimate

\$8,000	Consulting services for pilot plan development and/or implementation
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\$8,000	Total
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TASK 7 OVERBURDENED COMMUNITIES

Identify overburdened communities within the Municipal Permit boundaries of the REEP Partners.

Problem

The 2019-2024 Western Washington Phase II Municipal Stormwater Permit requires Permittees implement education and outreach programs that include reaching overburdened communities. In addition, the Permit requires that Permittees require public involvement opportunities.

Goal

Improve outreach to overburdened communities where necessary to improve water quality, meet Permit requirements and inform public participation and SMAP processes.

Phase II Municipal Permit: S5.C.2.a.i.(a) Activities could inform S5.C.3a

Budget \$4,175

Strategies

Conduct research to identify overburdened communities within the Municipal Permit boundaries of the REEP Partners as it relates to the Municipal Permit. This is a multi-year effort to research, develop and implement effective outreach to overburdened communities and to improve water quality.

Activities

- ✓ Identify overburdened communities within the Municipal Permit boundaries of the REEP Partners using best practices outlined by the Department of Ecology.
 - ✓ Research efforts and strategies already undertaken by other Permittees.
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Outputs

1. List of identified overburdened communities within the Municipal Permit boundaries of the REEP Partners.
2. Summary of efforts and strategies undertaken by other Permittees.

Roles, Responsibilities

City of Olympia

Susan McCleary	Jurisdictional lead, research, planning, development and deployment.
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City of Tumwater

Meridith Greer	Jurisdictional lead, research, planning, development and deployment.
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City of Lacey

Emily Watts	Jurisdictional lead, research, planning, development and deployment.
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Thurston County

Ann Marie Pearce	Jurisdictional lead, research, planning, development and deployment.
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Kelsey Crane	Jurisdictional support for research, planning, development and deployment.
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Budget Estimate

\$4,175	Consulting services for audience research, pilot plan development and/or implementation
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\$4,175	Total
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Task	Budget
Task 1- Administration, Planning, and Reporting	\$2,000
Task 2 - Communications Channel Development & Maintenance	\$52,800
Task 3 - Citizen Science and Education Program	\$21,925
Task 4 - Salmon Stewardship Program	\$600
Task 5 - Private Stormwater Facility Maintenance Program	\$500
Task 6 - Business Pollution Prevention: Dumpster Campaign	\$8,000
Task 7 - Overburdened Communities	\$4,175
2021 REEP Budget	\$90,000

Appendix 1

Thurston County, Lacey, Olympia and Tumwater Data

Program	# of Events	# of Volunteers	# of Volunteer Hours	# of Attendees / Participants	# Distributed	# Completed
Stream Team Workshops, Trainings & Lectures	10	18	286	505		
Naturescaping Workshop	2			171		
SOG Workshops	2			63		
Restoration	1	12	36			
Citizen Science	79	154	241			
Salmon Stewards	*Postponed due to Covid-19.					
Community Events	1		330	110		
Naturesleuth Program	884			430		
Newsletters					4,547	
Pet Waste Inserts					7,225	
Pet Waste Stations					42	
Business Site Visits						26
Bags on Board (BOBs)					537	
Coffee Sleeves					42,250	
Total	979	184	893	1,279	54,601	26

Social Media Type	# of Posts	# of Followers	Total Site/video Views	Total Reach
Facebook (@thurstonstreamteam)	145	2,354	5,910	87,532
Instagram (@thruston_stream_team)	240	814	2,384	8,617
Stream Team website (StreamTeam.info)		16,762	32,807	
Pacific Shellfish Institute Blog			2,052	
Puget Sound Starts Here Digital Media Campaign			46,912	188,036
Thurston Talks Article (Earth Day Video Contest + Climate Quilt)			17	17,669
Actions for Clean water Website Views				1,932
Total	385	19,930	90,082	303,786

Stream Team Video Series	# of Videos	# of Views
Marine Creature Mondays	24	159
Salmon	7	129
Northwest Bats	2	350
Purple Martins	4	73
Lights, Camera, Actions for Clean Water Campaign	3	524
Total	40	1,235