



StreamTeam **REEP 2024**
Regional Environmental Education Program
ANNUAL REPORT



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Message from the Program Coordinators

The Regional Environmental Education Program (REEP) partners reflect on 2024 with pride and gratitude. REEP empowers the South Sound through dynamic stormwater pollution prevention outreach, hands-on science experiences, and meaningful stewardship opportunities. Our dedicated volunteers have invested hundreds of hours restoring habitat, improving water quality, promoting stormwater pollution prevention best practices, and protecting wildlife. We recognize that sustaining this progress requires ongoing commitment, adaptation, and capacity building.

In this "Year in Review," we highlight our achievements, new engagement opportunities, and the impact of our collective efforts.

Thank you to every participant, partner, and supporter who made 2024 a year of progress and collaboration. Together, we will continue to protect and enhance our natural resources for generations to come.

Sincerely,

Your Regional Environmental Education Program Coordinators,

Ali Brown
City of Lacey

Genevieve Becker
City of Olympia

Susan McCleary
City of Olympia

Grant Gilmore
City of Tumwater

Kelsey Crane
Thurston County

Cynthia Taylor
Thurston County

Lara Tukarski
Thurston County

Miriam Villacian
Thurston County



Who We Are

REEP is a collaborative partnership among the Stormwater Utilities of Lacey, Olympia, Tumwater, and Thurston County.

Through Stream Team programming, we raise community awareness, inspire community action, and connect residents with environmental stewardship. Stream Team thrives through collaboration with community partners and volunteers. Our collective efforts foster sense of place and empower community members to actively participate in watershed stewardship.



STORM WATER SYMPOSIUM 10/5 10AM-2PM

ALBANY STREET POND ROCHESTER, WA

For map & more details, visit: streamteam.info/events

ACTIVITIES:

- Native Planting Demo
- Kids Crafts
- Raffle Prizes
- SNACKS!

SPEAKER TOPICS:

- Stormwater Inspections
- Your Watershed
- Natural Yard Care
- Septics 101
- Agriculture
- Thurston 2045




























Program Overview & Data

Stream Team

Hands-On Science & Education

Stream Team's Hands-On Science and Education Programs raise awareness about stormwater pollution prevention and ecosystem protection. Volunteer contributions—734 hours in 2024—fuel our mission to create a resilient community focused around clean water actions.

 # Participants or Volunteers; • = 10 people
 # Volunteer Hours

Amphibians Egg Mass ID Field Training	• 13 
Amphibians of Pacific NW Workshop 40 
Amphibian Surveys	• 10  • 38 
Arbor Day Plant Giveaway	• 8  • 24 
Latin Conservation Week: CIELO Salmon Viewing Field Trip to Tumwater Falls 100 
Marine Creature Mondays 333  • 75 
Nature Sleuths 238 
Oyster Seed Planting 43  • 129 
Salmon and Cider	.. 17  • 51 
Salmon Stewards Field Trainings	... 33  • 66 
Salmon Stewards—McLane Creek 60  • 130 
Salmon Stewards Online Training 65 
Salmon Stewards—Tumwater Falls	.. 23  • 46 
Salmon Stewards—5th Ave Bridge	... 27  • 54 
Stormwater Facility Maintenance Online Training 53 
Stream Bug Monitoring	.. 18  • 76 
Stream Bug Monitoring Training	.. 19 

Total Participants or Volunteers: 1,100 

Total Volunteer Hours: 689 

















Participants may participate in more than one event.

Stream Team

Habitat Conservation & Restoration

Stream Team's Habitat Conservation and Restoration Programs focus on areas of high priority for water quality, restoration, and habitat management. Native plantings and invasive species management help enhance habitat conditions, protect water quality, and promote water conservation initiatives. In 2024, 496 volunteers donated 1,982 hours to restoring habitat!

 # Participants or Volunteers; • = 10 people
 # Volunteer Hours

Earth Day Stewardship 196  • 588 
Indian Creek Habitat Stewardship Event	.. 18  • 54 
Martin Luther King Jr Day of Service 52  • 436 
McLane Creek Trail Maintenance 48  • 257 
National Public Lands Day 50  • 150 
Orca Recovery Day 100  • 300 
Prairie Preservation Scots Broom Pull	• 1  • 2 
Second Saturdays at Sapp Road Park	... 31  • 195 

Volunteers: 496 
Total Volunteer Hours: 1,982 

Participants may participate in more than one event.





Pacific Shellfish Institute Initiatives & Programs








Pacific Shellfish Institute (PSI), in partnership with Stream Team, offers plankton and nearshore marine biodiversity monitoring programs and community outreach. This initiative educates the public on local water quality issues and inspires actions to reduce stormwater pollution. PSI hosted or partnered on 12 events across Olympia, Lacey, Tumwater, and Thurston County in 2024.

 # Participants or Volunteers; • = 10 people



LACEY

Lacey Fish-In 200 
Lacey Children's Day 300 
TOTAL LACEY	500



OLYMPIA

Stormwater Field Day (Marshall MS) 400 
Stormwater Field Day (Washington MS) 250 
What's Blooming in Budd? #1 66 
What's Blooming in Budd? #2 99 
What's Blooming in Budd? #3 50 
What's Blooming in Budd? #4 90 
What's Blooming in Budd? #5 58 
TOTAL OLYMPIA	1,013

THURSTON COUNTY

Nisqually Watershed Festival250 
McLane Creek Salmon & Cider Celebration 163 
TOTAL THURSTON COUNTY	413

TUMWATER

Tumwater Falls Festival 278 
Tumwater TRL Discover Plankton Workshop	... 32 
TOTAL TUMWATER	310

People Reached: **4,434** 

In-Person / 13 Events: 2,236
Social Media / 16 Posts: 2,198



Partner Led Regional Environment Education Programming

REEP representatives from each jurisdiction manage a separate Interlocal Agreement with South Sound Green (a subsidiary to Thurston Conservation District) to enhance environmental education focused on water quality monitoring for participating schools across all four jurisdictions.

	Field-Based Learning		Habitat Restoration Activities		Stream Bug Labs + Classroom Lessons		Student GREEN Congress		Teacher Professional Development		Water Quality Testing	
	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
LACEY	465	7	395	17	243	7	22	3	0	12	544	20
	Schools: • North Thurston HS • Timberline HS		Schools: • Horizons ES • Chambers Prairie ES • Mountain View ES • Lakes ES • St Martins University		Schools: • Timberline HS • Horizons ES • Komachin MS • Lacey ES • St Martins University		Schools: • Horizons ES • Komachin MS • Lakes ES		Schools: • Komachin MS • Mountain View ES • North Thurston HS • River Ridge HS • Timberline HS		Schools: • Chambers Prairie ES • Lacey ES • Horizons ES • Mountain View ES • Komachin MS • Lakes ES • St Martins University	
OLYMPIA	1,076	27	156	6	1,397	34	97	12	0	51	1,024	21
	Schools: • Marshall MS • Washington MS • Jefferson MS • Reeves MS • ORLA • Lincoln ES • Pioneer ES • Hansen ES • McKenny ES • Garfield ES • Madison ES • Roosevelt ES		Schools: • ORLA • Roosevelt ES • Lincoln ES		Schools: • McKenny ES • Olympia HS • Avanti HS • Marshall MS • Washington MS • Lincoln ES • Pioneer ES • Hansen ES • Garfield ES • Roosevelt ES • ORLA		Schools: • Lincoln ES • NOVA • ORLA • Roosevelt ES • Marshall MS • Reeves MS		Schools: • Pioneer ES • Centennial ES • Hansen ES • Lincoln ES • McKenny ES • Boston Harbor ES • Garfield ES • LP Brown ES • McLane ES • Roosevelt ES • Reeves MS • Jefferson MS • Marshall MS • Washington MS • Olympia HS • ORLA		Schools: • McKenny ES • Lincoln ES • Reeves MS • Roosevelt ES • ORLA • NOVA MS • Avanti HS • Washington MS • Pioneer ES • Marshall MS	
THURSTON CO	671	15	50	2	601	29	76	7	0	8	661	22
	Schools: • Olympic View ES • McLane ES • Boston Harbor ES • Centennial ES • East Olympia ES • LP Brown ES • Nisqually MS • Rainier HS • Thurston Co-op Homeschool		Schools: • LP Brown ES McLane ES		Schools: • East Olympia ES • South Bay ES • Olympic View ES • Centennial ES • Pleasant Glade ES • LP Brown ES • Boston Harbor ES • McLane ES • Thurston Detention Center • Rainier HS		Schools: • East Olympia ES • Olympic View ES • Pleasant Glade ES • South Bay ES		Schools: • East Olympia ES • Boston Harbor ES • Centennial ES		Schools: • South Bay ES • McLane ES • Olympic View ES • Rainier HS • Pleasant Glade ES • McLane ES • East Olympia ES • Rainier HS • Boston Harbor • Centennial ES	
TUMWATER	294	11	114	2	269	9	8	1	0	45	247	11
	Schools: • Tumwater Hill ES • Black Lake ES • Black Hills HS • Tumwater HS • Bush MS		Schools: • Tumwater HS • Black Hills HS • Stream Bug Labs		Schools: • Tumwater HS • Tumwater Hill ES • Peter G. Schmidt ES • Black Lake ES		Schools: • Tumwater MS		Schools: • Tumwater MS • Bush MS • Tumwater HS • Tumwater Hill ES • Peter G. Schmidt ES		Schools: • Tumwater MS • Tumwater Hill ES • Peter G. Schmidt ES • Tumwater HS	

LACEY



# of Events	37
Volunteers Engaged	105
Volunteer Hours	316

OLYMPIA



# of Events	85
Volunteers Engaged	286
Volunteer Hours	672

THURSTON COUNTY



# of Events	48
Volunteers Engaged	200
Volunteer Hours	439

TUMWATER



# of Events	29
Volunteers Engaged	55
Volunteer Hours	123

Community Partners & Collaboration

REEP isn't just about raising awareness and promoting stewardship behaviors—it's about uniting the community for clean water and a healthier future, powered by partners who champion each other's success.

Partnerships are the foundation to our success! Enormous thank you's to the following organizations:

Boston Harbor Marina

Centro Integral Educativo Latino (CIELO)

Joint Animal Services

Olympia Oyster Seed Planting Project

Pacific Education Institute (PEI)

Puget Sound Estuarium

Puget Sound Stream Benthos

South Sound Green

STORM

The Washington Stormwater Center

Thurston Conservation District

U.S. Fish and Wildlife Service (USFWS)

Washington Department
of Fish and Wildlife (WDFW)

Washington Department
of Natural Resources (DNR)

WSU Thurston County Extension/
Native Plant Salvage Project



Residential & Business Outreach

Our programs focus on everyday actions people can take to promote a healthy community and protect local waters. Consistent, ongoing messaging helps reinforce positive behaviors and creates social norms region-wide.

Stormwater Facility Maintenance Online Training

Free training for residents, home-owner associations, property managers and contractors focusing on facility maintenance standards, Green Stormwater Infrastructure (GSI), planning and budgeting, and pollution prevention practices.

Statewide Concrete Outreach Workgroup

New in 2024, this group began developing statewide outreach materials for prioritized audiences focusing on concrete wash out best management practices.

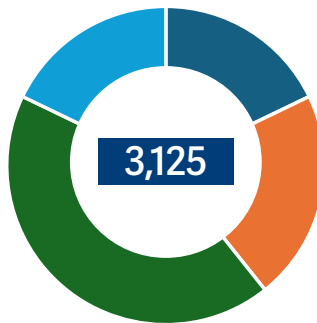


Pet Waste Outreach

Free pet waste stations and on-leash bag dispensers for home-owner associations, neighborhoods, multi-family housing, businesses, and schools.

Joint Animal Services included 12,000 Stream Team inserts in their license renewal letters promoting the REEP pet waste program.

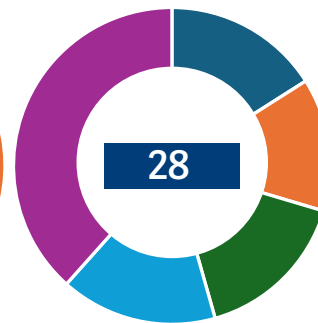
Bags on Board Bags & Dispensers Distributed



"Bags on Board" Pet Waste Bags & Dispensers

Lacey	500
Olympia	425
Thurston County	500
Tumwater	500
Joint Animal Services	1,200

Pet Waste Stations Distributed

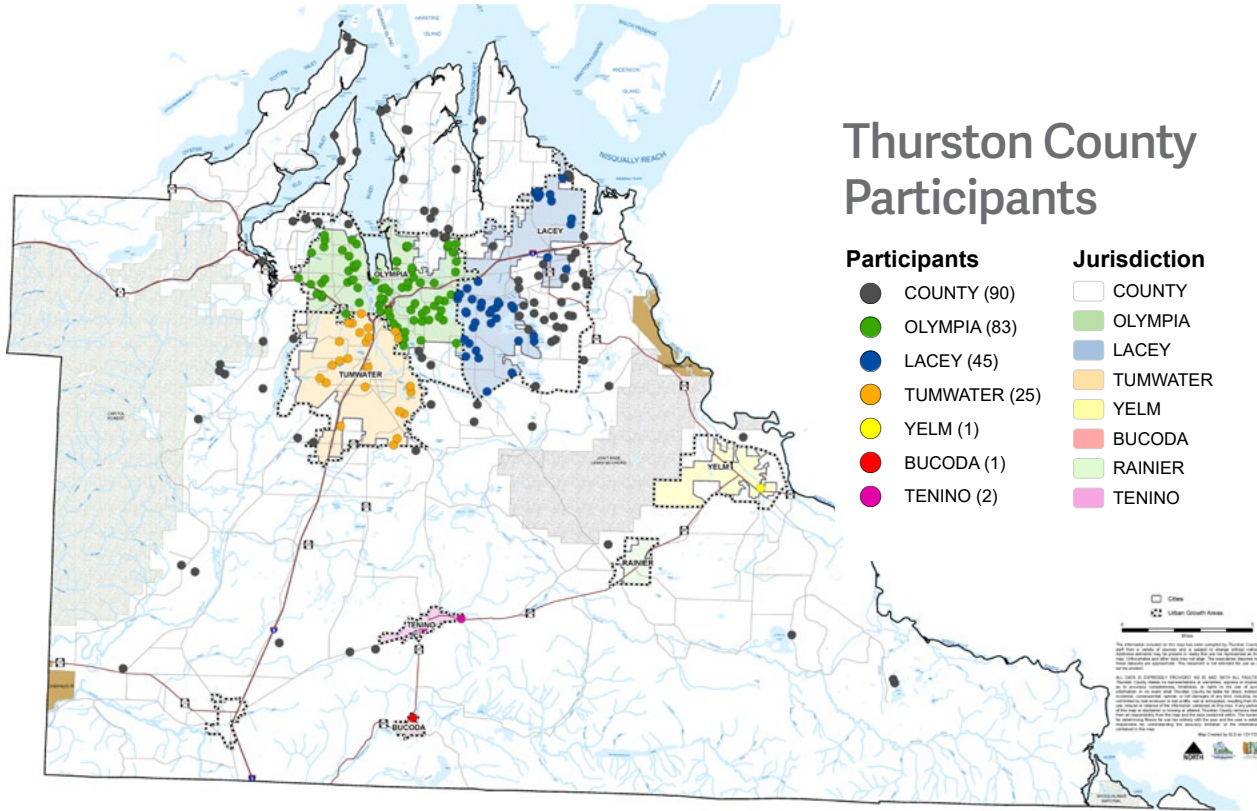


Pet Waste Stations

Lacey	5
Olympia	6
Thurston County	12
Tumwater	5



Thurston County Participants



Community Engagement

Community partnerships expand our reach and amplify our impact by combining resources and expertise. The following charts illustrate our collective community impact.

Interactions with People **2,536**

Arbor Day Celebration	100
Arbor Day Native Plant Giveaway	480
Black Lake Education Event	21
Bob's Fish-In and Fun Fair	80
Bumblebee Jubilee	35
City of Olympia Resource Fair	39
Festival of the stēcas	180
Lacey Spring Fun Fair	515
National Public Lands Day	50
National Trails Day	80
Nisqually Summer Kick Off	200
Olympia Farmers Market Tabling	20
Prairie Appreciation Day	62
TCD Native Plant Sale	151
Thurston County Fair	335
Tumwater Dog Days	150
= 20 People	



Communications

In 2024, we reached over 34,000 people using print and digital media.

Quarterly Stream Team Newsletter

Featuring articles on stormwater pollution prevention best practices, a marine creature spotlight, a kid's activity page, upcoming events, watershed news, stormwater technologies, featured water bodies, green and grey stormwater infrastructure, community science, volunteer spotlights and more.



Social Media

Engaging with our community across various platforms such as YouTube, Instagram, and Facebook.

FACEBOOK

Total Page Views	4,450
New Page Likes	138
Total Page Likes (Followers)	2,876
Average Monthly Reach	11,963
Average Monthly Engagement	175

INSTAGRAM

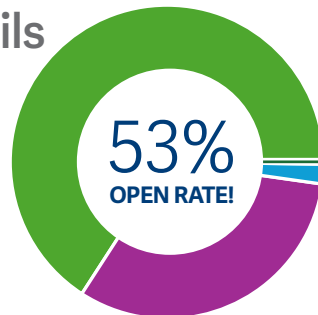
Total Followers	1,220
Average Number of Monthly Posts	22
Average Monthly Engagement	105

You Tube

Total Video Views	334
Impressions	76,600
Impression Click-Through Rate	7.3%
Hours of Video Watched	5.4
Subscribers	329

Monthly Emails

Stream Team and community event updates, seasonal pollution prevention best practices, and other relevant regional news shared via email.



 Emails Sent	58,540	 Click-Throughs	1,803
 Emails Opened	28,354	 Unsubscribes	191

Website

TOTALS	Total Users	14,470
	New Users	14,356
	Total Page Views	27,230
TOP PAGES	Home Page Views	10,343
	Events Page Views	4,386
	Newsletter Page Views	277
ACTIONS	Actions/Car Washing & Car Care Page Views	507
	Actions/Lawn Care Page Views	709
	Actions/Pet Waste Page Views	448
	Actions/Native Plants Page Views	452
REFERENCE LIBRARY	Reference Library Home	176
	Car Wash Reference Library	12
	Car Leaks Reference Library	19
	Climate Reference Library	23
	Home Stewardship Reference Library	43
	Native Plants Reference Library	180
	Pet Waste Reference Library	42
	Yard Care Reference Library	125
	Wildlife Reference Library	27
VIDEOS	Bat Videos	122
	Marine Creature Mondays Videos	110
	Purple Martin Videos	42
	Salmon Videos	514
SOURCES	Source: Direct	6,361
	Source: Social	705
	Source: Referral	595
	Source: Email	0

Future Goals & Initiatives

In 2025 and beyond, we will:

- Expand online training options.
- Update communication strategies to meet diverse needs.
- Rebuild past partnership with the Hands On Children's Museum, focusing on projects that help both of our organizations meet equity goals and reach underserved communities.
- Present practical steps for building sustainable communities.
- Offer Habitat at Home Workshops: In partnership with WDFW, these workshops will reach diverse audiences with locations strategically located for accessibility to underserved communities. The workshops will launch the first quarter of 2025.

Prioritizing Equity in Our Programs

In 2024, we created the REEP Equity Action Plan for 2025–2027, a roadmap to increase our reach to underserved communities focused on capacity building, strategic partnerships, actionable initiatives, and measurable outcomes.

2024 Highlights

We continued to strengthen our relationship with Centro Integral Education Latino de Olympia (CIELO) and the Latinx community in Thurston County. Along with our ongoing events—Marine Creature Monday and Stream Bug Monitoring—we launched the first Latin Conservation Week event at Tumwater Falls. During this event, we raised awareness about stormwater and salmon recovery initiatives.

Additional efforts to advance equity include partnering with the Hands-On Children's Museum, Puget Sound Estuarium, WA Department of Fish and Wildlife, and Pacific Education Institute. Since 2023, we have been translating and adapting materials into Spanish and have adjusted our outreach to ensure cultural relevance. Transitioning Salmon Steward training from in-person to online enhanced participation and accessibility for all audiences.

Key Focus Areas

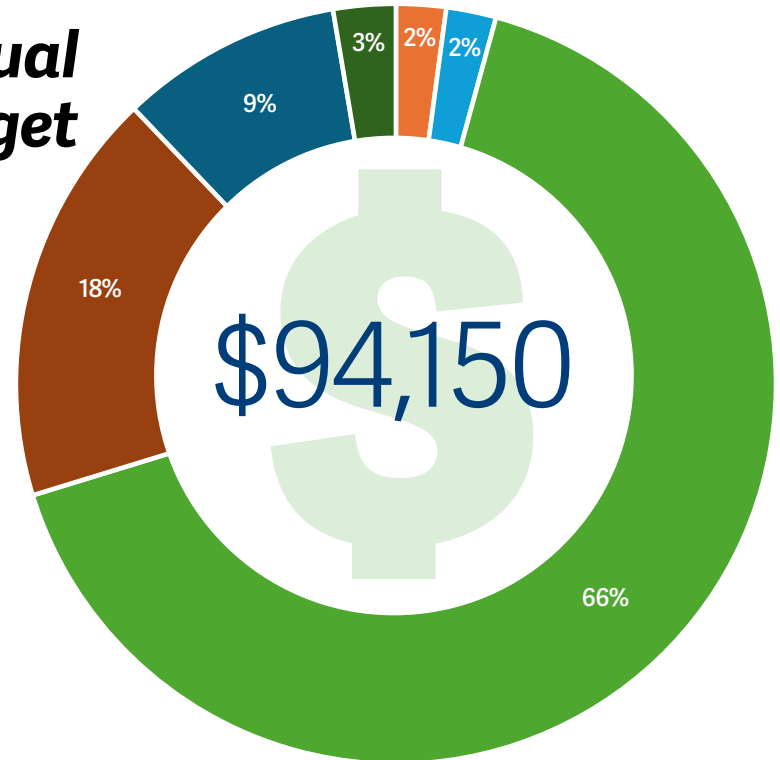
- Capacity Building
- Strengthening Partnerships
- Implementing Actionable Steps
- Enhancing Effectiveness

Program Audience Analysis & Expansion Data

PROGRAM	PARTICIPANTS	AUDIENCE
Día de la Familia 95 ↑	Hispanic
Latinx Youth Summit 348 ↑	Hispanic
Albany Stormwater Symposium	.. 20 ↑	Rural
Rainier Roundup 62 ↑	Rural
Yelm Farmers Market 76 ↑	Rural
Tumwater Falls: Latin Conservation Week 37 ↑	Hispanic
Marine Creature Monday: CIELO	.. 14 ↑	Hispanic
LuLu Fest 35 ↑	Hispanic
Stream Bug Monitoring: CIELO	.. 15 ↑	Hispanic
Las Posadas de CIELO 200 ↑	Hispanic
Juneteenth Celebration 100 ↑	BIPOC

• = 10 People

Annual Budget



Administration, Planning & Reporting	\$2,000
Business Pollution Prevention	\$2,000
Communications Channel Development & Maintenance	\$62,150
Hands-On Science, Stewardship & Education Programs	\$16,600
REEP Program Audience Expansion	\$8,900
Residential Outreach	\$2,500





REEP 2024

Regional Environmental Education Program



Acknowledgments

We extend our deepest gratitude to our partners and volunteers, local officials, and state representatives. Because of you, the South Sound region is not only a healthier and happier place for people, but also for the many creatures that call it home. Individually we make ripples, and together we make waves.