



REEP
Regional Environmental
Education Program
2025

ANNUAL REPORT



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Message from the Program Coordinators

Let us introduce ourselves! The Regional Environmental Education Partnership (REEP) is a collaborative effort among the Stormwater Utilities of Lacey, Olympia, Tumwater, and Thurston County. Through Stream Team programming, we connect people to their local watersheds, raise awareness of stormwater pollution prevention, and inspire hands-on stewardship throughout the region.

Our work is made possible by interjurisdictional cooperation/collaboration, strong partnerships with community organizations, and the dedication of our volunteers. Together, we help community members develop a deeper sense of place while providing meaningful opportunities to help care for the waters that sustain our communities.

Throughout the last year, REEP engaged people across the South Salish Sea with stormwater pollution prevention outreach, interactive science programs, and hands-on science opportunities to restore local habitats. Our volunteers demonstrated their ongoing commitment by contributing hundreds of hours toward ecosystem restoration, improved water quality, and wildlife support.

Communication is central to our success, and this year we expanded channels used to connect with our audience. We continued our print and digital newsletter, strengthened our monthly email communications, and leaned into social media—especially short-form video content—to reach and engage new audiences in creative ways.

This year-in-review reflects what we accomplished together and the impact of our collective efforts. While we celebrate our progress, we also recognize that long-term success depends on continued collaboration, adaptability, and sustained investment in community capacity.

Sincerely,

Your Regional Environmental Education Program Coordinators

Thank you
to everyone who
participated, partnered,
or supported REEP in 2025.
Together, we are strengthening
our region's resiliency for today and
for future generations. If you aren't
already following us, we invite
you to join the fun and stay
connected!



Ali Brown
City of Lacey



Genevieve Becker
City of Olympia
Cameron Coronado
City of Olympia

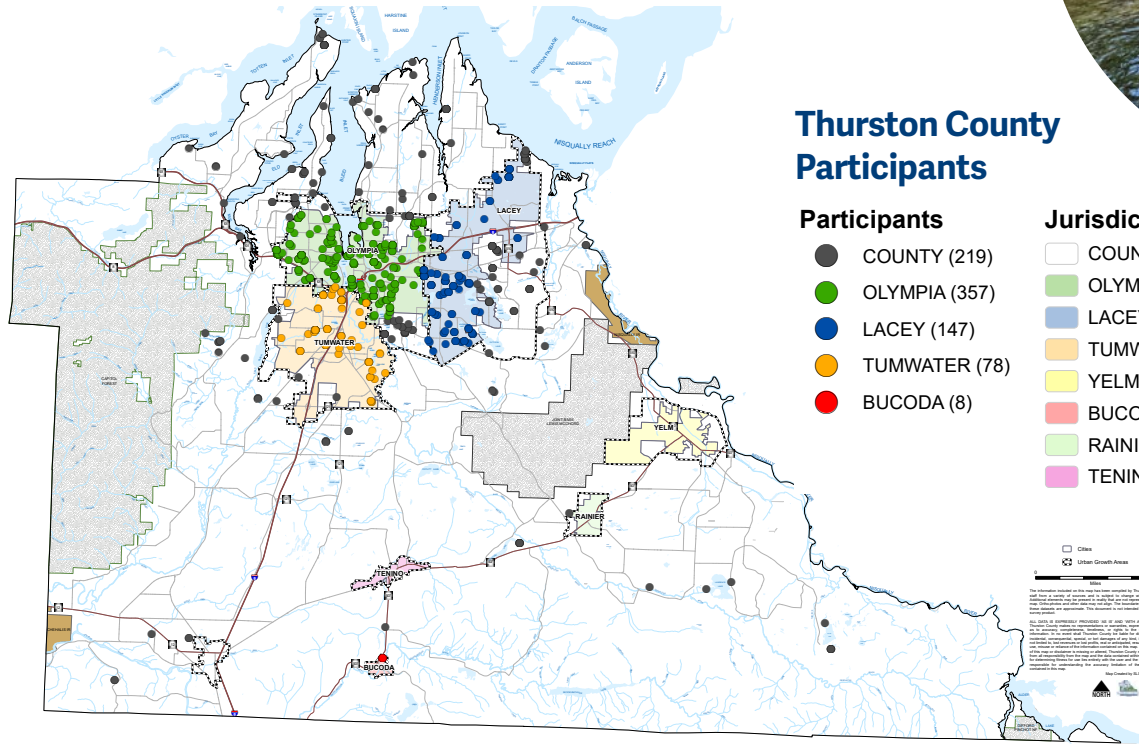


Kelsey Crane
Thurston County
Cynthia Taylor
Thurston County
Lara Tukarski
Thurston County



Grant Gilmore
City of Tumwater

Program Overview & Data



Volunteers played a vital role, contributing approximately 1,800 hours in 2025 to reduce stormwater pollution and improve the environment.

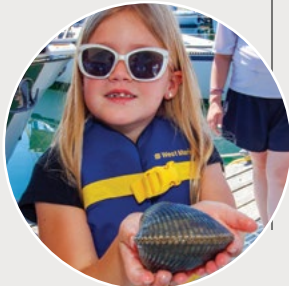
Hands-On Science, Stewardship & Education

Over 800 households from across the County participated in REEP programs. These programs provided residents with opportunities to learn about stormwater best practices for pollution prevention, and to gain direct experience in ecosystem monitoring and restoration.



Educational & Science Initiatives

- Amphibian surveys
- Macroinvertebrate surveys
- Plankton monitoring
- Marine Creature Mondays
- Salmon Stewards



Self-Guided Courses & Activities

- Stormwater facility maintenance
- Nature Sleuths
- Salmon Stewards training



Habitat Stewardship Activities

- Earth Day and MLK Day events
- Second Saturdays at Sapp Road Park
- McLane Creek Trail maintenance
- Indian Creek habitat stewardship work parties



Program Overview & Data



Habitat Conservation & Restoration

599
VOLUNTEER SLOTS

1,799
HOURS

321
UNIQUE VOLUNTEERS FILLED

599
VOLUNTEER SLOTS!

	Unique Volunteers	Hours
Amphibian Monitoring Surveys	25	94
Macroinvertebrate Surveys	26	113
Marine Creature Monday	11	114
Volunteer Marine Biologists	11	114
Salmon Stewards	34	363
MLK Day of Service	23	69
Second Saturdays at Sapp Road Park	60	472
Habitat Stewardship at Indian Creek	15	45
McLane Creek Trail Maintenance	54	300
Earth Day Challenge at Woodland Creek	32	96
Event Support Volunteers	41	133

Community Science & Education Programs



487
PARTICIPANTS

572
HOURS

Community Science & Stewardship	Unique Participants	Hours
Amphibian Field Training	24	36
Salmon Stewards Online Training	33	99
Macroinvertebrate Training	32	64
Nature Sleuths Participants	110	N/A
Salmon Stewards Field Training	30	88
Pollution Prevention Education		
Amphibians of the Pacific Northwest Lecture	36	72
Marine Creature Monday	213	213

Community Events

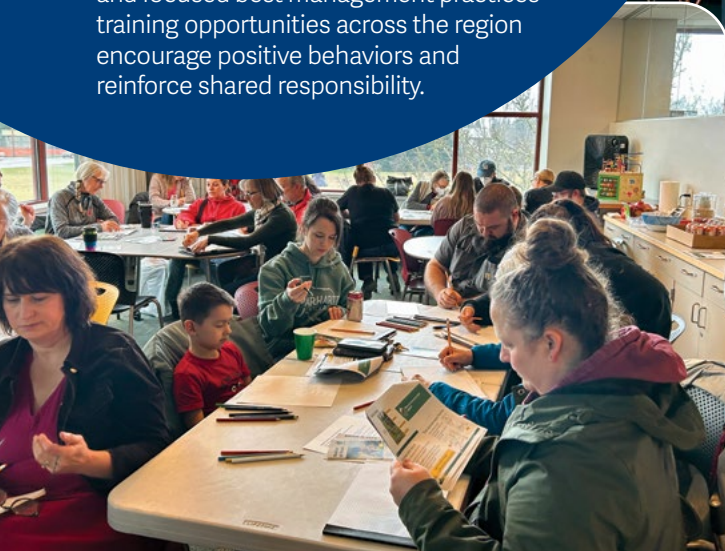
Leveraging partnerships with local organizations enables REEP to reach broader audiences and strengthen its impact across community sectors. By sharing resources and expertise, these collaborations exponentially expand environmental education and stewardship opportunities while normalizing a clean water culture throughout the region.



2,792 PARTICIPANTS • 80 EVENT HOURS • 66 EVENT VOLUNTEERS

Residential & Business Outreach

REEP's residential and business outreach programs focus on everyday actions that help protect local waters and support resilient communities. Clear and consistent messaging and focused best management practices training opportunities across the region encourage positive behaviors and reinforce shared responsibility.



Habitat at Home

Three Habitat at Home workshops launched in coordination with the Washington State Department of Fish and Wildlife. These workshops helped residents design wildlife-friendly rainscapes with increased ability to manage stormwater on site—no matter the size of space—a major accessibility win for high-density residential dwellers!

108
REGISTRATIONS

Habitat at Home Workshop: Lacey	24
Habitat at Home and Natural Yard Care Workshop: Tumwater	37
Habitat at Home: Yelm	22
Habitat at Home: Olympia	25

Puget Sound Starts Here

The Puget Sound Starts Here Campaign continued to broadcast multilingual commercials and advertisements across Puget Sound. These videos demonstrated proper tire care tips to help prevent tire wear on vehicles, a known source of the pollutant 6 PPD-q. Across Thurston County, this ad campaign reached 43,843 individuals and received 4,171 clicks through online advertisements.

Stormwater System Inspections & Maintenance

Free online training for homeowner associations, property managers, and contractors covering stormwater 101, inspection and maintenance standards, Green Stormwater Infrastructure, planning and budgeting, and pollution prevention best practices in a go-at-your-own-pace model.

**2025
Online
Stormwater
Training
Engagement**

37 ENROLLMENTS

44% PROGRESS

11% COMPLETION RATE



Adopt a Drain Campaign

Olympia and Lacey both finalized contracts with Hamline University in Minneapolis to join the national Adopt a Drain behavior change campaign. This effort has thrived in the Salish Sea region, and our jurisdictions are joining Phase I permittees like Seattle and Tacoma to develop a region-wide effort to educate our communities about how pollutants enter stormwater systems. <https://wa.adopt-a-drain.org/>

Concrete Washout Brochure

In partnership with the Washington Stormwater Center and statewide stakeholders, REEP coordinators contributed to developing a concrete survey, a concrete washout best management practices (BMP) brochure, and three videos. Strategic distribution of these resources to municipal inspectors, permitting counters, and local businesses to connect with contractors on the ground will continue into 2026, as will translation services to Spanish.

Source Control Web Page

In 2025, REEP began the early stages of designing a Source Control webpage that will live on the Stream Team website.

The page will include resources on source control and business pollution prevention and will launch in 2026.

Go Green Natural Yard Care Program

Thurston County and Tumwater co-hosted an ecoPRO Certification training in the fall of 2025 with the Washington State Nursery and Landscape Association (WSNLA). We had 17 attendees in the four-day, 100%-online training. On the 5th day, attendees took an exam for certification—with an 82% for professional landscapers success rate!

Natural Yard Care Training for Landscapers

In Q4 of 2025, the REEP team—led by Thurston County and the City of Tumwater—entered into a contract with the Washington State Nursery and Landscape Association (WSNLA) for the development of a three-part video series which will become a certificate program for Spanish-speaking landscaper audiences.

To Be Developed in 2026:

Sustainable Landscape Certificate

3 video-based training modules, designed in Spanish

Sustainable Landscaping Best Practices Handout

designed in Spanish



Pet Waste Outreach

Distribution of free pet waste stations and bag dispensers to neighborhoods, multi-family housing, businesses, schools, and homeowner associations:

Jurisdiction	# Distributed
Lacey	7
Olympia	16
Thurston County	18
Tumwater	6

Joint Animal Services

Pet Waste Inserts distributed	15,000
Bobs distributed	1,195

K-12 Education

REEP partners with South Sound Green and the Pacific Shellfish Institute to support K-12 learning focused on aquatic biology, water quality, and habitat restoration. These partnerships support Stream Team programming and engage students through hands-on, place-based learning.



Pacific Shellfish Institute (PSI)

In its 13th year, the What's Blooming? program continued its partnership with PSI, offering plankton monitoring and public outreach events. These efforts help raise awareness of local water quality issues and encourage actions that reduce stormwater pollution. In 2025, PSI hosted 12 events across Olympia, Lacey, Tumwater, and Thurston County.



LACEY

Lacey STEAM Fun Fair	400
Lacey TRL Discover Plankton Workshop	30

430
Contacts

TUMWATER

Tumwater Falls Festival	200
Tumwater TRL Discover Plankton Workshop	16

216
Contacts

Olympia

What's Blooming in Budd? #1	76
What's Blooming in Budd? #2	64
What's Blooming in Budd? #3	90
What's Blooming in Budd? #4	42
What's Blooming in Budd? #5	70

342
Contacts

THURSTON COUNTY

McLane Salmon & Cider Celebration	200
Christmas in the Park	250

450
Contacts

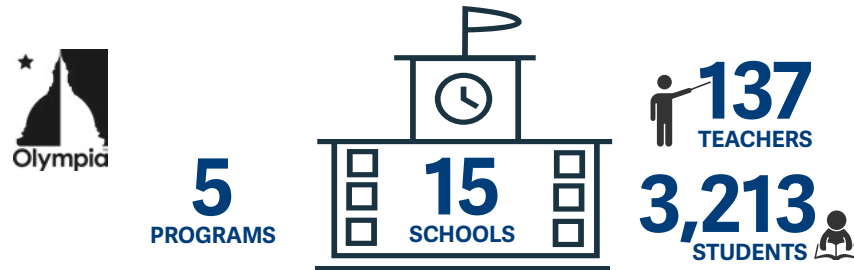
South Sound Green (SSG)

SSG-led classroom lessons, field studies, and community activities help students explore and understand their connections to shellfish, marine life, and watershed health.



- Nearshore / Salmon / Refuge @ KMS, NTHS, THS, THS
- Stream Bug Labs + Classroom Lessons @ THS
- Student GREEN Congress @ LKES
- Teacher PD @ KMS, LKES, NTHS, SMS
- Water Quality Testing @ CPES, HES, KMS, LES, LKES, MVES, SMU

Lacey Schools: Chambers Prairie ES (CPES), Horizons ES (HES), Komachin MS (KMS), Lacey ES (LCES), Lakes ES (LKES), Mountain View ES (MVES), North Thurston HS (NTHS), Salish MS (SMS), St. Martins University (SMU), Timberline HS (THS).



- Nearshore / Salmon / Refuge @ GES, HES, JMS, LES, MES, MKES, MMS, ORLA, PES, RES, RMS, WAMS
- Restoration @ MMS, ORLA, RMS
- Stream Bug Labs + Lessons @ AHS, GES, HES, LES, MES, MKES, MMS, OHS, ORLA, PES, RES, WMS
- Student GREEN Congress @ LES, MMS, NMS, ORLA, PES, RES, RMS
- Teacher PD @ GES, HES, JMS, MMS, OHS, PES, RES, RMS, WMS
- Water Quality Testing @ AHS, GES, HES, LES, MKES, MMS, NMS, ORLA, PES, RES, RMS

Olympia Schools: Avanti HS (AHS), Garfield ES (GES), Hansen ES (HES), Jefferson MS (JMS), Lincoln ES (LES), Madison ES (MAES), Marshall MS (MMS), McKenny ES (MCES), NOVA MS (NMS), Olympia HS (OHS), ORLA (ORLA), Pioneer ES (PES), Reeves MS (RMS), Roosevelt ES (RES), Washington MS (WAMS).



PSI:
11
 EVENTS
1,438
 CONTACTS
 +
16
 SOCIAL POSTS
 WITH
2,799
 CONTACTS
 =
4,237
 IMPRESSIONS

SSG: 62 VOLUNTEERS AT 72 EVENTS GAVE 132.5 VOLUNTEER HOURS



5
PROGRAMS



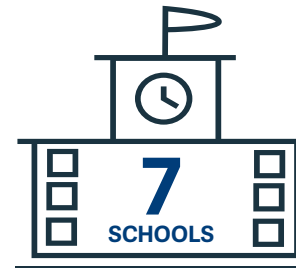
91
TEACHERS
2,102
STUDENTS

- Nearshore / Salmon / Refuge @ BHES, CES, EOES, LPBES, MES, PGES, RHS, SH, TCCH, TCJD
- Stream Bug Labs + Classroom Lessons @ BHES, CES, LPBES, MES, PGES, SBES
- Student GREEN Congress @ BHES, CES, OVES, PGES, SBES
- Teacher PD @ EOES, PGES, RES
- Water Quality Testing @ BHES, CES, MES, OVES, PGES, RHS, SBES

Thurston County Schools: Boston Harbor ES (BHES), Centennial ES (CES), E Olympia ES (EOES), LP Brown ES (LPBES), McLane ES (MES), NOVA MS (NMS), Olympic View ES (OVES), Pleasant Glade ES (PGES), Rainier ES (RES), Rainier HS (RHS), South Bay ES (SBES), Summit Homeschool (SH), Thurston County Co-op Homeschool (TCCH), TC Juvenile Detention (TCJD).



5
PROGRAMS



53
TEACHERS
1,309
STUDENTS

- Nearshore / Salmon / Refuge @ BLES, PGSES
- Stream Bug Labs + Classroom Lessons @ BHHS, BLES, PGSES, THS, THES, TMS
- Student GREEN Congress @ PGSES
- Teacher PD @ BLES, MTSES, PGSES, THES
- Water Quality Testing @ BHHS, BLES, PGSES, THS, THES

Tumwater Schools: Black Hills HS (BHHS), Black Lake ES (BLES), Michael T. Simmons ES), Peter G. Schmidt ES (PGSES), Tumwater HS (THS), Tumwater Hill ES (THES), Tumwater MS (TMS).

Communications

In 2025, REEP reached our community through a mix of print and digital communication.

Quarterly Stream Team Newsletter

Articles covering stormwater best practices, wildlife features, youth activities, upcoming events, watershed updates, volunteer highlights, and green and gray stormwater infrastructure education.



Electronic Quarterly Newsletters Sent:



Social Media

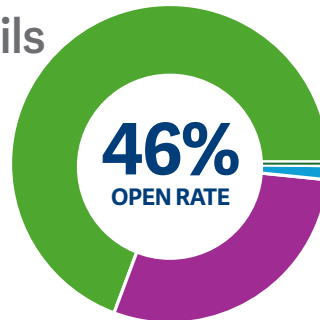
Programming engaged the community through online platforms like YouTube, Instagram, and Facebook.

FACEBOOK	
Total Page Views	4,445
New Page Likes	174
Total Page Likes (Followers)	2,876
Average Monthly Reach	7,216
Average Monthly Engagement	127
INSTAGRAM	
Total Followers	1,329
Average Number of Monthly Posts	19.91
Average Monthly Engagement	224
You Tube	
Total Video Views	6,375
Impressions	40,480
Impression Click-Through Rate	7.7%
Hours of Video Watched	114.4
Subscribers	332

Monthly Emails

Emails include updates on Stream Team activities, seasonal pollution prevention tips, upcoming events, and regional ecosystem and stormwater news.

Emails Sent	60,378	Click-Throughs	1,239
Emails Opened	25,334	Unsubscribes	165



Website

In 2026, we will embark on major website updates—transforming our current Reference Library into a new and improved **Learning Library**. Soon, you'll have a more interactive and accessible way to explore our resources without the clunkiness! Stay tuned for even more innovative ways we'll engage with you in 2026 and beyond.

TOTALS	Total Users	15,066
	New Users	15,015
	Total Page Views	23,185
TOP	Home Page Views	11,781
	Events Page Views	4,158
	Newsletter Page Views	672
ACTIONS	Actions/Car Washing & Car Care Page Views	283
	Actions/Lawn Care Page Views	300
	Actions/Pet Waste Page Views	294
	Actions/Native Plants Page Views	291
REFERENCE LIBRARY	Reference Library Home	215
	Car Wash Reference Library	42
	Car Leaks Reference Library	51
	Climate Reference Library	56
	Home Stewardship Reference Library	76
	Native Plants Reference Library	102
	Pet Waste Reference Library	47
Yard Care Reference Library	83	
VIDEOS	Wildlife Reference Library	71
	Bat Videos	164
	Marine Creature Mondays Videos	170
	Purple Martin Videos	94
SOURCES	Salmon Videos	215
	Source: Direct	8,338
	Source: Social	1,239
	Source: Referral	1,210



Future Goals & Initiatives

Looking ahead to 2026 and beyond, REEP will:

- Review existing programs to identify accessibility barriers, update content, and improve efficiency
- Expand online training opportunities
- Refine communication strategies to better serve diverse audiences
- Provide clear, data-driven, and engaging content aligned with real-time seasonal and climate conditions
- Share practical actions that support an empowered and thriving community

Building Equity in Our Programs

Making Equity a Priority

Monthly REEP Coordinator meetings resulted in the 2025–2027 REEP Equity Action Plan. This document provides a SMART framework for strengthening capacity, building partnerships, implementing meaningful actions, and tracking progress.

In 2025, REEP expanded equity efforts by partnering with organizations such as Puget Sound Estuarium, the Washington Nursery and Landscape Association, Washington Department of Fish and Wildlife, and Olympia, Tumwater, North Thurston, and unincorporated Thurston County School Districts. Outreach materials were translated and adapted into Spanish, and program adjustments were made to improve cultural relevance and accessibility.



Key Focus Areas

Habitat at Home workshops, updates to the Stream Team Newsletter, increased Nature Sleuthing missions, accessibility features, and cross marketing helped broaden participation and deepen community engagement.

- Capacity building
- Strengthening relationships/partnerships
- Creating SMART goals
- Improving program effectiveness
- Co-creating resources to fit the language and culture of our audience
- Increased short-form video and reach across socials

Celebración del Salmón

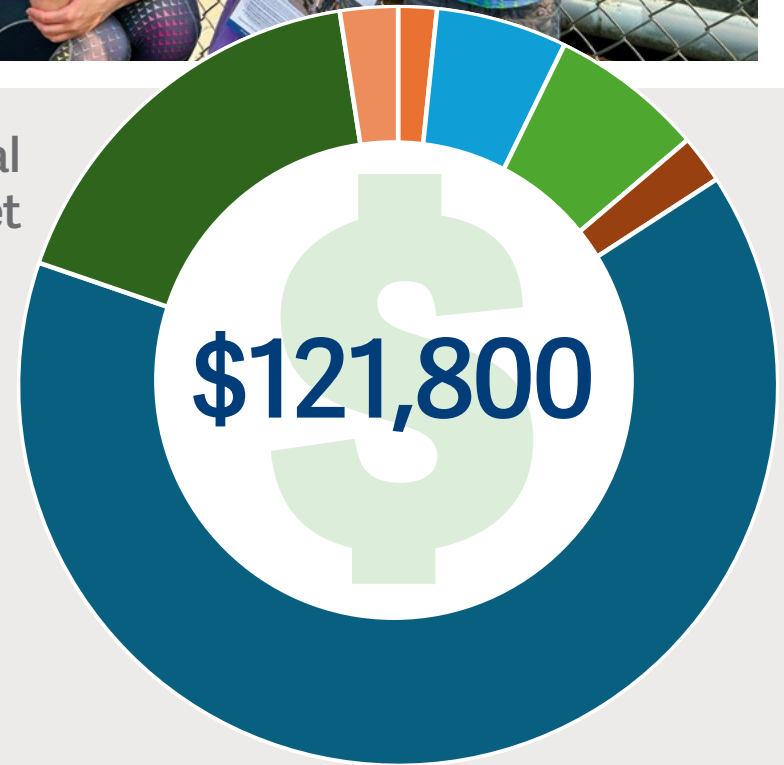
In partnership with the Washington Department of Fish and Wildlife, Pacific Education Institute, and Xquenda Chapulin LLC, REEP co-hosted the second annual Celebracion del Salmon for Latin Conservation Week at Brewery Park at Tumwater Falls. More than 200 people attended this event, which offered Spanish-language educational content.

Participants explored Pacific salmonid migration and life history, Chinook hatchery practices, and salmon anatomy through dissection. The experience also included storytelling about the salmon life cycle and hands-on arts and crafts celebrating these keystone species and their role in the ecosystem.

This collaborative event led to the generation of many Spanish language educational materials and further fortified partnerships in our community.



Annual Budget



Administration, Planning & Reporting	\$2,000
Audience Expansion	\$6,800
Behavior Change	\$8,000
Business Pollution Prevention & Stormwater Education	\$2,500
Communications Channel Development & Maintenance	\$78,450
Hands-On Science, Stewardship & Education Programs	\$21,050
Residential Stormwater Outreach	\$3,000



REEP 2025

Regional Environmental Education Program



Acknowledgments

We extend our sincere thanks to all partners, volunteers, and supporters who contributed to REEP's efforts and offerings in 2025. Special appreciation goes to South Sound Green, Pacific Shellfish Institute, Puget Sound Estuarium, Xquenda Chapulin LLC, Washington Department of Fish and Wildlife, Washington Department of Natural Resources, U.S. Fish and Wildlife Service, Washington State Department of Ecology, local officials, and Washington State departments and collaborators.

Your commitment helps make the South Sound a healthier place for the human, plant, and wildlife communities that depend on it.