



THE SANTA FE WATERSHED ASSOCIATION

“ADOPT” REPORT

JULY-DECEMBER 2024

RE: ADOPT-THE-RIVER/ADOPT-AN-ARROYO PROGRAM

Manage the Adopt-the-River/Adopt-an-Arroyo Program (the “Program”) to bring community investment and awareness, volunteer efforts, toward caring for the Santa Fe River Watershed within the City limits.

ACTIVITIES REPORT FOR FY 2024-2025:

	Reaches	Volunteers	Hours	In Kind Value (\$33.49/hr)*	Bags	Est. Weight (15lbs/bag)	Staff Hours
Through NOVEMBER							700
River	44	285	429	\$14,367.21	813	12,195	
Arroyos	13	143	238.5	\$7,987.34	518	7,770	
Workshops	6	464	418	\$13,998.82			
PRIOR TOTALS	63	892	11,085.5	\$36,353.37	1,331	19,965 LBS (9.98 TONS)	700
DECEMBER							100
River	5	37	152	\$5,090.48	5		
Arroyos	2	21	29	\$971.21	87		
Trash Talk Campaign							
NEW TOTALS	70	950	11,266.5	\$42, 415.06	1,423	21,388 LBS (10.69 TONS)	800

* WWW.INDEPENDENTSECTOR.ORG/VOLUNTEER_TIME

Additional garbage removed: Trailer of weeds, two bicycles, one shopping cart, and a folding chair. Previous: 175 pounds of metal taken for recycling, elm thinning along reach 16 & Arroyo de los Pinos (3 different reaches), 3 shopping carts, 3 mattresses, 20 plastic pallets, random wood and cardboard, a car bumper, and air compressor, and a lot of wet bedding and clothing. (est. Total: 882lbs/.44 TONS)



DECEMBER

- 12/1/24, El Castillo cleaned River Reach 9
- 12/7/24, Lovin' the River cleaned between Frenchy's and Siler
- 12/8/24, SFHS Honors Society cleaned Arroyo de los Pinos behind La Farge
- 12/13/24, NM State Land Office cleaned River Reach 11
- 12/13/24 NM State Supreme Court cleaned River Reach 12
- 12/17/24, Ras Rody cleaned River Reach 10
- 12/21/24, Amma's Green Team cleaned Arroyo de los Pinos behind La Farge

MONTHLY CLEANUPS

We host monthly "Coffee and Cleanup" events (weather permitting) to address areas of specific concern. We choose locations based on input from our City partners, steward teams, volunteers, and the public.

These have consistently attracted new volunteers and allowed us to broaden our reach and visibility.



THREE ANNUAL EVENTS

Organize, publicize and coordinate three (3) community clean-up events annually.

- Love Your Watershed Day is planned for May 2025
- A stewardship event is planned for Summer 2025
- Watershed Fest is planned for September 2025



MARKETING AND OUTREACH

New Instagram followers: 408

New Facebook followers: 585

New Watershedders email signups: 13

TOTAL: 1006 new follows / signups in 2024

December media hits:



[“There is an awesome group of people dedicated to protecting the Santa Fe Watershed.” Santa Fe Reporter](#) | The paper selected SFWA as one of the 25 things they love about Santa Fe right now.

[Nusenda Foundation awards more than \\$160k to Northern New Mexico groups, The New Mexican](#) | SFWA received a generous \$15,000 grant from the Nusenda Foundation to fund a series of rain garden and green stormwater infrastructure workshops. “We’re really trying to give learners the tools they need to be empowered to be part of the solution,” as SFWA Executive Director Mori Hensley told the newspaper. The workshops will roll out in the Spring. The paper also mentioned SFWA’s new [rain garden STEM-aligned curriculum](#) for Santa Fe high school students.

[“A Crucial Watershed Moment,” Old Santa Fe Association’s ¡El Boletín!](#) | SFWA is also deeply involved with comprehensive and holistic watershed planning. “We as a watershed community have a crucial opportunity to contribute to myriad overlapping regional planning processes underway including the City of Santa Fe Land Development Code update and creation of a new General Plan, County community plan updates, and State Regional Water Planning,” as Mori wrote in the article.

SPONSOR AND STEWARD UPDATES

- See map of all reaches/sponsors/stewards [here](#).
- We are continually assessing recruitment and retention strategies for both sponsors and stewards.
- SFWA just formed a Development Committee that will assist with sponsor cultivation.
- Director of Stewardship and Outreach, Amara May, sends out sponsor invoices and renewal letters and continues approaching potential Sponsors.
- Stewardship and Outreach Coordinator, Lorraine Chow, is tracking Steward renewals, approaching new potential Stewards and “Angel” Volunteers, and encouraging current steward teams to clean their reaches and, occasionally, other reaches in need of a cleanup.

SIGNAGE

- We recently updated all signs and will continue regularly checking signs for wear and tear. Signs are from Cerro Gordo Road to Siler Bridge.
- SFWA is not planning to install new signage in distant and arroyo reaches that don't provide ample visibility.
- We plan to do a full signage redesign and replacement next year.

COORDINATE WITH CITY STAFF TO ENSURE ALIGNMENT WITH GOALS

- SFWA staff met with River and Watershed Manager Zoe Isaacson and Parks staff about trash collection, special events, and cleanups.
- SFWA staff has a meeting planned with Zoe Isaacson and her staff to plan for Love Your Watershed Day 2025.
- Amara May and Lorraine Chow notify Zoe Isaacson about cleanups to schedule trash collection. They also relay observations received from stewards.

MONTHLY EDUCATIONAL OFFERINGS

Provide at a minimum, one monthly training and/or educational opportunity for the volunteers of the program and the community. Provide training and or workshops to educate volunteers on watershed infrastructure issues such as rain garden maintenance, vegetation management (pruning and thinning), invasive species removal; introductions to basic water conservation practices and responsible stormwater management; and issues pertaining to persons who are unhoused such as hazardous waste handling and available resources.

- Upcoming offerings include "What is it Like to be Unhoused?" on Jan. 21, Animal tracking on Feb. 2, and Rooftop to Raingardens workshop in March.
- Ongoing steward workshop topics include The Problem with Dog Poop, Elm Thinning, Litter Auditing, and Simple Erosion Control.
- We started "Trash Talk," an informational campaign letting folks know how to dispose of different kinds of waste.
- During cleanups Amara and Lorraine attend, they speak to the volunteers about water conservation and water challenges in the Southwest.

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