



THE SANTA FE WATERSHED ASSOCIATION “ADOPT” REPORT JANUARY 2025

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 DECEMBER							800
River	49	322	581	\$19,457.69	818	12,270	
Arroyos	15	164	267.5	\$8,958.56	605	9,075	
Workshops	6	464	418	\$13,998.82			
PRIOR TOTALS	70	950	1,266.5	\$42,415.07	1,423	21,345 LBS (10.67 TONS)	800
JANUARY							125
River	2	23	25	\$837.25	19	285	
Arroyos	2	25	39.5	\$1,322.86	163	2,445	
Lived Experience Talk		82	164	\$5,492.36			
NEW TOTALS	74	1080	1,495	\$50,067.54	1,423	24,075 LBS (12.04 TONS)	925

* WWW.INDEPENDENTSECTOR.ORG/VOLUNTEER_TIME

Additional garbage removed: An estimated 20 full dog poop bags that had been tossed into the river corridor. 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)



JANUARY

- 1/5/25, Sierra Club cleaned River Reach 18
- 1/13/25, SF Prep cleaned Arroyo Mascaras
- 1/19/25, Lovin' the River cleaned near Henry Lynch Road
- 1/23/25, NM State Land Office cleaned River Reach 11
- 1/23/25, NM State Supreme Court cleaned River Reach 12
- 1/30/35, Desert Montessori cleaned River Reach 4

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.

The next one is scheduled for February 25th.



THREE ANNUAL EVENTS

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

- Love Your Watershed Day is planned for May, 10 2025 at DeVargas Park
- A stewardship event is planned for Summer 2025
- Watershed Fest is planned for September 2025



MARKETING AND OUTREACH



January media hits:

My View: Housing justice, homelessness and the Santa Fe watershed, The New Mexican, January 11

https://www.santafenewmexican.com/opinion/my_view/housing_justice_homelessness_and_the_santa_fe_watershed/article_f7a893f6-ce1f-11ef-a021-0fec91c09221.html

Panel on homelessness in Santa Fe scheduled for Tuesday evening, The New Mexican, January 19

https://www.santafenewmexican.com/news/local_news/panel-on-homelessness-in-santa-fe-scheduled-for-tuesday-evening/article_0a61ed78-d50d-11ef-ad7a-b70744718c9b.html

Understanding Our Waters: An Insight into the Santa Fe Watershed, KSWV Radio, January 22

<https://www.kswvradio.com/episode/understanding-our-waters-an-insight-into-the-santa-fe-watershed/>

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 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 Animal tracking on Feb. 2, and Rooftop to Raingardens workshop on April 2.
- 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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