



THE SANTA FE WATERSHED ASSOCIATION “ADOPT” REPORT FEBRUARY 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	Bags	In Kind Value (\$33.49/hr)*	Est. Weight (15lbs/bag)	Staff Hours
Through JANUARY							925
River	51	345	606	837	\$20,294.94	12,555	
Arroyos	17	189	307	768	\$10,281.42	11,520	
Workshops	6	546	582		\$19,491.18		
PRIOR TOTALS	74	1080	1,495	1,605	\$50,067.54	24,075 LBS (12.04 TONS)	925
FEBRUARY							100
River	7	44	63	101	\$3,382.49	1,515	
Arroyos	6	81	150	469	\$15,706.81	7,035	
Animal Tracking Workshop		25					
NEW TOTALS	87	1,230	1,708	2,175	\$69,156.84	31,110 LBS (15.56 TONS)	1025

* WWW.INDEPENDENTSECTOR.ORG/VOLUNTEER_TIME

Additional garbage removed: Three shopping carts, 85 pounds of metal, wet blankets and cardboard. 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: 1092lbs/.55 TONS)**



FEBRUARY

- 2/8/25, SFHS Honor Society cleaned Arroyo de los Pinos behind LaFarge Library
- 2/10/25, SF Prep cleaned Arroyo de los Pinos near St. Francis
- 2/11/25, Rebecca Brackett cleaned Arroyo de los Chamisos near Santa Fe High
- 2/12/25, Ras Rody cleaned River Reach 10
- 2/15/25, Amma Center of NM cleaned Reach 16
- 2/20/25, El Castillo cleaned River Reach 9
- 2/22/25, Trash Pandas cleaned around Walgreens at Zia/St. Francis
- 2/23/25, NM State Land Office cleaned River Reach 11
- 2/23/25, NM State Supreme Court cleaned River Reach 12
- 2/25/25, SFWA Coffee & Cleanup at Arroyo Mascaras across from Home Goods
- 2/27/25, National Forest Foundation cleaned De Vargas Park area
- 2/28/25, Lovin' the River cleaned near Frenchy's Park
- 2/28/25, The Masters Program cleaned Arroyo de los Chamisos behind Sam's

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 last effort removed 40 35-gallon bags of trash from Arroyo Mascaras.



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

- Social Media Audiences remain strong
- E-Newsletter Readership has high open rates and is holding steady
- SFWA is mentioned regularly in other local publications and online resources including the following:

Heather Karlson's March 5, 2025 New Mexico Climate Action newsletter

Santa Fe County's March 2025 Sustainability Newsletter

University of New Mexico's ARID website and newsletter



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

- The windy season always results in fallen signs. We will keep up with reinstalls as quickly as we can and appreciate notice of downed signs.
- 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 and plan to continue meeting regularly.
- 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 Rooftop to Raingardens workshop on April 2, Raingarden maintenance workshops on May 17 and June 28, and "Clothes the Loop" Trash Talk partnership with We Grow Eco in July.
- 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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