

Love Your Watershed

Water Quality Initiative

Program Update



August 6, 2026

Presented to:
Jordan River Commission
Governing Board

Presented by:
Rachel Lyn

Program Overview

Mission

- Educate
 - Stormwater, water quality and impacts on Jordan River Watershed
 - Focus on litter, organic and chemical pollution in stormwater
- Take Action
 - Regular individual clean ups
 - Organize cleanups in own community
 - Volunteer with us
- Build Capacity
 - Support Stormwater Coalitions
 - Connecting different audiences
 - Create influencers

Key Messages

- No matter where you live, you are connected to the Jordan River through our stormwater system
- Take time each month to clean up around your storm drains
- Small and consistent actions can make a big difference
- Share message with others

Target Audiences

- Recreational Users
- K-12 Students
- Local Businesses
- Faith Communities



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Projects

Core Programs

- First Friday
- Second Saturday
- Clean up Kits
- Volunteer Campaigns:
 - **National Days of Service**
 - **Mayors Challenge**



Schools

- 6th grade Curriculum Package
- Workshops for teachers
- Connecting with the School Boards

Business

- Outreach and marketing campaign
- Develop stewardship program
- Create targeted resource kit

Faith Community

- Develop relationships
- Organize National Days of Service
- Create targeted resource kit



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Core Programs

- **First Friday**
 - Social Media campaign
 - Education on stormwater
 - Monthly Individual action
- **Second Saturday**
 - Jordan River Commission Organized Cleanups
 - Partner with Cities on the River
- **Cleanup Kits**
 - Volunteers help make
 - Distribution of kits
 - Tabling Events
 - Salt Lake County Libraries
- **Outreach Campaigns - Year of service**
 - America 250 press event kick off
 - National Days of Service
 - Mayors Challenge



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National Days of Service

JANUARY

Martin Luther King Jr. Holiday



APRIL

Earth Day

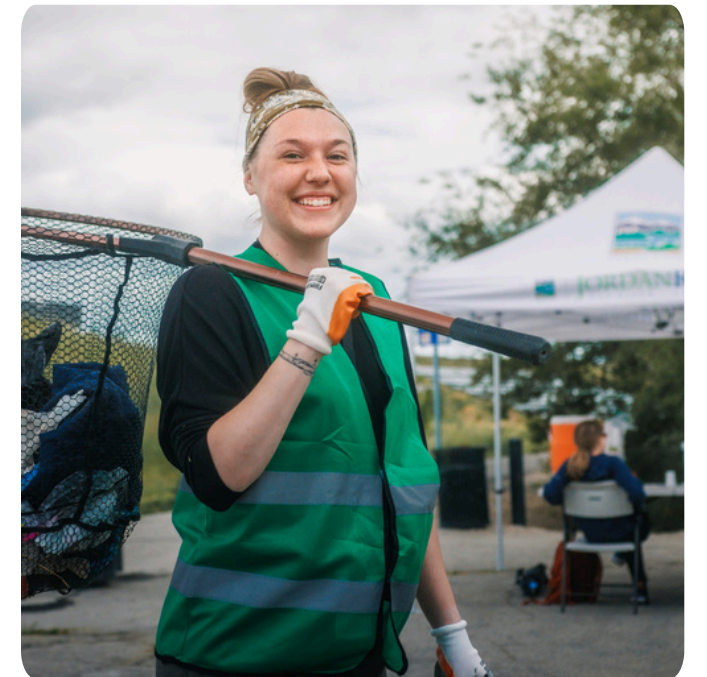
JULY

Independence Day
America 250



SEPTEMBER

9/11 National Day of
Service &
Remembrance



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Mayors Challenge

- Media Kick off event end of August, in conjunction with the Get to the River Festival (follow up to our America 250 Year of Service media event in July)
- Promote Love Your Watershed through cities communication channels
- Share media resource kit with comms teams
- Organize day of service activities yourself with colleagues, family and friends
- Take part in monthly individual action



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Schools

Projects

- 6th Grade Love Your Watershed Curriculum
 - 6 Lessons, with videos and teacher resources
 - Field Trip
 - Service Project - connect to national days of service
 - Influencer Call to Action
- Educator Outreach
 - Professional Development Training for teachers
 - Americorp Member to be teacher resource
 - Create resource kits for classrooms
- Connect with the 8 School Districts
 - Present at upcoming board meetings
 - Get buy in and support for curriculum



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Business

Projects

- Outreach
 - Businesses within 1 mile of the River
 - Chambers and professional organizations
- Develop Ambassador/Steward program
 - Look at existing programs like - Jordan River Friends
 - Research what other places are doing
 - Business Pledge
- Create targeted promotional materials and a resource kit -
 - Incorporate into marketing for Get to the River
 - Videos, fliers, signs, social media content
- \$50k secured to help develop program, use for marketing and creating resource kit and steward program
- Americorp Member hired to help with program



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Faith Community

Outreach

- Developing Relationships
 - Church of Jesus Christ of Latter-day Saints
 - Unitarian Universalist
 - Congregation Kol Ami
 - Muslim Mosques at Jordan River
 - Church of Scientology
- Interfaith Coalition 9/11 Day of Service
 - Organizing cleanups
- Develop targeted resource kit for audience



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Summary

Focus for coming year

- Develop marketing materials for targeted audiences
 - Business and faith communities
- Focus messaging around individual monthly action and organizing National Days of Service
- Expand our outreach through the Mayors Challenge
- Get school curriculum into classrooms
- **Lead by example** - call to action for Jordan River Commission Leaders



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Thank You!

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