



Columbia River Basin Restoration Program Success Stories from the 2020 Grant Projects



COLUMBIA RIVER BASIN
RESTORATION PROGRAM

ABOUT THE COLUMBIA RIVER BASIN RESTORATION FUNDING ASSISTANCE PROGRAM

Congress amended the Clean Water Act in 2016, which required EPA to establish a Columbia River Basin Restoration Program. EPA was directed to develop a voluntary, competitive grant program for eligible entities to fund environmental protection and restoration programs throughout the Basin. Eligible entities include state, Tribal, and local governments; regional water pollution control organizations, nongovernmental organizations, and soil and water conservation districts. Funded work must be for the purpose of environmental protection and restoration activities within the Columbia River Basin; and may include programs, projects, and studies. EPA funded 14 projects in the 2020, inaugural round of grants that address the following four priorities:

1. Increase monitoring and access data from monitoring.
2. Reduce stormwater and agricultural runoff.
3. Reduce toxics through small scale cleanup of non-CERCLA (also known as Superfund) contaminated sites.
4. Promote citizen engagement, education, and involvement to increase pollution prevention actions.

In September of 2020, EPA was able to provide the full amount requested by successful grantees for a total of \$2,053,903 in FY19 and FY20 grant funding. These are their stories of progress made to date.

PESTICIDE REDUCTION OUTREACH CAMPAIGN (OR, WA)

Multnomah County, home to Portland, Oregon, received \$174,045 from EPA's inaugural Columbia River Basin Restoration Funding Assistance Program. This project is a multi-year behavior-change campaign focused on reducing the use of residential herbicides and insecticides led by the **Clean Rivers Coalition**, a voluntary collaborative group of over 60 local governments, state and federal agencies, and water-related non-profits.

The project promotes citizen engagement and knowledge through new video and social media content, digital advertising buys, and targeted outreach to Latinx communities in the lower and middle Columbia River region—including the Willamette, Hood, and Deschutes River watersheds and areas in southwest Washington. The project supports grant priority 4—Citizen Engagement.

ACCOMPLISHMENTS TO DATE

- Hosted a **Community-Based Social Marketing (CBSM)** workshop with 100 participants. The training was led by Dr. Doug McKenzie-Mohr, the founder of Community Based Social Marketing and author of *Fostering Sustainable Behavior: An Introduction to Community Based Social Marketing*. The training attracted participants from watershed councils, soil and water conservation districts, local governments, and non-profits. Attendees learned how to create a “behavior chain” for target audiences using an analysis of benefits and barriers to facilitate behavior change.
- Facilitated a focus group and listening session to increase understanding of the Latinx and Hispanic communities’ barriers to reducing pesticide use with 9 and 35 participants, respectively. The final report was presented to the Clean Rivers Coalition in July 2021 and posted on the **Clean Rivers Coalition website**.
- A Clean Rivers Forum was held in February 2021 as a follow up to the CBSM training. The “Pesticide Use Reduction Campaign and Video Planning Forum” focused on selecting behaviors around pesticide use that will be used to pilot test CSBM strategies.

WHAT'S NEXT? WHERE DO THEY GO FROM HERE?



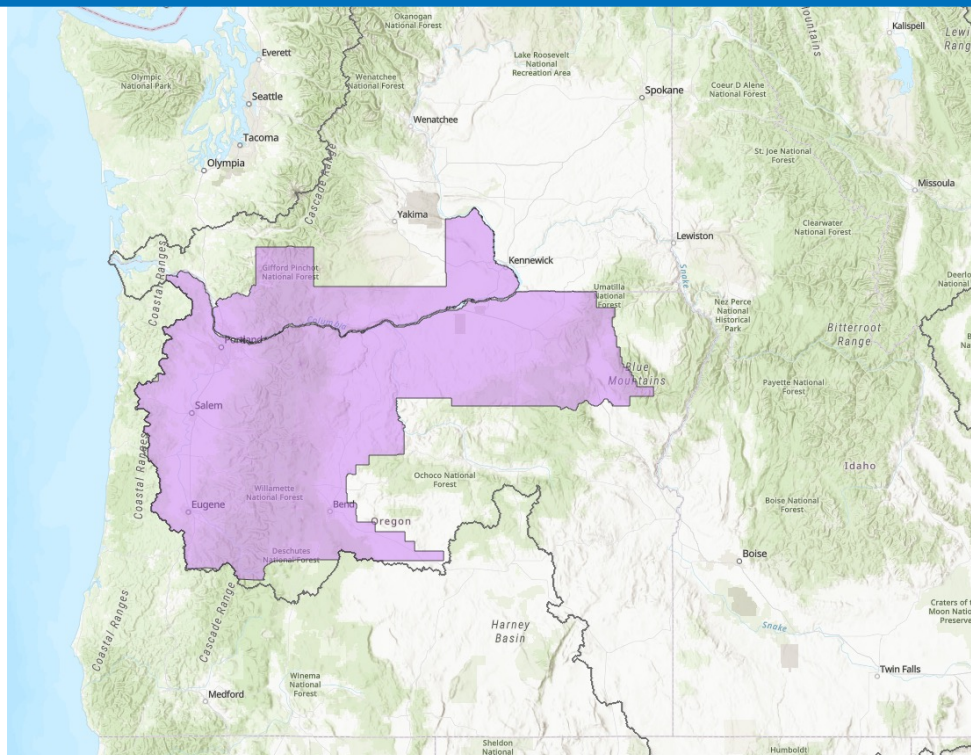
- The Clean Rivers Coalition is currently in the process of developing their “Follow the Water—Connect the Drops” outreach campaign. Look for this digital advertising and social media campaign coming Spring 2022.



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“The Virtual forum was as big success, and meetings with steering committee members who hail from a wide geographic area are very successful. In fact, the online format made it easier for many people to attend who may have had to travel 200 miles and stay overnight. This online format works well for regional participation. The technology does support good online gatherings with breakout sessions. The Clean Rivers Coalition is planning to use this format for future forums.”

– Roy Iwai, Multnomah County Department of Community Services Water Resources Specialist



Multnomah Project Area

- **Coming soon:** “How to reduce pesticide use” short videos aimed to increase the community’s understanding of how to reduce their use of herbicides and insecticides.
- **Coming soon:** A three-part video series developed in partnership with the Columbia River Intertribal Fish Commission to describe the Tribal connections to the rivers and land, and how non-Tribal communities can reconnect with their rivers to reduce river pollution and increase stewardship.
- Another Clean Rivers Forum will be held in February 2022, check out their website to learn how to get involved.



To Learn more, visit the Clean Rivers Coalition website:
<https://cleanriverscoalition.com/>