



## REGIONAL COALITION FOR CLEAN RIVERS AND STREAMS

FISCAL YEAR 2017-2018 ANNUAL REPORT

SEPTEMBER 28, 2018

PREPARED BY:



enviroissues



## FY 2017-18 OVERVIEW

The Regional Coalition for Clean Rivers and Streams (Coalition) continued its work in FY 2017-18 – initiated in the mid-1990s – of delivering coordinated messages to target behaviors linked to stormwater pollution from residential sources. The Coalition used print and digital advertising, social media and direct outreach at community events to promote stormwater messaging. The Coalition also included continued participation in the Clean Rivers and Streams Forum to develop collaborative relationships among agencies within and beyond the Portland metropolitan region.

Coalition participants are based in the Portland metropolitan region and include:

- Clackamas County Water Environment Services on behalf of members of the Clackamas co-permittee group
  - Clackamas County Service District No. 1
  - City of Gladstone
  - City of Lake Oswego
  - City of Milwaukie
  - City of Oregon City
  - City of West Linn
  - City of Wilsonville
  - Oak Lodge Sanitary District
  - Surface Water Management Agency of Clackamas County
- Clean Water Services (serving cities and other urban areas in Washington County)
- Multnomah County
- City of Gresham

This report covers July 1, 2017 - June 30, 2018. Supporting materials are included in an appendix.

## BACKGROUND

As identified in the 2013 Strategic Plan, the mission of the Coalition is to collaborate across the Portland metropolitan region to improve watershed health by changing household behaviors, curbing polluted runoff and better connecting people with the environments in which they live and play. Coalition members leverage their collective resources to conduct community outreach. Coalition activities complement individual agency efforts to raise awareness of stormwater runoff and affect behavior change to prevent pollution and protect regional surface water quality. Coalition activities support commitments relative to state permits under the federal Clean Water Act (administered by the Oregon Department of Environmental Quality), including Total Maximum Daily Load and Municipal Separated Storm Sewer System (MS4) programs, as well as compliance with the federal Endangered Species Act.

Participants in the Coalition have diverse roles in conducting stormwater education and outreach. Clean Water Services, City of Gresham and Clackamas County Water Environment Services each have developed specific outreach programs for their jurisdictions. The Clackamas co-permittee group has used the creative materials developed by the Coalition to varying degrees. Multnomah County has permit requirements related to its roads and bridges.



The most recent cost sharing agreement among Coalition members was executed in December 2016. As of July 2017, Coalition members will develop a scope of work and cost sharing agreement and work under the Managing Oregon Resources Efficiently Intergovernmental Agreement (MORE-IGA) for FY 2017-18 activities.

## REGIONAL AUDIENCE

The Coalition targets behaviors from residential sources linked to stormwater pollution prevention. Information and messages used by the Coalition are intended to reach those making purchasing and management decisions about yard care, pets and auto maintenance activities – some of the most likely sources of stormwater pollution from residents. Coalition activities address a range of surface water contaminants, including nutrients and toxics from fast-releasing synthetic fertilizers and chemical pesticides applied to yards and lawns, nutrient loads from car washing soaps, metals and other toxics from vehicle maintenance (and unmaintained vehicles), *E. coli* from pet waste, turbidity from eroded soils and other contaminants from illicit discharges.

## KEY MESSAGES

The Coalition's key messages focus on raising awareness about pollution from stormwater runoff and motivating actions to protect surface water quality through action at the household level. The key messages are:

- Stormwater runoff is now our number one source of water pollution. When it rains, pollutants from your home, car, and garden wash into our rivers and streams.
- Bacteria from uncollected dog waste washes into our rivers and streams. You can protect our water by picking up after your pets.
- Yard and garden products wash into our rivers and streams. You can protect our water by using compost and slow-release fertilizer.
- Motor oil, solvents and soaps wash into our rivers and streams. You can protect our water by keeping car-care chemicals out of storm drains.

## FY 2017-18 ACTIVITIES AND RESULTS

Activities during the reporting period focused on continuing to implement the Coalition's existing strategic plan with messaging and outreach using *The River Starts Here* marketing slogan.

## STRATEGIC PLAN IMPLEMENTATION

The Coalition acted on strategic plan goals as summarized below:

### *Goal 1: Maintain a functioning Coalition*

The Coalition maintained the approach and activities conducted in previous years of social media posts, advertising and community events. The Coalition meets several times a year for coordination and



collaboration. The Coalition continued efforts to expand its membership to increase the impact of its public education campaign.

*Goal 2: Develop and adapt creative products to fulfill the Coalition’s mission*

The Coalition continued to use collateral materials developed with *The River Starts Here* creative concept through newspaper and web advertising. Coalition representatives also continued to use temporary tattoos and branded T-shirts and banners to help promote clean water messages at individual outreach events held throughout the year. Clackamas Water Environment Services continues to provide a raindrop costume/prop inspired by *The River Starts Here* logo which is used to bring awareness in a light-hearted way at community events.

**Figure 1: Raindrop costume at The Big Float 2017 photobooth**



*Goal 3: Practice adaptive management*

The Coalition is committed to leveraging available resources to maximize impact while setting the stage for future collaboration among agencies. The Coalition continues to conduct interactive outreach at community events and uses social media to broaden the Coalition’s reach and determine any changes in messaging.



# MESSAGING AND OUTREACH

## ADVERTISING

### Backyard Habitat Certification event boosted post

The Coalition boosted a post promoting an upcoming event hosted by the City of Gresham. The event showcased backyard habitats for pollinators with a focus on native plants.

The boosted post targeted men and women who are at least 30 years old, live in Gresham and are identified by Facebook as having two interests related to the event.

#### Metrics summary

Cost	\$13
Reach	1,018
CPM*	\$12.77
Engagements	108
Link Clicks	12
CTR†	0.012%



Figure 2: The boosted post on Facebook

\* CPM is cost per 1,000 impressions.

† CTR is click-through-rate.





**Display ads in Pamplin Community Newspapers**

Print ads were placed in Pamplin Community Newspapers in the Coalition area to promote The River Starts Here messaging. A summary of publications the print ads appeared in is shown in Table 3.

**Table 1: Print advertisement placements by month**

Pamplin Community Newspapers	Circulation	Readership
<b>June 2017</b>		
Forest Grove News-Times	5,000	12,000
Beaverton Valley Times	7,000	16,800
Hillsboro Tribune	10,000	24,000
<b>July 2017</b>		
Wilsonville Spokesman	3,500	8,400
Tigard/Tualatin Times	5,250	12,600
Clackamas Review	17,000	40,800
<b>August 2017</b>		
West Linn Tidings	3,900	9,360
Clackamas Review	17,000	40,800
<b>September 2017</b>		
Molalla Pioneer	3,500	8,400
Clackamas Review	17,000	40,800



**Figure 3: Pamplin print ad**

**Digital ads on the Clackamas Reviews’ website**

A digital ad was placed on the Clackamas Review’s website via Pamplin Media from June to September 2017 to promote The River Starts Here messaging.



**Figure 4: Pamplin web ad**



## CAMPAIGN SUMMARY

Overall, the 2017-18 campaign focused on reaching as many of the Coalition’s defined regional audience as possible and promoting in-person events that allow high-quality, interactive outreach.

**Table 2: 2017-18 Coalition digital and print ad placement and investment**

Media	Outlet	Investment
Digital	Facebook	\$13
Digital	Pamplin website	\$1,180
Print	Pamplin newspapers	\$3,180
<b>TOTAL</b>		<b>\$4,373</b>

## COMMUNITY EVENTS AND AGENCY COLLABORATION

Representatives of member agencies promoted Coalition messages throughout the fiscal year and produced collateral materials emphasizing *The River Starts Here* brand and messages to support community events.

### *Big Float 2017*

Four members of the Coalition partnered with the Human Access Project to help put on The Big Float on July 15, 2017. Hundreds of participants attended the festivities.

The Coalition and the Human Access Project partnered to host a photobooth. “The River Starts Here” temporary tattoos and the water drop costume drew traffic to the photobooth. The Watershed Council held a table at the event as well.

The Coalition also partnered with Verde, an environmental justice nonprofit that serves low-income communities in Portland.

Tickets for free admission was offered to Verde’s network as part of the Coalition’s clean water advocacy efforts.



**Figure 5: The Big Float 2017**

The City of Gresham, a Coalition member, developed a participant survey for the event and tabulated the results. The survey included demographic and geographic questions. The Coalition and its partners gathered this information to understand where Big Float participants live.



### *Clean Rivers and Streams Forum*

The Clean River and Streams Forum was conceived as part of a series of workshops with goals to create a vision for a more geographically-broad (statewide) collaboration, create a formal organizational structure and operational model, and begin planning and developing creative campaigns across a larger geographic area.

The Clean Rivers Coalition hosted the FY 2016-17 Forums to create a statewide partnership for stormwater jurisdictions and water-related nonprofits in Oregon. Its mission is, “Building the bridge between clean water and healthy communities through education and engagement.” The group’s steering committee consists of representatives from the cities of Keizer, Gresham, Salem, and Eugene, along with Multnomah County, Marion County, the Oregon Environmental Council and Clean Water Services. Two Regional Coalition members are on this steering committee.

Clean River Forums were held in FY 2017-18. The forums were attended by 50 participants in the fall and 80 participants in the spring to discuss goals for a statewide outreach campaign and priority pollutants. The November forum provided more focused direction in developing a strategic plan for the statewide outreach campaign. The campaign will be designed to encourage people to take action to reduce water pollution.

The Clean Rivers Coalition developed, submitted and won a grant in 2017 from the Meyer Memorial Trust’s Willamette River Initiative for a statewide outreach campaign for clean water. The \$100,000, two-year grant is helping fund a strategic plan and develop a brand and campaign materials. The funds will be used in three phases:

- Grant Phase I: Strategic Plan Development, February 2018 – September 2018
- Grant Phase II: Branding and Outreach Campaign Development, September 2018 – May 2019
- Campaign Launch: June 2019

### *Additional community events*

*The River Starts Here* messaging was also disseminated at the following community events during FY 2017-18:

- Clackamas County Water Education Team Teacher Workshop, Aug. 2017
- Clackamas Down the River Cleanup, Sept. 2017
- Discover Rock Creek, Nov. 2017
- Children’s Clean Water Festival, March 2018
- Clackamas Celebrating Water, March 2018
- WES & SOLVE Summer Waterway Cleanups Kickoff, May 2018



**Figure 6: Discover Rock Creek**





## WEBSITE: [TheRiverStartsHere.org](http://TheRiverStartsHere.org)

TheRiverStartsHere.org launched in June 2015. Web content includes an image slider with Coalition messages, links to member websites, the Coalition’s latest posts on Facebook and Twitter, and additional web resources.

Total traffic on the website decreased substantially from the previous year which had a larger digital advertising effort. FY 2017-18’s web traffic trends are most similar to those of FY 2015-16.

Top visitor locations include Portland, Oregon City, Vancouver and Hillsboro.

Web analytics show the website is of value to some visitors, but the high bounce rate suggests others did not find the information they expected. A little over 200 visits to the events indicates visitors are looking for event information.

Returning visitors accounted for about 10 percent of all visits during the fiscal year and spent about 45-seconds on the site, on average, compared to just 22 seconds for new visitors. Many website visitors return within two months.

**Table 3: TheRiverStartsHere.org analytics overview**

	2015-16	2016-17	2017-18
Total sessions	1,194	7,558	963
Bounce rate, all traffic	89%	92%	89%
Bounce rate, search (organic) traffic	87%	72%	79%
Time on site	35 seconds	20 seconds	27 seconds
<b>Traffic type</b>			
Direct	36%	78%	40%
Organic (search engine)	19%	3%	23%
Referral	45%	18%	37%
<b>Sessions by device</b>			
Mobile	16%	71%	19%
Tablet	9%	17%	6%
Desktop	74%	12%	75%



**Figure 7: TheRiverStartsHere.org website graphic**



## SOCIAL MEDIA

The Coalition continued posting to its previously established social media channels. Social media messages build on existing conversations and connect with organizations around the region. The Coalition delivers its messages following its seasonal messaging calendar.

### *Facebook page, Clean Rivers and Streams*

The Coalition continued increasing the number of Facebook posts. While slightly fewer people were reached in FY2017-18 than FY2016-17, the number of people who are engaged with the Coalition almost doubled as seen by the information on daily engaged users. This was likely caused by nearly doubling the number of posts compared to the previous fiscal year. A summary of Coalition Facebook account use is as follows:

**Table 4: Facebook page overview**

	2015-16	2016-17	2017-18
<b>Reach</b>	1,171	391,433	336,145
<b>Daily engaged users</b>	92	2,673	5,168
<b>New likes</b>	37	158	255
<b>Posts</b>	7	45	82

Lifetime total likes: **1,169**

### *Twitter (@riverstartshere)*

The Coalition increased its Twitter posts compared to the previous fiscal year and increased the number of followers by 99. While the Coalition tweeted less, it retained a similar number of followers. A summary of use during the fiscal year is as follows:

**Table 5: Twitter account overview**

	2015-16	2016-17	2017-18
<b>Followers</b>	1,343	1,442	1,447
<b>Following</b>	1,325	1,544	1,704
<b>Coalition tweets</b>	11	54	9



## FY 2017-18 BUDGET

Table 6: FY 2017-18 expenditures

Services		Cost
<b>Ads</b>		
Pamplin Community News	Print and digital ad placements in local newspapers and news websites	\$ 4,360.00
Facebook	Sponsored post promoting an event	\$ 13.00
<b>Subtotal</b>		<b>\$ 4,373.00</b>
<b>Event sponsorships</b>		
The Big Float	Sponsorship including event table, watershed council table and event admissions shared with community groups serving traditionally underserved communities	\$ 12,653.00
<b>Coordination support</b>		
Envirolssues	Annual report preparation, social media authoring	\$ 2,974.00
		<b>TOTAL \$ 20,000.00</b>

## OBSERVATIONS

The following observations are based on results of FY 2017-18 activities and suggest ways that the Coalition could adapt its outreach to continue reaching more people.

**Statewide collaboration:** The Coalition was deeply dedicated to the establishment and convening of the Clean Rivers Coalition, which was formed in the previous fiscal year. Therefore, the Regional Coalition for Clean Rivers and Streams maintained a small but strong outreach effort this fiscal year. The current Coalition members may consider consolidating strategy and messaging or working in tandem with this new group. In either case, accessing additional funding will allow for increased reach of clean water messages through new strategic opportunities.

**Social media:** The Coalition expanded its social media presence in FY 2016-17 compared to the previous year by placing more posts throughout the year and helping raise awareness of community events. There is opportunity to further maximize the impact of social media activity by creating and following a strategic approach that links Coalition messages with current events where appropriate; finesses the tone, taking a strategic approach to post timing, and content of posts; and links messages with partners and topics of public interest to encourage greater online interaction and organic reach.

**Website:** The Coalition website serves multiple purposes and audiences. For members of the public it shares messages promoting river-friendly actions. For potential funding partners it describes the Coalition's membership and mission. There is opportunity to reevaluate the purpose and approach to the Coalition's web presence to best meet the goals for both audiences.

**Community events:** The Coalition continued to expand its activities promoting and participating in community events. In the future, Coalition members may consider encouraging further individual use of



its messages and creative collateral by member agencies. There is also an opportunity to evaluate the Coalition's activities as a whole and identify which tactics were most effective at connecting with target audiences and continue to use standardized tracking metrics for future evaluation and decision-making.

Events were publicized via the website events page. Several partner and Coalition member events were promoted on the Coalition's Facebook events calendar for greater visibility.

**Digital advertising:** This year, the Coalition chose to pursue Pamplin newspaper and website ads, and a boosted post on Facebook. Strategically placed digital ads have a high return on investment in reach and impressions. These statistics can be tracked and reported, unlike print ads. Digital advertising as a whole is an effective tool to continue under a strategic approach.

## CONCLUSION

Based on campaign results, important points to consider for the 2018-19 campaign can further optimize the Coalition's investment in outreach and advertising and increase measurable outcomes.

- Develop and follow a holistic, cross-platform campaign strategy that integrates multiple goals of promoting behavior change with Coalition messages, online engagement and community outreach events. Align existing and potentially new tools with this strategy and champion its maintenance.
- Further optimize advertising by focusing on low-cost digital advertising that also encourages engagement that can be tracked and reported through analytics.
- Evaluate and focus the Coalition's social media strategy to promote meaningful engagement with followers and relay key messages to the public.
- Take a strategic look at the website to best determine its purpose and identify its target audience.
- Consider creating a partner toolkit for easy Coalition member and third-party access to materials that promote the Coalition's key messages.
- Continue to collect standardized metrics at in-person outreach events to enable assessment, reporting and identification of the most successful tactics.







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APPENDIX

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## ADVERTISING – FACEBOOK



**Clean Rivers and Streams**  
Sponsored · 🌐

Like Page

Gresham residents: want to support our local pollinators and bring joy into your yard? Enroll in the Backyard Habitat program by Friday April 6th and receive \$35 in native plants--available for pick up on EARTHDAY April 28th!  
<https://greshamoregon.gov/backyardhabitat/>



GRESHAMOREGON.GOV  
**Backyard Habitat Certification | City of Gresham**  
The City of Gresham has partnered with the Audubon Society of Portland...

79 Reactions 5 Comments 36 Shares



# ADVERTISING – PAMPLIN, PRINT

**THE RIVER STARTS HERE**

**Summer River Events**

The Big Float on the Willamette River  
Saturday, July 14

Clackamas Down the River Cleanup  
Sunday, Sept. 9

Lower Sandy River Floating Cleanup  
Saturday, Sept. 22

Stormwater runoff is now our number one source of water pollution. When it rains, pollutants from your home, car and garden wash into our rivers and streams. Learn how you can help protect our water at [clackamas.us/wes](http://clackamas.us/wes)

WATER ENVIRONMENT SERVICES

**THE RIVER STARTS HERE**

**Summer River Events**

Clackamas Down the River Cleanup  
Sunday, Sept. 9

Lower Sandy River Floating Cleanup  
Saturday, Sept. 22

Stormwater runoff is now our number one source of water pollution. When it rains, pollutants from your home, car and garden wash into our rivers and streams. Learn how you can help protect our water at [clackamas.us/wes](http://clackamas.us/wes)

WATER ENVIRONMENT SERVICES







**Summer River Events**  
**Clackamas**  
**Down the River**  
**Cleanup**

Sunday, Sept. 9

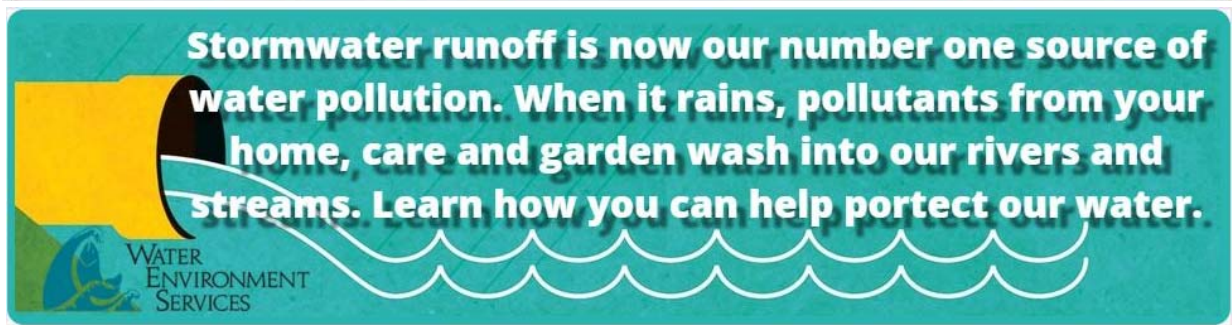
This advertisement features a teal background with a stylized illustration of a bridge over a river. Two kayakers are shown on the bridge: one in a blue kayak with an orange kayak on top, and another in a red kayak with a yellow kayak on top. The text is positioned to the right of the kayakers.



**Summer River Events**  
**The Big Float**  
**on the**  
**Willamette River**

Saturday, July 14th

This advertisement features a teal background with a stylized illustration of a bridge over a river. Two kayakers are shown on the bridge: one in a blue kayak with an orange kayak on top, and another in a red kayak with a yellow kayak on top. The text is positioned to the right of the kayakers.



**Stormwater runoff is now our number one source of water pollution. When it rains, pollutants from your home, car and garden wash into our rivers and streams. Learn how you can help protect our water.**

WATER ENVIRONMENT SERVICES

This advertisement features a teal background with a stylized illustration of a river. A yellow gutter is shown on the left, with a black pipe leading to a white gutter. The text is positioned to the right of the gutter. The logo for Water Environment Services is in the bottom left corner.



## Summer River Events



**THE RIVER STARTS HERE**

Tualatin River  
Discovery Day,  
June 24

Human Access Project:  
The Big Float,  
July 15

Clackamas Down the  
River Clean Up,  
Sept 10

Lower Sandy River  
Floating Clean Up,  
Sept 23



**THE RIVER STARTS HERE**

## Summer River Events

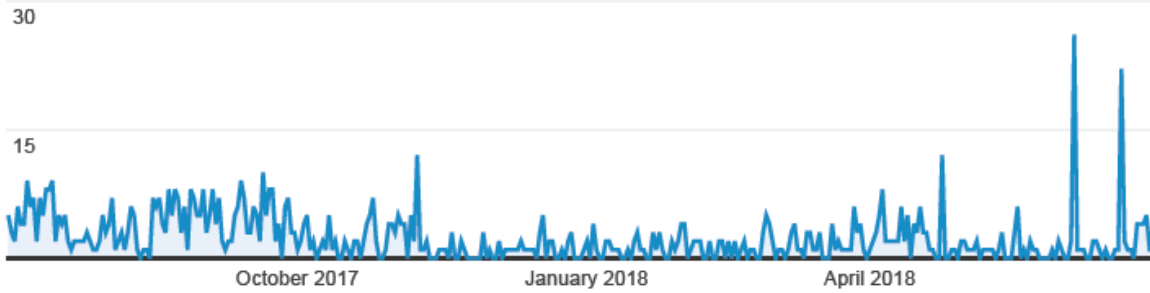
Tualatin River Discovery Day, June 24	Human Access Project: The Big Float, July 15	Clackamas Down the River Clean Up, Sept 10	Lower Sandy River Floating Clean Up, Sept 23
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# THE RIVER STARTS HERE.ORG WEBSITE ANALYTICS

## Visits

● Sessions



## Sessions by City

City	Sessions
Portland	243
Clifton	49
Paris	40
(not set)	38
Beijing	35
Boston	31
Oregon City	31
Hillsboro	18
Vancouver	17
Gresham	16

## Sessions by Device Category

Device Category	Sessions
desktop	629
mobile	188
tablet	51

## Bounce Rate

RCCRS - Anti-Spam Filter

**87.90%**

Avg for View: 88.99% (-1.22%)



### Avg. Session Duration and Session...

Traffic Type	Avg. Session Duration	Sessions
organic	00:01:05	242
referral	00:00:24	261
direct	00:00:09	363

### Avg. Page Load Time (sec)

RCCRS - Anti-Spam Filter

**9.72**

Avg for View: 9.72 (0.00%)



### Avg. Session Duration

RCCRS - Anti-Spam Filter


**00:00:29**

Avg for View: 00:00:27 (8.89%)






## @RIVERSTARTSHERE TWITTER ARCHIVE

20.  [TheRiverStartsHere@RiverStartsHere](#) Jul 5

Visit [@Metro](#)'s guide to pesticide alternatives and learn how to identify and remove invasive species from your hard-earned garden. [bit.ly/2tXfZUy](https://bit.ly/2tXfZUy)


0 replies 0 retweets 0 likes

21.  [TheRiverStartsHere@RiverStartsHere](#) Jul 3

**#FourthofJuly** Be safe, have fun, clean up! Fireworks have harmful chemicals that pollute our water! Sweep them up and don't let them into drains.



0 replies 0 retweets 1 like


22.  [TheRiverStartsHere@RiverStartsHere](#) Jul 3

Gresham Open Garden visit and learn-FREE--certified as Backyard Habitat. Sunday July 8, 11am to 3pm. Register for the address. [bit.ly/2tRBs0P](https://bit.ly/2tRBs0P)




0 replies 0 retweets 0 likes



23.  [TheRiverStartsHere@RiverStartsHere](#) Jun 28

A snowmelt slows, summer streams stagnate and mosquitos flourish. But what do you do? Build a bat box! Here are your weekend DIY plans from the [@NWF](#):

0 replies 0 retweets 1 like

24.  [TheRiverStartsHere@RiverStartsHere](#) Jun 22


No plans for the weekend? Say no more! Our friends at the Watershed Alliance of SW Washington are hosting a Beach Clean-Up at Frenchman's Bar tomorrow, 6/23. If you've never been to this beautiful regional park, take this opportunity. Register online:

[emailmeform.com/builder/form/3](http://emailmeform.com/builder/form/3)

...




0 replies 0 retweets 1 like

25.  [TheRiverStartsHere@RiverStartsHere](#) May 29


Treat water like it's the most precious resource in the world. We're all connected by water and made of water. [#TuesdayThoughts](#)

0 replies 0 retweets 1 like

26.  [TheRiverStartsHere@RiverStartsHere](#) May 22

Columbia River is higher than usual, plan trips carefully to avoid I5 congestion from bridge lifts. [#TuesdayThoughts](#)

0 replies 0 retweets 1 like

27.  [TheRiverStartsHere@RiverStartsHere](#) May 22

We recently attended the MHCC Sustainability & Fix It Fair. Fun Day! See you Next Year.

0 replies 0 retweets 1 like



28.  [TheRiverStartsHere@RiverStartsHere](#) May 21

TheRiverStartsHere Retweeted Depave

You came out and conquered the pavement for salmon. Thank you! [#theriverstartshere](#)

TheRiverStartsHere added,

29. [You](#) Retweeted

 [StormSensor@stormsensorinc](#) Apr 6



0 replies 3 retweets 8 likes


30. [You](#) Retweeted

 [Portland Parks & Rec@PDXParksandRec](#) Apr 6

POSTPONED DUE TO WEATHER: The Whitaker Ponds Nature Park celebration and dedication has unfortunately been postponed due to the expected rain and heavy winds forecast for tomorrow (Saturday, April 7, 2018). A new date has yet to be determined, but we will let you know!



0 replies 2 retweets 2 likes

31.  [TheRiverStartsHere@RiverStartsHere](#) 9 Aug 2017

TheRiverStartsHere Retweeted CRBC

The Down the River Clean Up on the Clackamas is less than a month away! Bring your craft and have a great time on 9/10 [#theriverstartshere](#)




TheRiverStartsHere added,

**CRBC@ClackamasRiver**

Remember to pack out what you pack in, and save the date for our  
15th Annual Down the River Clean Up on 9/10/17! [bit.ly/1nSijPW](http://bit.ly/1nSijPW)

0 replies 0 retweets 1 like



32.  [@TheRiverStartsHere@RiverStartsHere](https://www.instagram.com/TheRiverStartsHere), 4 Aug 2017



0 replies 0 retweets 2 likes



# THE RIVER STARTS HERE FACEBOOK ARCHIVE

[Export begins on the next page.]

