



Transforming a Troubled Tributary

In two years since Piney Branch and Pincio Grove were named by Rock Creek Park as Rock Creek Park's Sustaining Our Lands and Volunteer Energy (SOLVE) site, and then things are looking up for this beloved section of Rock Creek Park.

Together, Rock Creek Park, Rock Creek Conservancy and Rock Creek Conservancy Songbirds and 408 bags of trash from the site, removed 100 bags of coal disposal species, installed a grill and coal disposal bin at the picnic pavilion, planted the trees, moved trash bins closer to the site, and installed a fence to protect the unique wetlands. Rock Creek Songbirds

has even installed an educational sign to teach people who use the picnic pavilion about the environment they are visiting.

What's next for Piney Branch?

- An old, unusable slab of basketball court asphalt is taking up space that could better used for habitat restoration. Removing it will be the next big Piney Branch project.
- Invasive plants still threaten large portions of the tributary. But, with the continued efforts from our volunteers, the native ecosystem is already bouncing back.

Rock Creek Conservation Corps Grows Again

Rock Creek Conservation Corps (RCC) doubled to 40 crew members in 2017 and is looking to grow to 60 in 2018.

The summer program pays students from three D.C. high schools to work on conservation projects in the watershed.

"RCC was my first job and it was a great experience. It taught me so much about how Rock Creek is connected to our lives. Through this program, I've realized how much humans negatively affect the watershed and how invasive species can really destroy my work time and to do my best during my work that I can."



30,000

Since Rock Creek Conservancy started, we have engaged more than 30,000 volunteers.



75,000

Those volunteers have contributed more than 75,000 hours of labor to restoring Rock Creek.

22,000

Thanks to our volunteers, more than 22,000 bags of trash have been removed from the Rock Creek Watershed.

\$2,000,000

According to the Independent Sector hourly volunteer rate for 2016, that translates to more than \$2,000,000 of donated labor.



PROTECTING ROCK CREEK BY GETTING THE WORD OUT

At Rock Creek Conservancy (RCC) our communication efforts aim to engage with and develop a community of people who care about Rock Creek, increase awareness of RCC's work, and educate the public about Rock Creek and the challenges it faces.

THE USUAL SUSPECTS

Daily and Digital

Rock Creek Conservancy Website
rockcreekconservancy.org

The first place you should look for updates, highlights, key information, and volunteer events from RCC.

Social Media:

RCC has three main social media channels where you can discover a different side of Rock Creek. Remember to use the hashtag: #LoveRockCreek!

Twitter | @LoveRockCreek

Facebook | @RockCreekConservancy

Instagram | @LoveRockCreek

Snapchat? In 2018, we are considering a snapchat account to highlight the work being done by the Rock Creek Conservation Corps.

For more information visit rockcreekconservancy.org or email Katy Cain at kcain@rockcreekconservancy.org.

Printed or Planned

The Current | Semi-annual

All donating members of Rock Creek Conservancy get this semi-annual publication in the mail detailing what RCC has been up to. It includes interviews, updates, stories, and more.

E-News | Monthly

www.rockcreekconservancy.org/get-involved/stay-connected

Sign up for our monthly e-news digest to stay tuned to what's happening with Rock Creek Conservancy.

Other official RCC e-blasts can include urgent news, letters, development campaigns, and event invites.

Rock Creek Blog | Weekly

medium.com/rock-creek-conservancy

Our weekly blog comes out every Monday and discusses all things Rock Creek. The blog is a community space that has a little something for everyone from what to do in the watershed to behind the scenes at RCC.

NUMBERS IN ACTION

As of December 31, 2017



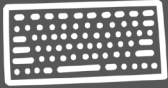
1,802
followers



1,800
followers



2194
followers



~ 8,000
people subscribed to
the RCC E-News list.



~ 30,000
visited the RCC
website in 2017.

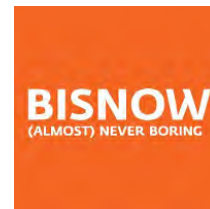


SOCIAL SUCCESS STORY

In 2017, RCC's instagram channel, @LoveRockCreek, grew from 528 followers to 1,800 followers. The above photo of a stand of tulip trees at Woodend Sanctuary was the star of our most popular instagram post, garnering 477 likes in a single weekend. Our instagram features beautiful photos from around the Rock Creek watershed, but nothing has come close to the record set here.

LET'S GIVE THEM SOMETHING TO TALK ABOUT

There's always a story at Rock Creek Conservancy. In 2017, RCC was featured, quoted, or mentioned in all of the following publications:



CURRENT NEWSPAPERS

NORTHWEST ■ GEORGETOWN ■ FOGGY BOTTOM ■ DUPONT

@LoveRockCreek @RockCreekConservancy

Instagram stories let us broadcast a look behind the scenes directly to our audience. Our live whiskey barrel - rainbarrel transformation got over 800 engagements in a day!