

KEEP IT CLEAN

2014 & 2015 Review



**KEEP IT CLEAN
PARTNERSHIP**

Stormwater Protection

BOULDER • BOULDER COUNTY • LONGMONT
ERIE • LAFAYETTE • LOUISVILLE • SUPERIOR

KeepItCleanPartnership.org 303-441-1439

KICP

2014: YEAR IN REVIEW

- Website
- Newsletter / Social Media
- Education programs
- Water Festival
- Speakers Program
- Revitalizing materials
- Outreach booth
- Traveling Display
- Mini-Campaign

2015 & 2016: STRATEGIC PLANS

- Changing Strategies
- Thinking Ahead
- Streamlining Projects
- KICP programs
- Moving Forward



Website & Social Media

Up to 600
Contacts

The image shows a screenshot of a Facebook page for a public figure named "Keep It Clean with H2O Jo & Flo". The page header includes navigation tabs for "Page", "Activity", "Insights", and "Settings", along with "Build Audience" and "Help" options. The main cover photo features a large blue water drop character with glasses, surrounded by a group of people outdoors. Below the cover photo is a profile picture of the character and a "Public Figure" label. The page shows 76 likes and a "100 Likes" milestone. The "ABOUT" section includes a bio: "Help us Keep it Clean, cause we're all downstream!" and a website link: "http://www.roaringfork.org/keepit...". The "PHOTOS" section displays a grid of images, including a person snowed out, trees, a Colorado Water logo, a pumpkin, a dog, and a horse. The main content area shows a post from "Keep It Clean with H2O Jo & Flo" dated January 8, with the text: "Brrrr! It's cold outside. Where there is cold, there is often snow. What can we do to manage snow and ice removal and still maintain healthy local waterways? These water friendly tips will help! *The most eco-friendly way to deal with sn... See More". The post includes a photo of a person snowed out and has reached 638 people. The right sidebar shows "THIS WEEK" statistics (0 Page Likes, 4 Post Reach), "UNREAD" notifications (0), and a "Recent" list of years (2013, 2012, 2011, 2010, Born). There is also a "See Your Ad Here" section with a small image of a person snowed out and a "Boost Post" button.

Know Your H2O!



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Summer's back and so is the Keep It Clean Partnership (KICP) newsletter. With all of the great outdoor and water related activities going on it's the perfect time to take a moment to think about water quality. Whether you're tubing or swimming or just strolling past a storm drain, remember that any runoff going to our waterways is untreated and can have real impacts to water quality. Check out the following information!

Are you a Doo Gooder?

This year The KICP launched the "Doo Good" campaign to help people understand the water quality impacts of not picking up dog doo. Follow these five tips to be a doo gooder

- ▶ Carry poop bags with you.
- ▶ Take extra poop bags to help someone in need!
- ▶ Put poop bags in a trash can.
- ▶ Don't leave a poop bag on the trail – there's nobody there to pick them up!
- ▶ Pick up dog doo at home to keep your yard healthy and keep streams clean.



SPREAD THE WORD:

Click on the materials you want below

SIGN
Shown Right

POSTER

1/2 PAGE

Upcoming Events!

Did you miss us at the Taste of Louisville or Wild Earth Day in Nederland? It's okay, come visit us at these upcoming events:

BOULDER: Saturday, September 6th
Doggie Dash at Boulder Reservoir

ERIE: Saturday, September 6th
Erie Great Outdoor Adventure at Erie Community Park

LONGMONT: Saturday, September 13th
Paws in the Park at Boulder County Fairgrounds

Top 3

Reasons why people don't pick up their dog waste

- #1 Don't want to carry it
- #2 No bags
- #3 Too gross to pick up

Stormwater pollution is the **#1** source of water pollution in the country!

The Keep It Clean Partners are a group of communities located along the Colorado Front Range dedicated to protecting water quality and reducing stormwater pollution.

Education Programs



	# of programs	# of classes	# of Contacts
KICP TOTAL	111	122	2526

2014 Water Festival



- 50 classes
- 1286 total students
- 30 volunteers



Speakers Program

- Train the Trainer
- GIAB seminars
 - 30 attendees average



CENTER FOR
ReSource
CONSERVATION

KEEP IT CLEAN PLEDGE

Help protect water quality by taking the following steps around your home

Name: _____ Email: _____
City/Town: _____ Date: _____

Save Water!

Take the following actions to use water wisely on your landscape and protect stormwater.

I pledge to:

- Water less often to make grass drought-tolerant and reduce runoff
- Reduce overspray to keep water on lawns and out of storm drains
- Use fertilizer sparingly as it can hurt lawns and pollute waterways. Use nitrogen-free fertilizer when needed

Protect Streams!

Take the following actions to prevent dog waste, soap, oil, and chemicals from polluting local waterways.

I pledge to:

- Pick up pet waste; put it in the trash
- Wash cars at a commercial car wash
- Properly dispose of motor oil, paint & household chemicals. Call the Boulder County Household Hazardous Waste hotline 303-441-4800

Take Action!

Complete one of the actions below for a chance to win a prize or give you support.

I pledge to:

- Organize a cleanup
- Mark a storm drain
- Hang 5 door hangers in your neighborhood

Outreach Booth

2015 schedule

Partner	
Community	Program Name
Boulder	Doggie Dash
Longmont	Rhythm on the River
Lafayette	Lafayette Public Safety Day
Boulder County	IBM Take Your Kid to Work Day
Louisville	Taste of Louisville
Erie	Erie Great Outdoor Adventure
Superior	Superior Chili Fest

2014 Contacts - 2779



Traveling Display

Doo Good

Dog Doo is more than a nuisance!

Pick up dog doo. Protect streams.

IT SPREADS DISEASE

Dog waste carries bacteria like Giardia and E. coli which can be as much as **20%** of the pollution in public waterways.

IT HURTS FISH

Nutrients in dog waste act like a fertilizer in streams making algae grow and reducing oxygen levels.

IT ADDS UP!

Locally there are **90,000** dogs that make **11,700** tons of poop a year.



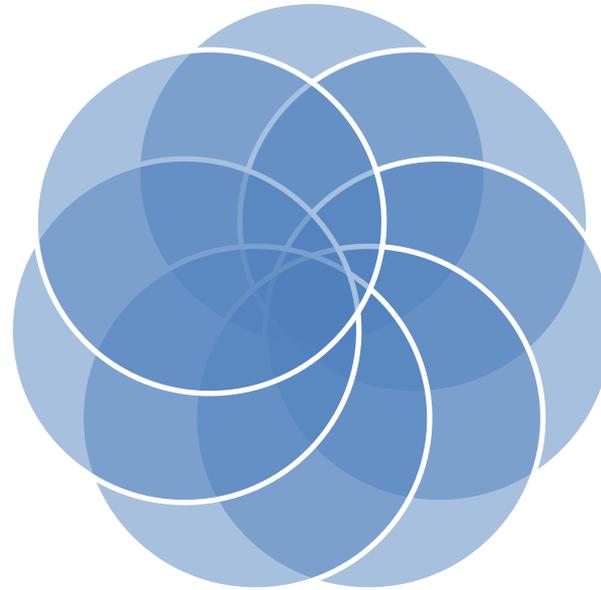
www.KeepItCleanPartnership.org



CAMPAIGN PARTNERSHIPS

**Center For
Resource
Conservation**

- Collateral Distribution
- Flyers
- Doo Good Ambassadors
- Events
- Game
- Blogging



**Open Space
Mountain
Parks**

**Humane
Societies**

**Businesses w/
PACE**



Open Space & Mountain Parks

I share what I could read about these new dog regulations. But hey I'm a dog! Can I get a little help here?

THANK YOU FOR PICKING UP YOUR DOG'S DEPOSITS! THE SHOWNERS DO.

KEEP IT CLEAN

KEEP IT CLEAN

'cause WE'RE ALL DOWNSTREAM





SURVEY

Doo Good

Pick up dog doo. Protect streams.

Send completed form to receive a prize! Email Info@KeepItCleanPartnership.org or mail to 4049 N. 75th St., Boulder, CO 80301.

1. Where do you live?

- Boulder Lafayette
 Boulder County Louisville
 Longmont Erie
 Superior
 Other _____

2. How old are you?

- Under 12 12-18 18-30 30-50 50-65 65+

3. Are you male or female?

- Male Female

4. Did you know storm drains lead to creeks?

- Yes No I do now!

5. In your opinion, why doesn't dog poop get picked up? (Choose one)

- Too gross It's natural (not a problem)
 No bag It's natural (it's beneficial)
 Don't want to carry Don't have a dog
 Can't find No trash can
 Other: _____

6. Did you know excess nutrients in dog waste act like fertilizers in our waterways which can increase algae growth and decrease oxygen available for fish?

- Yes No I do now!

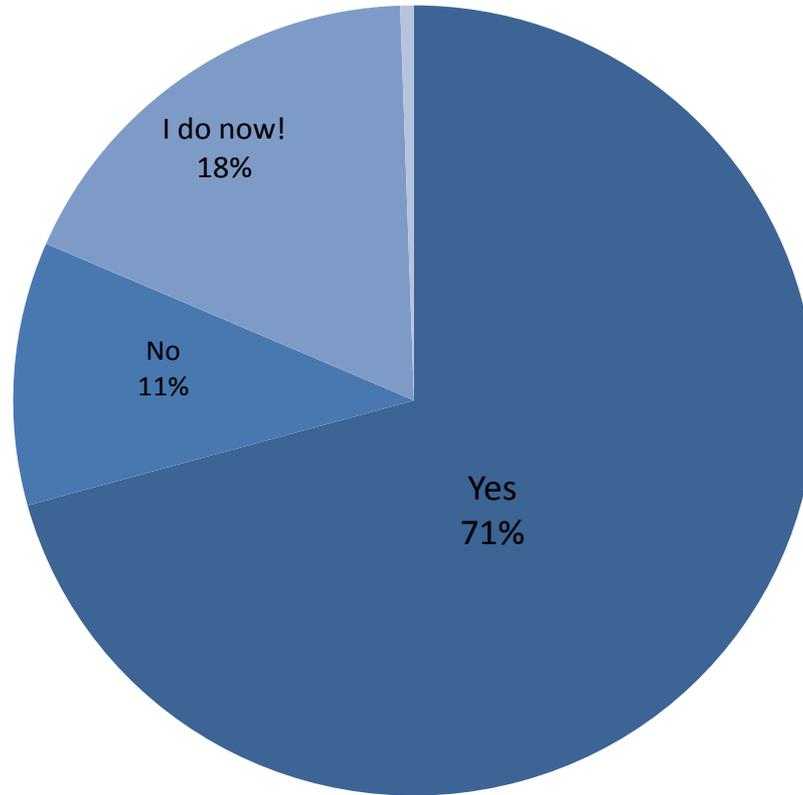
7. Did you know bacteria, like E.coli, in dog waste can spread disease?

- Yes No I do now!

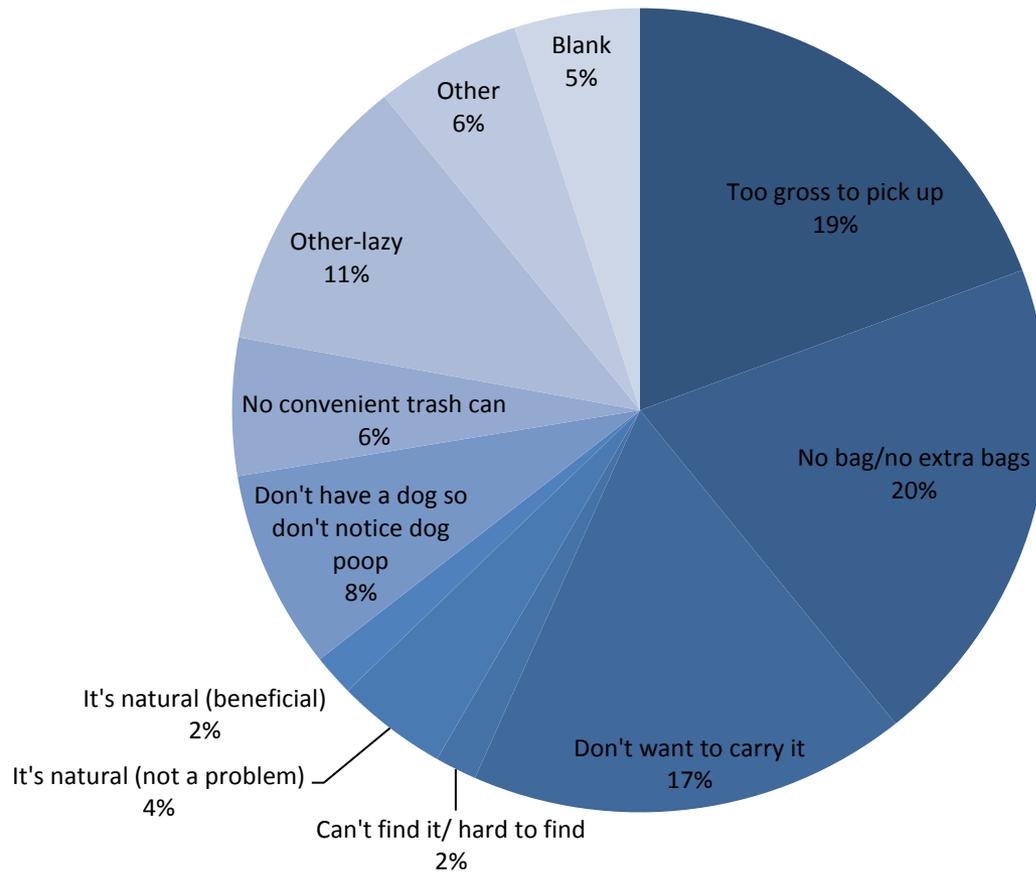


362 Surveys

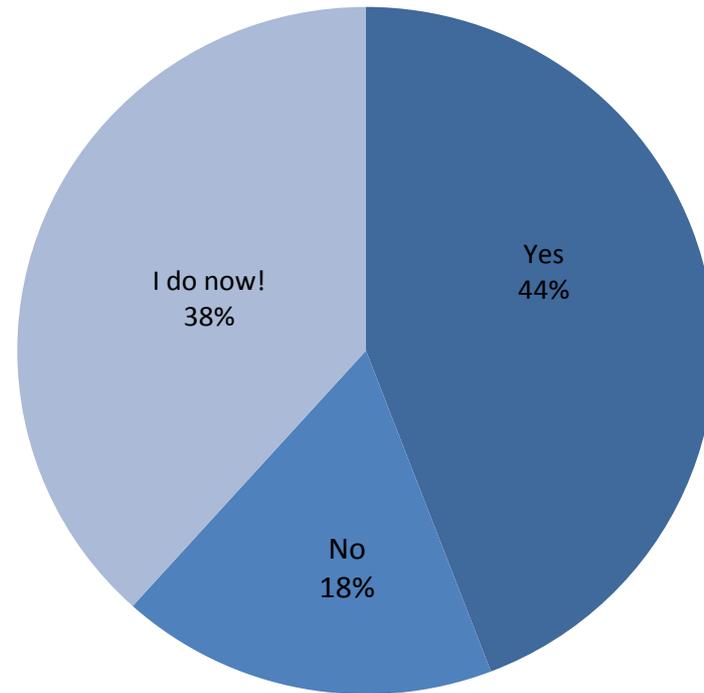
Did You Know Storm Drains Lead to Creeks?



In Your Opinion, Why Doesn't Dog Poop Get Picked Up?



Did you know excess nutrients in dog waste act like fertilizers in our waterways which can increase algae growth and decrease oxygen available for fish?



Reg. 85 & 2015 mini campaign

2015 Annual Campaign

Off to a good start...

- RTD Ads
- CSU Extension
- Displays

To Come...

- Doo Good Tactics
- Collateral
- BCYC
- HOA
- Yellow Scene

Green Is The New PiNK

Go easy on the fertilizer!

Phosphorous, Nitrogen and Potassium (P-N-K) from fertilizers pollute streams.

IT HARMS STREAMS

Excess nutrients in streams, like phosphorus and nitrogen, increases algae growth which can hurt fish and lead to dead zones.

IT RUNS OFF

Just like rain and snowmelt, overwatering can wash nutrients off of yards and into storm drains which lead directly to creeks!

IT ADDS UP

Nutrients negatively effect more than **280** miles of Colorado streams.



Moving Forward

2014

- Water Festival
- Mini Campaign

2015

- Traveling Display
- Stormdrain/ Door hanging
- Teacher Workshop
- Outreach Booths
 - Looking at the Draft MS4 Permit



\$1,825



\$40



\$250

MATERIAL COSTS FOR 500 STORMDRAINS

2016

- More stringent requirements
- Less for outreach
 - UTB insert
 - Newspaper Ad
 - Website
 - Social media
 - 3 school presentations
 - 1 outreach booth

Table 1: Education and Outreach Strategies Table

GROUP A Passive Outreach	GROUP B Active Outreach	GROUP C Interactive Outreach
<ul style="list-style-type: none"> • Distribution of educational material distribution to all resident addresses available (brochure, fact sheet, utility bill insert, etc.) – 1 occurrence • Article published (in print or online) – 2 occurrences • Advertising (one or more of the following) – 5 occurrences: <ul style="list-style-type: none"> -Newspaper -TV -Radio -Bus shelters -Bench -Bus/vehicle -Billboard -Movie theater • Storm drain stenciling program or marking conducted by staff (includes manhole cover) – maintained for at least 50% of permittee maintained inlets • Signage (pet waste, car wash, tributary, etc.) – maintained at the greater of 1 or least one sign per 5000 Permit Area population 	<ul style="list-style-type: none"> • Ongoing advertisement/promotion of a stormwater hotline number or other method for individuals to report an Illicit Discharge stormwater program. • Ongoing Social media programs (one of the following): <ul style="list-style-type: none"> -Face book -Twitter -Blogs • In addition to the website content required in Part I.E.1.a.i. ongoing website information that includes actions that can be taken to reduce stormwater pollution. • Newsletters (hardcopy or electronic) • Promotion of existing local stormwater/environmental events and programs that help protect water quality (motor vehicle fluids recycling program, water festival, creek cleanup, household hazardous waste, etc.) • Stormwater activities (games, online games, poster contest, drawing, etc.) – 2 occurrences • Distribution of promotional items and/or items (giveaways, e.g. DVD's, bumper stickers, tattoos, coloring books, car chamois, dog poop bags, water bottles, etc.) – 2 occurrences 	<ul style="list-style-type: none"> • Participate in or sponsor local stormwater/environmental events (water festival, creek cleanup, service project, etc.) – 1 occurrence • Stormwater booth at a community event – 1 occurrence • School presentations (one or more of the following) – 3 occurrences: <ul style="list-style-type: none"> -Teacher training -Classroom -Field trips • Storm drain stenciling or marking program with public/community participation – 1 occurrence • Pet waste stations – maintain the greater of 1 or 1 per 10,000 Permit Area population • Speaker presentations – 3 occurrences • Participate in or sponsor a household hazardous waste event – 1 occurrence, or provide ongoing access to HHWA facility • provide ongoing access to Motor vehicle fluids recycling program • Stormwater demonstration projects that shows Control Measures or other pollutant reduction methods - 1 occurrence • Ongoing adopt a storm drain, street, or waterway/ program • Citizen survey - 2 occurrences

Freeing Up Resources

- KICP Costs (Increase in 2016?)
- Free-up Inspection Staff
- Move from a PACE approach
- .5 FTE could meet outreach requirements
- About \$70k or \$10k per partner (no festival)



What does this mean for KICP?

- Consortium / Watershed Summit
 - Multiple water related efforts to tackle
 - Same people are in the room
 - Leverage KICP
- Can KICP to expand it's scope?
 - Stormwater is still a component
 - ...so is Water Quality, Conservation, etc.



Questions to Answer?

- Should KICP become Watershed Group?
 - Who needs to be at the table?
 - How often would we meet?
- What role is there for a coordinator?
 - Full time? Part time? Finance?
- Should it become a 501c3?
 - Grant opportunities?
 - Reduce county fees?



Proposed Next Steps

- Continue this discussion at the March meeting
- Have it facilitated
- Bring staff that could add to the discussion
- Consider the upcoming permit
- Make decisions for 2016

