



**“Keep it clean, ‘cause we’re all downstream!”**

**City of Boulder Stormwater Education Program  
and  
Keep it Clean Partnership**

***2008 Progress Report***  
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## Overview

The Keep it Clean Partnership (formerly known as the Watershed Approach to Stream Health, or WASH Project) is comprised of the following: Boulder County; the cities of Boulder, Longmont, and Louisville; and the towns of Erie and Superior. Individually, they are referred to as “Partners.” These Partners have contracted with the City of Boulder’s Stormwater Education Program to support and expand delivery of stormwater education to the public and school-aged children in Keep it Clean Partnership communities. The Keep it Clean Partnership Education Program provides school-based education and community-based outreach programs that meet state requirements for Minimum Control Measures (MCM) 1 and 2. The Keep it Clean Partnership contract was signed in May 2003, when services began.

The Keep it Clean Partnership Education sub-committee meets every month prior to the Steering Committee meeting to make decisions on education and outreach programs and/or to discuss topics prior to bringing them forward to the Steering Committee.

## Staff

Keep it Clean Partnership Education Program staff consists of one .25 FTE education coordinator and the equivalent of 1.5 FTE water education specialists. Since November 2003, the Keep it Clean Partnership Education Program has been fully staffed.

## MCM 1: Public Education and Outreach

### School-Based Education Programs

#### Operation Water Festival

Annually, two daylong events with hands-on water quality activities will be conducted. The festival is provided for Boulder Valley School District (BVSD) and St. Vrain Valley School District (SVVSD) students.

A total of **993** 4<sup>th</sup> and 5<sup>th</sup> grade students from **39** classrooms in **16** BVSD schools attended the 16<sup>th</sup> annual Children’s Water Festival in Boulder. The festival was held at the University of Colorado’s Boulder campus on **May 14, 2008**. Additional sponsors included the CU Office of Community Relations, the Bureau of Reclamation, and the Northern Colorado Water Conservancy District.



A total of **925** 5<sup>th</sup> grade students from **40** classrooms in **11** SVVSD schools attended SVVSD’s Water Festival on **May 13, 2008**, at the Raintree Conference Center in Longmont. Additional sponsors included the City of Longmont, the Bureau of Reclamation, and the Northern Colorado Water Conservancy District.

This year marked the third year of the Operation Water Festival pre-festival program. Operation Water Festival features preparation materials for 4<sup>th</sup> and 5<sup>th</sup> graders on fundamental water awareness, conservation pollution, and flooding. The packet includes a complete teacher's packet featuring teacher's guides, student worksheets, and flash cards on each water topic. Colorful stickers and certificates were given as study and performance measures. All of these elements were presented in a contemporary secret agent undercover theme. The detective theme proved a critical piece in generating student interest in water and the festival. Survey results from both BVSD and SVVSD teachers and students again highlight the program success.

A key benefit of the Operation Water Festival materials is the take-home water agent book. This book features homework assignments for each activity. Students are encouraged to work with family members to complete the assignments. As a result, parents and siblings alike also learn about water protection and conservation.

Recognizing the added learning benefits of pre-festival lessons, both school districts require that festival participants complete the Operation Water Festival Program. In 2008, 100% of classes that attended the BVSD and SVVSD Children's Water Festival participated in the program.

### **School-Based Education Programs**

Annually, a minimum of 60 classroom and/or field-based programs will be offered to BVSD and SVVSD teachers and students.



The Get to Know Your H<sub>2</sub>O postcard, featuring a school-based graphic of H<sub>2</sub>O Jo, brief description, and link to the web site with classroom programs, was distributed to all K-5 teachers and 6-12 science teachers in BVSD and SVVSD, as well as to local private schools. The brochure was also sent to teachers via an email attachment. This brochure served as a key tool in promoting the "Get to Know Your H<sub>2</sub>O" Education Program.

Keep it Clean Partnership education staff facilitated **132** stormwater education programs and reached a total of **3,821** BVSD and SVVSD students in 2008.

**Program Evaluation** Students and teachers said the following about the Keep it Clean Partnership Education Program.

- "Lots of good examples, clear visuals."
- "Clear presentation/essential information."
- "The watershed model and good examples really get the kids to think about what they can do to help."
- "This program (Rain, Rain) makes the issue so real, and the kids get it."
- "We have done this program for 5 years because it is so great."
- "Hands on, interactive. Simple follow-up activities."

## Teacher Led Programs

In addition to providing classroom and field-based programs, Keep it Clean Partnership staff provide training and loan equipment/resources to teachers wishing to teach programs in their own classrooms. In 2008, **30** teachers provided programs for **1,646** students in **47** BVSD and SVVSD classrooms.

## Science is Everywhere

This year marked another successful year partnering with local environmental organizations to host the Science is Everywhere Program at Loma Linda Elementary in the SVVSD. This year's programming included hosting a water education table at Loma Linda Elementary School in Longmont, where **30** students participated in a stormwater pollution prevention program. The following week, many of these same students, along with their families (siblings and grandparents included), attended the Science is Everywhere night at the University of Colorado's Fiske Planetarium. A total of **125** people attended this event. Here students taught families lessons learned at the water quality station and other stations they visited the prior week. This program received positive evaluations from teachers and families alike. The Keep it Clean Partnership plans to participate in the Science is Everywhere Program again in 2009.

## Teacher Workshop

Annually, one training will be offered to BVSD and SVVSD K-12 teachers on the use of KICP-sponsored and other water quality curriculum.

The Watershed Resource Guide contains background information and activities related to the Boulder Creek and St. Vrain Creek watersheds. Watershed and Project WET (Water Education for Teachers) materials are used as the basis for the annual Get to Know Your H<sub>2</sub>O Teacher Training. All BVSD and SVVSD K-5 grade teachers and 6<sup>th</sup>-12<sup>th</sup> grade science teachers received an email advertising the free two-day training.



A total of **20** educators participated in this workshop in August 2008. Together, these educators will reach over **1,180** students in the 2008-2009 school year.

Participants completed evaluation forms and reported the following:

- “Everything had a purpose. I enjoyed it all. I'm leaving with more knowledge than when I came.”
- “New (school) standards in the 4th grade incorporate water so this will be a major tool for it.”
- “(Teacher training) made me a more confident teacher about water and the environment.”
- “Great info. The presenters were very knowledgeable and understood how to help teachers bring the ideas back into the classroom.”

- “The lessons will work well for my students, and the information provided was helpful to me so that I know more about our watershed.”
- “The visuals and real-life examples helped.”

## Community-Based Outreach Programs

### Outreach Booth

The KICP outreach booth provides stormwater pollution prevention materials to the public. Annually, a staffed booth travels to at least one special event in each of the partner communities.

The Keep it Clean Partnership outreach booth was present in each Keep it Clean Partnership community in 2008. The purpose of the booth was to provide citizens the opportunity to discuss, provide input on, and learn about stormwater issues.

The interactive ‘Keep It Clean’ outreach booth included hands-on, portable, engaging activities that serve as tools for community members to learn about Nonpoint Source (NPS) pollution and recognize how their behaviors can affect our water quality. The booth was developed and used at one large-scale community event in each Keep it Clean Partnership community (see table below) in 2008. A total of **2,641** people visited the Keep it Clean outreach booth in 2008.



In addition to the outreach booth, the KICP had a presence at several other events.

### Festivals or Special Events

Partner	Date of Event	Event	Number of Visitors
Boulder	March 13, 2008	CU Global Expo	27
	March 15, 2008	Spring Fest	86
	April 22, 2008	Earth Day Whole Foods	120
	April 25, 2008	Colorado Children’s Day	350
	May 17, 2008	Community Clean-up	60
	June 1, 2008	B-360 Bike Ride	35
	August 14, 2008	CU RA Resource Fair	225
	September 21, 2008	Fall Festival	250
	October 2, 2008	Lights on After School	225
Longmont	July 12, 2008	Rhythm on the River	190
	September 11, 2008	St. Vrain MESA Advisor	80
Boulder County	April 24, 2008	IBM TakeYour Kid to Work	310
	July 23, 2008	Lake Appreciation Day	45
	September 7, 2008	Ned Nederland	200
Louisville	June 14, 2008	Taste of Louisville	116
Erie	July 12, 2008	Concerts in the Park	50
Superior	September 13, 2008	Chili Cook-off	272
<b>Total</b>			<b>2,641</b>

The ‘Keep it Clean’ outreach booth project was funded by the Keep it Clean Partnership, the City of Boulder, and a \$5,000 NPS grant from the Colorado Department of Public Health and Environment.

Keep it Clean Partnership mascots H<sub>2</sub>O Jo and Flo, along with campaign components, continue to be instrumental in delivering the NPS message: “Keep it clean, ‘cause we’re all downstream!” These large, inflatable campaign mascots joined Keep it Clean Partnership staff at **17** schools and community-based events in 2008. Available on loan to Front Range communities, Jo and Flo also appeared at **12** events in **9** Colorado communities in 2008.

### **Speakers Program**

Staff and expert speakers attend events in each of the KICP communities to present water quality information to various community groups.

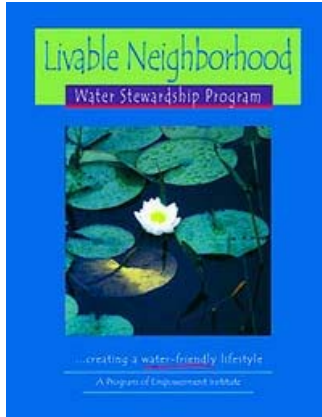
The Speakers Program includes a list of speakers available to present water quality information at local events. A program overview, the three presentation options, and a list of speakers are available at [www.KeepitCleanPartnership.org](http://www.KeepitCleanPartnership.org). In 2008, KICP staff provided **16** presentations and reached **495** people.

#### **Speaking Events**

<b>Date</b>	<b>Group</b>	<b>Number of Participants</b>	<b>Location</b>
2/8/08	CU International	6	Boulder
2/26/08	CU Earth Ed	15	Boulder
3/14/08	Paul Lander’s CU Class	40	Boulder
7/8/08	Boulder Rotary	100	Boulder
9/3/08	CU Sewall Hall	20	Boulder
9/21/08	CU Clean Water	20	Boulder
9/23/08	Boulder Creek Watershed	11	Boulder
3/17/08	Longmont Water Board	13	Longmont
4/17/08	Longmont HOA	55	Longmont
5/15/08	St. Gobains	100	Boulder County
12/9/08	Country Club	5	Boulder County
9/16/08	EPA Auditors	20	Denver
11/21/08	Candle Light HOA	20	Erie
11/24/08	Community Group	10	Louisville
12/23/08	Superior Chamber	40	Superior
12/11/08	Whole Foods	20	Superior
<b>Total</b>		<b>495</b>	

## Watershed Stewardship Program

The Watershed Stewardship Program trains volunteers to be neighborhood water quality advocates. Staff will offer programs in each KICP community.



The Watershed Stewardship Program is a neighborhood-based behavior change and outreach program. The goal is to engage residents in water protection activities so they reduce stormwater pollution in their communities. To accomplish this goal, the program includes two main components:

- ◆ **Implement the Empowerment Institute Livable Neighborhood Water Stewardship Program:** Host a meeting or series of meetings to involve community members in learning about local water quality issues and participating in actions that encourage behavior changes.
- ◆ **Measurable Results:** Water quality action logs and surveys are used to gain quantifiable feedback on the behaviors taken and the environmental impacts. In 2008, a total of **17** people representing **14** households participated in the project and completed water protection/conservation actions. At this time, final evaluations, feedback, and water protection and conservation action results are being calculated. Recruitment efforts for this project continue in each KICP community as education staff plan to expand the program in 2009.

### **Watershed Stewardship Groups**

<b>Partner</b>	<b>Date of Event</b>	<b>Name of Group</b>	<b>Number of Participants</b>
Boulder	December 4, 2008	Boulder Group	5
Longmont	November 8, 2008	Burlington Team	7
Boulder County			
Louisville	Summer 2008	CRUSH Kids	5
Erie	Fall 2008	Rec Center	0
Superior			
<b>Total</b>			<b>17</b>

## StreamTeams

The StreamTeam program provides community volunteers the opportunity to be involved in water protection activities by providing resources and training for creek cleanups, water quality monitoring, and more. Staff will support teams in each KICP community.

KICP education staff continues to meet and consult with program partners, the United States Geological Survey (USGS) and the Boulder Creek Watershed Initiative (BCWI) to develop program resources and recruit and manage volunteers. The StreamTeam Program was promoted to the general public via press releases and direct mail/email to target groups. To date,





30 groups are enrolled as active StreamTeams. Keep it Clean Partnership staff provided training on how to use sampling equipment, which is loaned free of charge to all interested parties.

**StreamTeam equipment available for loan/volunteer opportunities:**

- Water Quality testing equipment
- Creek clean up kits
- Storm Drain Marking and stenciling kits
- Colorado Lake Monitoring Program training and related supplies

**Stream Teams**

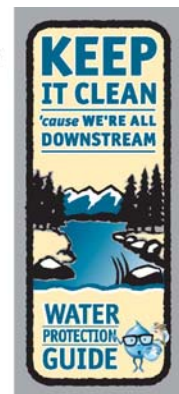
Partner	Number of Groups	Number of Participants
Boulder	14	71
Longmont	6	128
Boulder County	5	26
Louisville	3	23
Erie	1	15
Superior	1	2
<b>Total</b>	<b>30</b>	<b>265</b>

**Informational and Promotional Materials**

Brochures, fact sheets, and product give-aways are produced as needed for distribution at school and community events. At a minimum, distribution will take place annually at special events in each partner community. Distribution also takes place through the school based education programs and within public municipal areas.

Distribution of the *Keep it Clean* general residential brochure continued in 2008. A total of **18,989** Spanish and English language brochures were distributed in 2008 throughout KICP communities at school, community, business outreach, and residential direct mail programs. The City of Boulder produced a 2/3-

page version of the *Keep it Clean* brochure for inclusion in utility bill inserts. This brochure featured information in both Spanish and English and was mailed to **30,000** Boulder residents. The City of Longmont included a half-page on stormwater quality and KICP references in their Water Quality Report, which was sent to **36,000** residents. In total, the KICP distributed **80,946** brochures and flyers in 2008.



Keep it Clean Partnership staff continues to distribute campaign promotional materials as take-home components to the Get to Know school and community

programs. This extensive materials distribution brings the campaign message into Keep it Clean Partnership community homes, businesses, and schools.

In 2008 KICP staff distributed 2,924 magnets; 3,171 tattoos; 9,257 stickers; 2,984 *Adventures of H<sub>2</sub>O Jo and Flo* activity books; and 4,828 place mats.

**Informational and Promotional Material Distribution**

Partner	Number of households	Number of brochures and campaign materials distributed in 2008
Boulder	39,596	56,690
Longmont	26,667	40,255
Boulder County	8,900	6,443
Louisville	7,216	1,668
Erie	3,750	2,403
Superior	4,500	694
<b>Total</b>	<b>90,629</b>	<b>108,153</b>

**Storm Drain Marking Program**

In the first permit term, 25% of all KICP storm drains were marked. KICP education staff will maintain equipment and support volunteer groups to mark an additional 3% of the storm drains in each KICP community. Where appropriate, program participants may also post door hangers that explain the stormwater pollution prevention message.



In 2008, Keep it Clean education staff facilitated storm drain marking activities with over **230** youth and citizens in Keep it Clean communities. Keep it Clean education staff continued to use curb markers marking **426** storm drains exceeding the goal of 3% marked drains. The Storm Drain Marking Program volunteers distributed **805** fish door hangers as part of the marking program in neighborhoods. The brightly colored, fish-shaped door hangers, available in both English and Spanish, were distributed to property owners in the same block that the storm drains were marked. The door hangers included information about the storm drain marking program and provided tips on ways to protect and conserve local waters. The door hanger also listed the [KeepitCleanPartnership.org](http://KeepitCleanPartnership.org) website and Keep it Clean spill hotline (303-441-4444).



Volunteers were recruited via a flyer to local community groups, the cities of Boulder and Longmont community service programs, and through school and scout groups. For the fifth

year, Keep it Clean Partnership education staff worked closely with Boulder County Youth Corps to mark storm drains throughout Boulder County.

### Storm Drain Marking

Partner	Total Number of Storm Drains	2003	2004	2005	2006	2007	2008	Percent of Total Marked in 2008
Boulder	4,180	209	439	402	264	402	228	5.5%
Longmont	1,820	99	95	115	170	193	83	4.6%
Boulder County	225	82	40	31	23	50	36	16%
Louisville	600	43	137	31	31	83	26	16%
Erie	685	62	17	162	144	70	42	6.1%
Superior	300	22	20	74	20	30	36	16%
<b>Total</b>	<b>7,810</b>	<b>517</b>	<b>748</b>	<b>815</b>	<b>652</b>	<b>828</b>	<b>451</b>	<b>5.7%</b>

### Tributary Signs

A minimum of 5 tributary signs are posted within each of the KICP Partner communities in prominent locations.

In 2003, tributary signs were designed and installed along major intersection marking significant waterways with the intent to increase public awareness of local water resources. The sign caption reads, “Keep it clean, ‘cause we’re all downstream!” and includes the local creek name.

In total, over **413,810** cars travel past these signs each day.

### Daily Vehicle Miles passing Tributary Signs

Partner	Number of daily vehicles traveled (DVT) for streets with tributary signs installed
Boulder	228,015
Longmont	94,600
Boulder County	28,235
Louisville	21,860
Erie	4,700
Superior	36,400
<b>Total</b>	<b>413,810</b>

## **Tributary Sign Locations**

### **Boulder**

Wonderland Creek – 30th St. and Diagonal (2 signs, 1 facing each direction)

Boulder Creek – 28th St./US 36 (2 signs, 1 facing each direction)

Four Mile Creek – At 47<sup>th</sup> Street

Goose Creek – At the underpass on Foothills Parkway

Boulder Creek – At the underpass on Foothills Parkway

Skunk Creek – Where it flows under the road along Colorado Ave. (2 signs, 1 facing each direction)

Skunk Creek – Aurora and 32<sup>nd</sup> (2 signs, 1 facing each direction)

Bear Creek – Where it flows under Baseline (2 signs, 1 facing each direction)

Skunk Creek – Broadway and 27<sup>th</sup> Avenue (2 signs, 1 facing each direction)

Bear Creek – Broadway and Arapahoe (2 signs, 1 facing each direction)

Goose Creek – 9<sup>th</sup> Street and Balsam (2 signs, 1 facing each direction)

TwoMile Creek – Broadway and Juniper (2 signs, 1 facing each direction)

Wonderland Creek – Broadway and Sumac (2 signs, 1 facing each direction)

Fourmile Creek – Broadway and Rosewood (2 signs, 1 facing each direction)

Dry Creek – 63<sup>rd</sup> and IBM Drive (2 signs, 1 facing each direction)

South Boulder Creek – Baseline and Gapter Road (2 signs, 1 facing each direction)

Bluebell Canyon Creek – 20<sup>th</sup> and Columbine (2 signs, 1 facing each direction)

Gregory Canyon Creek – Flagstaff and Gregory Lane (2 signs, 1 facing each direction)

Sunshine Canyon Creek – Canyon and Pearl Street (2 signs, 1 facing each direction)

Elmer's Twomile Creek – Valmont and 28<sup>th</sup> Street (2 signs, 1 facing each direction)

Bear Creek – S Broadway and Table Mesa (2 signs, 1 facing each direction)

Boulder Reservoir – North trailhead kiosk at Boulder Reservoir

Coot Lake – Eastside trailhead kiosk

Barker Reservoir – West end of the reservoir in Nederland

Middle Boulder Creek – West end of Barker Reservoir in Nederland

### **Boulder County**

Dry Creek No. 2 – Sawtooth Lane and Niwot Road (at Niwot Road underpass)

Boulder Creek – Valmont Road and 55<sup>th</sup> Street (Valmont Road underpass)

Boulder Creek – North 75<sup>th</sup> Street and North 75<sup>th</sup> Street Trailhead (west side of North 75<sup>th</sup> Street)

Lefthand Creek – Lefthand Canyon Drive and Old Stage Road (at the Buckingham Picnic Area)

Lefthand Creek – Lefthand Creek at James Creek Confluence

St. Vrain Creek – In the town of Lyons (still working with the town to determine exact location)

### **Erie**

Coal Creek – Cheeseman and Coal Creek (north end of the park)

Coal Creek – Vista Parkway and Coal Creek

Coal Creek – Leon A. Wurl and Coal Creek (2 signs)

Coal Creek – West end of Jacques Way and Coal Creek

Coal Creek – Will be used at a future, improved crossing of Coal Creek



**Louisville**

- Coal Creek – Dillon Road and Coal Creek
- Coal Creek – on bike trail near Dutch Creek Property and Coal Creek
- Coal Creek – on bike trail where Coal Creek crosses the Burlington Northern railroad track
- Coal Creek – on bike trail where Coal Creek crosses Hwy. 42

**Longmont**

- St. Vrain – Main Street and St. Vrain
- St. Vrain – Hover Street and St. Vrain
- Lefthand Creek – Main Street and St. Vrain
- Lefthand Creek – Pike Road and St. Vrain
- Dry Creek #1 – Airport Road and Dry Creek
- Dry Creek #1 – Grandview Meadows Drive and Dry Creek

**Superior**

- Coal Creek – McCaslin Boulevard and Coal Creek (2 signs, 1 facing each direction)
- Rock Creek – McCaslin Boulevard and Rock Creek (2 signs, 1 facing each direction)
- Rock Creek – Rock Creek Parkway and Rock Creek (2 signs, 1 facing each direction)

**MCM 2: Public Participation and Involvement**

**Web Site**

The KICP website lists all the contact information for all Partners. Each Partner’s website provides a link to the KICP website.



Since the web site update in 2005, web viewers continue to easily navigate through Keep it Clean Partnership background information (including the six Minimum Control Measures, annual reports, and stormwater resources) and Education and Outreach Program information.

The new web site, [KeepitCleanPartnership.org](http://KeepitCleanPartnership.org), was purchased in late December 2006.

The web site is updated frequently to include the most current project information. In addition, teachers and staff continue to use this site for program registration.

**Website Viewings**

Year	Average Monthly Requests	Average Monthly Distinct Hosts Served
2004	1,587	703
2005	3,363	859
2006	3,029	1,543
2007	2,653	1,380
2008	3,373	1,340

Each Keep it Clean Partnership Partner's web site references the Keep it Clean Partnership web site:

**Boulder County:** <http://www.bouldercounty.org>

**Boulder:** [www.boulderwater.net](http://www.boulderwater.net)

**Longmont:** <http://www.ci.longmont.co.us>

**Louisville:** <http://www.ci.louisville.co.us>

**Superior:** [www.townofsuperior.com](http://www.townofsuperior.com)

**Erie:** <http://www.ci.erie.co.us/>

### **Additional activities completed in 2008**

#### **Pledge Program**

In 2008, education staff coordinated with Partners for a Clean Environment (PACE) team to outline community and school-based pledge program goals, content, and work plan. With the assistance of a social marketing expert, staff hired a contractor with extensive experience in community-based social marketing techniques to work with PACE and education staff to develop a pledge program concept paper. With concept paper in hand and firm plans for a pilot program in the spring of 2009, KICP education staff and PACE hired a graphic designer to develop key graphics pieces for pilot program. These materials will be finalized by early 2009 and will be distributed through the pilot program in schools in the spring of 2009 and in the summer outreach booth events.

#### **Adult Focus**

The development of the 2008-2013 KICP program descriptions initiated a stronger emphasis on adult outreach.

#### **Keep it Clean Partnership Programs in the Press**

- ◆ On October 21, 2008, the KICP was awarded the U.S. Environmental Protection Agency (EPA) Clean Water Act Award. The award specifically recognized the KICP's creative and collaborative approach to creating cost-effective stormwater management solutions. An article in the *Louisville Times*, *Lafayette News*, *Erie Review*, and *Superior Observer* appeared in the November 19-25 editions.
- ◆ The StreamTeam program was mentioned in a caption and in a large picture in the "Local" section of the *Daily Camera* on January 29, 2008.
- ◆ The Water Festival program was mentioned in a caption and in a large picture in the Local section of the *Daily Camera* on May 15, 2008.
- ◆ The Teacher Workshop was featured in an article that appeared in the *Longmont Times-Call* on May 15, 2008.
- ◆ An article about Louisville's StreamTeam and Watershed Stewardship Program appeared in YourHub.com on August 18, 2008.

#### **Looking Ahead - Plans for 2009**

2008 marked the first year of a new permit and a new program structure that is defined by six customized scopes of work. As such, education staff ended the year not only with goals accomplished, but with significant lessons learned and ideas on ways to effectively accomplish

goals in 2009. Most notably, staff will work to develop materials for and implement the pilot pledge program at community outreach booth events. This task helps meet the Education program's larger goal of thoughtfully incorporating community-based social marketing techniques into each program area. Additional goals for 2009 include active volunteer program recruitment and management, which will augment StreamTeam, Speakers Program, and Watershed Stewardship Program success. Staff plans to adhere to the newly created communications plan, which outlines appropriate times and formats to recruit volunteers and advertise programs. In response to a KICP 2008 end-of-year survey, the Watershed Outreach Coordinator will work hard to identify and plan for new ways to evaluate program effectiveness in 2010.