



KEEP IT CLEAN

2015 & 2016 Review



KICP

2015: YEAR IN REVIEW

- 2015 Ads
- Website
- Social Media
- Newsletter
- Water Festival
- Education programs
- Outreach booth
- Speakers Program
- Partnerships
- Mini-Campaign

2016: MOVING FORWARD

- Shared Programs
- Advertisements
- H/M/L Programs
- Collateral
- Outreach Booth
- Stream Teams

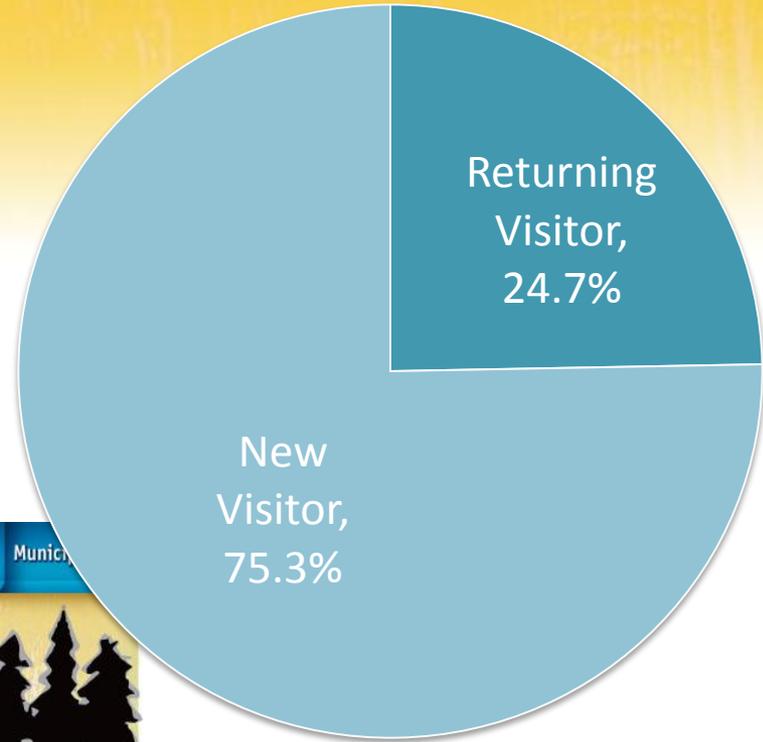
KICP MEDIA

2015 Advertisements

- RTD Ad *(104,932,002 Annual Bus Riders)*
- Colorado Gardner *(70,000 readership)*
- Chinook Book *(23,000 readership)*
- Utility Bill Insert *(Utility Dependent)*



KICP Website



STORMWATER POLLUTION

Stormwater pollution is rapidly growing in importance as a national environmental issue. As stated by the EPA, stormwater is the nation's #1 source of water pollution. It's a big deal! And you can help!



- > WHAT IS STORMWATER?
- > WHAT CAN I DO?

	2015	2014
Sessions	6,649	5,714
Pages/ Session	2.13	2.39
Avg. Session Duration	2 min.	2 min.

Social Media



Up to 70 Contacts Per Post

Know Your H2O Newsletter

Know Your H2O!



Website Stormwater Basics Report Pollution Know the Rules Get Involved Contact

Green Is the New PiNK!

Phosphorous, Nitrogen, and Potassium (P-N-K) from fertilizers and other chemicals from yard waste that enter our streams can cause excessive algae growth and toxin production. Algae can rob the organisms that live in our streams of the oxygen they need to survive, not to mention killing fish along the way. How did these nutrients get in our water in the first place you ask? Through our storm drains! Find out below how you can protect your local water ways!



[Check It Out!](#)

- [Community Clean Ups](#)
- [Youth Festival](#)
- [Landscape Seminars](#)
- [Dog Waste Composting](#)
- [Upcoming Events](#)

[Join My Mailing List](#)

[Forward to a Friend](#)

Did You Say Free Ice Cream?



Free ice cream and pool day at Boulder's annual Community Cleanup Day! Help clean up Boulder by picking up trash, restoring flood damaged underpasses, and cleaning up parks, and trails. Afterward enjoy a day filled with fun activities, sweets, prizes and pool time! All cleanup participants will receive a one-day pass to the Boulder Reservoir. [Click here to register.](#)

Know Your H2O!



Website Stormwater Basics Report Pollution Know the Rules Get Involved Contact

Green Is the New PiNK!



[Check It Out!](#)

- [Green is the New PiNK!](#)
- [Community Events](#)
- [Free Programs](#)
- [Get Involved](#)
- [Take the Pledge](#)

[Join My Mailing List](#)

[Forward to a Friend](#)

Go easy on the fertilizer! Fertilizer can pollute water when excess nutrients run off your lawn and into storm drains which lead directly to creeks.

Following these simple fall garden tips will give your lawn and gardens a head start next spring.

- Let grass clippings decompose into your lawn.
- Replace the mulch in your gardens and around trees.
- Use a natural fertilizer or compost and apply sparingly.

Fun Summer Events Near You

We've had a great summer talking to residents at local community events like Longmont's Rhythm on the River, Lafayette's Public Safety Day, and the Taste of Louisville. Visitors learned tips on how to keep our water clean while playing engaging games to win fun prizes!

If you missed us, visit our Keep It Clean booth at these events:

Spring 2015

765 Contacts

Fall 2015

DIRECT CONTACT

Outreach Booth

2015 schedule

Partner	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

2015 Contacts - **1332**



Water Festival



2016 Prep: “Lands to Your Hands” SVVSD coordination

1,210 Water Festival Students

Education Programs



	# of programs	# of classes	# of Contacts
<i>KICP TOTAL</i>	106	114	2697

Stream Teams



2015 Bags of Trash – 64.25

2015 Door Hangers – 3,500

Stream Team Legacy



Speakers Program

- Train the Trainer
- Water Wise Seminar (317 contacts)
- Slow the Flow (111 contacts)

	# of programs	# of Contacts
KICP TOTAL	17	665

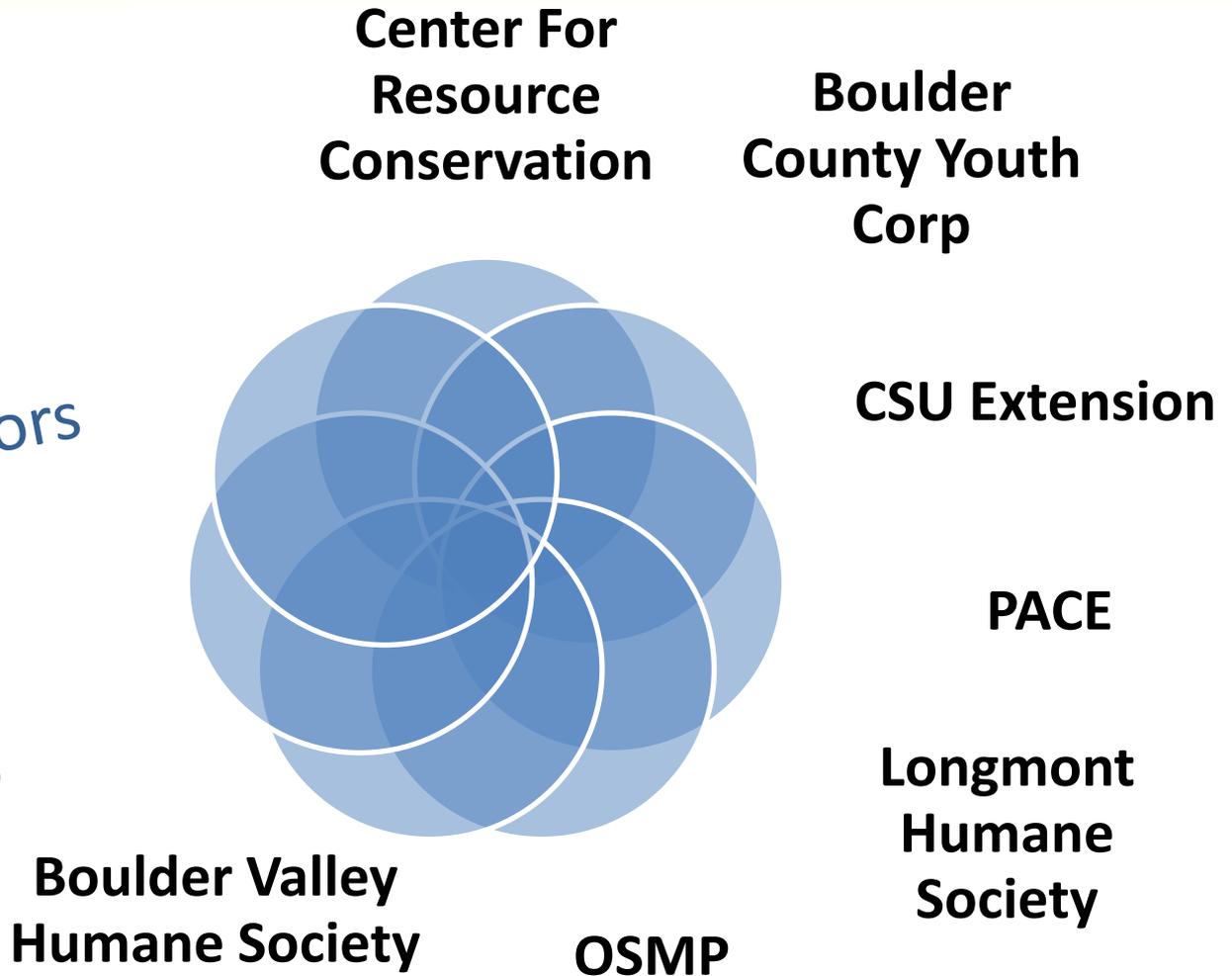


CENTER FOR
ReSource
CONSERVATION



Partnerships

- Collateral Distribution
- PiNK Ambassadors
- Events
- Game
- Blogging



CSU Partnership

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.



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Colorado State University
Extension

- 50 PiNK Ambassadors
- 500+ Contacts
- 320 PiNK Collateral

Doo Good Legacy

- OSMP V&S Class Participants- *4,276 recipients*
- Chinook Book Ad – *23,000 recipients*
- Boulder Valley Humane Society Ad- *6,000 recipients*
- Longmont Humane Society Newsletter *5,000 recipients*



Capturing Metrics

- Outreach Booth
- Education Program
- Speakers Program
- KICP Website

1,554 Surveys

Green is the New PiNK

* Required

PiNK Survey Continued

Where did you see or learn about the Green is the New PiNK message? *

Where do you live? *

Boulder

Longmont

Lafayette

Boulder County

Louisville

Erie

Superior

Other:

How old are you? *

Under 12

12-18

18-30

30-50

50-65

65+

Are you male or female? *

Male

Female

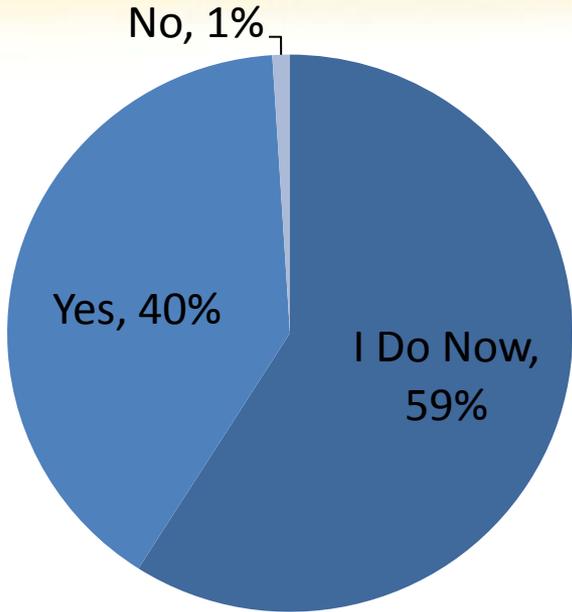
Did you know storm drains lead to creeks without the water being treated? *

Yes

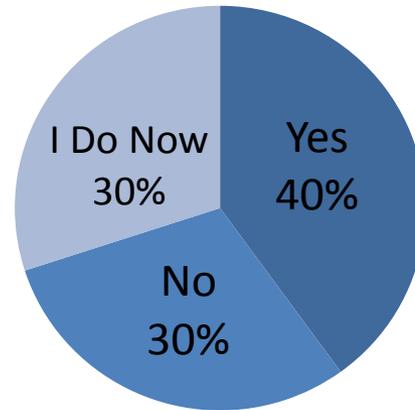
No

I do now!

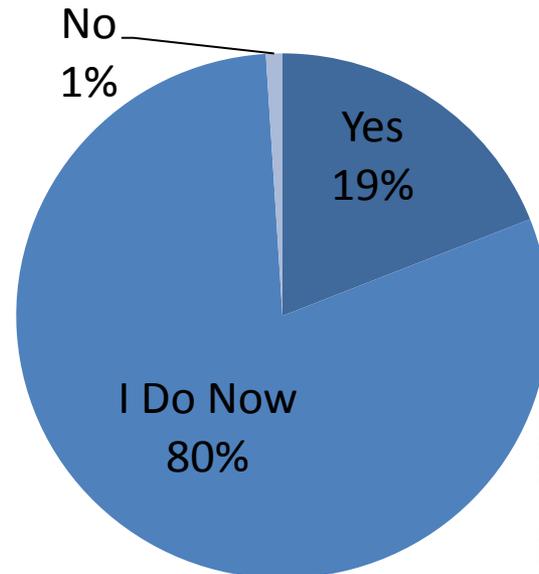
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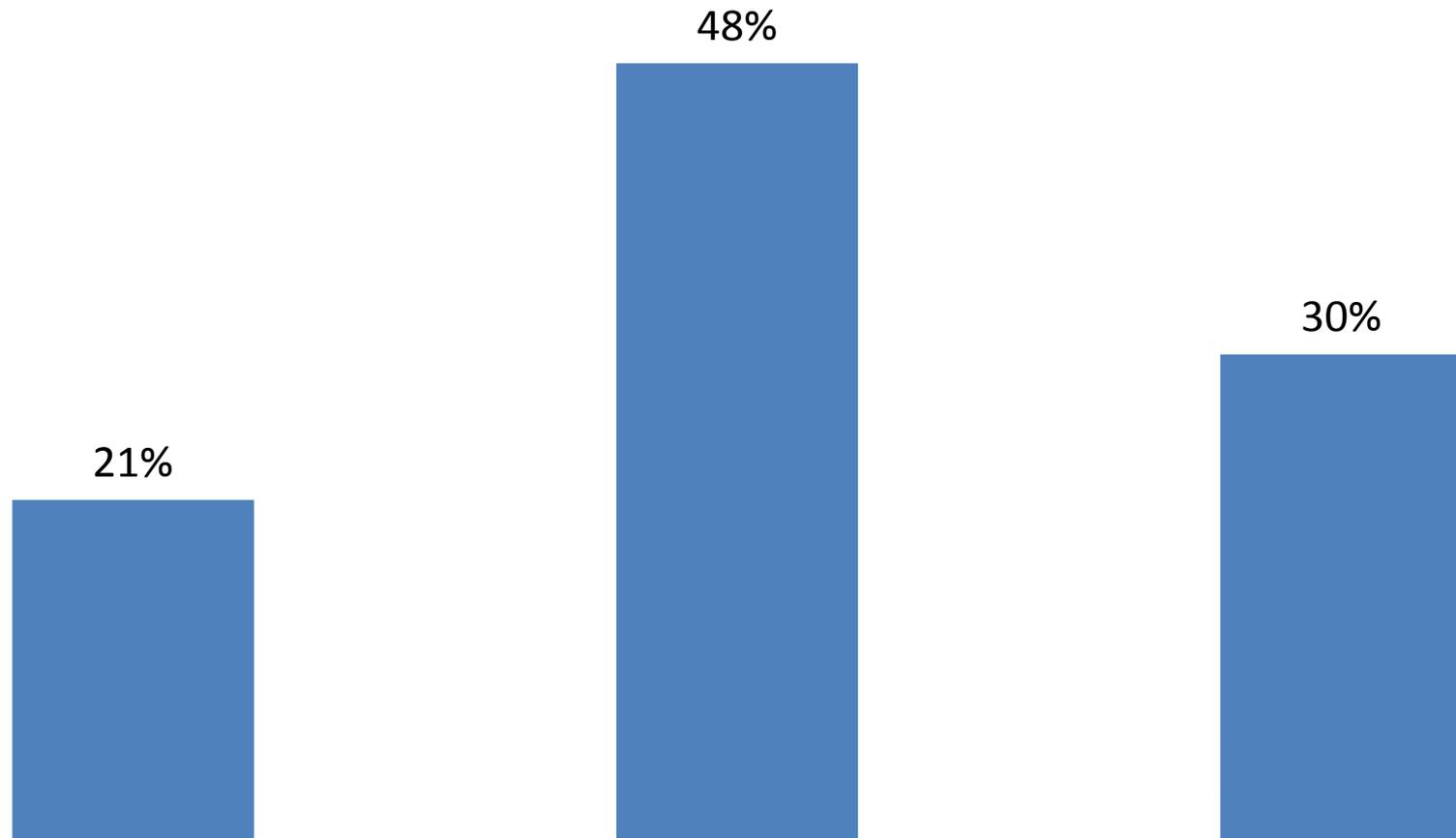
Did you know a lawn soil test can tell you if fertilizers/nutrients are needed?



Did you know excess nutrients from lawn fertilizer runoff into our waterways which can increase algae growth and decrease oxygen available for fish



In your opinion, are nutrients, like phosphorous, nitrogen and potassium (PNK) from humans an important water quality concern?



No, it's natural

Yes, it hurts aquatic life

Yes, but I am not sure why

2016

Shared Programs

- Website Maintenance
- Monthly Blogs
- Bi-annual Newsletter
- Nutrient Campaign Ads

2016

Advertisements

- Colorado Gardner
- Chinook Book
- Yellow Scene

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www.KeepItCleanPartnership.org



H/M/L Programs

- Education Programs
- Stream Teams
- Outreach Booth
- Collateral

2016 Collateral

- General Collateral
 - Coloring Books
 - Stickers
 - Tattoos
 - Brochures
- PiNK Campaign
 - Seed Paper Fact Sheets
 - Rain Gauges
 - Small Silver Watering Cans
- Doo Good Campaign
 - Dispensers



*Website, Trib Sign,
Partner List*

Outreach Booth

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

Stream Teams

Partner Community	Locations
Boulder	Boulder Creek (9th to 17th St) / Door hangers in "The Hill" neighborhood
Longmont	Dawson + Flanders Parks / The Shores and around Lake McIntosh
Lafayette	Waneka Lake Park/ Door hangers in neighborhoods surrounding Waneka Lake
Boulder County	Lefthand Valley Grange Trail / Door hangers in neighborhoods on Spine Rd
Louisville	Coal Creek along Louisville Golf Course / Door hangers in neighborhoods by Golf Course
Erie	Coal Creek - Along Reliance Park / Door hangers in neighborhoods west of Coal Creek
Superior	Coal Creek and Community / Door hangers in neighborhoods along Coalton, N. Torreys Peak Dr and Castle Peak Ave

Next Steps

- Approve 2016 Stream Team & Outreach Booth
- Mid-Year Report
- 2017 Campaign



Thanks!