



**"Keep it clean, 'cause we're all downstream!"**

**City of Boulder Stormwater Education Program  
and  
Keep it Clean Partnership (formerly know as WASH)**

***2006 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, at which time 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 ¼-time 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**

### **Community-Based Public Outreach Program: Brochures or Fact Sheets**

**2006 Measurable Goal:** Brochures, fact sheets, and outreach materials will be developed for targeted activities as necessary. Each Keep it Clean Partnership Partner is responsible for distributing the materials.

Distribution of the *Keep it Clean* brochure continued in 2006; the brochure was translated into Spanish and also printed for Spanish-speaking audiences. A total of 16,749 Spanish and English language brochures were distributed in 2006 throughout Keep it Clean Partnership communities at school, community, business outreach, and residential direct mail programs. In addition, the Keep it Clean Partnership partnered with Boulder County Eco-cycle; the Boulder Energy Brigade; and the cities of Boulder, Erie, and Louisville to produce and distribute a one-page flyer for distribution to the public. Through this project, Keep it Clean Partnership distributed 18,000 ‘Keep it Clean’ flyers to the public. The City of Boulder produced a 2/3 page version of the Keep it Clean brochure for inclusion in utility bill inserts. This brochure features information in both Spanish and English and was mailed to 30,000 Boulder residents. In total, the Keep it Clean Partnership distributed 59,943 brochures and flyers in 2006.

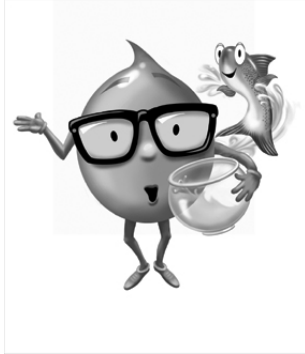
Each Keep it Clean Partnership Partner is responsible for distributing a number of brochures approximate to 100% of the number of their equivalent households over the permit term. A summary of distribution methods follows:

<i>Partner</i>	<i>Distribution means</i>	<i>Number of households</i>	<i>Number distributed by Partners in 2003</i>	<i>Number distributed by Partners in 2004</i>	<i>Number distributed by Partners in 2005</i>	<i>Number distributed by Partners in 2006</i>	<i>Total distributed to date</i>	<i>% of total households</i>
<i>Boulder County</i>	<i>Community and school events, Eco-cycle insert</i>	<i>8,900</i>	<i>0</i>	<i>7,700</i>	<i>38,906</i>	<i>4,873</i>	<i>51,479</i>	<i>579</i>
<i>Boulder</i>	<i>Utility bill insert, community and school events, Eco-cycle Insert (via Eco-cycle and Boulder Energy Brigade)</i>	<i>39,596</i>	<i>37,000</i>	<i>27,833*</i>	<i>31,513</i>	<i>50,076</i>	<i>146,422</i>	<i>370</i>
<i>Longmont</i>	<i>Independent mailings, Eco-cycle insert, community and school events</i>	<i>26,667</i>	<i>21,500</i>	<i>850</i>	<i>8,162</i>	<i>2,101</i>	<i>32,825</i>	<i>123</i>
<i>Louisville</i>	<i>Utility bill inserts, community and school events</i>	<i>7,216</i>	<i>8,100</i>	<i>14</i>	<i>916</i>	<i>6,450</i>	<i>15480</i>	<i>215</i>
<i>Superior</i>	<i>Newsletter insert, community and school events</i>	<i>4,500</i>	<i>4,800</i>	<i>0</i>	<i>532</i>	<i>459</i>	<i>5,991</i>	<i>133</i>
<i>Erie</i>	<i>Utility bill insert, community and school events</i>	<i>3,750</i>	<i>3,750</i>	<i>250</i>	<i>5,900</i>	<i>2,891</i>	<i>12,791</i>	<i>341</i>
<b><i>TOTAL</i></b>		<b><i>90,629</i></b>	<b><i>75,150</i></b>	<b><i>36,647</i></b>	<b><i>85,929</i></b>	<b><i>66,850</i></b>	<b><i>264,988</i></b>	<b><i>292</i></b>

In addition to brochures, stormwater and water protection information is also distributed via email list serves. For example, in partnership with the Partners for a Clean Environment (PACE) Program, stormwater and water pollution prevention information was sent via email to all Boulder County and City of Boulder employees in September 2006.

## ‘Keep it Clean’ Campaign

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



Keep it Clean Partnership mascots H2O Jo and Flo, along with campaign components, continue to be instrumental in delivering the Nonpoint Source (NPS) message: “Keep it clean, ‘cause we’re all downstream!” These large, inflatable campaign mascots joined Keep it Clean Partnership staff at 12 schools and community-based events and conferences in 2006. Available on loan to Front Range communities, Jo and Flo also appeared at 19 events throughout the state and 1 event in Ohio during 2006.

Keep it Clean Partnership staff continues to distribute campaign materials as take-home components to the Get to Know Your H2O School and Community Education programs. In 2006, it is estimated that Keep it Clean Partnership staff distributed 550 sticky note pads; 4,160 magnets; 7,430 tattoos; 12,000 stickers; and 2,210 Adventures of H2O Jo and Flo activity books. This extensive materials distribution brings the campaign message into Keep it Clean Partnership community homes, businesses, and schools.

### 2006 Grant Awards

The Keep it Clean Partnership continued work on two grants from the Colorado Department of Public Health and Environment (CDPHE) NPS program.

### ‘Keep It Clean’ Neighborhood Watershed Stewardship Program

The ‘Keep it Clean’ Neighborhood Water Stewardship Program (NWSP) is a neighborhood-based NPS behavior change and outreach program. The project goal is to engage Keep it Clean Partnership community residents in water protection activities that can help them take the necessary actions to reduce NPS pollution in their community. To accomplish this goal, the ‘Keep it Clean’ NWSP includes three main components:

- **Implement the Empowerment Institute Livable Neighborhood Water Stewardship Program to encourage residential behavior changes:** The Keep it Clean Partnership and city of Boulder Education staff were trained in October 2006 to implement this pilot program in each Keep it Clean Partnership community. Neighborhood teams learn about NPS issues and complete at least five water protection actions.
- **Measurable Results:** Program water quality action logs and surveys will be used to gain quantifiable feedback on the behaviors taken and the environmental impacts.
- **Statewide Transferability:** In an effort to encourage statewide program implementation, the Keep it Clean Partnership will develop and deliver a project summary presentation for Colorado communities.

The Keep it Clean Partnership, in partnership with the City of Boulder, received a \$25,000 grant to pilot the ‘Keep it Clean’ Neighborhood Water Stewardship Program (NWSP) in Keep it Clean Partnership communities. From September –December 2006, a total of 58 people representing an average of 5 households in each Keep it Clean Partnership community 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. Keep it Clean Partnership education staff will use this information to determine how the program can be used as an outreach tool in the future. A final report will be submitted to the CDPHE in February, 2006.

When asked about their favorite part of the program, participants reported:

- “Learning how neighbors can get together to do something meaningful re: water usage.”

- “Meeting new neighbors and getting to know others better in a setting that had a purpose and benefit for the neighborhood and community.”
- “Feeling like we could accomplish something by doing small things.”
- “Learning ways to consider my impact on the environment.”
- “Witnessing others become equally excited about change they can contribute to.”
- “Very informative and doable – can make instant changes.”

### **A Ride Through the Storm Drain: The Adventures of H2O Jo**

The Keep it Clean Partnership Project received \$3,450 in NPS Outreach Mini Grant funds to develop a short video that currently serves as a Non Point Source (NPS) outreach tool for Colorado communities. Nineteen (19) Colorado municipalities participated in this project by contributing a total of \$4,750 for video development.

The Keep it Clean Partnership successfully developed, produced, and distributed “A Ride Through the Storm Drain: The Adventures of H2O Jo,” an exciting new Non Point Source (NPS) outreach tool for Colorado communities. The video features a narrator, H2O Jo, who falls from the sky and encounters urban pollution sources in his journey from the sky, down a street, to the storm drain, and ultimately to a river. Through narration and powerful images, the video tells the NPS story and concludes with a call to action for Colorado residents. Throughout the video, H2O Jo informs people about what they can do to prevent NPS pollution.

The broadcast quality, seven-minute video is now available to Colorado communities and can be shown on local cable stations, at public outreach events, and in school, library, and business settings. It broadens the scope of the 2004 ‘Keep it Clean’ campaign by providing a multi-media opportunity for thousands of Colorado residents to see the video and learn what they can do to prevent NPS pollution.

As a result of the grant and coordinated efforts among project participants, 234 copies of the video were distributed to educational institutions and 25 communities in Colorado. The video is also featured on the [npscolorado.com](http://npscolorado.com), [KeepitCleanPartnership.org](http://KeepitCleanPartnership.org) and the City of Boulder web sites.

Viewers report:

- “An excellent video. Amusing as well as instructive. I hope that kids get to see it and learn from it.”
- “This will go nicely with our water unit, which is a required science unit for Boulder Valley School District (BVSD) schools.”
- “I loved the video and have put it in our media room. I informed all the teachers so they can view it if they wish.”
- “Loved the video. Very entertaining and educational.”
- “A very clever and washable video. Great for kids, but adults like it too.”
- “We really enjoyed this water quality education video. We plan to show it in the local schools in the lower Arkansas Valley.”

## Alternative Information Sources

**2006 Measurable Goal:** Continue to develop stormwater materials for web site.



Since the web site update in 2005, web viewers continue to easily navigate through Keep it Clean Partnership background information (including the six MCMs, annual reports, and stormwater resources) and Education and Outreach Program information. The new web site, [www.keepitcleanpartnership.org](http://www.keepitcleanpartnership.org) was purchased in late December, 2006.

The web site is updated frequently to include the most current project information. In addition, teachers are using the site more frequently as a program registration tool. Keep it Clean Partnership realized an increase in distinct hosts served in 2006 from 2005.

Year	Average Monthly Total Page Requests	Average Monthly Distinct Hosts Served
2004	1,587	703
2005	3,363	859
2006	3,029	1,543

Each Keep it Clean Partnership Partner's web site references the Keep it Clean Partnership web site: [www.KeepitCleanPartnership.org](http://www.KeepitCleanPartnership.org)

**Boulder County:** web site is <http://www.co.boulder.co.us>

**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/>

## School-Based Education Programs: Water Quality Curriculum

**2006 Measurable Goal:** Continue to distribute curriculum to Boulder Valley School District and St. Vrain Valley School District. WatershED curriculum, Get to Know Your H2O Education Programs and WatershED Teacher Workshop will be offered to the Saint Vrain Valley School District (SVVSD) and Boulder Valley School District (BVSD) teachers.



### **WatershED Resource Guide**

The WatershED Resource Guide contains background information and activities related to the Boulder and St. Vrain creek watersheds. It is used as the basis for the annual WatershED 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 **18** educators participated in this workshop in August 2006. Together, these educators, will reach over 1,430 students in the 2006-2007 school year.

Participants completed evaluation forms and reported the following:

- “Wow! I learned a lot. I appreciated getting all of the materials.”
- “Informed facilitators, great guest speakers, and hands-on activities . . .”

### **Education Programs**



#### **Get To Know your H2O**

A new Get to Know Your H2O postcard featuring a school-based graphic of H2O Jo (see left), brief description, and link to the web site with classroom programs was distributed to all K-5 teachers and 6-12 science teachers in the BVSD and SVVSD, as well as to local private schools. This brochure served as a key tool in promoting the “Get to Know your H2O” Education Program.

Keep it Clean Partnership education staff facilitated **216** stormwater education programs and reached a total of **3,808** BVSD and SVVSD students in 2006.

#### **Program Evaluation: students and teachers said the following about the Keep it Clean Partnership Education Program:**

- “The (Rain Rain) model is very appealing. The kids really liked it.”
- “Age-appropriate, lively, and informative. The children got a lot out of (the puppet show).”
- “The stenciling activity was very productive and helpful.”
- “Thanks so much for taking the time to teach us how to test water. I loved doing the experiments.”
- “Your group did an awesome job with our field trip. I got a lot of positive feedback from my students.”
- “The presenters were knowledgeable, patient, and thorough.”

#### **Equipment Loan**

In addition to providing classroom and field based programs, Keep it Clean Partnership staff loan out equipment to teachers wishing to teach programs in their own classroom. In 2006, 14 teachers provided programs for 611 students in BVSD and SVVSD classrooms.

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

- An article about a school-based water education and outreach partnership with New Vista High School’s Community Adventure Program with Columbine Elementary in Boulder was featured in the *Colorado Daily* on May 15, 2006.
- Keep it Clean Partnership Education staff coordinated a World Water Monitoring Day field-based water quality program with students from Silver Creek High School in Longmont. A large

photo and short write-up was featured in the *Daily Camera* and in the *Daily Times-Call* on October 17, 2006. In addition, Channel 7 news visited the program and featured sound bites and images from the program on their 4 p.m. news cast.

- The development of the *Adventures of H2O Jo* video and the event boot was featured in an article in the *Colorado NPS Connection*.

### **Science is Everywhere**

This year marked another successful year partnering with local environmental organizations to host the Science is Everywhere Program at Columbine Elementary in the SVVSD. This year's programming featured one day hosting a water education table at the school. Here 150 students participated in the Rain Rain water pollution prevention program. The following week, the same students along with their families (siblings and grandparents included), attended the Science is Everywhere night at Fiske Planetarium on the CU Boulder campus. A total of 250 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 2007.

### **Get to Know Your H2O Newspaper Insert**

The Keep it Clean Partnership continued the partnership with the *Daily Camera's* Newspapers in Education Program by creating an updated Get to Know Your H2O educational insert for distribution in BVSD and SVVSD schools in April. The sixteen-page insert featured H2O Jo and Flo and a series of water protection and conservation activities, including an expanded NPS section and Boulder and St. Vrain Creek watershed trivia facts. The free paper was advertised to BVSD and SVVSD teachers. Over 2,000 papers were distributed to teachers at 48 schools in the two school districts. Additional papers were distributed at county juvenile centers, I Have a Dream locations, and other community centers. The remaining 1,000 papers have been and continue to be distributed to groups through the Keep it Clean Partnership Education Program.

### **Children's Water Festival**



**2006 Measurable Goal:** Continue hosting Children's Water Festival for BVSD and SVVSD.

H2O Jo and Flo reappeared in 2006 as hosts for the BVSD and SVVSD water festivals. Their message, "Keep it clean, 'cause we're all downstream!," was the theme.

A total of 960 5<sup>th</sup> grade students from 39 classrooms in 18 BVSD schools attended the 14<sup>th</sup> annual Children's Water Festival in Boulder. The Festival was held at the University of Colorado campus on May 16, 2006. Additional sponsors included CU Office of Community Relations, the Bureau of Reclamation, Wild Oats Markets and the Northern Colorado Conservancy District.

A total of 758 5<sup>th</sup> grade students from 36 classrooms in 10 SVVSD schools attended SVVSD's Water Festival on May 22, 2006, at the Raintree Conference Center in Longmont.

This year marked the inception of a new and improved Level II/Ambassador Program. thanks to a generous donation from the city of Boulder Stormwater Program, city of Boulder and Keep it Clean Partnership staff worked with Environmental Communications Associates and local teachers to create Water Festival preparation materials for 5<sup>th</sup> graders on fundamental water awareness, conservation pollution, and flooding. The new program, Operation Water Festival, 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.

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.



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 highlight the program success.

- “Totally captivating and useful portfolio.”
- “It was a perfect fit.”
- “We did all of the units and got a lot out of the material.”
- “This new curriculum leads right into our ecology unit.”
- “The whole operation thing is cool. Our kids love it.”

In 2006, 64% of classes that attended the BVSD Children’s Water Festival also participated in the Level II Ambassador Program, which provided students and teachers with 4 weeks of pre-festival educational activities and includes a take-home component. All SVVSD Water Festival attendees participated in the Ambassador Program (note, the District requires all festival participants to register for the Ambassador Program.)

### Tributary Signs

**2006 Measurable Goal:** Completed in 2004.



#### **Tributary Sign Locations:**

##### **Boulder:**

In 2006, Boulder added 16 new tributary signs. The new locations are listed in bold below.

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 – East side 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 – (2 signs) - Leon A. Wurl and Coal Creek  
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 (two signs, one facing each direction)

Rock Creek – McCaslin Boulevard and Rock Creek (two signs, one facing each direction)

Rock Creek – Rock Creek Parkway and Rock Creek (two signs, one facing each direction)

### Number of vehicles for streets where tributary signs are installed:

Activity	Boulder	Boulder County	Erie	Louisville	Longmont	Superior
Number of vehicles	174,959	34,750	4,700	22,431	94,600	36,400

### Alternative Information Sources

**2006 Measurable Goal:** Develop specific campaigns to target various pollutant sources.

The Keep it Clean Partnership Steering Committee voted for these funds to be applied toward the Alternative Information: BASIN web site in 2006. Jim Waterman, the BASIN webmaster, used these funds to provide updates to the Keep it Clean Partnership web site, which is hosted on BASIN.org.

## MCM 2: Public Participation

### Overview

The Keep it Clean Partnership has contracted with the City of Boulder’s Stormwater Education Program to continue the storm drain marking program and to implement the annual public meeting (outreach booth) and Speakers Program.

### Annual Public Meetings: Keep it Clean Partnership Outreach Booth

**2006 Measurable Goal:** Continue annual meetings (outreach booth).

The Keep it Clean Partnership outreach booth was present at one event in each Keep it Clean Partnership community in 2006. The purpose of the booth is to provide citizens the opportunity to discuss, provide input on, and learn about stormwater issues.



The interactive ‘Keep It Clean’ outreach booth includes hands-on, portable, engaging activities that serve as tools for community members to learn about 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 2006. A total of 1,596 people visited the booth in 2006.

### Outreach Events

Community	Event	Location	Date	Keep it Clean Partnership Staff Schedule	# of visitors
Boulder County	Niwot Farmer's Market	Niwot	9/14/06	Lisa, Jennelle	55
Boulder	Fall Festival	Pearl Street Mall	10/1/06	Curry, Lisa, Steve, Paul, Megan	350
Erie	Erie Town Fair	Downtown	5/20/06	Jennelle, Steve, Wendi	479
Longmont	Rhythm on the River	Roger's Grove	7/8/06	Steve, Lisa, Curry, Cal	250
Louisville	Taste of Louisville	Old Town	6/10/2006	Steve, Lisa, Ken	297
Superior	Chili Cook-off	Downtown	9/9/2006	Jennelle, Lisa, Babette	165

The 'Keep it Clean' outreach booth project was funded by Keep it Clean Partnership, the City of Boulder, and a \$5,000 NPS grant from the State of Colorado (CDPHE).

In addition to the outreach booth, the Keep it Clean Partnership identified the nonpoint source maze as a useful outreach tool for the Boulder County Fair. We provided the maze and give-away materials to Boulder County for use at the 2006 Fair. Over 1,000 people visited the maze over the course of the week.

### Additional Community Outreach Efforts

Date	Event	Location	# Contacts	Comments
7/27/06-7/31/06	Boulder County Fair	Fairgrounds	1,000	Non Point Source maze was present and give
8/6/2006	CU RA Resource Fair	Boulder	170	General outreach booth with literature
6/1/06-10/31/06	Boulder Farmer's Market	Boulder	1,000	'Keep it Clean' materials distribution (brochure
5/20/2006	Community Clean-up Day	Boulder	400	General outreach booth with literature
12/4/2006	Lights of December Parade	Boulder	2,000	Pass-out stickers featuring H2O Jo
	<b>Total Outreach Contacts</b>		<b>4,570</b>	
	<b>Total Outreach Events</b>		<b>5</b>	



### Storm Drain Marking Program

**2006 Measurable Goal:** Continue the marking program. A minimum of 5% of storm drains will be marked in each Keep it Clean Partnership community.

**215 volunteers marked a total of 652 storm drains in 2006. All Keep it Clean Partnership communities exceeded the goal of 5% marked drains.** In 2006, Keep it Clean Partnership Education staff continued to

use the das curb marker with adults and spray paint and stencils with children less than 18 years of age.

Volunteers were recruited via a flyer to local community groups, the Cities of Boulder and Longmont community service programs, and through the Neighborhood program, and school and scout groups. For the third year in a row, Keep it Clean Partnership Education staff worked closely with Boulder County Youth Corps volunteers as they marked storm drains throughout Boulder County.



This year, program volunteers distributed 2,108 fish-door hangers as part of the marking program in neighborhoods in 2006. The brightly colored, fish shaped door hangers, available in both English and Spanish, inform residents about the storm drain marking program and provide tips on ways to protect and conserve local waters. The door hanger also lists the basin.org/Keep it Clean Partnership web site and the spill report line, 303-441-4444.

**Keep it Clean Partnership Partner Storm Drain Stenciling/Marking Information**

Partner	Total Storm Drains	Stenciled in 2003	Stenciled in 2004	Stenciled in 2005	Stenciled in 2006	Percent of Total Stenciled in 2006	Percent of Total Stenciled
Boulder County	225	82	40	31	23	10.2	78%
Boulder	4,180	209	439	402	264	6.3	31%
Longmont	1,820	99	95	115	170	9.3	26%
Louisville	600	43	137	31	31	5.2	40%
Superior	300	22	20	74	20	6.7	45%
Erie	320	62	17	162	144	45	120%
<b>Total</b>	<b>7445</b>	<b>517</b>	<b>748</b>	<b>815</b>	<b>652</b>	<b>8.7</b>	<b>37%</b>

**StreamTeams**

**2006 Measurable Goal:** StreamTeam Program will be initiated.



Keep it Clean Partnership staff promoted the StreamTeam Program to teachers at the August teacher workshop. In addition to teacher and classroom participation, community groups were contacted about the program.

StreamTeam Program participants have the option of participating in any of the following activities. Keep it Clean Partnership staff will provided training on how to use the equipment and will loan out the equipment free of charge to all interested parties.

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

- Water Quality Testing Equipment (LaMotte and Chemetrics)
- Creek Clean-up Kits
- Storm Drain Marking and Stenciling Kits

Community volunteers, including school groups, used the above materials in 2006.

In 2006, the Keep it Clean Partnership Education staff revisited the StreamTeam structure and participation requirements and identified a need to develop more comprehensive plans to ensure StreamTeam success. Staff met three times with Boulder, Boulder Creek Watershed Initiative and United States Geological Survey (USGS) staff in November and December of 2005 and in 2006. Working as a team, this group continues to meet to develop final plans for the StreamTeam monitoring component.

Staff chose to pilot the River Watch Program in one SVVSD school and one BVSD school in 2006. Silver Creek High School students completed monthly river watch sampling on Dry Creek #1 in Longmont, while the Boulder Home School group completed monthly sampling on South Boulder Creek in Boulder. Due to staff requirements and the need for at least two hour blocks to complete the water quality sampling and tests, the Keep it Clean Partnership will not sponsor River Watch groups in 2007. We will, however, continue to promote the program to schools that are willing to devote the consistent time and energy needed to complete this program successfully.

**Speakers Program**

**2006 Measurable Goal:** Speakers Program will continue.

The Speakers Program, including an overview and list of speakers, is available on the basin.org/Keep it Clean Partnership web site. In 2006, Keep it Clean Partnership staff provided 3 presentations and reached 111 people.

**Speaker's Program Events**

<b>Date</b>	<b>Group</b>	<b>Participant #</b>	<b>Location</b>	<b>Program</b>
2/28/06	CU Boulder Earth Education Class	11	Boulder	Get to Know your H2O (virtual tour) and sharing educational resources
10/17/06	CU Williams Village Leadership Group	50	Boulder	Water Conservation/Protection
11/9/06	CU Williams Village Leadership Group	50	Boulder	Water Conservation/Protection

In addition to the Speakers Program, Keep it Clean Partnership staff presented and/or hosted a Keep it Clean Partnership outreach booth at 2 Colorado events/conferences and reached 190 people.

**Additional Programs**

<b>Date</b>	<b>Event</b>	<b>#</b>	<b>Program Title</b>	<b>Staff</b>
2/1/06	Boulder Flycasters Youth Night	40	Basic outreach table with water information and give-aways	Curry
2/15/06	Booth at Big Thompson Watershed Forum Annual Meeting	150	KEEP IT CLEAN PARTNERSHIP Education/Outreach Booth featuring 'Keep it Clean' campaign	Jennelle

**Looking Ahead - Plans for 2007**

The Keep it Clean Partnership Education staff is looking forward to successfully completing assigned projects and meeting 2007 MCM #1 and #2 goals. In addition to completing these tasks, the Education staff will take a close look at all Keep it Clean Partnership outreach materials and update them accordingly. For example, we will coordinate fabrication and placement of the new storm drain markers that feature tributary sign graphics. In addition, the new logo and web site will be placed on all outreach materials, as required. Keep it Clean Partnership education staff looks forward to further branding the Keep it Clean campaign messages by making small but significant changes within the day-to-day activities and projects supported by the Keep it Clean Partnership.

In an effort to further coordinate and enhance branding, Education staff plans to work in cooperation with the PACE education/outreach program efforts, and specifically with the Municipal Ownership Program. By working together, both PACE and the Keep it Clean Partnership can enhance program effectiveness and further develop the 'Keep it Clean' brand.

Keep it Clean Partnership staff will continue to provide education and outreach programs to BVSD and SVVSD teachers and will evaluate and measure the program's effectiveness along the way. Based on teacher feedback, staff will enhance existing and develop new educational programs to meet teacher needs.

A new and improved StreamTeam Program will be rolled out to the public in the fall of 2007. Based on analysis of the River Watch pilot program and StreamTeam Program feedback to date, the Keep it Clean Partnership Education staff feels fully equipped to develop and offer a successful StreamTeam program.

Keep it Clean Partnership Education staff will review and analyze the final Neighborhood Stewardship Program report, as this information will help staff make informed decisions about using program tools in our communities. Although the program may not be used in its entirety, many components will be extracted and adapted to meet education/outreach needs in Keep it Clean Partnership communities.

Keep it Clean Partnership Education staff will participate in upcoming permitting cycle planning activities, specifically as it relates to MCM 1 and 2.