2021 CSC's Educational Campaign Report

1) 2021 Southern Denver regional multi-media advertising campaign was partially funded (\$5K) by Colorado Stormwater Council (CSC), focusing at Fountain Creek Watershed (Monument to Pueblo), but reaching Denver and Douglas County by radio as well, in addition to online radio and TV at State-wide level. The campaign was also supported by CSC member's social media efforts enhancing state-wide level reach. The total cost of the educational campaign in 2021 was \$23,500. This established campaign has been implemented since 2013. CSC's financial support during 2019-2020-2021 allowed to maintain a broad reach with Bus, Radio, TV. Had CSC not supported the program, only 1 to 2 platforms may have been chosen and would have had a much smaller reach. Hence the need for collaboration to reach a state level. Total Impressions in 2021: 9.3 Million. Target Audience: Home Owners, DIY, Millennials. The campaign run from June to August 2021 (12 Weeks).

- Live TV Interviews
- Commercials
- Radio
- TV (broadcast & digital KOAA & FOX21)
- Billboards/Bus/Bus benches. Note that they typically stay longer than 12 weeks because Lamar Advertising does not like to have blank benches if there are no other advertisers lined up at those respective locations. In many cases, the information remains for another 3 months.

2) CSC created and/or adapted eight (8) 30-seconds **Public Service Announcements (PSA)** in 2018 for \$3,600. The videos were published in YouTube. There were **500 views in 2019**, **1000 views in 2020**, **1250 views in 2021** for all 8 PSA's. CSC's created a Facebook and LinkedIn Account since 2020 and promoted the following 3 PSAs:

- PSA#1 Nutrient: https://youtu.be/RW4hU3AjAeA
- PSA#2 Carwash: https://youtu.be/9ndIIIBTWpE
- PSA#3 Storm Drain: https://youtu.be/qlR-6IPHXf8

CSC created six (6) 30-seconds PSA in Spanish in 2021 as part of the Spanish radio campaign. The videos were published on the CSC's YouTube Channel. Cost = \$0.

Only **25 views in 2021:**

- PSA#1 Dog Waste: https://youtu.be/4Nwfsiwu6Xk
- PSA#2 Fertilizer: https://youtu.be/rPR6nzDdeTl
- PSA#3 Motor Oil: https://youtu.be/g9kfyfj815w
- PSA#4 Nutrients: https://youtu.be/HBQ4dsw-6WI
- PSA#5 Trash: https://youtu.be/0NVu0g6bfdQ
- PSA#6 Tool washing: https://youtu.be/R6f7E_zwxCU

3) 2021 Northern Denver radio campaign was partially funded (\$5K) by CSC since 2020, focusing on Greeley, but covering all northern Colorado, from Ft Collins, to Jefferson and Arapahoe County. The total cost of the radio campaign in 2021 was \$16,220, 15 spots per week. The campaign run from June to December 2021. Total number of listeners reached: **3,7 Million**

- 4) Virtual Bike Tour at Denver, partially funded (\$1K) by CSC. The total cost was \$8K. Urban Water Cycle Tour Route: 6-mile route along South Platte from Thornton to Globeville Landing. Bike Tours have been held annually since 2010, CSC became a sponsor since 2017.
 - Free virtual Bike Tours published on 5/30/2021: 2021 Urban Water Cycle Bike Tour YouTube
 - This project has 3 likes and has been viewed by just over **300** times participants
 - Location: South Platte River (Segment 15), from Globeville Landing to Thornton (88th Ave)
 - Speakers talked about water quality and quantity, value of stream, stormwater and wastewater topics.
 - Event promoted by the spanish radio campaign on July 2021.
 - 8/31/21 Educator's appreciation bike tour (7 participants)
- 5) Bike Tour at Colorado Springs. The total cost was \$12K. Cost to participants = free. Dates: 6/11 and 6/12. Urban Water Cycle Tour Route: Cottonwood Creek trail.
 - https://www.watereducationcolorado.org/CSpringsBike2021/
 - Participants = 39 riders
- 6) **Spanish Radio Campaign** (KBNO Denver 97.7FM & 1280AM; 107.5FM Pueblo) was funded by the Colorado Stormwater Council (CSC) for \$3K, reaching Denver area from Greeley to Pueblo. Total Impressions in 2021: **624K in 3 months.** <u>Target Audience</u>: Spanish Speakers. The campaign run from June to August 2021.
 - Three (3) live 5-minute interviews.
 - 30 PSAs per month
 - Announcement on the radio website.
 - 6 PSA recordings
- 7) **Western Slope Radio Campaign (KDUR)** sponsored by CSC. Cost=Free. Two (2) 30-seconds **Public Service Announcements (PSA)** in 2021 From November to December (2 months).
- 8) State-wide Trainings/Presentations:

IDDE training for State Patrols (18) by CDOT in May 2020 and September 2021
IDDE training for Colorado Code Enforcement Officers Association by Lakewood in October 2021
E&O State-wide campaign summary at Colorado Stormwater Symposium by Adams County in August 2021
Session 3: Innovative Stormwater Education & Training Programs - YouTube

2021 Regional Advertising Campaign – Fountain Creek Watershed

Target Audience

- Home Owners
- DIY
- Millennials

Messages

- Print 12 weeks +
- Radio 12 weeks
 - On Air and streaming
- TV 8 weeks
 - Streaming

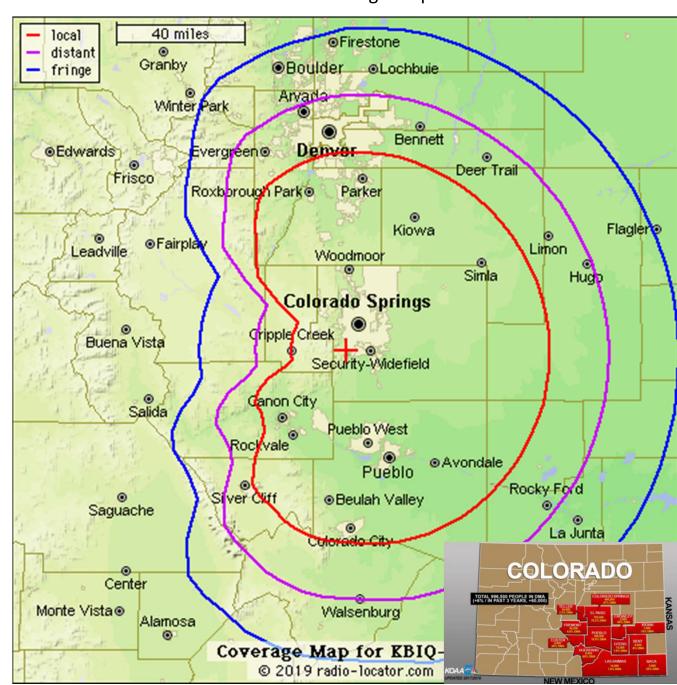
Coverage

 Focus: El Paso and Pueblo Counties, but includes multiple

Partner Contributions

Member Cost Share:	PO Amount
CSC	\$5,000.00
EPC	\$5,000.00
Colorado Springs	\$5,000.00
Manitou Springs	\$1,000.00
Pueblo City stormwater	\$2,000.00
Pueblo County Eng & PW	\$2,000.00
Town of Monument	\$1,000.00
Town of Palmer Lake	\$1,000.00
Fountain	\$1,000.00
FCWD	\$500.00
TOTAL	\$23,500.00

Radio Coverage Map



Print: Bus and Bus Benches

Impression: 3,818,832





Benches provide eye-level visibility to pedestrians and vehicular traffic.





Buses move through residential and core business areas, on secondary arteries, and busy streets, and are seen by both pedestrians and vehicular traffic at the same time. Radio: is universal, simplest, and most accessible

Impressions: 4,344,400

iHeart

Impressions: 3,034,093

68.7% of Southern CO

Radio impressions: 905,495 to target demographic A25-54

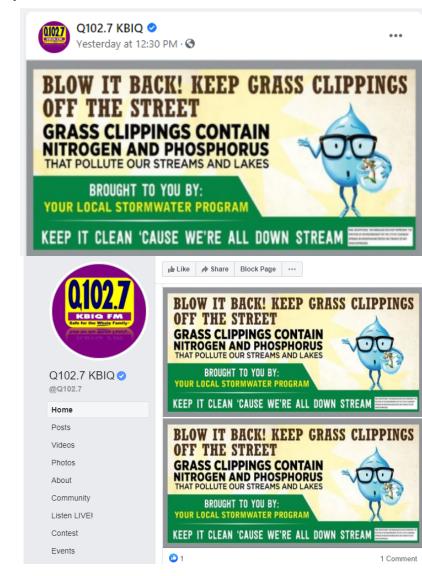
- Radio impressions:1,248,202 to all Adults 18+ in Southern Colorado (includes Colorado Springs, Manitou and Pueblo)
- Bonus audio PSA impressions: 550,294
- Streaming Audio impressions: 35,744
- Interview impressions: 294,652

Bonus Radio Interviews - Peak Studio 809 Smart Cities for a Sustainable Future

- Yard waste
- Pet waste
- Spills
- Litter
- Interview Impressions: 294,652

Salem

Impressions: 608,800



TV: KOAA & FOX21

KOAA

Digital

Anticipated Total: 1,174,200

Impressions: 276,020

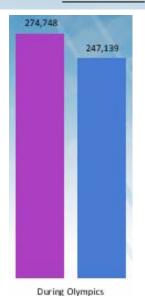
Video Completion Rate

 20,000 of our commercials/76.93% were watched in entirety

TV (Broadcast)

198,000

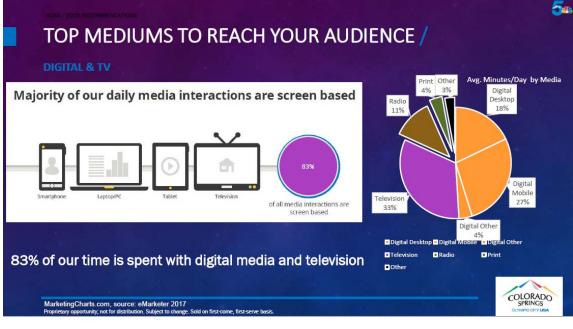
During the Olympics, KOAA reaches 11% more audience than the other three Colorado Springs stations COMBINED.







At least 73% of homes use second screens while watching Television



TV: KOAA & FOX21

FOX21

- Impressions: 689,200
- 3 Live Interviews
- Facebook Posts





STORM WATER PROGRAM

CITY OF COLORADO SPRINGS

- COLORADOSPRINGS.GOV/STORMWATER
- PERMIT WITH COPHE
- CONSTRUCTION, POST CONSTRUCTION, ILLICIT DISCHARGE, INDUSTRIAL FACILITIES PROGRAM
- EDUCATION & OUTREACH CAMPAIGNS THROUGHOUT THE YEAR



HELP CLEAN OUR WATERS

CITY OF COLORADO SPRINGS

- SPRING: GREAT AMERICAN CLEANUP
- FALL: CREEK WEEK SEPT 25 TO OCT 3
- ADOPT-A-WATERWAY/ POOP PATROL
- TRASH MOBS
- STORM DRAIN ART PROJECT



NEGATIVE IMPACTS ON AREA STREAMS

EL PASO COUNTY DEPT. OF PUBLIC SERVICES

- OIL
- FUEL
- **■** FERTILIZERS
- SEDIMENT





2021 CSC's Educational Campaign



500 views (2019), 1000 views (2020) and 1250 views (2021) for all 8 PSA's.

PSA ab	do Stormwater Council - Oil out impact of vehicle fluids in streams. Help us protect stormwater quality: tal difference!	Public ke action and	None	May 2, 201 Published	9	286
	do Stormwater Council - Dog Poop out impact of dog poop in streams. Help us protect stormwater quality: take a ence!	Public oction and make	None	May 2, 201 Published	9	101
PSA ab	do Stormwater Council - Landscape out impact of landscape maintenance activities on streams. Help us protect s take action and make a difference!	• Public tormwater	None	May 2, 201 Published	9	65
PSA ab	do Stormwater Council - Commercial out impact of commercial HOA on streams. Help us protect stormwater qualit ke a difference!	Public y: take action	None	May 2, 201 Published	9	53
THE REAL PROPERTY.	do Stormwater Council - Wildlife Message out stormwater pollution. Help us protect stormwater quality: take action and ice!	• Public make a	None	May 2, 201 Published	9	90
MAY NOT SUPPORT LIFE! PSA ab	do Stormwater Council #2 - "To be Continuedby YOU" campaign out impact of carwash wastewater in streams. Help us protect stormwater qu ke a difference!	Public ality: take action	None	May 2, 201 Published	9	230
MAY NOT SUPPORT LIFE! PSA ab	do Stormwater Council #3 - "To be Continuedby YOU" campaign out storm sewer pipe connection to streams. Help us protect stormwater qual ke a difference!	Public lity: take action	None	May 2, 201 Published	9	178
	do Stormwater Council #1 - "To be Continuedby YOU" campaign	Public	None	May 2, 201	9	246
0:31 differen	ce! CSC #6 - Herramientas (Tool washing	announcement from 2021 Colorado Stormwater Council	Public	Made for kids	Aug 3, 2021 Published	0
	CSC #5 - Basura (Trash) 30 seconds spanish radio public service educational campaign. Recorded by KBR	announcement from 2021 Colorado Stormwater Council NO Denver spanish radio FM 97.7	• Public	Made for kids	Aug 3, 2021 Published	2
Spanish PSAs	CSC #4 - Nutrientes (Nutrients) 30 seconds apaniah radio public service educational campaign. Recorded by KBN	r announcement from 2021 Colorado Stormwater Council NO Denver spanish radio FM 97,7	Public	Made for kids	Jul 19, 2021 Published	Ĭ
	CSC #3 - Aceite de Motor Oil 30 seconds spanish radio public service educational campaign. Recorded by KB	announcement from 2021 Colorado Stormwater Council NO Denver spanish radio FM 97,7	• Public	Made for kids	Jul 19, 2021 Published	2
	CSC #2 - Fertilizantes (Fertilizer) 30 seconds spanish radio public service educational campaign. Recorded by K8N	announcement from 2021 Colorado Stormwater Council 30 Denver spanish radio FM 97.7	Public	Made for kids	Jun 7, 2021 Published	8
	CSC #1 - Desechos de Mascotas (Dog 30 seconds spanish radio public service educational campaign. Recorded by KBI	announcement from 2021 Colorado Stormwater Council	Public	Made for kids	Jun 7, 2021 Published	11





2021 Northern Colorado/Greeley Campaign

15 spots/week (average) from June to December

Fort Collins/Greeley Market: Impressions = 2,385,000

Denver/Boulder Market: Impressions = 1,260,000

Public Media Works for CSC Branding Goals!

PUBLIC MEDIA	COMMERCIAL MEDIA
Non-Profit	For-Profit
Mission-Driven/Civic Minded	Profit-Driven/Consumer Minded
Locally-Owned: Members in Community	Out-of-Market Ownership
Beholden to Listeners	Beholden to Stockholders
Content Driven	Ratings Driven
Program Emphasis on Quality	Programming Emphasis on Mass Appeal
3-4 Minutes per Hour Messaging: Maximum Time/Spot = :15 (No Clutter)	20-26 minutes per Hour of Commercials - CLUTTER
Affordable & Effective Results	Expensive & Fragmented

Results

TOTAL=\$16,220

Funding break down:

•	CSC	\$5,000
•	Greeley	\$2,000
•	Larimer County	\$760
•	Firestone	\$1,000
•	Barr Milton	\$6,500
•	Fort Collins	\$960

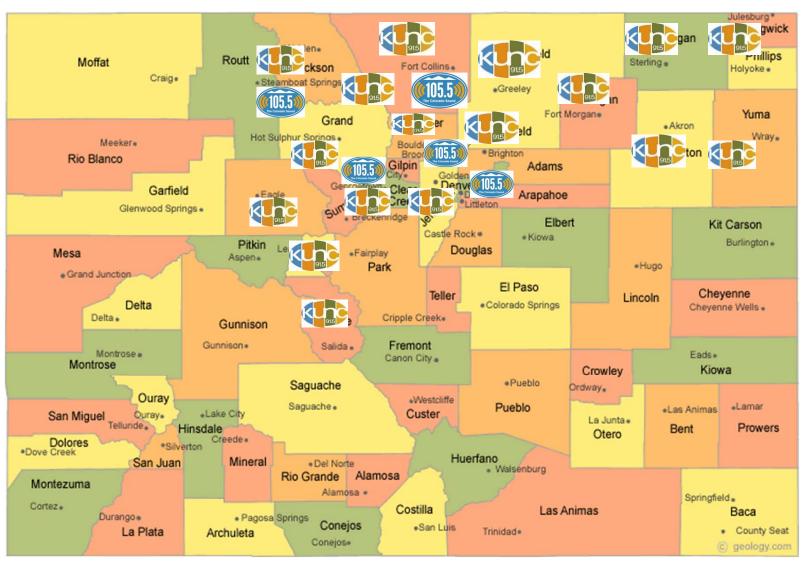






2021 Northern Colorado/Greeley Campaign

KUNC & KJAC has a Large Geographic Coverage Area



No additional fee for running CSC's spots on the Radio's online streams. The Geographic Coverage Area includes all of the above geo areas and the World! KUNC: Front Range & Denver Metro Area 91.5 • Boulder 102.7 • Golden & Western Denver Metro Area 91.7

• Mountain Communities: Estes Park 90.7 • Dillon 88.1 • Breckenridge 90.7 • Minturn/Vail 90.9 • Eagle Valley 99.7 • Grand County

91.9 • Steamboat Springs 88.5 • North Park 101.3 • Leadville 91.7 • Buena Vista/Salida 89.9 • Eastern Plains Communities:

Morgan County 96.7 • Sterling 90.3 • Yuma 88.3 • Wray 93.5 • Haxtun/Holyoke 90.5 • Julesburg/Ovid 89.1

KJAC: Front Range & Denver Metro Area 105.5 • Steamboat 88.9 • Breckenridge 94.3

2021 Northern Colorado/Greeley Campaign Messaging Matters to Get Your Point Across!

TITLE: STORMWATER

SCRIPT #1: (PROGRAM) IS SUPPORTED BY COLORADO STORMWATER COUNCIL, REMINDING LISTENERS THAT STORMWATER IS THE LARGEST CONTRIBUTOR TO WATER POLLUTION IN THE U.S. AND THAT ONLY RAIN SHOULD GO DOWN THE STORM DRAINS. VISIT COLORADO-STORMWATER-COUNCIL DOT ORG FOR SPECIFIC RESTRICTIONS AND LOCAL GUIDELINES.

TITLE: HELP REDUCE POLLUTION

SCRIPT#2: (PROGRAM NAME) IS SUPPORTED BY COLORADO STORMWATER COUNCIL, ENCOURAGING LISTENERS TO HELP REDUCE STORMWATER POLLUTION BY MANAGING YARD WASTE, SWEEPING LEAVES AND GRASS CLIPPINGS, REDUCING FERTILIZER USE, AND PICKING-UP PET WASTE. MORE WAYS TO HELP KEEP WATER CLEAN AT COLORADO-STORMWATER-COUNCIL DOT ORG.

TITLE: COALITION

SCRIPT#3: (PROGRAM NAME) IS SUPPORTED BY COLORADO STORMWATER COUNCIL, A COALITION OF CITIES, COUNTIES, AND ORGANIZATIONS ACROSS COLORADO THAT WORK TO ENSURE LAKES, RIVERS, AND STREAMS STAY CLEAN AND HEALTHY. MORE ABOUT LOCAL STORMWATER PROGRAMS AND TIPS TO KEEP WATERS CLEAN AT COLORADO-STORMWATER-COUNCIL DOT ORG.

TITLE: FALL

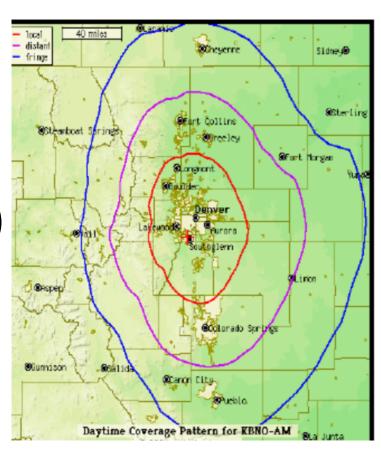
SCRIPT #4: (PROGRAM) IS SUPPORTED BY COLORADO STORMWATER COUNCIL, ENCOURAGING LISTENERS TO HELP REDUCE STORMWATER POLLUTION THIS WINTER BY SHOVELING SNOW EARLY, USING ENVIRONMENTALLY FRIENDLY DEICERS, AND SWEEPING UP EXCESS DEBRIS ONCE SNOW MELTS. WAYS TO KEEP WATER CLEAN AT COLORADO STORMWATER-COUNCIL-DOT-ORG.

TITLE: FALL - HELP PREVENT POLLUTION-REV

(PROGRAM NAME) IS SUPPORTED BY COLORADO STORMWATER COUNCIL, ENCOURAGING LISTENERS TO HELP REDUCE STORMWATER POLLUTION BY MAKING SURE LEAF & GRASS LITTER IS COLLECTED AND DISPOSED OF OR COMPOSTED...AND NOT PLACED INTO GUTTERS OR STORM DRAINS. MORE TIPS AT COLORADO-STORMWATER-COUNCILDOT-ORG.

2021 Spanish Radio Campaign

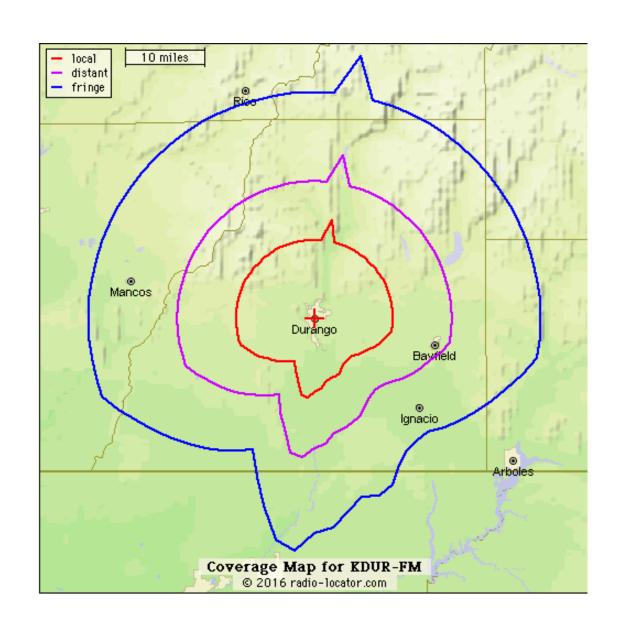
- New in 2021
- KBNO 97.7 FM
- June-August (30 spots/month)
- 6 30 second PSA (You Tube)
- 3 Interviews (5 minutes)
- Total Cost: \$3K
- Total Impressions: 45K





2021 Western Slopes Radio Campaign

- New in 2021
- KDUR-FM
- November
- 2 30 second PSA
- 4 per month
- Listeners: 26,000
- Total Cost: Free
- Total Impressions: 104K
- Cover:
 - Durango,
 - Bayfield,
 - Ignacio,
 - Mancos, and
 - Rico



2021 Virtual Bike Tour

Virtual Bike Tour Denver



