



2022 Stormwater Ad Campaign Report

A total of 12 2/3-page residential and commercial awareness advertisements generated by CLEAR (Cooperative for Local Environmental Awareness and Responsibility) ran monthly in 10 Colorado Community Media newspapers covering certain portions of Douglas, Arapahoe, Jefferson and Elbert Counties. Ads ran in the Castle Pines News-Press, Castle Rock News-Press, Douglas County News-Press, Highlands Ranch Herald, Lone Tree Voice, Elbert County News, Parker Chronicle, Centennial Citizen, Englewood Herald, Littleton Independent and South Platte Independent.

The following members of CLEAR participated in the ad campaign for 2022: Castle Pines Metro District, Castle Pines North Metro District, City of Castle Pines, Town of Castle Rock, Douglas County, Douglas County School District, Heritage Hills Metro District, Highlands Ranch Metro District, City of Lone Tree, Meridian Metro District, Town of Parker, Southeast Metro Stormwater Authority (SEMSWA), Stonegate Village Metro District and Stonegate North Villages Metro District.

The members of CLEAR paid for the ads through a contract with Colorado Community Media. The total contract cost for 2022 was \$15,360.00. In contrast, without this contract, the ads would have cost more than \$30,000. Each member paid \$1,097.14 for the year to reach approximately 79,958 households. We want to thank Colorado Community Media for their support of this public advertising campaign.

Table 1 shows the publication date and message of each ad. Table 2 shows the respective household readership numbers. Figure 1 reflects the coverage areas for each paper. Copies of each ad are included in Exhibit 1 at the end of this report for reference.

Table 1
2022 Ad Schedule

Print Date	Topic	Message	Target Audience
January 20	Dog Waste	Pick up after your dog. Environmental awareness. Tag Line: <i>It is your duty (dooty)!</i>	Residential
February 17	Litter	Piece of trash does damage. Recycle Paper. Tag Line: <i>This little piece of trash leaves a ton of damage.</i>	Residential
March 17	Dumping	Hazardous material spills. Promote disposal at roundups. Tag Line: <i>HOUSEHOLD CHEMICAL WARNING: Thins paint, kills wildlife.</i>	Residential
April 21	Phosphorus	Fertilizer application. Promote testing soils. Tag Line: <i>Fertilizer: archenemy of waterways.</i>	Residential/ Commercial
May 19	Good Housekeeping	Proper storage of landscape materials. Tag Line: <i>Just add water.</i>	Residential/ Commercial
June 16	Litter	Good housekeeping with fireworks. Promote prompt cleanup. Tag Line: <i>Freedom brings responsibility.</i>	Residential
July 21	Good Housekeeping	Vehicle maintenance and repair practices. Tag Line: <i>One message you can absorb.</i>	Commercial
August 18	Good Housekeeping	General good housekeeping; customer service message. Tag Line: <i>Customer service goes beyond your doors.</i>	Commercial
September 15	Dumping	Proper latex paint waste disposal. Tag Line: <i>Old latex paint? Don't flip out! Dry it out!</i>	Residential
October 20	Litter	Piece of trash does damage. Promote good housekeeping. Tag Line: <i>At one time, great taste. Now over-filling.</i>	Residential
November 17	Dumping	Dumping in open space. Shift values and promote options. Tag Line: <i>Donations not accepted.</i>	Residential
December 15	Thank you	Efforts that protect water quality are a gift to streams. Tag Line: <i>It's clear this stream is grateful.</i>	Residential

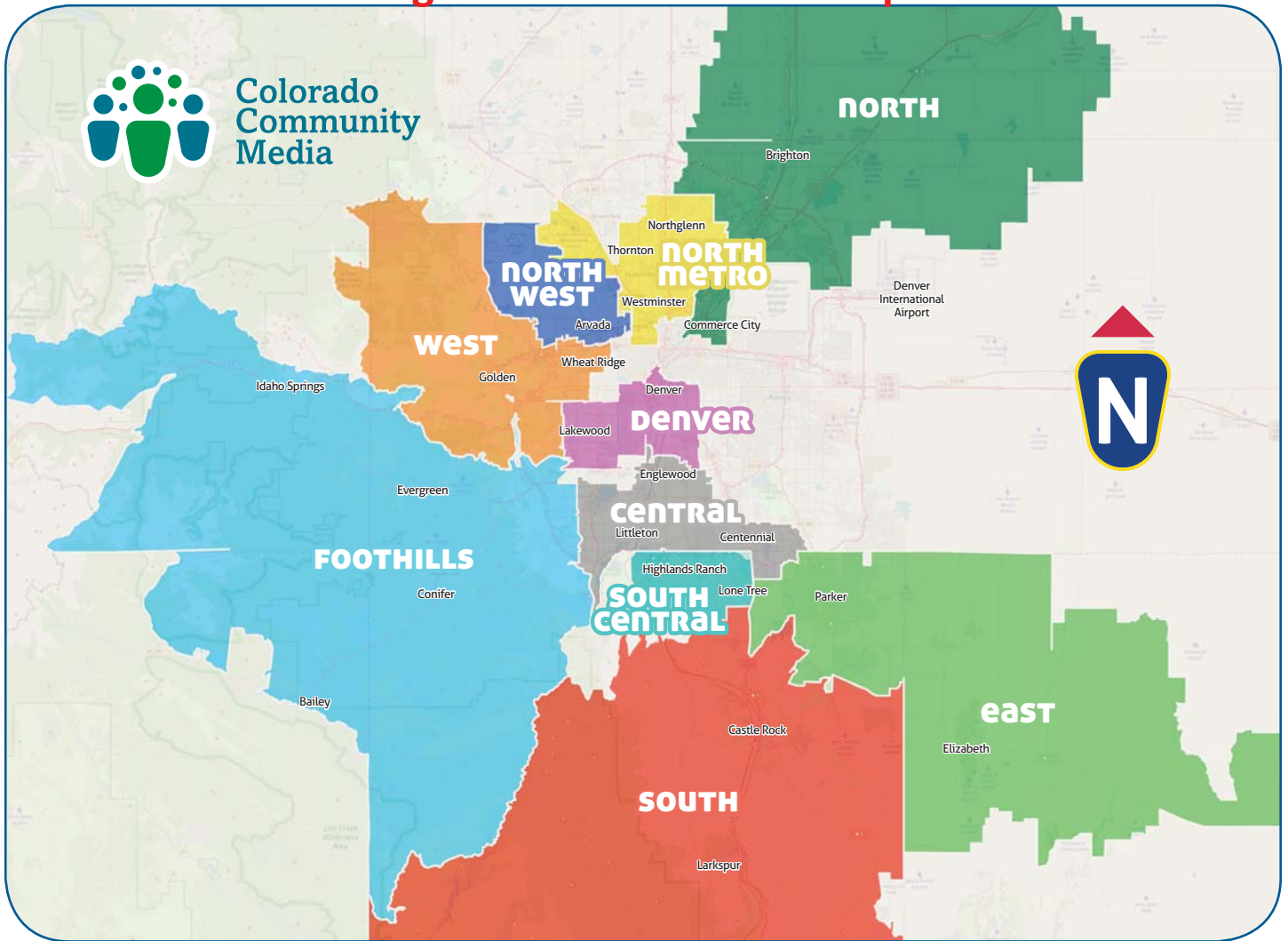
Table 2
2022 Monthly Distributions

<i>Newspaper</i>	<i>Advertising Zone</i>	<i>County</i>	<i>Zip Code</i>	<i>Households</i>
Centennial Citizen	Central	Arapahoe	80112 80122	1,525
Englewood Herald	Central	Arapahoe	80110 80113	600
Littleton Independent	Central	Arapahoe Jefferson	80120 80121 80123 80128	1,690
South Platte Independent	Central	Jefferson	80123	2,546
Highlands Ranch Herald	South Central	Douglas	80126 80129 80130	27,800
Lone Tree Voice	South Central	Douglas	80124	5,501
Elbert County News	East	Elbert	80107 80117	360
Parker Chronicle	East	Arapahoe Douglas	80134 80138	20,166
Castle Rock/Pines News Press	South	Douglas	80104 80108 80109	18,930
Douglas County News Press	South	Douglas	80104 80108 80109 80116 80118 80135	840

Total **79,958**

Reaching more than 350,000 readers each week!

Figure 1 - Distribution Map



Advertising Zones (Color Coded)

NORTH

Adco Advertiser
Brighton Standard-Blade
Fort Lupton Press
Commerce City Sentinel Express

NORTH METRO

Northglenn-Thornton Sentinel
Westminster Window

NORTHWEST

Arvada Press

WEST

Golden Transcript
Jeffco Transcript
Denver Herald

FOOTHILLS

Canyon Courier
Clear Creek Courant
285 Hustler

CENTRAL

Centennial Citizen
Englewood Herald
Littleton Independent
South Platte Independent

SOUTH CENTRAL

Highlands Ranch Herald
Lone Tree Voice

DENVER

Denver Herald
Life On Capitol Hill
Washington Park Profile

EAST

Elbert County News
Parker Chronicle

SOUTH

Castle Rock / Pines News-Press
Douglas County News-Press

Exhibit 1

2022 Ads



It is your duty (dooty)!

Picking up after your dog goes further than making your neighbors happy. When you are out walking your dog, it is your duty to collect their waste. Often, the trails and parks we enjoy with our dogs are adjacent to creeks and reservoirs. Dog waste that is not collected gets carried away during rainstorms to nearby waterways and can be a significant source of pollution. Unlike one might think, dog waste is not a fertilizer.

Rather, it carries harmful bacteria like E. coli, which poses serious health risks if allowed to come in contact with water.

Local stormwater agencies are teaming together to bring you this message. We take this so seriously that we posted this ad rather than send you more garbage in the mail. One thing is clear: our creeks, rivers and lakes depend on you.

THIS STORMWATER MESSAGE BROUGHT TO YOU BY



Visit onethingisclear.org to:

- Report accidental and illegal dumping to your local agency
- Search local volunteer events
- Find more helpful tips



Dog waste is not a fertilizer. Thank you for promptly picking up after your dog to keep our waterways clean.

Colorado Community Media agrees: Please recycle this newspaper responsibly and partner with our communities for a better tomorrow. Ad campaign creative donated by the Town of Castle Rock Utilities Department, Stormwater Division.



This little piece of trash leaves a ton of damage.

When you notice a piece of trash, please stop and dispose of it properly. What isn't collected today is picked up in the next rainstorm and sent directly into the nearest creek. From the moment this small piece of trash enters our waterways, it is responsible for so much damage. With your help, we can make a difference in keeping our water clean.

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Help keep our waterways clean: pick up one piece of litter every day and recycle when you can.

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Ad campaign creative donated by the Town of Castle Rock Utilities Department, Stormwater Division.



HOUSEHOLD CHEMICAL WARNING: Thins paint, kills wildlife.

When using hazardous chemicals, store and dispose of containers responsibly, and clean up spills promptly according to manufacturer instructions. Your rivers, creeks and lakes depend on you. Harmful chemicals left on outdoor surfaces are picked up in the next rainstorm and sent directly to the nearest creek. Once these chemicals reach our waterways, they pose a threat to fish, wildlife, recreation and drinking water supplies.

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For information about household chemical disposal services in your area, contact the Tri-County Health Department at tchd.org/householdchemical.htm



Fertilizer: arch enemy of waterways.

Streams, lakes and reservoirs don't need it. Your lawn may not need it, either. Fertilizer, like other products that serve a necessary purpose, can become a problem if misused. Most lawn fertilizers contain nitrogen, phosphorus and potassium, represented by a three-number string on the front of the bag. Nutrient needs vary from lawn to lawn and can only be determined by testing the soil.

If over-applied, rain carries away excess nutrients not needed by plants and washes them to the nearest waterway, causing excess algae growth that uses up vital oxygen for fish.

Please take the time to have your soil tested to determine your lawn's needs. This simple, small change in your lawn care makes a huge difference, not only to the health of your lawn but also to your nearby rivers, creeks and lakes.

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28-0-3

Protect your waterways. Know what you are applying, and test your soil prior to using fertilizers. Call the Colorado State University Extension, 970-491-5061, to have your soil tested.

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Just add water.

A pile of dirt and mulch, or ingredients for disaster? A simple decision on where you store your landscaping material could have a big impact on water quality. Landscaping materials left in the street travel with rain or sprinkler water directly into the storm drain. When planning your project, consider proper storage to prevent material from coming in contact with stormwater. Contact your local agency to find out how you can safely plan your next landscaping project.

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Storing and covering landscaping materials off the street keeps our waters clean.

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Freedom brings responsibility

This Independence Day, give our streams a break. Not only are personal fireworks a fire danger, but also, their waste poses a threat to our waterways when not disposed of properly. Summer days in Colorado often bring flashing rain and thunderstorms that quickly wash away waste on streets and parking lots, sending them straight to the nearest stream. What isn't collected and thrown away after the celebration may be gone before you know it. Take the time this holiday and clean up after yourself.

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 Exercise your freedom responsibly this Independence Day by using fireworks appropriately and disposing of holiday waste promptly.

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One message you can absorb.

Whether your business is near a creek or on top of a hill, you play a vital role in keeping our waterways clean. By containing and cleaning up automotive fluid spills promptly, your business prevents these contaminants from damaging the environment. Remember, one drop of oil picked up during a rain storm can pollute 1 million drops of water. Contact your local agency to find out how you can dispose of automotive fluids.

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Be prepared. Have appropriate spill supplies on hand to address automotive fluid leaks.

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Customer service goes beyond your doors.

Customer service doesn't stop with your customers. Whether you are in the restaurant business, a retail outlet or a local service provider, your actions can serve to protect our waterways. Being conscious of good housekeeping practices, such as washing mats indoors, keeping lids closed on garbage cans and disposing of oils, detergents and grease properly, helps keep harmful contaminants out of our waterways.

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Serve your waterways well with good housekeeping that keeps harmful contaminants from entering our streams.



Old latex paint? Don't flip out! Dry it out!

Have you been stockpiling cans of latex paint, waiting for the next Douglas County Household Chemical Roundup? Good news – latex paint is water-based and safe to throw away, if prepared properly. If the paint is completely dry, simply remove the lid and throw the can away. If there is still wet paint in the can, mix in some dirt or cat litter to fully absorb it. Once it is dry, throw it away. Save yourself a trip to the Roundup (and the \$25 contribution) if you have water-based paint.

Remember, this only applies to water-based latex paint, and NO paint can be dumped in the gutter or thrown in the trash wet. Make a difference in keeping our waterways clean by practicing cost-effective ways to dispose of materials properly.


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If you have leftover paint, recycle it! Visit PaintCare.org to find a drop-off site near you. PaintCare sites accept house paint, primers, stains, sealers and clear coatings for free!

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At one time, great taste. Now over-filling.

Whenever you are outside and you notice a piece of trash, please stop and dispose of it properly. What isn't collected today is picked up in the next rainstorm and sent directly to the nearest creek. From the moment this small piece of trash enters our waterways, it is responsible for a tremendous amount of damage. By developing habits such as securing loads in open vehicles and keeping lids closed on trash bins, you help minimize litter scattered by wind and rain.

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Litter clogs up storm drains and poses a threat to fish and wildlife. Pick up one piece of litter every day and recycle when you can.

Donations not accepted.

It is shocking to see what people dump into our streams and open space. Not only is this unattractive along our natural stream corridors, this is a direct threat to fish, wildlife, recreation and our drinking water supplies. If you have something that you no longer want, consider donating it! Many charitable organizations rely on donations of unwanted items. Otherwise, please coordinate with your trash collector to dispose of unwanted items properly.

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Make the right choice. Drop your unwanted items at a charitable organization, not along the stream bank.

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NO
DUMPING
ALLOWED

It's clear this stream is grateful.

Our streams want to say thanks for giving them a gift this year.

Your actions made a difference in keeping our water clean. You chose to properly dispose of household chemicals, pet waste and trash. You used fertilizers appropriately and kept harmful material out of runoff's path. You volunteered at local events to preserve our waterways. Keep up the good work.

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Make your New Year's Resolution now; get involved. Contact your local agency for upcoming events.



Photo taken along East Plum Creek in Castle Rock.

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