



Splash Summary of 2023 Outreach and Education Activities

An Education and Outreach Cooperative for MS4 Permittees in Arapahoe County



20 Outreach Events

- No Name Youth Ambassadors Community Event
- World Water Day
- Fishing Derby
- Public Works Day
- Movie Nights
- 17-Mile house event
- National Night Out
- Touch-a-Truck
- Sip-in Centennial
- Highline Canal Trash Clean-ups
- And more!



Four rain barrel workshops were held in 2023 as Splash's signature outreach event. For only a \$20 registration fee, workshop participants receive:

- Rain barrel installation guidance
- Residential water quality education
- 55-gallon barrel
- Installation kit with hose, spigots, etc.
- Scholarships available



Splash partnered with a marketing consultant to revitalize our outreach messaging strategy for years to come. Among the deliverables:

- New Splash logo
- New key messages
- Action plan for phosphorus nutrient campaign
- Targeted pollutant sources and audiences to comply with MS4 permit requirements
- Website updates
- Long term marketing tactics and ideas



DC CLEAR Summary of 2023 Outreach and Education Activities

An Education and Outreach Cooperative for MS4 Permittees in Douglas County

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 runoff varies 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.

Local stormwater agencies are teaming together to bring you this message. We have 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 for

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

28-0-3 Protect your watershed. Know what you're applying and use your soil prior to using it. Report. Call the Colorado State University Extension 800-455-4739 for more information.

Colorado Community Media agrees. Please recycle this newspaper responsibly and partner with our communities for a better tomorrow. An outreach initiative funded by the Castle Rock Water Resource District.

In 2023, DC CLEAR ran 12 residential and commercial awareness advertisements. Ads were posted monthly in 10 Colorado Media newspapers in portions of Douglas, Arapahoe, Jefferson, and Elbert Counties. Advertisements reached an estimated 79,958 households.

DC CLEAR's 2023 Activities also included:

Updates and maintenance to CLEAR website at <http://onethingisclear.org/>

Held 6 membership meetings to discuss MS4 permit requirements and other stormwater topics

Members supported Cherry Creek Stewardship Partners and Colorado Stormwater Council

Collaborated with Splash and South Metro Fire and Rescue's HAZMAT team for a Lunch and Learn in October 2023