

# Summary of 2024 Education and Outreach Activities



## 22 Outreach Events

Our members got out and engaged with our community for a variety of events, including:

- Aurora Youth Water Festival
- Cherry Creek Dam Safety Event
- Bring Your Kid to Work Days
- Cherry Creek Race for the Watershed 2024
- Glendale Movie Nights
- Interactive Class Lessons
- National Night Out
- Touch-a-Truck, and more!



## Rain Barrel Workshops

Splash members continued our signature outreach activity of hosting Rain Barrel Workshops in 2024. We held three workshops, in which participants received:

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

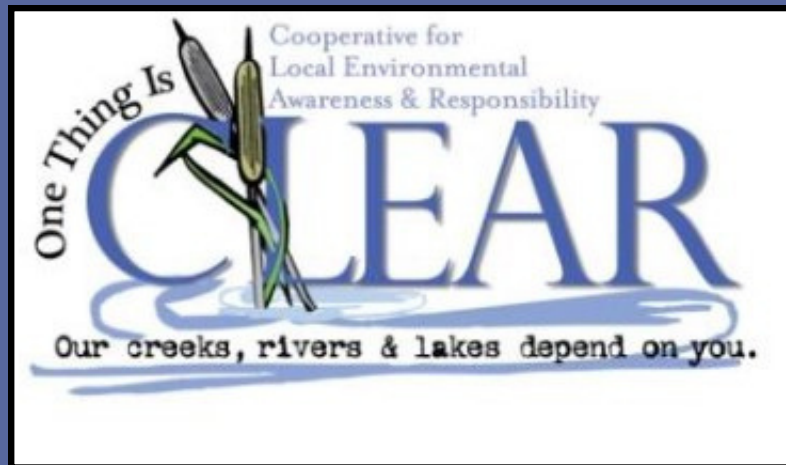


## P-Free Campaign

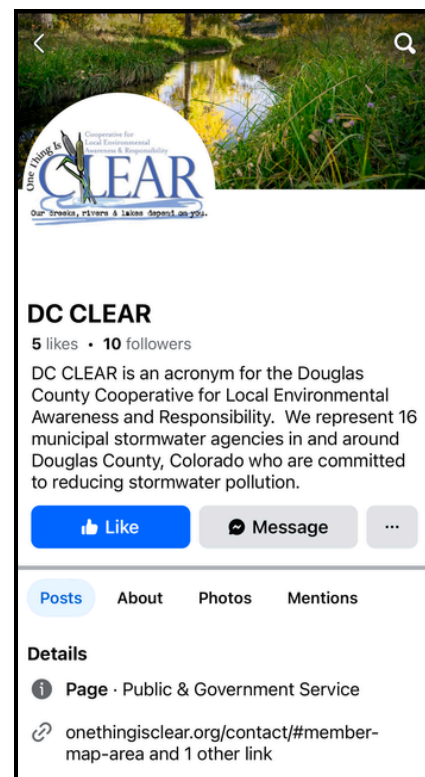
Splash initiated the Phosphorus-Free campaign to promote the use of phosphorus-free fertilizer. Campaign highlights included:

- Colorado APWA Award for Large Community Public Outreach
- Printed yard signs with P-free messaging
- Over 1,000 postcards and stickers handed out at events
- Social media messaging

# DC CLEAR Summary of 2024 Outreach and Education Activities



## An Education and Outreach Cooperative for MS4 Permittees in Douglas County



*Redesigned stormwater messaging graphics distributed via newspaper ads and DC CLEAR's social media channels in 2024.*

DC CLEAR launched new graphics in 2024 to expand the reach of existing messaging. The new designs are more simple, colorful, and will push readers to onethingisclear.org for additional information.

Also in 2024, DC CLEAR ran 12 residential and commercial awareness advertisements. Ads were posted monthly in 9 Colorado Community Media newspapers in portions of Douglas, Arapahoe, Jefferson, and Elbert Counties. Advertisements reached an estimated 79,955 households.

Our members held six membership meetings, and continued collaborations for education and outreach with Splash, CCBWQA, Colorado Stormwater Council, and Cherry Creek Stewardship Partners to comply with MS4 permit requirements.

*DC CLEAR activated new social media accounts in 2024. Follow us on Facebook and LinkedIn!*