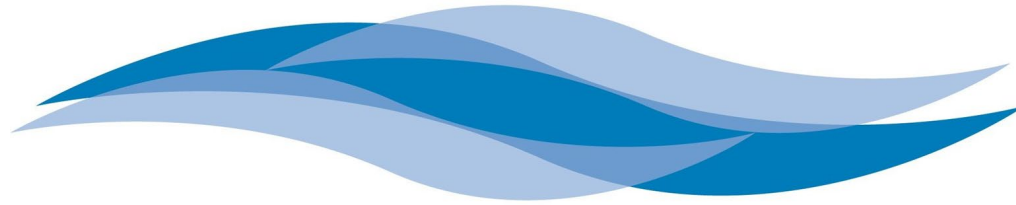


CSC



COLORADO STORMWATER COUNCIL

2024 CSC Education and Outreach Campaign Summary

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The Colorado Stormwater Council Shared Education and Outreach program includes social media, radio, TV, print, online and bus advertisements and public service announcements. Thank you to all of our members and partners who make this possible through their contributions and collaboration. Without our combined effort, our communities would be much more limited on the number of different media options integrated into our education and outreach programs.



Social Media

- CSC is continuously active on Facebook, LinkedIn and YouTube. CSC created and/or adapted eight (8) 30-seconds Public Service Announcements (PSAs) in 2018 for \$3,600. The videos were published in YouTube. There were 256 views in 2021, 295 views in 2022, 281 views in 2023 and 231 in 2024 for all 8 PSAs. CSC created a Facebook and LinkedIn Account in 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/qIR-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.
 - PSA#1 Dog Waste: <https://youtu.be/4Nwfsiwu6Xk>
 - PSA#2 Fertilizer: <https://youtu.be/rPR6nzDdeTI>
 - PSA#3 Motor Oil: <https://youtu.be/g9kfyfj815w>
 - PSA#4 Nutrients: <https://youtu.be/HBQ4dsw-6WI>
 - PSA#5 Trash: <https://youtu.be/ONVu0g6bfdQ>
 - PSA#6 Tool washing: https://youtu.be/R6f7E_zwxCU







YouTube

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT


Recently uploaded Popular




MS4 Inspector Training Part 2 5 18 22
11 views · 6 months ago




CSC CIP Stormwater Compliance training 2022 05 11
18 views · 5 months ago




MS4 Inspector Training Part 1 5 11 22
25 views · 7 months ago




Asset Management 101 - Municipal Operations Committee
6 views · 3 months ago




CSC #6 - Herramientas (Tool washing)
3 views · 1 year ago




CSC #5 - Basura (Trash)
4 views · 1 year ago




CSC #4 - Nutrientes (Nutrients)
12 views · 1 year ago




CSC #3 - Aceite de Motor Oil
2 views · 1 year ago




CSC #2 - Fertilizantes (Fertilizer)
6 views · 1 year ago




CSC #1 - Desechos de Mascotas (Dog Waste)
12 views · 1 year ago




Colorado Stormwater Council Culvert Lining Training
122 views · 1 year ago




Colorado Stormwater Council - Oil
421 views · 3 years ago




Colorado Stormwater Council - Dog Poop
112 views · 3 years ago




Colorado Stormwater Council - Landscape
75 views · 3 years ago




Colorado Stormwater Council - Commercial
61 views · 3 years ago




Colorado Stormwater Council - Wildlife Message
102 views · 3 years ago



Colorado Stormwater Council #2 - To be Continued... by YOU! campaign
332 views · 3 years ago

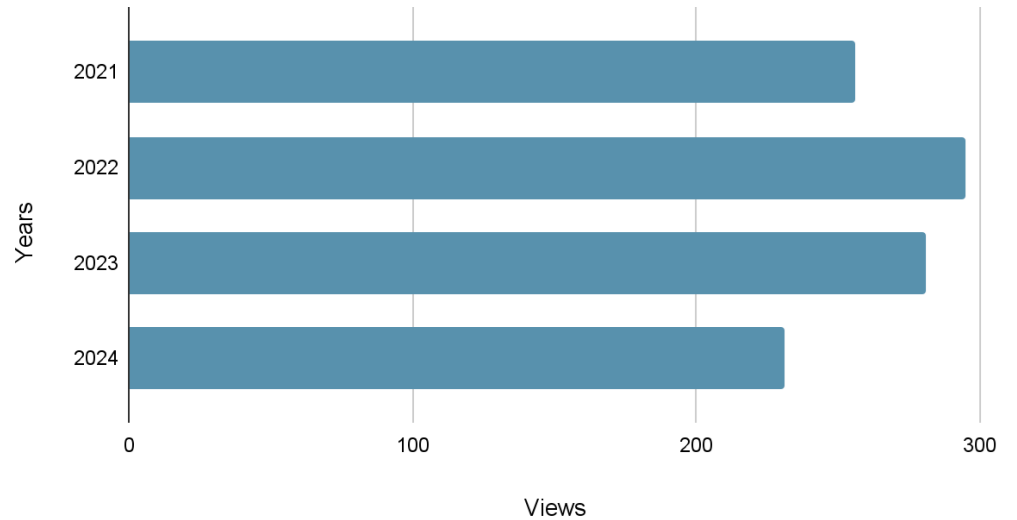


Colorado Stormwater Council #3 - To be Continued... by YOU! campaign
156 views · 3 years ago



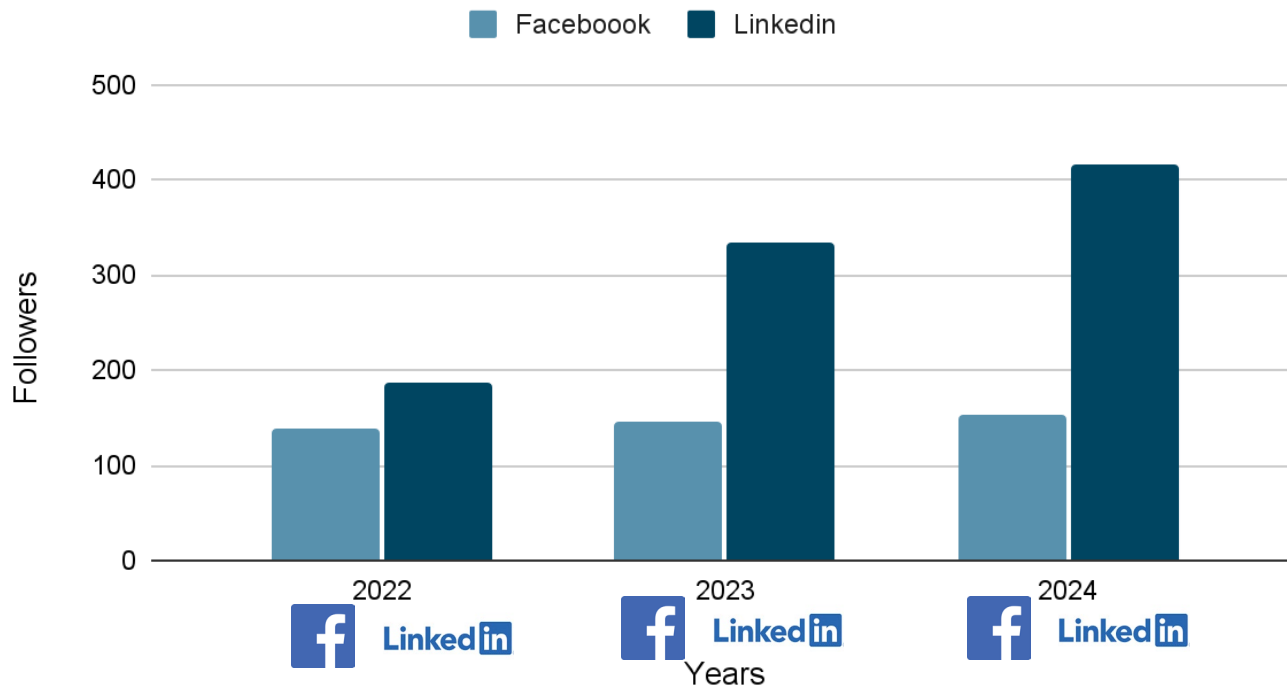
Colorado Stormwater Council #1 - To be Continued... by YOU! campaign
379 views · 3 years ago

YouTube Video Views



Facebook and LinkedIn

Followers Trend



Outreach Campaigns

Fountain Creek Watershed Campaign (KRDO Channel 13) was partially funded in 2024 (\$5,000) 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 total cost of the educational campaign in 2024 was \$23,500. Total Impressions in 2024: **11.75 Million**. Target Audience: Home Owners, DIY, Millennials. The campaign ran from June to August 2024 (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.

Northern Colorado Campaign (KUNC/KJAC - Colorado Sound) was partially funded in 2024 (\$5K) by CSC, which covered all of Northern Colorado, from Ft. Collins to Jefferson and Arapahoe County. The total cost of the radio campaign in 2024 was \$24,500, which included 867 total spots and 85,000 Online Banner Impressions on KUNC.org. The campaign ran from May to November 2024. Total number of impressions: **5,655,000**

Spanish Radio Campaign (KBNO Denver 97.7FM & 1280AM; 107.5FM Pueblo) was funded in 2024 (\$4K) by the Colorado Stormwater Council (CSC), reaching Denver area from Greeley to Pueblo. Total of 90 spots. Total Impressions in 2024: **720K** Target Audience: Spanish Speakers. The campaign ran from April to November.

- Two (2) live 5-minute interviews.
- 30 PSAs per month
- Announcement on the radio website.
- 6 PSA recordings

Western Slope Radio Campaign - Colorado Public Radio (CPR) - (KPRN-KVOV-KPRU) sponsored by CSC.

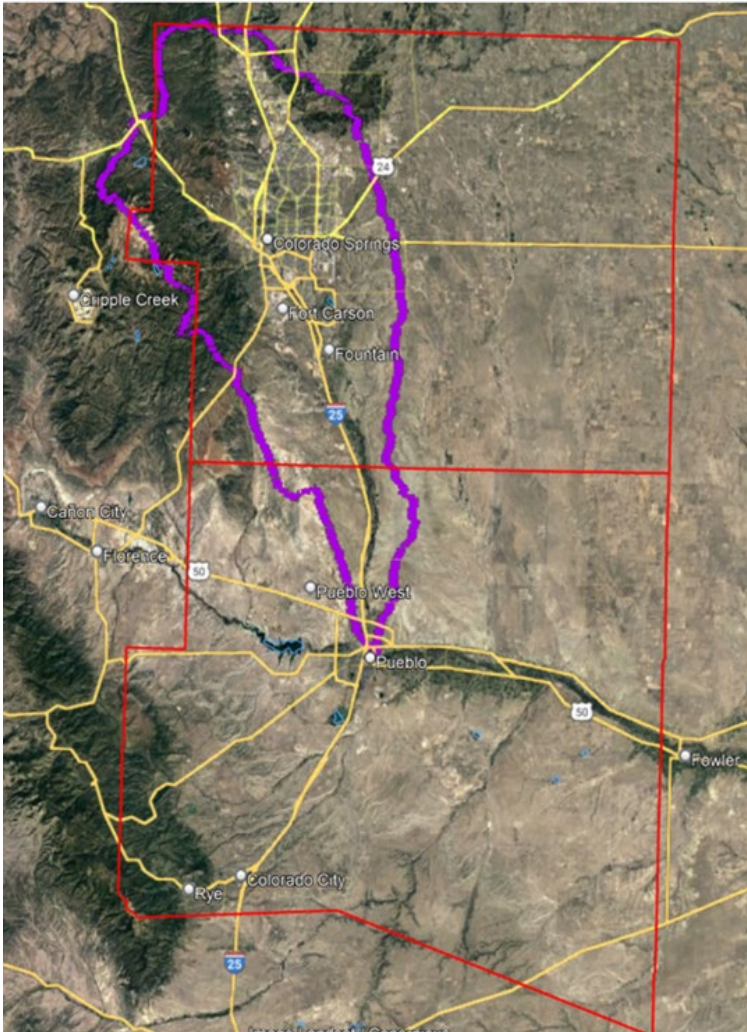
Cost= \$4,000. Two (2) 30-seconds **Public Service Announcements (PSA)** in 2024

From May to August (8 weeks). 64 messages over all 3 stations for a total of 192 spots. Unable to get accurate listener population data from the smaller communities so impressions data is unavailable.



Fountain Creek Campaign

Covering El Paso and Pueblo Counties



Partner	Contribution
CSC	\$5,000
EPC	\$5,000
Colorado Springs	\$5,000
Manitou Springs	\$1,000
Pueblo City Stormwater	\$2,000
Pueblo County Eng & PW	\$2,000
Town of Monument	\$1,000
Town of Palmer Lake	\$1,000
Fountain	\$1,000
FCWD	\$500
Total	\$23,500

Messaging

Print - 8 Weeks

- 7 Bus Bench Ads
- 6 Bus Queens

Radio - 8 Weeks

- On Air & Streaming

TV - 8 Weeks

- Broadcast & Streaming



Fountain Creek Bus & Bench Ads



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

Buses move through residential and business areas, on secondary arteries, busy streets, and are seen by pedestrians and vehicular traffic at the same time.

- Anticipated Impression: 9,380,038
- Delivered Impressions: 11,754,897 AND many of these are still posted!



Fountain Creek Radio Ads



Bonus Radio Interviews

- Litter
- Spills
- Pet Waste
- Yard Waste Litter



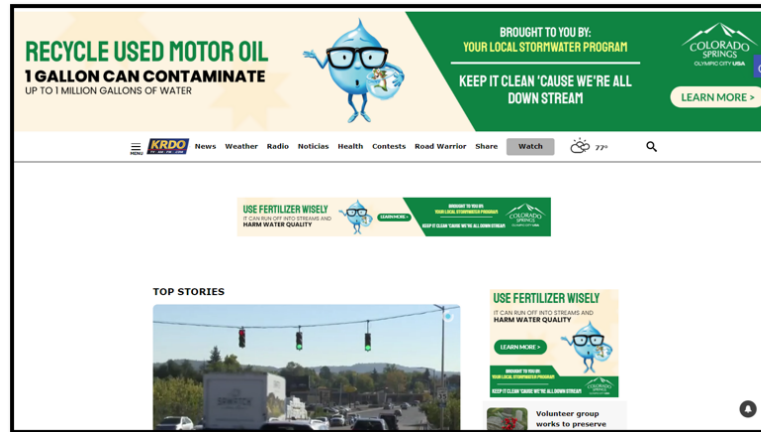
Radio: iHeart: is universal, simple, and most accessible
 TOTAL Impressions: 2,128,262 includes Social Media posts



Fountain Creek TV Ads

KRDO & Telemundo

- Anticipated Impressions: 733,442
- Delivered Impressions: 820,000



For 2024, we implemented a Home Page Take Over tactic for the Stormwater Campaign – bringing more impressions and clicks to the Stormwater Campaign website

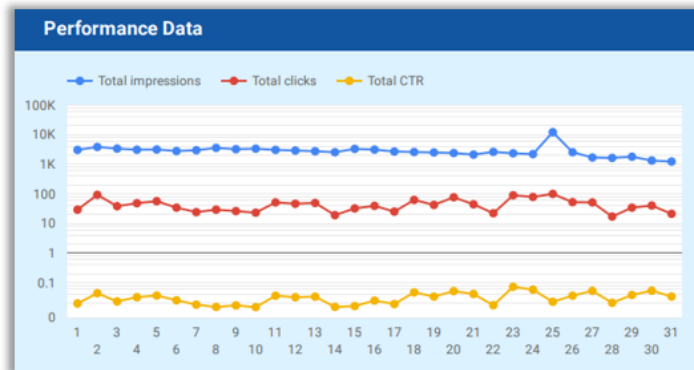
The Two HPTOs delivered 29,670 total impressions

June 27th – 19,040
July 25th – 10,630

A CTR of 0.195%

2024 Stormwater Digital Elements and Impressions

On KRDO.com, we delivered more than **175,000** impressions for the lifetime of the campaign – with the highest click thru rate at 1.52 for July!



Fountain Creek Fox TV Ads

Overview


Impressions 100,056	Clicks 252 0.25%
Visits 252 0.25%	Engagements 736 0.74%

Top Creative



RECYCLE USED MOTOR OIL
 1 GALLON CAN CONTAMINATE UP TO 1 MILLION GALLONS OF WATER!
 BROUGHT TO YOU BY:
 YOUR LOCAL STORMWATER PROGRAM
 KEEP IT CLEAN 'CAUSE WE'RE ALL DOWN STREAM

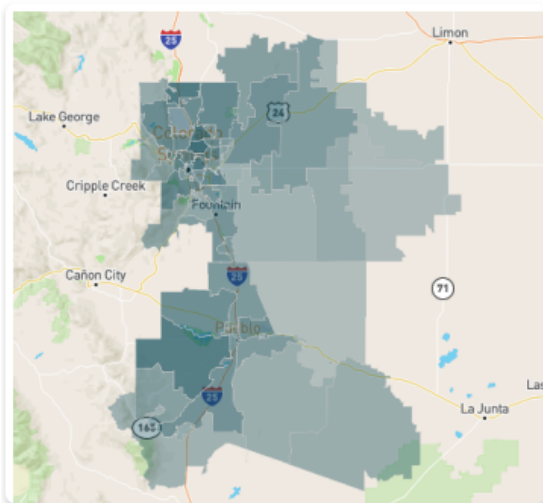
IMPRESSIONS	CTR
20,111	0.27%



BLOW IT BACK! KEEP GRASS CLIPPINGS OFF THE STREET
 GRASS CLIPPINGS CONTAIN NITROGEN AND PHOSPHORUS THAT POLLUTE OUR STREAMS AND LAKES
 BROUGHT TO YOU BY:
 YOUR LOCAL STORMWATER PROGRAM
 KEEP IT CLEAN 'CAUSE WE'RE ALL DOWN STREAM

IMPRESSIONS	CTR
20,177	0.25%

Target Geography



Top Cities

CITY	IMPRESSIONS	CTR
Colorado Springs, Col...	75,274	0.25%
Pueblo, Colorado	13,374	0.27%
Monument, Colorado	5,290	0.25%
Peyton, Colorado	2,033	0.25%
Pueblo West, Colorado	834	0.24%
Beulah, Colorado	282	0.71%
Fountain, Colorado	1,542	0.06%
Elbert, Colorado	316	0.32%
Cascade, Colorado	62	1.61%
Calhan, Colorado	476	0.00%

Top Placements

WEBSITE	CTR
cbsnews.com	2.34%
usatoday.com	0.17%
dexerto.com	4.42%
apnews.com	0.40%
foxnews.com	0.22%



Fountain Creek Fox Social Media Ads

Overview

Impressions
396,412

Clicks
3,919
0.99%

Top Creative



IMPRESSIONS

88,905

CTR

1.70%



IMPRESSIONS

93,406

CTR

0.92%

Demographics

	MALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	16,030	27,559	50,042	48,055	46,749	33,742	
CTR	0.00%	0.12%	0.61%	0.69%	0.77%	0.83%	0.98%	
	FEMALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	9,489	19,978	35,031	34,963	39,783	34,991	
CTR	0.00%	0.22%	0.86%	1.24%	1.56%	1.46%	1.56%	
	UNKNOWN	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	0	0	0	0	0	0	0
CTR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%



Fountain Creek Campaign Results

Results

Anticipated Impressions: 9,380,038

Delivered Impressions: 11,784,897

Over/Under: **+2,374,859**

Platform	Vendor	Impressions - Anticipated	Impressions - Actual
Print (Bus/Benches)	Lamar	6,079,016	8,137,635
Radio			
	iHeart	1,866,300	2,128,262
TV	KRDO - TV	733,442	820,000
TV	FOX21	701,280	669,000
TOTAL		9,380,038	11,754,897

Ultimately, we had an additional 2,374,859 impressions over anticipated benchmark.

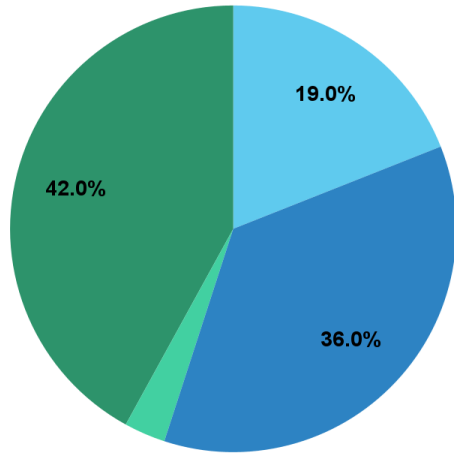




Northern Colorado Campaign



KUNC's Members Geo Areas

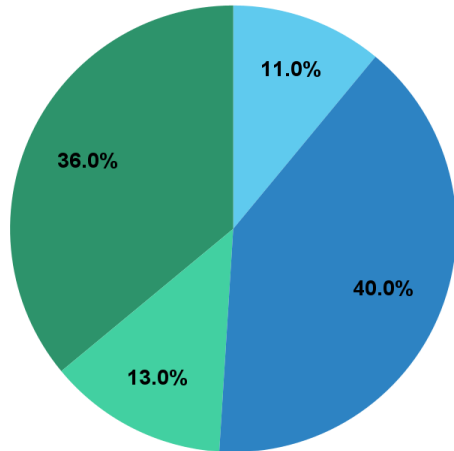


- BOULDER COUNTY
- DENVER METRO
- MOUNTAINS
- NORTHERN COLORADO



867 Total Radio Spots from May to November
 85,000 Online Banner Impressions on KUNC.org
 Northern Colorado Impressions = 3,828,000
 Denver/Boulder Impressions = 1,827,000
Total Impressions = 5,655,000

KJAC's Members Geo Areas



- BOULDER COUNTY
- DENVER METRO
- MOUNTAINS
- NORTHERN COLORADO

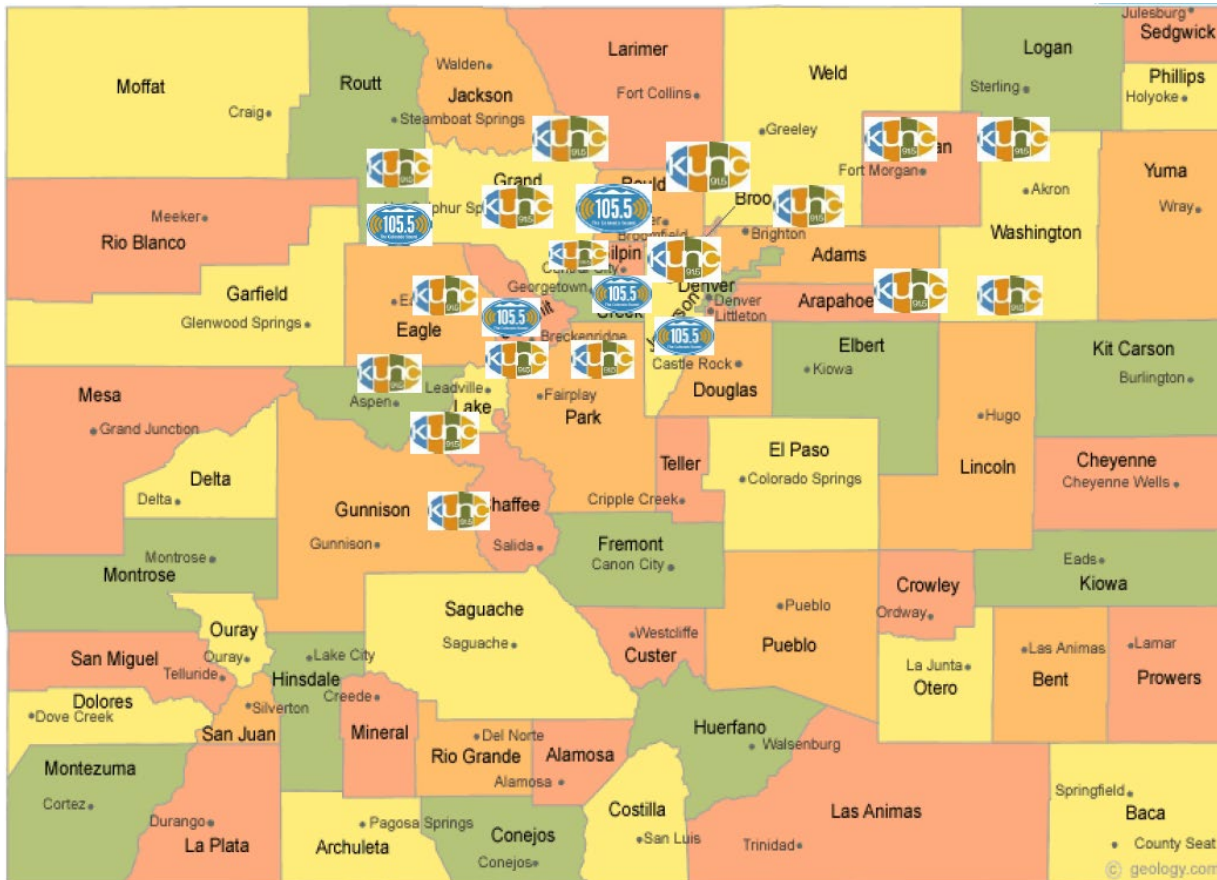


Funding Breakdown:

- CSC \$2,000
- City of Greeley \$2,000
- Larimer County \$2,000
- Town of Firestone \$1,000
- City of Westminster \$1,000
- Keep It Clean \$2,000
- City of Loveland \$1,000
- Fort Collins \$9,000



Northern Colorado Campaign



KUNC

- Front Range & Denver Metro Area 91.5
- Boulder 102.7
- Golden & Western Denver Metro 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
- Haxton/Holyoke 90.5
- Julesburg/Ovid 89.1

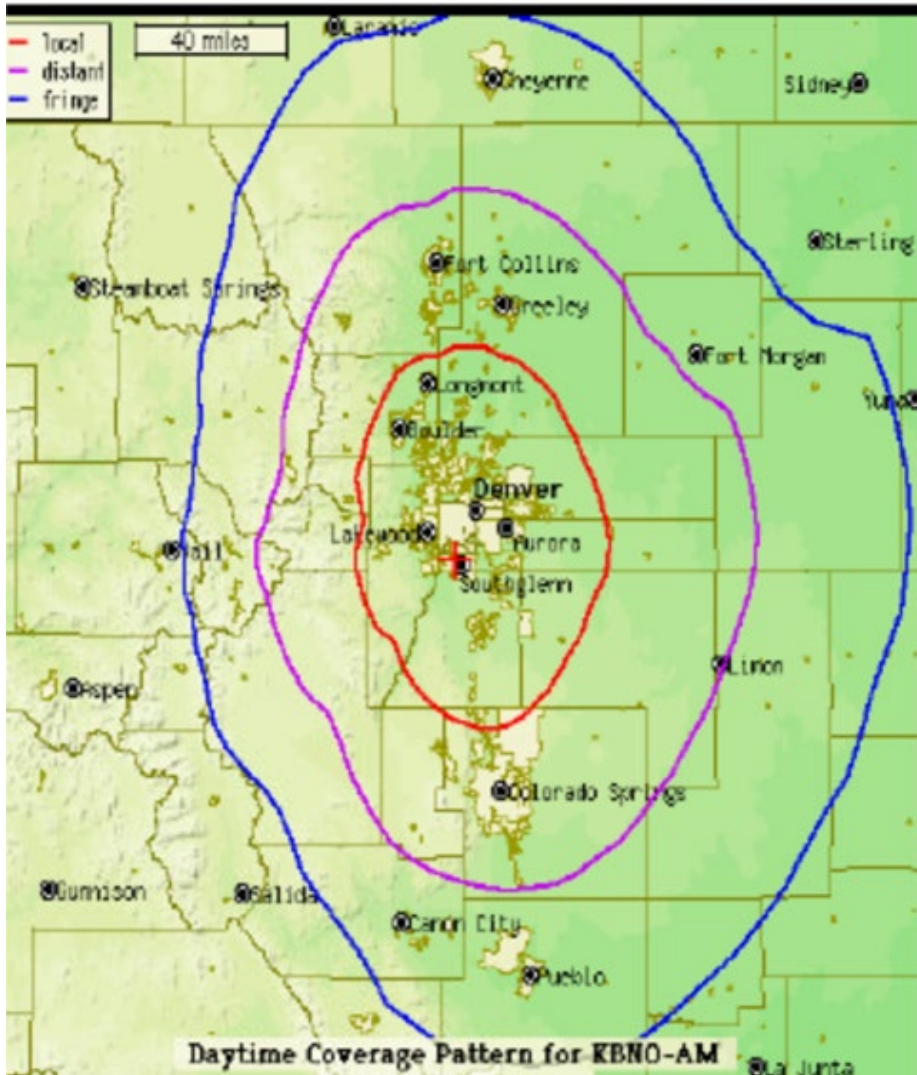


KJAC:

- Front Range & Denver Metro Area 105.5
- Steamboat 88.9
- Breckenridge 94.3



QueBuneo Spanish Radio Campaign



- Since 2021
- KBNO 97.7 FM & 1280 AM
- June-August (40 spots/month)
- 6 - 30 second PSA (YouTube)
- 2 Interviews (5 minutes)
- CSC contribution: \$4,000
- KICP contribution: \$1,750
- **Total Impressions: 720,000**



Western Slopes Radio Campaign



CPR News

KCFR 90.1 FM:
Denver
KCFC 1490 AM:
Boulder
Also at 106.3 FM
KPYR 88.3 FM:
Craig
KPRN 89.5 FM:
Grand Junction
Gunnison: 89.9 FM
Meeker: 91.1 FM
Ouray: 91.5 FM
Parachute: 88.5 FM
Rangely: 91.1 FM
KPRH 88.3 FM:
Montrose
KPRE 89.9 FM:
Vail

CPR Classical

KVOD 88.1 FM:
Denver
Boulder: 99.9 FM
KCFP 91.9 FM:
Pueblo
KVXO 88.3 FM:
Fort Collins
KPRU 103.3 FM:
Delta (Grand Junction to
Montrose)
Gunnison: 89.1 FM
Mancos: 102.5 FM
Cortez: 105.7 FM
Dove Creek: 88.7 FM
KVOV 90.5 FM:
Carbondale
Glenwood Springs: 93.9 FM
Aspen: 101.5 FM
Redstone: 93.9 FM
Old Snowmass: 93.9 FM
Thomasville: 98.3 FM
Basalt: 90.1 FM
Vail: 89.1 FM

Indie 102.3

KVOQ 102.3 FM:
Denver/Boulder
Fort Collins: 90.9 FM
KEPC 89.7 FM:
Colorado Springs
Pueblo: 93.3 FM
KVQI 88.5 FM:
Vail
KNDH 96.7 FM:
Carbondale
Glenwood Springs: 107.7 FM
Basalt: 92.3 FM
Redstone: 98.7 FM
Old Snowmass: 89.7 FM

- Since 2021
- KPRN/KVOV/KPRU
- June- August
- 2 - 30 second PSA
- Total Cost: \$4,000
- Total of 192 spots.
- Regions Covered:
 - Grand Junction,
 - Gunnison,
 - Meeker,
 - Montrose,
 - Vail & Aspen, Etc

Colorado State-Wide Trainings, Presentations and Conferences

Event	Presentation/Training	Host/Presenter	Date	Attendees
CSC MO Meeting	Vactor Waste Presentation	CSC/Vactor Waste	1/11/24	54
Colorado Fire Training Officers Meeting	Fire Fighting and MS4s	CSC/Jeremiah Unger & Jennifer Keyes	2/8/24	57
CSC MO Meeting	Rural and Urban Storm Drain Cleaning	Municipal Operations Committee	5/9/24	62
CSC MO Meeting	SPCC Guidelines	Municipal Operations Committee	8/15/24	50
CSC MO Meeting	CDPHE Aquatic Pesticides Permit	CDPHE @ Municipal Operations Committee	10/10/24	32
			Total	255



CDOT Rain Garden Sign



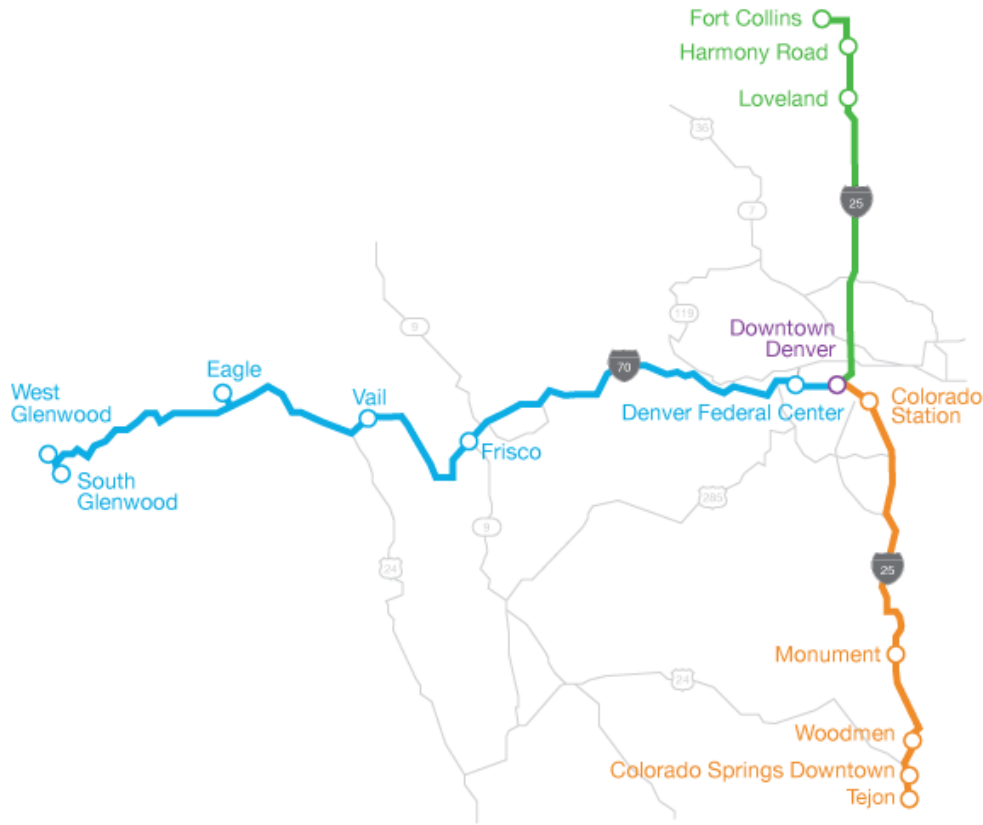
Installed in 2023, CDOT's rain garden sign at their headquarters educates people on the advantages of low impact development and how these features function.

CDOT Bustang Ads



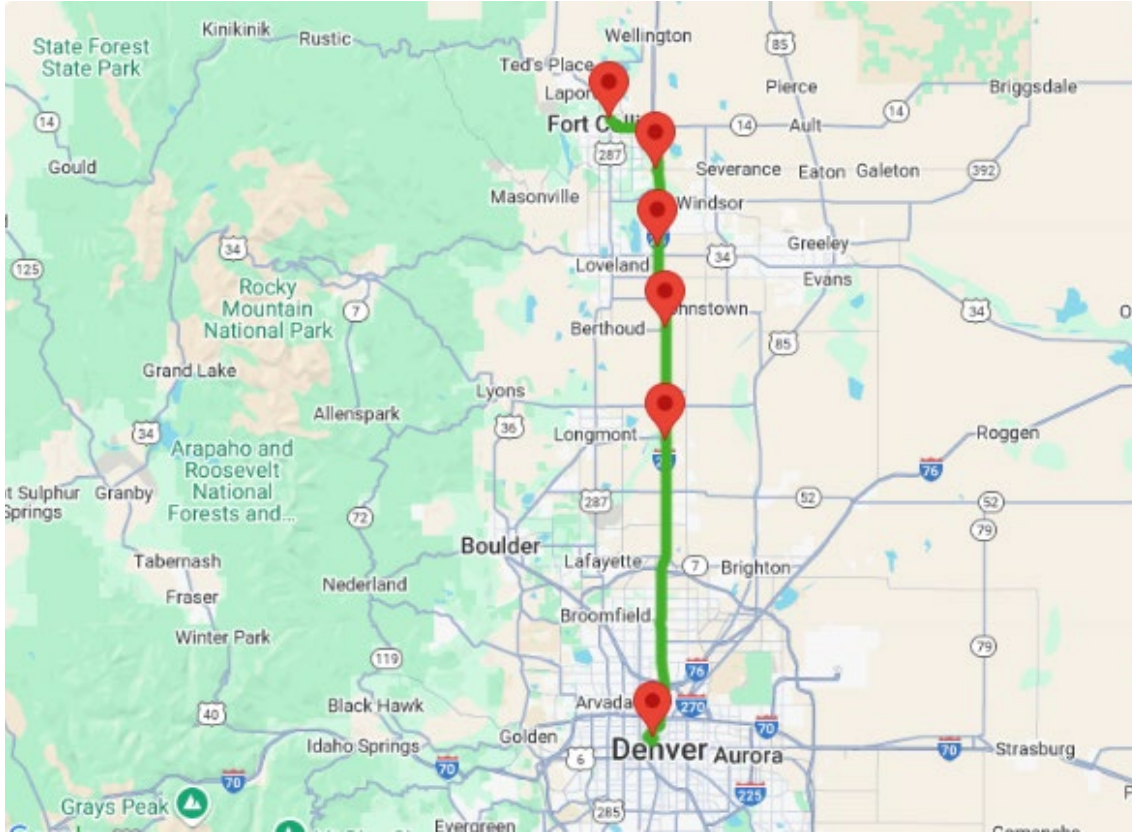
In 2024 CDOT, in partnership with CSC and Keep it Clean, posted water quality ads on its Bustang buses. These ads focused on fertilizer, pesticide, and pet waste impacts to water quality including nutrients.

CDOT's Bustang Ads



The ads went on the all three Bustang routes stretching from Fort Collins to Colorado Springs and out to Grand Junction. The ad campaign started July 15th and ran through September 15th 2024.

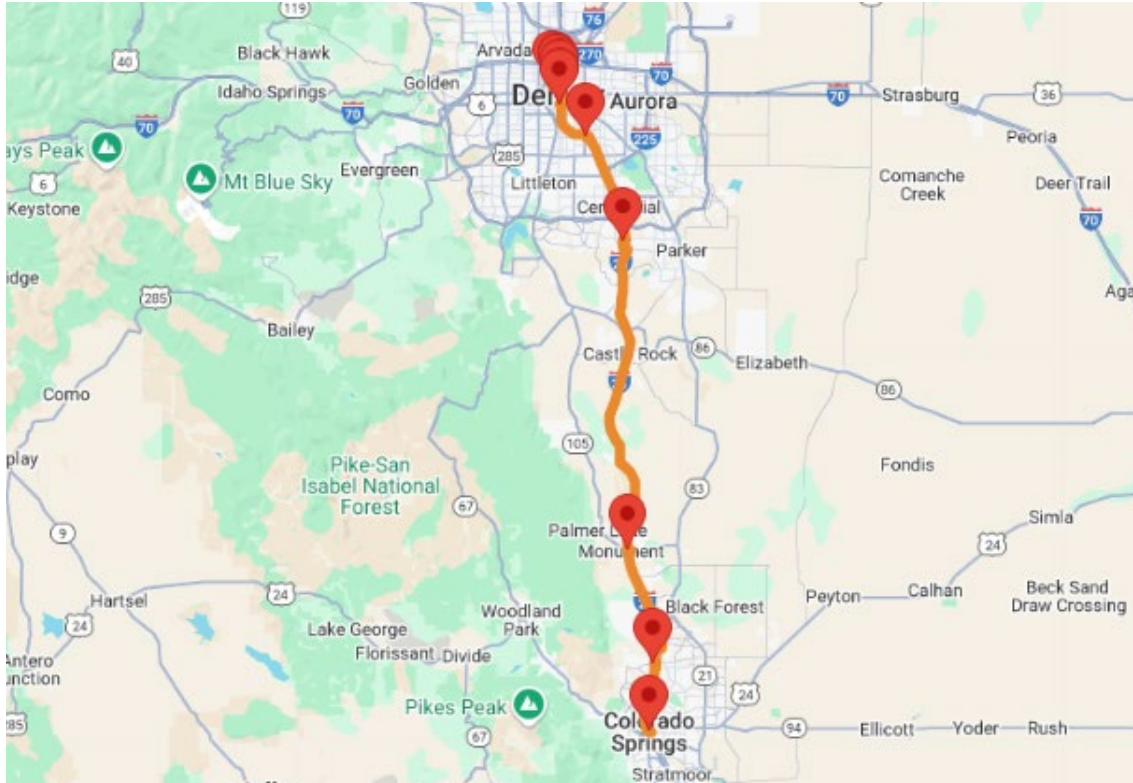
CDOT Bustang Ads



The North Line 2024 ridership numbers are as follows:

- July- 3,590
- Aug- 5,990
- Sept- 3,531

CDOT Bustang Ads



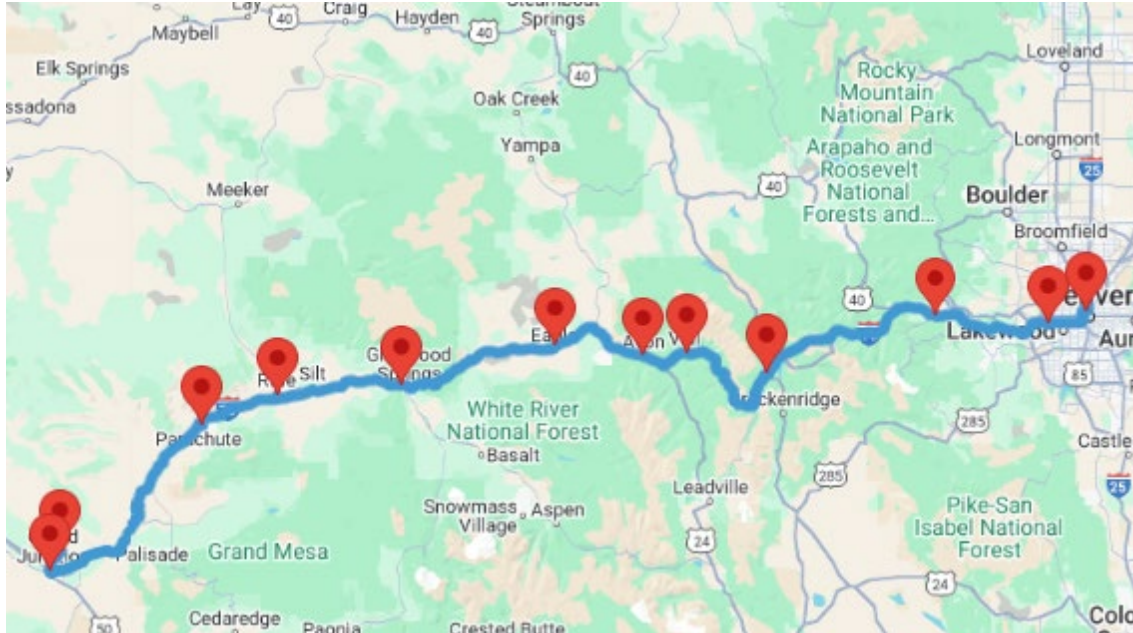
The South Line 2024 ridership numbers are as follows:

July- 2,670

Aug- 4,708

Sept- 2,176

CDOT's Bustang Ads



The West Line 2024 ridership numbers are as follows:

July- 4,906

Aug- 8,311

Sept- 4,169

Thank you to our Partners:

- Mile High Flood District
- Keep it Clean Partnership
- SPLASH
- Colorado Department of Transportation
- Colorado Stormwater Center

