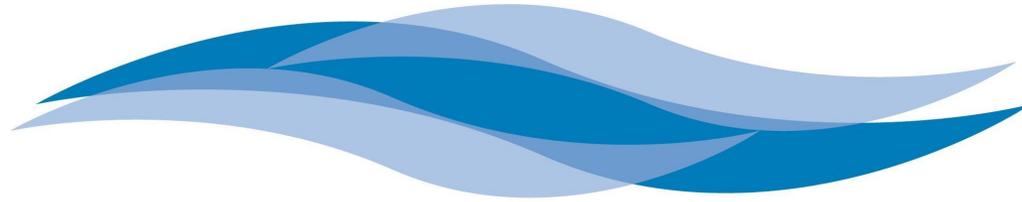


CSC



COLORADO STORMWATER COUNCIL

2025 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 your 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. Since 2018, CSC shares eight (8) 30-seconds Public Service Announcements (PSAs), amongst other videos, on the CSC YouTube channel. In 2020, CSC created a Facebook and LinkedIn account and uses these accounts to promote stormwater awareness.
- 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



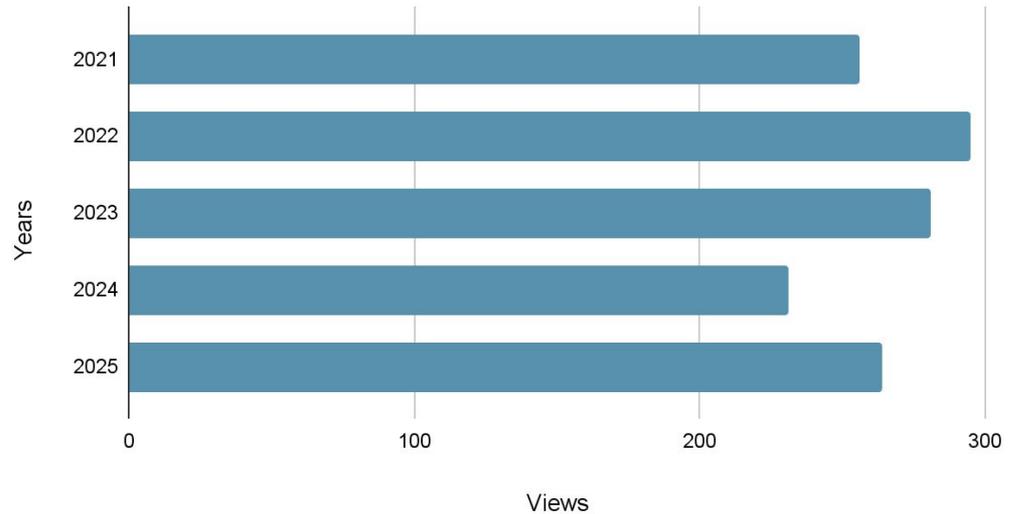
HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

The grid displays 20 video thumbnails with titles and view counts:

- MS4 Inspector Training Part 2 5 18 22 (11 views - 6 months ago)
- OSD OIP Stormwater Compliance training 2022 05 11 (18 views - 5 months ago)
- MS4 Inspector Training Part 1 5 11 22 (25 views - 5 months ago)
- Asset Management 101 - Municipal Operations Committee (6 views - 5 months ago)
- OSD #6 - Herramientas (Tool washing) (3 views - 1 year ago)
- OSD #5 - Basura (Trash) (4 views - 1 year ago)
- OSD #4 - Nutrientes (Nutrients) (12 views - 1 year ago)
- OSD #3 - Aceite de Motor Oil (2 views - 1 year ago)
- OSD #2 - Fertilizantes (Fertilizer) (6 views - 1 year ago)
- OSD #1 - Cesechos de Mascotas (Dog waste) (12 views - 1 year ago)
- Colorado Stormwater Council Culvert Lining Training (12 views - 1 year ago)
- Colorado Stormwater Council - Oil (221 views - 2 years ago)
- Colorado Stormwater Council - Dog Poop (112 views - 2 years ago)
- Colorado Stormwater Council - Landscape (75 views - 2 years ago)
- Colorado Stormwater Council - Commercial (61 views - 2 years ago)
- Colorado Stormwater Council - Wildlife Message (100 views - 2 years ago)
- Colorado Stormwater Council #2 - To be Continued...by YOU! campaign (222 views - 2 years ago)
- Colorado Stormwater Council #3 - To be Continued...by YOU! campaign (100 views - 2 years ago)
- Colorado Stormwater Council #1 - To be Continued...by YOU! campaign (278 views - 2 years ago)

YouTube Video Views



To date, there have been over **2,300 views** on this channel!



CSC Website

In 2025, our new website had 6,500 visitors and 13,600 views.



Colorado Stormwater Council

[f](#)
[in](#)
[yt](#)
[Log Out](#)

[Calendar](#)
[Committees](#)
[CSIC](#)
[Members](#)
[MS4 Training](#)
[News](#)
[Presentations](#)
[Profile](#)



Our Mission

The Colorado Stormwater Council (CSC) is an organization of local MS4s, comprised of cities, counties, and special districts throughout the state of Colorado with a mission to effectively protect and improve stormwater quality through collaboration, resource sharing, local partnerships, and focused efforts of special committees.

[Learn More](#)

Top Pages (Views)	
	2025
Home	3338
Community Members	1964
Jobs	478
Local Programs	353
About Us	348

Make a Difference



Leave No Trace

Leave no trace. Trash and debris travels to and through the stormwater system and is discharged untreated into our waterways.



Stop the Algae Monster! Excessive Nutrients are Harmful

Harmful algae can form in waterways due to excessive nutrient loading from yard waste. Prevent the algae monster by keeping a few key things in



Stormwater Stan: Scoop the Poop!

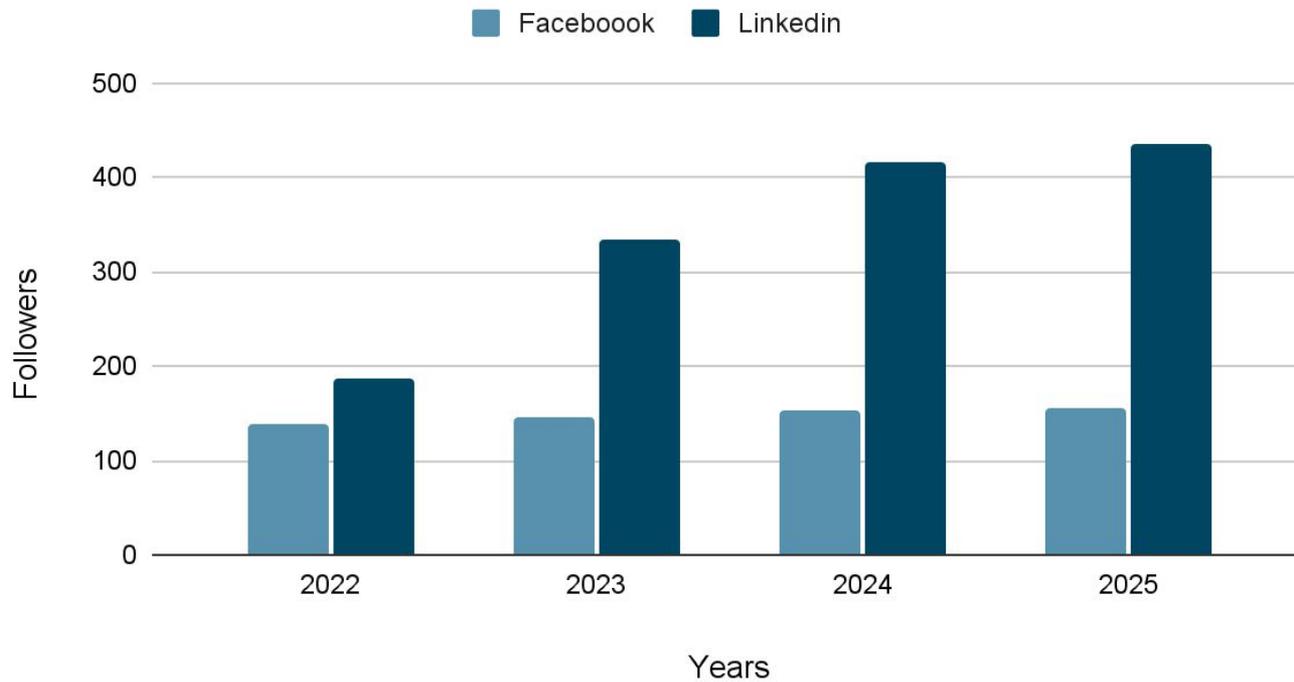
Don't just leave it there Stormwater Stan! Picking up pet waste prevents excess nutrients and other contaminants from entering our water.

Top Referrers	
	2025
Search Engines	1879
Facebook	1501
arapahoeco.gov	106



Facebook and LinkedIn

Followers Trend



Outreach Campaigns

Fountain Creek Watershed Campaign (KRDO Channel 13) focuses on Fountain Creek Watershed (Monument to Pueblo) but reaches Denver and Douglas County by radio as well. This campaign includes online, radio, TV, and social media ads. Total impressions in 2025: **8.2 Million**. Target Audience: Home Owners, DIY, Millennials, Outdoor enthusiasts. The campaign ran from June to August 2025 (8 Weeks).

- Live TV Interviews
- Commercials
- Radio
- TV (broadcast & digital – KOAA & FOX21)
- Billboards/Bus/Bench. 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.
- Social Media

Northern Colorado Campaign (KUNC/KJAC - Colorado Sound) covers all of Northern Colorado, from Ft. Collins to Jefferson and Arapahoe County. The radio campaign provided 858 total spots and 85,000 Online Banner Impressions on KUNC.org. The campaign ran from April to December 2025. Total number of impressions: **5,640,000**

Spanish Radio Campaign (KBNO Denver 97.7FM & 1280AM; 107.5FM Pueblo) reaches Denver area from Greeley to Pueblo. Total of 120 spots. Target Audience: Spanish Speakers. The campaign ran from June through August. This included one (1) live 5-minute interview during afternoon drive-time.

Western Slope Radio Campaign - Colorado Public Radio (CPR) - (KPRN-KVOV-KPRU) hosted 15-second **Public Service Announcements (PSAs)** in 2025 from May to August (8 weeks). A total of 336 messages across all 3 stations.



Fountain Creek Campaign

Target Audience

- Home Owners
- DIY
- Millennials

Messages

Print – 8 weeks

- 7 Bus benches
- 6 Bus queens

Radio - 8 weeks

- On Air & Streaming

TV - 8 weeks

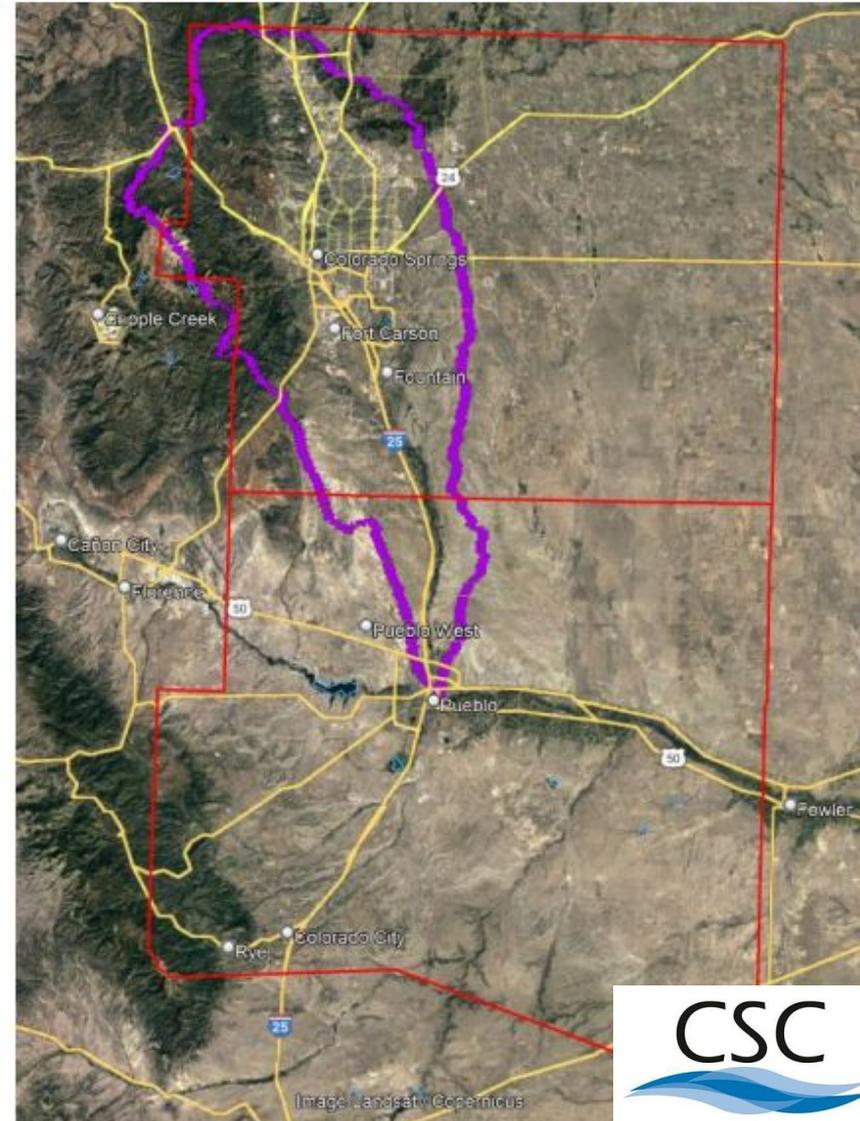
- Broadcast & Streaming

Social Media - 8 weeks

- Facebook, Instagram, Google Ads

Coverage

- Fountain Creek Watershed: El Paso and Pueblo Counties



Partner Contributions

Member Cost Share:	PO Amount	Vendor
CSC	\$5,000.00	TV
EPC	\$5,000.00	
Colorado Springs	\$5,000.00	Print
Fountain	\$1,000.00	Radio
Pueblo City stormwater	\$2,000.00	
Pueblo County Eng & PW	\$2,000.00	
Manitou Springs	\$1,200.00	Social Media
Town of Monument	\$1,750.00	
Town of Palmer Lake	\$1,000.00	
FCWD	\$500.00	
TOTAL	\$24,450.00	



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: 2,451,056
- Delivered Impressions: 5,897,015 AND many of these are still posted!



Fountain Creek Radio Ads

***KRDO News is universal,
simplest, and most accessible.***

Total Impressions: 601,000 includes
social media posts

Radio Links to interviews:

<https://krdonewsradio.podbean.com/e/new-business-connection-keep-it-clean-down-stream/>

<https://krdonewsradio.podbean.com/e/new-9-16-25-city-of-colorado-springs-coming-october-3rd-creek-week-cleanup/>



Fountain Creek TV Ads: KRDO 13 & Fox 21

KRDO & Telemundo

Delivered Impressions: 730,044



We expanded the digital tactics for the 2025 campaign by adding digital video on KRDO.com, in addition to the digital banners on the website.



We delivered 153,217 with 94% of clicks coming from Smartphones.



Fountain Creek Fox TV Ads

Top Creative



IMPRESSIONS	CTR
214,104	0.57%



IMPRESSIONS	CTR
52,517	1.58%

Demographics

	MALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	2,426	21,427	46,049	41,129	43,391	31,356	
CTR	0.00%	0.21%	0.62%	0.68%	0.69%	0.69%	0.65%	
	FEMALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	1,126	13,675	33,505	31,750	36,261	33,168	
CTR	0.00%	0.71%	1.09%	1.22%	1.48%	1.54%	1.26%	

Fountain Creek: Social Media Ads

Facebook & Instagram

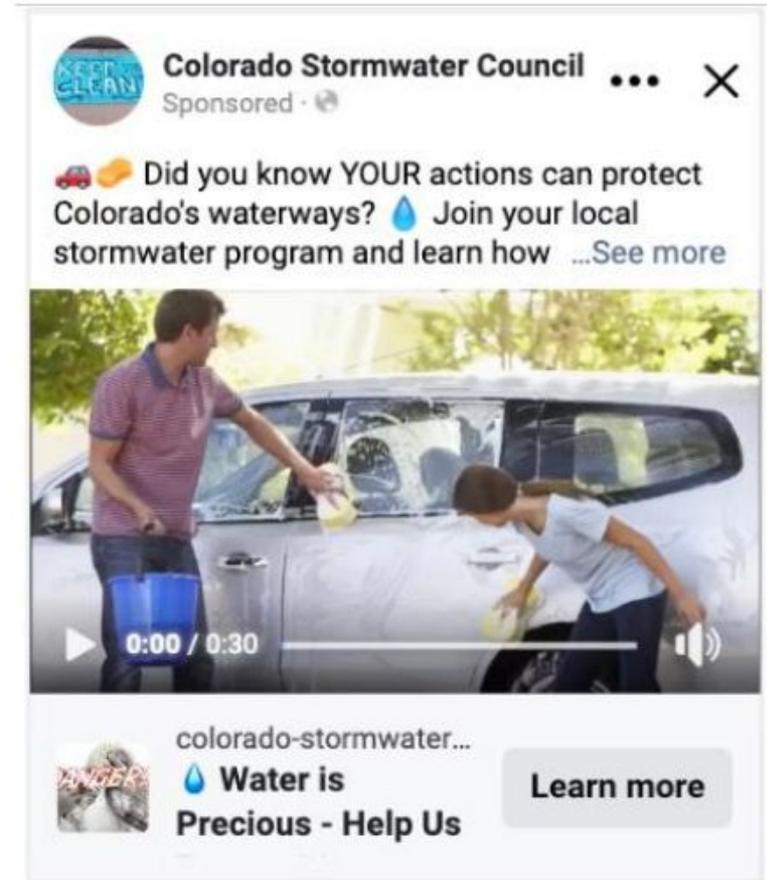
- Engagement Rate: 2.27%

Takeaways & Conclusions

- users who engaged with the post at all - whether that's liking, commenting, sharing, opening the link, expanding the caption, etc.
- These numbers tell us that we were getting in front of the right people, and the messaging (videos, captions, etc) are striking the right chord

Fun Facts

- Men and women engaged at almost the exact same rate.



Colorado Stormwater Council Sponsored

Did you know YOUR actions can protect Colorado's waterways? Join your local stormwater program and learn how ...See more

0:00 / 0:30

colorado-stormwater...
Water is Precious - Help Us

[Learn more](#)

Fountain Creek: Social Media Ads

Google Banner Ads

Takeaways & Conclusions:

The click numbers sound low, but the purpose of banner ads are mostly to get the most eyes on these ads, which this campaign definitely did.

The two images to the right → were the best performing

The most active zip codes were:

80920

80918

80916

The most common places your ads were seen were:

Yahoo

SmartNews

AOL

76% of times the ads were seen it was on a mobile phone



Fountain Creek Campaign Results

Anticipated Impressions: 4,884,217

Delivered Impressions: 8,234,076

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

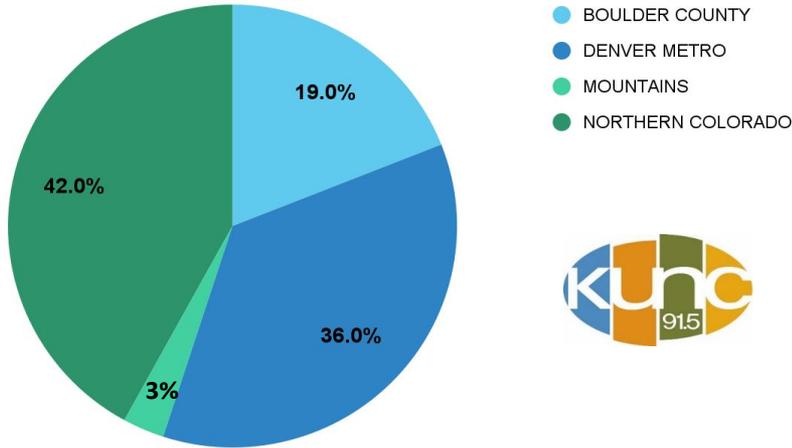
Media Group	Anticipated Impressions	Actual Impressions
TV		
Fox21	621,200	760,253
KRDO	729,111	730,044
Radio		
KRDO	592,850	601,000
Print		
Lamar	2,451,056	5,897,015
6 buses, 7 benches		
Social Media		
Wolf Media	490,000	245,764
TOTAL IMPRESSIONS	4,884,217	8,234,076

Ultimately, we had an **additional 3,349,859** impressions over anticipated benchmark.

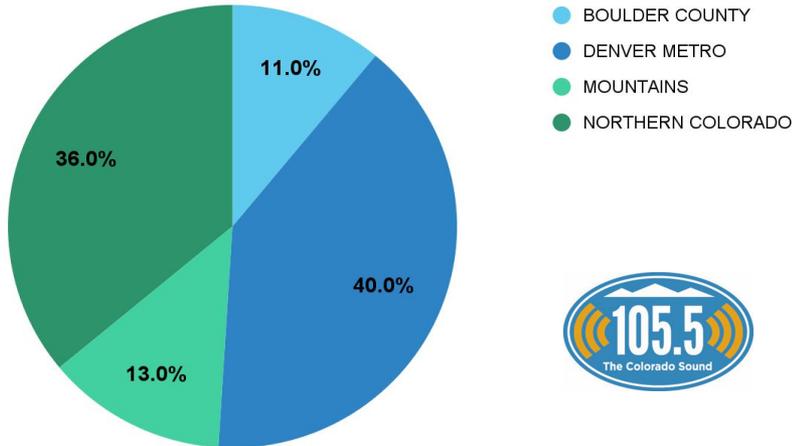


Northern Colorado Campaign

KUNC's Members Geo Areas



KJAC's Members Geo Areas



858 Total Radio Spots from May to November
 85,000 Online Banner Impressions on KUNC.org
 Northern Colorado Impressions = 3,835,000
 Denver/Boulder Impressions = 1,805,000
Total Impressions = 5,640,000

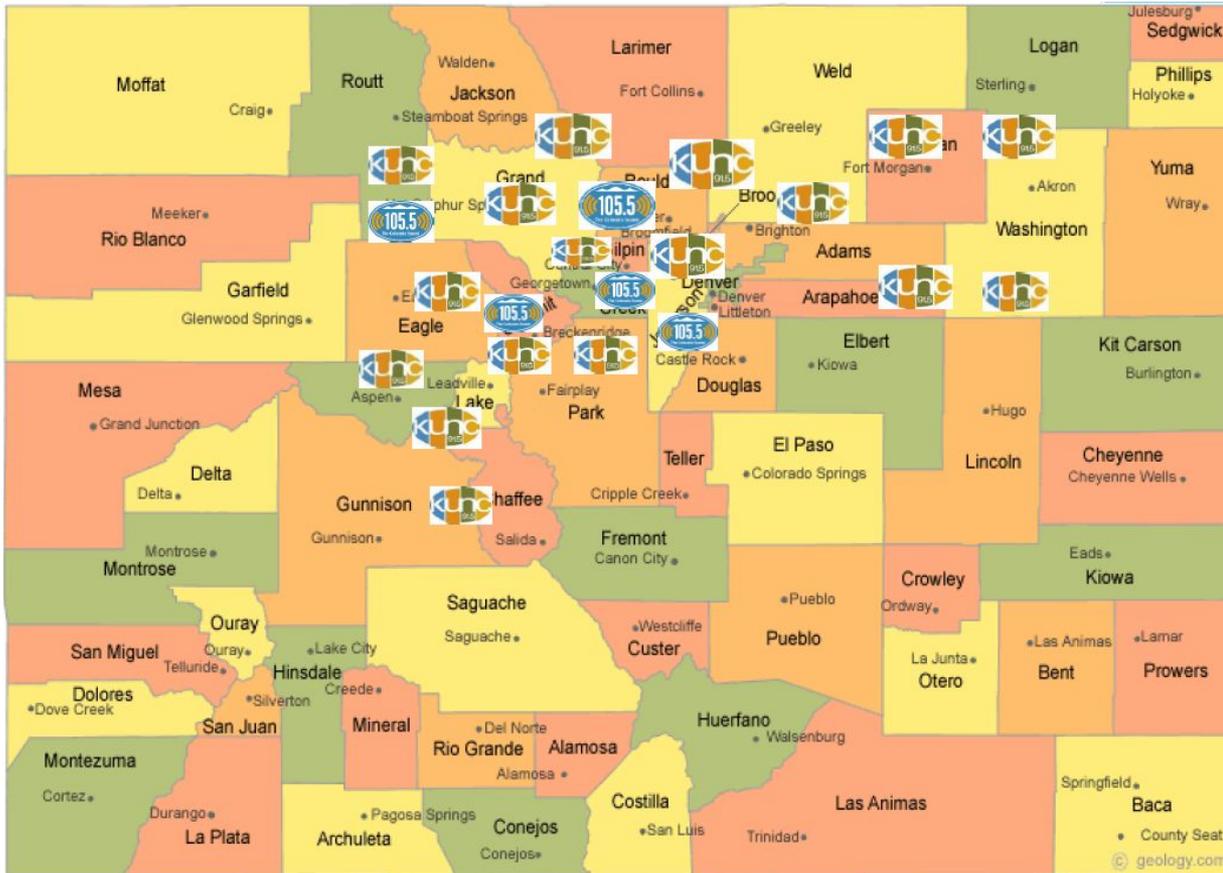
Funding Breakdown:

- 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 \$1,000
- Fort Collins \$8,000
- City/County of Denver \$3,000
- Town of Erie \$1,500
- City of Lakewood \$1,940
- City of Aurora \$1,940

Total = \$25,380

Northern Colorado Campaign

Over 250,000 Listeners/Week!



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
- Haxtun/Holyoke 90.5
- Julesburg/Ovid 89.1

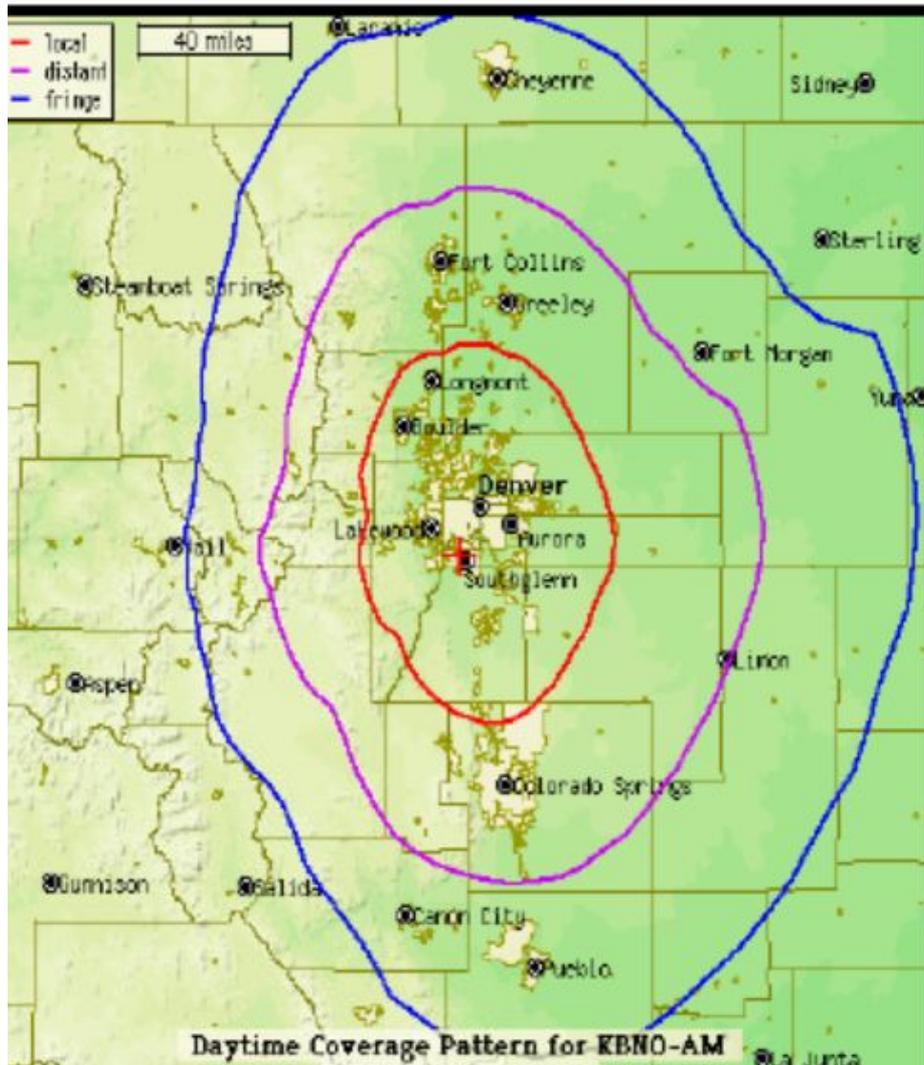
KJAC:

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

In addition to CSC, a record-breaking 11 other municipalities participated in the 2025 campaign! Making a larger impact across the State of Colorado than ever before!



KBNO Spanish Radio Campaign



25% of all radio listening in Denver is by Hispanics ages 25-49. There are 3 stations in Denver that are Mexican Regional format. KBNO is the only Mexican Regional format whose listening composition is 100% Hispanic.

KBNO has over 76 years in the Denver market!

- KBNO 97.7 FM & 1280 AM
- Total weekly listener spends 3.75 hours per week listening in
- Weekly audience is ~33,400 listeners
- June-August
- 120 total commercial spots (30 seconds)
- 1 live interview (5 minutes) during afternoon drive-time

KBNO
RADIO
97.7 FM - 1280 AM



Western Slopes CPR Campaign



By sponsoring broadcasts on KPRN, KPRU, and KVOV, Colorado Stormwater Council reached a highly engaged, environmentally conscious audience across Colorado since 2021.

This partnership amplified awareness of stormwater initiatives, reinforced your leadership in sustainable water management, and connected with listeners who value community impact and stewardship.

- May 26, 2025 - August 31, 2025
- 336 15-second PSAs
- Total Cost: \$4,000
- Regions Covered:

- Grand Junction,
- Gunnison,
- Meeker,
- Montrose,
- Vail & Aspen, etc

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

Colorado State-Wide Trainings, Presentations and Conferences

Event	Presentation/Training	Host/Presenter	Date	Attendees
CSC Online Training	Colorado Local Technical Assistance Program (LTAP) training opportunities on noxious weeds and permanent SCMs	Colorado LTAP	1/10/2025	20
CSC Online Training	Municipal Operations: Salt Wise	Wisconsin Salt Wise	1/9/2025	58
CSC Online Training	General Stormwater Compliance Training	Aqua Terra Environmental	10/14/2025	29
CSC Online Training	Stormwater for Capital Improvement Projects	Aqua Terra Environmental	9/16/2025	14
CSC Online Training	MS4 Training	Aqua Terra Environmental	6/26/2025	45
CSC Online Training	Dewatering and Working in Waterways	Aqua Terra Environmental	5/29/2025	36
CSC Field Trips	E470 Maintenance Facility Tour	E470	7/28/25	12
CSC Field Trips	CDOT	KOA Training Facility	6/10/25	30

Water Education Exemplars Project

Purpose: The purpose of the Water Education Exemplars Project is to support the Colorado Water Plan's vision by evaluating and enhancing Colorado's water education.

Objective: Evaluate water education programs and materials in the state to identify the best education resources regarding Colorado's water.

Plan: Project is based on a 5-year plan 2025-2030.

Year 0 (2025) - Set-up project and begin reviews

Year 1-4 (2026-2029) - Complete 100+ reviews

Year 5 (2030) - Expand, amplify, and improve Water Education Exemplars identified through this project.

What is the Colorado Water Plan?

*The **Colorado Water Plan** is a comprehensive framework to guide the State of Colorado to a sustainable and resilient water future. The plan was originally released in 2015 and updated in 2023. Water professionals will be key in guiding communities to successful implementation of this plan.*

Achievements 2025

- ★ Established a research-based evaluation system based on national education system standards
- ★ Recruited and trained a team of 9 to perform reviews
- ★ Completed 15 program reviews
- ★ Featured Project at four conferences where total attendance exceeded 1,600 water and education professionals

CSC MS4 permittees can get credit for the following Education and Outreach activities for being a part of the Water Education Exemplars Project:

- ❖ Promotion of existing local stormwater or environment events or program that help protect water quality
- ❖ Participate in or sponsor a service project
- ❖ Participate in or sponsor a stormwater or environmental presentation
- ❖ Conduct a stormwater survey
- ❖ Participate in, plan or present stormwater materials to schools.



CDOT Rain Garden Sign



Since 2023, CDOT's rain garden sign at their headquarters educates people on the advantages of low impact development and how these features function. CDOT in partnership with CSC hopes to continue to install stormwater related signage in high foot traffic areas.

RTD Signage



Since 2021, RTD has posted interior cards in their buses with messaging on an array of stormwater topics related to nutrients, bacteria, trash, pet waste, fertilizers, pesticides, and waste bins. These stormwater messages in public spaces serve as everyday reminders on the impacts of stormwater runoff to our local waters.

In 2025, 100 interior cards were printed covering 3 primary topics: pet waste, fertilizers and pesticides, and trash. These interior displays ran from May 1 - December 31, 2025. In addition to interior displays, digital ads (screens in bus stations) were also used to display messaging on pet waste (May through August) and fertilizers and pesticides (August through December). These digital ads resulted in over 4 million impressions.



This is how pollutants from our home get into our waterways.

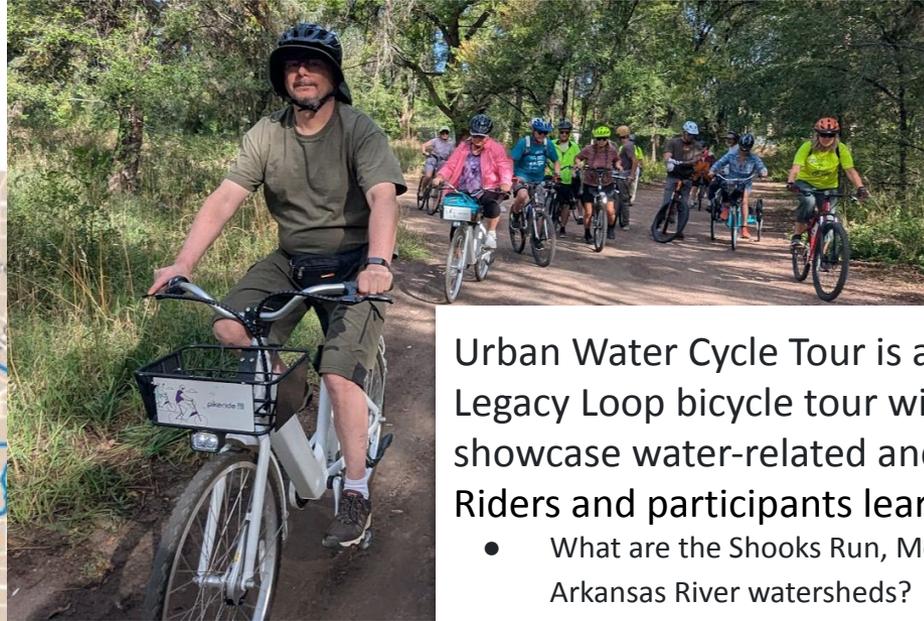
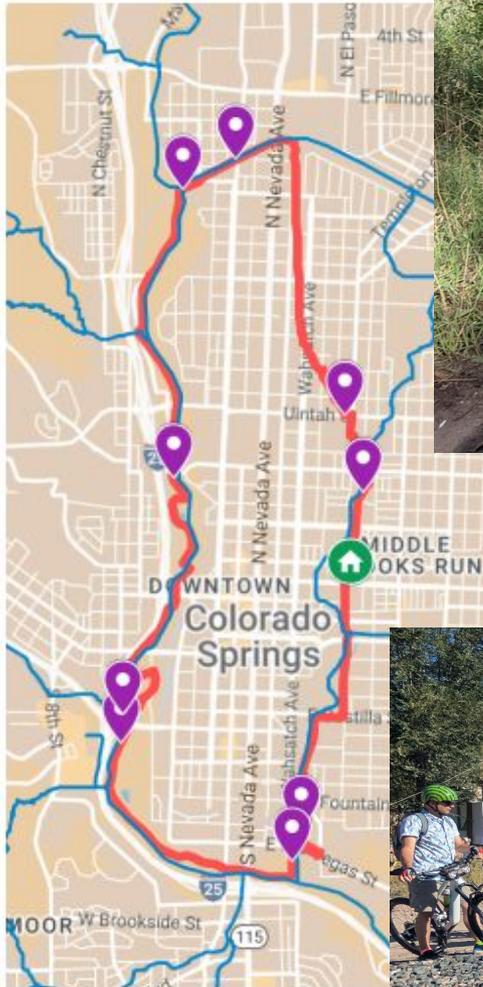
Así es como los contaminantes de nuestro hogar ingresan a nuestras vías fluviales.

KeepItCleanPartnership.org



Urban Water Cycle Tour 2025

Map



Sept 26-27, 2025
~50 Riders/participants

Urban Water Cycle Tour is a special downtown 10-mile Legacy Loop bicycle tour with stops along the way to showcase water-related and important infrastructure.

Riders and participants learned about:

- What are the Shooks Run, Monument Creek, Fountain Creek, and Arkansas River watersheds?
- What is the water quality of our streams?
- How are utility infrastructure projects impacting our waterways?
- How are community partners connecting neighborhoods to trails and creeks?
- How can you protect stream health and support a sustainable water supply?



Thank you to our Partners:

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

