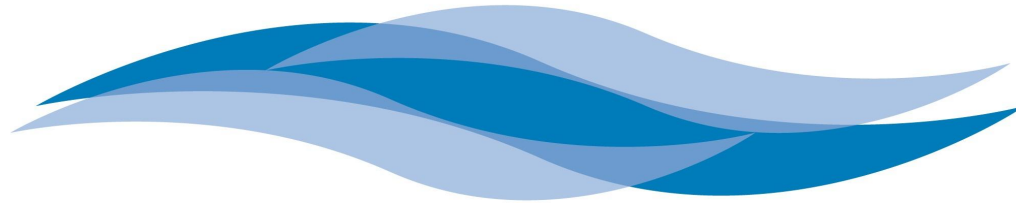


# CSC



COLORADO STORMWATER COUNCIL

## 2023 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, and 281 views in 2023, 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/9ndIII BTWpE>
  - 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](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

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 - 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  
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

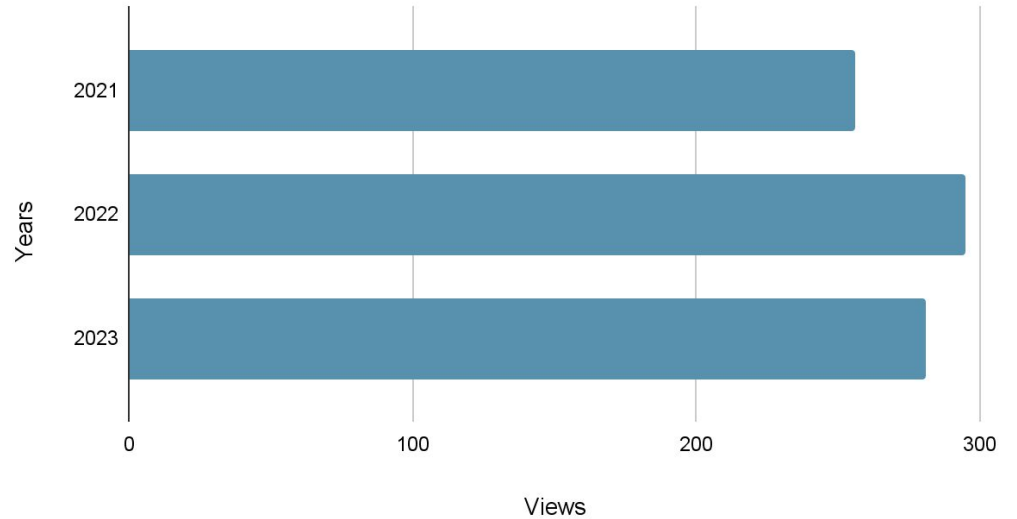
Colorado Stormwater Council - Wildlife Message  
102 views · 2 years ago

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  
106 views · 2 years ago

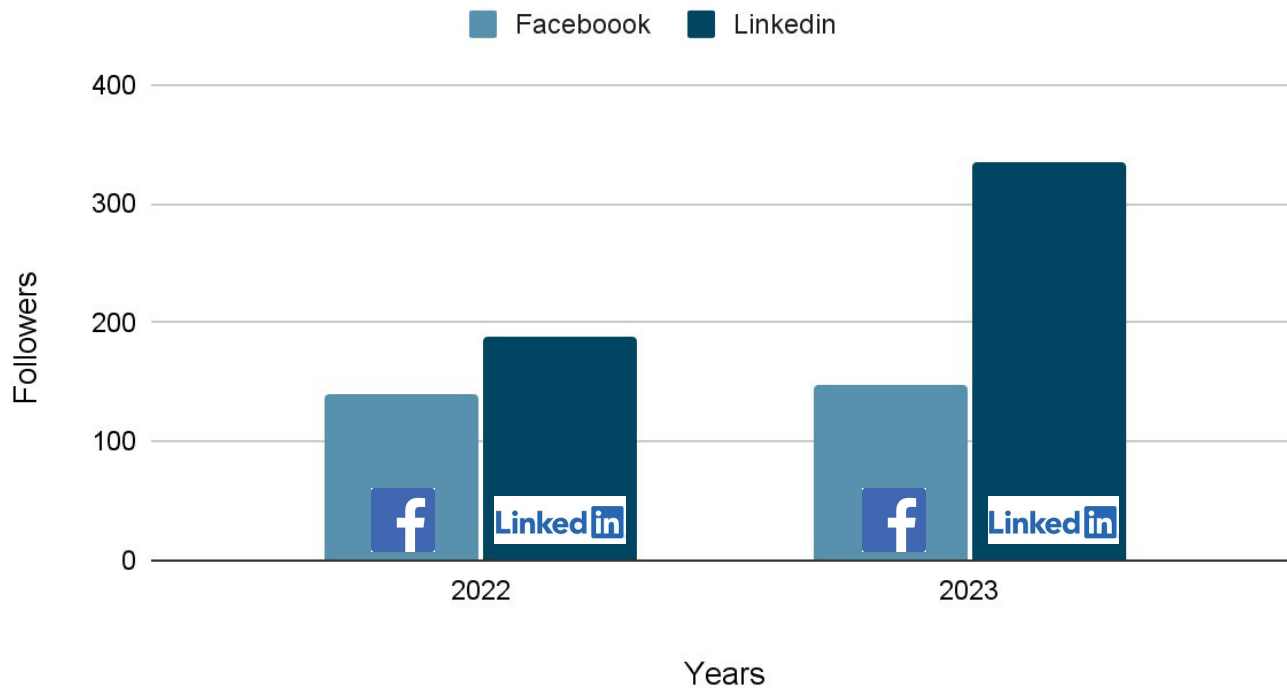
Colorado Stormwater Council #1 - "To be Continued...by YOU" campaign  
229 views · 2 years ago

## YouTube Video Views



# Facebook and LinkedIn

Followers Trend



# Outreach Campaigns

**Fountain Creek Watershed Campaign (KRDO Channel 13)** was partially funded in 2023 (\$4,800) 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 2023 was \$23,500. Total Impressions in 2023: **6.2 Million**. Target Audience: Home Owners, DIY, Millennials. The campaign ran from June to August 2023 (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 2023 (\$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 2023 was \$20,400, which included 725 total spots and 85,000 Online Banner Impressions on KUNC.org. The campaign ran from May to November 2023. Total number of listeners reached: **4,322,000**

**Spanish Radio Campaign (KBNO Denver 97.7FM & 1280AM; 107.5FM Pueblo)** was funded in 20223 (\$3K) by the Colorado Stormwater Council (CSC), reaching Denver area from Greeley to Pueblo. Total of 90 spots. Total Impressions in 2023: **360K in 3 months**. Target Audience: Spanish Speakers. The campaign ran from May to August 2023.

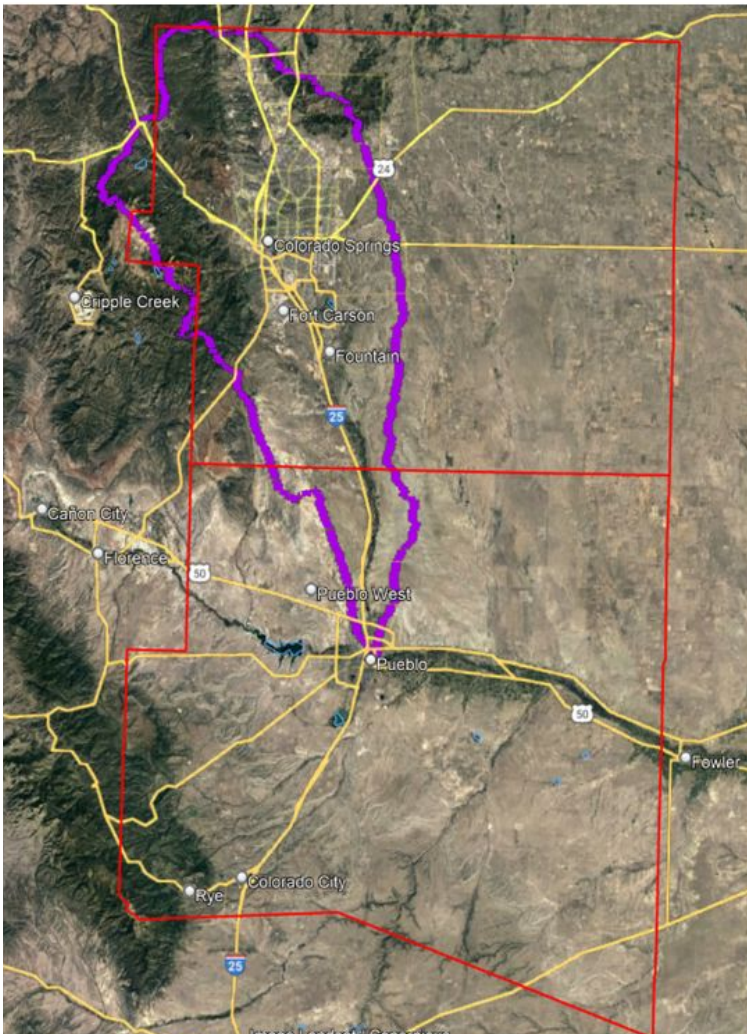
- Three (3) live 5-minute interviews.
- 30 PSAs per month
- Announcement on the radio website.
- 6 PSA recordings

**Western Slope Radio Campaign - Colorado Public Radio (CPR) - (KPRN-KVOV-KPRU)** sponsored by CSC. Cost= \$3,284. Two (2) 30-seconds **Public Service Announcements (PSA)** in 2023 From May to June (8 weeks). Total of 192 spots. Total Impressions in 2023: **325K in 2 months**



# 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 Campaign

**Radio: iHeart:** is universal, simplest, and most accessible  
 TOTAL Impressions: 1,452,100

**Broadcast:**

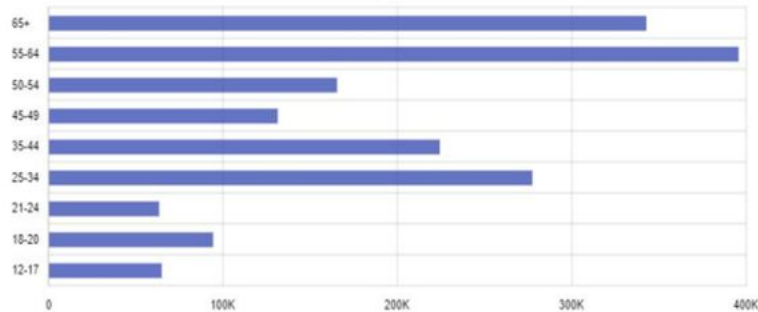
- **06/05/2023 – 07/30/2023**
- KBPL-FM
- KKLI-FM
- KCCY-FM
- **955 Broadcast Spots delivered**
- **1,452,100 Broadcast Impressions delivered**



Audience by Gender - Nielsen



Audience by Age - Nielsen



**Bonus Radio Interviews**

- Litter
- Spills
- Pet Waste
- Yard Waste Litter



	GRPs		Spot #		Impressions		Reach		Frequency	
	Ordered	Actual	Ordered	Actual	Ordered	Actual	Ordered	Actual	Ordered	Actual
A18+	236.4	361.5	955	955	1,389,500	1,452,100	167,500	158,100	8.3	9.5





# Fountain Creek Campaign

## TV: KOAA & FOX21

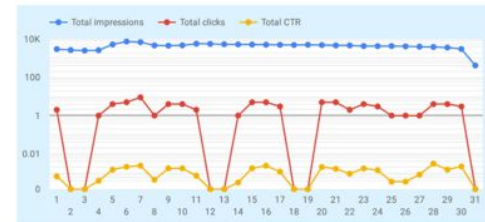
### KRDO

- Anticipated Impressions: 1,173,333
- Delivered Impressions: 1,160,000
- Best time slot is between 4pm-6pm for the targeted audience of Homeowners.



### 2023 Stormwater Digital Elements and Impressions

On KRDO.com, we delivered more than 220,000 impressions for the lifetime of the campaign – a click thru rate of .06 - slightly below the industry standard of .08.



### FOX 21

- Anticipated Impressions: 328,000
- Delivered Impressions: 531,119
- The tablet CTR did extremely well!

### Geofencing - digital

Device Type	Impressions	Clicks	CTR
Tablet	61,816	71	0.11%
Mobile	35,751	23	0.06%
Desktop	749	0	0.00%



# Fountain Creek Campaign

## Print: Bus and Bus Benches

- Anticipated Impression: 2,878,480
- Delivered Impressions: 3,083,688 AND many of these are still posted!



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

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

# Fountain Creek Campaign

## Results

Anticipated Impressions: 5,769,313

Delivered Impressions: 6,226,907

Over/Under: + 457,594

Platform	Vendor	Impressions - Anticipated	Impressions - Actual
Print (Bus/Bus Benches)	Lamar	2,878,480	3,083,688
Radio	iHeart	1,389,500	1,452,100
TV	KRDO - TV	1,173,333	1,160,000
TV	FOX21	328,000	531,119
<b>TOTAL</b>		<b>5,769,313</b>	<b>6,226,907</b>

Ultimately, we had an additional 457,594 impressions over anticipated benchmark.



# Northern Colorado Campaign



PUBLIC MEDIA	COMMERCIAL MEDIA
<b>Non-Profit</b>	For-Profit
<b>Mission-Driven/Civic Minded</b>	Profit-Driven/Consumer Minded
<b>Locally-Owned: Members in Community</b>	Out-of-Market Ownership
<b>Beholden to Listeners</b>	Beholden to Stockholders
<b>Content Driven</b>	Ratings Driven
<b>Program Emphasis on Quality</b>	Programming Emphasis on Mass Appeal
<b>3-4 Min/Hr Messaging: Maximum Time/Spot = :15 (No Clutter)</b>	20-26 Min/Hr of Commercials - CLUTTER
<b>Affordable &amp; Effective Results</b>	Expensive & Fragmented Results

725 Total Radio Spots from May to November  
 85,000 Online Banner Impressions on KUNC.org  
 Fort Collins/Greeley Impressions = 2,799,000  
 Denver/Boulder Impressions = 1,523,000  
**Total Impressions = 4,322,000**

### Funding Breakdown:

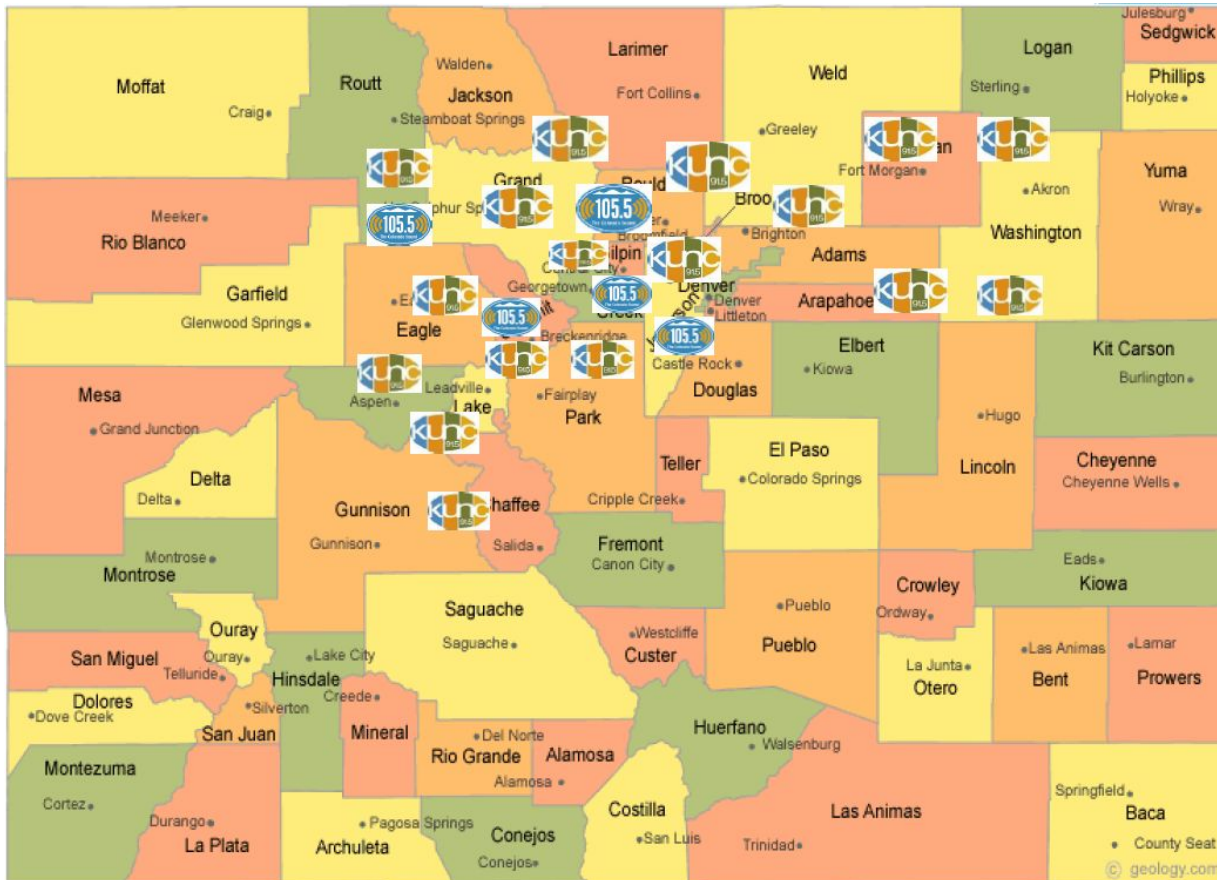
- CSC \$5,000
- City of Greeley \$2,000
- Larimer County \$1,200
- Town of Firestone \$1,000
- City of Westminster \$1,000
- Boulder County \$700
- Fort Collins Utilities \$5,500
- City/County of Denver \$3,000
- Town of Erie \$1,000

**TOTAL = \$20,400**





# 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

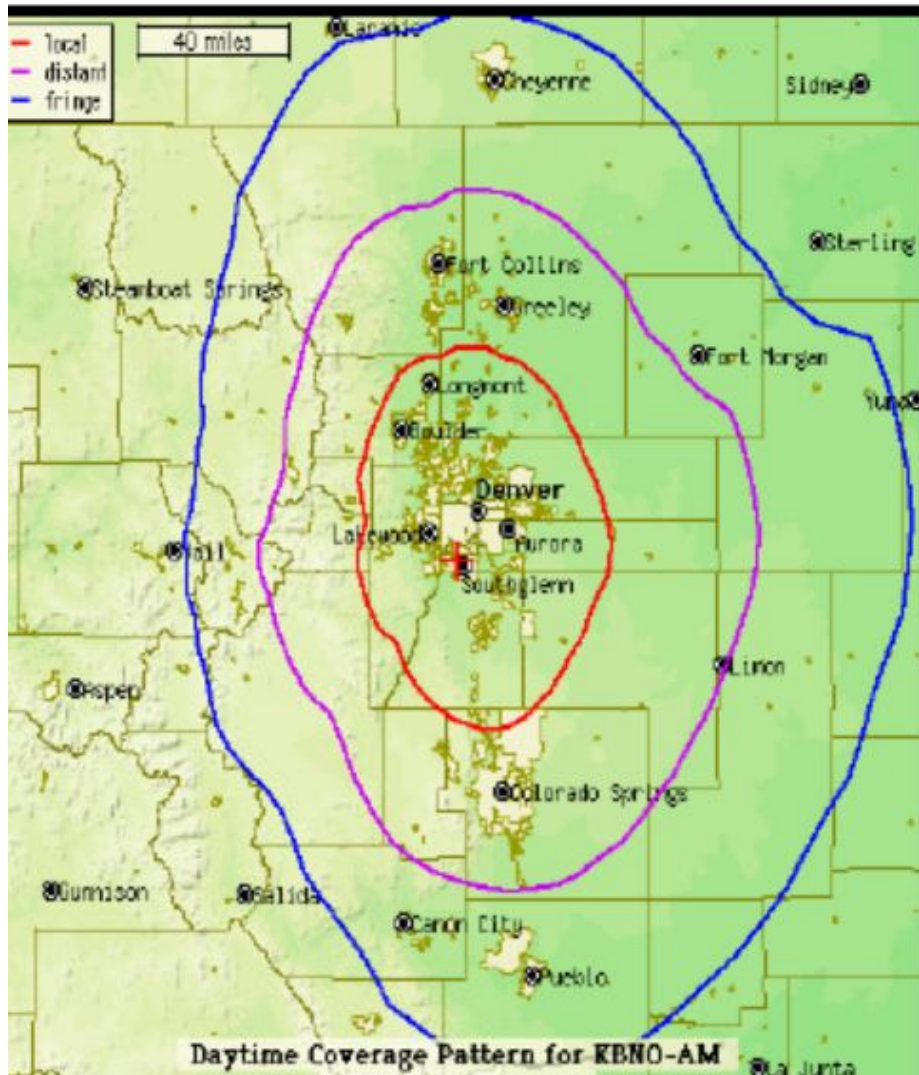


## KJAC:

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



# Spanish Radio Campaign



- Since 2021
- KBNO 97.7 FM
- May-August (30 spots/month)
- 6 - 30 second PSA (YouTube)
- 3 Interviews (5 minutes)
- Total Cost: \$3,000
- **Total Impressions: 360K**



# Western Slopes Radio Campaign



- Since 2021
- KPRN/KVOV/KPRU
- June/July
- 2 - 30 second PSA
- Total Cost: \$4,000
- Total of 192 spots.
- **Total Impressions: 325,000**
- 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

<b>Event</b>	<b>Presentation/Training</b>	<b>Host/Presenter</b>	<b>Date</b>	<b>Attendees</b>
Colorado Arborist and Landscaping Professionals	Conference Booth	CSC/Barr-Milton Watershed	3/7/23	400
PROGREEN Conference (Denver)	Landscape Industry Stormwater Management Presentation in Spanish	CSC/Juliana Archuleta	2/23	20
CSC Field Trip	Pipe Lining	CSC	3/13/23	40
CSC Field Trip	Chimney Hollow Reservoir Construction	CSC	9/25/23	19
CSC Training	CIP Stormwater Inspector Training	CSC/Aquaterra	10/31/23	100
CSC Training	Municipal Stormwater Inspector Training	CSC/Aquaterra	5/25/23	25
CSC MO Meeting	Capturing Trash and Debris in your MS4	CSC/Frog Creek Partners	9/14/23	15
CSC MO Meeting	Snow Removal for Municipalities	CSC/Colorado Springs	11/9/23	30
CSC MO Meeting	Surveillance Options to Prevent Theft, Illegal Dumping and Vandalism	CSC/Q-Star	7/13/23	32



# Colorado Arborist and Landscaping Professionals (CALCP) Conference Booth

March 7 2023: Two-day training conference for CALCP.



Staffed By Barr-Milton Watershed Association Staff



# CDOT's 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.

# Thank you to our Partners:

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

