

# KICP Education and Outreach Strategy



## Table of Contents

Introduction .....	4
About the Keep it Clean Partnership.....	4
Commitment to Education and Outreach .....	5
MS4 Requirements .....	5
KICP Mission.....	5
KICP Education and Outreach Program Goal .....	5
Guiding Principles .....	5
Strategy Development .....	6
Objectives .....	6
Needs of the Boulder St. Vrain Watershed .....	7
About the Watershed.....	7
Priority Pollutants .....	8
Promoting Positive Watershed Behaviors.....	9
Building Community Awareness.....	9
Watershed and Stormwater Education Topics: .....	9
Water Quality Education Topics: .....	9
Target Audiences .....	10
About the Population of the Boulder St. Vrain Watershed .....	10
Target Audiences .....	10
Residents .....	10
Property Managers .....	11
Homeowners Associations .....	11
Businesses .....	11
Teachers .....	12
Recreation Communities.....	12
Local Governments.....	12
Developers .....	13
Homeless Communities .....	13
Evaluation .....	14
Purpose.....	14
Types of Evaluation .....	14
Indicators.....	14

Summative Evaluation .....	15
Community-Based Social Marketing .....	15
Guidance for Implementation .....	16
Normative Messaging.....	16
Benefits and Barriers.....	16
2020-2022 Education and Outreach Objectives .....	16
Appendix.....	21

## Introduction

### *About the Keep it Clean Partnership*

The Keep it Clean Partnership (KICP) is an organization made up of seven partner communities: the cities of Boulder, Longmont, Louisville, and Lafayette, the towns of Erie and Superior, and Boulder County. While these communities originally came together to collaborate on stormwater management, in recent years the organization's focus has shifted to also include broader watershed level efforts. The KICP coordinates stormwater outreach on behalf of its partners and ensures residents and businesses across the watershed receive consistent messaging about protecting water quality.

1999	The Watershed Approach to Stream Health (WASH) Project is initiated
2002	The first organizational plan is developed for the WASH Project
2003	The first "Keep it Clean" tributary signs are installed
2006	The WASH project is renamed to the Keep it Clean Partnership to align with marketing materials
2008	The second organizational plan is developed for the KICP
2011	The City of Lafayette joins the KICP and the current version of the website is developed
2012	The first KICP mini campaign ("Doo Good") is launched
2016	The third organizational plan is developed for the KICP
2018	A new KICP Coordinator is hired and development starts on the new strategic plan
2019	The new strategic plan is adopted and two Education and Outreach objectives are selected An Outreach Specialist is hired
2020	The first Education and Outreach Strategy is created Priority objectives for 2021-2022 are selected

### Kevin Peterson



Kevin Peterson has served as the Coordinator for the KICP since 2018. Kevin has a Masters Degree in Natural Resources and Environment and specialized in Aquatic Sciences at the University of Michigan. His experience

includes several years of working both in the lab and the field on water quality projects. He manages the Watershed Program, coordinating KICP involvement with local watershed planning efforts.

### Cristina Ramirez



Cristina Ramírez joined the KICP in October 2019 as the Outreach Specialist. Cristina has a Masters of the Environment from the University of Colorado and has worked for several years managing volunteer

programs for the National Park Service and non-profit organizations. She manages the Education and Outreach Program, collaborating with partners and stakeholders to create educational materials and implement on-the-ground activities.

## *Commitment to Education and Outreach*

### **MS4 Requirements**

Each of the KICP partners holds a Phase 2 Municipal Separate Storm Sewer System (MS4) Permit. A municipal separate storm sewer system is owned and maintained by the city or county. It is designed to collect stormwater runoff through storm drains, ditches, and pipes and discharge runoff into nearby waterways. Public education and outreach is one of five control measures required in the Phase 2 MS4 Permit that supports a holistic approach to addressing pollutants. A strong education and outreach program makes communities aware of their personal responsibility in reducing their impact and educates them about actions they can take to protect their storm sewer system and local waterways. By collaborating on these education and outreach requirements, the KICP partners are sending consistent messages to the residents of the Boulder St. Vrain Watershed on how they can protect water quality.

A full table of education and outreach activities that meet these MS4 permit requirements is located in the appendix. Since 1999, the KICP partners have gone above and beyond meeting these requirements by providing a combination of passive and interactive outreach: publishing newspaper advertisements; providing educational brochures, fact sheets, and utility bill inserts; leading storm drain marking; posting stormwater signage; managing an interactive website; sending newsletters; staffing booths at events; hosting trash removal events; and funding youth programs.

This strategy lays out the water quality issues and target audiences the KICP should focus on with their time and resources. It also provides guidance for pursuing and coordinating larger projects and efforts with partners over time.

### **KICP Mission**

Protect, promote, and improve watershed health in the Boulder St. Vrain basin through sharing resources, building community awareness, and collecting and using data.

### **KICP Education and Outreach Program Goal**

Promote positive watershed behaviors through consistent messaging.

## *Guiding Principles*

These Guiding Principles will direct the KICP in selecting programs and activities to pursue as part of our Education and Outreach program. Programs, activities, and partnerships that the organization implements should adhere to the following principles:

1. Support partner communities in meeting MS4 permit requirements
2. Address priority pollutants in the St. Vrain Boulder watershed
3. Provide accessible content and reach new audiences
4. Cultivate a community invested in watershed protection
5. Lead by example in partner communities and communicate successes
6. Utilize outreach best practices and evidence-based methods
7. Center racial equity when designing and considering education and outreach initiatives

## Strategy Development

In 2019 the KICP went through a strategic planning process and developed two objectives for the Education and Outreach program. The creation of this strategy accomplishes one of those objectives, developing a comprehensive and cohesive outreach strategy. Rather than focusing on repeating outreach activities done in the past, the KICP partners want to track the organization's progress towards larger goals. This strategy introduces clear objectives for the Education and Outreach program and methods for evaluating progress towards those objectives. It will also provide guidance for the KICP partners and staff by outlining the water quality issues, educational topics, behaviors, and audiences the organization should target with new resources, programs, activities, campaigns, and collaborations.

## Objectives

In August 2020, representatives from each partner community and stakeholders attended a workshop to brainstorm outcomes and actions for the Education and Outreach program for 2021-2022. The ideas from the workshop were developed into four objectives which were then refined and prioritized by the KICP partners. These objectives focus on growing and shaping the Education and Outreach Program in fundamental ways over a 2-year period.

Every two years, KICP partners will update and re-establish program objectives. This process will involve:

- Evaluating progress on existing objectives
- Assessing the need to renew or continue work on current projects
- Reviewing other watershed resources such as the annual water quality report to determine if there are new priority issues or pollutants
- Brainstorming new project ideas, potential partnerships, and goals
- Prioritizing ideas generated by partners and stakeholders
- Finalizing objectives, including actions, outputs, and evaluation methods for each one

## Future Updates

The KICP Education and Outreach Strategy is intended to be a living document that will be updated by the Outreach Specialist as the needs and resources of the organization change. Updates may include incorporating survey data and tying in findings and recommendations from annual water quality reports.

# Needs of the Boulder St. Vrain Watershed

## *About the Watershed*

The 980-square-mile St. Vrain Basin includes two major subwatersheds: Boulder Creek and St. Vrain Creek. The two streams join to form the main stem of St. Vrain Creek, just east of the Boulder-Weld County line, and flow into the South Platte River downstream of Platteville, Colorado. Each of these subwatersheds follows a similar pattern of characteristics with mountains in the headwaters, urbanized communities in the foothills and plains, and predominantly agricultural land use in the lower watershed.

Water quality varies naturally with location and elevation, so it is important to acknowledge how these watershed characteristics affect water quality. For example, the headwaters region of both Boulder Creek and St. Vrain Creek are located at high elevation, and streams and reservoirs at this elevation tend to be cooler than at lower elevations. Other natural variations include: geology and soils, which can contribute particulates, metals, and nutrients; climate and weather, where solar radiation can influence temperature and algae growth and storms can deliver sediments to the surface waters; and vegetative cover, which provides shade and bank stability, impacting temperature, pH, and sediment delivery. Anthropogenic influences such as urban runoff, point source discharges, irrigation withdrawals or return flows, and groundwater inflows/recharge can influence stream and reservoir water quality. (319 Plan, Murphy 2006)

Although less than 5 percent of the watershed is urbanized, the urbanized area covers approximately 45 square miles and is the source of urban runoff and various point source discharges. The KICP Education and Outreach program works on addressing the impacts of urban, or stormwater, runoff in addition to general watershed and water quality education.

## Priority Pollutants

Priority pollutants have been selected based on findings from the St. Vrain Basin Watershed-Based Plan, past KICP strategies, and partner input. The table below includes priority pollutants, sources of pollutants the KICP will address through the Education and Outreach Program, and a summary of primary messages for each pollutant. An annual Communications Schedule will outline the topics, target audiences, and messages in detail that the KICP will focus on in their communications for the year. A copy of the 2021 Communications Schedule can be found in the appendix.

Pollutant	Sources to Target with Education & Outreach	Education & Outreach Messages
E. coli	Pet waste, human waste, failing septic systems, improper RV dumping, leaking and overflowing dumpsters	<ul style="list-style-type: none"> <li>• Pick up pet waste</li> <li>• Leave No Trace principles</li> <li>• Maintain septic systems</li> <li>• Safely recreate in areas with E. coli</li> <li>• Secure trash cans and dumpsters</li> </ul>
Nutrients (nitrates, nitrites, and phosphate)	Landscaping practices, septic systems, soaps, detergents	<ul style="list-style-type: none"> <li>• Lawn and garden tips</li> <li>• Use commercial car washes or wash cars on lawns</li> <li>• Maintain septic systems</li> </ul>
Metals	Historic mining, naturally occurring conditions/geology	<ul style="list-style-type: none"> <li>• Historic mining and naturally occurring conditions</li> <li>• Treatment of drinking water to remove metals</li> </ul>
Sediment	Construction, landscaping, storm drain system, roadway maintenance, trails, flow modification and stream bank erosion	<ul style="list-style-type: none"> <li>• Keep storm drains clean and clear</li> <li>• Leave No Trace principles</li> <li>• Trainings provided to contractors</li> <li>• Safe and sustainable snow removal practices</li> </ul>
Pesticides/Herbicides	Landscaping practices	<ul style="list-style-type: none"> <li>• Alternative pesticide management</li> <li>• Reduce pesticide and herbicide use</li> <li>• Apply sparingly and follow directions</li> </ul>
Hydro-Carbons	Exhaust, gas stations, fueling and equipment	<ul style="list-style-type: none"> <li>• Safe fueling techniques</li> </ul>
Litter	Trash cans, communal trash areas	<ul style="list-style-type: none"> <li>• Secure trash cans and dumpsters</li> <li>• Clean up litter</li> </ul>
Grease	Grease spills, grease bins, dumpster storage areas	<ul style="list-style-type: none"> <li>• Clean up spills</li> <li>• Maintain and empty grease bins regularly</li> </ul>

### *Promoting Positive Watershed Behaviors*

In the past, the KICP has created and used campaigns that focus on three main behaviors: stashing trash securely, reducing fertilizer and pesticide use on lawns, and picking up pet waste. A full list of watershed behaviors that KICP wants to encourage in the community is listed below.

- Improve landscaping and lawn care practices
- Proper disposal of pet waste in trash cans
- Properly dispose of household hazardous waste
- Reduce use of hazardous and toxic products
- Participate in community watershed protection efforts
- Reduce trash production
- Inspect and maintain septic systems
- Prevent runoff from vehicle washing and use commercial car washes
- Fix auto leaks
- Limit negative recreation impacts
- Properly store and dispose of waste
- Home construction projects
- Understand what spills need to be reported and how to report them
- Proper pool cleaning and draining
- Control runoff from home
- Safe and sustainable snow removal practices

### *Building Community Awareness*

It is important to increase community awareness of how our watershed works, what stormwater is and where it goes, and why protecting water quality is important. By educating people on these topics, the KICP is creating a community that understands the important role water plays in their lives. A community who values water will understand how to make decisions to protect it. As some of these watershed scale topics are addressed, it will be critical for partner communities to understand current efforts internal to each organization to ensure consistent messaging and avoid duplicative efforts.

#### **Watershed and Stormwater Education Topics:**

- Where your water comes from and goes
- How a watershed works
- Water efficiency and conservation
- Habitats in our watershed that are at risk
- How to support environmental policies
- Boulder St. Vrain Watershed facts and figures
- Ecosystem services and benefits of healthy watersheds

#### **Water Quality Education Topics:**

- Personal impact on water quality
- Threats to the watershed
- Impairments in the watershed
- Factors that affect water quality

## Target Audiences

### *About the Population of the Boulder St. Vrain Watershed*

There are 347,365 people living in the Boulder St. Vrain watershed. The KICP Education and Outreach program primarily targets those residents who live in the partner communities: Boulder County (includes unincorporated areas), the cities of Boulder, Lafayette, Longmont, and Louisville, and the towns of Erie and Superior.

The primary language spoken across the watershed is English. Spanish is the second most widely spoken language, except for Superior and Louisville. The KICP is taking steps to make outreach accessible to people whose primary language is Spanish.

The rate of homeownership varies widely across the KICP partner communities. The rate ranges from 48-87% across, showing the importance of reaching homeowners, home renters, HOAs, and property managers through outreach programs and initiatives.

KICP Community	Rate of Homeownership (owner-occupied housing unit rate as collected in the 2014-2018 census)
Boulder County	62%
City of Boulder	48%
City of Lafayette	71%
City of Longmont	61%
City of Louisville	70.2%
Town of Erie	86.9%
Town of Superior	59.7%

## Target Audiences

### **Residents**

The KICP wants to cultivate a community invested in watershed protection. In order to do this, residents must understand how their lives are connected to and depend on the Boulder St. Vrain Watershed for water, food, and recreation. Communities need to be aware of their personal responsibility in reducing their impact and what actions they can take to maintain the storm sewer system and protect local waterways.

#### Homeowners

Owners of single-family homes, townhouses, and condominiums are responsible for home maintenance tasks that impact stormwater. They can also influence HOA decisions on neighborhood-wide actions. Homeowners need to understand the impact their home care decisions have on local waterways. The KICP will educate homeowners on lawn and garden care and maintenance, waste reduction and management, home projects, and car washing and maintenance.

#### Renters

Renters of single-family homes, townhouses, and apartments are also responsible for home maintenance tasks that impact stormwater and need to understand the impact their home care decisions have on local waterways. The KICP will educate renters on

lawn and garden care and maintenance, trash management, home projects, and car washing and maintenance.

#### Dog owners

Dog owners need to responsibly dispose of pet waste to keep bacteria and excess nutrients out of waterways. This includes not just on trails and within open space, but also in neighborhoods and personal yards.

### **Property Managers**

Property managers have influence over landscaping decisions, waste storage, and general property maintenance. They may be responsible for maintaining stormwater BMPs on their property. Connecting with property managers can make outreach to residents more efficient and effective.

### **Homeowners Associations**

Homeowners Associations (HOAs) are responsible for making decisions and maintaining communal areas, including lawns, gardens, and stormwater BMPs. They may have the ability to set rules and guidelines for the neighborhood. Connecting with HOAs can make outreach to homeowners more efficient and effective.

### **Businesses**

All businesses can take action to protect water quality. Some industries can have direct and serious impacts on waterways through their operations. By collaborating with business owners, the KICP can also reach customers who are using their products and services.

#### General

Commercial locations can incorporate best practices into their daily housekeeping and seasonal maintenance tasks to protect waterways. The KICP will provide general guidance to all businesses on properly disposing of hazardous materials, covering dumpsters, and cleaning up spills. Messaging will also include reminders to make sure contractors protect storm drains when landscaping, painting, or other work.

#### Restaurants

Restaurants produce byproducts such as grease and have additional cleaning procedures that can harm waterways if they enter a storm drain. Messages to restaurants will include information on proper grease handling and disposal, cleaning outdoor areas, covering dumpsters, and cleaning up spills.

#### Car Washes and Repair Shops

The KICP suggests using car washes as an alternative to washing cars in the driveway or street and will provide messages about these benefits to car washes. Auto repair shops are potential sources of oil, grease, and other pollutants. The KICP messages will focus on the importance of proper spill kit use and promoting auto fluids recycling to customers.

#### Gas Stations

Gas stations are potential sources of oil, grease, and other pollutants. The KICP messages will focus on the importance of educating staff on proper spill kit use to clean up spills.

#### Landscapers

Lawn and garden maintenance have the potential to send excess water, nutrients, and pollutants into our waterways. Messages to landscapers will include reminders about not overwatering, properly applying fertilizer and pesticide, and safely storing chemicals and other materials. The KICP will also provide information about designing yards that reduce runoff and maintaining stormwater control measures.

#### Cleaning Services

Cleaning services can include indoor and outdoor cleaning with a variety of soaps, detergents, and chemicals that are harmful to aquatic life. Messages to cleaning services will emphasize the proper disposal of used water and other byproducts and how to protect storm drains during outdoor cleaning operations.

#### Painting Services

Paint, solvents, and used wash water can damage aquatic habitats and harm aquatic life. The KICP will message the importance of never disposing of these products into storm drains, how to protect storm drains while painting outdoors, and how to properly dispose of these products.

### **Teachers**

The KICP wants to support a continuum of engagement when it comes to water education in the Boulder St. Vrain Valley. The KICP will provide and support the creation of educational materials that will teach students about the important role water plays in the environment and how humans can impact that water.

### **Recreation Communities**

Members of the recreation community already have a connection to water and the watershed through their sport. Certain groups in particular – those who fish, swim, float or boat – are also incentivized to take action since their ability to recreate depends on safe water quality. The KICP will use these existing relationships to water as an opportunity to educate the recreation community on how to protect water quality.

### **Local Governments**

The KICP also provides internal education and support to partner communities:

#### Parks and Recreation

Parks and Recreation staff not only manage open space, they also interact with the public to educate them about the ecology of the area and the rules in place to protect it. The KICP will work to provide Parks and Recreation staff with information about the watershed that can enhance their own education and outreach efforts.

#### Public Works

Public Works staff are often out in the community and the first to identify issues and other maintenance needs. The KICP will support partners in informing staff about the

importance of the stormwater system and their role in protecting it. This could include reporting spills or other problems, providing maintenance, storing materials properly, and protecting storm drains while working.

### **Construction Contractors**

Runoff from construction sites can contain sediment in quantities much higher than what is deposited naturally, nutrients such as nitrogen and phosphorus, and other pollutants – solid and sanitary wastes, oil and grease, chemicals, metals, and other debris. Construction contractors in the field can implement pollution prevention practices and tools to reduce polluted stormwater runoff from construction sites.

### **Developers**

Developers building infrastructure can be incentivized to incorporate low impact development (LID), or green infrastructure, into their projects. Developers encouraged to engage tenants and residents may be influenced to incorporate LID elements that will beautify the space, protect it from flooding, and manage stormwater.

### **Homeless Communities**

People experiencing homelessness have no or limited access to shelter, safe drinking water, and sanitation services. Homeless encampments are often established along the sides of streams and rivers, and storm water runoff flowing through these areas can carry excessive trash, human waste, and other pollutants into waterways. The KICP will work with partners to ensure that response to concerns or complaints about the impact of these encampments on waterways includes involvement of the homeless services programs in each community.

## Evaluation

Having an evaluation plan is a critical component of an education and outreach program. Engaging the community takes a lot of effort, time, and resources. By building in an evaluation plan from the beginning, there will be opportunities to measure progress and collect feedback on the program's impact. This section lays out the types of evaluation the KICP will use to measure the effectiveness of the education and outreach program.

The development of bi-annual objectives will also include creating an evaluation section for each objective, which lists tools and techniques the KICP will use to measure progress and evaluate impact.

### Purpose

The KICP will use evaluation to:

- determine the effectiveness of its education and outreach
- decide what activities and programs to pursue
- demonstrate to partners the impact of their funding

### Types of Evaluation

Evaluating activities and programs in a meaningful way is not always easy. Measuring changes in water quality can be challenging and resource intensive. Connecting an activity, program, or initiative to improvements in water quality is near impossible due to the large number of variables that influence water quality and resources required to conduct water quality testing.

The KICP will use a variety of quantitative and qualitative evaluation methods whenever possible to determine what changes are occurring in the community that could impact water quality.

### Indicators

Indicators are measurable numbers and values or basic facts that are easy to collect.

Type of Indicator	Definition	Examples
Administrative indicators	Numbers and figures of tasks accomplished	Number of newspaper stories printed, number of people trained, number of students educated, number of programs offered
Social indicators	Numbers and figures that show a change in attitude or behavior	Number of calls reporting spills, number of people surveyed with increased knowledge or changed behavior
Environmental indicators	Numbers and figures measuring environmental improvements	Number of gallons of pesticides collected, number of rain barrels purchased, number of trash bags collected

## Summative Evaluation

Summative evaluation measures the effects and outcomes of a program.

Type of Evaluation	Definition	Example
Output evaluation	Basic program outputs	Program costs, participant (student, teacher, parent, etc.) feedback, new programs and/or resources created
Outcome evaluation	Changes that occur because of the program and whether the program is having the intended effect.	Observed increased knowledge or changed behavior, number of visits to webpages and resources
Impact evaluation	Measures broad and long-term program effects, such as long-term changes (intended or unintended) in ecological, social, economic, or community conditions.	Assess the outcome or impacts produced by the outreach program on the target audience and are directly tied to the original objectives, changes in water quality

## Community-Based Social Marketing

Community-based social marketing (CBSM) is based on the idea that sustainable behavior change is most effective when it involves direct contact with community members and removing barriers to the behavior change. It involves focusing on modifying or improving a program prior to and during implementation – piloting a project, measuring its impact, adjusting as needed, and then implementing on a larger scale. While more time and resource intensive than information-based campaigns, CBSM has proven to be effective at promoting lasting behavior change. Since CBSM has evaluation built into its process, it is an effective way to evaluate the KICP's impact in the community.

Implementing CBSM and using it as part of a program or project involves five major steps:

1. Select a specific, end-state behavior to target.
2. Identify barriers and benefits to the behavior through research, observation, focus groups, and/or surveys. Barriers prevent people from taking the desired action and benefits motivate people to take that action.
3. Develop strategies based on the identified barriers and benefits.
4. Pilot the strategy. Measure the baseline of the behavior, implement the strategy, and measure the impact and change.
5. Implement the program on a larger, community-wide scale.

## Guidance for Implementation

The way a message is delivered is almost as important as the message itself. As the KICP updates old resources and develops new ones, partners and outside input will help dictate what formats and delivery systems will be used. Whenever possible, the KICP will use existing communication channels to share stormwater messages with target audiences. Using existing channels saves time and resources, reaches an existing audience that is already engaged, and helps build relationships between the KICP and other organizations.

There is a wealth of information available about the most effective ways to communicate with and educate the public, including specific examples for watershed and stormwater messages. Normative messaging and addressing benefits and barriers are two of the most prevalent and impactful strategies to use when messaging about behavior change.

### Normative Messaging

People are motivated to follow norms in their community. Instead of telling people to “be the exception” and “take the lead” on making a change, emphasize that their peers and neighbors are already taking action and behaving in a way that protects waterways. The messages the KICP sends to communities should show that water protecting behaviors are social norms – people are already doing it, and others will approve of it if you do it.

For example, when promoting locations and events to drop off household hazardous waste, include information on the types and quantities of materials dropped off at the previous event or in the last year.

### Benefits and Barriers

While educating the public and establishing the significance of protecting water quality is important, behavior will not change if there are real or perceived barriers to taking action.

When possible, the KICP will frame messaging in a way that addresses a potential, real, or perceived barrier to the suggested behaviors and highlights the benefits.

For example, when it comes to lawn care people tend to want a tidy and attractive lawn. Lawn care tips that protect stormwater are beneficial and promote healthy, beautiful lawns, so messaging should be framed as such. Rather than always focusing on the fact that discarded grass clippings can add excess nutrients to streams, emphasize that leaving grass clippings on lawns adds nutrients back into the soil. By maintaining a healthy lawn people can avoid having to purchase additional fertilizers or pesticides, saving them money and keeping potential pollutants out of our streams.

### Racial Equity

As an organization that serves seven diverse communities, it is important that our education and outreach is conducted in a way that is accessible and available to all residents of the watershed. The questions below have been adapted from the Government Alliance on Race and Equity (GARE) [Racial Equity Tool](#). As the KICP pursues new programs, part of the development process will include using these questions to evaluate their impact on racial equity. This tool will be used:

- As KICP staff will also review these questions as part of their workplan development process each year.
  - Early in the process of planning for a new event, activity, or program, to ensure any insights are incorporated into the development process.
  - When presenting new programs to partner communities.
1. Proposal: What is the program, practice or budget decision under consideration? What are the desired results and outcomes? Be clear about desired end conditions in the community.
    - How does this proposal align with the KICP Education and Outreach Goal to promote positive watershed behaviors through consistent messaging?
    - Which, if any, of the objectives does this proposal work towards?
    - What are the desired results and outcomes/what change is it trying to bring to the watershed community?
  2. Data: What data do we have available, and what does the data tell us?
    - Will the proposal have impacts in specific geographic areas (neighborhoods, schools or school districts, cities or towns, areas, etc.)? What are the racial demographics of those living in the area?
    - Are there data gaps? What additional data would be helpful in analyzing the proposal? If so, how can we obtain better data?
  3. Community engagement: How have communities been engaged? Are there opportunities to expand engagement?
    - How has the community being impacted been engaged?
    - Who are the community groups we can reach out to, collaborate with, or ask for input? Provide a variety of ways for people to engage and use trusted advocates/outreach and engagement liaisons to collect information from communities we know are typically underrepresented in public processes.
    - Who are the most affected community members who are concerned with or have experience related to this proposal? How have we involved these community members in the development of this proposal?
    - What has our engagement process told us about the burdens or benefits for different groups?
    - What has our engagement process told us about the factors that produce or perpetuate racial inequity related to this proposal?
  4. Analysis and strategies: Who will benefit from or be burdened by your proposal? What are your strategies for advancing racial equity or mitigating unintended consequences?
    - Given what we have learned from the data and stakeholder involvement, how will the proposal increase or decrease racial equity? Who would benefit from or be burdened by your proposal?
    - What are potential unintended consequences? What are the ways in which our proposal could be modified to enhance positive impacts or reduce negative impacts?

- Are there complementary strategies that we can implement? What are ways in which existing partnerships could be strengthened to maximize impact in the community? How will we partner with stakeholders for long-term positive change?
- Are the impacts aligned with your community outcomes defined in Step #1?

5. Implementation: What is your plan for implementation?

- Is the plan realistic?
- Is the project or activity adequately funded? By who – KICP, a specific partner community, or another entity?
- Do KICP staff have adequate time to ensure successful implementation and evaluation?

6. Accountability and communication: How will you ensure accountability, communicate, and evaluate results?

- What are the evaluation methods we plan to use to measure the impact of this proposal?
- How will we keep ourselves accountable to stakeholders we engaged with through the planning process?

## 2020-2022 Education and Outreach Objectives

<b>Objective A:</b> Increase accessibility and interactivity of the Keep it Clean Partnership website.		
<b>Actions</b>	<b>Outputs</b>	<b>Evaluation</b>
Evaluate need to refresh KICP branding.		<ul style="list-style-type: none"> <li>• Changes in website analytics</li> <li>• Changes in number of other websites that link to KICP</li> <li>• Number of new tools and resources added to website</li> <li>• Number of times new tools are used</li> <li>• Engagement from social media posts and newsletters</li> </ul>
Develop a new website or update current website to be mobile friendly.	Mobile-friendly website	
Add tools and information to help people determine where their water comes from and goes.	Interactive feature on new website that educates people about where their water comes from and goes	
Add tools and information to educate people about wastewater and stormwater processes.	Interactive feature on new website that educates people about their connection to wastewater and stormwater processes	
Promote new website, tools, and information through social media, newsletters, and partners.	Social media posts, announcements in newsletters that drive people to new website	

<b>Objective B:</b> Improve outreach to communities whose predominant language is Spanish.		
<b>Actions</b>	<b>Outputs</b>	<b>Evaluation</b>
Assess the reach of current activities and resources.	Report evaluating how many of our activities and programs are accessible to Spanish speaking community	<ul style="list-style-type: none"> <li>• Number of resources translated into Spanish</li> <li>• Number of times Spanish materials on website are accessed</li> <li>• Number of locations where Spanish materials are placed</li> <li>• Changes or adjustments to existing activities based on findings of assessment of our activities current reach (youth programs, events attended)</li> <li>• Changes or adjustments to booth and advertising materials</li> <li>• Number of interactions (email, phone calls, in-person at events) that take place in Spanish</li> </ul>
Inventory locations to reach Spanish speaking residents.	List of organizations, events, and programs KICP could collaborate with, participate in, or support	
Inventory locations to reach Spanish speaking business owners and businesses with Spanish speaking employees.	List of organizations, specific businesses to reach	
Translate KICP resources for residents and businesses into Spanish.	Resources available on the website and in print in Spanish	

<b>Objective C:</b> Create place-based education opportunities at local waterways.		
<b>Actions</b>	<b>Outputs</b>	<b>Evaluation</b>
Work with partners to create list of existing or upcoming water adjacent spaces in each community.	List of existing and upcoming water adjacent spaces in each partner community that could be potential locations for outreach activities	<ul style="list-style-type: none"> <li>• Addition of temporary or permanent water education resources in the form of signage, information, banners, talks, etc.</li> <li>• Number of outreach activities hosted, people contacted</li> <li>• Number of connections made with new community partners and stakeholders</li> <li>• Number of new resources, activities, or website tools developed used to engage people at waterways</li> <li>• Changes or adjustments made to programming at waterways done by other organizations</li> </ul>
Identify potential community partners and stakeholders.	List of potential community partners and stakeholders	
Gather ideas for waterway adjacent outreach activities with Education and Outreach committee.	List of outreach activities we want to implement that will engage and educate people at waterways	
Identify and prioritize locations across the partner communities to place educational resources or host outreach activities.	Prioritized list of waterway-adjacent locations for us to target with outreach	

<b>Objective D:</b> Expand youth education program to provide resources to parents and additional grade levels.		
<b>Actions</b>	<b>Outputs</b>	<b>Evaluation</b>
Identify schools, organizations, or programs interested in working with us to offer an in-class program for middle or high school students.	List of schools, organizations, and programs interested in working with us	<ul style="list-style-type: none"> <li>• Number of students sent home with a take-home activity</li> <li>• Number of times the activity is completed</li> <li>• Number of additional students reached by new programs</li> <li>• Feedback from students, parents, and teachers</li> </ul>
Work with experts from interested partners to develop an in-class program for middle or high school students.	Program that engages older students in watershed and water quality education	
Incorporate a take-home element into existing youth programs.	Activity that builds on school programs that takes place at home and engages other family members	

## Appendix

**TABLE 1: Education and Outreach Activities Table**

Page 11 of 63 Permit No. COR090000

Passive Outreach	Active and Interactive Outreach (pick any two bullets each year)
<ul style="list-style-type: none"> <li>• Bus shelter/bench advertisement</li> <li>• Billboard/dasher board advertisement</li> <li>• Vehicle/bus advertisement</li> <li>• Radio/television/movie theatre advertisement</li> <li>• Newspaper advertisement</li> <li>• Distribute educational materials by brochure</li> <li>• Distribute educational materials by fact sheet</li> <li>• Distribute educational material by utility bill insert</li> <li>• Publish article (hard copy or electronic)</li> <li>• Storm drain marking by permittee staff that maintains 25% of permittee maintained inlets.</li> <li>• Stormwater related signage</li> <li>• Web site</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing advertisement/promotion of a stormwater hotline number or other method to report an illicit discharge</li> <li>• Ongoing advertisement/promotion on how to get more information about the stormwater program</li> <li>• Ongoing social media program</li> <li>• Web site that is interactive or contains stormwater information that includes actions that can be taken to reduce stormwater pollution</li> <li>• Newsletter (hard copy or electronic)</li> <li>• Promotion of existing local stormwater/environmental events or program that help protect water quality</li> <li>• Distribute promotional items or giveaways</li> <li>• Participate in or sponsor a water festival which involves populations that exist within the permit boundary</li> <li>• Participate in or sponsor a waterway clean-up and trash removal event</li> <li>• Participate in or sponsor a service project</li> <li>• Participate in or sponsor a stormwater or environmental presentation</li> <li>• Participate in or sponsor a stormwater or environmental event</li> <li>• Participate in or sponsor community project based programs that investigate watershed health and meet applicable school Science, Technology, Engineering and Math (STEM) standards</li> <li>• Participate in or sponsor a household hazardous waste event</li> <li>• Participate in or sponsor an Adopt-a-Street program</li> <li>• Participate in or sponsor an Adopt-a-Waterway program</li> <li>• Participate in or sponsor an Adopt-a-Storm Drain program</li> <li>• Provide ongoing access to motor vehicle fluids recycling program</li> <li>• Stormwater booth at a community event</li> <li>• Conduct a stormwater survey</li> <li>• Storm drain marking program performed by the public/community</li> <li>• Pet waste stations</li> <li>• Participate in, plan or present stormwater materials to schools</li> <li>• Stormwater demonstration projects that show control measures or other pollutant reduction methods</li> </ul>

## KICP Communications Schedule

General KICP messages and the time of year they are relevant.

Month	Topic	Target Audience	Message
January	Water Quality Education	Homeowners	Understanding water quality and trends, Annual Water Quality Report
February	Water Quality Education	Homeowners	Understanding water quality and trends, Annual Water Quality Report
March	Properly dispose of household hazardous waste	Homeowners, Renters	What is household hazardous waste? (examples)
			How to properly store household hazardous waste (secured, secondary containment, clean up spills).
			Where to properly dispose of household hazardous waste (HMMF, local sites, Eco-Cycle, medications).
		Businesses	Where to properly dispose of household hazardous waste (HMMF for Businesses).
April	Spring Lawn Care	Homeowners, Renters	Spring lawn care tips for healthy lawns that need less pesticides and fertilizers.
	Minimize Fertilizer Use	Homeowners, Renters	Soil tests and alternatives to traditional fertilizer.
			Where to properly dispose of unused fertilizer.
		Businesses	Soil tests and alternatives to traditional fertilizer.
			Where to properly dispose of unused fertilizer.
May	Pick-Up Dog Waste	Dog owners	Responsibly disposing of pet waste involves picking up the waste, bagging it, and placing it into a trash bin while at home, in the neighborhood, or on trails.
June	Use a Commercial Car Wash	Homeowners, Renters	Use a commercial car wash where the used water is captured and recycled. If you are at home, wash your car on the yard with a phosphate-free soap.
July	Adjust Sprinklers to Prevent Runoff	Homeowners	Adjust sprinkler position and schedule to avoid overwatering and runoff.
			Check eligibility for free irrigation assessment with Resource Central for your residence or HOA.
		Businesses, HOAs, Property Managers	Adjust sprinkler position and schedule to avoid overwatering and runoff.
			Check eligibility for free irrigation assessment with Resource Central for your residence or HOA.
August		Homeowners, Renters	Alternative pest management techniques.
			Use pesticides sparingly and read directions carefully.

	Minimize Pesticide Use	Businesses	Where to properly dispose of unused pesticides.
			Integrated pest management techniques.
			Use pesticides sparingly and read directions carefully.
			Where to properly dispose of unused pesticides.
September	Dechlorinate Pools	Homeowners	The chemicals we use to keep pools clean are toxic to aquatic life. Before draining pools, dechlorinate, remove solids and oils, and drain slowly and carefully to avoid flooding nearby areas.
		Property Managers	The chemicals we use to keep pools clean are toxic to aquatic life. Before draining pools, dechlorinate, remove solids and oils, and drain slowly and carefully to avoid flooding nearby areas.
	Septic Smart Week	Homeowners	Aging, and failing septic systems have a large impact on the quality and safety of our water supply.
			Septic Smart tips
		Property Managers	Aging, and failing septic systems have a large impact on the quality and safety of our water supply.
			Septic Smart tips for renters.
October	Fall Lawn Care	Homeowners, Renters	Fall lawn care tips for healthy lawns that need less pesticides and fertilizers.
	Remove Leaf Litter	Homeowners, Renters	Collect fallen leaves to mulch onto lawn and garden or compost.
		HOAs, Property Managers	Leverage as resource to share Homeowner/Renter information.
November	Shovel Snow, Use De-icers Sparingly	Homeowners	Melting snow carries deicers and other pollutants into storm drains.
			Shovel snow into areas where it can melt and infiltrate.
			Use de-icers sparingly.
		Businesses	Melting snow carries deicers and other pollutants into storm drains.
			Shovel snow into areas where it can melt and infiltrate.
			De-icer suggestions and resources.
		Property Managers	Melting snow carries deicers and other pollutants into storm drains.
			Shovel snow into areas where it can melt and infiltrate.
			De-icer suggestions and resources.
December	Shovel Snow, Use	Homeowners	Melting snow carries deicers and other pollutants into storm drains.
			Shovel snow into areas where it can melt and infiltrate.
			Use de-icers sparingly.

	De-icers Sparingly	Businesses	Melting snow carries deicers and other pollutants into storm drains.
			Shovel snow into areas where it can melt and infiltrate.
			De-icer suggestions and resources.
		Property Managers	Melting snow carries deicers and other pollutants into storm drains.
			Shovel snow into areas where it can melt and infiltrate.
			De-icer suggestions and resources.