

# Keep It Clean Partnership

## 2016 Annual Report

To address the impact of stormwater runoff on water quality, the federal Clean Water Act was expanded to include requirements for municipalities to control pollutants from municipal separate storm sewage systems (MS4s). The Keep It Clean Partnership (KICP) grew out of the need for local communities to respond to these stormwater regulations that are implemented by the Colorado Department of Public Health and Environment (CDPHE). The Partnership is a collaboration of communities in the Boulder and St. Vrain watersheds. It includes Boulder County; the cities of Boulder, Lafayette, Longmont, and Louisville; and the towns of Superior and Erie (individually referred to as “Partners”), working together to protect water quality through stormwater management.

The primary goal of the KICP is to implement a regional stormwater outreach program, not only to comply with federal and state Phase II stormwater regulations, but also to address broader water quality issues. The Partners share, coordinate, and develop resources to create cost-effective solutions for stormwater runoff and other water quality problems. The KICP embodies the spirit of the watershed approach envisioned in the federal Clean Water Act and adopted in the Boulder Valley Comprehensive Plan.

## Into the Future

As the KICP enters its 15<sup>th</sup> year of implementation, the Partners continue to refine programs to meet the challenges of stormwater management. The new requirements of the third permit term finalized in the July of 2016 will require the majority of the Partners’ resources.

## MS4 Permit Compliance and Renewal

The previous permit was to expire in March 2013, but it was administratively extended. In 2013, CDPHE held many public draft permit concept discussions and the KICP submitted several letters in response to the anticipated permit changes. The first draft MS4 permit was released in the summer of 2014 and KICP again sent comments. In the spring of 2015, the stakeholder process began again and culminated with the release of the second draft MS4 permit. In response, KICP submitted comments in the summer of 2015.

The permit became final in July of 2016. Subsequently three modifications have been issued by CDPHE to provide clarification.

The permit contains specific requirements and according to CDPHE, “will allow the permittee to tailor and modify their selection and implementation of controls as needed without Division review or approval and will be more efficient for both the Division and permittees.” This approach complies with the federal MS4 General Permit Remand Rule issued November 2016 which requires permitting authorities to issue permits that express “clear, specific, and measurable” terms.

The Colorado Stormwater Council has provided their membership with templates for the required Program Description Document and recordkeeping requirements as well as several other permit implementation tools. The KICP Partners have benefitted from their association with this group.



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## Collaboration and Organization

In 2016, the Partnership began to reduce the level of outreach and education provided by the City of Boulder Watershed and the Boulder County Public Health (BCPH) Partners for a Clean Environment (PACE) Programs. The Partners will continue to evaluate efficiencies as the effort moves from joint outreach to individual partner program implementation to meet the increased permit requirements.

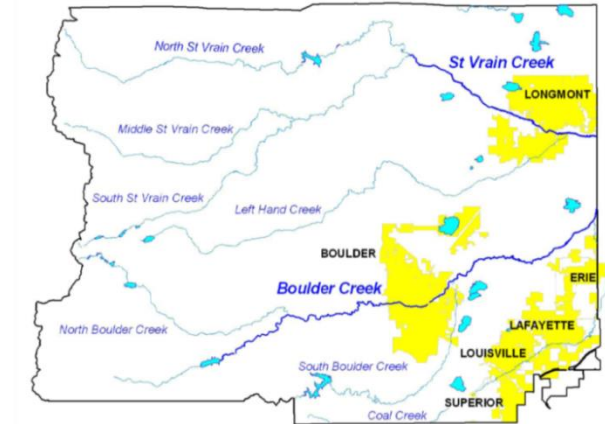
In 2016, the KICP began the year with a restructured funding model and Boulder County began acting as the fiscal agent in place of BCPH.

The Partnership continues to discuss the possibility of encompassing additional watershed-wide efforts.

## Watershed Health

The KICP continues the efforts started in 2014 to collectively gather monitoring data from approximately 30 locations within 6 of the KICP communities. The focus of the trending analysis will be on the occurrence of nitrogen, phosphorous, and *E. coli* within the three watershed basins – Coal Creek and Rock Creek, Boulder Creek, and St. Vrain Creek.

The KICP is required through the MS4 permit to education the residential and municipal communities on the sources of nitrogen and phosphorous and the controls that can be implemented. Understanding the water quality conditions within the watershed is invaluable in determining the appropriate structural and nonstructural pollutant control practices.



The 2011 City of Boulder Total Maximum Daily Load (TMDL) implementation plan for *E. coli*, which covers the Boulder Creek Stream segment known as 2b and runs from 13<sup>th</sup> Street to the confluence with South Boulder Creek, was submitted to CDPHE in accordance with Section 303(d) of the federal Clean Water Act. The implementation of the plan continues to provide the Partners with the understanding of the tools needed to control *E. coli* sources in their communities.

The newly issued MS4 permit now requires both the City of Boulder and Boulder County, annually, to describe all monitoring conducted and measures planned to reduce the discharge of *E. coli* to Boulder Creek.

## 2016 Highlights

### Costs

The KICP programs emphasize cost-effectiveness by sharing programs, using common strategies and leveraging existing programs. The 2016 KICP budget was \$272,000.

### School and Community Outreach Programs

KICP contracted with the City of Boulder's Watershed Education Program to implement community outreach and school education programs in St. Vrain Valley School District (SVVSD) and Boulder Valley School District (BVSD). The program continued to reach the student and the residential community through school programs, special events, stream teams, pledge program, and promotional material distribution. In 2016, KICP again implemented the annual mini campaign, *Green is the New Pink*, which brought awareness and engaged KICP residents to take action to reduce stormwater pollution from fertilizer application. See Appendix A for a full report.



**99** residents participated in stream teams and collected **82** bags of trash  
**1,302** students and **62** classrooms/events participated in school-based education programs  
**3,500** door hangers were distributed by the Boulder County Youth Corps  
**977** residents visited stormwater booths at **7** community events  
**12,086** general KICP and campaign materials were distributed  
**234,986** movie goers viewed the Green is the New Pink advertisement  
**150,000** readers viewed the Green is the New Pink advertisement  
**264** residents attended 1 of **6** speaker events conducted by the KICP Coordinator  
**396** families and individuals took the water protection pledge  
**4,826** visited the KICP website, [www.KeepItCleanPartnership.org](http://www.KeepItCleanPartnership.org)  
**80** tributary signs are posted at stream crossings

## Business and Municipal Outreach Programs

KICP contracted with BCPH's Business Environmental Sustainability Team (BEST), specifically the Partners for a Clean Environment (PACE) Program, to implement business and municipal outreach. See Appendix B for a full report.



**64** restaurants, vehicle service, and retail establishments were visited  
**8** municipal facilities were visited  
**18** landscaping firms received personal outreach  
**3** newsletters were emailed to approximately **4,000** businesses  
**22** individuals were trained during a regional training  
**214** municipal employees were trained

### Business Outreach

PACE met one-on-one with businesses to advise them on best practices, sharing the experiences of similar businesses, and distributing educational materials.

### Municipal Outreach

PACE continued providing compliance advice and support to KICP municipal staff by conducting municipal site visits and trainings for employees in participating KICP communities. Effort was spent to evaluate municipal performance within five behavior areas (*Spills and Leaks, Outdoor Material Storage and Handling, Good Housekeeping, Outdoor Washing, and Application of Chemicals*) and identify barriers.

## Construction Trainings

KICP hosted trainings with several instructors to provide both municipal and private inspectors and contractors with information necessary to implement effective active and post-construction programs.



**55** participants received construction erosion control training  
**30** participants received post-construction inspection and maintenance training  
**20** participants received stormwater management plan administrator training



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# **KEEP IT CLEAN**



**2016 MCM 1&2  
ANNUAL REPORT**



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# MCM 1 & 2- PUBLIC EDUCATION & OUTREACH

## History

To address the impact of stormwater on water quality, the U.S. Environmental Protection Agency (EPA) issued the Phase I and II Stormwater Rules (expansion of the Clean Water Act) which require National Pollutant Discharge Elimination System (NPDES) permits for operators of municipal separate storm sewer systems (MS4s) serving populations both over and under 100,000 and runoff associated with industry, including construction sites one acre and larger.

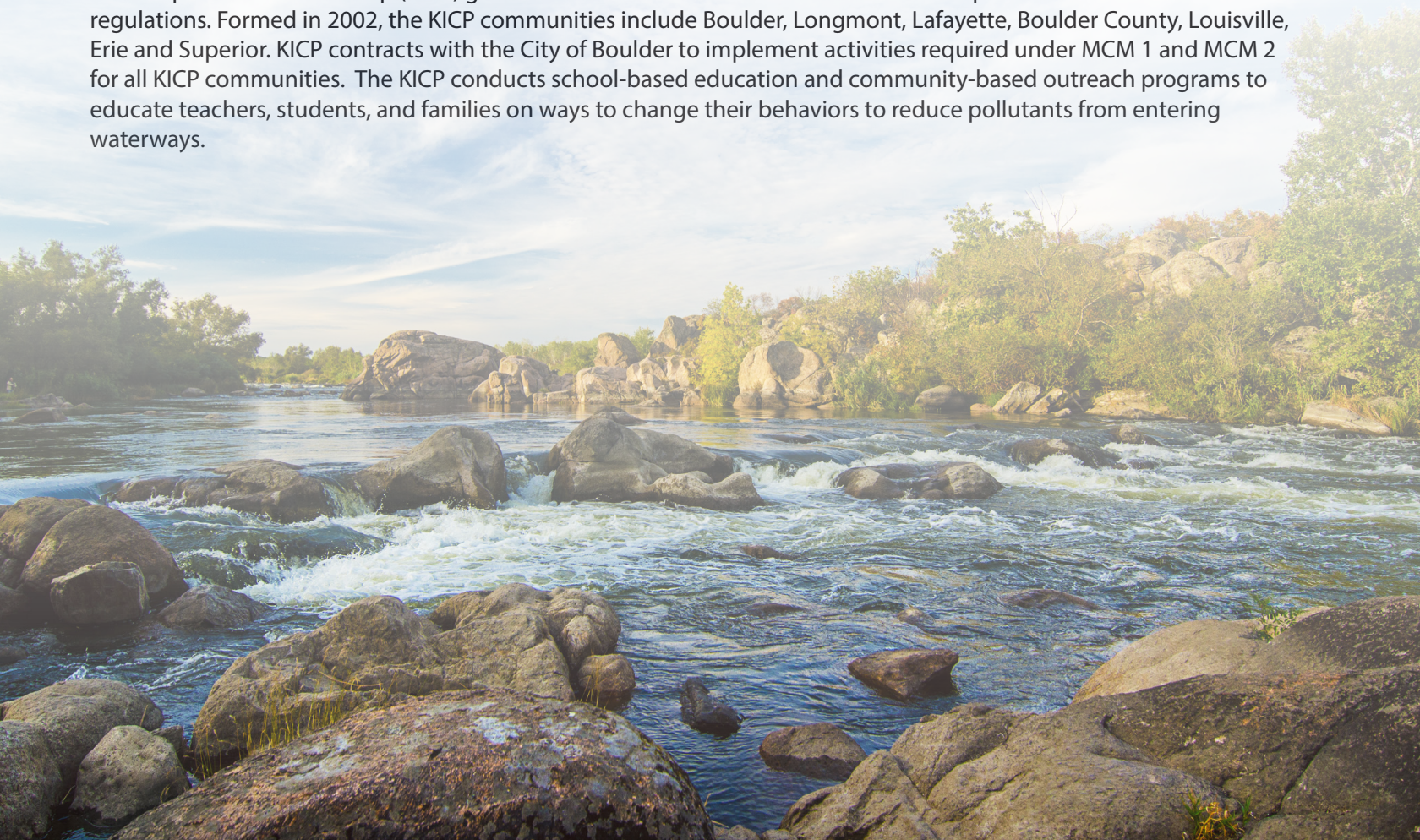
## 2008 – 2013 Permit Requirements

Municipal stormwater regulations call for the implementation of six minimum control measures (MCMs) to address the impact of stormwater runoff on water quality and stream health. MCM 1 & 2 requires the permittee must implement a public education and outreach program in an effort to promote community engagement and behavior change by the public to reduce water quality impacts associated with pollutants in stormwater runoff and illicit discharges. Activities include:

- Target specific pollutants and pollutant sources that may impact water quality.
- Provide outreach activities that educate the public the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.
- Inform businesses and the general public of their city's stormwater rules to reduce illegal discharges and improper disposal of waste.

## Program Implementation

The Keep It Clean Partnership (KICP) grew out of the need for local communities to respond to these stormwater regulations. Formed in 2002, the KICP communities include Boulder, Longmont, Lafayette, Boulder County, Louisville, Erie and Superior. KICP contracts with the City of Boulder to implement activities required under MCM 1 and MCM 2 for all KICP communities. The KICP conducts school-based education and community-based outreach programs to educate teachers, students, and families on ways to change their behaviors to reduce pollutants from entering waterways.



## EDUCATION PROGRAM

Each year, a minimum of 57 classroom and/or field-based programs are offered to Boulder Valley School District (BVSD) and St. Vrain Valley School District (SVVSD) teachers and students.

PARTNER COMMUNITY	KICP GOAL	COMPLETED PROGRAMS	# OF CONTACTS
Boulder	15	18	331
Longmont	15	16	374
Lafayette	6	6	184
Boulder County	6	6	91
Louisville	6	7	195
Erie	6	6	142
Superior	3	3	75
<b>KICP TOTAL</b>	<b>57</b>	<b>62</b>	<b>1392</b>

## SPEAKERS PROGRAM

Staff and expert speakers attend events in each of the KICP communities to present water quality information to various community groups.

PARTNER COMMUNITY	KICP GOAL	COMPLETED PROGRAMS	# OF CONTACTS
Boulder	0	4	109
Longmont	0	2	100
Lafayette	0	2	103
Boulder County	0	-	-
Louisville	0	2	30
Erie	0	2	33
Superior	0	-	-
<b>KICP TOTAL</b>	<b>0</b>	<b>12</b>	<b>375</b>

## OUTREACH BOOTH

A staffed booth travels to at least one special event in each of the KICP communities to provide stormwater pollution prevention materials to the public as well as receive program feedback and suggestions.

PARTNER COMMUNITY	EVENT	# OF CONTACTS
Boulder	Doggie Dash	51
Longmont	Festival on Main	275
Lafayette	Lafayette Public Safety Day	195
Boulder County	IBM Family Earth Day	101
Louisville	Taste of Louisville	165
Erie	Great Erie Outdoor Adventure	90
Superior	Superior Chili Fest	100
<b>KICP TOTAL</b>		<b>977</b>

## COMMUNITY PARTNERSHIP

**908** BVSD and SVVSD students received the “Rain, Rain” stormwater pollution prevention program by Thorne Nature Experience education specialists. See page five for more details.

## TEACHER LED PROGRAMS

**100** students learned about stormwater messaging by SVVSD teachers versed in KICP education programs.

## NEWSLETTER

**941** contacts have received the KICP biannual newsletter, distributed each spring and fall.



## BOULDER COUNTY YOUTH CORPS

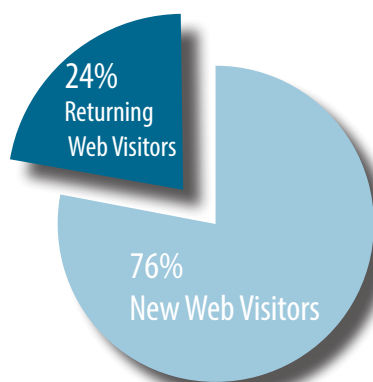
**82** bags of trash were collected and 3,500 mini-campaign door hangers were distributed throughout KICP communities by six dedicated team members.

## PLEDGES

**396** pledge actions were recorded from KICP pledges distributed at education programs, outreach booths and the water festival.

## KICP WEBSITE

**4,826** people visited the KICP website in 2016. 76% of these visitors are new. Staff link Facebook blogs to the website each month to help increase the number of web visitors.



## STREAM TEAMS

Staff support volunteers in each KICP community to pursue water protection activities by providing resources and training for creek cleanups, water quality monitoring and more.

PARTNER COMMUNITY	KICP GOAL	PROGRAMS	BAGS OF TRASH
Boulder	1	2	11
Longmont	1	2	7
Lafayette	1	2	3
Boulder County	1	2	26
Louisville	1	2	30
Erie	1	2	3
Superior	1	2	2
<b>KICP TOTAL</b>	<b>7</b>	<b>14</b>	<b>82</b>

## MATERIAL DISTRIBUTION

Brochures, fact sheets, and product giveaways are produced, as needed, for distribution at school and community events. At a minimum, distribution will take place annually at special events in each partner community. Distribution also takes place through school-based education programs and within public municipal areas.

PARTNER COMMUNITY	PIECES OF COLLATERAL
Boulder	5793
Longmont	2586
Lafayette	1562
Boulder County	1293
Louisville	1936
Erie	1327
Superior	1089
<b>KICP TOTAL</b>	<b>15,586</b>

## TRIBUTARY SIGNS

A minimum of five tributary signs are posted within each of the KICP partner communities in prominent locations.

PARTNER COMMUNITY	# OF SIGNS INSTALLED
Boulder	43
Longmont	9
Lafayette	3
Boulder County	6
Louisville	8
Erie	6
Superior	6
<b>KICP TOTAL</b>	<b>80</b>







# 1,039 Water Festival Students

At Boulder's 24th annual water festival, 1,039 BVSD students spent the day at University of Colorado at Boulder learning about water. All classes attending the water festival participated in the pre-festival water festival activities which include home and teacher-led assignments focused on water awareness, conservation, stormwater pollution prevention and flooding. BVSD students attended from five out of the seven KICP partner communities including: Boulder, Louisville, Lafayette, Boulder County, Superior.

# BUILDING PARTNERSHIPS

KICP partners with prominent community organizations to reach a broader audience with stormwater messaging without having to increase resources.



KICP staff trains Thorne Nature Experience staff to run the "Rain, Rain" enviroscape program. This train the trainer partnership results in more than 50 Boulder County classes receiving the program through Thorne Nature Experience.



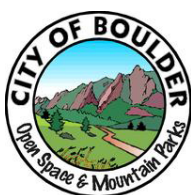
The Center for Resource Conservation educates approximately 200 municipal customers the importance of stormwater pollution prevention and water conservation through their Water Wise Landscape Seminar Series and Slow the Flow program.



Colorado State University Extension's Master Gardner Program spreads stormwater messaging to approximately 500 individuals at their workshops, clinic sites and social media activities.



The University of Colorado, Boulder provides discounted space and event coordination support for the water festival and encourages college level classes to learn stormwater messaging.



Open Space and Mountain Parks educates more than 1,000 county-wide participants on the KICP message in their Voice and Sight Program. In these classes, OSMP distributed approximately 100 Doo Good dog bag dispensers.



The Boulder County Youth Corps helps support our mission by organizing stream teams and distributing materials with KICP stormwater messaging.



Longmont Humane Society shared the stormwater messages through their newsletter and other social media outlets.



Boulder Valley Humane Society incorporated the stormwater message through their volunteer trainings, new pet owner package and annual event activities.



## ANNUAL CAMPAIGNS

KICP mini-campaigns aim to raise public awareness by focusing on a target pollutant. The 2014 dog waste campaign continued while adding the 2015 nutrient campaign.

## 2014 CAMPAIGN: DOG WASTE

# Doo Good

## Pick up dog doo. Protect streams.

## Dog doo is more than a nuisance!

## IT SPREADS DISEASE

Dog waste carries parasites and bacteria like Giardia and E. coli which can be as much as **20%** of the pollution in public waterways.

## IT HURTS FISH

Nutrients in dog waste act like a fertilizer in streams making algae grow and reducing oxygen levels.

## IT ADDS UP!

Locally there are **90,000** dogs that make **11,700** tons of poop a year.



## REGULATION 85

The continuation of the 2015 nutrient campaign helps meet requirements for Regulation 85, the Nutrients Management Control Regulation. This regulation requires MS4 permittees develop, document and implement a public education program to reduce water quality impacts associated with nitrogen and phosphorus.

## 2015 & 2016 CAMPAIGN: NUTRIENTS

# Green Is The New PiNK

**Go easy on the fertilizer!**

Phosphorus, Nitrogen and Potassium (P-N-K) from fertilizers pollute streams.

**IT HARMS STREAMS**  
Excess nutrients in streams, like phosphorus and nitrogen, increases algae growth which can hurt fish and lead to dead zones.

**IT RUNS OFF**  
Just like rain and snowmelt, overwatering can wash nutrients off of yards and into storm drains which lead directly to creeks!

**IT ADDS UP**  
Up to **60%** of nitrogen that people put on their lawns through fertilizer ends up in our local creeks!

[www.KeepItClean.org](http://www.KeepItClean.org)



As a result of the 2015 campaign experience, staff continued to distribute seed fact sheets, rain gauges and small watering cans containing stormwater messaging and will continue to provide these materials to partner organizations as part of the campaign legacy.





# 2016 CAMPAIGN SUCCESS

## Marketing Efforts

- 1** Full Page Chinook Book Ad
- 2** Full Page Colorado Gardener Ads
- 1** Utility Bill Insert
- 1** Yellow Scene Ad

## Movie Theatre Ad

- 3** Theatres
- 8** Weeks
- 39** Advertisement Screens
- 234,986** Estimated Viewings

## Colorado State University Extension Partnership

- 60** CSU Outreach Booth Events
- 2,208** Attendees at CSU Events
- 600** Pieces of Material Distributed

## Materials Distributed

- 3,500** Door Hangers
- 4,100** Fact Sheets
- 500** Watering Cans
- 470** Rain Gauges

## DOO GOOD LEGACY

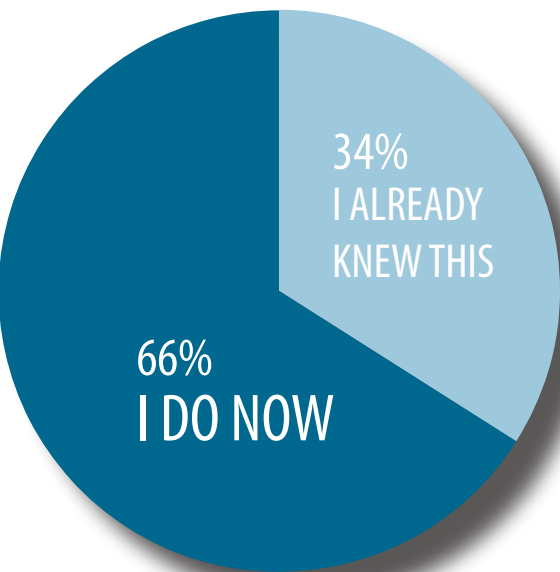
- 2,134 Open Space Mountain Parks Dog Class Recipients
- 23,000 Chinook Book Ad Recipients
- 6,000 Boulder Valley Humane Society Ad Recipients
- 5,000 Longmont Humane Society E-mail Blast Recipients
- 430 Doo Good Bags Distributed Through Partners



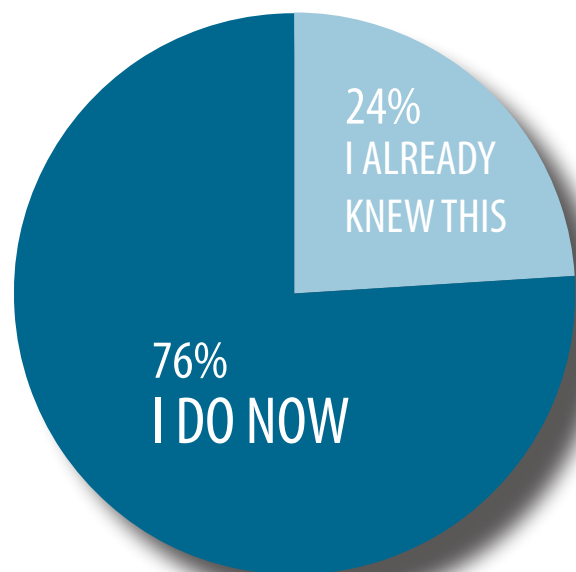
# CAPTURING METRICS

KICP staff implements specially designed mini- campaign surveys to determine the effectiveness of programs while at the same time, educating participants. Surveys are distributed through several KICP outreach efforts including education programs, outreach booths, speakers programs and online media.

## Educational Survey Results



Did you know that water from rain, snow melt, and over watering goes into storm drains and then into creeks without being treated?



Did you know nutrients in fertilizers that make grass and plants grow can wash into streams, hurting fish and wildlife?

EVENT	NUMBER OF SURVEYS
Outreach Booth & Website	104
CRC Programs	376
Education Program	872
KICP TOTAL	1,352

Education Programs  
KICP WEBSITE  
**1,352** RETURNED SURVEYS  
Outreach Booths  
Speakers Programs



*Keep it clean 'cause we're all downstream*

2016

# Annual Report

## MCM 3 & MCM 6 Stormwater Education, Advising, and Compliance Assistance

*Keep It Clean Partnership and Partners for a Clean Environment*





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Boulder County Public Health (BCPH) provides Keep it Clean Partnership (KICP) communities with education, one-on-one advising, and compliance assistance and evaluation through its Business Environmental Sustainability Team (BEST) and Partners for a Clean Environment (PACE) Program. BEST and PACE provide these services to KICP for both commercial business (in support of Minimum Control Measure [MCM] 3 Illicit Discharge and Detection) and municipalities (in support of MCM 6 Good Housekeeping and Pollution Prevention for Municipal Operations).

## MCM 3 – Illicit Discharge Detection and Elimination

BEST-PACE has been providing outreach and technical assistance to businesses for more than 20 years and focusing on stormwater (in partnership with the KICP) for 14 years; this has included developing business sector-specific best management practices (BMPs) protective of stormwater quality, meeting one-on-one with businesses to advise them on the BMPs and how to implement them, sharing the experiences of similar businesses to demonstrate that the practices are achievable, and developing and distributing educational materials. The strategies outlined below demonstrate an evolution of services based on these experiences and the relationships BEST-PACE has built over the years. The strategies will support the KICP in meeting its goals and objectives outlined above. The strategies are built on following these key practices:

- One-on-one advising services for business properties, property owners/managers, and contracted service providers in key sectors identified as having the greatest potential to impact stormwater quality.
- Leveraging success and existing resources and infrastructure developed by Boulder County Public Health through the PACE Program.
- Communicating actively with KICP communities.
- Evaluating performance through five BMP behavior areas: 1) spills or leaks, 2) outdoor materials storage and handling, 3) good housekeeping, 4) outdoor washing and cleaning, and 5) additional criteria.

## Business Advising

Research indicates that one-on-one contact is the most likely to produce behavior change and promote social norming – a process by which businesses measure their actions against their peers.<sup>1</sup> BEST has seen the success of this approach with businesses over the last 20 years. It also notes the success of this strategy in its evaluation of advising services and behavior performance. In 2003, BEST developed and introduced business stormwater BMPs and began educating businesses on these behaviors during one-on-one advising services. Advisors focused on businesses in sectors with the greatest potential to impact stormwater quality. Depending upon the situation, advisors provide one or all of the following services:

- Assessment of performance and compliance with BMPs, identifying opportunities for improvement.
- Compliance assistance by referring the business to pertinent local codes.
- Behavior change counseling and work with businesses to identify alternative approaches.
- Technical assistance such as researching technical questions or new technologies.

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<sup>1</sup> Dr. Doug McKenzie-Mohr, “Community-Based Social Marketing,” <http://www.cbsm.com/pages/guide/preface/>.

- Reduction of barriers to implementation, such as contacting property owners, managers, and vendors.
- Maintenance and provision of information about contractors and vendors.

In 2016, BEST advisors provided advising services to 64 businesses across Boulder County, focusing on those with the greatest potential to impact stormwater quality through their business practices:

- **Restaurants:** Advising to the restaurant sector continues to be important due to high turnover of staff and management and new businesses. Threatened and active discharges from restaurants have been a significant percentage of the issues identified by BEST-PACE over the last ten years.
- **Fixed Facility:** This sector includes retail stores, including pet stores, convenience stores, gas stations, home improvement centers, thrift stores, car sales, garden centers, hospitals, schools, grocery stores, small manufacturers, and warehouses. This sector also includes industries that are not required to have individual permits but may use products that can pollute local waterways; they were identified as priorities by the KICP Steering Committee in 2012.
- **Auto Service:** This sector includes auto repair and auto body. Auto repair facilities seem to have consistent ownership/management and thus require less frequent advising; however, auto facilities also have many opportunities to significantly impact water quality.

### Businesses Advised in 2016

Partner	# Business Advised	# Contract
Boulder	11	10
Boulder County	12	10
Lafayette	10	10
Louisville	11	10
Erie	10	10
Superior	10	10
<b>Total</b>	<b>64</b>	<b>60</b>

In 2016, the BEST-PACE team exceeded the contract goals by providing advising services to 64 vs. 60 contracted businesses.

Evaluation is an important and necessary tool to ensure interventions are effective. With its data management system, BEST has developed an evaluation methodology that focuses on the implementation of BMPs, as exhibited by five behavior areas in the business sectors that have been identified as having the greatest potential to impact stormwater quality. Behavior in each of these five areas is a direct indication of whether a business is able to meet and maintain compliance with the BMPs identified to protect stormwater quality.

In 2015, after 12 years of providing one-on-one assistance to target businesses based on their potential to impact stormwater, PACE/BEST determined that 69% of the behaviors evaluated meet the BMP performance target in 3 key sectors: restaurant, retail, and auto.

## 5 Behavior Areas

- ✓ **Spills or leaks:** Prevention of leaks or spills from vehicles, equipment, gas, oil, hydraulic fluid, or other chemicals.
- ✓ **Outdoor materials storage and handling:** Cover and containment of hazardous liquids, containers, drums, batteries, or other dry materials. Proper storage of containers, dirt piles, debris, trash, magnesium chloride, salt/sand, chemicals, oil, diesel, gasoline, or other products.
- ✓ **Good housekeeping:** Covering of trash dumpsters, sweeping debris, and onsite BMP maintenance.
- ✓ **Outdoor washing and cleaning:** Washing of vehicles, sidewalks, and buildings; pressure washing.
- ✓ **Additional criteria:** Proper application of pesticides, fertilizers, salt, liquid deicer, paint, or chemical products; proper discharge of wastewater; proper scheduling of maintenance activities; and proper recordkeeping (BMPs/SOPs).

## Compliance Ratings

RATING	DEFINITION
<b>Exceeds</b>	Facility shows ownership of protecting water quality and measures above and beyond what is required (e.g. making signs to remind employees and haulers to keep the lids closed).
<b>Meets</b>	Facility is in compliance (i.e. implementing appropriate BMPs) with all specific behaviors in the behavior areas. If they are not meeting one specific behavior, the entire area is considered as “Needs Improvement.”
<b>Needs Improvement</b>	One or more specific criteria within the behavior areas is not in compliance (e.g. not implementing appropriate BMPs or not having a spill kit).

## Targeted Business Outreach

In 2016, PACE conducted a newsletter/email and phone advising outreach campaign focusing on businesses at risk for stormwater impacts, including: restaurants, auto repair, retail, landscapers, pressure washers, property managers, and hood cleaners. PACE sent stormwater articles of interest through the *PACE Newsletter* that is distributed via email to over 3,800 businesses county-wide. Specific topics were: preventing spills and leaks, pressure washing properly, fertilizing properly, and salt/deicer application. A follow-up phone campaign was conducted to 18 landscaping companies following the “Fertilizing your Landscape” article to determine if they received the newsletter, if they were following BMPs to prevent stormwater pollution, and if they had any follow-up questions regarding stormwater pollution prevention.



## MCM 6 – Good Housekeeping and Pollution Prevention for Municipal Operations

BEST provides municipal education and compliance evaluation through the Boulder County Public Health (BCPH) Business Environmental Sustainability Team (BEST) and Partners for a Clean Environment (PACE) Program. BEST-PACE provides a stormwater pollution prevention program to KICP Partners' municipal facilities through an inspection and compliance certification program. Compliance is based on criteria developed specifically for the facility through industry standards and municipal staff recommendations. Facilities are targeted based on their potential to impact water quality. BEST-PACE conducts audits of municipal operations to ensure that procedures are being implemented that meet the compliance criteria and accepted best management practices. BEST-PACE notifies the facility or operations manager, as well as the KICP stormwater manager, if any deficiencies are noted during site visits. BEST-PACE provides yearly and as-requested training to KICP partner staff on implementing BMPs to prevent stormwater pollution and on preventing, observing, and reporting illicit discharges. This training is provided to field personnel in classroom and/or customized field or operations training sessions.

The BEST-PACE Team has been providing outreach to the municipal community for fourteen years. Initially, BEST-PACE inventoried all municipal operations and facilities and developed 25 stormwater best management practices (BMPs) with input from focus groups. In 2009, BEST-PACE developed 18 standard operating procedures for specific operations. In 2016, BEST provided municipal site visits, evaluation of site performance using the five behavior areas indicative of BMP performance, training to municipal employees, and employee recognition programs.

### Municipal Site Visits

Municipal site visits involve walking around the facility and performing an evaluation of the five behavior areas and stormwater BMPs; documenting non-compliance issues; taking photographs (later used for training staff); sending follow-up letters or e-mails with photos and information on areas for improvement, proper BMPs, and overall compliance with stormwater regulations. BEST-PACE evaluated the top five stormwater behavior areas (per type of operation) and rated each facility on whether they met, exceeded, or needed improvement in each, using the same behaviors and ratings as those used in MCM3. Ratings for compliance with the desirable behaviors were tracked, as were barriers to compliance for each behavior area. In 2016, eight (8) site visits were conducted at municipal facilities in the KICP communities.

Partner	Site Visits	Contract #
Boulder County	2	1
Lafayette	2	1
Louisville	1	1
Erie	2	1
Superior	1	1
<b>Total</b>	<b>8</b>	<b>5</b>

## Municipal Employee Stormwater Training Program

BEST-PACE provides yearly and as-requested training to municipal staff on operational stormwater BMPs and on observing and reporting illicit discharges. BEST-PACE provides several types of municipal stormwater trainings in both a classroom and field setting.

### Municipal Stormwater Trainings

Training	Audience / Description
<b>Stormwater 101</b>	Fleet, park, golf course, street, and storm drain maintenance departments. General stormwater training, including illicit discharge identification and reporting, stormwater best management practices, and compliance with stormwater regulations.
<b>Stormwater 102</b>	Municipal fire departments, municipal buildings, water and wastewater treatment facilities, and facilities maintenance departments. General stormwater training, including illicit discharge identification and reporting, stormwater best management practices, and compliance with stormwater regulations.
<b>Customized Field Training</b>	BEST/stormwater advisor meets with municipal employees in the field to observe routine maintenance operations and provide guidance on stormwater pollution prevention. This ensures that the training is relevant and meaningful to day-to-day operations and may include: proper application of pesticides, chemicals, paints, or fertilizers; Integrated Pest Management (IPM) procedures; spill cleanup procedures; good housekeeping; vehicle or outdoor washing; materials storage and handling; and/or proper disposal of wastewater or waste materials.
<b>Regional Training</b>	Municipal employees, contractors, and all interested parties or businesses that have been contacted or identified by PACE or KICP. Individuals or companies can also be required to attend through enforcement action. General stormwater pollution prevention training and illicit discharge detection and elimination.

Stormwater 101 and 102 trainings provide basic information about stormwater compliance, illicit discharge identification and reporting, local contact information, and best management practices to prevent stormwater pollution. The *Stormwater 101* and *Stormwater 102* presentations can be found at <http://pacepartners.com/index.php/municipal-stormwater-operations>.

In 2016, 5 training classes were provided to 214 employees. While most of the trainings were tailored to the community in which the training was conducted, BEST-PACE also conducted a regional

Partner	Employees Trained
Regional	22
Lafayette	43
Boulder County	78
Louisville	27
Erie	40
Superior	4
<b>Total</b>	<b>214</b>

Stormwater 101 training that was open to all county and municipal employees in the KICP communities, as well as contracted service providers, such as property managers, property maintenance, and landscape companies.

## Employee Recognition Program

### *Keep It Clean Pledge Program*

The Keep It Clean Pledge Program was developed to create ownership and to motivate municipal employees to take actions to protect storm drains. Employees were asked during stormwater training sessions to pledge to “Keep It Clean” – a community-based social marketing technique aimed at changing employee behavior. They receive a printed pledge form to remind them of their pledge and a water bottle or travel mug as a prompt; BEST keeps a record of pledges. Incentives, such as gift certificates, stickers, water bottles, and mugs, are distributed during Stormwater 101 or 102 trainings, custom trainings, or educational events.



### ***Keep It Clean Pledge Actions***

- ✓ Locate and protect storm drains near worksite.
- ✓ Cover and contain any materials stored outside and clean up spills.
- ✓ Report any pollutants that may enter storm drains.

**214 employees**  
signed the pledge!

### **In 2016:**

- 40 *Protect Storm Drains* stickers were distributed during trainings and site visits.
- 35 *Keep It Clean* static-cling window decals were distributed during trainings and site visits.
- 156 *Keep It Clean* water bottles were distributed during training classes.
- 214 employees signed the *Keep It Clean Pledge* to reduce stormwater pollution.