

**FOUNTAIN CREEK WATERSHED FLOOD CONTROL AND
GREENWAY DISTRICT
OUTREACH AND EDUCATION PROGRAM**

PROJECT FINAL REPORT

SUBMITTED TO

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**Water Quality Control Division, Nonpoint Source Program
Colorado Department of Public Health and Environment
(WQCD-R&P-B2)
4300 Cherry Creek Drive South
Denver, Colorado 80246**

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COLORADO SPRINGS, CO 80936-6373**

1. Project

Project Title: Education and Outreach Speakers Bureau and Media Toolkit

Project Location: Throughout the Fountain Creek Watershed

Grant Type: CDPHE: Nonpoint Source Outreach Mini-Grant

Grant Request/Amount: \$5000

Cash Match Funding: Pikes Peak Area Council of Governments: \$2000

In-Kind Match Funding: Volunteer labor from Citizens Advisory Group members: 100 hours @ \$22.43/hour = \$2243 (based on Colorado Outdoor Stewardship Coalition volunteer labor rate)

Project Total (Including In-Kind): \$9243

Project Sponsor: Fountain Creek Watershed Flood Control and Greenway District
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2. Project Objective

With this project the Fountain Creek Watershed Flood Control and Greenway District, in an effort to educate residents about the Fountain Creek Watershed, developed an Education and Outreach Speakers Bureau and Media Toolkit. The Speakers Bureau consists of members of the District Board and its Technical Advisory Group members and its Citizen's Advisory Group members. The Media Toolkit includes presentation materials consisting of display boards, posters, pamphlets, a fiberglass banner, a kiosk/table for mobile presentations, and a PowerPoint presentation that can be tailored to specific audiences and used to provide educational presentations throughout the Watershed on the District's mission, the status of the Fountain Creek Watershed and our restoration projects, citizens' involvement opportunities and recreation possibilities along the banks of Fountain Creek. The purpose of the presentation is to educate our audiences (students, civic groups, businesses and governing bodies) about the problems with our waterways (erosion, sedimentation, water quality, deteriorating streamside banks, and increasing frequency and intensity of flooding). Since the Waldo Canyon and Black Forest fires and subsequent floods of 2012 and 2013, we believe that we have a brief window of opportunity when awareness of these disasters is elevated in our communities. The impact of these fires on flooding and water quality issues, the loss of infrastructure, and threats to life and property have brought to the fore the vulnerability of the Watershed and all its creeks. The ultimate outcome of these educational efforts should be an informed and caring public deeply involved with the remediation of the Fountain Creek Watershed and its creeks; with enthusiastic participation in its

recreational opportunities; supportive of regional municipal, agricultural and recreational uses of its waters and aware of what they can do to protect the waters of the Fountain Creek Watershed.

3. Project Description

The Fountain Creek Watershed Flood Control and Greenway District developed the Fountain Creek Watershed Flood Control and Greenway District Outreach Program by: 1) Expanding online and social media presence: 2) Creating a speakers bureau and acquiring presentation materials; and 3) Developing a media tool kit; annual events calendar and schedule of events and presentations. The Speakers Bureau consists of members of the District Board, the District Technical Advisory Committee members and the District's Citizens Advisory Group members. Presentation materials, (display boards, handout, posters, pamphlets, a fiberglass banner, a kiosk/table for mobile presentations, a lap top computer and projector for PowerPoint and video presentations tailored to specific audiences) will be used to provide educational presentations throughout the watershed on the District's mission, the status of the Fountain Creek Watershed and our restoration projects, citizens' involvement opportunities and recreation possibilities along the banks of Fountain Creek. The purpose of the presentations is to educate our audiences (students, civic groups and governing councils) about the problems with our waterways (erosion, sedimentation, water quality, deteriorating streamside banks, and increasing frequency and intensity of flooding). The ultimate outcome of these educational efforts will be: an informed and caring public deeply involved with the remediation of the Fountain Creek Watershed; with enthusiastic participation in its recreational opportunities; supportive of regional municipal and agricultural uses of its waters and aware of what they can do to protect the waters of the Fountain Creek Watershed. The District will also update and improve the web site, Facebook page and establish a Twitter account. The following photos illustrate some of the products acquired or developed to support the Outreach Program.





4. Expanded and Easier to Use Website, Facebook Page, and Ongoing Twitter Presence

The District contracted with Lallo Vigil to upgrade the web site, make it more secure and user friendly and permit easier and better administration using Joomla. Pages were added to support easier access to Google Earth products and a specific page was added to support Creekweek, the District's largest annual cleanup event. The District's Facebook page was updated with helpful information to encourage citizens to keep our waterways and environment safe and healthy and to preserve our water resources. Facebook updates can be found under Tab 1. The Twitter account was established to promote discussions centered on a healthy environment.

5. Speakers Bureau and Target Audiences

The Speakers Bureau consists of members of the District Board and its Technical Advisory Group members and its Citizen's Advisory Group members. We also compiled a list of target audiences for our meetings and presentations. The roster and target audiences can be found under Tab 2.

6. PowerPoint Presentation

A series of PowerPoint slides were incorporated into a tailorable presentation package with speaker notes that will permit any speaker to tailor the presentation to specific audiences or events. The PowerPoint presentation can be found under Tab 3. A lab top computer and projector were purchased to support PowerPoint or video presentations. Thumb drives were purchased to allow presenters to configure their presentations and transport them to sites where computers and projectors were already available.

7. New and Updated brochures

The District purchased a membership to Colorado Waterwise. Colorado WaterWise provides resources to the Colorado conservation community. These resources include a forum to share ideas on successful programs, technical analysis tools, access to regional water efficiency experts and state officials, professional networking and educational opportunities. The organization connects stakeholders that are invested in water efficiency in the State of Colorado to foster integration and innovation of education and technology. With our membership we gained access to the Colorado Waterwise Toolkit that provided brochure formats, banners, logos and factsheets that assisted in the development of our brochures. We also updated the District's standard brochure to incorporate the latest facts about the District and our projects. The brochures can be found under Tab 4.

8. Posters

The District created four new posters to illustrate stream bank stabilization techniques, to describe what a watershed is, to describe what is erosion and sedimentation, and describe how to do watershed restoration master planning. These posters were developed and printed by Matrix Design Group, the District's engineering services contractor, based on data compiled under the District watershed improvement projects. The posters are 36 inches by 44 inches and are printed on durable PVC material for sustained use. The posters can be found under Tab 5.

9. List of media contacts

The District compiled an extensive list of media contacts that we regularly use in promoting our public outreach projects and advertising our outreach events. The media contacts cover most of the lower Arkansas River basin. The media contact list can be found under Tab 6.

10. 2015 Fountain Creek Outreach & Education Calendar

The District compiled a calendar of events for 2015 where we will present our public outreach and education materials. Some of the events are forums where we will have information booths, while others, like the Children's Water Festival, will allow us to reach the youth in our District. There are a number of outdoor educational events where we will use our tent and tables, such as the Fountain Creek Nature Center Family Fun Day. The 2015 Calendar of Events can be found under Tab 7.

11. Sources and Uses of Funds

This project was funded by State of Colorado Department of Public Health and Environment Purchase Order FAAA FECA 2015000000000083 dated September 25, 2014 in the amount of \$5000.00 to fund two tasks: Project Administration in the amount of \$500.00 and Project performance in the amount of \$4,500.00. The Pikes Peak Area Council of Governments provided matching funds in the amount of \$2000.00, all directed toward project performance. In-kind labor was provided by the District's Citizen Advisory Group Outreach Subcommittee in the amount of 117 hours, valued at \$22.43/hour, based on the Colorado Outdoor Stewardship

Coalition volunteer labor rate, amounting to \$2,624.31. An in-kind contribution from Matrix Design Group amounting to \$3,300.00 supported the development of the posters.. The in-kind contribution exceeds the project goal of \$2,200.00 by \$3,724.31. The purchase order and project sources and uses of funds can be found under Tab 8.