



Urban Waters Partners

August 23rd, 2012

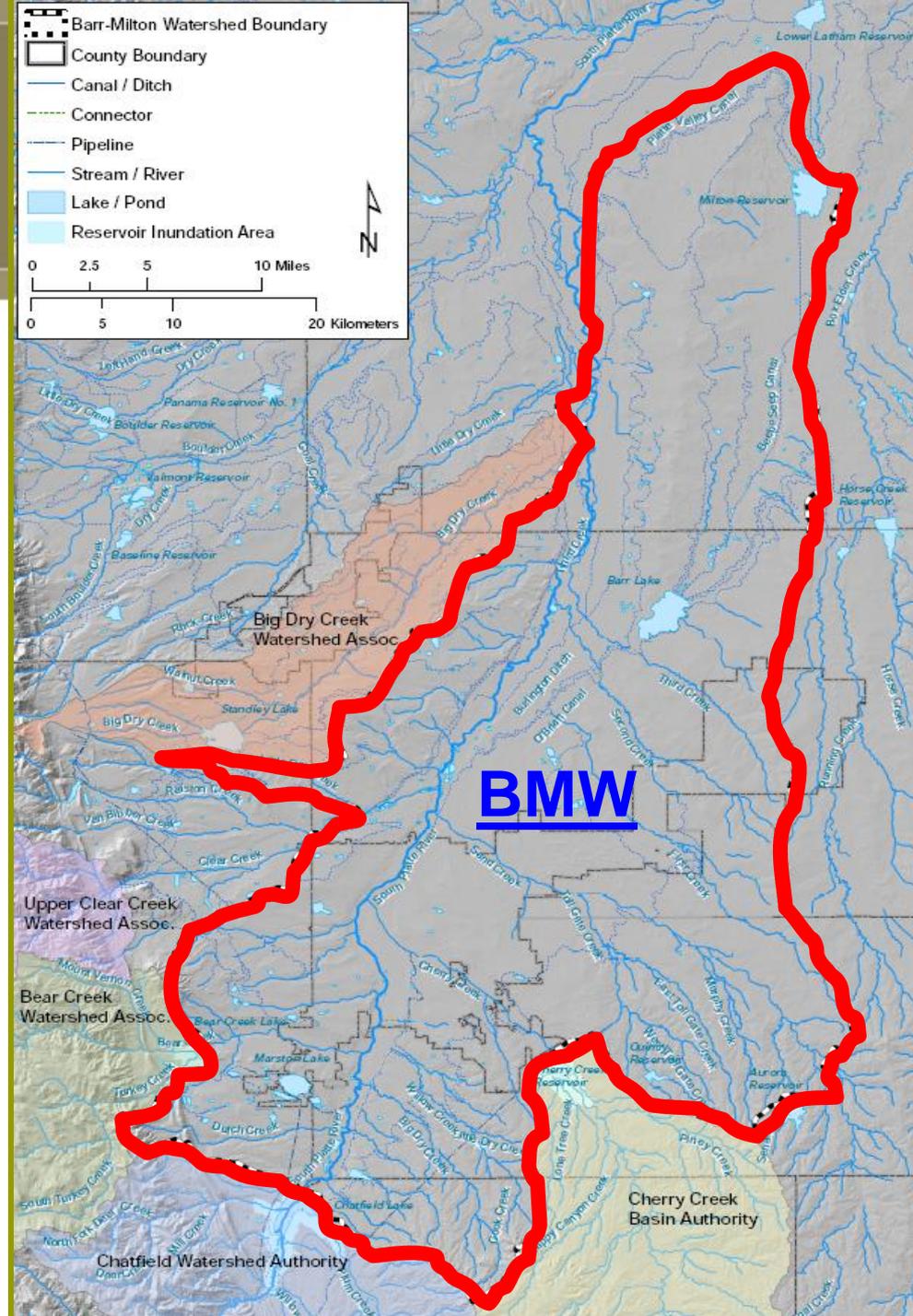
Amy Conklin
BMW

Barr Lake and Milton Reservoir Watershed

- **Population: 2.5 Million**
(1 in 2 Coloradoans)

Half the people in the state live in BMW. Do You?

- **850 Sq. Miles Including 6 Front Range Counties**
- **500 Miles of Streams and 550 Miles of Canals**



Association Board



**Wastewater Mgmt
Agencies**

Cities/Counties

**Drinking Water
Providers**

**Regulatory and
Planning
Agencies**

**Recreation
Interests**

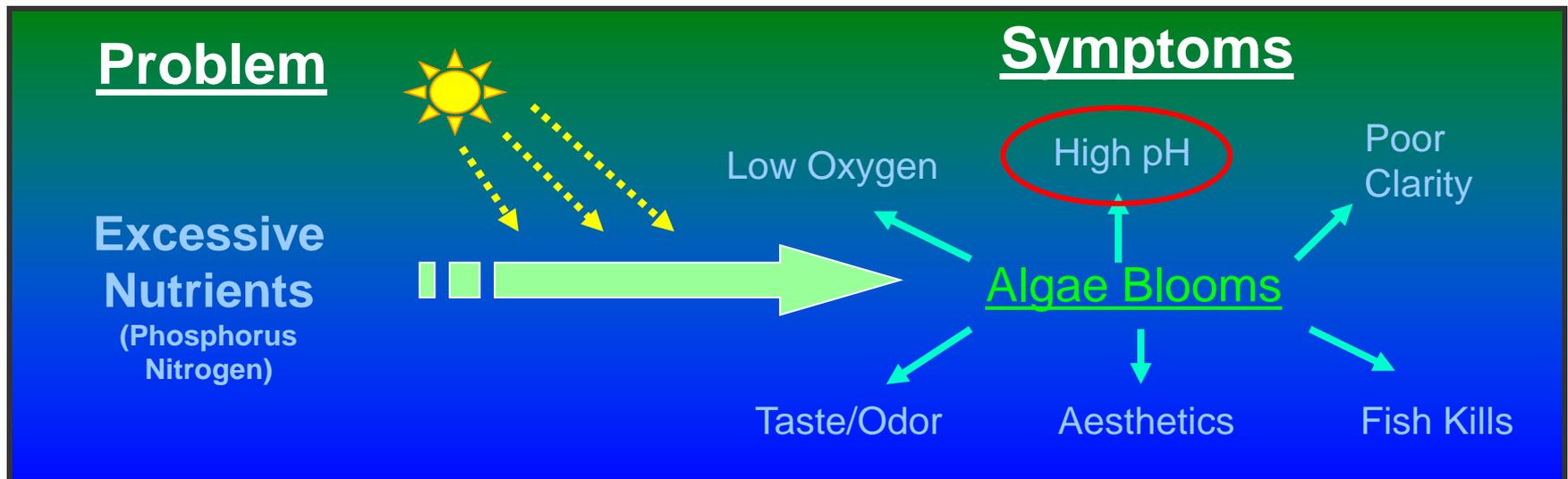
**Raw Water
Providers**

- City of Aurora
- City & County of Denver
- City of Thornton
- Denver Water
- East Cherry Creek Valley Water & Sanitation
- S. Adams County Water & Sanitation District
- United Water & Sanitation District
- Littleton/Englewood Wastewater Treatment Plant
- Metro Wastewater Reclamation District
- S. Platte Coalition for Urban River Evaluation
- Farmers Reservoir and Irrigation Company
- Barr Lake State Park
- Steven Janssen

Nutrient Problem



Cultural Eutrophication

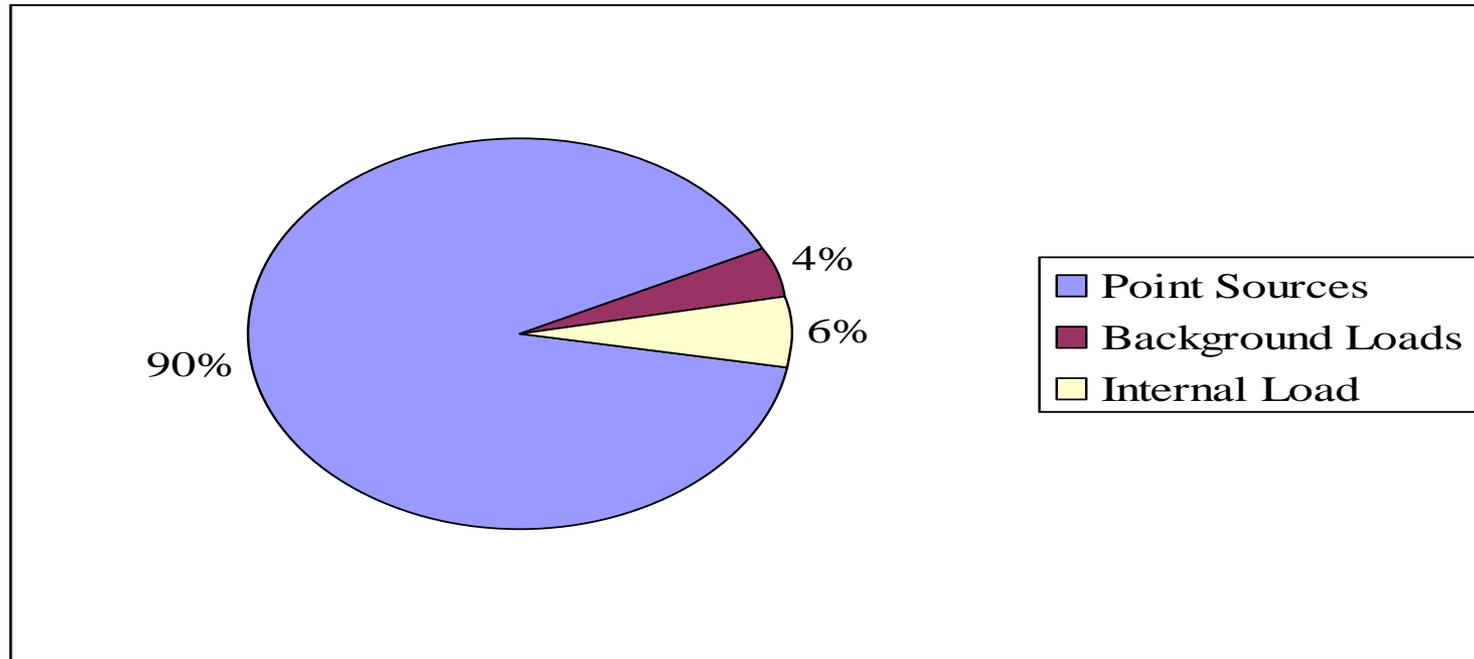


Barr and Milton are classified as hypereutrophic

Nutrient Problem

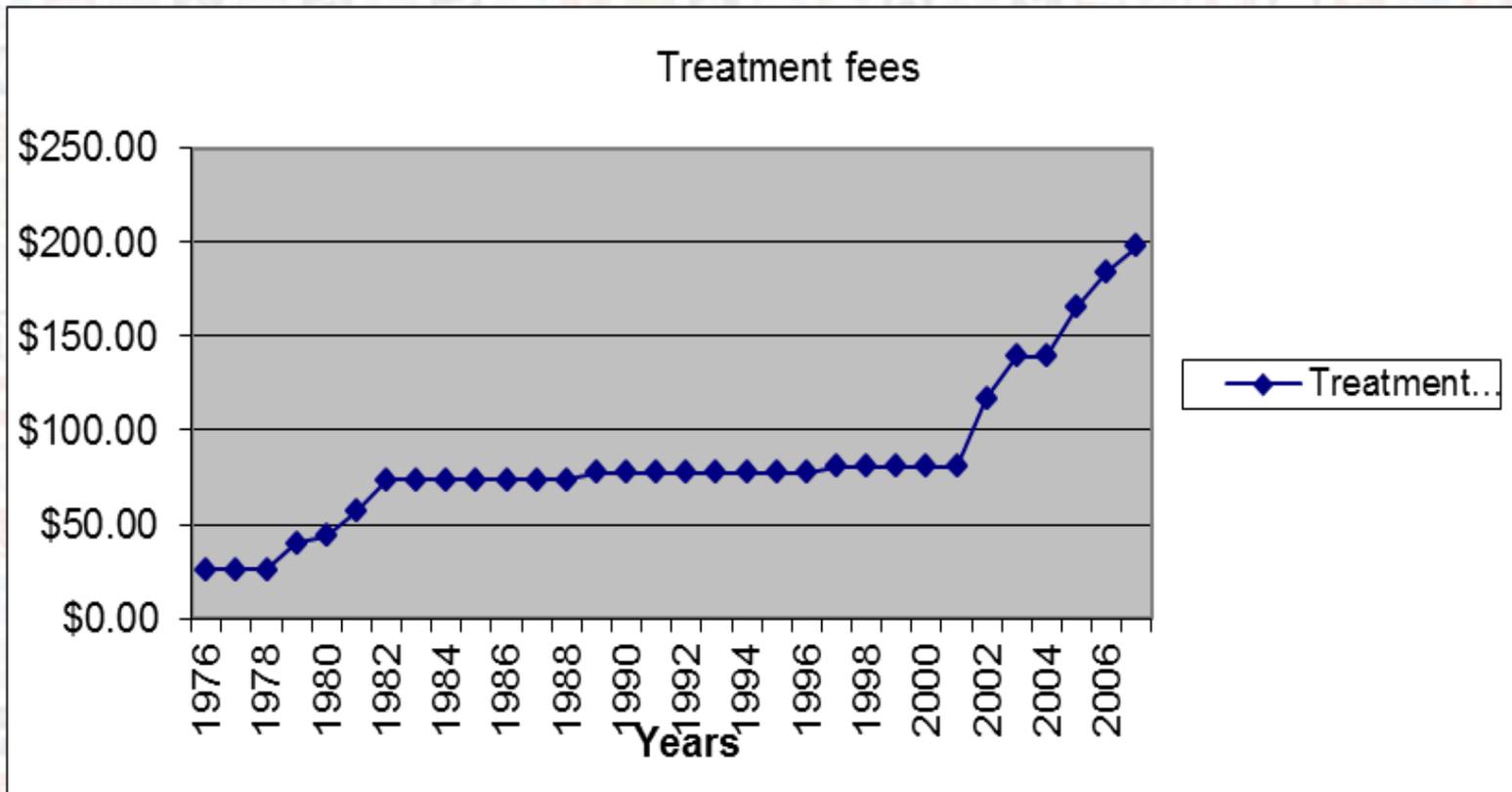


TMDL Goal – Phosphorus Source Control



> 95% reduction required to meet pH standard

But treating the water, like developing new sources of water costs \$ millions



The Cost of Water can become a political football

The Littleton Examiner

A News Magazine for the People of Littleton

March 2006



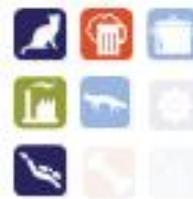
It's All About Money - YOURS! Sewer Controversy Bubbles Over

by Jack Randall

Your Sewer Bill is Going Up! Again

- The Littleton City Council is voting April 4, 2006 to increase your sewer bill again this year.
- The cost of running the sewer plant has been decreasing for the last 5 years.
- Your sewer bill is increasing each year, *and has already doubled since 2001.*
- The City Council plans to raise your sewer bill each year for the next 7 years.
- This increase is to pay for new growth.

You already paid for your part of the sewer plant



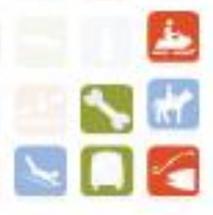
Many Reports Have Reached the Same Conclusions

- We need consistent messaging about water.
- Messages targeting specific populations
- Statewide awareness campaign

GBSM 2011

CWCB Water Education Task Force 2008

Xcelente Research 2009



A decorative background consisting of a grid of small, colorful icons representing various water-related concepts such as water droplets, waves, recycling, and nature. The icons are arranged in a repeating pattern across the entire slide.

The Value of Water Campaign (VOW)

VOW campaign partners, Colorado Water Conservation Board (CWCB), Colorado Water Wise, and others.

- Capitalize on momentum of Water 2012
- Statewide scientific survey to learn:
 - Coloradans understanding of water issues
 - Value Coloradans put on their water
- Working to create a **multi-year**, statewide communications plan



How Does the BMW Fit In?

BMW received an Urban Waters Grant to:

- Develop and test clean water messages
- Include messages for Spanish Speakers
- Intent is on-going sustained campaign
- Only the metro area – not statewide
- First meeting on July 10th



What we've Researched, so far

- **NPS Colorado.com** – Social marketing, AWARE Campaign, Surveys results
- **Colorado Water Protection Project**
- **Xcelente Research** survey of Latinos and African Americans
- **Value of Water Survey, ITT**
- **Key findings of other water awareness Campaigns** – GBSM (CWCB)
- **Water is Worth It** campaign, WEF
- **Public Opinions on Water Quality Issues**, Corona Research for WQCD

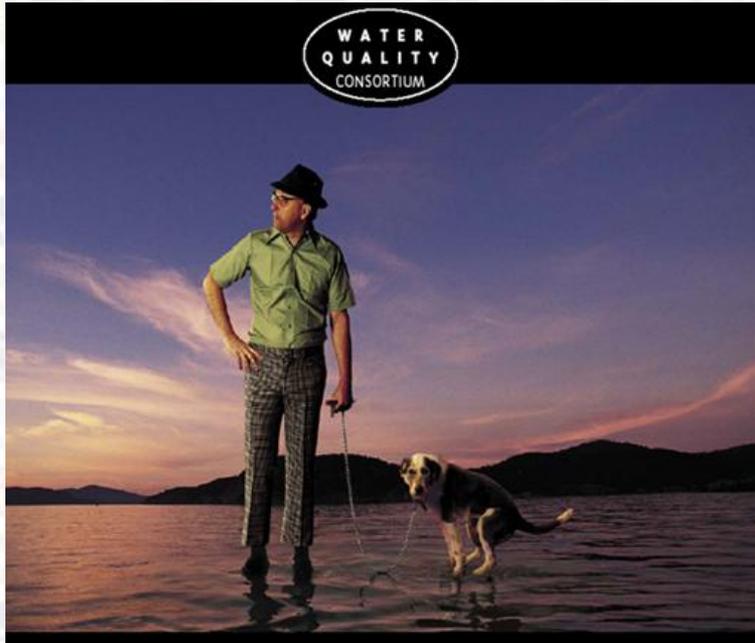


What we've found - lots

- Most campaigns are **focused and specific** with calls to action
- Must have **baseline survey**
- Paid media (TV, radio) as effective as Public Relations
- Effective campaigns are **expensive!**
- Must have **strategic partnerships**
- Must be **sustainable** over several years, at least

Potential Specific Messages

Pet waste, motor oil, fertilizers



Potential Specific Messages

Conservation

**USE ONLY
WHAT YOU
NEED.**

 **DENVER WATER**
denverwater.org

Potential Specific Messages

Supporting the Economy

Drinking water



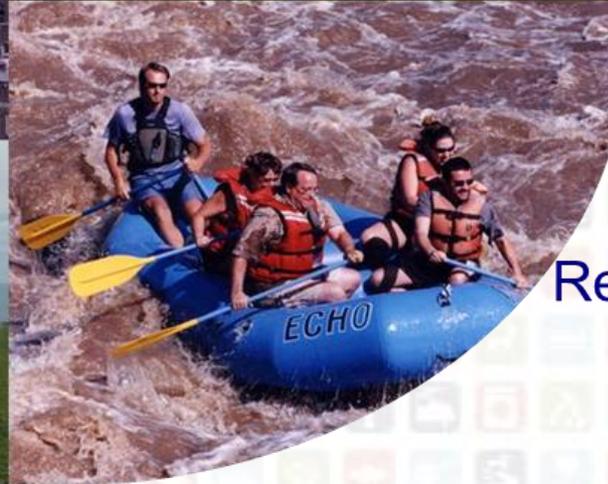
Environment



Agriculture
And Industry



Recreation



Potential Specific Messages

Protecting Quality of Life



Potential Specific Messages

Other Specific Public Action



HOUSEHOLD CHEMICAL WARNING:
Thins paint, kills wildlife.



Freedom has responsibility.

Tell us what you're doing.

Contact:

Amy.conklin@comcast.net

Visit:

www.barr-milton.org

Thank you EPA!

