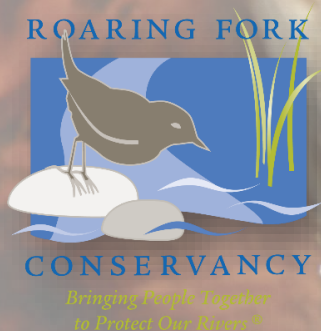


# YOUR SNOW IS MY DRINKING WATER: JOIN THE KEEP IT CLEAN WEST SLOPE PARTNERSHIP

Paul Hempel, Colorado Rural Water Association  
Christina Medved, Roaring Fork Conservancy



# History

- ◆ **May 2012**: Gathering of RFV Water Providers to create valley-wide vision
  - ◆ **32 Source Water Protection Plans** in Eagle, Pitkin and Garfield Counties
- ◆ **November 2015**: Water Provider Summit
  - ◆ **Water providers call for help with PR & Ed**
- ◆ **Fall 2016-Spring 2017**: **CRWA and watershed groups** meet and develop a Campaign and **set expectations/boundaries**
  - ◆ Budget, Description and PR plan
  - ◆ **Obtain approval** from KIC Partnership on Front Range
- ◆ **Spring 2017-2018**: CRWA and watershed groups propose specific Campaign to water providers
  - ◆ **Identify and secure funding**
    - ◆ CDPHE Source Water grants
    - ◆ Sponsorship from counties and municipalities

# KEEP IT CLEAN

## West Slope Partners

City of Aspen  
(970) 920-5080  
[www.cityofaspen.com/388/Stormwater](http://www.cityofaspen.com/388/Stormwater)

City of Glenwood Springs  
(970) 384-6344  
[www.coqs.us](http://www.coqs.us)

Eagle County  
(970) 328-8755  
[www.eaglecounty.us](http://www.eaglecounty.us)

Eagle River Watershed Council  
(970) 827-5406  
[www.erwc.org](http://www.erwc.org)

Garfield County  
(970) 625-5200  
[www.garfield-county.com/  
environmental-health](http://www.garfield-county.com/environmental-health)

Middle Colorado Watershed Council  
(970) 625-1829  
[www.midcowatershed.org](http://www.midcowatershed.org)

Pitkin County  
(970) 920-5438  
[www.pitkincounty.com/193/  
Environmental-Health](http://www.pitkincounty.com/193/Environmental-Health)

Roaring Fork Conservancy  
(970) 927-1290  
[www.roaringfork.org](http://www.roaringfork.org)

Town of Basalt  
(970) 927-9013  
[www.basalt.net/264/Source-  
Water-Protection](http://www.basalt.net/264/Source-Water-Protection)

Town of Carbondale  
(970) 963-2733  
[www.carbondalegov.org](http://www.carbondalegov.org)

Town of Eagle  
(970) 328-6354  
[www.townofeagle.org](http://www.townofeagle.org)

Town of Gypsum  
(970) 524-7514  
[www.townofgypsum.com](http://www.townofgypsum.com)

Town of Vail  
(970) 479-2144  
[www.lovevail.org/programs/gore-creek](http://www.lovevail.org/programs/gore-creek)

White River National Forest  
(970) 945-2521  
[www.fs.usda.gov/whiteriver](http://www.fs.usda.gov/whiteriver)



[www.roaringfork.org/keepitclean](http://www.roaringfork.org/keepitclean)

*This program is funded by the Colorado Department of Public Health and Environment  
and the partners listed above.*

# Project Goals

- 💧 Help meet education and outreach needs of drinking water providers and their communities by accomplishing Action Items identified in regional Watershed Plans and individual Source Water Protection Plans.
- 💧 Launch a unified regional public awareness campaign utilizing consistent messaging.
- 💧 Provide residents with user friendly information explaining how individual actions could affect drinking water supplies in effort to institute changes in daily behavior.
- 💧 Sustain the campaign over subsequent years.

*Eagle River Watershed Council, Middle Colorado Watershed Council and Roaring Fork Conservancy work with water providers to implement campaign*

# Keep It Clean Partnership

## Stormwater Education and Outreach via MS4 Permitting

*For* Residents Business Teachers Construction Property Management Municipalities

# KEEP IT CLEAN PARTNERSHIP

**Stormwater Protection**  
BOULDER • BOULDER COUNTY • LONGMONT  
ERIE • LAFAYETTE • LOUISVILLE • SUPERIOR

About Us | Stormwater Basics | Watershed | Report Pollution | Know the Rules | Get Involved | Resources | Contact

### STORMWATER POLLUTION

Stormwater pollution is rapidly growing in importance as a national environmental issue. As stated by the EPA, stormwater is the nation's #1 source of water pollution. It's a big deal! And you can help!

➤ WHAT IS STORMWATER?

➤ WHAT CAN I DO?

DRY CREEK  
'cause WE'RE ALL DOWNSTREAM



KeepItClean



## Keep It Clean, 'Cause We're All Downstream!

*Did you know that factories and industry are NOT the #1 polluter in our valley? We are!*

Most water pollution comes from everyday activities we *all* do: fertilizing yards, applying pesticides and herbicides, washing cars, maintaining roads, or dumping pollutants down storm drains.

Since the source of these pollutants does not come from one particular point, this pollution is called **nonpoint source pollution (NPS)**. This polluted runoff results when precipitation washes pollutants over the surface of the ground or leaches them into the groundwater. It is pollution that cannot easily be "turned off" by technology.

The key to controlling nonpoint source pollution? **PREVENTION!**

For example, wise use of fertilizer and pesticides, controlling what flows into gutters and storm drains, not over-watering gardens and fields, and disposing of pet waste away from water sources.

This website is designed to give you simple ways to reduce your amount of nonpoint source pollution. Just scroll down for fact sheets and tips.

[AT HOME](#) | [ON THE JOB](#) | [KIDS ACTIVITIES](#) | [WATER CONSERVATION RESOURCES](#)  
[WATER USE FACTS](#) | [REPORT SPILLS](#) | [KEEP IT CLEAN PARTNERS](#)



### Meet H2O Jo and Flo!

H2O Jo (water drop) and Flo (trout) are Colorado's Water Quality Ambassadors and they have been working hard all over the state to create and promote action about water quality!

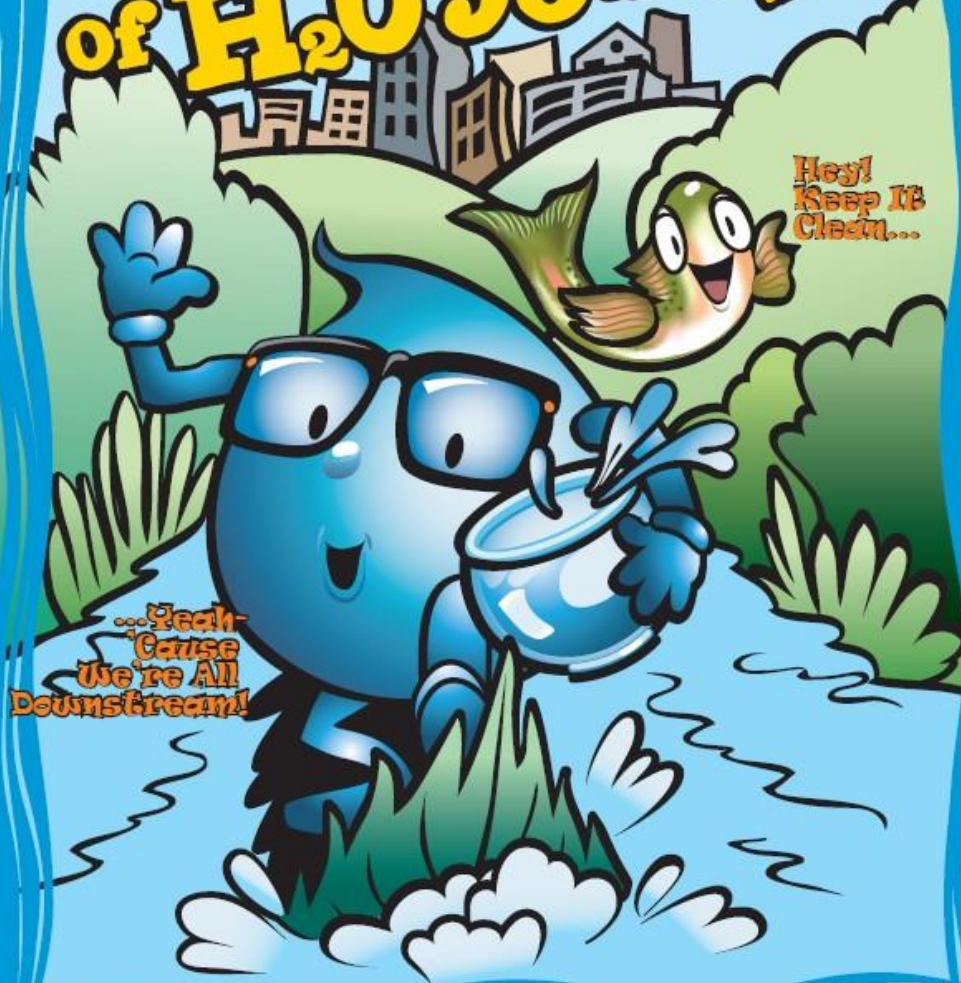
Want to bring H2O Jo and Flo to your next event? Scroll down the page for information.

#### Western Slope Partners

Roaring Fork Conservancy  
City of Aspen  
City of Glenwood Springs  
Eagle County  
Eagle River Watershed Council  
Pitkin County  
Town of Basalt  
Town of Carbondale  
Town of Eagle  
Town of Gypsum



# The Adventures of H<sub>2</sub>O Jo and Flo



Hey!  
Keep It  
Clean...

...Yeah-  
Cause  
We're All  
Downstream!

A Coloring and Activity Book Volume 1





# KEEP IT CLEAN West Slope Partners

City of Aspen  
(970) 920-5080  
[www.cityofaspen.com/388/Stormwater](http://www.cityofaspen.com/388/Stormwater)

Roaring Fork Conservancy  
(970) 927-1200  
[www.roaringfork.org](http://www.roaringfork.org)

City of Glenwood Springs  
(970) 384-6344  
[www.cogs.us](http://www.cogs.us)

Town of Basalt  
(970) 927-9013  
[www.basalt.net/264/Source-Water-Protection](http://www.basalt.net/264/Source-Water-Protection)

Eagle County  
(970) 328-8755  
[www.eaglecounty.us](http://www.eaglecounty.us)

Town of Carbondale  
(970) 963-2733  
[www.carbondalegov.org](http://www.carbondalegov.org)

Eagle River Watershed Council  
(970) 827-5406  
[www.ewrc.org](http://www.ewrc.org)

Town of Eagle  
(970) 328-6354  
[www.townofeagle.org](http://www.townofeagle.org)

Garfield County  
(970) 625-5200  
[www.garfield-county.com/environmental-health](http://www.garfield-county.com/environmental-health)

Town of Gypsum  
(970) 524-7514  
[www.townofgypsum.com](http://www.townofgypsum.com)

Middle Colorado Watershed Council  
(970) 625-1829  
[www.midcowatershed.org](http://www.midcowatershed.org)

Town of Vail  
(970) 479-2144  
[www.lovevail.org/programs/gore-creak](http://www.lovevail.org/programs/gore-creak)

Pitkin County  
(970) 920-5438  
[www.pitkincounty.com/193/Environmental-Health](http://www.pitkincounty.com/193/Environmental-Health)

White River National Forest  
(970) 945-2521  
[www.fs.usda.gov/whiteriver](http://www.fs.usda.gov/whiteriver)



[www.roaringfork.org/keepitclean](http://www.roaringfork.org/keepitclean)

This program is funded by the Colorado Department of Public Health and Environment and the partners listed above.

# KEEP IT CLEAN

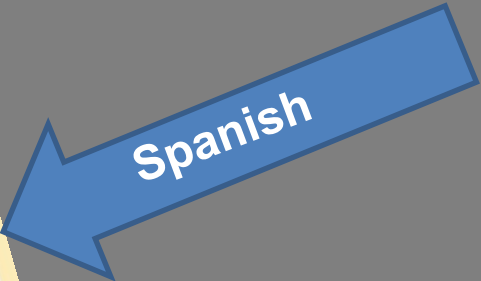
## 'cause WE'RE ALL DOWNSTREAM

Simple things you can do to protect our rivers & streams

# KEEP IT CLEAN

## 'cause WE'RE ALL DOWNSTREAM

Cosas simples que podemos hacer para proteger nuestros rios y arroyos.



### ONLY RAIN DOWN THE DRAIN!

**Remember:**  
Storm drains and rivers lead downstream to someone's drinking water supply!

When rain falls onto hard surfaces like paved roads and parking lots, that water runs off into storm drains. Most storm drains empty directly into the nearest stream without any filtering of debris or pollutants. These streams may be the sources of our drinking water. View the tips to the right to see how "You Can Help!" keep our streams and drinking water supply healthy.

Throughout Colorado many water providers created plans to protect their drinking water sources. Learn how by reviewing your community's "Source Water Protection Plan" at [www.cwa.net](http://www.cwa.net)



Additional information and resources on how you can Keep It Clean are found at:  
[www.roaringfork.org/keepitclean](http://www.roaringfork.org/keepitclean)



### IMPACTS

#### Lawn and Garden

When it rains, fertilizer runs off your lawn into our streams and lakes through the storm drain system. This may harm people and animals.



#### Around The Home

Improper disposal of hazardous substances such as cleaning products, paint and even prescription pills can cause serious problems for streams and rivers.



#### Auto Care

Washing your car and degreasing auto parts at home can send detergents and other contaminants into streams and lakes through the storm drain system.



#### Vehicle Travel

Driving your car adds exhaust, motor oil, rubber particles, and heavy metals into the environment. These pollute the air and water.



#### Pet Waste

Pet waste contains bacteria that can contaminate local streams and lakes.



### YOU CAN HELP!

- ▶ Don't overwater your lawn. Consider using a soaker hose or drip irrigation instead of a sprinkler.
- ▶ Use pesticides and fertilizers sparingly.
- ▶ Don't fertilize before it rains.
- ▶ Consider using natural fertilizers, such as compost or bonemeal.
- ▶ Store landscaping materials on grass or soil.
- ▶ Sweep up litter and dirt from sidewalks and driveways, rather than using a hose.
- ▶ Direct any water used outside the home towards a natural surface.
- ▶ Prevent dirt from leaving construction sites.
- ▶ Recycle or properly dispose of products that contain chemicals, such as motor oil, household cleaning supplies and pesticides.
- ▶ Properly dispose of old prescription pills by visiting your local medication take back location or by participating in the National Prescription Drug Take Back Day ([www.takebackday.dea.gov](http://www.takebackday.dea.gov)).
- ▶ Inspect septic systems every three years and pump septic tanks as necessary.
- ▶ Use a commercial car wash that treats or recycles its wastewater, or wash your car in the yard so the water soaks into the ground.
- ▶ If an oil or grease spill occurs, use cat litter or sawdust to soak up fluid and then put it in the trash.
- ▶ Pour soapy water down the sink, not on the street.
- ▶ Properly maintain vehicles.
- ▶ Reduce single-occupancy vehicle trips.
- ▶ Take alternative transportation modes when possible, such as walking, riding a bike or taking the bus.
- ▶ Always pick up after pets. Whether in the backyard, on a walk or in a park, securely wrap waste and put it in the trash.





12"x18" ALUMINUM  
PRINTED SIGNS



¾" Tall White Vinyl Lettering  
on 11"x2¾" Curve Shape

**UPPER CASE LETTERING**

QTY 6 Each



QTY 4 Each





The Keep It Clean West Slope Partners remind you

# ONLY RAIN DOWN THE STORM DRAIN!



This beautiful area where we live, play and work are headwaters to rivers AND sources of someone's drinking water.

Find these signs along local rivers reminding us to **KEEP THEM CLEAN** because many downstream depend on it!

For more information visit  
[www.roaringfork.org/KeepItClean](http://www.roaringfork.org/KeepItClean)



# Lessons Learned:

- 💧 This type of campaign needed
- 💧 Expectations
- 💧 Underestimated time needed to communicate with 15 partners on necessary details
- 💧 Spanish translation
- 💧 Priorities
- 💧 Partner check-in



# Join the KIC West Slope Partnership!

For \$1,000:

- 3 road signs, river name plates, posts
- 400 coloring books
- 500 stickers
- 350 English & 350 Spanish brochures
- Added to website
- RFC admin time
- KIC ad (.jpg) for newspapers and social media
- Rent inflatable H2O Jo
- You pick up in Basalt in Spring 2020 and implement/install  
Summer 2020

**Commit before January 2, 2020  
to get this deal!**

