

An Adventure in Developing Clean Water Messaging

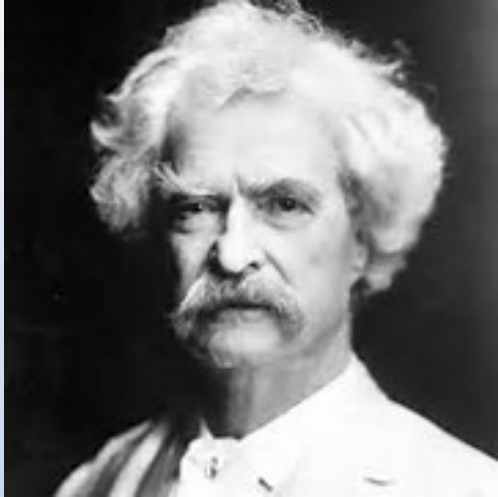
**Amy Conklin and Susan Thornton
Coordinators**



Barr Lake & Milton Reservoir

Watershed Association





Whisky's for drinkin'.

Water's for fightin'.

- Mark Twain

Partners

- U.S. EPA
- Barr-Milton Watershed Association
- City of Aurora
- City and County of Denver
- Farmers Reservoir Irrigation Company
- Colorado Department of Public Health and Environment/Water Quality Control Division
- Metro Wastewater Reclamation District
- South Platte CURE
- The Greenway Foundation
- One Water One World
- Boulder's Keep It Clean Partnership
- Colorado Watershed Association
- Tri County Health Department
- Cherry Creek Basin Water Quality Authority
- U.S. Senator Mark Udall
- Colorado Department of Transportation
- Molson Coors/UCCWA
- Jefferson County Conservation District
- Big Dry Creek Watershed Association
- Upper Clear Creek Watershed Association
- Bear Creek Watershed Association
- Cherry Creek Stewardship Partners
- Chatfield Watershed Association
- Urban Drainage and Flood Control Division
- Douglas County Water Authority

To Begin.....

- Surveys
- Messaging Campaigns
- Research Firm
- Focus Groups

Surveys

- Colorado Water Conservation Board
- The Greenway Foundation
- Metro State University Marketing Students



16%



Research

- Pay More
- Trusted Messengers
- Spanish-speakers

People Care



Targeted Behaviors



H₂ ONLY
KEEPITCLEAN

H₂ ONLY
MANTEN LAPURA

H₂ ONLY
KEEPITCLEAN

H₂ ONLY
KEEPITCLEAN

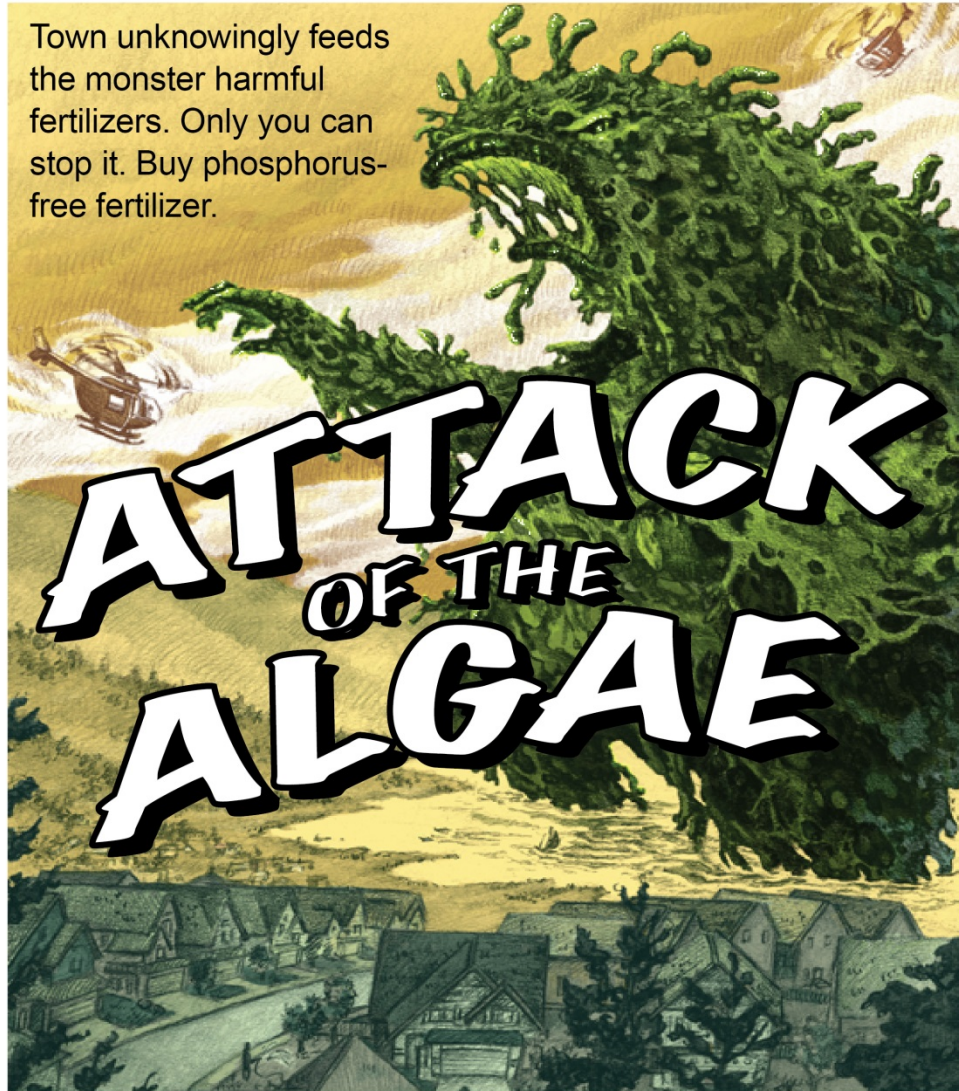


Pick up after your dog.

Storm drains feed local streams and rivers, which end up in our lakes and reservoirs. So please. **Pick up after your pets, and help keep bodies of water as places to fish, swim, and enjoy.**



Town unknowingly feeds the monster harmful fertilizers. Only you can stop it. Buy phosphorus-free fertilizer.



Rainwater can quickly wash phosphorus from fertilizer into our water system.

Phosphorus is like junk food for algae, causing it to grow out of control, turning our waters green, lowering water quality and even killing fish.

Use phosphorus-free lawn fertilizers to keep it clean.







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Straw Sculpture – somewhere in Cherry Creek

Lessons Learned

- Consensus
- TIME
- Different Perspectives
- Communication
- Context
- Attendance
- Recruiting
- Work of Others

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