



# Annual Report 2023

2/02/24



# Splash

[Splashco.org](https://splashco.org)

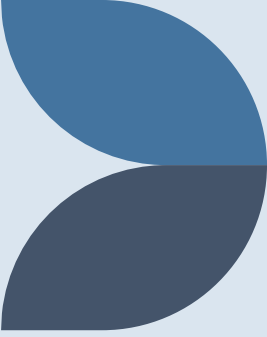


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# Splash Memorandum of Understanding (MOU)



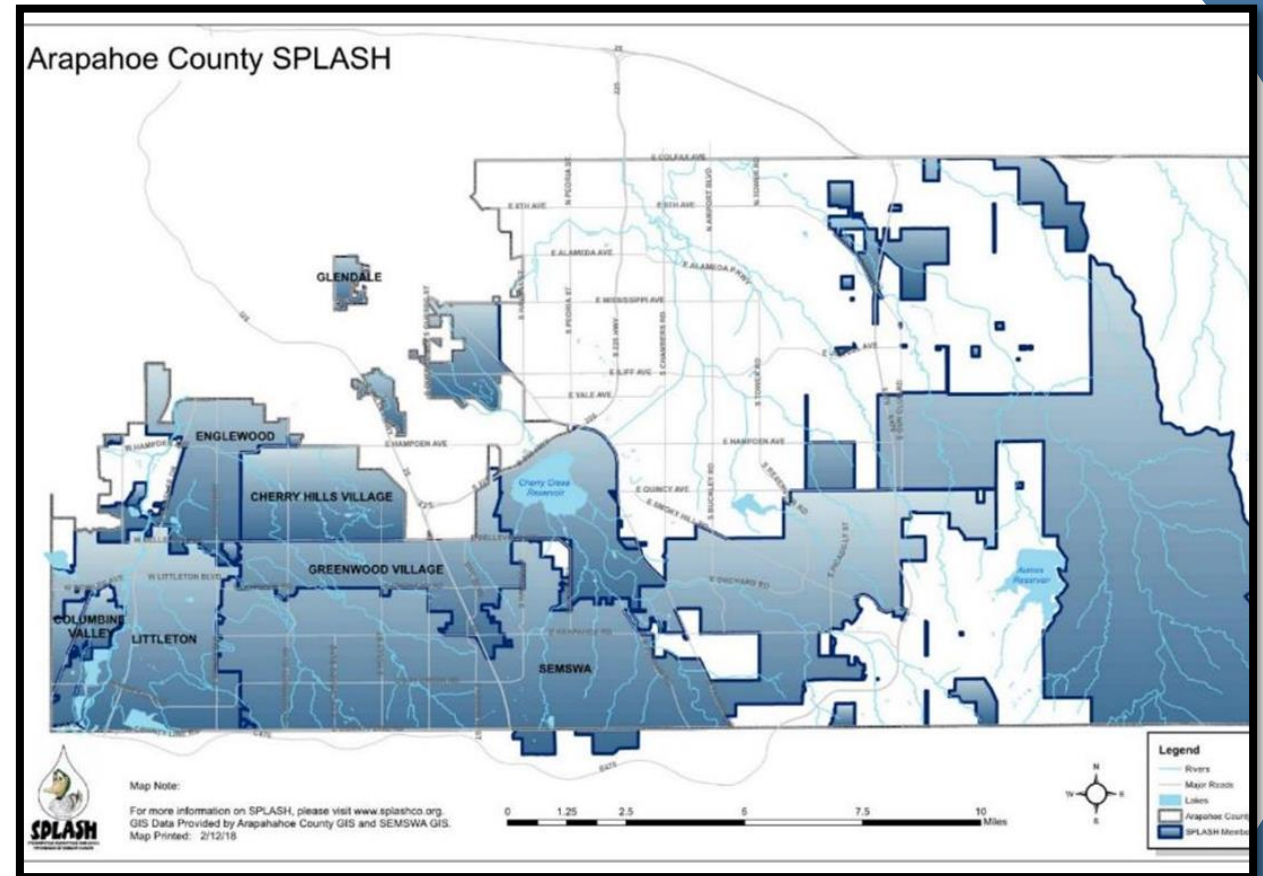
The Cooperation Agreement signed by SPLASH members outlines an understanding between governmental and quasi-governmental entities within Arapahoe County to coordinate on water quality activities associated with the Colorado Department of Public Health and Environment (CDPHE) Municipal Separate Storm Sewer System (MS4) Permit. MS4 permit holders must implement programs including: Education and Outreach; Illicit Discharge Detection and Elimination (IDDE); Construction Sites; Post-Construction; and Good Housekeeping and Pollution Prevention for Municipal Operations. SPLASH members coordinate efforts to participate in the following activities to leverage resources to help meet individual MS4 permit requirements:

1. Annual outreach activities
2. Annual education materials
3. Annual education activities
4. SPLASH Organization web site
5. Operation manuals, program development, standard operating procedures, and training materials

Although not specified in the MOU, SPLASH members collaborate, as necessary, on the Construction and Post-construction Programs. Each jurisdiction is expected to review the MS4 Permit requirements and individually determine whether the SPLASH collaborative efforts have met their permit requirements or whether additional enhanced activities are necessary to meet permit requirements.

# Splash 2023 Permittee Members

1. Arapahoe County: Lisa Knerr
2. City of Cherry Hills Village: Tim Marquez
3. City of Glendale: Willow Hassel, Carolyn Macek, Charles Beebe (RESPEC)
4. City of Littleton: Sarah White, Anthony Young
5. City of Englewood: Tyler Gelles
6. Cherry Creek State Park: John Bayman
7. Colorado Dept of Transportation: Tripp Minges; Michael Prado
8. Town of Columbine Valley: Jeremy Hayden
9. E-470 Authority: Wanda DeVargas
10. Goldsmith Metro District: Riley Nedved
11. Greenwood Village: Matt Adams, Justin Williams
12. Southeast Metro Stormwater Authority: James Linden





# Collaborative Efforts



## SPLASH MEMBERS WORKED IN PARTNERSHIP WITH THE FOLLOWING ORGANIZATIONS:

- CHERRY CREEK STEWARDSHIP PARTNERS
- BARR-MILTON WATERSHED ASSOCIATION
- ARAPAHOE COUNTY PUBLIC HEALTH
- DOUGLAS COUNTY STORMWATER CO-OP GROUP (DC CLEAR)
- CHERRY CREEK BASIN WATER QUALITY AUTHORITY
- COLORADO STORMWATER COUNCIL
- COLORADO STORMWATER TRAINING CENTER



# Splash 2023 Meeting Dates

Splash meetings were held for members during the following dates in 2023:



# Splash 2023

## Operations & Finances

### MEMBER DUES FROM MOU ARE AS FOLLOWS:

SMALL (<10,000):	
\$350.00	
MEDIUM (10-50,000):	\$750.00
INTERMEDIATE (50-100,000):	\$1,500.00
LARGE (>100,000)	\$2,500.00

### 2022 MEMBER DUES PAID

GOLDSMITH METROPOLITAN DISTRICT	\$350.00
CITY OF GLENDALE	\$350.00
COLUMBINE VALLEY	\$350.00
CHERRY HILLS VILLAGE	\$350.00
CHERRY CREEK STATE PARK	\$350.00
E470 PUBLIC HIGHWAY AUTHORITY	\$750.00
CITY OF ENGLEWOOD	\$750.00
GREENWOOD VILLAGE	\$750.00
LITTLETON	\$750.00
ARAPAHOE COUNTY	\$1,500
CDOT	\$2,500
SEMSWA (CENTENNIAL)	\$2,500

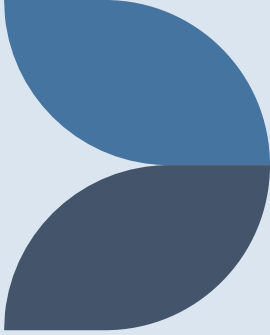
### 2023 REVENUES:

2023 Member dues paid:	\$10,850.00
CARRY OVER FROM 2022:	\$38,392.00
<b>TOTAL REVENUES:</b>	<b>\$49,242.00</b>

### 2023 EXPENSES:

<b>TOTAL:</b>	<b>\$25,463.76.00</b>
<b>CARRY OVER TO 2024:</b>	<b>\$23, 778.24.00</b>

# 2023 Outreach Activities



- 1) 3/12: No Name Youth Ambassadors (NNYA) Community Outreach Event (SEMSWA)
- 2) 3/22: World Water Day at CSU Hydro Building (SEMSWA, Arapahoe County, CDOT)
- 3) 3/28: Lunch and Learn: CDOT Water Quality Swale Study (SPLASH and DC CLEAR members)
- 4) 4/6: Rain Barrel Workshop #1 (SEMSWA, Arapahoe County, Greenwood Village)
- 5) 4/29: Greenwood Village Fishing Derby (Greenwood Village)
- 6) 5/18: Aurora Youth Water Festival (SEMSWA)
- 7) 5/24: Centennial Touch a Truck (SEMSWA)
- 8) 6/9: Arapahoe County Public Works Day (Arapahoe County)
- 9) 6/26: Glendale Movie Night (RESPEC)
- 10) 6/29: Rain Barrel Workshop #2 (CDOT, RESPEC, Goldsmith Gulch, Arapahoe County, SEMSWA)
- 11) 7/10: Glendale Movie Night (RESPEC)
- 12) 8/30: Rain Barrel Workshop #3 (Arapahoe County, SEMSWA)
- 13) 9/9: 17-Mile House Event (Cherry Creek Stewardship Partners)
- 14) 9/14: Walnut Hills National Night Out (SEMSWA)
- 15) 9/22: Rain Barrel Workshop at E-470 (E-470, Arapahoe County, SEMSWA)
- 16) 10/14: Touch-A-Truck Event Centennial (SEMSWA)
- 17) 10/21: Sip-in Centennial Event (SEMSWA)
- 18) 10/30: EPIC Campus Water Resources Class Lecture (SEMSWA)
- 19) 10/31: Lunch and Learn: South Metro HAZMAT Presentation (SPLASH and DC CLEAR members)
- 20) 11/01: EPIC Campus Water Resources Class Field Trip (SEMSWA)

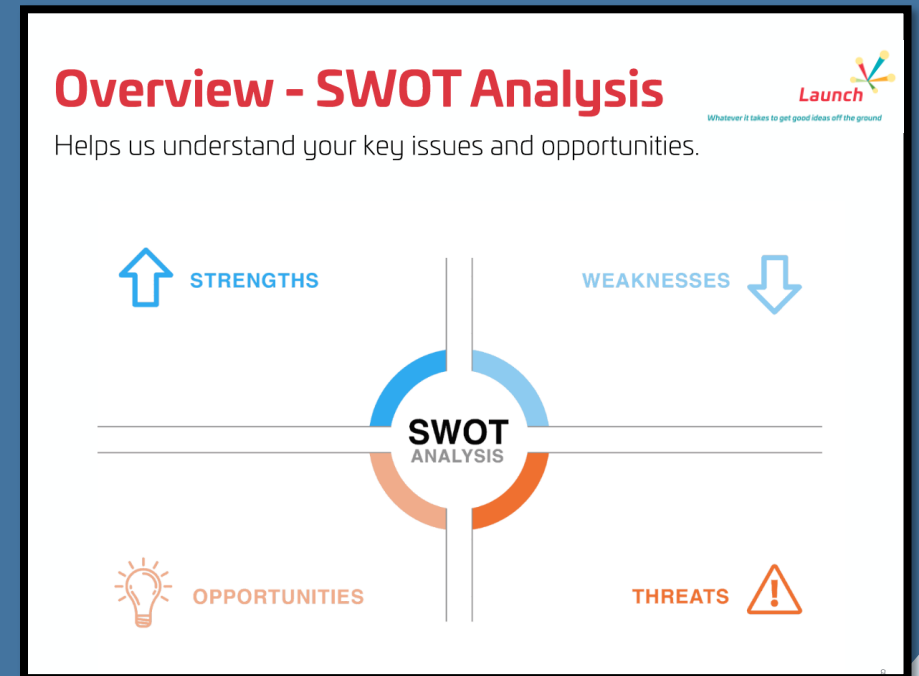


# 2023 E&O Strategy Development



# 2023 E&O Strategy Development

One of Splash's main goals in 2023 was to revitalize our messaging strategy to better reach our target audiences. Splash partnered with a marketing consultant, Launch, to guide us through input sessions, interviews with Splash members, and program auditing to ensure that the value of our education and outreach efforts are maximized for years to come.



# 2023 E&O Strategy Development

## Launch Deliverables Included:

- Splash logo refresh
- New key messages
- Action plan for phosphorus nutrient awareness campaign
- Identified targeted pollutant sources and audiences to comply with MS4 permit requirements
- New brand guide including fonts, logos, and graphics
- Website updates
- Event recommendations
- Long term marketing tactics and ideas



# 2023 E&O Strategy Development

## Targeted IDDE & Nutrient Reduction Efforts

Splash's updated outreach strategy is catered to comply with new and future MS4 requirements for education and outreach by identifying target audiences for nutrient sources and illicit discharges (IDDEs) within Arapahoe County.

### **TARGET AUDIENCES - Organization**

- Residents
- HOAs
- Landscaping Companies
- Golf Courses
- Parks & Recreation/Open Spaces
- Restaurants
- Automotive
- Construction
- Schools/Students

# 2023 Rain Barrel Workshops



# Rain Barrel Workshops

As a core component of our new outreach strategy, Splash hosted four rain barrel workshops in 2023. The workshops provided residents and homeowners with a unique tutorial on how to install a rain barrel at home, including an overview of how residential activities impact water quality and conservation. Best of all, participants were supplied with a 55-gallon rain barrel and installation kit to take home and connect to their downspout! For only a \$20 registration fee, the program provided excellent value, and Splash even offers a scholarship program for qualified individuals.



*Splash members pose for a photo after the Rain Barrel Workshop at E-470's Headquarter Facility on September 22<sup>nd</sup>, 2023*

# Rain Barrel Workshops

## What do participants get from workshops?

- 55-gallon rain barrel
- Colorado Rain Catcher Installation kit (pictured top right)
- Giveaways including dog waste canisters, home lawn care fact sheets, and snacks
- A chance to win prizes such as garden buckets, soil test kits, and dual spigots
- Most importantly, an education in residential water quality!



# Rain Barrel Workshops

## Topics Discussed at Workshops Include:

- Splash and MS4 background
- Water quality 101
- Impacts of phosphorus pollution and choosing phosphorus-free fertilizer
- Colorado rain barrel regulations
- How to install your rain barrel



*Splash members present to workshop participants at E-470's Headquarter Facility on September 22<sup>nd</sup>, 2023*



# Rain Barrel Workshops

The Rain Barrel Workshop program earned the Splash group it's first ever APWA Award in October 2023.

Rather than simply “checking the box” for education and outreach requirements, Splash’s workshops serve to provide a positive engagement between local governments and citizens to meet common goals, notably:

- Saving money
- Conserving water
- Empowering residents to reduce stormwater pollution
- Building public-private relationships



The Splash group was awarded its first ever APWA Award in October 2023 for Large Community Public Outreach accomplishments made with the Rain Barrel Workshop program.

# Rain Barrel Workshops

Thanks for the great class. All installed now ready to collect rain!  
Just wanted to let you know that what you do makes a difference!

- 2023 Rain Barrel Workshop Participant



*A local resident proudly demonstrates her creatively painted barrel at home, which she installed herself after attending a Splash Rain Barrel Workshop in April 2023.*

# 2023 Booth Events



## No Name Youth Ambassadors Community Outreach Event, 3/12

Splash supported the No Name Youth Ambassadors (NNYA) to host a community outreach event to educate local residents about the upcoming Unnamed Creek Reach 9 Stream Restoration Project.



*The No Name Youth Ambassadors (NNYA) gather for a photo during their community outreach event at Eaglecrest High School to promote the Unnamed Creek Reach 9 Stream Restoration Project*

## World Water Day at CSU Hydro Building, 3/22



Splash hosted our booth at the grand opening of CSU's Hydro Building in Denver to promote water quality awareness and provide giveaways including Splash ducks, dog waste cannisters, and coloring books.

*Splash members Michael Prado (CDOT) and Lisa Knerr (Arapahoe County) host the booth at CSU's Spur Campus at the new Hydro Building.*

# Greenwood Village Fishing Derby, 4/29

This “waterside” event allowed Splash to engage directly with kids and residents who attended the Greenwood Village Fishing Derby, and offered the unique opportunity of educating passersby about stormwater and water quality during their interaction with our local waterways.



*Kids attending the Greenwood Village Fishing Derby stop by the Splash booth to spin the prize wheel and earn a prize.*

# Aurora Youth Water Festival, 5/18



SEMSWA and ICON Engineering partnered to attend the Aurora Youth Water Festival in which hundreds of students were given the opportunity to stop by our booth and engage in fun activities relating to stormwater and floodplain management.



*ICON's "Hydro" flood table educates students about basic principles of floodplain management and water quality.*

# Centennial Touch a Truck Events, 5/24 and 10/14



SEMSWA attended two Touch-A-Truck events this year in which children and residents are given the opportunity to explore SEMSWA's specialized fleet of vehicles and learn about the routine maintenance to protect water quality. This critical interface with our community enables residents to understand the value of MS4 operations.



*SEMSWA's "Rover" draws kids in to learn about SEMSWA's storm sewer and inlet monitoring and surveillance system.*





# Glendale Movie Nights, 6/26 and 7/10

For two evenings this Summer, RESPEC had the Splash booth and educational material on display for Glendale's movie nights, in which our booth was extremely popular and volunteers reported hundreds of visits per hour!



*Splash booth volunteers display our prize wheel and giveaways, along with infographic posters to educate passersby about the impacts of pet and yard waste on stormwater pollution.*



# Sip-in Centennial Event, 10/21



*Citizens of Centennial discuss simple practices that can be taken on an individual level to reduce stormwater pollution to the MS4 and local waterways.*

SEMSWA attended the Sip-in Centennial Event in October to have meaningful conversations with an adult audience. Many of these residents live within the Cherry Creek drainage basin where Splash members have prioritized nutrient reduction for education and outreach.

# Interactive Displays

## Wheel of Water aka the Water Prize Wheel:

Spin the wheel, answer a question, and get a prize (promotional items distributed included rubber ducks or dog waste bag cannisters with hang tag).

Questions on the Prize Wheel include:

- What's one action you can take to protect water quality in our community?
- Excess nitrogen and phosphorus in stormwater can cause an algae bloom. TRUE or FALSE
- Over applying lawn fertilizers can lead to excess algae growth in streams and lakes. TRUE or FALSE
- Can you name one type of water pollution?
- Stormwater is treated by a wastewater treatment plant. TRUE or FALSE
- Rain water that drains into storm inlets goes directly to the creek. TRUE or FALSE



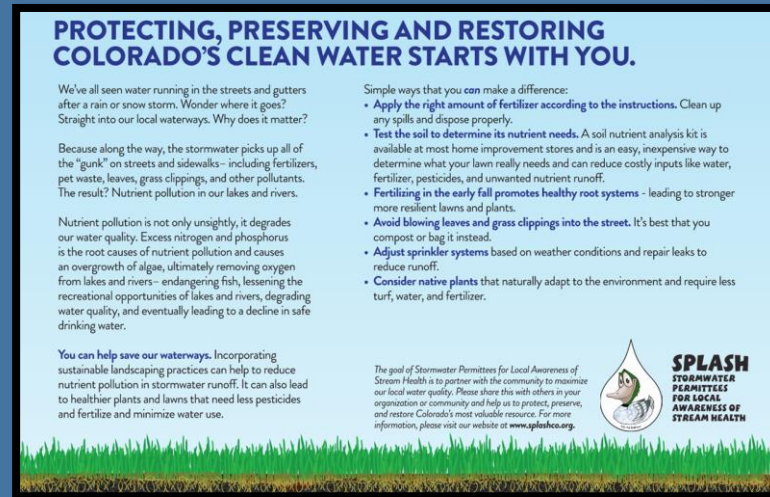
# Interactive Displays

- 3D Models such as EnviroScape and Floodplain/Stormwater Simulation
  - Tabletop models provide a fantastic visualization to understand the risks associated with flood events and the value of proper floodplain management, as well as the environmental impacts caused by stormwater pollution.
- SEMSWA Vacuum Truck and/or Camera Van used to maintain the MS4
  - These specialized vehicles were featured at Touch-A-Truck events and provided children and adults alike with a rare opportunity to learn the sophisticated practices that MS4s have adopted to responsibly manage and maintain storm systems.



# 2023 Promotional Items

- Dog waste cannisters
  - Empower pet owners to make an immediate and direct impact to protecting water quality.
- Splash Ducks
  - Engage children to become more aware of the plants and animals within our ecosystem that are affected by stormwater
- Guidance for Home Lawn Care
  - Educate homeowners about simple behaviors that can limit stormwater pollution runoff, and fertilize their yards effectively without contributing to phosphorus pollution. This is particularly important within the Cherry Creek Drainage Basin.



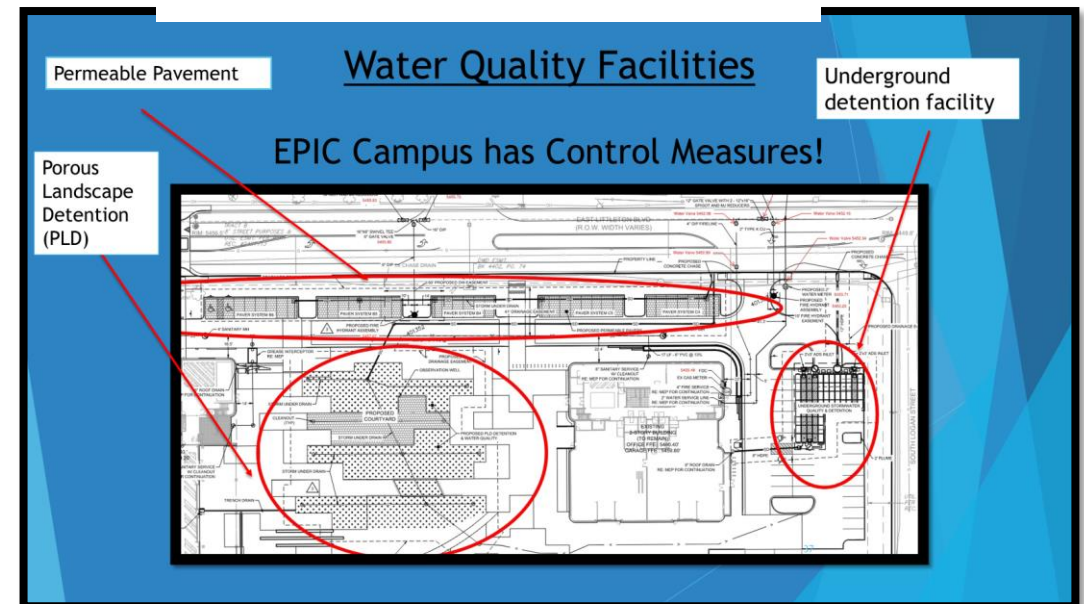
(Top): Splash dog waste cannisters; (Bottom left): Splash guidance for lawn care; (Bottom right): Splash duck prizes awarded with prize wheel participation.

# EPIC Campus Initiative

In October 2023, the Splash partnered with Littleton's EPIC Campus, Mile High Flood District, and Loewen Engineering to provide stormwater management education to the Water Resources students as part of the school's Career Pathways program. The partnership gave the students valuable exposure to real world careers and an in-depth understanding of water quality and stormwater management. Splash intends to continue the program with EPIC and expand to other schools in 2024!



**EPIC CAMPUS**  
EXPLORATIVE PATHWAYS FOR INNOVATIVE CAREERS



*Example of a slide used in Splash's presentation to EPIC's Water Resources Class to educate their class about post-construction water quality control measures used on their campus.*



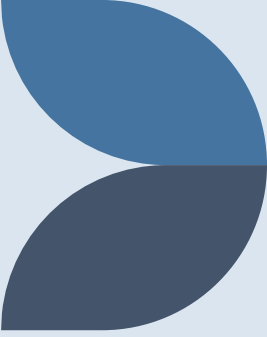
# High Line Canal Conservancy Sponsorship

In 2023, SEMSWA continued our sponsorship of the High Line Canal Conservancy's Independent Cleanup Program. Some highlights of the 2023 Independent Canal Cleanup program included:

- **5,603** pounds of trash removed from the Canal corridor
- **123.2** cumulative miles of the Canal cleaned (with many areas cleaned multiple times)
- Engaged **565** volunteers for a sum of **1,243** volunteering hours during **68** cleanups along all **71** miles



# Strategy Implementation Documentation for MS4 Permit



- Splash updated the COR070000 Non-standard MS4 Permit Program Description Document (PDD) to reflect 2023 activities
- This document will be made available for all Splash members and posted on the Splash website at [www.splashco.org](http://www.splashco.org)
- Additional documentation resources associated with the strategy document including meeting minutes, flyers, and screenshots of other outreach methods will also be posted as appendices to the 2023 Splash Annual Report on the website, and are available via the Google Drive Link Below:

[https://drive.google.com/drive/folders/12QLhPhcs2cluyxTK\\_NBEkZJWFNP GhgzM?usp=drive\\_link](https://drive.google.com/drive/folders/12QLhPhcs2cluyxTK_NBEkZJWFNP GhgzM?usp=drive_link)



# What's to come in 2024

- Splash social media accounts
- Phosphorus Reduction Campaign
- Rain Barrel Workshops
- School Outreach program development
- Select booth events

# Thanks for reading the 2023 Annual Report!

Our Colorado water is precious. Let's keep it clean.

