

Barr Lake/Milton Reservoir Watershed Association
 Urban Waters Grant Meeting #5
 June 17, 2013
 Aurora Central Library
 14949 Alameda Parkway
 1:30 – 3:00 p.m.

MINUTES

Attendance:

Laurie Rink, BMW, FRICO
 Darcy Campbell, EPA
 Casey Davenhill, Cherry Creek Stewardship
 Partners, CO Watershed Assembly
 Mary Dawson, City of Aurora
 Jill Piatt-Kemper, City of Aurora
 Esty Atlas, Chatfield Watershed Authority
 Karin Rutstein, Philosophy Communications
 Jen Lester, Philosophy Communications

Randall Erkelens, Philosophy Communications
 Erika Shioya, CO Watershed Assembly
 Jen Garner, BBC Consulting
 Mark Shively, DCWRA

Staff:

Amy Conklin, BMW co-coordinator
 Susan Thornton, BMW co-coordinator
 Hunter Greeno, BMW OWOW Intern

I. Introductions

Amy Conklin welcomed the group, invited everyone attending to introduce themselves, and reminded everyone to sign in.

II. Review of BMW Activities

Amy Conklin briefly described activities associated with the grant that had occurred since our April 10, 2013 meeting. We continue to work with the PURE effort. We worked with a Marketing class at Metro State University who developed, implemented and reported the findings of a water awareness survey. We continue to work with our marketing firm, Philosophy Communications.

III. CWCB Survey Results

Jen Garner reported for Doug Jeavons on the key points of the CWCB survey results for the Metro area. As shown in the slide to the right, the CWCB survey results are consistent with BMW focus group results and the MSU survey. Coloradans care about water quality, even above quantity, but don't know what to do about it. They are willing to pay an average of \$10 more per month to keep their water clean. Water professionals and

Key Points

- Heightened awareness of water issues now
- Home water quality is top concern
- Water quality in streams and lakes is #5 of 9 issues
- Coloradans are willing to pay to address water issues
- Regional water organizations and environmental/conservation groups most trusted



organizations are the most trusted messengers of water awareness messages. The report on the entire survey results will be made available to the public sometime soon.

IV. MSU Results

Metro State University Students conducted a survey and presented the results. The results showed:

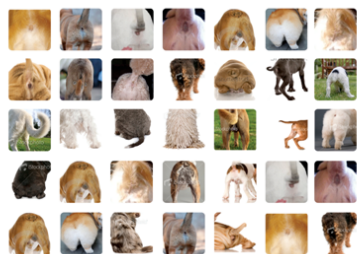
- Their participants were younger than the median age of the general population.
- They had decent Latino representation.
- They found that trusted messengers were water professionals.
- They concluded that many people would rather pay someone else to clean the water for them than to change their behavior.
- They found that 70% were willing to pay more to keep the water clean.
- They suggested using Facebook as an advertising vehicle.

Prof. Vowles thinks her Social Marketing class in the fall can use these results and implement a very focused, targeted campaign

V. Philosophy Communications Presentation of Marketing Themes

Karin Rutstein from Philosophy Communications, led a presentation on the work they've been doing to create a water awareness campaign. They first presented the new logo with some context about the importance of logos and how they are developed. Next they explained that the intent of the campaign they are developing is to focus on two behaviors; picking up after your dog and using phosphorus free fertilizers. They presented a number of potential marketing ideas and asked the group to vote on the images. There was

surprisingly good consensus on the following images:



Big dogs. Small dogs. Any dog. Pick it up.

Your storm drains feed local streams and rivers, which ultimately 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.



Melting snow or a summer rainstorm can quickly wash phosphorus from your fertilizer and other pollutants off your lawn and into our lakes & rivers. Phosphorus is like junk food for algae causing it to grow out of control, turning out waters green, lowering water quality and even killing fish. Use Phosphorus-free lawn fertilizers to keep it clean.



The group discussed the phosphorus-free fertilizer issues, concluding that more work needs to be done to develop additional images. The concept of using algae, especially the 'phosphorus is junk

food for algae', concept needs to be explored. The group also discussed the importance of the copy that would accompany the images and the possibility of recruiting local veterinarians to help with advertising. Mary Dawson suggested that in developing posters with the dog behinds, organizations could ask their staff to submit photos of their dogs, increasing buy-in and awareness. Ideas about printing dog poo bags were discussed and what type of image would be good on a bag. **Casey Davenport** will provide contacts to Amy and Susan for pursuing the possibility of using Denver's cable channel. The group also thought the pick up after your dog campaign would be one that the MSU students might embrace in the fall.

VI. Next Steps

Amy reported that the next meeting would be in the August/September timeframe, when we hope to review more concepts from Philosophy and get feedback on the images voted on at this meeting. She thanked all the partners for their invaluable participation.

Meeting adjourned at 3:00 p.m.