

Colorado's **Creek Week** Cleanup

*Inspiring behavior change through
watershed awareness and action*



Allison Plute

Fountain Creek Watershed Project Manager
Colorado Springs Utilities

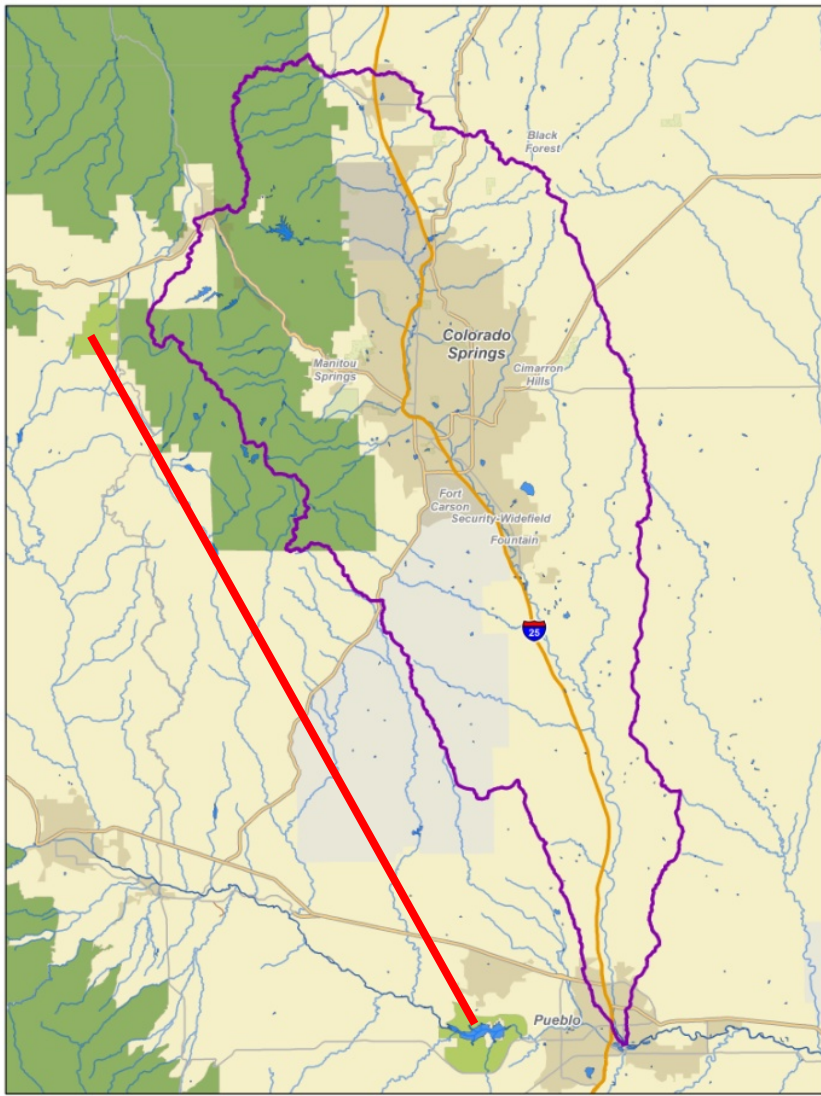


Director of Creek Week



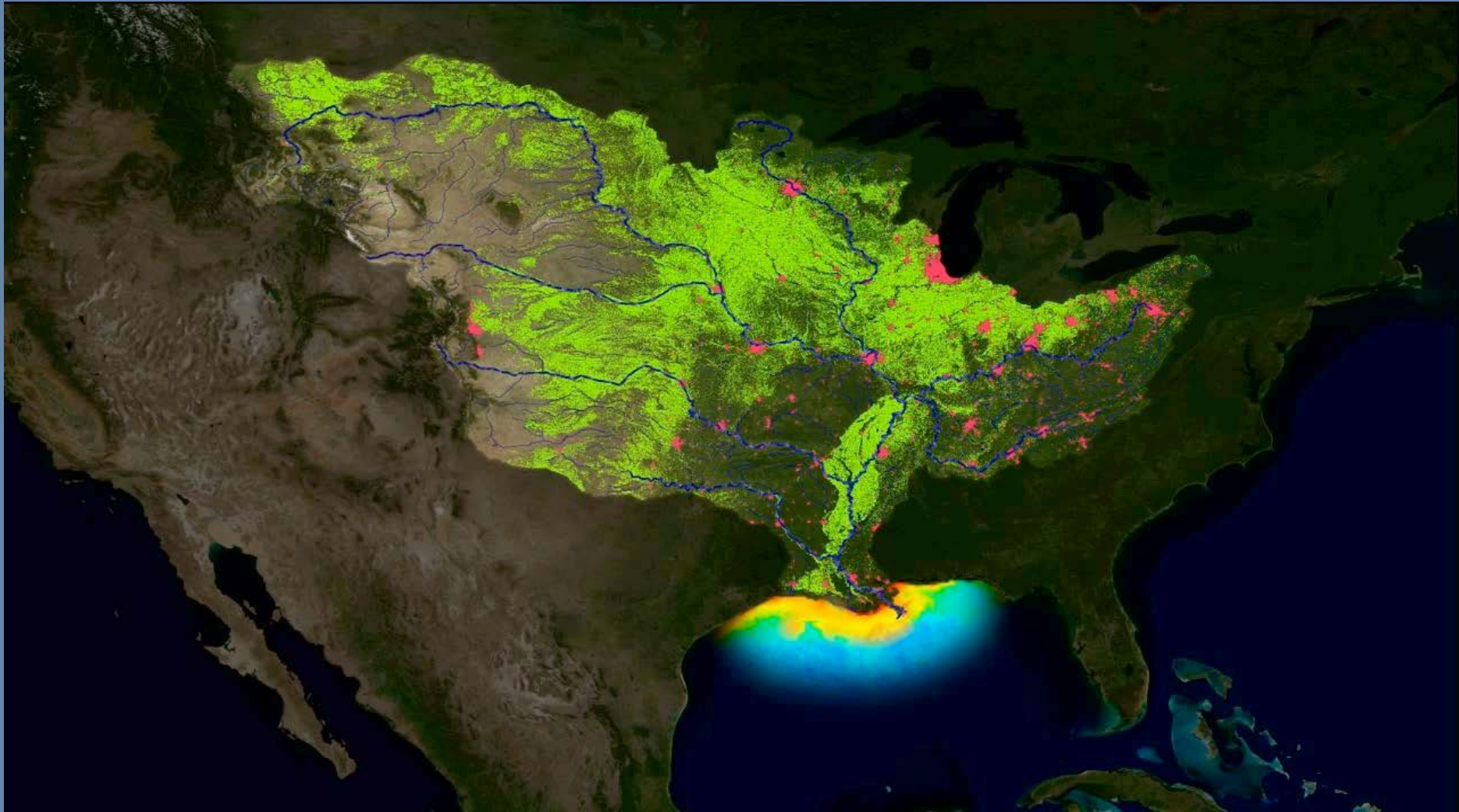
Fountain Creek Watershed

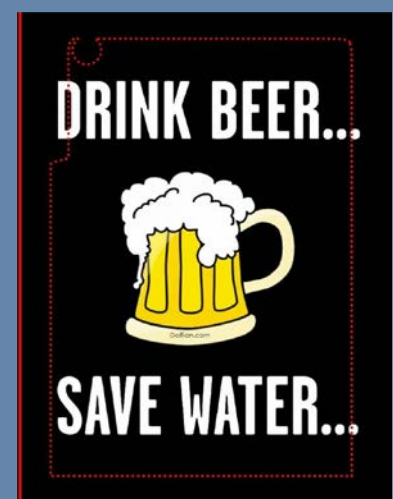
- 927 square miles (2,400 km) of land and water.
- Includes 3 counties and 8 cities.
- Elevation ranges from over 14,000' to 4,600' over 50 miles (129.5 km).



2009: The Fountain Creek Watershed District was established to manage/protect the watershed

**We have many downstream neighbors...all
the way to the Gulf of Mexico**





*No Shortage
of Water
Issues in our
Future*





- www.fountaincreekweek.com**



Fountain Creek Brewshed® Alliance



FOUNTAIN CREEK BREWSHED[®] ALLIANCE MAP

Connecting communities within the Fountain Creek Watershed to the shared values of healthy watersheds and locally made beer through education and events.



www.fountain-crk.org



Water Utilities lab tour

Map and coasters

Fundraiser for Creek Week

Creek Week Impacts and Results

Surveys show effectiveness and provide opportunity for feedback

- **Awareness** of Watershed District
- Heard through **word of mouth**
- 70% spend **1-2 hours**
- **95%** plan to participate next year (2 responses = moving away)

60% say CW changed the way they think about waterways:

- Seeing extent of erosion, understanding how stormwater works, effects of pollution, microtrash
- “I now understand the magnitude of garbage put into the waterways, and how daunting of a task it must be to use that water for drinking purposes”
- “It is in worse condition than I thought”
- “Nice work making it feel like a “movement” and getting groups of all sorts together to support the efforts”

More Creek Week Results

- Increase in Adopt-A-Waterway volunteers...54%
- Justification for additional staff
- Raising awareness, elevating value of healthy watersheds and fostering community pride
- Trust building with businesses, churches, Scout groups, neighborhood associations, nonprofits, government agencies
- Developing Watershed Warriors

<u>Year</u>	<u>People</u>	<u>Groups</u>	<u>Tons</u>
2014	625	42	6.8
2015	1549	57	9.4
2016	2217	70	14
2017	2592	81	30


60.2 TONS removed!





CREEK WEEK 2017 SUMMARY

Year 4 Results:

Volunteers	2,592		 Greenway Fund
x 2 hours average	5,184		
x \$20/hour	\$103,680.00		
Committee service time	\$ 25,760.00		
Cash sponsorships	\$ 21,200.00		
in-kind sponsor value	\$ 5,745.00		
	\$156,385.00	Value of community service Creek Week provides in just 9 days	

Cleanup Program Tips

- Start early! Invite everyone!
 - Churches, schools, businesses, governments, NGO's, military
- Establish committee leads, develop planning timeline
 - Marketing, Sponsorship, Registration, Mapping, Logistics
- Ocean Conservancy's International Coastal Cleanup and American Rivers National River Cleanup – register for FREE bags!
- Support from local governments
 - Request to be on Council/Commissioner agenda



*The National River Cleanup
25th Anniversary Photo Contest
Winner | Allison Plute*



Questions, comments?

Allison Plute

719-668-4686

aplute@csu.org

