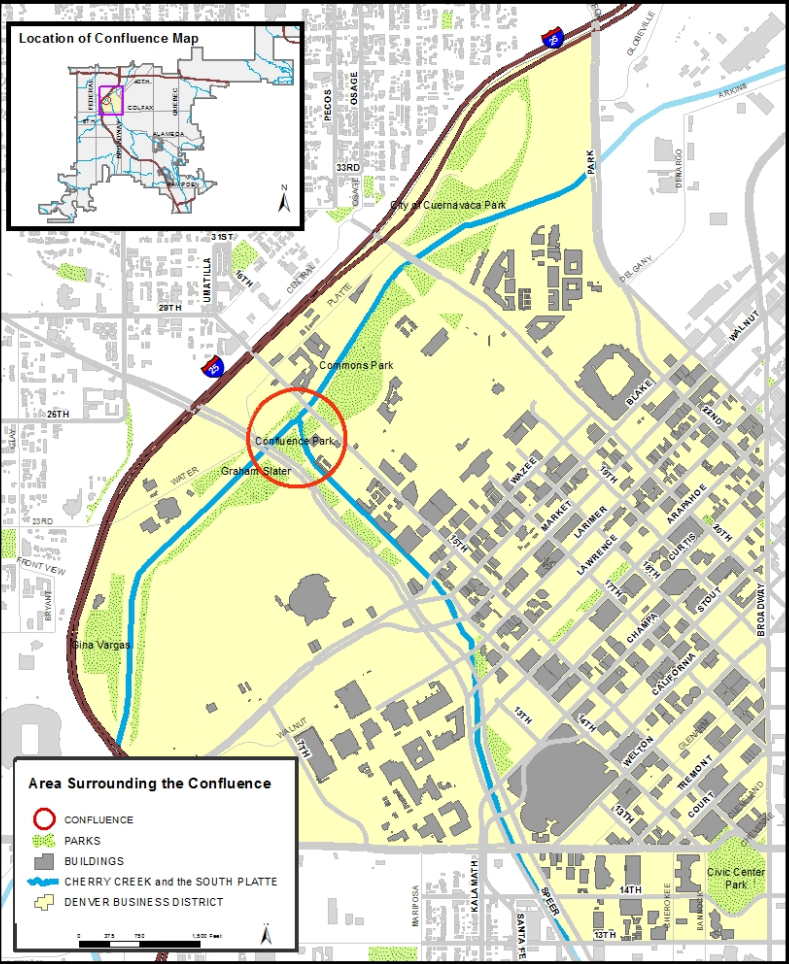


AN EXAMINATION OF PUBLIC PERCEPTION OF WATER QUALITY IN DENVER, CO

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Confluence Park

The Confluence of Cherry Creek and the South Platte River, Denver, CO



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Project Scope



Determine how to more effectively communicate the risks of recreating in the City's streams

- Phase 1 - Survey of Confluence Park users
 - ▣ Identify topics of interest
 - ▣ Identify preferred modes of communication
- Phase 2 – Develop Social Marketing Efforts

Survey Design



- Topics Covered
 - ▣ Perception of water quality
 - ▣ Perception of pollutant sources
 - ▣ Appropriate City responses
 - ▣ How and what to communicate
- Incentives

Results – Perceptions & Priorities



□ Perceptions

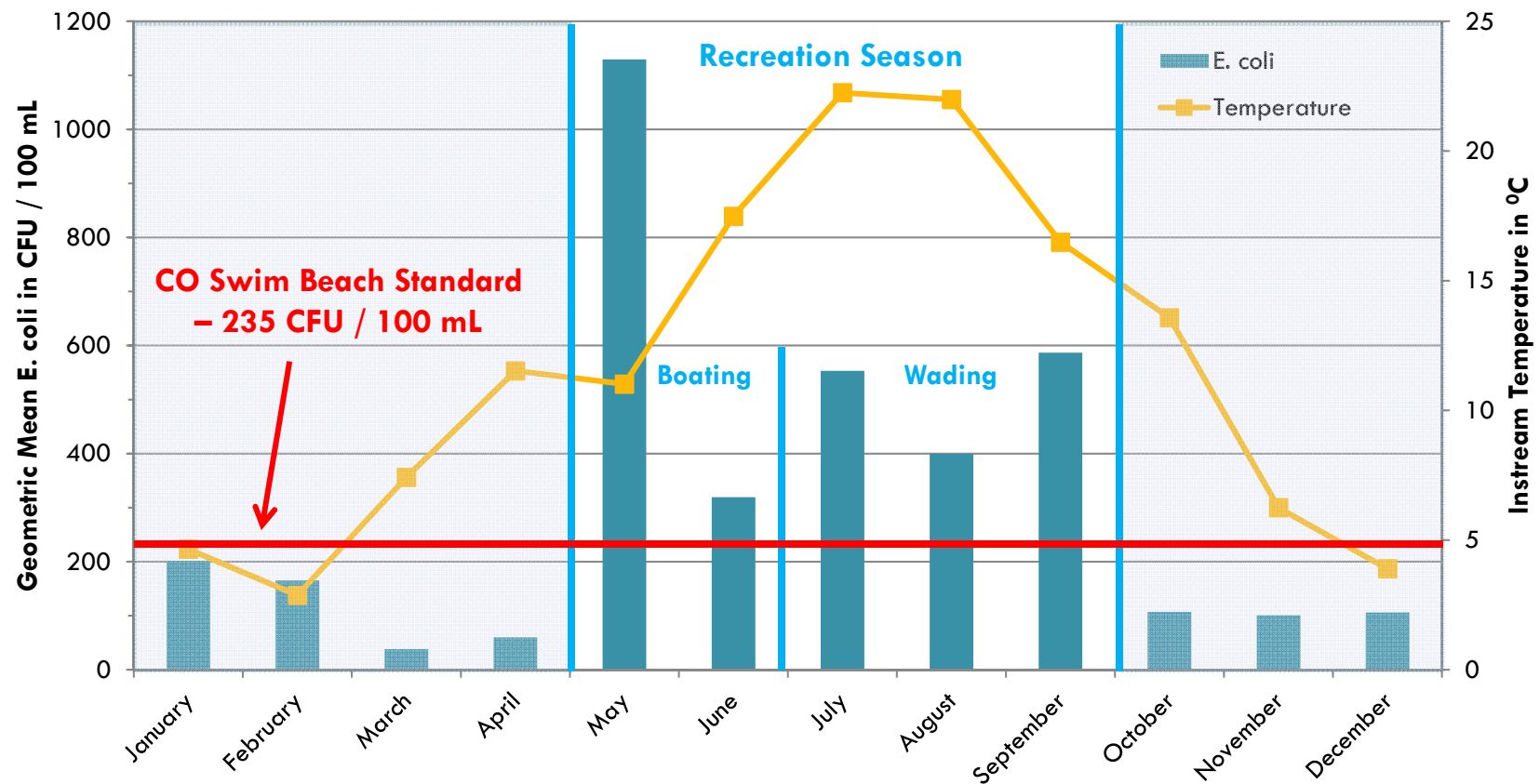
- ▣ Quality of water is better than reality
- ▣ Largest sources of pollution
 - Litter
 - Animal waste
 - Discharges from storm sewers

□ Priorities

- ▣ Activities the City should perform
 - Trash removal

2011 Sampling Results

Mean Confluence E. coli Levels, 2011



Results – Perceptions & Priorities



□ Perceptions

- ▣ Quality of water is better than reality
- ▣ Largest sources of pollution
 - Litter
 - Animal waste
 - Discharges from storm sewers

□ Priorities

- ▣ Activities the City should Perform
 - Trash removal


Results - Communication



- Desired information
 - ▣ Safety
 - ▣ Efforts and progress to improve water quality
 - ▣ Volunteer opportunities
- Method of Communication
 - ▣ Facebook
 - ▣ Signs at the waterfront

Examples of Existing Signs

ADVISORY
Bacteria have been found at levels which may make you sick
Hidden hazards may exist
Water may be deep
Currents may be swift
Swimming is not recommended
ENTER WATER AT YOUR OWN RISK



ALERTA
Han sido encontrados niveles de bacteria que pueden enfermarle
Peligros ocultos pueden existir
El agua puede ser profunda
Las corrientes pueden ser muy fuertes
El nadar no es recomendado
EL ENTRAR AL AGUA SERA BAJO SU PROPIO RIESGO

For more information on water quality/
Para mas información sobre la calidad de el agua:
Dial 311 or go to <http://www.denvergov.org/bactrac>



A HARD WORKING RIVER
with Flare West Regional History



The Sand Flare River flows in a narrow gully in the Rocky Mountains in Colorado and just west of the city of Boulder. The water has been through a lot of things and it's not always pretty. It's got a lot of things in it that you don't want to drink. It's got a lot of things in it that you don't want to swim in. It's got a lot of things in it that you don't want to fish in. It's got a lot of things in it that you don't want to drink, swim in, or fish in.



When there's a problem, call 311. When there's a problem, call 311. When there's a problem, call 311.
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Take Home Messages



- Current communication efforts are ineffective
 - ▣ Need to enhance existing education campaigns
 - Address incorrect perceptions about water quality
 - Focus on changing behaviors that result in identified problems (trash, pet waste)
 - ▣ Promote the activities that we already do
- Create & promote more volunteer opportunities

What's Next



- Trash
 - ▣ Working with a broad coalition of stakeholders to develop social marketing campaigns geared towards addressing trash in Denver's surface waters
- Discharge from City Storm Sewers
 - ▣ E. coli TMDL implemented into MS4
 - Includes specific BMPs to address quality of water discharging from City's MS4
- Pet Waste
 - ▣ Developing Social Marketing campaign to encourage people to pick up after their pets



Questions?

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