

KEEP IT CLEAN - 2013 Education and Outreach Scope for Earth Force Inc

Objective 1: Provide Educational Activities to Promote Public Reporting of Illicit Discharges and Improper Disposal					
#	Target	Due	EF cost	Goal/Objectives	Itemized Cost Explanation
1.1	Generate potential media interest and story(s) to promote public reporting, self-posted stories/social media opps.	Ongoing		<ol style="list-style-type: none"> 1. Work with Public Works Communication team to identify and secure news media outlets for KIC 2. Goal for 2013: Generate potential media for 4 targeted events (EF Youth projects, SPREE Force water festival, World Water Monitoring Day, River Clean up day, etc.) 3. Produce at least 6 supporting articles for Denver Public Works 4. Promote Keep It Clean within City and County of Denver (Public Works, Webb building, social media, intradepartmental newsletters, etc) 5. Nominate at least 2 partner organizations for CDPHE's Environmental Leadership Program to recognize achievements 6. Produce an annual report 	EF + PW Communications liaison: \$25/hour * 15 hours/week * 49.33 weeks/year = \$18,500 (for renewed contract with Lydia Hooper)-----EF admin costs = \$1,750 -----translation costs = \$1,500-----contingency = \$250
1.2	Expand program visibility by providing outreach to Spanish-language news media	Ongoing	\$22,000.00	<ol style="list-style-type: none"> 4 targeted news releases in Spanish and/or backrounders during the program period 	Viva Colorado, North Denver Tribune, North Denver News and other Spanish or dual language publications
1.3	Generate potential news media stories and social media interest about student-based activities and projects as a result of Objective 3	Ongoing	\$2,500.00	<ol style="list-style-type: none"> 1. Build opportunities for recognition within the Denver government communications channels. 3. Explore City Council Resolution and/or Mayoral Proclamation if/when appropriate (e.g. WWMD) 4. Explore possibility of byline articles/photo placement in CSA's Spotlight, a monthly newsletter for City employees (2 per year) 5. Byline article/photo placement in Public Works "In the Works" newsletter for Public Works employees, Greenprint newsletter (2 per year) 6. Outreach communicated by EF social media 7. Video recording KIC project stories for social media and potentially news media 8. Tracking value of media monitoring--reporting number of impressions and media coverage value estimations 	EF provides content, distribution by City/PW; costs included in Section 1.1 line item
1.4	Provide peer-reviewed background information on pollutants in Denver's watershed	Ongoing	\$0.00	<ol style="list-style-type: none"> Produce a series of at least 2 backgrounder fact sheets that are scientifically vetted to provide easy-to-understand information on <i>E. coli</i>, other pollutants of concern, and the South Platte watershed 	Sets of fact sheets to be posted and distributed to news media lists and other interested parties
		Subtotal:	\$28,000.00		

Objective 2: Provide Public Educational Activities to Promote Proper Management and Disposal of Potential Pollutants						
#	Target	Due	EF cost	Goal/Objectives	Itemized Cost Explanation	Notes
2.1	Participation in public community events via education booth display--to include interactive elements and collateral	Ongoing		1) Display at a minimum of 8 public events. Work in parallel with Public Works efforts. 2) Develop and maintain criteria for event attendance/material distribution 3) Coordinate an annual field trip for students and key influencers (e.g. City Council members, school board, Public Works employees, industrial representatives) around water quality/KIC (WWMD)		Events may include: Youth Summit, Duck Derby (representing PW, EF/KIC), Denver's Earth-day Event, SPREE Force water festival, neighborhood/school Earth Day events, city events, and World Water Monitoring Day.
2.2	Support and participate in South Platte River water quality activities and/or functions	Ongoing	\$3,000.00	1) Maintain relationship with River Sweep partners and highlight KIC work 2) Engage in relevant Colorado Water 2013 and Beyond efforts		Inform state-level water professional committees of KIC work in Denver
			\$2,000.00			
			Subtotal: \$5,000.00			
Objective 3: Provide E. coli Education and Outreach						
#	Target	Due	EF cost	Goal/Objectives	Itemized Estimated Costs	Notes
3.1	Community and School-based water quality/non point source pollution programming	Ongoing		1) Implement program in 10 schools w/ primary focus on public and private schools in priority Basins. 2) Provide 5-7 water quality-related field trips. 3) Coordinate 8 VAC truck and/or Green sweeper visits. 4) Train 40 educators and community partners in Earth Force/KIC. 5) Maintain KIC curricular resources for teachers and partners. 6) Maintain a network of local water quality experts.	\$24,500 - EF staffing workshops	
3.2	Continued development of KIC-NET (Keep It Clean - Neighborhood Environmental Trios) programming, through management of EPA Urban Waters grant and City and County of Denver matching funds.	Ongoing	\$26,500.00	1. Develop 10 KIC-NET sites 2. Produce KIC-NET toolkit, containing sequenced and integrated educational activities, water quality testing equipment and supplies, and Colorado water resources. Each site's toolkit will contain site-specific content 3. Correlate and align KIC-NET toolkit to DPS curriculum and state/national educational standards (e.g., Guidelines for Excellence in Environmental Education, Next Generation Science Standards, and Common Core State Standards 4. Assist and oversee implementation of KIC-NET at all sites 5. Provide professional development (workshops and partner forums) to partners from DPS schools, Denver Parks & Rec and other community & government partners 6. Coordinate with Denver Parks and Rec rangers and other personnel 7. Evaluate effectiveness of KIC-NET and report evaluation findings	\$28,000 - EF staffing workshops \$2,000 - KIC-NET Kickoff professional development planned for late Jan./early Feb. 2013	
			\$30,000.00			

3.3] Implement and support SPREE Force program and SPREE Force Water Festival	Ongoing, Festival in Fall		1. Continue summer KIC programming with high school River Rangers and students they teach. 2. Summer career connections fair/guest speakers with River Rangers training. 3. Programming with SPREE, through all of their educational offerings. 4. Sponsor Kids Free Fishing Day. 5. KIC messages integrated into SPREE Field trips as well as providing KIC collateral materials for SPREE participants. 6. Training SPREE staff members and SPREE teachers on KIC program model.	\$12,300 - SPREE subcontract \$10,300 - EF staffing	Increase KIC messages received by students through SPREE educational offerings to strengthen understanding and connection to South Platte River watershed.
3.5] Refine KIC messaging and branding through marketing-communications working groups (building on subcommittee of Public Works, Environmental Health, Parks and Rec, Denvergov, Greenprint Denver, etc. personnel, potentially through the city's water quality task force)	Ongoing	\$22,600.00	1) Participate in bi-monthly interdepartmental committee meetings related to Keep It Clean with City of Denver stakeholders (Public Works, Parks & Rec, Greenprint/Mayor's Office). 2) Leverage expertise in each department to enhance KIC branding/messaging; promote inter-departmental connectivity in water-related programming	\$3,800 - EF staffing + consulting \$2,700 - meeting costs (including parking, refreshments, possible prototype collateral)	Earth Force may serve as facilitator, convener, and note-taker in meetings. School district may be invited to participate as well.
3.6] Material support and equipment for KIC programming		\$5,500.00		\$3,200 - materials	water quality monitoring kits; macro-invertebrate collecting tools, transportation for students, food for volunteers, rental charges, marketing, printing, etc.
				\$87,800.00	

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