

Earth Day Celebration in Las Cruces April 16, 2011



The Great American Cleanup in Las Cruces
Brian Hanson, Watershed Coordinator, represented the Paso del Norte Watershed Council (Council). Clean up activities demonstrate to the public that the Council supports a clean and healthy watershed. During the event, Brian educated others about Council activities.

Young Park Earth Day Event

Attended by Brian Hanson, representing the Council with 319(h) water quality project emphasis. Peter Bennett with Las Cruces Stormwater Pollution Prevention and Chris Canavan, NM Environment Department partnered and assisted.

As an outreach event for the Council, this celebration is excellent because of the huge turnout of residents from the community. As examples, 155 individuals were counted passing our booth from 3:15 to 3:45 PM. A total count in the park from 2:30 to 3:00 PM was 506. The Council's large display booth is hard to miss (11 feet wide by 8 feet tall) and the name is big enough to be easily seen from a distance.

The primary message to catch their attention was this: the Council addresses 430 miles of the Rio Grande watershed in New Mexico and Texas; there is a comprehensive water resources database; a current website; and one example of an ongoing project is the 319(h) water quality project in New Mexico that monitors and investigates water quality in 100 miles of the river from Caballo Dam to the Texas state line. Council water bottles and numerous handouts, including Council membership interest forms, were provided to the public.

The Council partnered with the City of Las Cruces for this event, utilizing an interactive watershed model that demonstrates how pollutants move through our watershed and end up in waterways. This demonstration engages kids and adults alike and has proven an effective educational tool.

Governor Martinez gave a speech at this local event.

