

New Castle Earth Day 2025

Hosted by

New Castle Climate and Environment Commission

DRAFT - To be completed after May 15 meeting

Introduction

On Saturday, April 26, 2025, the New Castle Climate and Environment Commission (CEC) hosted an Earth Day event in Burning Mountain Park. The event went from 11 am - 2 pm, included 15 exhibitors, and was attended by an estimated 125.

This report provides more detail on the event logistics and activities in order to document processes, reflect on strengths and areas of improvement, and offer recommendations for future events. The report further updates the Town Council and the public on CEC activities and plans.

Background on Earth Day

Earth Day is an annual global event celebrated on April 22nd to raise awareness about environmental issues and demonstrate support for environmental protection. It was established in 1970 to galvanize public support for environmental action and has grown to be a global movement.

In the past four years, New Castle CEC has hosted an Earth Day event adjacent to City Market with 5-7 exhibitors. In 2025, the CEC voted to expand the event to Burning Mountain Park in order to attract more exhibitors.

Event Logistics

By January - Select a date (Saturday before or after Earth Day)

Jan - Contact potential exhibitors to invite them to the event. Gain commitment. CEC establish a plan for their Earth Day presence, including activities, swag give away, etc.

Feb - Fill out New Castle event paperwork for Burning Mountain Park. Arrange to use town tables, chairs, etc. from recreation and parks. Order swag, etc.

Mar - Begin promotion of Earth Day event via various platforms, share promotional materials with partner/exhibitors. Sent logistics to exhibitors.

Apr - Early April, send exhibitors the map of Earth Day exhibits and other logistics for loading, etc., Continue promotion including in New Castle newsletter, social media, sign, etc.

Day of - Set up CEC booth, signage, support exhibitors with set up, take photos, welcome public with activities and prizes. Track attendance, gain community feedback. Clean up after.

Follow up - Thank yous to exhibitors with photos, survey exhibitors for improvements, debrief with CEC members and other volunteers.

CEC Booth

In 2025, we had two tables with two table skirts, a new tent, and a display sign for Earth Day. We borrowed white boards to customize signage for the event and at the booth. We had drawings for ten 6-month composting services (eligible New Castle residents) and 2 puzzles (pollinator theme). Thanks to Commissioner Barnes, Plinko was on-hand for interactive fun to give away water bottles and grocery bags. We offered sign up for trail clean up volunteers and for New Castle e-newsletter subscriptions. We promoted an open Commissioner position and shared awareness of New Castle town resources, including wildfire awareness and the town evacuation plan. All commissioners wore new CEC shirts designed by Commissioner Kock.

Post event, winners were contacted to begin their composting services or to pick up their puzzle from town hall. Exhibitors were thanked and asked to provide input on the event.

Exhibitors

Initially, the CEC Earth Day coordinators reached out to 20 organizations. The following 15 exhibited.

Bureau of Land Management, Colorado Mountain College, **Colorado River Fire Rescue** (including a fire truck, ambulance, and table with information and give aways), Elk Creek Girls STEM Leadership Club, EverGreen ZeroWaste Composting, Garfield Clean Energy (CLEER), Garfield County Libraries (New Castle Branch), Garfield County Vegetation Management, Hula Hoop exhibit, **Lions Club of New Castle, Mountain Waste and Recycling**, New Castle Garden Club, New Castle Trails (Roaring Fork Mountain Biking), and Roaring Fork Outdoor Volunteers.

(This in bold had exhibited in previous years.)

Other exhibitors who expressed interest but could not attend this year: Colorado Parks & Wildlife, Colorado State University Extension Services, Fish for Change, Mid-Colorado Watershed Commission, and Scouting America.

Note: Rifle has an Earth Day event on the same day which made for some conflicts. Their event included a clean up event on the creek. In the future, we recommend working with other towns to coordinate various events.

Feedback

When asked to provide input on the Earth Day experience, a handful of exhibitors did.

- Strengths - Valuable use of time, 11 - 2 timeframe was about right, venue was great (except the wind), and on-site support was sufficient.

- Areas for Improvement - More information and promotion ahead of time, suggestions ahead of time in case of wind.
- Suggestions for Future - Make it bigger with music, food, shared art project like an Earth Day mural or other project everyone can participate in, promotional materials in Spanish and English and more outreach to Spanish-speaking organizations to promote the event.

CEC Recommendations

TBD on May 15.

CEC Actions & Plans

Earth Day 2026 - TBD

About the CEC

The Climate and Environment Commission provides information to town residents on environmental and climate issues. It develops a work plan with educational and outreach activities and provides recommendations to the Town Council on how the Town can meet the goals of the U.S. Mayors Climate Protection Agreement. The CEC currently holds monthly meetings that are open to the public.

2025 Commissioners

Bruce LeLand (Council Liaison), Sharon Morris (Chair), Myrna Candriea (Vice-Chair), Nancy Barnes (Secretary), Kendall Bakick, Julia Koch

2025 Initiatives (Activities & Plans to Date)

Wildfire Film & Panel - February 2025 This event was in partnership with the library, 40 residents attended. Recommendation from CEC to partner with the library each year to offer a film or panel discussion on environmental topics for the public.

Earth Day

Trail Clean Up | Local Business Grants (to reduce plastic via compost, recycling, etc.) | **Website Update | Exhibit at Community Events** (Chamber event, Summer Farmer's Market)