

STormwater Outreach for Regional Municipalities (STORM) Annual Report: FY 2009



Photo by City of Mesa



STORM Annual Report: FY 2009

Formation of Not-for-Profit Organization

STormwater Outreach for Regional Municipalities, known as STORM, is a regional organization promoting stormwater quality education within the greater Phoenix metropolitan area. STORM was founded in 2002, in response to federal regulations requiring certain municipalities to implement measures to educate the public on ways to protect the quality of stormwater runoff. The organization consisted of 21 paid members.

In December 2005, STORM filed for not-for-profit status with the Arizona Corporation Commission. The trade names "STormwater Outreach for Regional Municipalities (STORM)" and "STORM" were filed with the Secretary of State. STORM officially became a not-for-profit charitable organization in February 2006. This status allows STORM to operate as a charitable organization and enables tax deductible contributions to promote stormwater pollution prevention. STORM's existing Operations Plan was modified and incorporated as the organization's By-Laws in February 2007 with further modification and adoption at the annual corporation meeting in June of 2008.

Membership in STORM

STORM recognizes two categories of membership: municipal and affiliate members.

Municipal membership is open to Municipal separate storm sewer system (MS4) owners required by Arizona Department of Environmental Quality (ADEQ) to have an Arizona Pollutant Discharge Elimination System (AZPDES) municipal stormwater permit. To effectively reach residents and create a regional message, municipal membership in STORM is limited to MS4 owners within the greater Phoenix metropolitan area. Based on the 2000 Census, over 3 million of the state's 5 million residents live in the greater Phoenix metropolitan area, providing a wide audience for regional education efforts. Representatives from other permitted MS4s located throughout Arizona are welcome to attend meetings and access resources and information generated by STORM.

Affiliate members are other jurisdictions or organizations that the STORM municipal members agree to include as affiliate members. The organization is governed by the municipal members; and as such, affiliate members are not allowed to vote on formal decisions made by the organization, but are strongly encouraged to be actively involved in monthly meetings and to take part in activities/events sponsored by STORM. Affiliate membership is not limited geographically to the greater Phoenix metropolitan area.

STORM elects a management board annually to help organize and guide operations. The FY 2009 board consisted of five members elected by consensus of the municipal members for a fiscal year term: chair, co-chair, fiscal agent, secretary, and director-at-large. During FY 2009, STORM Board Members were:

- Chair: Lee San Miguel, City of Avondale
- Co-chair: Stephanie Brown, Arizona Department of Transportation
- Fiscal Agent: Michelle Wilson, City of Glendale
- Secretary: Dave Verhelst, City of Chandler
- Director-at-Large: Mike Loffa, City of Phoenix

The Chair is responsible for facilitating all STORM meetings and acting as the lead informational point of contact for the STORM organization. The Co-Chair assists the Chair as needed in facilitating STORM meetings and disseminating information about the organization. The Fiscal Agent is responsible for providing and coordinating the collection and management of fees, other revenue and expenditures for the STORM organization. The Secretary is responsible for creating and distributing monthly meeting agendas and meeting notes.

The annual membership fee for municipal members is based on population from the 2000 Census, and a flat fee was established for affiliate members:

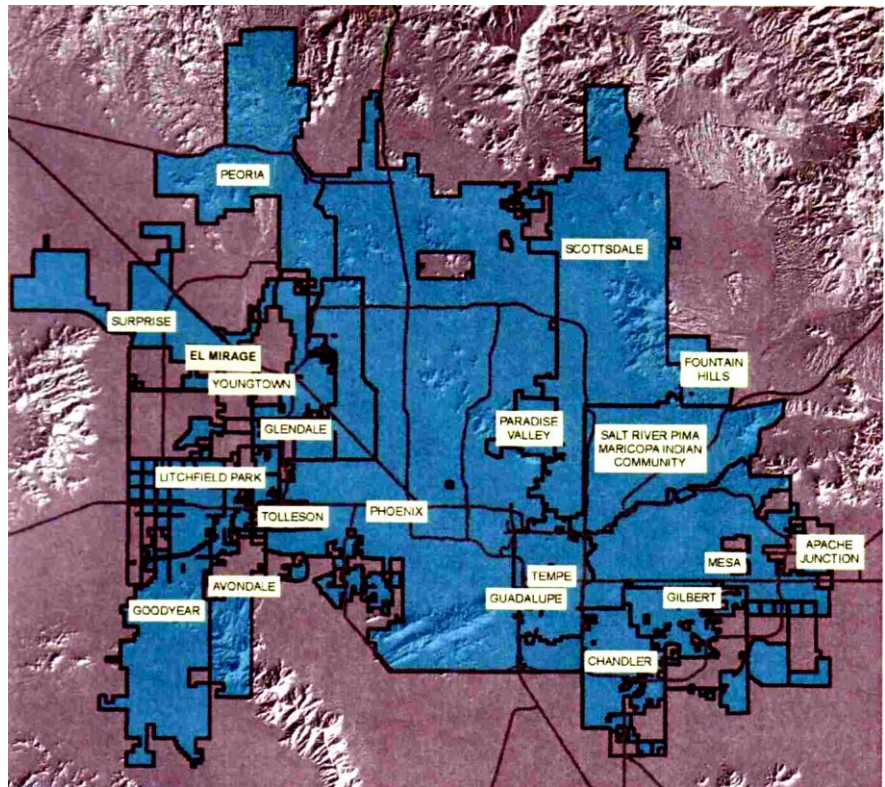
2000 Census Population	Annual Membership Fee
0 – 25,000	\$1,000
25, 001 – 50, 000	\$1,500
50, 001 – 100,000	\$2,000
100,001 – 250,000	\$2,500
Greater than 250,000	\$5,000
Affiliate Members	\$1,000

During FY 2009, STORM's 23 members included 6 Phase I MS4s, 16 Phase II MS4s and 1 affiliate agency. STORM's current membership promotes stormwater pollution prevention to a large area of greater metropolitan Phoenix as indicated by the outlines of member communities in the following figure. Additional information on membership requirements is detailed in STORM's bylaws.

During fiscal year 2009, participating municipalities, affiliates and sponsors generated \$47,500 through membership fees. A variety of in-kind contributions were made to this organization, including all member staff time. Without overhead or administrative costs involved, funds are used almost exclusively for program implementation activities. A 2009 financial summary of is provided in Attachment A.

FY 2009 Members

Arizona Department of Transportation (ADOT)
Town of Apache Junction
City of Avondale
City of Chandler
City of El Mirage
Town of Fountain Hills
Town of Gilbert
City of Glendale
City of Goodyear
Town of Guadalupe
City of Litchfield Park
Luke Air Force Base
Maricopa County (unincorporated area)
City of Mesa
Town of Paradise Valley
City of Peoria
City of Phoenix
City of Scottsdale
City of Surprise
City of Tempe
City of Tolleson
Salt River Pima Maricopa Indian Community
Maricopa County Flood Control District -Affiliate



Why Become a Member?

The traditional approach to public stormwater education and outreach is for individual communities to work independently. STORM encourages a new perspective at a regional level to improve public outreach and education. Members meet monthly to discuss ideas, gather information, and share results of stormwater management tools, techniques, programs, and initiatives.

Benefits of this collaborative effort include:

- Increased public awareness of the impacts of stormwater pollution
- Shared information and experiences
- Pooled financial resources
- Protection of the environment, and
- Improved quality of life.

Communities can realize a great economic benefit from their membership investment. For a relatively small contribution, members receive a significant return in public outreach and education, much more than they would have gained working

independently. This outreach program supplements individual community's stormwater management programs as required under ADEQ's permit program.

Membership in STORM also provides increased buying power that helps achieve bulk pricing on storm water pollution awareness promotional items. Additionally, the ability to cooperatively apply for grants and other financial assistance helps further the common goal of public education to reduce surface water pollutants and ultimately improve the regional water quality.

Monthly Meetings

STORM generally meets once a month to make decisions and to strategize on better methods to educate the public about stormwater quality and program requirements. Meeting minutes are posted on STORM's website under the "Operational Structure" section of the "STORM Organization" link.

http://www.azstorm.org/operational_structure.php

STORM generally meets the fourth Tuesday of each month at the Flood Control District of Maricopa County facility at 2801 West Durango. STORM does not meet during the month of December due to Holiday conflicts and vacation scheduling.

STORM's Key Accomplishments

The success of STORM is based on the synergy of bringing together resources, ideas, pooled funds, and talent of numerous municipalities and agencies to produce a regional education and outreach program. The accomplishments of this collaborative effort include:

STORM Bylaws

STORM revised their Operations Plan to act as the organization's bylaws as required by the incorporation status of the organization. In doing this, STORM created official language and applications to allow for affiliate membership and sponsors for the organization. This accomplishment allows STORM to actively pursue funding outside of the municipal membership while having developed specific guidelines for affiliate members and sponsors to follow. STORM adopted its new Bylaws during its annual Corporation meeting in June of 2008. The Bylaws were posted on STORM's website in FY 2008.

"Only Rain in the Storm Drain"

STORM member agencies continued to express the consistent message of "Only Rain in the Storm Drain". This slogan is easily understood and clearly communicates the basic message of keeping pollutants out of the storm drain system. This message was communicated through STORM's English and Spanish web site, storm drain markers placed in various member communities, display boards, and promotional items.

STORM Web Site

STORM's web site, www.azstorm.org, promotes stormwater pollution prevention in both English and Spanish. It provides residents with direct links to their specific communities so they can receive individualized information and provides summaries of stormwater regulations. A kid's page was developed to further expand the community

information sections. STORM initially contracted with a website consultant to develop this web page. STORM continues to pay hosting fees to the consultant to keep the page active and oversees the operations of the website. STORM members maintain the information that is disseminated on the website and select members have administrative access in order to make minor changes as needed.

Summary of STORM Web site Activity – FY 2009

Month	Unique Visitors	Number of Visits	Pages	Hits
July 2008	371	615	1021	3072
August 2008	680	955	2639	5518
September 2008	464	758	1792	5219
October 2008	397	712	1771	4479
November 2008	406	704	1280	4013
December 2008	300	636	1396	3629
January 2009	306	508	1252	3517
February 2009	299	523	1487	4914
March 2009	322	572	1181	3949
April 2009	309	583	1385	3410
May 2009	333	583	1049	3774
June 2009	298	568	1263	3639
Total FY 2009	4,485	7,717	17,516	49,133

Press Release

STORM members previously developed a press release describing the function of STORM so that a consistent message was available for all members to use. This press release remains posted to STORM’s web page in the “NEWS” section for access to members.



Display Boards

Display boards for use at community outreach events have been previously developed illustrating the difference between sanitary sewer systems and storm drain systems and provide information on ways residents can limit adding pollutants to stormwater. These display boards are available for use by STORM members at local events. More from the display boards can be seen in Attachment “B”

A Unified Outreach Reporting form is used by members to document when and where the display boards have been used. The reporting form allows STORM to more accurately determine the audience distribution, size, and impact to the audience where the banners are displayed. Members are asked to complete and submit these forms (after the fact) for this fiscal report. Copies of member’s reporting forms are provided in Attachment “C”.

Promotional Items

Various promotional items have been previously developed with STORM’s logo, website address, and/or mission statement. These are made available to members to distribute at local events. STORM expended \$10,180.43 on promotional items for FY 2009. Additionally, STORM had some promotional items left over from FY 2008 that were used during this fiscal year. Promotional items available for distribution during FY 2009 included:

1. A new program was initiated in 2008 STORM called “Bags-on-Board”. This project was aimed at reducing stormwater pollution from canine feces. STORM provided two local pet adoption agencies small containers holding plastic bags intended for proper collection and disposal of pet feces. The small refillable containers can be fastened to pet leashes. Each person adopting a dog at these facilities receives a “Bags-on-Board container bearing the STORM logo and information regarding the STORM website. Between the two adoption centers an estimated 10,000 dogs are adopted in the region annually. This program was very successful, therefore, the program was continued for FY 2009 and STORM expended an additional \$8,947.40 to purchase an additional 5,000 “Bags-on-Board” promotional items for distribution by the humane society.



2. STORM developed a stormwater brochure with tips for preventing stormwater pollution during FY 2009. STORM expended \$961.70 for printing of 5,000 brochures.



3. The STORM organization distributed through its members silicone bracelets bearing the message "Only Rain in the Storm Drain". The bracelets are a hit with the school age children and help to send a message regarding keeping stormwater unpolluted. STORM purchased 5000 bracelets during FY 2008 and distributed the remainder of these bracelets during FY 2009.



4. Magnetic clips with STORM's logo and web site were developed during previous years and the remainder of the clips were distributed by members as give-aways at special events during FY 2009.



STORM created a Unified Outreach Reporting form to be used by members to document when and where promotional items are distributed as well as the quantity distributed. This will allow STORM to more accurately determine the audience distribution, size, and impact to the audience where STORM promotional items are distributed. Members were asked to complete and submit these forms (after the fact) for this fiscal year report. Copies of this form are provided in Attachment C.

Movie Theater Campaign

STORM's FY 2009 movie theater campaign began January 23, 2009 and ran for 5 weeks to correspond to the winter rain season. The movie theater campaign was shown at 12 theaters throughout the Phoenix metropolitan area, showing on 219 movie screens. Based upon historical movie admission rates, it is estimated that the campaign was shown to approximately 1,090,000 people. STORM expended \$10,000 for the movie theater campaign in FY 2009.





Shared Resources

Benefits of this collaborative and clearly focused effort include shared resources. Such resources include the following:

- City of Chandler's and Maricopa County's Water Runoff Models: The City of Chandler and Maricopa County has offered STORM members the use of this model for demonstrating how to prevent pollutants from entering the stormwater system.
- City of Phoenix's Storm Drain Marker Template: The City of Phoenix had previously developed a template of a storm drain marker created for use on their catch basins and has shared this template with STORM members, minimizing the cost of producing these markers to other members. During FY 2007, Phoenix re-established a contract with a local foundry to produce these markers and all members were invited to utilize the negotiated pricing structure.
- Fountain Hills had previously developed a template for wrist bands embossed with STORM's slogan "Only Rain in the Storm Drain" and was made available to members without having to endure the cost of the original casting price. STORM member municipality, Fountain Hills re-established a contract with a local distributor.
- During the year, members of STORM initiated a concept for a new tri-fold color brochure. The brochure is intended for the construction industry and contains tips on how to help reduce stormwater pollution. As the year ended the STORM membership had finalized the brochure and was awaiting final printing.
- Training Program: Prior to FY 2008, STORM members developed a PowerPoint presentation that could be utilized by each member to satisfy the training requirements detailed in the ADEQ permit. This benefits STORM members in that each community would not have to create such a program independently and also would provide a consistent message to the target audiences. The target audiences of the training program are municipal inspectors, municipal employees, and developers.
- City of Phoenix Storm Drain Study: Phoenix conducts an annual poll of Valley residents to assess residents' knowledge of storm drain pollution. This study, and the potential to add specific questions, assists STORM in targeting particular audiences or determining success in outreach efforts.

- Storm Drain Dan Comic Books – Phoenix previously developed three comic books related to preventing stormwater pollution. These posted on STORM's website and are available for production to STORM members.
- Vendor Information: Stormwater product vendors may present a 30 to 60 minute informational session to the STORM members. This allows members with product knowledge to share their experiences with members that may be interested in a particular product. During FY 2009, several vendors gave product presentations to STORM.
- Working Groups: STORM members developed a working group to share information and discuss ideas in response to ADEQ's review and comments on Phase II permits this fiscal year.
- During FY 2009, STORM members created new public service announcements regarding cleanup of yard waste and disposal of painting products that will be aired during the monsoon season in the beginning of FY 2010.

Awards and Recognition

STORM is the first regional stormwater public education and outreach organization in Arizona. The collaborative, voluntary, and highly organized approach to disseminating information and resources to residents throughout the greater Phoenix metropolitan area has provided a distinctive and effective means to reduce stormwater pollution while maximizing the benefit of shared resources.

Previously, STORM had been nominated for the following awards/recognition:

- Valley Forward' Environmental Excellence Award in the category of Environmental Education/Communication - Public Sector. This award recognizes outstanding contributions to the sustainability of the Valley communities.
- Maricopa Association of Governments' Desert Peak Award. An award that recognizes people, projects, and partnerships that have demonstrated a commitment to regionalism.

During FY 2009, STORM was not nominated for any external awards or recognition, but internally recognizes the effort put forward by the organization's board members and other members that perform services to STORM above and beyond normal levels of participation.

Attachment A - FY 2009 Financial Summary

Beginning Balance	\$ 34,289.57
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Membership Fees received in FY 2009 (July 1, 2008 - June 30, 2009) for:	FY 2009	FY 2010
ADOT	\$ 1,000.00	\$ 1,000.00
Apache Junction	\$ 1,000.00	
Avondale	\$ 2,000.00	
Chandler	\$ 2,500.00	\$ 2,500.00
El Mirage	\$ 1,000.00	
Fountain Hills	\$ 1,000.00	
Gilbert	\$ 2,500.00	
Glendale ⁽²⁾⁽³⁾	\$ (5,000.00)	
Goodyear	\$ 1,000.00	\$ 1,500.00
Guadalupe	\$ 1,000.00	
Luke AFB	\$ 1,000.00	
Litchfield Park	\$ 1,000.00	
Maricopa County	\$ 2,500.00	\$ 2,500.00
Maricopa County Flood Control District ^{(1) (4)}	\$ 1,000.00	
Mesa	\$ 5,000.00	
Paradise Valley	\$ 1,000.00	\$ 1,000.00
Peoria	\$ 2,500.00	\$ 2,500.00
Phoenix	\$ 5,000.00	
Salt River Maricopa Indian Community	\$ 1,000.00	
Scottsdale	\$ 2,500.00	
Surprise ⁽²⁾		
Tempe	\$ 2,500.00	\$ 2,500.00
Tolleson	\$ 1,000.00	
Subtotal	\$ 34,000.00	\$13,500.00
Total		\$47,500.00

(1) Affiliate Member

(2) Dues for FY 2009 paid during FY 2008

(3) Refund to Glendale for overpayment of membership dues during FY 2008

(4) The FY 2008 report stated that MCFCD had paid FY 2009 dues during FY 2008, which was incorrect. MCFCD paid the FY 2008 dues 4/25/08 and the FY 2009 dues on 3/25/09.

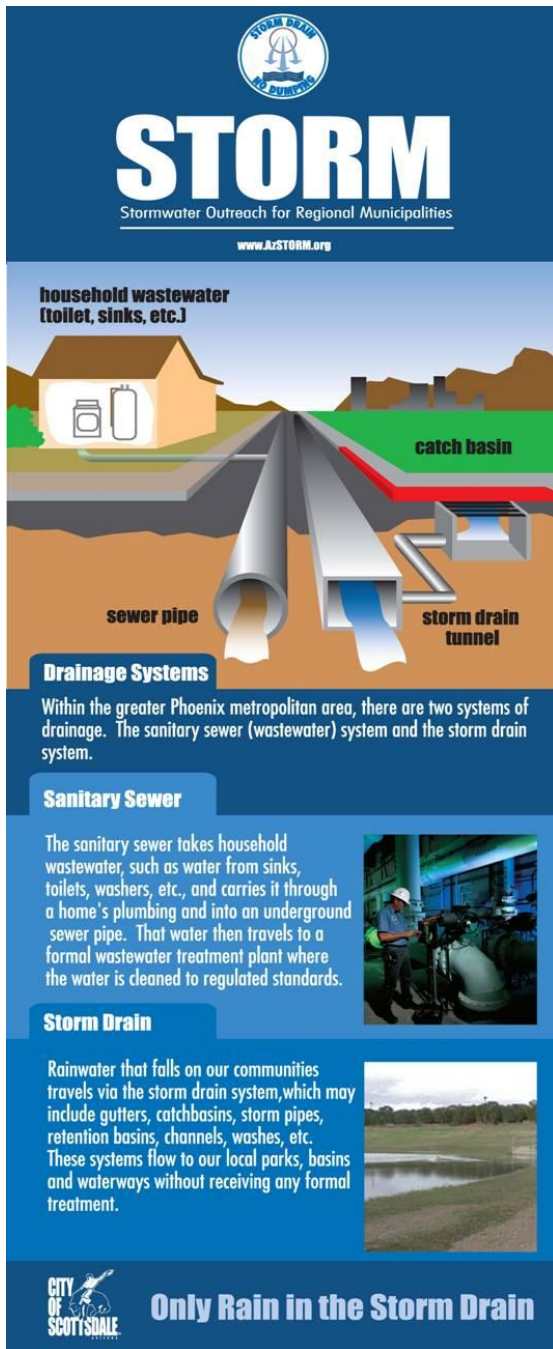
Other Income	
Donations	\$ 227.01
Total	\$ 227.01

Expenses	
Administrative	\$ 1,997.00
Webhosting	\$ 575.00
Promotional/Educational Items	\$ 10,180.43
PSA (Movie Theatre) Campaign	\$ 10,000.00
Total	\$ 22,752.43

Ending Balance	\$ 59,264.15
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Attachment B - Banners and other promotional items

Example of STORM Banner



The banner features the AzSTORM logo at the top, which includes a scale of justice and the text 'AZ STORM' and 'NO DUMPING'. Below the logo, the word 'STORM' is written in large, bold, white letters, with 'Stormwater Outreach for Regional Municipalities' and 'www.AzSTORM.org' underneath. The central illustration shows a cross-section of the ground with a house on the left. A 'sewer pipe' carries 'household wastewater (toilet, sinks, etc.)' from the house to a 'catch basin'. From the catch basin, a 'storm drain tunnel' carries rainwater away. The text 'Drainage Systems' is written in a blue box, followed by a paragraph: 'Within the greater Phoenix metropolitan area, there are two systems of drainage. The sanitary sewer (wastewater) system and the storm drain system.' Below this, there are two sections: 'Sanitary Sewer' with a photo of a worker in a trench and a paragraph explaining the process, and 'Storm Drain' with a photo of a retention basin and a paragraph explaining its function. At the bottom left is the 'CITY OF SCOTTSDALE' logo, and at the bottom center is the slogan 'Only Rain in the Storm Drain'.

Example of Promotional Item - Magnet



The magnet features the AzSTORM logo on the left, which includes a scale of justice and the text 'AZ STORM' and 'NO DUMPING'. To the right of the logo, the slogan 'ONLY RAIN IN THE STORM DRAIN' is written in large, bold, white letters, with 'WWW.AzSTORM.org' underneath.

Attachment C – Unified Outreach Reporting Forms for FY 2009

(Begin on following page)



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City of Mesa	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: John Meyer	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-644-6967	<input type="checkbox"/> Other	
Address: P.O. Box 1466, Mesa, AZ 85211-1466		

Event information:

Name: City Hall at the Mall	Location: Fiesta Mall, Mesa, AZ
Date(s): May 9, 2009	Time: 10am – 3pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Mesa's Environmental Programs Division manned a booth at this event. Attendees were regional from all parts of the southeast Greater Phoenix Metropolitan Area.	
Total # of Attendance @ event: 600	
Total # of people with direct discussion about STORM: 600	

STORM handout information:

Type and # of Brochures used:	STORM Brochure - 20
Type and # of Handouts used:	Bags on Board – 70
Type and # of Displays utilized:	STORM banner displays
Other STORM information utilized:	None



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City of Mesa	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: John Meyer	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-644-6967	<input type="checkbox"/> Other	
Address: P.O. Box 1466, Mesa, AZ 85211-1466		

Event information:

Name: City Hall at the Mall	Location: Superstition Springs Center, Mesa, AZ
Date(s): October 25, 2008	Time: 10am – 3pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Mesa's Environmental Programs Division manned a booth at this event. Attendees were regional from all parts of the southeast Greater Phoenix Metropolitan Area.	
Total # of Attendance @ event: 800	
Total # of people with direct discussion about STORM: 800	

STORM handout information:

Type and # of Brochures used:	STORM Brochure - 20
Type and # of Handouts used:	Bags on Board – 70
Type and # of Displays utilized:	STORM banner displays
Other STORM information utilized:	None



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Town Of Fountain Hills	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Raymond Rees	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-816-5180	<input type="checkbox"/> Other	
Address: 16705 E. Avenue Of The Fountains		

Event information:

Name: Fountain Hills Art Festival	Location: Fountain Hills, Az
Date(s): November 14, 15 & 16, 2009	Time: 10:00 am to 5:00 pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: The Town of Fountain Hills conducted an information booth for the three days of the event highlighting the Town's efforts in public awareness of stormwater pollution prevention.	
Total # of Attendance @ event: 200,000	
Total # of people with direct discussion about STORM: 500	

STORM handout information:

Type and # of Brochures used:	After the Storm - 125
Type and # of Handouts used:	Stormdrain Dan-200, wristbands-225, stickers 200, bookmarkers-35 and magnets-50
Type and # of Displays utilized:	Portable expandable banners
Other STORM information utilized:	Enter Type and Number of Other STORM Info Displayed or Distributed



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Town Of Fountain Hills	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Raymond Rees	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-816-5180	<input type="checkbox"/> Other	
Address: 16705 E. Avenue Of The Fountains		

Event information:

Name: Apwa Grade School Educational Program	Location: Four Peaks Elementary School
Date(s): April 30, 2009	Time: 2:00 pm to 3:00 pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description:	The Town of Fountain Hills had a display area showing the importance of keeping garbage and debris out of the stormwater system. We showed material picked up by our street sweeper and the effects of mixing it with rainwater and allowing those pollutants to enter into the stormwater system.
Total # of Attendance @ event: 33	
Total # of people with direct discussion about STORM: 33	

STORM handout information:

Type and # of Brochures used:	none
Type and # of Handouts used:	Stormdrain Dan-31, Stickers-186
Type and # of Displays utilized:	Portable expandable banners and the Town's Topography and Major Drainage map.
Other STORM information utilized:	Enter Type and Number of Other STORM Info Displayed or Distributed



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Town Of Fountain Hills	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Raymond Rees	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-816-5180	<input type="checkbox"/> Other	
Address: 16705 E. Avenue Of The Fountains		

Event information:

Name: Fhusd Elimentary Grade Science Night	Location: Fountain Hills, Az
Date(s): May 7, 2009	Time: 6:30 pm to 8:30 pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description:	The Town of Fountain Hills had a display area showing the importance of keeping garbage and debris out of the stormwater system. We showed material picked up by our street sweeper and the effects of mixing it with rainwater and allowing those pollutant to enter into the stormwater system.
Total # of Attendance @ event: 425	
Total # of people with direct discussion about STORM: 200	

STORM handout information:

Type and # of Brochures used:	After the Storm - 100
Type and # of Handouts used:	Stormdrain Dan-125 and stickers -180
Type and # of Displays utilized:	Portable expandable banners
Other STORM information utilized:	Enter Type and Number of Other STORM Info Displayed or Distributed



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Goodyear	<input type="checkbox"/> Phase I MS4	<input checked="" type="checkbox"/> Affiliate
Contact: Ron Sievwright	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 623-882-7632	<input type="checkbox"/> Other	
Address: 200 S. Calle Del Pueblo, Goodyear, Az 85338		

Event information:

Name: Green Day	Location: City Of Goodyear Stadium 1933 S. Ball Park Way
Date(s): May 16, 2009	Time: 9 am to 3 pm
Reason:	
<input type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description:	This was a Public Event in which vendors and Public Agencies could display solar material, energy saving devices, green stability products, bio fuel, green design, recycling, etc. See attached flyer.
Total # of Attendance @ event: 500	
Total # of people with direct discussion about STORM: Two	

STORM handout information:

Type and # of Brochures used:	300 City of Goodyear Brochures, 300 STormwater Outreach Brochures
Type and # of Handouts used:	150 Storm Drain Dan Coloring books, 90 Bags on Board
Type and # of Displays utilized:	Two Stormwater displays
Other STORM information utilized:	Displayed Don't Trash AZ bags, only distributed 10.



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Chandler	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Dave Verhelst	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-782-3503	<input type="checkbox"/> Other	
Address: 975 East Armstrong Way, Bldg C Chandler, Az 85286		

Event information:

Name: Hamilton Invitational Science/Engineering Fair	Location: Hamilton High School
Date(s): 2/21/09	Time: 11:00 AM to 3:00 PM
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: The event hosts outstanding science research projects for grades 5-12, with approximately 1500 participants from Chandler Unified Schools.	
Total # of Attendance @ event: ~ 4,000 spectators & 1500 participants	
Total # of people with direct discussion about STORM: 150	

STORM handout information:

Type and # of Brochures used:	None - CoC brochures provided
Type and # of Handouts used:	None - CoC handouts provided
Type and # of Displays utilized:	STORM banners were displayed
Other STORM information utilized:	None



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City of Mesa	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: John Meyer	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-644-6967	<input type="checkbox"/> Other	
Address: P.O. Box 1466, Mesa, AZ 85211-1466		

Event information:

Name: Light Rail Grand Opening (It All Starts Here)	Location: Light Rail Station, Mesa, AZ
Date(s): December 27, 2008	Time: 10am – 5pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Mesa's Environmental Programs Division manned a booth at this event. Attendees were regional from all parts of the Greater Phoenix Metropolitan Area.	
Total # of Attendance @ event: 33,000	
Total # of people with direct discussion about STORM: 500	

STORM handout information:

Type and # of Brochures used:	STORM Brochure - 50
Type and # of Handouts used:	Bags on Board – 140, STORM Bracelets – 25, Magnets - 20
Type and # of Displays utilized:	STORM banner displays
Other STORM information utilized:	None



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Glendale	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Michelle Wilson	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 623-930-2583	<input type="checkbox"/> Other	
Address: 5850 W. Glendale Ave., Glendale, Az 85301		

Event information:

Name: Glendale Garden Festival	Location: Glendale Main Library
Date(s): March 28, 2009	Time: 8:00 a.m. - 1:00 p.m.
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description:	The event focused on water conservation through interactive garden art activities, go green information booths, expert training regarding tree care, low-water use gardening, water harvesting, classes on landscaping and "smart" irrigation timers, and more. A booth with stormwater information was set up for interested parties.
Total # of Attendance @ event: 800	
Total # of people with direct discussion about STORM: 50	

STORM handout information:

Type and # of Brochures used:	Stormwater brochures ("Stormwater Pollution Prevention Begins With You") approx 40.
Type and # of Handouts used:	
Type and # of Displays utilized:	Banners and table set up.
Other STORM information utilized:	Stormwater information magnets and bracelets distributed. Approximately 50.



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City of Mesa	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: John Meyer	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-644-6967	<input type="checkbox"/> Other	
Address: P.O. Box 1466, Mesa, AZ 85211-1466		

Event information:

Name: LOOP 202 Freeway Opening (Roundin' Out the Red Mountain Freeway)	Location: Mesa, AZ
Date(s): July 15, 2008	Time: 5pm – 8pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Mesa's Environmental Programs Division manned a booth at this event. In support of STORM's Bags on Board program, Mesa distributed these items to attendees and targeted those persons who brought their dogs to the event. Attendees were regional from Apache Junction to Peoria.	
Total # of Attendance @ event: 10,000	
Total # of people with direct discussion about STORM: 500	

STORM handout information:

Type and # of Brochures used:	None
Type and # of Handouts used:	Bags on Board - 350
Type and # of Displays utilized:	STORM banner display
Other STORM information utilized:	None



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Storm	<input checked="" type="checkbox"/> Phase I MS4	<input checked="" type="checkbox"/> Affiliate
Contact: Dave Verhelst	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-782-3503	<input type="checkbox"/> Other	
Address: 975 E. Armstrong Way, Bldg C Chandler, Az 85286		

Event information:

Name: Earth Day At The Phoenix Zoo	Location: Phoenix Zoo
Date(s): April 19, 2009	Time: 9:00 am - 3:00 pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Earth Day event promoting and encouraging environmentally responsible behaviors.	
Total # of Attendance @ event: 6,211	
Total # of people with direct discussion about STORM: 400	

STORM handout information:

Type and # of Brochures used:	Coloring Books (582); After the Storm Brochures (10); Solution to Pollution Brochures (10); Bookmarks (25); STORM Brochures (100); EPA Runoff Challenge Crossword Puzzles (25)
Type and # of Handouts used:	STORM magnets (25); Only Rain in the Drain Wristbands (250); Bag's on Board (260)
Type and # of Displays utilized:	STORM banners
Other STORM information utilized:	



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Maricopa County Env Svcs	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Paul Catanzariti	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 602-372-0581	<input type="checkbox"/> Other	
Address: 1001 N Central, Ste 300, Phoenix, Az 85004		

Event information:

Name: Classroom Presentation: Duran-Ewing	Location: Emerson Elementary School
Date(s): 4/29/09	Time: 10:30 am-12:30 pm
Reason: <input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: Stormwater pollution presentation to 3 rd grade students	
Total # of Attendance @ event: 26	
Total # of people with direct discussion about STORM: 26	

STORM handout information:

Type and # of Brochures used:	Enter Types and Number of STORM Literature Distributed
Type and # of Handouts used:	Coloring Books-25; Bracelets-24; Bookmarks-25
Type and # of Displays utilized:	Environscape model
Other STORM information utilized:	Enter Type and Number of Other STORM Info Displayed or Distributed



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Maricopa County Env Svcs	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Paul Catanzariti	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 602-372-0581	<input type="checkbox"/> Other	
Address: 1001 N Central, Ste 300, Phoenix, Az 85004		

Event information:

Name: Classroom Presentation: Elofson	Location: Emerson Elementary School
Date(s): 5/12/09	Time: 9:00 am-10:30 am
Reason: <input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: Stormwater pollution presentation to 4 th grade students	
Total # of Attendance @ event: 25	
Total # of people with direct discussion about STORM: 25	

STORM handout information:

Type and # of Brochures used:	Enter Types and Number of STORM Literature Distributed
Type and # of Handouts used:	Coloring Books-24; STORM Magnets-25; Bookmarks-21
Type and # of Displays utilized:	Environscape model
Other STORM information utilized:	Enter Type and Number of Other STORM Info Displayed or Distributed



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Maricopa County Env Svcs	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Paul Catanzariti	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 602-372-0581	<input type="checkbox"/> Other	
Address: 1001 N Central, Ste 300, Phoenix, Az 85004		

Event information:

Name: Classroom Presentation: Villa	Location: Emerson Elementary School
Date(s): 4/14/09	Time: 10:30 am- 12:00 pm
Reason: <input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: Stormwater pollution presentation to 3 rd and 4 th grade students	
Total # of Attendance @ event: 19	
Total # of people with direct discussion about STORM: 19	

STORM handout information:

Type and # of Brochures used:	Enter Types and Number of STORM Literature Distributed
Type and # of Handouts used:	Coloring Books-19; Bracelets-20; Bookmarks-18
Type and # of Displays utilized:	Environscape model
Other STORM information utilized:	Enter Type and Number of Other STORM Info Displayed or Distributed



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Chandler	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Dave Verhelst	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-782-3503	<input type="checkbox"/> Other	
Address: 975 E. Armstrong Way, Bldg C Chandler, Az 85286		

Event information:

Name: Intel Greenit Fair	Location: 5000 W. Chandler Blvd
Date(s): May 6, 2009	Time: 9:00 am - 3:00 pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Provide information and resources associated with green actions and sustainability in our community to Intel employees.	
Total # of Attendance @ event: 315	
Total # of people with direct discussion about STORM: 100	

STORM handout information:

Type and # of Brochures used:	80 CoC brochures distributed
Type and # of Handouts used:	CoC magnetic clips (174); STORM Bag's on Board (105); CoC carabiner keychains (50)
Type and # of Displays utilized:	STORM banners
Other STORM information utilized:	



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Maricopa County Env Svcs	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Paul Catanzariti	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 602-372-0581	<input type="checkbox"/> Other	
Address: 1001 N Central, Ste 300, Phoenix, Az 85004		

Event information:

Name: Take Our Sons And Daughters To Work Day	Location: 1001 N Central, Phoenix, Az 85004
Date(s): 4/23/09	Time: 10:00 am- 11:45 am
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: Environmental Services/Air Quality employees bring kids to work	
Total # of Attendance @ event: 50	
Total # of people with direct discussion about STORM: 50	

STORM handout information:

Type and # of Brochures used:	Enter Types and Number of STORM Literature Distributed
Type and # of Handouts used:	Coloring Books-38; Bookmarks-27; STORM magnets-38
Type and # of Displays utilized:	Environscape model
Other STORM information utilized:	Enter Type and Number of Other STORM Info Displayed or Distributed



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Maricopa County Env Svcs	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Paul Catanzariti	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 602-372-0581	<input type="checkbox"/> Other	
Address: 1001 N Central, Ste 300, Phoenix, Az 85004		

Event information:

Name: Classroom Presentation: Mccoy, Carroll	Location: Nadaburg Elementary School
Date(s): 5/6/09	Time: 8:00 am-10:00 am
Reason: <input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: Stormwater pollution presentation to 3 rd grade students	
Total # of Attendance @ event: 52	
Total # of people with direct discussion about STORM: 52	

STORM handout information:

Type and # of Brochures used:	Enter Types and Number of STORM Literature Distirbuted
Type and # of Handouts used:	Coloring Books-55; Bookmarks-52
Type and # of Displays utilized:	Environscape model
Other STORM information utilized:	Enter Type and Number of Other STORM Info Displayed or Distributed



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Srpmic	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Denise Taylor	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-326-7624	<input type="checkbox"/> Other	
Address: Anndenise.Taylor@Srpmic-Nsn.Gov		

Event information:

Name: Srpmic Earth Day	Location: Salt River Pima Maricopa Indian Community
Date(s): April 18, 2009	Time: 9 am - 2pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Community wide event to raise environmental awareness with the Salt River Indian Community.	
Total # of Attendance @ event: 600+	
Total # of people with direct discussion about STORM: 600+	

STORM handout information:

Type and # of Brochures used:	STORM Brochures - 100
Type and # of Handouts used:	Magnets - 100
Type and # of Displays utilized:	N/a
Other STORM information utilized:	N/a



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Maricopa County	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Paul Catanzariti	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 602-372-0581	<input type="checkbox"/> Other	
Address: 1001 N Central, Ste 201, Phoenix, Az 85004		

Event information:

Name: Tres Rios Nature And Earth Festival	Location: B&M Wildlife Area
Date(s): March 7 and 8, 2009	Time: 9:00 am- 4:00 pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: An annual two-day outdoor event that focuses on the rich diversity of wildlife, habitat, history and culture of the Gila River drainage. This is an opportunity to celebrate the rich heritage, ecology, history and wildlife of the Gila, Salt and Agua Fria Rivers!	
Total # of Attendance @ event: 4000-5000	
Total # of people with direct discussion about STORM: 400-500	

STORM handout information:

Type and # of Brochures used:	Coloring Books-108; After the Storm-8; Solution to Pollution-5; Bookmarks-6; STORM Brochure-10
Type and # of Handouts used:	STORM magnets-80; STORM magnetic clips-42; Only Rain in the Drain Wristbands-132
Type and # of Displays utilized:	STORM banners; Enviroscape model
Other STORM information utilized:	Stormwater knowledge surveys-49



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Surprise	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Stephanie Pezzelle	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 623.222.7030	<input type="checkbox"/> Other	
Address: 12425 West Bell Road Suite D-100		

Event information:

Name: Bring Your Dog To The Ballpark Day.	Location: Surprise Stadium (Texas Rangers And Kansas City Royals)
Date(s): 3/8/09	Time: 11:00 am
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description:	The city of Surprise created an event at the Stadium during a spring training game to include residents pets. You can register to bring your dog to the ballpark to enjoy a spring training game. The event is a perfect opprotunity to use the bags on board to educate the City's pet owners on the proper way to dispose of pet waste.
Total # of Attendance @ event: 3,904	
Total # of people with direct discussion about STORM: 56	

STORM handout information:

Type and # of Brochures used:	
Type and # of Handouts used:	33 bags on Board handed out.
Type and # of Displays utilized:	
Other STORM information utilized:	



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Glendale	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Joanne Toms	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 623-930-2583	<input type="checkbox"/> Other	
Address: 5850 W. Glendale Ave., Glendale, Az 85301		

Event information:

Name: School Education	Location: 8 Glendale Schools, 28 4 th -6 th Grade Classrooms.
Date(s): 2008-2009 School Year	Time: Variable - dependant on teachers' availability.
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Glendale Water Conservation staff provided EnviroScape watershed model presentations that covered the following topics: Glendale water sources, threats to surface water quality (point and non-point souce pollution), and best management practices for water quality and water conservation.	
Total # of Attendance @ event: 755 4 th -6 th grade students.	
Total # of people with direct discussion about STORM: N/A	

STORM handout information:

Type and # of Brochures used:	N/A
Type and # of Handouts used:	N/A
Type and # of Displays utilized:	N/A
Other STORM information utilized:	N/A