STormwater Outreach for Regional Municipalities (STORM)

Annual Report: FY 2014

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(July 1, 2013 – June 30, 2014)

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 consists of 23 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 2010 Census, approximately 3.8 million of the state's 6.4 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 2014 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 2014, STORM Board Members were:

- Chair: Jessica Koberna, Town of Gilbert
- Co-chair: Raymond Rees, Town of Fountain Hills
- Fiscal Agent: Leigh Waite, ADOT
- Secretary: Daniel Culotta, City of Avondale
- Director-at-Large: Paul Catanzariti, MCESD

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 Director-at-Large may assist the other Board members as needed and provides a fifth vote to prevent ties during a vote by the Board members.

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 2014, STORM's 23 members included six Phase I MS4s, sixteen Phase II MS4s and one pending Phase II MS4. 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 2014, participating municipalities and affiliates generated $49,500 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 2014 financial summary is provided in Attachment A.

STORM Members – Fiscal Year 2014

Arizona Department of
Transportation (ADOT)

City of Apache Junction

City of Avondale

City of Chandler

City of El Mirage

City of Glendale

City of Goodyear

City of Litchfield Park

City of Mesa

City of Peoria

City of Phoenix

City of Scottsdale

City of Surprise

City of Tempe

City of Tolleson

Luke Air Force Base

Maricopa County
(unincorporated area)

Town of Buckeye

Town of Fountain Hills

Town of Gilbert

Town of Guadalupe

Town of Paradise Valley

Town of Youngtown
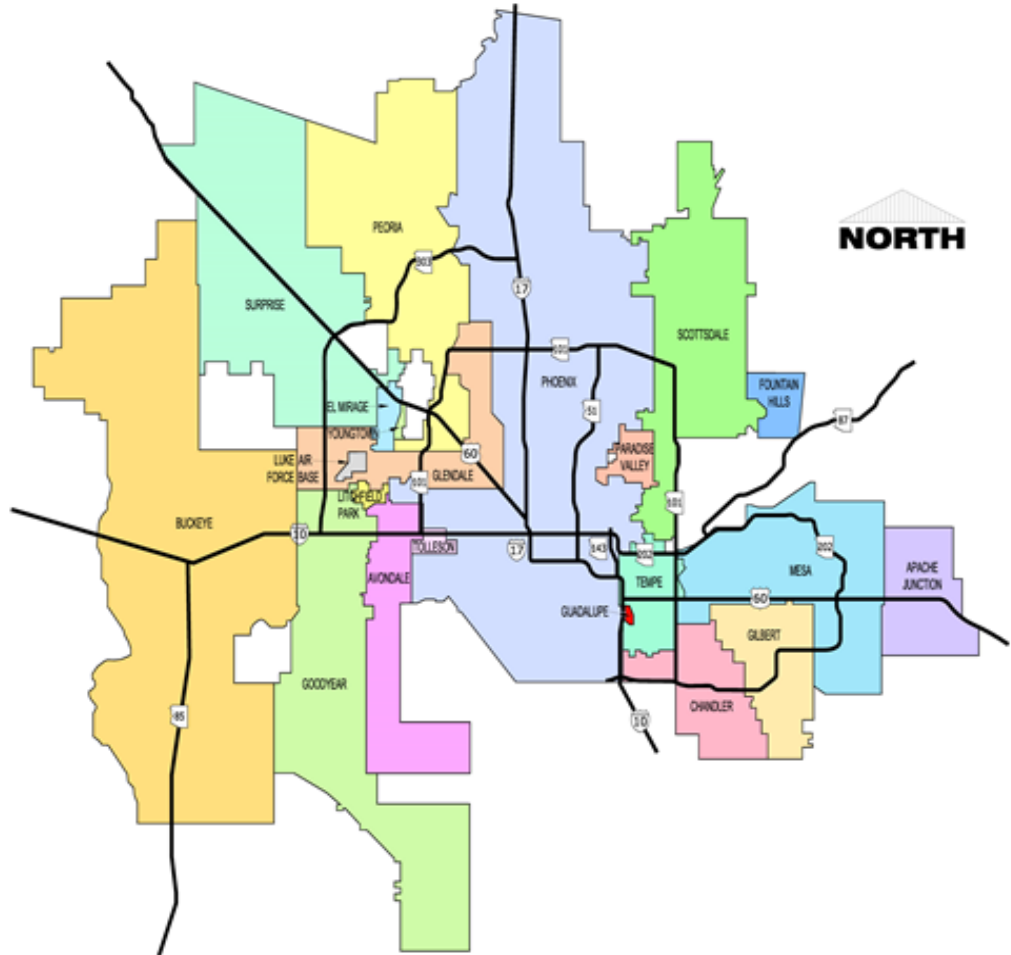
Why Become a Member?

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.

Membership in STORM also provides increased buying power that helps achieve bulk pricing on stormwater 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 water quality at a regional level.

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 "Meetings" section of the "About Us" link. http://www.azstorm.org/meetings/

STORM generally meets the fourth Tuesday of each month at the Flood Control District of Maricopa County facility at 2801 West Durango, Phoenix, Arizona. 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 the 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. 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 has historically paid 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. A summary of the web site activity during fiscal year 2014 is included below.

Summary of STORM Website Activity – FY 2014

Month	Unique Visitors	Number of Visits	Page Views
July 2013	412	499	990
August 2013	229	285	680
September 2013	192	245	679
October 2013	172	218	572
November 2013	160	190	399
December 2013	133	152	331
January 2014	161	200	456
February 2014	227	257	559
March 2014	253	304	728
April 2014	263	326	682
May 2014	227	262	619
June 2014	251	304	761
Total FY 2014	**2,680**	**3,242**	**7,456**

New Logo

A new logo was developed during Fiscal year 2014. STORM utilized http://logotournament.com/ to obtain dozens of options to select a new logo from.

During Fiscal Year 2010, STORM members redesigned the website to update the information and look of the website. A consultant was hired in March 2010 to redesign the website and the completed website went online in May 2010. The cost of the website redesign was $2,200. STORM also changed hosting companies, saving approximately $525 per year in hosting fees. The new site is very user friendly and contains more detailed information on how to reduce stormwater pollution, public education campaigns completed by STORM, Kid's Corner information, and stormwater permit requirements. The new website went into operation on June 9, 2010.

Below is the home page of the website:

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. In FY 2013, STORM expended $2,528.81 on two new sets of vertical display boards. 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".

Table Banners

In FY 2010, STORM purchased materials and the Town of Fountain Hills printed 6 large vinyl stormwater table banners for use at public events. The banners are 6 foot by 2 foot and can be displayed vertically or horizontally. They depict the STORM name, logo, and website, Storm Drain Dan and/or the phrase "Only Rain in the Storm Drain."
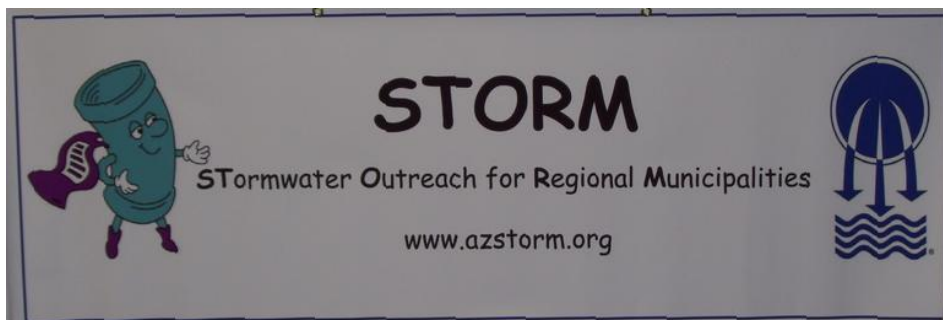
Promotional Items

Various promotional items have been previously developed with STORM's logo, website address, and/or stormwater related slogans. These items are made available to members to distribute at local events. STORM expended $18,696.23 on promotional items for FY 2014. Additionally, STORM had the following promotional items left over from FY 2013 that were used during this fiscal year.

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. The Bags-on-Board have been a very popular item at events, therefore, in FY 2013 STORM expended $16,038.58 to purchase an additional 10,000 pet waste bag dispensers for distribution to members and at STORM events.

2. STORM designed and purchased 2,500 magnetic notepads with "Only Rain in the Storm Drain", the STORM logo and STORM website in FY 2013. STORM expended $1,604.14 to purchase the notepads. The notepads were distributed to members and at STORM events.

3. STORM designed and purchased 10,000 slap bands with the STORM logo and "Only Rain in the Storm Drain" message. STORM expended $6,498.12 to purchase the slap bands in FY 2013. The slap bands were distributed to members and at STORM events.

4. STORM purchased recycled content grocery bags with the STORM logo and website in FY 2013. STORM expended $2,340.62 for 2,500 bags. The bags were distributed to members and at STORM events.

New promotional items were designed, purchased and available for distribution during the end of FY 2014. All of the following items will be distributed to members for distribution in their respective MS4s and at STORM sponsored events.

1. 5,000 mood cups included a logo of the pollution awareness marker commonly used throughout the metro Phoenix area. The STORM website and Facebook URL address were also included on the cups. STORM expended $3,286.51 for the cups.

2. 5,000 jar openers/coasters made of 100% post-consumer recycled tires including a new design depicting curb and gutter and a flow of water into a storm drain with the slogan "Stop Stormwater Pollution – Only Rain in the Storm Drain". The STORM website and Facebook URL address were also included on the jar openers/coasters. STORM expended $1,369.14 for the jar openers/coasters.

3. 5,000 drawstring backpacks including a new design representing puzzle pieces and the slogan "Be the solution to stormwater pollution". The STORM website and Facebook URL address were also included on the backpacks. STORM expended $8,322.15 for the backpacks.

4. 5,000 Frisbees including a new design with an illustration of a dog and the slogan "Pick Up Your Pet's Waste". The STORM website and Facebook URL address were also included on the Frisbees. STORM expended $4,465.53 for the Frisbees.

5. 5,000 mood pencils including a new design with the slogans "Be the Solution to Stormwater Pollution!" and "Clean Water Starts With You!" The STORM website and Facebook URL address were also included on the pencils. STORM expended $1,252.90 for the pencils.

Printed Materials

1. STORM had a new stormwater brochure professionally designed and printed, with tips for preventing stormwater pollution, during FY 2013. STORM expended $2,270 for 15,000 brochures. The brochures were distributed to members and at STORM events.

2. STORM developed a construction brochure with tips for preventing stormwater pollution associated with construction projects during FY 2010. STORM expended $1,196.47 for printing of 10,000 construction brochures in FY 2010. STORM had brochures left over from FY 2010 for distribution in FY 2013.
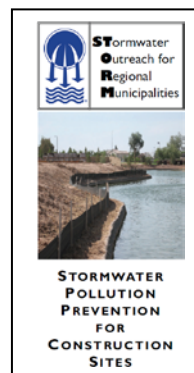
STORM created a Unified Outreach Reporting form to be used by members to document when and where promotional items are distributed as well as the quantity distributed. This will allow STORM to more accurately determine the audience distribution, size, and impact to the audience where STORM promotional 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-

Illicit Discharge Topic

STORM's FY 2014 movie theater campaign on Illicit Discharges, ran from November 22, 2013 to January 2, 2014 (6 weeks) to correspond with the winter rain season. A new 15 second video advertisement was designed and produced and ran for 15 seconds prior to each movie, for a total of 27,510 times.

The video was shown at 7 AMC theaters throughout the Phoenix metropolitan area, showing on 131 movie screens averaging 5 movies per day. That attributes to 655 movies per day, 4,585 movies per week. Based upon historical movie admission rates, it is estimated that the campaign was shown to approximately 850,000 people. STORM expended $8,025 for the movie theater campaign in FY 2014.

Radio Campaigns

STORM did not conduct a radio ad campaign during FY 2014.

Seminars and Workshops

Construction General Permit Seminar

STORM was a sponsor of the event on April 8, 2014. The purpose of the seminar was to provide education and outreach associated with the AZPDES Construction General Permit, including updates on the 2013 CGP, Stormwater Pollution Prevention Plans, BMPs, local municipal requirements and networking opportunities. The Arizona Department of Transportation provided the seminar room at no charge. STORM contributed $500 towards

supporting costs associated with the seminar. Approximately 141 were in attendance at the seminar. Seminar details and presentations are posted on the website.

MS4 Statewide Summit

STORM was a sponsor of the event on June 4, 2014. The purpose of the meeting was to bring Phase I and Phase II MS4s together to discuss programs, provide networking opportunities and share information. Topics included enforcement, audits, the new AZPDES Construction General Permit, low impact development, watershed approach and a panel discussion. The Arizona Department of Transportation provided the seminar room at no charge. STORM provided a contribution of $1,000 towards supporting costs associated with the Summit. The Summit featured presentations by member municipalities, as well as state agency representatives. The Summit was very successful, with approximately 95 attendees. Seminar details and presentations are posted on the website.

Dragonfly Day

STORM was a sponsor of the event on March 29, 2014. The event focused on the Rio Salado Habitat Restoration area and included information on the wetlands, dragonflies, butterflies and native wildlife associated with the wetland habitat. The event also included 21 booths and vendors and distributed approximately 250 water quality test kits. Attendance was estimated at 800. STORM contributed $600 towards the purchase of water quality testing strips that were distributed to the public.

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, the Town of Fountain Hills re-established a contract with a local distributor.
- In FY 2010, the Town of Fountain Hills printing department produced 6 large vinyl stormwater table banners for use at public events.
- **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:** The City of 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 Coloring Books:** The City of Phoenix previously developed three

such books related to preventing stormwater pollution. These are posted on STORM's website and are available for production to STORM members.

- The Maricopa County Environmental Services Department Stormwater Quality Program has conducted annual stormwater pollution awareness surveys beginning in FY 2009. The results of the survey are used to structure future outreach efforts and educational programs.
- **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 2014, one vendor provided a presentation to STORM.

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's 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 2014, 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 2014 Financial Summary

Membership for FY 2014 (July 1, 2013 - June 30, 2014)	Membership Fees FY 2014
ADOT	$1,000
Apache Junction	$1,500
Avondale	$2,000
	$2,000
Buckeye	$2,500
Chandler	
El Mirage	$1,500
Fountain Hills	$1,000
Gilbert	$2,500
Glendale	$2,500
Goodyear	$2,000
Guadalupe	$1,000
Litchfield Park	$1,000
Luke AFB	$1,000
Maricopa County	$5,000
Mesa	$5,000
Paradise Valley	$1,000
Peoria	$2,500
Phoenix	$5,000
Scottsdale	$2,500
Surprise	$2,500
Tempe	$2,500
Tolleson	$1,000
Youngtown	$1,000
Total	$49,500

Expenses	
Administrative	$878.83
Website	$100.00
Promotional/Educational Items	$18,696.23
PSA - Movie Theatre Campaign	$8,025.00
PSA - Radio Campaign	$0.00
Seminars and Workshops	$2,100.00
Social Media	$3,150.00
Total	$32,950.06
Ending Balance	$16,549.94

Attachment B -   Banners and other promotional items

Example of STORM Banner

Attachment C – Unified Outreach Reporting Forms for FY 2014

(Begin on following page)