

STORM

Only rain in the stormdrain

STormwater Outreach for Regional Municipalities



Fiscal Year 2015 Annual Report

July 1, 2014 – June 30, 2015

STORM FY15 Annual Report

The STormwater Outreach for Regional Municipalities (STORM), is a regional organization promoting Stormwater Pollution Prevention education in and around the greater Phoenix metropolitan area. In Fiscal Year 2015 (FY15) STORM consisted of 28 members including:

1. ADOT (Arizona Department of Transportation)
2. Apache Junction
3. Avondale
4. Buckeye
5. Casa Grande
6. Chandler
7. El Mirage
8. FCDMC (Flood Control District of Maricopa County)
9. Fountain Hills
10. Gilbert
11. Glendale
12. Goodyear
13. Guadalupe
14. Litchfield Park
15. Luke AFB
16. Maricopa County
17. Mesa
18. Paradise Valley
19. Peoria
20. Phoenix
21. Pinal County
22. Queen Creek
23. SRPMIC (Salt River Pima-Maricopa Indian Community)
24. Scottsdale
25. Surprise
26. Tempe
27. Tolleson
28. Youngtown

Formation of Not-for-Profit Organization

STORM was founded by a collaborative action of Phoenix valley municipalities in 2002 in response to federal regulations requiring certain municipalities to implement measures to educate the public on the protection of stormwater runoff quality. 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 original Operations Plan was modified and

incorporated into By-Laws in February 2007, and further modifications were adopted at the annual corporation meeting in June of 2008.

Membership

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

Municipal membership is open to Municipal Separate Storm Sewer System (MS4) operators required by the 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 operators within the greater Phoenix metropolitan area.

Affiliate membership is open to jurisdictions and organizations that are not MS4 operators, or are not located in the greater Phoenix metropolitan area. 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 actively participate in monthly meetings and take part in activities/events sponsored by STORM; STORM members must vote to include affiliate members.

Monthly Meetings

STORM meets monthly to make decisions, strategize, and collaborate on methods to educate the public about stormwater quality and stormwater program requirements. Meeting minutes are posted on STORM's website under the "[Meetings](#)" section of the "About Us" link: <http://www.azstorm.org/about-us/meetings>

The meetings occur on the fourth Tuesday of each month at the Flood Control District of Maricopa County at 2801 West Durango, Phoenix, Arizona. STORM does not meet during the month of December due to Holiday conflicts and vacation scheduling.

The meetings are open to the public and representatives from permitted MS4s located throughout Arizona are welcome to participate in meetings and access resources and information generated by STORM.

Management Board

STORM elects a management board annually to help organize and guide operations. The FY15 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 FY15, STORM Board Members were:

- Chair: Raymond Rees, Town of Fountain Hills
The Chair is responsible for facilitating all STORM meetings and acting as the lead informational point of contact for the STORM organization.
- Co-chair: Monica Rabb, City of Glendale

The Co-Chair assists the Chair as needed in facilitating STORM meetings and disseminating information about the organization.

- **Fiscal Agent:** Ramona Simpson, Town of Queen Creek
The Fiscal Agent is responsible for providing and coordinating the collection and management of fees, other revenue and expenditures for the STORM organization.
- **Secretary:** London Lacy, City of Surprise, 2014
Robert van den Akker, City of Buckeye, 2015
The Secretary is responsible for creating and distributing monthly meeting agendas, meeting notes, and distribution of news to the members.
- **Director-at-Large:** Robert van den Akker, Maricopa County, 2014
London Lacy, City of Surprise, 2015
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.

Fees

The annual membership fee for municipal members is based on population from the 2010 Census, and a flat fee was established for affiliate members:

2010 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 fiscal year 2015, participating municipalities and affiliates generated \$56,000 through membership fees. Additionally, active members provided significant contributions to the organization including: staff time, contract negotiation, product research, and artistic input. Without overhead or administrative costs, funds are almost exclusively used for program implementation activities. A 2015 financial summary is provided in Attachment A.

Outreach Area

During FY 2015, the 28 STORM members included six Phase I MS4s, twenty Phase II MS4s and two Affiliate Members. These members have promoted stormwater pollution prevention to a very large area that includes significant portions of Maricopa County and some of Pinal County with a focus on the municipal areas outlined in the following figure. Additional information on membership requirements is detailed in the STORM bylaws.

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.

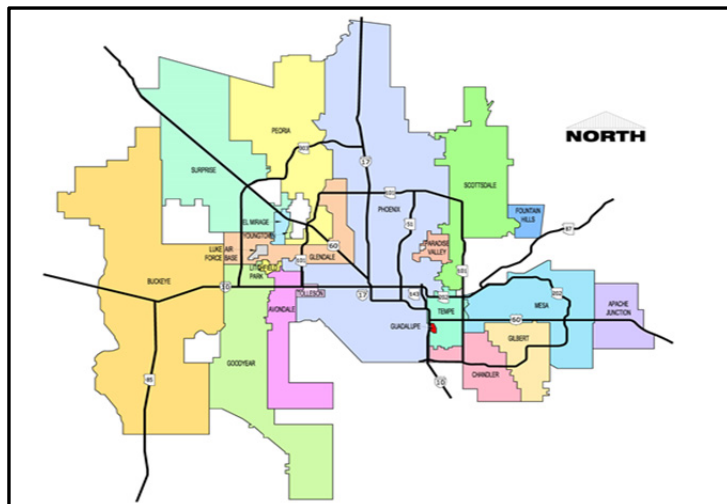
Benefits of this collaborative effort include:

- 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.

These ideas coincide with the regional outreach activity idea espoused by Joseph Salvato, a leader in environmental planning, who wrote in ENVIRONMENTAL ENGINEERING FIFTH EDITION, 2003:

"Local governments normally do not have jurisdiction and resources to plan and budget for an entire region. The key to the solution of regional problems is to create a spirit of intermunicipal cooperation that sets aside the unreasonable exercise of local prerogatives and instead provides a sense of team work to work toward establishment of an area wide organization that can investigate, plan, and act on an area wide basis.

Communities may realize a great economic benefit from their STORM membership investment. For a relatively small contribution, members receive a significant return in public outreach and education, and collective work and coordination of the group provides much more impact than a municipality would have obtained working independently. 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 diverse audience for education efforts.



Membership in STORM also provides increased buying power that helps achieve bulk pricing on promotional items. 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.

Additionally, participation with STORM allows for increased information sharing and networking among permit coordinators, allowing for an increased understanding in permit compliance.

STORM's Key Accomplishments

The success of STORM is based on the synergy of resources, ideas, and talent to produce regional education and outreach. 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.

MEDIA CAMPAIGNS

STORM Slogan: "Only Rain in the Storm Drain"

STORM member agencies continued to express the consistent regional 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 the STORM website, brochures, display boards, and promotional items. Additionally, STORM has collaborated with the Maricopa County Environmental Services Department (MCESD) in a new initiative to reach K – 8 school age children. The slogan for the MCESD outreach activity is: "Make Clean Storm Drains Happen." Storm has not officially adopted this slogan, but is happy to participate in additional outreach activity in the region.

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. The STORM website was updated during this fiscal year so that it would be able to match modern technology of smart phone and smart pad use. STORM has resumed hosting fees to a consultant to keep the page active and updated. STORM members provide their individual municipal information and also may contribute news or educational information throughout the year. An analytical summary of the web site activity during fiscal year 2015 is included below, and a picture of the homepage may be seen in Appendix B.

Summary of STORM Website Activity – FY 2015

Month	Users	New Visitor	Page Views	Sessions
July-14	277	78.30%	734	332
August-14	301	80.1	681	351
September-14	409	83.5	917	461
October-14	313	77.9	736	376
November-14	288	84.13	556	315
December-14	302	88.99	587	327
January-15	301	85.98	665	328
February-15	321	77.78	718	369
March-15	443	79.65	1038	521
April-15	425	79.28	1023	497
May-15	405	72.3	1212	502
June-15	295	73.13	689	361
Total	4080			4740

Major activity by City

MS4	Sessions	New Users
Phoenix	674	455
Tempe	196	133
Mesa	145	91
Chandler	83	45
Glendale	74	35
Avondale	56	13
Peoria	42	27
Surprise	42	20
Gilbert	39	33
Goodyear	38	9
Fountain Hills	29	12
El Mirage	25	8
Buckeye	23	9
Queen Creek	17	11
Apache Junction	11	10

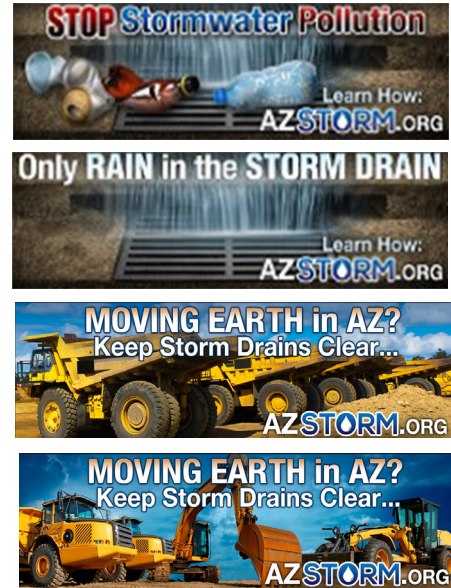
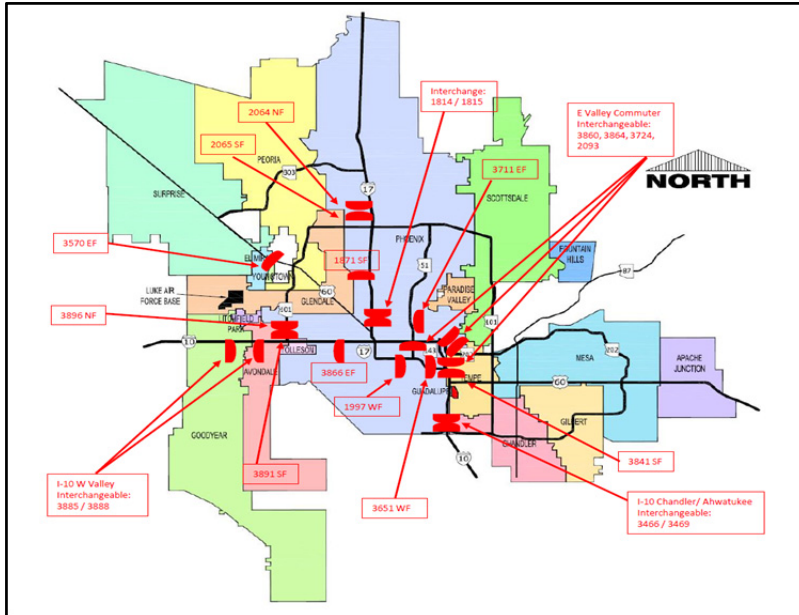
This table shows statistics of known user locations. Note: A significant number of users do not provide location information, and are not represented in this table

Billboard Initiative

One of the purposes of STORM is to make as much of an impact into the public as possible. With this in mind, STORM decided to run a billboard campaign. This campaign ran for one month during this reporting year, and included a large number of digital billboards located along major transportation routes of the region. The billboards for this fiscal year ran from June 1 – June 30 and included information on pollution prevention and construction and designed to drive the viewer to look at the STORM website. Messages included pollution prevention and construction. The website was

updated concurrently with the billboard messages. The billboard cost during FY15 was \$14,070.00. The billboard use for FY16 is expected to cost \$29,145.00 for a total of \$43,215.00.

Clear Channel analysis includes the audience delivery impressions on 22 panels including 20 digital panels and 2 static panels. The total delivery for the month of June is **17,101,939 impressions** (adult 18+).



Facebook

STORM has been attempting to obtain impact using social media outlets. Social media impact is typically obtained and measured through Reach, Organic Reach, and Engagement Rate.

- Reach is the number of people who have seen a post
- Organic reach is the total number of unique people who were shown a post
- Engagement rate is the percentage of people who saw a post that liked, shared, clicked or commented on it.

STORM contracted with Tracy Joy Creative, a social media company, to perform and maintain the facebook page for much of FY15. There were at least 209 posts placed on our facebook page, at the cost of \$350.00 per month. The total impact Reach, Organic Reach, and Engagement Rate obtained by the contract company was very low, and proved to require input from the individual municipalities. To perform this activity, STORM decided to release the contract and to members to become directly involved with the facebook page.

Movie Theater Campaign

"Guess what, water and stormdrains doesn't get filtered before flowing into your neighborhood parks. Help keep your neighborhood clean and safe by preventing stormwater pollution. Visit AZSTORM.org to learn more. Remember only rain in the storm drain."

That is the script for the movie ad used during this reporting year. It was heard by approximately 165,000 movie goers each week for 13 weeks. STORM hired Scott Strubbe of NATIONAL CINEMEDIA to run the adds. This ad ran for three months starting with the Hunger Games opening night on November 7, 2014 and running through March 5, 2015, coinciding with the winter rainy season. This provided an impact to approximately 2,145,000 viewers. The ad ran in 9 theaters with a total of 158 screens, and cost \$15,000.00. It included the following theaters:

Theater	City
Ahwatukee 24	Phoenix
Arizona Center 24	Phoenix
Deer Valley 17	Phoenix
Desert Ridge 18	Phoenix
Esplanade 14	Phoenix
Mesa Grande 14	Mesa
Westgate 20 with IMAX	Glendale
Cinemark Mesa	Mesa
Center Point Tempe	Tempe

Below are screen shots from the ad:



Bear Essential News (BEN)

STORM has made significant strides to perform outreach to the child market with the idea that impacting children will impact family's decision making processes. To implement this idea, STORM sponsored the K-8 outreach class activities of the Maricopa County ESD Stormwater Quality Program offered throughout the county, and paid for multiple ads in the regional student educational news paper. The audience for this media ad was parents and children in the greater Phoenix area. The BEN paper is distributed to 375 elementary and middle schools each month in the following districts: Creighton, Deer Valley, Madison, Paradise Valley, Roosevelt, Scottsdale, Washington, Chandler, Gilbert, Higley, Mesa, Queen Creek, Tempe, Alhambra, Avondale, Cartwright, Dysart, Glendale, Litchfield, Pendergast, Peoria, Phoenix, plus additional charter and private schools.

The ads ran on November 2014, 1/3 page; December 2014, 1/3 page; March 2015, 1/2 page; April 2015, 1/2 page. The total cost was \$2,480.00, with a quoted Reach of 120,000 newspapers per month, for 800,000* estimated views.

Additional outreach through BEN:

BEN web page: April - 63 hits

BEN Email Promotion: 4,000 kids, teachers, parents, businesses on exclusive BEN lists received email blasts twice

Question: Do you know where stormwater (and pollution) goes once it enters a storm drain?

Answer: (in word search): Lakes, Washes, Parks, Canals. Also find common Stormwater Pollutants (in word search): Pet Waste, Chemicals, Leaves, Grass, Oil, Trash.

What can you do to prevent stormwater pollution?
Students find out in a FREE class

Attention Educators—Maricopa County offers hands-on stormwater workshops to Kindergarten—8th grade student groups within the County at no charge. Find out more at the Education/Outreach link at <http://www.maricopa.gov/stormwater>

Provided by **STORM** Only rain in the stormdrain. Environmental Services Department.

Take the Stormwater Quiz!

Question: Do you know where stormwater (and trash) goes once it enters a storm drain?

Color Me!

Make Clean Storm Drains Happen.

Introducing... **Sam the Sonoran Tiger Salamander**
Find out where he lives and how stormwater affects him

FREE Classroom Presentations Available!

Answer: When it rains, stormwater and pollutants from our lawns, such as oil, trash, pet waste, and chemicals, travel into storm drains. These storm drains lead to basins, parks, canals and washes. Stormwater runoff does NOT go to a water treatment plant.

What can you do to prevent stormwater pollution?

Attention Educators—Maricopa County offers hands-on stormwater workshops to Kindergarten—8th grade student groups within the County at no charge. Find out more at the Education/Outreach link at <http://www.maricopa.gov/stormwater>

Provided by **STORM** Only rain in the stormdrain. Environmental Services Department.

Provided by: **STORM** Only rain in the stormdrain. <http://astorm.org/>

START	Cut out the raindrop(s) as your game board marker(s). Roll a die and move your marker forward the number that you have rolled on the die. Follow the instructions in the game space to either move forward (if you prevent pollution from getting into the stormwater) or backwards (if pollution is added to the stormwater). You win once the raindrop finds it's way into the storm drain. Remember, storm drains lead to our lakes, washes, rivers, and parks. Only rain should be going in the storm drain.				FINISH		
You pick up your dog's waste and throw it into the trash. Move forward 2 spaces.	<p>Attn: Educators—Maricopa County offers FREE hands-on stormwater workshops to all Kindergarten-8th grade students within Maricopa County. Find out more at http://www.maricopa.gov/EnvSvc/OC/StormWater/Education.aspx</p>				You see somebody whose car leaks oil and don't teach them about where the oil goes once it rains. Move back 4 spaces and lose a turn.		
You submit a stormwater pollution prevention poster for Maricopa County's annual contest. Move forward 2 spaces.					You visit astorm.org to learn more about stormwater pollution prevention. Move forward 1 space.		
You eat a candy bar and throw the wrapper into the storm drain. Go back to start and lose a turn.	Roll again!	You help your parents wash the car in the grass/rocks instead of on the driveway. Move forward 2 spaces.	You hose down the driveway and wash leaves/grass clippings into the storm drain. Go back to start and lose a turn.	You teach your friends & family that storm drains lead to our lakes, rivers, washes, and parks. Move forward 1 space.	Roll again!	You see somebody using weed killer right before a rain storm and don't say anything. Move back 1 space and lose a turn.	You pick up your dog's waste and throw it into the trash. Move forward 1 space.

Make Clean Storm Drains Happen. Sam the Sonoran Tiger Salamander.

FREE workshop!

Ad provided by: **STORM** Only rain in the stormdrain. <http://astorm.org/>

Attn: Educators—Maricopa County offers FREE hands-on stormwater workshops to all K-8th grade students within Maricopa County. Find out more at www.maricopa.gov/StormWater/

When it rains, stormwater runs along our yards and roads, and becomes dirty with pollutants like motor oil, soda cans, water bottles, fertilizer, dog waste, grass and tree limbs, and poisons (such as herbicides/pesticides). It carries this pollution into storm drains that lead to retention parks, canals and washes.

Stormwater runoff does NOT go to a water treatment plant. Swimming (like the child in this picture) or wading in water-filled parks may cause illness. These illnesses, commonly referred to as recreational water illnesses, are caused by germs spread by swallowing or having contact with dirty water.

All of the items in the picture above should have an X through it (except the bird—it was getting a drink). Remember you should NEVER swim in these stormwater filled parks because the water is not treated like it is for a swimming pool.

When you help keep our water clean you are helping everyone and everything that lives in Maricopa County.

* Bear has always been very conservative on the estimated number of impressions. The standard print model is 3.3 impressions per copy; however, to be conservative, BEN generally uses the circulation number because it is so high. The average outreach numbers for circulation include:

A monthly edition of Bear Essential News has a less than 4% return, which is very good. Over 73%** of the papers that go home with the kids were looked at by parents as well. So, if with 115,000 directly in the hands of kids and an additional 85,000 pass through to parents—we reach 200,000 people every month, and this does not include the teachers who also read this paper!

** determined by a 2009 audit

OUTREACH EVENTS

Between all of the member municipalities, there were a total of 248 events, 15,031 promotional items and brochures distributed, and 10,726 attendees directly contact with the stormwater pollution prevention message.

A reporting spreadsheet was used by members to document when and where the display boards and STORM Promotional Items were used. Members provided the spreadsheet or a summary of activities recorded on the spreadsheet for the annual report. This allows STORM to more accurately determine the audience distribution, size, and impact to the audience where the banners and promotional items are displayed. Members are asked to complete the spreadsheets or submit data for this fiscal report. Copies of member's reporting spreadsheets or summary pages are provided in Attachment C.

K – 8 Classroom Activities

Maricopa County Environmental Services Department, Stormwater Quality Program, has created an outreach program to children throughout Maricopa County. This year, the program reached 133 classes grades K – 8, with direct contact with 3705 students using interactive, hands on presentations. A [list](#) of the classes may be seen on the Maricopa County website, and include the following classes

1. Adventures with Sam the Salamander - Grade K
2. Be Watershed Wise - Grades 1-2
3. Keeping it Clean - Grades 3-4
4. The Peril of Impervious Surfaces - Grades 5-6
5. Water Detectives - Grades 7-8



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.



Promotional Items

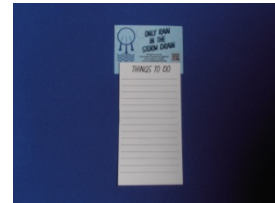
Various promotional items have been previously developed with STORM's logo, website address, and/or stormwater related slogans. These items are made available to members to distribute at local events. STORM expended \$29,614.33 on promotional

items for FY15. Additionally, STORM had promotional items left over from previous years that were also 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. The small refillable containers can be fastened to pet leashes. The Bags-on-Board have been a very popular item at events, and STORM has made significant purchases of these dispensers. At the end of FY15, similar dispensers were purchased to continue this campaign into FY16. STORM spent \$10,918.00 to purchase 6,750 dispensers.



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. The notepads were still being distributed to citizens at STORM events in 2015.



3. STORM designed and purchased slap bands with the STORM logo and “Only Rain in the Storm Drain” message in FY 2013. The slap bands were distributed to citizens at STORM events during FY15

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.



5. STORM purchased 5,000 mood cups in FY14 that 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. These were purchased for \$3,286.00 and distributed in FY15.



6. STORM purchased 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 in FY14. 5000 of these openers/coasters were purchased for \$1,369.14 and were distributed to residents during FY15 qty



7. STORM purchased 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. These were purchased for \$8,322.00 and were distributed to residents during FY15.



8. STORM purchased 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. These were purchased for \$4,465.00 and were distributed to residents during FY15.

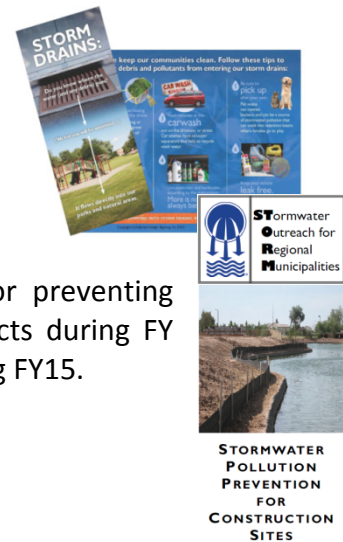


9. STORM purchased 5,000 mood pencils including a new design with the slogans “Be the Solution to Stormwater Pollution!” and “Clean Water Starts With You!” The STORM website and Facebook URL address were also included on the pencils. These were purchased for \$1,252.90 and were distributed to residents during FY15.



Printed Materials

1. STORM had a brochure professionally printed during FY13. In FY15, STORM purchased 15,000 more brochures for distribution to the members. These were being distributed to residents during FY15.
2. STORM developed a construction brochure with tips for preventing stormwater pollution associated with construction projects during FY 2010. These were still being distributed to residents during FY15.



Radio Campaigns

STORM did not conduct a radio ad campaign during FY15.

SHARED RESOURCES

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

- **Maricopa County 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.
- **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 books related to preventing stormwater pollution. These are posted on STORM's website and are available for production to STORM members.
- **Maricopa County Make Clean Storm Drains Happen Coloring book:** Maricopa County has created a new coloring book for students on pollution prevention.
- **Maricopa County Annual Stormwater Poster Contest:** The Maricopa County Environmental Services Department Stormwater Quality Program has conducted an annual stormwater poster contest. Pollution awareness education is provided in schools and student poster creations are scheduled to be used throughout the next fiscal year on the STORM facebook page.
- **Maricopa County Survey Data:** 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 FY15 three vendors provided presentations to the STORM members.

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 2015, 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 affiliates that perform services to STORM above and beyond normal levels of participation.

Attachment A - FY 2014 Financial Summary

Membership FY 2015	
July 1, 2014 - June 30, 2015	Fees
ADOT	\$1,000
Apache Junction	\$1,500
Avondale	\$2,000
Buckeye	\$2,000
Chandler	\$2,500
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
Pinal County	\$5,000
Queen Creek	\$1,500
Scottsdale	\$2,500
Surprise	\$2,500
Tempe	\$2,500
Tolleson	\$1,000
Youngtown	<u>\$1,000</u>
Total Revenue	\$56,000
Expenses	
Administrative	\$991.83
Website	\$1,230.00
Promotional/Educational Items	\$29,614.33
PSA - Movie Theatre Campaign	\$15,200.00
PSA - Radio Campaign	\$0.00
Seminars and Workshops	\$0.00
Social Media	\$3,850.00
Bear Essential News	\$1,830.00
Brochures	\$2,517.00
Billboards	<u>\$14,070.00</u>
Total Expenses	\$69,303.16
Balance Forward FY14	\$48,270.00
Ending Balance	\$34,966.84

Attachment B - Banners and Web Page

Example of STORM Banner



Example: Web Page

STORM

Only rain in the stormdrain

Home FAQs What Can I Do? Education For Kids Permits About Us Contact

Recycling Radio PSAs Television PSAs Events Brochures Seminars Membership Meetings Annual Reports Storm Drain Day Contact Us

Stormwater Outreach for Regional Municipalities (STORM)

Latest News

June 2015

To find out how you can make clean water happen at your home, click the "What Can I Do?" link above.

Developing in AZ? Did you know if you are developing land in Arizona you will need to perform stormwater pollution prevention?

You may need to have your stormwater construction plans reviewed with a city or county. AS WELL AS obtain a state or federal stormwater permit. If you are working in the local area find out more by clicking on the appropriate municipality on the list on the right side of this page.

For more information on stormwater permits, click here.

Clear Protection for Clean Water

Today, in an historic step for the protection of clean water, EPA and the U.S. Army finalized a rule under the Clean Water Act to more clearly protect the streams and wetlands that form the foundation of the nation's water resources.

Clean water and water ecology are topics of special interest to many environmental educators. Students of all ages understand the importance of clean water in their own lives. Local watersheds provide opportunities to connect students to nature.

Learn more about protecting clean water with these resources.

Visit the website.

Use social media, new videos and graphics to spark your students' interest.

Explore an interactive map on local drinking water.

Find more water education resources for your classroom.

STORM Flyer - May 2015

Please keep our communities clean. Follow these tips to prevent debris and pollutants from entering our storm drains.

[VIEW FLYER](#)

Arizona Statewide MS4 Summit

Stay tuned for the FY16 summit information.

Industrial Stormwater Compliance Seminar

Stormwater Outreach for Regional Municipalities (STORM), an organization of Phoenix area municipalities and organizations, hosted a free seminar on how to comply with Arizona's Multi-Sector General Permit for stormwater discharges from industrial facilities. Topics covered included:

- Visual Assessments
- Routine Self-Inspections
- Training
- Recordkeeping
- Enforcement

Information and presentations from the seminar are located [here](#).

Washing Your Vehicle

Detergents, cleansers, and solvents used while washing your vehicle can cause stormwater pollution...

[Learn More](#)

Vehicle Maintenance

For do-it-yourselfers, performing car maintenance at your home is a good way to keep busy and save money...

[Learn More](#)

Construction Permits

Stormwater discharges associated with construction activities can cause physical, chemical, and biological...

[Learn More](#)

Seminars

Maricopa County Regional Stormwater & Construction Seminars...

[READ MORE](#)

Questions

To contact a member or report a problem within your community, click on the appropriate link below.

- Apache Junction
- Arizona Department of Transportation (ADOT)
- Avondale
- Buckeye
- Chandler
- El Mirage
- Flood Control District of Maricopa County
- Fountain Hills
- Gilbert
- Glendale
- Goodyear
- Guadalupe
- Litchfield Park
- Luke Air Force Base
- Maricopa County
- Mesa
- Paradise Valley
- Peoria
- Phoenix
- Pinal County
- Scottsdale
- Surprise
- Tempe
- Tolleson
- Youngtown

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Attachment C –Outreach Reporting Forms for FY15

Outreach activities with STORM participation

Municipal Contact **Drew Bryck 623-333-4220**

Municipality **City of Avondale**



Event Education Lead:

List any STORM related education/outreach, training, or other events (such as city events, outreach within community, booth at a festival outside your city, booth at conference, seminar or training, etc.) in which

					Please Complete Once Event Date Has Passed							
Name & location of event	Type of event	Date	Target Audience	Event contact person name and telephone	Event Yes	Held No	If No Please Explain	# of Participants	# of Direct Contacts	STORM Promotional Items provided	# of STORM Promotional Items Distributed	# of STORM Promotional Items Distributed
Avondale City Hall	Education materials placed at the kiosk areas of our city hall lobby.	all year	all residents	Drew		x	Day to day operations			STORM DRAIN DAN COLORING BOOKS	300	300
Kid Fest 101 East Lower Buckeye Road, Avondale, AZ 85323	A festival for kids ages 0-5 in Avondale.	11-Apr-15	Families and their children	Drew	x			?		STORM DRAIN DAN COLORING BOOKS	272	272
											30 doggie waste bags	30
Annual Resident Appreciation Night, Avondale's Historic Western Avenue	Each dept creates a themed booth and sets up on Western Ave to interact with residents. STORM banners were in	11-Oct-14	all residents	Drew	x			Not sure how many came to the event total. In the thousands		200 STORM pamphlets	50	50
										150 Storm Drain Dan Coloring Books.		200
Citizens Leadership Academy. Citywide over 10 weeks beginning in March	Resident's attend 10 sessions to learn about what each city department does.	Kicked off March 2015	Citizens who were looking to become informed about the City of Avondale.	Drew	x			22	22		22 STORM canvas backpacks	22
											bags stuffed with pamphlets and dog bags were given out.	
Police sponsored Show and Shine at Avondale Home Depot	Avondale Police host a yearly car show for residents.	16-Apr-15	Citizens	Drew	x			300		29 Doggie Waste Bags	29	29
											50 STORM pamphlets	50
										109 STORM fridge magnet clips	109	109
TOTALS								322	22		572	1212



**CITY OF BUCKEYE
PUBLIC WORKS DEPARTMENT**

ENVIRONMENTAL SERVICES DIVISION

Outreach Event Activity FY15

Event	Audience	hrs	Staff	Date	Total activities	Actual Contacted Total	STORM Brochure	STORM Cup	STORM Frisbee	STORM Pencils	STORM Sack (Drawstring Bag)	STORM Jar Opener	STORM Banner Used	Total Storm Materials Used
Public works week	K – 5 grade field event	6	2	5/20/2015	1	500		250	200	200	200			

City of Chandler

Public Education and Outreach Events FY 14/15

Date	Event	Pet Waste Bag	Mag Clip	Mag Note Pad	Key Chain	Can Koozie	Grocery Bag	Frisbee	Wrist band	Rain Gauge	Mood Pencil	Mood Cup	Funnel	Storm Drain Dan Book	Jar Opener	Res. Broch.	Pool Broch.	Draw String Back Pack	STORM Vertical Banners	Attendance (Direct Contact)
9/23/14	HOA Academy City Hall Training Rooms A & B Second Floor (Dave Verhelst)	71	40	39	5	N/A	72	N/A	N/A	28	17	N/A	N/A	N/A	N/A	75	74	N/A	Yes	60 (60)
11/15/14	7 th Annual Woofstock – Great Chandler Dog Walk at Tumbleweed Park (Greg Wise and John Shepherdson – MC)	214	150	100	30	75	150	76	N/A	N/A	83	N/A	50	40	N/A	150	150	50	Yes	5,000 (300)
11/22/14	6 th Annual Fishing Clinic and Outdoor Safety Expo at Veteran’s Oasis Park / EEC (Dave Verhelst)	42	42	46	N/A	N/A	20	30	47	N/A	49	N/A	35	31	N/A	23	20	31	Yes	130 (30)
2/19/15	Knox Gifted Academy Science and Engineering Night 700 W. Orchid (Dave Verhelst)	49	43	37	25	N/A	N/A	10	N/A	N/A	54	N/A	N/A	23	N/A	52	N/A	44	Yes	150 (75)
2/28/15	Hamilton Invitational Science and Engineering Fair at HHS (Dave Verhelst and Greg Wise)	99	95	65	62	N/A	112	13	117	99	150	50	50	N/A	N/A	122	N/A	N/A	Yes	4,000 (225)
4/15/15	Intel Green-it Fair at Intel Facility (Chandler Blvd and Rural Rd) (Dave Verhelst and Greg Wise)	72	60	30	12	18	50	N/A	N/A	50	26	N/A	25	7	4	57	54	N/A	Yes	300 (100)
4/22/15	12th Annual 4th Grade Environmental Art Contest Awards Ceremony at City Council Chambers (Dave Verhelst and Greg Wise)	N/A	N/A	N/A	33	14	N/A	N/A	19	33	52	N/A	N/A	19	33	33	N/A	N/A	Yes	100 (100)
4/25/15	Earth Day and Arbor Day Celebration at Veteran’s Oasis Park / EEC (Dave Verhelst)	59	63	N/A	27	32	62	44	55	49	39	42	43	28	N/A	68	66	N/A	Yes	450 (100)
Totals	8	606	493	317	194	139	466	173	238	259	470	92	203	148	37	580	364	125		10,190 (990)

2014-2015 SWAG

City of El Mirage

DATE	EVENT	SWAG	NUMBER SWAG	ATTENDENCE
1/23/2015	YOUTH DAY	FRISBES	150	2000
5/26/2015	THOMPSON RANCH HOA MEETING	BACK PACK, JAR OPENIER, PENCIL, DOG BAGS,	40	40
6/4/2015	HABITAT FOR HUMANITY HOA MEETING	BACK PACK, JAR OPENIER, PENCIL, DOG BAGS, MAGNETS	45	45

**Stormwater Public Education and Outreach
Conservation and Sustainable Living Division Programs
Environmental Programs
City of Glendale Water Services Department
FY 2014-15**

Target Group Program	Number of participants	Topics	Methods
<p>Schools Water Watchers youth program classroom Discovery Stations, including the EnviroScape Non-point Source Pollution Model and Groundwater Flow Model, including:</p> <ul style="list-style-type: none"> • 15 classrooms presentations • 3 School Science Nights for families 	<p>More than 550 students (3rd-6th grades) 300 parents (includes Science Nights) 97 returned Take-Home Water Audits</p>	<p>Watershed pollution prevention; water conservation</p>	<p>Staff provided EnviroScape Point and Non-point Source Pollution Model and Groundwater Flow Model, demonstrations of best management practices in mitigating surface water and groundwater pollution, take-home water survey. Students received water conservation incentives (hose shut-off nozzle).</p>
<p>Schools Distribution of Project WET work books as a part of Water Watchers youth program</p>	<p>More than 500 students and 1,000 copies distributed (3th- 6th grades)</p>	<p>Watershed and storm water education booklets: <i>Discover Stormwater</i>, <i>Conserve Water</i> and <i>Discover the Waters of Arizona</i></p>	<p>Teachers received booklets and a teaching kit by agreeing to teach at least 3 of 6 provided lesson plans in their classroom.</p>
<p>Schools AZ. Puppet Theater contracted program</p>	<p>1,440 K – 3rd grades</p>	<p>Water conservation</p>	<p>Interactive puppet show about Az. water and water conservation.</p>
<p>Schools Xeriscape Garden hands-on field trip activities</p>	<p>305 students 44 adults</p>	<p>Xeriscape landscaping, rain harvesting, and water conservation</p>	<p>Demonstrations and a vocabulary-building scavenger hunt.</p>
<p>Schools and families Events, table displays, and demonstrations provided at local STEM and city hosted events</p>	<p>600 General public, Families</p>	<p>Xeriscape landscaping and water conservation</p>	<p>AZ STORM cuff bracelets and AZ STORM pet waste bags.</p>
<p>Special Outreach Events Surviving the Summer at Westgate Mall on June 19, 2015</p>	<p>More than 100 adults and 200 students</p>	<p>Storm water and water related issues</p>	<p>Provided water, distributed “Storm Drain, No Dumping” cups and pet waste bags</p>

Special Outreach Events Water Explorer's at Rio Salado Park on March 11th, 2015	76 students	Storm water and water related issues	Field trip opportunity for Deer Valley School district to learn about stormwater and water education.
Special Outreach Events Touch-A-Truck Booth at Westgate Mall on October 18, 2014	More than 200 adults 300 students	Storm water and water related issues	Demonstrations of various trucks, AZ storm cuff bracelets and pet waste bags
Special Outreach Events Midwestern University Annual Wellness Fair	More than 100 students	Storm water and water related issues	Provided water, distributed literature and pet waste bags
Target Group Program	Number of participants	Topics	Methods
Homeowners Desert tree care education	1 event 330 attendees	Xeriscape landscaping, rain harvesting, and water conservation	Hosted free classes & free desert trees were provided by event sponsors.
Homeowners Landscape classes	7 Classes 384 attendees	Low-water use landscaping/gardening, use of fertilizer, rain water harvesting	Free classes and brochures on desert landscaping.
HOAs and businesses Water efficiency programs	4 HOAs received rebates for converting turf to desert landscape 4 HOAs received landscape water budgets	Xeriscape landscape and water conservation, proper maintenance	Water budgeting and landscape rebates offered, includes on-site consultations
Home owners Grass removal rebate program	77 Homeowners (61 landscape rebate post inspections and 16 landscape pre-inspection/consultations)	Xeriscape landscape, water conservation, and proper maintenance	Landscape rebate and on-site consultations.
Water Professionals at AZ Water Association Conference	265 attendees	Stormwater, Fats/Oils/Grease, Water Services' Get to Know Us brochure.	Distributed literature and promotional items. <ul style="list-style-type: none"> • AZ STORM brochures - 16 • Mutt Bags – 40 • Frisbees - 6

Public Education and Outreach Mass Communications

Direct mail - 60,000 residents received the annual Clean & Green newsletter (included storm water information)

Website information – storm water-related information is provided on four different city web pages – Water Conservation, Environmental Resources, and Green Glendale home pages, and Xeriscape Garden Facebook page.

The interactive landscape guide on the Water Conservation home page received 5,128 visitors - <http://www.glendaleaz.watersavingplants.com/>

Number of brochures and publications distributed at events and programs

- 50 - Stormwater Pollution Begins with You!
- 25 - Proper Disposal of Medications
- 660 - Xeriscape with Style
- 1,840 - Plants for the AZ. Desert
- 3,447 - Landscape Watering by the Numbers
- 301 - Good Reasons to Take Out Your Grass
- 25 - How to Legally Drain Your Pool – also available as a web site pdf
- 50 - Desert Lawn Care

Number of brochure packets mailed directly to residents.

301 packets (Plants for the AZ. Desert, Landscape Watering By the Numbers, Xeriscape with Style, and Good Reasons to Take Out Your Grass)

Number of Promotional Items

- 180 - Pet waste bag carriers
- 50 - Bag clips with the regional storm water web site
- 97 - Hose shut off nozzles

STORM Public Event Checklist

Luke Air Force Base

Member Information			Event Information									STORM Handout Information (Type & Last										Notes		
Name	Contact	Type ⁽¹⁾	Name	Event Description	Location	Start Date	End Date	Time(s)	Reason ⁽²⁾	Attendance	Number of Direct Contacts	General Brochures	Construction Brochures	Bags on Board	Canvas Bags	Magnets	Magnetic Clips	Magnetic Notepads	Slap Bands	Storm Drain Dan	Wrist Bands		Travel Cups	
												2013-2014			2013-2014	2013-2014	2008-2009	2011-2012	2013-2014	2013-2014	2012-2013		2011-2012	2014-2015
Luke Air Force Base	Jeff Schone	Public Education	Archway Classical Academy - Trivium	3rd grade students learned about how recycling and cleaning up after their pets affects storm water.	14130 W. McDowell Rd	05/13/15	05/13/14	14:00-15:00	Public Education Requirement	100	100	100			100				60				Storm logo and bags attached to poster used during presentation.	
											SubTotals	100	0	0	100	0	0	0	60	0	0	0		
											Total	260												

Footnotes:
 (1) Phase I MS4; Phase II MS4; Affiliate Member; Sponsor; or, Other
 (2) Public Education Requirement; Public Participation Requirement; or, Other

Date	Type of Activity	Location	Grade	Activity Name	Time of Outreach Activity	Participant Total	Actual Contacted Total	STORM Brochure	STORM Wristbands	STORM Pet Waste Containers	STORM Magnets	STORM Magnetic Clips	STORM Magnetic Note Pads	STORM Slap Bracelets	STORM Cup	STORM Frisbee	STORM Pencils	STORM Sack Pack (Drawstring Bag)	STORM Jar Opener	STORM Banner Used	Total Storm Materials Used
9/3/2014	Work Shop	Peoria Elementary	6	The Peril of Impervious Surfa	8:30am-9:30am	20	20											1			1
9/3/2014	Work Shop	Peoria Elementary	6	The Peril of Impervious Surfa	9:45am-10:45am	18	18											1			1
9/3/2014	Work Shop	Peoria Elementary	6	The Peril of Impervious Surfa	11:55am-12:55pm	23	23											1			1
41899	Work Shop	St John Bosco	1	Be Watershed Wise	1:00pm-2:00pm	42	42											1			1
9/17/2014	Work Shop	St John Bosco	2	Be Watershed Wise	2:20pm-3:00pm	35	35											1			1
9/18/2014	Work Shop	St John Bosco	K	Adventures with Sam the Sal	1:00pm-1:45pm	27	27											1			1
41901	Work Shop	St John Bosco	8	Water Detectives	10:15am-10:45am	26	26											1			1
41901	Work Shop	St John Bosco	8	Water Detectives	10:45am-11:15am	26	26											1			1
41901	Work Shop	St John Bosco	7	Water Detectives	11:45am-12:15pm	28	28											1			1
41901	Work Shop	St John Bosco	7	Water Detectives	12:15pm-12:45pm	20	20											1			1
9/23/2014	Work Shop	St John Bosco	3	Keeping it Clean	1:45pm-2:30pm	23	23											1			1
9/25/2014	Work Shop	St John Bosco	3	Keeping it Clean	1:45pm-2:30pm	23	23											1			1
9/26/2014	Work Shop	St John Bosco	5	The Peril of Impervious Surfa	9:15am-10:00am	22	22											1			1
9/26/2014	Work Shop	St John Bosco	5	The Peril of Impervious Surfa	10:00am-10:45am	21	21											1			1
9/27/2014	Event	Arizona Science Center	NA	ASC Back to School Resource	8:30am-4:00pm	300	150	50		7					7	7	10	8	4		93
9/28/2014	Work Shop	St John Bosco	6	The Peril of Impervious Surfa	1:30pm-2:10pm	25	25											1			1
9/28/2014	Work Shop	St John Bosco	6	The Peril of Impervious Surfa	2:10pm-2:50pm	25	25											1			1
9/30/2014	Work Shop	St John Bosco	27	Keeping it Clean	1:30pm-2:10pm	27	27											1			1
9/30/2014	Work Shop	St John Bosco	27	Keeping it Clean	2:10pm-2:50pm	27	27											1			1
10/14/2014	Event	MCC	NA	MCC Vendor Day	10:00am-4:00pm	250	50	5				15			5	5				1	31
10/15/2014	Event	MCC	NA	MCC Vendor Day	10:00am-4:00pm	250	50	5				16			2	2				1	26
10/17/2014	Work Shop	Isaac MS	8	Water Detectives	9:20am-9:55am	34	34											1			1
10/17/2014	Work Shop	Isaac MS	8	Water Detectives	10:23am-11:08am	33	33											1			1
10/17/2014	Work Shop	Isaac MS	8	Water Detectives	12:45pm-1:30pm	34	34											1			1
10/17/2014	Work Shop	Isaac MS	8	Enviroscape Model	1:57pm-2:42pm	7	7											1			1
10/17/2014	Work Shop	Isaac MS	8	Water Detectives	3:20pm-3:55pm	34	34											1			1
10/25/2014	Work Shop	Cave Creek Regional Park	NA	Halloween Event	5:00pm-9:00pm	180	150	25							4			31		1	61
10/28/2014	Event	Desert Botanical Gardens	NA	Arizona Forward Earthfest Ed	4:00pm-7:00pm	200	85		5			26			10	2	5	2	10	1	61
10/30/2014	Work Shop	New River Elementary	5	The Peril of Impervious Surfa	10:30am-11:15am	25	25											1			1
10/30/2014	Work Shop	New River Elementary	5	The Peril of Impervious Surfa	11:30am-12:15pm	25	25											1			1
11/1/2014	Event	Gateway Trailhead	NA	City of Scottsdale-There is no	8:00am-12:00pm	400	325			244							20			1	265
11/5/2014	Employee Training	Desert Outdoor Center	NA	Parks All Hands Meeting	9:20am-9:45am	75	75			5		1					3	1			10
11/6/2014	Work Shop	Lake Pleasant Elementary	6	The Peril of Impervious Surfa	8:15am-9:00am	20	20											1			1
11/6/2014	Work Shop	Lake Pleasant Elementary	6	The Peril of Impervious Surfa	9:45am-10:45am	20	20											1			1
11/7/2014	Work Shop	Self Development Activity	5	The Peril of Impervious Surfa	12:45pm-1:45pm	35	35											1			1
11/8/2014	Work Shop	San Tan Regional Park	All	Adventures with Sam the Sal	11:00am-12:00pm	25	25										20				20
11/12/2014	Work Shop	New River Elementary	4	Keeping it Clean	10:00am-10:45am	20	20								1			1			2
11/12/2014	Work Shop	New River Elementary	4	Keeping it Clean	11:00am-11:45am	20	20								1			1			2
11/14/2014	Work Shop	Palo Verde Elementary	3	Keeping it Clean	2:00pm-2:45pm	30	30											1			1
11/15/2014	Event	Tumbleweed Park	NA	Woofstock	9:00am-2:00pm	3000	300			140					50	100				1	291
11/20/2014	Work Shop	Madison Meadows Middle School	6	The Peril of Impervious Surfa	8:38am-9:38am	30	30											1			1
11/20/2014	Work Shop	Madison Meadows Middle School	6	The Peril of Impervious Surfa	9:40am-10:40am	25	25											1			1



Date	Type of Activity	Location	Grade	Activity Name	Time of Outreach Activity	Participant Total	Actual Contacted Total	STORM Brochure	STORM Wristbands	STORM Pet Waste Containers	STORM Magnets	STORM Magnetic Clips	STORM Magnetic Note Pads	STORM Slap Bracelets	STORM Cup	STORM Frisbee	STORM Pencils	STORM Sack Pack (Drawstring Bag)	STORM Jar Opener	STORM Banner Used	Total Storm Materials Used
11/20/2014	Work Shop	Madison Meadows Middle School	6	The Peril of Impervious Surfa	12:15pm-1:15pm	35	35											1			1
11/21/2014	Work Shop	New World Educational Center	7	Water Detectives	12:30pm-1:30pm	26	26											1			1
11/21/2014	Work Shop	New World Educational Center	8	Water Detectives	1:30pm-2:30pm	13	13											1			1
11/22/2014	Event	Adobe Mountain	NA	Adobe Mountain Wildlife Cer	10:00am-3:00pm	5000	275											20	1		21
11/23/2014	Event	Adobe Mountain	NA	Adobe Mountain Wildlife Cer	10:00am-3:00pm	5000	133											35	1		36
11/24/2014	Work Shop	Biltmore Prep	K	Adventures with Sam the Sal	8:00am-8:45am	35	35											1			1
11/24/2014	Work Shop	Biltmore Prep	K	Adventures with Sam the Sal	9:00am-9:45am	30	30											1			1
11/25/2014	Work Shop	Lone Mountain	3	Keeping It Clean	10:30am-11:30am	25	25									1		1			2
11/25/2014	Work Shop	Lone Mountain	3	Keeping it Clean	11:30am-12"30pm	25	25									1		1			2
11/25/2014	Work Shop	Lone Mountain	3	Keeping it Clean	1:30pm-2:30pm	25	25									1		1			2
12/2/2014	Work Shop	Rainbow Valley	4	Keeping it Clean	1:30pm-2:15pm	35	35								1			1			2
12/2/2014	Work Shop	Rainbow Valley	4	Keeping it Clean	2:30pm-3:15pm	35	35								1			1			2
12/17/2014	Presentation	Cave Creek Regional Park	NA	Adventures with Sam the Sal	11:00am-12:00pm	3	3								3						3
12/27/2014	Event	White Tanks Regional Park	NA	Outdoor Adventure Day	9:00am-3:00pm	2000	100			88							65				153
1/7/2015	Work Shop	Eagleridge	7th/8th	Water Detectives	12:00pm-2:00pm	12	12					1			1						2
1/8/2015	Work Shop	Usery Regional Park	NA	Adventures with Sam the Sal	10:00am-1:00pm	19	19														
1/13/2015	Work Shop	Hermosa Vista	3	Keeping It Clean	8:45am-9:30am	25	25					1						1	1		3
1/13/2015	Work Shop	Hermosa Vista	3	Keeping It Clean	9:30am-10:15am	25	25					1						1	1		3
1/13/2015	Work Shop	Hermosa Vista	3	Keeping It Clean	10:15am-11:00am	25	25					1						1	1		3
1/13/2015	Work Shop	Hermosa Vista	3	Keeping It Clean	11:00am-11:45am	25	25					1						1	1		3
1/13/2015	Public Involvement	Phoenix Children's Museum	NA	Maricopa County Stormwate	1:30pm-2:00pm	1	1	1							1	1	1	1	1	1	6
1/14/2015	Work Shop	Eagleridge	7th/8th	Keeping it Clean	10:00am-11:00am	29	29												1		1
1/14/2015	Work Shop	Eagleridge	7th/8th	The Peril of Impervious Surfa	11:00am-12:00pm	24	24											1			1
1/14/2015	Work Shop	Eagleridge	7th/8th	The Peril of Impervious Surfa	1:30pm-2:30pm	20	20			1											1
1/14/2015	Work Shop	Eagleridge	7th/8th	Keeping it Clean	2:30pm-3:30pm	29	29											1			1
1/15/2015	Work Shop	Sage Elementary	4	Keeping it Clean	10:00am-11:00am	15	15					1			1			1			3
1/16/2015	Work Shop	Palo Verde Elementary	5	The Peril of Impervious Surfa	9:00am-10:00am	30	30					1			1			1			3
1/16/2015	Work Shop	Palo Verde Elementary	5	The Peril of Impervious Surfa	10:00am-11:00am	30	30					1			1			1			3
1/22/2015	Work Shop	Ishikawa	Kindergarten	Adventures with Sam the Sal	9:15am-10:00am	30	30					1			1						2
1/22/2015	Work Shop	Ishikawa	Kindergarten	Adventures with Sam the Sal	10:00am-10:45am	30	30					1			1						2
1/22/2015	Work Shop	Ishikawa	Kindergarten	Adventures with Sam the Sal	12:00pm-12:45pm	30	30					1			1						2
1/22/2015	Work Shop	Ishikawa	Kindergarten	Adventures with Sam the Sal	12:45pm-1:30pm	30	30					1			1						2
1/23/2015	Work Shop	Eagleridge	6	Water Detectives	9:30am-10:30am	19	19					1			1			1			3
1/23/2015	Work Shop	Eagleridge	5	Water Detectives	10:30am-11:30am	13	13											1			1
1/23/2015	Work Shop	Eagleridge	4	Water Detectives	11:30am-12:30pm	25	25											1			1
1/23/2015	Work Shop	Eagleridge	3	Water Detectives	1:00pm-2:00pm	20	20											1			1
1/29/2015	Event	Anthem Elementary School	NA	STEAM Night	5:30pm-7:30pm	400	300	100												1	101
1/30/2015	Work Shop	Palo Verde Elementary	3	Keeping it Clean	1:00pm-1:45pm	30	30											1			1
2/2/2015	Work Shop	Eagleridge	3	Keeping It Clean	2:00pm-3:00pm	23	23										2	1			3
2/10/2015	Event	Communiversiy Campus	NA	Town of Queen Creek Educat	4:00pm-6:00pm	175	168					10						50	10		70
2/10/2015	Event	Mesa Community College	NA	MCC Vendor Day - Spring	10:00am-1:00pm	100	50					30						6	1		37



Date	Type of Activity	Location	Grade	Activity Name	Time of Outreach Activity	Participant Total	Actual Contacted Total	STORM Brochure	STORM Wristbands	STORM Pet Waste Containers	STORM Magnets	STORM Magnetic Clips	STORM Magnetic Note Pads	STORM Slap Bracelets	STORM Cup	STORM Frisbee	STORM Pencils	STORM Sack Pack (Drawstring Bag)	STORM Jar Opener	STORM Banner Used	Total Storm Materials Used
2/11/2015	Event	Mesa Community College	NA	MCC Vendor Day - Spring	10:00am-1:00pm	100	40													1	1
2/13/2015	Work Shop	Aprende Middle School	7	The Peril of Impervious Surfa	8:30am-9:30am	30	30	2	1		30					1	2	1			37
2/13/2015	Work Shop	Aprende Middle School	7	The Peril of Impervious Surfa	9:45am-10:45am	30	30	2	1		30					1	2				36
2/13/2015	Work Shop	Aprende Middle School	7	The Peril of Impervious Surfa	12:00pm-1:00pm	30	30	2	1		30					1	2				36
2/13/2015	Work Shop	Aprende Middle School	7	The Peril of Impervious Surfa	2:20pm-3:20pm	30	30	2	1		30					1	2				36
2/19/2015	Work Shop	Gavilan Peak School	1	Be Watershed Wise	8:30am-9:00am	29	29				1							1			2
2/19/2015	Work Shop	Gavilan Peak School	2	Be Watershed Wise	9:00am-9:30am	30	30				1							1			2
2/19/2015	Work Shop	Gavilan Peak School	2	Be Watershed Wise	9:30am-10:00am	28	28				1							1			2
2/19/2015	Work Shop	Gavilan Peak School	3	Keeping It Clean	10:00am-10:30am	26	26				1							1			2
2/19/2015	Work Shop	Gavilan Peak School	4	Keeping It Clean	11:30am-12:00pm	29	29				1							1			2
2/19/2015	Work Shop	Gavilan Peak School	1	Be Watershed Wise	12:00pm-12:3-pm	29	29				1							1			2
2/19/2015	Work Shop	Gavilan Peak School	1	Be Watershed Wise	12:30pm-1:00pm	28	28				1							1			2
2/19/2015	Work Shop	Gavilan Peak School	1	Be Watershed Wise	1:00pm-1:30pm	29	29				1							1			2
2/19/2015	Work Shop	Gavilan Peak School	3	Keeping It Clean	1:30pm-2:00pm	26	26				1							1			2
2/19/2015	Event	Red Mountain High School	NA	Mesa Public Schools SciTech	9:00am-3:00pm	1000	500	132												1	133
2/19/2015	Event	Cave Creek Regional Park	NA	Super Serpent Saturday	9:45am -2:45pm	300	15													1	1
2/23/2015	Work Shop	Rhodes Junior High	8	Water Detectives	9:15am-10:15am	24	24				1							1			2
2/23/2015	Work Shop	Rhodes Junior High	8	Water Detectives	10:35am-11:35am	26	26				1							1			2
2/23/2015	Work Shop	Rhodes Junior High	8	Water Detectives	12:35pm-1:35pm	26	26											1			1
2/23/2015	Work Shop	Rhodes Junior High	8	Water Detectives	1:50pm-2:50pm	24	24											1			1
2/24/2015	Public Involvement	Fountain Hills Branch	NA	2015 Stormwater Pollution P	10:00am-11:00am			4			4			4	4	4	4	4			24
2/25/2015	Work Shop	Tomahawk Elementary	4	Keeping It Clean	10:00am-11:00am	28	28				1							1			2
2/28/2015	Presentation	Arizona State Capital	NA	Phoenix West Reading Counc	9:30am-2:30pm	35	35			10	5						13			1	29
3/5/2015	Work Shop	Userly Regional Park	NA	Maricopa County Stormwater	11:00am-12:00pm	10	10	2													2
3/6/2015	Work Shop	Paradise Valley Christian Prep	4	Keeping It Clean	1:00pm-2:00pm	16	16				1						1	1			3
3/7/2015	Event	Base & Meridian Wildlife Recreation Area	NA	12th Annual Tres Rios Nature	10:00am-4:00pm	500	250	4	4					60		40				1	109
3/8/2015	Event	Base & Meridian Wildlife Recreation Area	NA	12th Annual Tres Rios Nature	10:00am-4:00pm	500	250	1						40		30				1	72
3/11/2015	Public Involvement	Fountain Hills Branch	6-Mar	The Peril of Impervious Surfa	11:00am-11:45am	6	6											1		1	2
3/11/2015	Presentation	Fountain Hills Branch	NA	Enviroscape Model	1:00pm-3:00pm	30	15			8				6	4	6		1	1		26
3/12/2015	Work Shop	Tomahawk Elementary	4	Keeping It Clean	10:00am-11:00am	30	30		1		1			4		30	1				37
3/13/2015	Work Shop	Starlight Park Elementary	4	Keeping it Clean	8:10am-8:50am	31	31				1										1
3/13/2015	Work Shop	Starlight Park Elementary	4	Keeping it Clean	10:00am-10:45am	24	24				1										1
3/13/2015	Work Shop	Starlight Park Elementary	4	Keeping it Clean	10:45am-11:30am	28	28				1										1
3/13/2015	Work Shop	Starlight Park Elementary	4	Keeping it Clean	12:45pm-1:30pm	27	27				1										1
3/13/2015	Work Shop	Starlight Park Elementary	4	Keeping it Clean	1:30pm-2:15pm	23	23				1										1
3/22/2015	Public Involvement	Sun Valley Animal Shelter	NA	Sun Valley Animal Shelter Zn	10:00am-4:00pm	600	200			50							50		100		200
3/26/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	9:05am-9:53am	30	30											1			1
3/26/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	9:57am-10:45am	30	30											1			1
3/26/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	10:49am-11:36am	30	30											1			1
3/26/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	12:10pm-1:01pm	30	30											1			1
3/26/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	1:05pm-1:52pm	30	30											1			1



Date	Type of Activity	Location	Grade	Activity Name	Time of Outreach Activity	Participant Total	Actual Contacted Total	STORM Brochure	STORM Wristbands	STORM Pet Waste Containers	STORM Magnets	STORM Magnetic Clips	STORM Magnetic Note Pads	STORM Slap Bracelets	STORM Cup	STORM Frisbee	STORM Pencils	STORM Sack Pack (Drawstring Bag)	STORM Jar Opener	STORM Banner Used	Total Storm Materials Used
3/26/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	1:56pm-2:44pm	30	30											1			1
3/26/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	2:48pm-3:35pm	30	30											1			1
3/27/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	9:05am-9:53am	30	30										10	1			11
3/27/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	9:57am-10:45am	31	31											1			1
3/27/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	10:49am-11:36am	30	30											1			1
3/27/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	12:10pm-1:01pm	31	31											1			1
3/27/2015	Work Shop	Newell Barney Junior High School	7	Enviroscape Model	1:05pm-1:52pm	15	15											1			1
3/27/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	1:56pm-2:44pm	31	31											1			1
3/27/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	2:48pm-3:35pm	31	31											1			1
3/27/2015	Work Shop	Newell Barney Junior High School	7	Water Detectives	2:48pm-3:35pm	31	31											1			1
3/28/2015	Event	Desert Mountain Park	NA	Spring Into Queen Creek	10:00am-2:00pm	1000	200			25					14					1	40
3/31/2015	Employee Training	Air Quality	NA	Air Quality Training	10:15am-11:00am	43	43			3		3			5	3	5				19
4/2/2015	Event	Country Meadows	NA	Country Meadows Family Sci	5:00pm-7:00pm	470	450	205												1	206
4/8/2015	Event	AZ State Fairgrounds	NA	Maricopa County Fair	12:00pm-7:00pm	500	75			19		7							14	1	41
4/9/2015	Event	AZ State Fairgrounds	NA	Maricopa County Fair	11:00am-6:00pm	500	100			19		7							14	1	41
4/10/2015	Event	AZ State Fairgrounds	NA	Maricopa County Fair	10:00pm-6:00pm	500	200			20		7							14	1	42
4/11/2015	Event	AZ State Fairgrounds	NA	Maricopa County Fair	10:00am-3:00pm	500	300			19		7							15	1	42
4/12/2015	Event	AZ State Fairgrounds	NA	Maricopa County Fair	11:00am-6:00pm	500	150			19		7							14	1	41
4/15/2015	Event	Peoria Elementary	NA	Peoria Elementary Science N	4:00pm-7:00pm	500	150			6		15			16	20					57
4/18/2015	Event	Pioneer Park	NA	Celebrate Mesa Earth Day Ev	12:00pm-4:00pm	1000	500	100		164		24			150	200	250	100	217	1	1206
4/22/2015	Public Involvement	BOS Auditorium	NA	BOS poster contest award Pr	8:00am-9:00pm	85	85										6	6			12
4/24/2015	Work Shop	Montessori Education Center	1st-3rd Grade	Be Watershed Wise	9:00am-10:00am	30	30											1			1
4/24/2015	Work Shop	Montessori Education Center	Kindergarten	Adventures with Sam the Sal	10:15am-10:45am	25	25											1			1
4/24/2015	Work Shop	Montessori Education Center	Kindergarten	Adventures with Sam the Sal	10:45am-11:15am	24	24	83										1			84
4/24/2015	Work Shop	Montessori Education Center	Kindergarten	Adventures with Sam the Sal	11:15am-11:45am	27	27											1			1
4/27/2015	Public Involvement	Queen Creek Middle School	6	Poster Contest Calendar Page	2:45pm-3:00pm	30	30					1			1		1	32			35
4/27/2015	Event	San Tan Elementary School	NA	San Tan STEM Night	5:00pm-7:30pm	400	400										125			1	126
4/28/2015	Work Shop	Sequoia Pathfinder Academy @ Eastmark	NA	Adventures with Sam the Sal	8:30am-9:00pm	20	20											1			1
4/28/2015	Work Shop	Sequoia Pathfinder Academy @ Eastmark	NA	Adventures with Sam the Sal	9:15am-9:45am	20	20											1			1
4/28/2015	Work Shop	Sequoia Pathfinder Academy @ Eastmark	NA	Adventures with Sam the Sal	10:00am-10:30am	20	20											1			1
4/28/2015	Work Shop	Sequoia Pathfinder Academy @ Eastmark	NA	Be Watershed Wise	10:45am-11:30am	20	20											1			1
4/28/2015	Work Shop	Sequoia Pathfinder Academy @ Eastmark	NA	Be Watershed Wise	12:05pm-12:45pm	25	25											1			1
4/28/2015	Work Shop	Sequoia Pathfinder Academy @ Eastmark	NA	Keeping It Clean	1:00pm-2:00pm	36	36											1			1
4/28/2015	Work Shop	Sequoia Pathfinder Academy @ Eastmark	NA	The Peril of Impervious Surfa	2:00pm-3:00pm	21	21											1			1
4/29/2015	Event	St. John Bosco	2	St. John Bosco Earthfest	11:00am-1:30pm	250	250		52			10			9		78		1		150
5/1/2015	Work Shop	Canyon Breeze Elementary	2	Be Watershed Wise	12:10pm-12:55pm	24	24											1			1
5/4/2015	Work Shop	Kyrene de las Brisas	5	The Peril of Impervious Surfa	9:00am-10:00am	27	27										30	1			31
5/4/2015	Work Shop	Kyrene de las Brisas	5	The Peril of Impervious Surfa	10:20am-11:20am	27	27										30	1			31
5/5/2015	Work Shop	Kyrene de las Brisas	5	The Peril of Impervious Surfa	9:00am-10:00am	30	30										30	1			31
5/5/2015	Work Shop	Kyrene de las Brisas	5	The Peril of Impervious Surfa	10:20am-11:20am	30	30										30	1			31
5/7/2015	Work Shop	Crismon Elementary	Kindergarten	Adventures with Sam the Sal	12:00pm-12:45pm	27	27											1			1



Date	Type of Activity	Location	Grade	Activity Name	Time of Outreach Activity	Participant Total	Actual Contacted Total	STORM Brochure	STORM Wristbands	STORM Pet Waste Containers	STORM Magnets	STORM Magnetic Clips	STORM Magnetic Note Pads	STORM Slap Bracelets	STORM Cup	STORM Frisbee	STORM Pencils	STORM Sack Pack (Drawstring Bag)	STORM Jar Opener	STORM Banner Used	Total Storm Materials Used
5/7/2015	Work Shop	Crismon Elementary	Kindergarten	Adventures with Sam the Sal	12:45pm-1:30pm	27	27											1			1
5/7/2015	Work Shop	Crismon Elementary	Kindergarten	Adventures with Sam the Sal	1:30pm-2:15pm	27	27											1			1
5/8/2015	Work Shop	Collier Elementary	1	Be Watershed Wise	7:45am-8:30am	20	20											1			1
5/8/2015	Work Shop	Collier Elementary	1	Be Watershed Wise	8:35am-9:20am	25	25											1			1
5/8/2015	Work Shop	Collier Elementary	1	Be Watershed Wise	9:25am-10:10am	22	22											1			1
5/8/2015	Work Shop	Collier Elementary	1	Be Watershed Wise	10:15am-11:00am	26	26											1			1
5/8/2015	Work Shop	Collier Elementary	1	Be Watershed Wise	12:10pm-12:50pm	23	23											1			1
5/14/2015	Work Shop	Canyon Breeze Elementary	1	Be Watershed Wise	12:00pm-12:45pm	23	23											1			1
5/14/2015	Work Shop	Canyon Breeze Elementary	1	Be Watershed Wise	1:00pm-1:45pm	23	23											1			1
5/15/2015	Work Shop	Canyon Breeze Elementary	1	Be Watershed Wise	12:00pm-12:45pm	23	23											1			1
5/15/2015	Work Shop	Canyon Breeze Elementary	1	Be Watershed Wise	1:00pm-1:45pm	23	23											1			1
5/18/2015	Work Shop	MacArthur Elementary	2	Be Watershed Wise	9:00am-9:45am	22	22											1			1
5/18/2015	Work Shop	MacArthur Elementary	2	Be Watershed Wise	10:00am-10:45am	24	24											1			1
5/18/2015	Work Shop	MacArthur Elementary	2	Be Watershed Wise	11:00am-11:45am	21	21											1			1
5/19/2015	Public Involvement	MC Admin Building	NA	Citizens Serving Citizens	10:00am-1:00pm	35	75			7						4					11
TOTALS		180					5183	190	596	859	347			404	447	817	409	425	28	4522	



Member Information			Event Information									STORM Handout Information (Type & Last Fiscal Year Purchased)										Other Items	Notes											
Name	Contact	Type ⁽¹⁾	Name	Event Description	Location	Start Date	End Date	Time(s)	Reason ⁽²⁾	Attendance	Number of Direct Contacts	General Brochures	Construction Brochures	Bags on Board	Canvas Bags	Magnets	Magnetic Clips	Magnetic Notepads	Slap Bands	Storm Drain Dan	Wrist Bands	Frisbees	Travel Cups	How to Drain Pool Brochure										
												2013-2014		2013-2014	2013-2014	2008-2009	2011-2012	2013-2014	2013-2014	2012-2013	2011-2012		2014-2015											
City of Mesa	John Meyer	Phase I MS4	Smartscape Landscape Training	Laws and Regulations for the Landscape Industry	Town Of Gilbert	08/04/14	08/04/14	4-4:30pm	Other	53	53	40		20	8								12	12										
City of Mesa	John Meyer	Phase I MS4	Smartscape Landscape Training	Laws and Regulations for the Landscape Industry	Maricopa County Cooperative Extension	02/16/15	02/16/15	4-4:30pm	Other	68	68	16		20	7								12	12	15									
City of Mesa	John Meyer	Phase I MS4	Water Awareness Month	Display in Lobby - featured Water Quality	Mesa Municipal Building	02/16/15	02/16/15	7am-6pm	Other	300	0	45													60									
SubTotals																																		
Total											121			40	15	0	0	0	0	0	0	0	0	0	0						24	75		

Footnotes:
 (1) Phase I MS4; Phase II MS4; Affiliate Member; Sponsor; or, Other
 (2) Public Education Requirement; Public Participation Requirement; or, Other

Outreach activities with STORM participation



Municipal Contact
Municipality

Leisha Williams 623-773-8465
City of Peoria

Event Education Lead:					List any STORM related education/outreach, training, or other events (such as city events, outreach within community, booth at a festival outside your city, booth at conference, seminar or training, etc.) in which you will be							
					Please Complete Once Event Date Has Passed							
Name & location of event	Type of event	Date	Target Audience	Event contact person name and telephone	Event Yes	Held No	If No Please Explain	# of Participants	# of Direct Contacts	STORM Promotional Items provided	# of STORM Promotional Items Distributed	
Spring Training Game. Peoria Sports Complex: 16101 N 83rd Ave.	Baseball Game	3/7/2015	Peoria Residents	Chris Calcaterra: 623-773-8703	Yes			2	50	Bags	50	
Spring Training Game. Peoria Sports Complex: 16101 N 83rd Ave.	Baseball Game	3/14/2015	Peoria Residents	Chris Calcaterra: 623-773-8703	Yes			2	50	Pencils	50	
										Storm Drain Dan	30	
										Bags	25	
Teacherfest. Desert Botanical Gardens	Educate The Teachers	10/28/2015	Teachers		Yes			2	100	Cups	50	
										Storm Drain Dan	75	
One For Water Run. Rio Vista: 866 W Thunderbird	5K Run	3/21/2015	Peoria Residents	Jody Latimer 623-773-7993	Yes			3	50-75	Pencils	30	
										Bags	40	
										Storm Drain Dan	40	
Dolly Sanchez Easter Egg Event Peroria Sports Complex 16101 N 83rd Ave	Easter Event	4/4/2015	Peoria Residents/Kids	Jody Latimer 623-773-7993	Yes			1	100-125	Pencils	40	
										Storm Drain Dan	50	
Parkfest	Park Event	5/2/2015	Peoria Residents/Kids	Jody Latimer 623-773-7993	Yes			3	40	Storm Drain Dan	25	
										Jar Openers	20	
TOTALS								13	240		525	
										totals	115	
										Bags	120	
										Pencils	220	
										Storm Drain Dan Coloring Book	20	
										Jar Openers		

Public Outreach Events - Scottsdale

STORM Qualified Event	Date	Time	Event Name	Event Topic	Location	Address	Target Group	Education	Participation	Brochure #	Handout #	Display Used	Attendance #	Other Info
X	9/1/14	N/A	Pb/Cu Study	NA	City of Scottsdale	8787 E Hualapai Drive	Residents	X		75	0	NA	75	STORM Magnets provided in thank you letters. Sent out in the results/thank you letters to the residents for Pb/Cu
X	9/18/14	5:00 PM	Annual Neighborhood Watch Captains Event	Awards Ceremony	Scottsdale Civic Center	7375 East 2nd Street	Residents		X	80	80	NA	100	NA
X	11/1/14	9:00 AM	McDowell Corridor Home Improvement Workshop	DIY Home Improvement	Skysong	Scottsdale & McDowell Roads	Residents	X	X	1	0	NA	12	Not a very productive event
X	10/28/14	4:00 PM	EarthFest	Educator's Event	Phoenix Botanical Gardens	1201 North Galvin Parkway	Educators	X	X	20	75	NA	400	Shared Booth with CoPeoria. Used their cups and CoS brochures.
X	11/15/14	2:00 PM	Scottsdale Ranch Fall Festival	HOA Family Festival	Scottsdale Ranch Park	10400 East Vía Linda	Residents	X	X	210	150	NA	300	Spoke with residents about proper pool discharges and residential FOG.
X	2/19/15	9:00 AM	2015 Sci Tech Festival	STEM	Scottsdale Civic Center	7375 East 2nd Street	Residents	X	X	300	95	COS	300	NA
X	4/11/15	11:00 AM	Scottsdale Ranch HOA Fishing Derby	Outdoor Amenities and Education	Scottsdale Ranch HOA	100th Street and Shea Blvd	Residents	X	X	30	30	NA	50	Handed out frisbees and dog bags
X	4/22/15	10:00AM	Vanguard Earth Day Event	Environmental Education	Vanguard Group / Scottsdale	Raintree and 101	Regional Residents	X	X	150	150	NA	300	Handed 150 doggy bags and 50 frisbees with slap bracelets and jar openers - Great event with lots of interested people!!!

STORM Public Event Checklist		For:	City of Surprise																			
Member			Event Information									STORM Handout Information= Purchased through Coalition										
Name	Contact	Type⁽¹⁾	Staff Name	Event Description	Location	Start Date	End Date	Time(s)	Reason⁽²⁾	Number of Direct Contacts	Storm Brochures	Pool Drain Brochures_City of Surp	Dog Message Frisbees STORM	Bags on Board-STORM	Mood Pencils-STORM	Jar Openers-STORM	Frisbees-STORM	Travel Cups-STORM	City Hall Storm Water Board	total STORM		
											2014-2015		2014-2015	2014-2015	2014-2015	2014-2015	2014-2015	2014-2015				
London Lacy	623-222-7023	Phase II	Lora Ingram	Career Day	Kingswood Elementary	09/04/14	09/04/14	Noon to 3 pm	Public Education Request	195	0							195		195		
London Lacy	623-222-7023	Phase II	Christina Ramirez	Surprise Neighborhood Cleanup	Original Town Square (OTS)	09/22/14	09/22/14	7 am-4pm	Public Participation	20	15	5		100		100					215	
London Lacy	623-222-7023	Phase II	Stacey Moon /Kelly Pedersen	G.A.I.N.	Surprise Aquatic Center Parking Lot	10/25/14	10/25/14	5pm-10 pm	Public Education Request	50	0		50	25	100						175	
London Lacy	623-222-7023	Phase II	Lora Ingram	Career Day	Sonoran Heights	11/06/14	11/06/14	9 am-12 pm	Public Education Request	200	0							200			200	
London Lacy	623-222-7023	Phase II	Kelly Pedersen	Bark in the Park	Dog Park at City of Surprise	11/08/14	11/08/14	8 am-1pm	Public Participation	10	5	20	50	50							105	
London Lacy	623-222-7023	Phase II	Lora Ingram	Career Day	Wester Peaks Elementary	01/22/15	01/22/15	10:30-12:30	Public Education Request	523	0				523	100					623	
London Lacy	623-222-7023	Phase II	Reynaldo Aldava	Career Day	Rancho Gabriela Elementary	05/05/15	05/05/15	9:00am-12:00pm	Public Education Request	200	0						200				200	
London Lacy	623-222-7023	Phase II	Jason Hughes	Lizard Run-Wash clean up by public	Lizard Run-Surprise, Arizona	05/02/15	05/02/15	7:00 am-12:00 PM	Public Participation	30	0	15				10					10	
								Totals		1228	20		100	175	623	210	200	395	0			

**Storm Water Public Education and Outreach
City of Goodyear
FY 2014-15**

Target Group Program	Number of participants	Topics	Methods
HOAs - GAIN (6 HOA communities participated in the GAIN event this)	180	Stormwater Pollution Prevention	Distributed literature and educational items
HOAs - Roadshow	7	Stormwater Pollution Prevention	Distributed literature and educational items
Homeowners and Businesses - INFOCUS Publication	90,000 (3 months contained Stormwater articles)	Pool draining and recycling tips, household hazardous waste and bulk trash schedules, a 'Lawn and Garden Care' article, and a 'Help Keep our Stormwater System Clean and Healthy' article	Different Stormwater Pollution Prevention Articles
Homeowners and Businesses - The Works eNewsletter	Unknown	Stormwater Pollution Prevention	Help Keep our Stormwater System Clean and Healthy Article
Homeowners and Businesses - Life in Estrella Magazine and eblast	5,000 issues	Bulk trash pick-up schedules and rules on pet waste	Different Stormwater Pollution Prevention Articles
Homeowners and Businesses - Good Neighbor Alert e-blast	731	Risk associated with swimming in Basins and Lawn and Garden Care	Different Stormwater Pollution Prevention Articles
Homeowners and Businesses - Keeping Water in the Pool Web Page	Unknown	Proper Pool Draining	Information of obtaining a pool draining permit and tips of proper pool draining
Homeowners and Businesses - Sanitation web page	Unknown	Trash, bulk trash Pick-up, e-waste disposal and HHW collection day	Different Stormwater Pollution Prevention Articles, tips, or schedules
Homeowners and Businesses Good Neighbor Alert Web Page	421 unique page views	Risk associated with swimming in Basins and Lawn and Garden Care	Different Stormwater Pollution Prevention Articles
Homeowners and	Unknown	Stormwater Pollution	Street tip: STORMWATER:

Businesses - Sanitation Truck Magnetic Sign	Truck is out traveling through neighborhoods Monday thru Friday	Prevention	KEEP IT CLEAN contains the STORM web address
Homeowner - Pool flyer inserted in pool safety package	50	Proper Pool Draining	How to Obtain a Permit to Legally Drain Your Pool document
Citizens at City Events - 8th Annual Wag & Tag Event	500	Stormwater Pollution Prevention	Distributed literature and educational items
Citizens at City Events - Tres Rios	12	Stormwater Pollution Prevention	Distributed literature
Schools - Wildflower Elementary program	275	Stormwater Pollution Prevention	Provided training on several water topics, talked about recycling, and used models to demonstrate impact of all runoff to groundwater and this includes surface runoff contamination
Schools - Copper Trails School Fall Festival	500	Stormwater Pollution Prevention	Distributed literature and educational items
Businesses - Introduction visits packets to all FOG & Pre-treatment businesses	50	Fat's, Oil's, & Grease Care and Disposal	FOG, Auto Oil & Anti Freeze Brochures
Construction Sector Businesses - Pool flyer attached to new over-the-counter pool permits	50	Proper Pool Draining	How to Legally Drain Your Pool document
Construction Sector Businesses - Stormwater Web Page	Unknown	Construction BMP requirements	Fact Sheets, SWPPP checklists and requirements, web page links to ADEQ and EPA
Engineering SWPP Training	30	Trained Engineering staff on the City's Stormwater Management Program, How to Detect Illicit Discharge, and how to report it	
Engineering and DSD Front	18	Stormwater Pollution	Distributed literature and

Counter		Prevention	educational items
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Public Education and Outreach Mass Communications

Direct mail - 90,000 issues of the INFOCUS publication were distributed- also available on web site

5,000 issues of the Life in Estrella Magazine were distributed- also available on web site

Good Neighbor Alert e-blast were sent out to 731 email addresses- also available on web site

Website information – storm water-related information is provided on 5 different city web pages – The Engineering, Neighborhood Services, Environmental Services, Sanitation, and Water Quality web pages.

The web pages received more than 400 unique visitors each.

Number of brochures and publications distributed at events and programs

180 – Stormwater brochures

50 - How to Legally Drain Your Pool – also available as a web site pdf

Number of Promotional Items

18 Stormwater kid placements

198 Engineering Activity Books with Stormwater section

125 Mood pencils

131 Drawstring backpacks

128 Mood cups

79 Pet waste bag key chains

146 Frisbees

150 Jar openers

60 Stormwater search puzzle pages

60 Stormwater coloring pages

12 grocery bags