

STORM – Fiscal Year 2017 Annual Report (July 1, 2016 – June 30, 2017)

SUMMARY

Arizona’s Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by which educational outreach may be provided to residents in the greater Phoenix area with the message of pollution prevention to keep our waters clean. In Fiscal Year 2017, STORM members completed outreach via web, print, social media, and events. The coordination among 25 member cities, towns, and non-traditional municipal separate storm sewer systems or affiliates, resulted in:

- Events – 108 events 15,000 direct contacts compared to 231 events 24,839 people directly contacted (FY2016). While the numbers are less than the previous fiscal year, significant time and effort was dedicated to making face to face contact and engaging with the public on the importance of stormwater pollution prevention. These interactions continue to be a substantial part of STORM’s public education effort.
- Social Media – increased audience engagement on social media by nearly 400% through the use of ABC15 creative advertising; a combination of displays, Facebook ads and posts, and high-impact units. Overall, the use of digital media performed very well with more than 3.5M impressions and nearly 15,000 clicks (General Public 18+ years of age);
- Website – received a total of 13,871 webpage views; an increase of 33% from FY16. Webpage sessions increased by 112% from FY16 to reach 8180 sessions in FY17. A session is defined as a period of time a user is engaged in the website. Meaning, more people are actively using and searching the STORM website. Users, or individuals increased when compared to FY16 by 126%, to 6328 users (Table 1);
- Middle School Activity Books – developed and purchased 38,000 activity books to support messaging to school-aged children about stormwater pollution prevention (Children ages 6-12);
- Promotional Items – minimized variety of items and focused on relevant messaging and gadgets (Cups, Fliers, and Stamps) (Ages 6-70); and,
- Future Plans – established a baseline plan to target audiences via specified messages on a rotating basis.

MEMBERSHIP

ADOT, Apache Junction, Avondale, Buckeye, Casa Grande, Chandler, El Mirage, Fountain Hills, Gilbert, Glendale, Goodyear, Guadalupe, Luke Air Force Base, Maricopa County, Mesa, Paradise Valley, Peoria, Phoenix, Pinal County, Queen Creek, Scottsdale, Surprise, Tempe, Tolleson, Youngtown.

BUDGET

:::Total Revenue \$86,664:::

:::Total Expenditures \$55,957:::

:::Bank Balance \$27,707:::

STATISTICS

Members meet monthly on the fourth Tuesday at 130PM. These working meetings are the primary method of sharing relevant information about regulatory issues, identifying potential outreach events, updating committee efforts, and reporting. Members track outreach events online for inclusion in this annual report, which supports a regional front, stretches municipal dollars and coordinates consistent messages in the Middle Gila River Watershed.

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STORM members conducted 108 events or workshops throughout the central Arizona region with an estimated two-hundred thousand attendees, of which fifteen thousand attendees engaged with municipal staff about stormwater pollution prevention. At these events, 3,702 print materials (brochures and activity books) and 9,926 promotional items (wristbands, bags on board, cups, frisbees, pencils, sack bags, jar openers, and magnets) were distributed. Table 1 identifies the month, number of events, estimated attendance and public engagement with our members.

Table 1. Distribution of events, attendance, engagement and corresponding website traffic.

2016					2017				
Month	Events	Attended	Engaged	Website	Month	Events	Attended	Engaged	Website
July	4	618	218	764	January	4	2,160	180	761
August	2	97	97	1,059	February	11	36,956	2,395	1,218
September	11	10,369	457	654	March	14	56,800	2,308	1425
October	17	27,531	1,967	692	April	24	15,126	2,997	1,704
November	5	5,568	1,468	1,679	May	6	2,177	1,097	1,373
December	6	40,070	894	1,213	June	4	9,602	401	1,329

SOCIAL MEDIA CAMPAIGN

Social Media, specifically Facebook, campaigns were very successful this fiscal year. STORM contracted with ABC15, to run an advertisement campaign which included regular banner ads on their website, Facebook ads, Facebook posts, and large banner ads resulting in more than 3.5M impressions and almost fifteen thousand clicks (engagement). View Attachment 1 for specifics.

In addition, STORM members contributed time to post and interact with the public on the AZSTORM Facebook page. STORM posted 170 times with a reach of 67,164 resulting in 1,277 Likes. It is worthwhile to note that when Facebook posts were boosted, approximately 44,162 were reached for a nominal fee of \$600. Topics included pollutants around the home, pet waste, construction activity, industrial dischargers, green infrastructure and low-impact development. Target audiences included general public, residential, business, home owner associations, development community, and contractors. Table 2 includes the top five posts, when they posted, how many reached and liked, and the topic.

Table 2. Top 5 Posts

Day and Time	Reach	Likes	Topic
March 28, 2017 at 10:30AM	23,520	800	Shared ABC15
June 29, 2017 at 3:04PM	12,518	736	Do Your Part to Prepare Your Home: Housekeeping Tips.
May 9, 2017 at 6:08AM	6,146	288	Stormwater Word of the Day: Stormwater Runoff
June 29, 2017 at 4:43PM	3,834	166	When water flows...do you know where it goes?
June 1, 2017 at 6:03AM	1,100	44	When water comes to town...do you know where it goes and what it takes with it?

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ATTACHMENT 1

ABC15 RECAP

ABC15 Recap for

STORM

Only rain in the stormdrain

Brittany Schmidt
Email: brittany.schmidt@abc15.com
Phone: 602-509-9473

July 06, 2017

OVERALL

The campaign delivered your message
3,541,612 times and drove 14,698 clicks
through June 30th.

	Performance	
	Impressions	Clicks
Regular Banner Ads	1,667,685	4,864
Facebook Ads	1,446,462	3,535
Facebook Posts	258,050	5,377
Large Banner Ads	169,415	922
Totals	3,541,612	14,698



Facebook Posts


FACEBOOK POSTS

The Facebook Posts reached 187,868 People,
generated 1,597 reactions, and drove 923
people to your website!

ABC15 Arizona added 2 new photos.
November 4, 2016 · 🌐

DOG TIP: Carry enough baggies with you to hand out to less conscientious dog walkers!

[Azstorm -Stormwater Outreach for Regional Municipalities](#) says pet waste that isn't picked up ends up in our storm drains...and that's just gross. SEE MORE TIPS: [azstorm.org](#) #abc15sponsor



70,182 People Reached

333 Reactions, Comments & Shares

267 👍 Like	251 On Post	16 On Shares
11 ❤️ Love	8 On Post	3 On Shares
6 😮 Wow	6 On Post	0 On Shares
1 😞 Sad	0 On Post	1 On Shares
14 Comments	13 On Post	1 On Shares
34 Shares	32 On Post	2 On Shares

1,466 Post Clicks


1,009 Photo Views	16 Link Clicks	441 Other Clicks ⓘ
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NEGATIVE FEEDBACK

24 Hide Post **0** Hide All Posts

FACEBOOK POSTS


Post Details
Reported stats may be delayed from what appears on posts



ABC15 Arizona added 2 new photos — with AZ Stormwater Outreach for Regional Municipalities.

February 27 · 🌐

AT HOME or at the CARWASH: Where do you prefer to wash your car?
 If you're the DIY type, Azstorm -Stormwater Outreach for Regional Municipalities has these tips to make sure you're environmentally friendly:
[#abc15sponsor](http://bit.ly/2m4VLDp)



80,465 People Reached

594 Reactions, Comments & Shares

391 Like	335 On Post	56 On Shares
4 Love	3 On Post	1 On Shares
8 Haha	3 On Post	5 On Shares
7 Wow	6 On Post	1 On Shares
160 Comments	130 On Post	30 On Shares
24 Shares	23 On Post	1 On Shares

1,557 Post Clicks

746 Photo Views	120 Link Clicks	691 Other Clicks
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NEGATIVE FEEDBACK

22 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

FACEBOOK POSTS


Post Details Reported stats may be delayed from what appears on posts

ABC15 Arizona with AZ Stormwater Outreach for Regional Municipalities. ▼

May 20 · Paid ·

YES or NO: Does the summer heat change your plans for yard maintenance? 🍷🌸🌿

The experts at AZ Stormwater Outreach for Regional Municipalities have some tips that will leave your yard clean and still keep your water sparkling! Remember: Only rain in the storm drain! MORE: <http://bit.ly/2qBayc0> #abc15sponsor



azstorm.org: Easy lawn and garden care tips.

AZSTORM.ORG

107,403 People Reached

670 Reactions, Comments & Shares

529 Like	507 On Post	22 On Shares
6 Love	5 On Post	1 On Shares
5 Wow	5 On Post	0 On Shares
12 Sad	10 On Post	2 On Shares
3 Angry	3 On Post	0 On Shares
61 Comments	61 On Post	0 On Shares
54 Shares	54 On Post	0 On Shares

1,431 Post Clicks

0 Photo Views	787 Link Clicks	644 Other Clicks
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Large Banner Ads

LARGE BANNER AD

The large banner ad was served 169,415 times and drove 922 people to your website.

		Performance	
		Impressions	Clicks
January 20		127,028	825
March 10		42,387	97

STORM | Stormwater Pollution Prevention Begins with YOU!
Only rain in the stormdrain To learn more about STORM and how you can help [CLICK HERE](#)

This Just In

- PD: Man arrested in Valley firefighter death**
Officials have arrested two people in connection to the death of Valley firefighter.
- PD: Man arrested for Glendale stabbing**
Officials announced on Tuesday morning they arrested a suspect wanted for stabbing a man in Glendale.
- 31M tuned in for Donald Trump's inauguration**
Nielsen ratings show President Donald Trump's inauguration on Jan. 20, 2017 was viewed by nearly 31 million Americans.
- Trump green lights Keystone XL pipeline**
Trump signs executive actions to advance the construction of the Keystone XL and Dakota Access oil pipelines.
- Volunteers conducting annual homelessness count**
Volunteers are taking to the streets Tuesday morning to get an accurate number of those experiencing homelessness around the Valley.
- Woman sucker-punched outside animal shelter**
A woman attacked outside a Detroit animal shelter says she's still in shock.

zulily
 up to **70% OFF**
 shop now

Mars investigating cows being fed Skittles
A mysterious Skittles spill on a rural highway in Wisconsin is

2016 FIAT 500X
 and ready for action

This Week's Circular
 AutoNation Fiat North Phoenix, AZ



Regular Banner Ads

REGULAR BANNER ADS

The regular banner ads were served 1,667,685 times and drove 4,864 people to your website.

	Performance	
	Impressions	Clicks
Regular Banner Ads	1,667,685	4,864



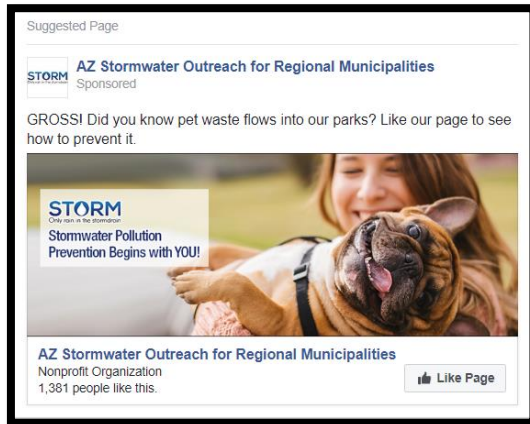


Facebook Ads

FACEBOOK ADS

The Facebook ads were served 1,446,462 times and drove 3,535 people to your website.

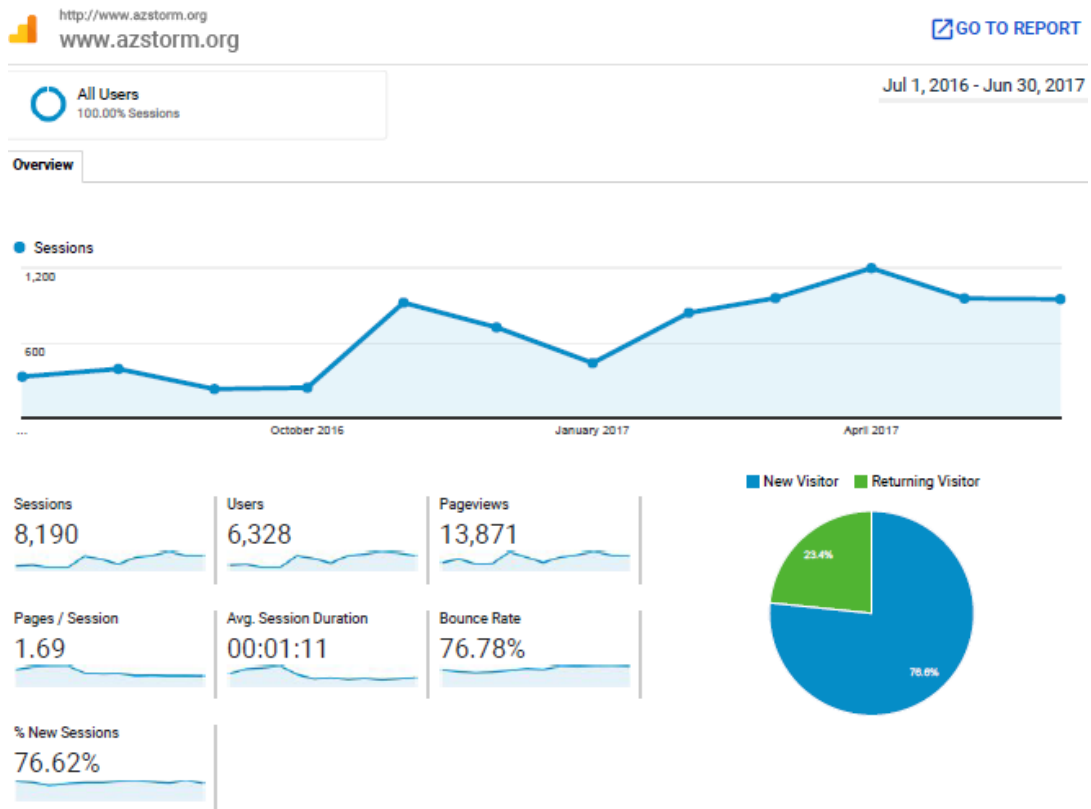
		Performance	
		Impressions	Clicks
Facebook Ads		1,446,462	3,535



ATTACHMENT 2

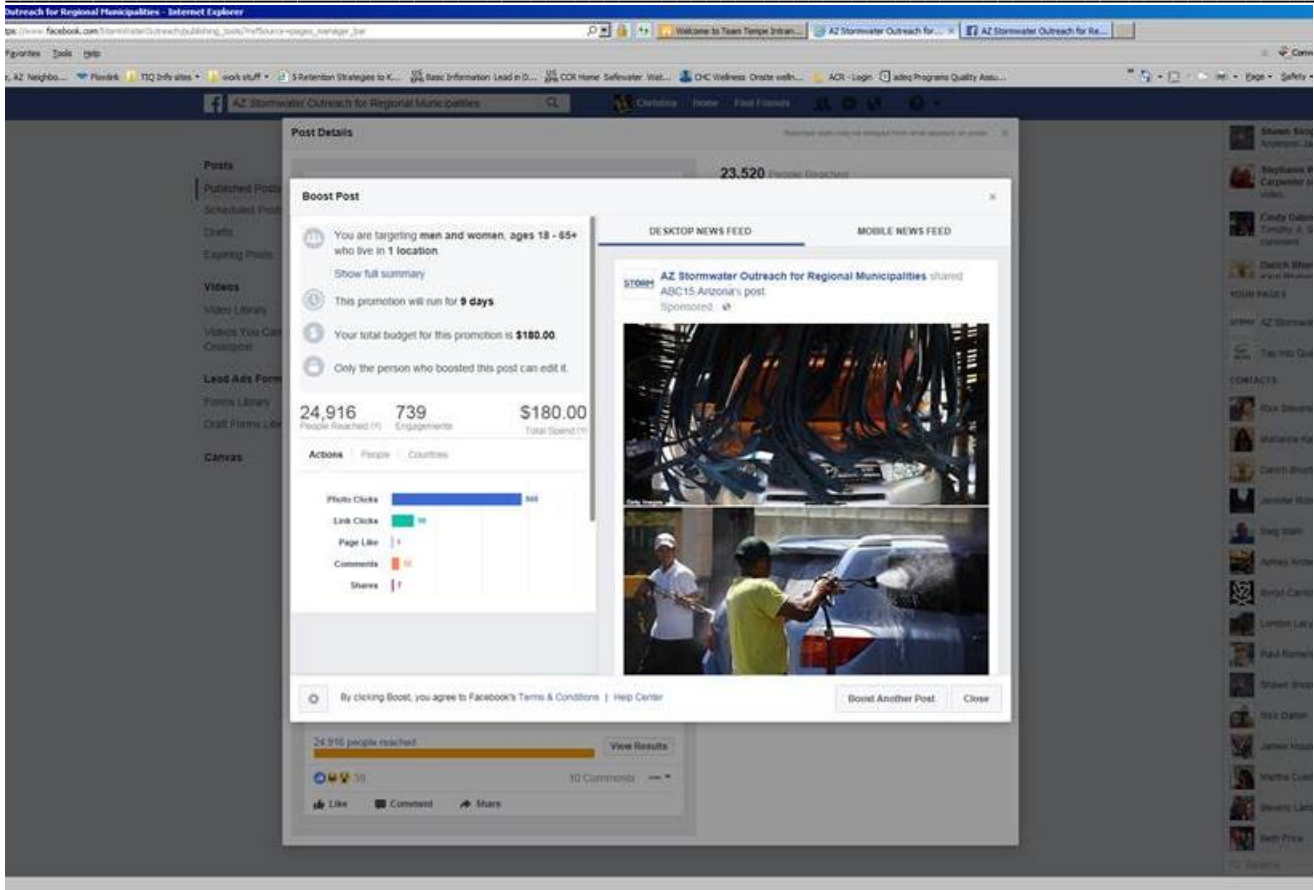
SCREEN SHOTS – AZSTORM WEBSITE & FACEBOOK

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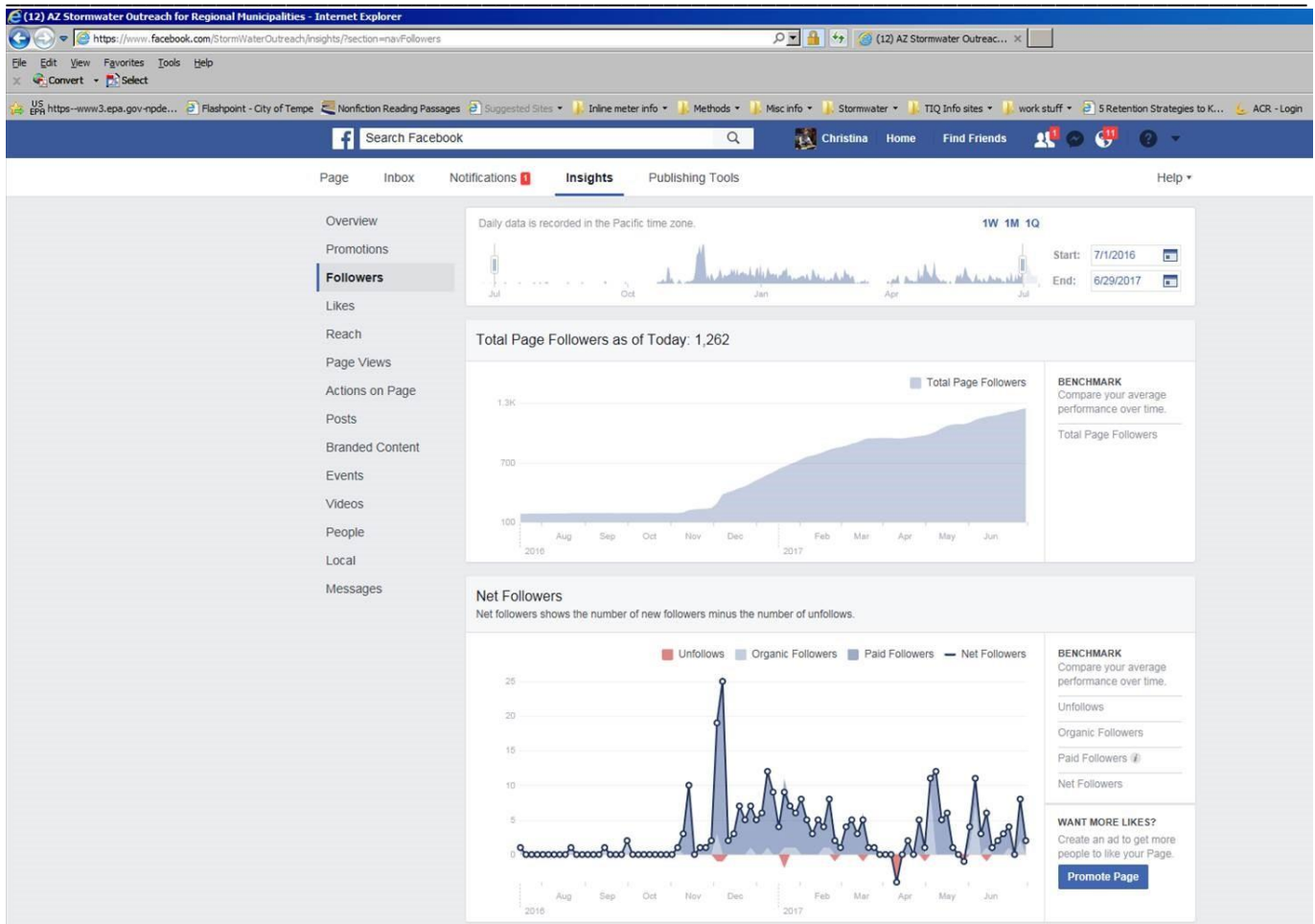
Analytic – break down of new (76%) versus return visitors (24%) to the website, includes number of visitors (6,328), number of page views and bounce (to other pages).

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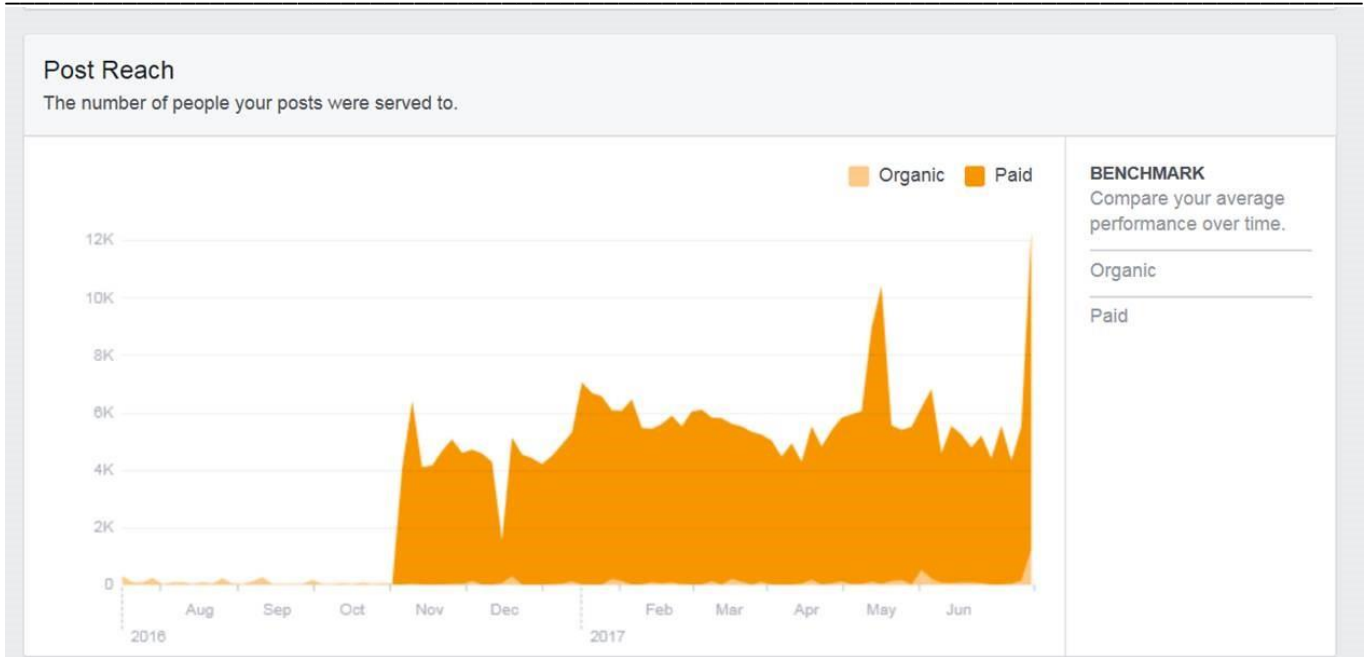
Example post from Facebook.

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Analytic – indicating net increase of followers after implementation of a social media campaign.

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Analytic – indicating net increase of followers after boosting.

ATTACHMENT 3
PROMOTIONAL ITEMS

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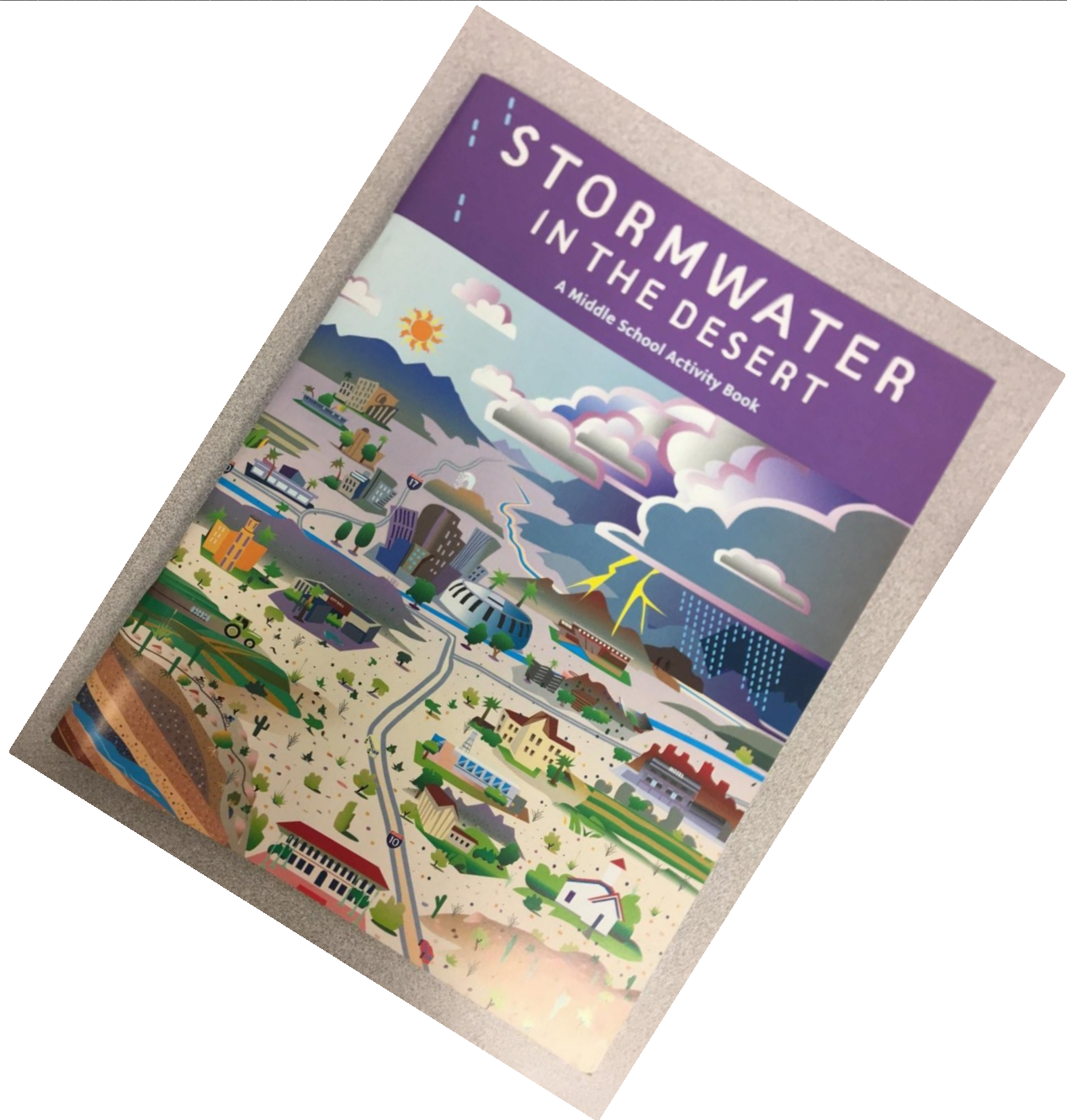
Fabric flier – general public fun and cooling off (use it like a fan!)



Poop emoji stamp – children and pet owners



Sticker – pet owners



Activity Book – children and educators

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Multilingual cup – general public can use this color-changing cup, which reminds them and anyone who sees it that only rain (belongs) in the storm drain!