

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

SUMMARY

Arizona’s Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by which educational outreach may be provided to residents with the message of pollution prevention to keep our waters clean. In Fiscal Year 2019, STORM members completed outreach via web, print, social media, and public events. The coordination among the 25 member cities, towns, and non-traditional municipal separate storm sewer system owners or affiliates, resulted in:

- Social Media – Increased audience engagement on social media by 5% using ABC15 creative advertising; a combination of displays, Facebook ads and posts, and high-impact units.
- Website – Received a total of 10,021 webpage views by 7,726 users during 8,707 sessions. Webpage sessions increased by approximately 10% from FY18. 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 individual visits increased when compared to FY18 by approximately 15%.
- Videos – Three educational videos were developed with information directed to home automotive maintenance, mobile carpet cleaners, and home painters. The target audience information and best practices to manage pollutant discharges were presented by Sparky, our talking spokesdog. The videos, which were produced with STORM and member organization branding in broadcast and social media specific formats, can be found on STORM’s YouTube channel (https://www.youtube.com/channel/UC3pLhrbcSBB6A_EGc1B8rvA) and on member websites.
- Events – STORM members attended 64 events and made 20,300 direct contacts, an increase of 35% in direct contacts from FY18 (77 events with 13,000 direct contacts). The STORM organization attended three events (Odysea Conservation Expo, Tres Rios Nature Festival, and Arizona Game and Fish Outdoor Expo) and hosted two construction seminar events this fiscal year. Additionally, members continue to attend events and use their STORM branded promotional items independently.

MEMBERSHIP

ADOT, Apache Junction, Avondale, Buckeye, Casa Grande, Chandler, El Mirage, Fountain Hills, Gilbert, Glendale, Goodyear, Guadalupe, Litchfield Park, Luke Air Force Base, Maricopa County (Environmental Services and Flood Control District), Mesa, Paradise Valley, Peoria, Phoenix, Pinal County, Queen Creek, Scottsdale, Surprise, Tempe.

BUDGET

Table 1: Fiscal Year (FY) 2019 Financial Information

Total Revenue		Total Expenditures	
Beginning Balance FY19	\$28,203.00	Website, Facebook, ABC15	\$30,109.75
Membership Dues Received	\$75,000.00	Educational Videos	\$17,600.00
Less Dues Received in FY18	(\$15,500.00)	Promotional Items and Marketing	\$28,566.00
		Administration and Accounting	\$1,346.00
		Construction Seminars	\$68.00
		NMSA Membership	\$500.00
Total	\$87,703.00	Total	\$78,189.75



STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

STATISTICS

Members meet monthly on the fourth Tuesday at 1:30PM. 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.

STORM members conducted 64 events or workshops with an estimated 85,000 attendees, of which 20,300 engaged with STORM member staff about stormwater pollution prevention. At these events, over 11,000 print materials (brochures and activity books) and over 19,000 promotional items (STORM branded key chain carabiners, re-usable collapsible water bottles, magnets, color changing cups, and frisbees) were distributed. Table 1 identifies the month, number of events, estimated attendance and public engagement with our members.

Table 2. Distribution of events, attendance, engagement and website traffic.

2018					2019				
Month	Events	Attended	Engaged	Website	Month	Events	Attended	Engaged	Website
July	1	123	123	400	January	7	8,934	819	245
August	0	0	0	410	February	10	40,686	4,464	526
September	1	78	78	261	March	12	7,500	5,554	414
October	5	1,919	569	308	April	15	9,500	3,730	254
November	5	6,119	1,291	326	May	5	119	98	855
December	3	9,075	3,325	627	June	0	0	0	3,100

SOCIAL MEDIA CAMPAIGN

Social Media, specifically Facebook, campaigns were very successful. STORM contracted with ABC15, which ran regular banner ads, Facebook ads, Facebook posts, and large banner ads resulting in more than 213,700 ad views and almost 10,118 clicks (engagement). View the attachments for specifics.

In June of 2019, STORM helped author an article in *Phoenix Dog Magazine* which dealt with the proper practices associated with picking up dog waste to prevent pollution to stormwater systems. Phoenix Dog Magazine has a readership of approximately 50,000 in both print and digital formats as well as a social media following of around 7,000. The online version of the magazine article can be found at:

https://issuu.com/cathydavila/docs/phx_dog_may_june_2019_final/18

STORM members contributed time to post and interact with the public on the STORM social media page. STORM posted 234 times with a reach of 84,810. It is worthwhile to note that when Facebook posts were boosted, approximately 38,000 people were reached for a nominal fee of \$524. Table 2 includes the top five posts, when they posted, how many reached and liked, and the topic.

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

Table 3. Top 5 Posts

Day	Reach	Engagement	Post
5/29/2019	10,032	694	Each year tons upon tons of trash, plastics, litter, sediment and other debris are removed from area storm drains. Be the solution to water pollution by putting trash where it belongs in the trash can not on the ground. #Bestormwatersmart #giveahootdontpollute #onlyraindownthestormdrain #keeparizonabeautiful #kazb
9/21/2018	7,445	66	Ready to Plant your winter grass? Here are a few tips to #bestormwatersmart and #airqualitysmart too - Avoid scalping on windy days and on High Pollution Advisory (HPA) days. - Don't over-dry the area prior to scalping. - Apply water to moisten the area prior to scalping. - Reduce the area to be overseeded and depth of scalping. - Keep dust collection screens and filters in good working order. - Moisten material piles before loading into dumpsters. - Sweep loose debris from paved surfaces instead of leaf blowing Thanks to Maricopa County Clean Air for the reminders
12/17/2018	6,735	81	Thinking of deep frying a turkey for the holidays? It'll be delicious!!! Don't clog your (or the communities) pipes. Put the waste grease to good use by having it recycled. 1. Cool it, 2. strain it, 3. Pour into resealable container, 4. Contact your public works department for recycling/collection locations in your community see STORM member contacts at http://azstorm.org You can also look up recycling locations
10/16/2018	6,446	418	Ready to Plant your winter grass? Here are a few tips to #bestormwatersmart and #airqualitysmart too - Avoid scalping on windy days and on High Pollution Advisory (HPA) days. - Don't over-dry the area prior to scalping. - Apply water to moisten the area prior to scalping. - Reduce the area to be overseeded and depth of scalping. - Moisten material piles before loading into dumpsters. - Make sure to apply fertilizers according to label directions. - Don't over water after seeding and applying fertilizer. - Sweep loose debris from paved surfaces instead of leaf blowing. Thanks to Maricopa County Clean Air for the reminders
8/7/2018	5,558	113	Mother Nature letting a little loose tonight and possibly the next couple of days. Bring on the rain!! Remember #onlyraindownthestormdrain Things you can do to prevent stormwater pollution: http://azstorm.org/what-can-i-do

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

MATERIALS: CONSTRUCTION POSTERS AND HANDOUTS

STORM's material subcommittee coordinated with Goldstreet Design Agency to produce three construction handouts for use by members. The handouts address construction Best Management Practices (BMP) guidelines, and post construction and facility stormwater maintenance. The bright and easily read posters and brochure feature custom graphics and are easily customizable to member specifications. The intent of the production of the handouts is for member organizations to provide to contractors prior to, during, and after construction activities. Copies of the materials are attached.

ATTACHMENTS

EDUCATION, MARKETING, WEBSITE, FACEBOOK, AND ABC15 HIGHLIGHTS

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

Educational Videos: Automotive Maintenance, Carpet Cleaners, and Painters

Target Audience: Mobile Businesses

Total Cost: \$17,600.00



STORM
Only rain in the stormdrain

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

Promotional Items (10,000 Each): Total Cost \$18,429.05

Key Chain Caribeners (\$5,600 + Shipping)

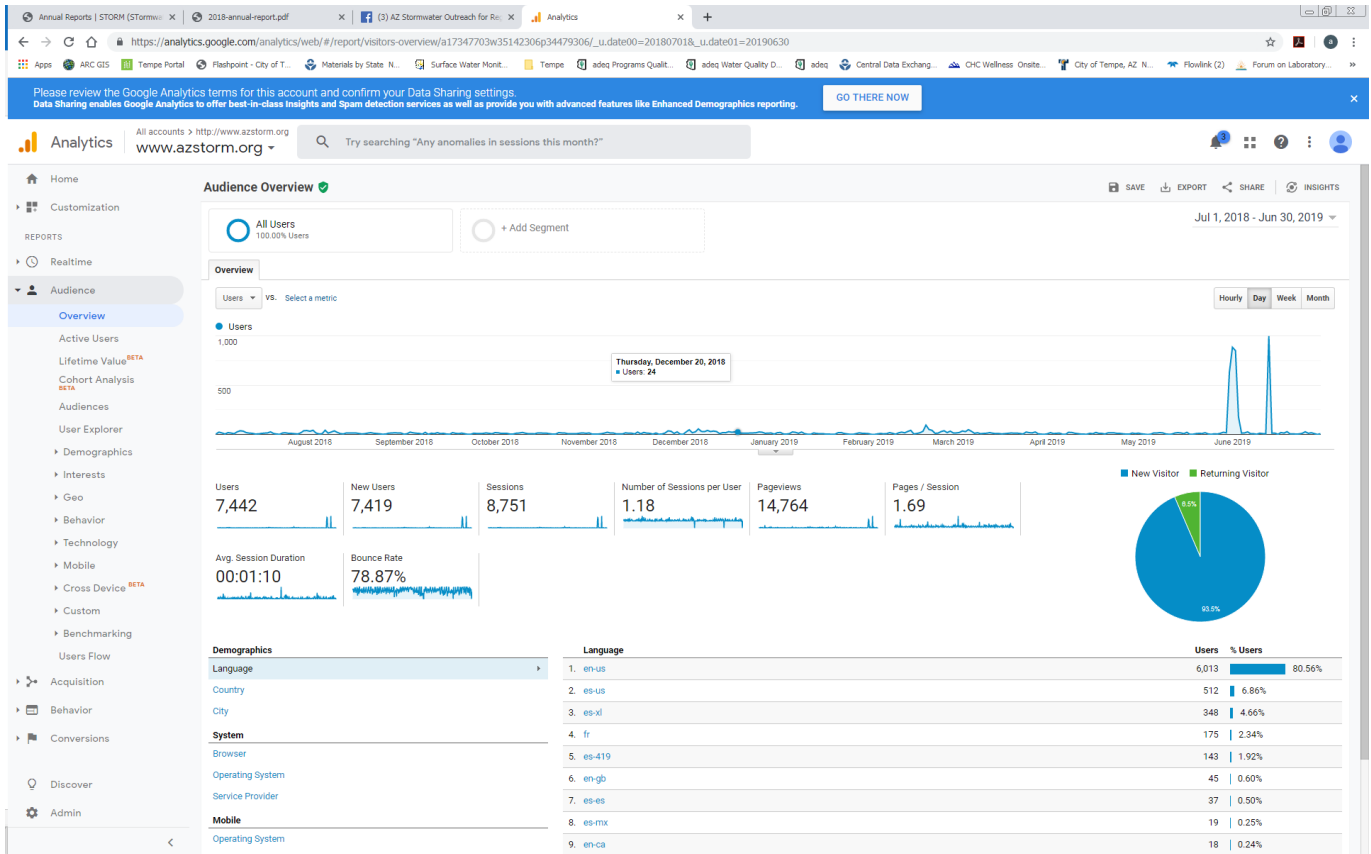


Collapsible Water Bottles (\$9,600 + Shipping)



STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

AZSTORM.ORG Website Analytics



STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)


Example Facebook Posts

Post Details

AZ Stormwater Outreach for Regional Municipalities
Published by Christina Hoppes [?] · May 29 · 🌐

Each year tons upon tons of trash, plastics, litter, sediment and other debris are removed from area storm drains. Be the solution to water pollution by putting trash where it belongs in the trash can not on the ground.
#Beststormwatersmart #giveahootdontpollute #onlyraindownthestormdrain #keeparizonabeautiful #kazb

For more information visit <https://www.azstorm.org/stormwater-101/what-you-can-do>



AZ Stormwater Outreach for Regional Municipalities
Nonprofit Organization

Send Message

Performance for Your Post

9,893 People Reached

563 Reactions, Comments & Shares

146 Like	125 On Post	21 On Shares
4 Love	3 On Post	1 On Shares
18 Wow	16 On Post	2 On Shares
118 Sad	111 On Post	7 On Shares
139 Angry	130 On Post	9 On Shares
31 Comments	19 On Post	12 On Shares
109 Shares	108 On Post	1 On Shares

131 Post Clicks

28 Photo Views	3 Link Clicks	100 Other Clicks
--------------------------	-------------------------	----------------------------

NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)


Example Facebook Posts

Post Details
✕

AZ Stormwater Outreach for Regional Municipalities

Published by Christina Hoppes [?] · February 26 · 🌐

Changing up colors or doing touch ups around the house can make a big difference in freshening the house up for spring! Just remember [#onlyraindownthestormdrain](#)
<https://bit.ly/2Vhr7b5>



i

YOUTUBE.COM

2019 Painting Best Management Practices for Pollution Prevention

✔ **Get More Likes, Comments and Shares**
 Boost this post for \$50 to reach up to 10,000 people.

179
People Reached

6
Engagements

Boost Post

👍 Raymond Garcia 3 Shares

👍 Like
💬 Comment
➦ Share
⋮

Performance for Your Post

179 People Reached

5 Likes, Comments & Shares i

2 Likes	1 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

1 Post Clicks

0 Photo Views	1 Link Clicks i	0 Other Clicks i
-------------------------	---	--

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts


STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

Example Facebook Posts

Post Details ✕

STORM **AZ Stormwater Outreach for Regional Municipalities** ...
Published by Christina Hoppes [?] · February 21 · 🌐

Stormwater pollution prevention tip from the pumps at Costco is especially important on a rainy day like today!
Visit www.azstorm.org for more pollution prevention tips



248 People Reached

13 Likes, Comments & Shares ?

12 Likes	11 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

10 Post Clicks

2 Photo Views	0 Link Clicks ?	8 Other Clicks ?
----------------------	-------------------------------------	--------------------------------------

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

✔ **Get More Likes, Comments and Shares**
Boost this post for \$50 to reach up to 10,000 people.

248 People Reached	23 Engagements	Boost Post
---------------------------	-----------------------	-------------------

11 ? **1** Share

Like **Comment** **Share** ...

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

Facebook Analytics

nts Notifications **Insights** Publishing Tools More ▾ Settings Help ▾

Daily data is recorded in the Pacific time zone.

1W 1M 1Q



Start: 7/1/2018

End: 6/30/2019

Total Page Followers as of Today: 1,727

Create Post



BENCHMARK
Compare your average performance over time.

Total Page Followers

Net Followers

Create Post

Net followers shows the number of new followers minus the number of unfollows.



BENCHMARK
Compare your average performance over time.

Unfollows

Organic Followers

Paid Followers

Net Followers

WANT MORE LIKES?

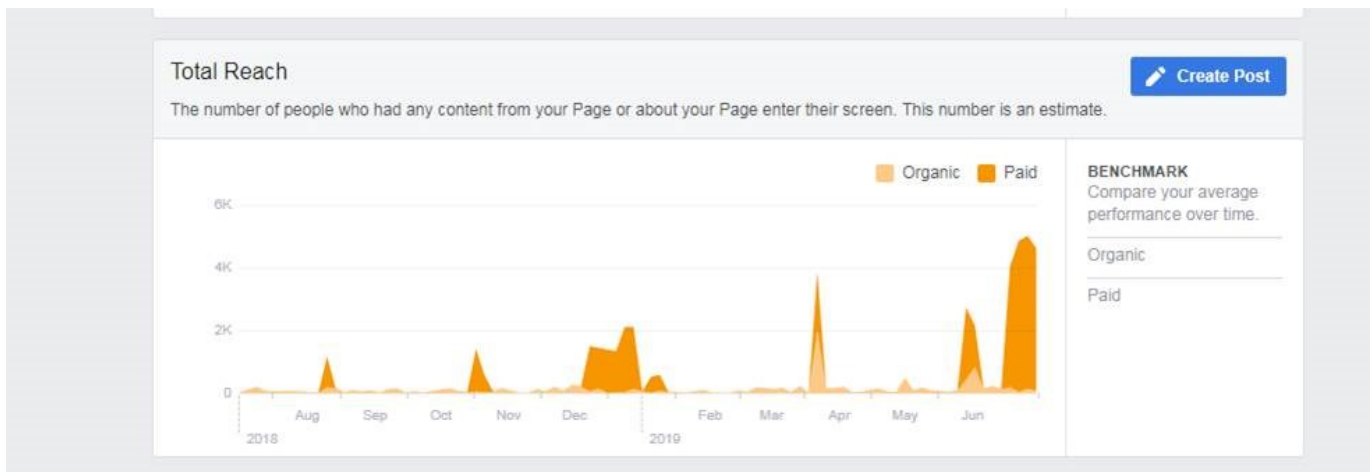
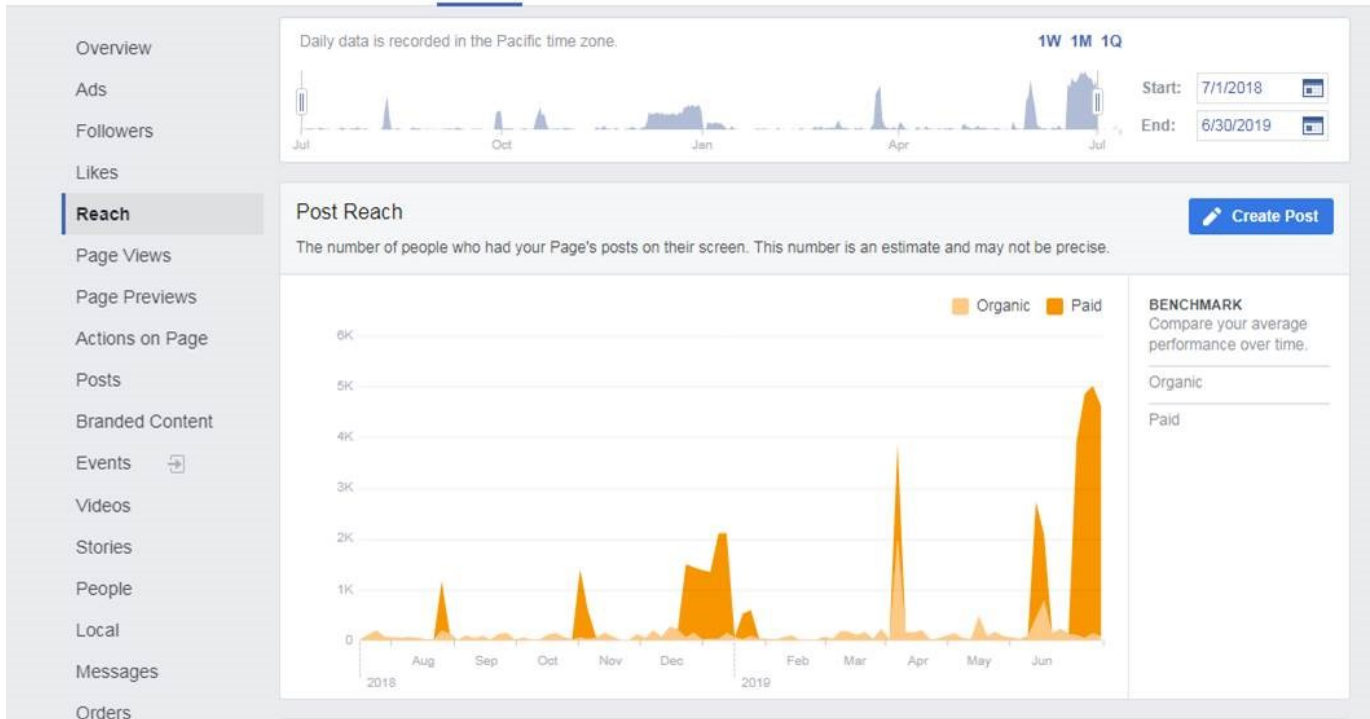
Create an ad to get more people to like your Page.

Promote Page

STORM
Only rain in the stormdrain

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

Facebook Analytics



STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

Facebook Analytics

Page Inbox Events Notifications **Insights** Publishing Tools More ▾ Settings Help ▾

- Overview
- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events +
- Videos
- Stories
- People**
- Local
- Messages
- Orders

Your Fans Your Followers People Reached People Engaged

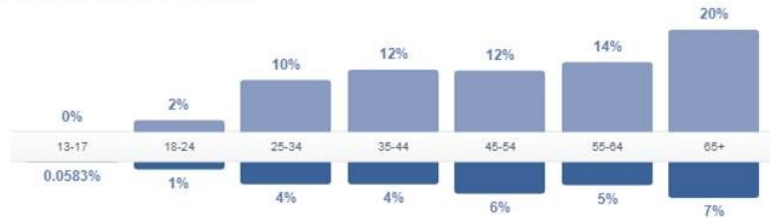
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women

71%
Your Fans

Men

28%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,685	Phoenix, AZ	472	English (US)	1,620
Canada	5	Mesa, AZ	103	Spanish	56
Mexico	4	Chandler, AZ	43	English (UK)	23
Japan	2	Gilbert, AZ	42	Spanish (Spain)	8
Nigeria	2	Scottsdale, AZ	36	French (France)	3
Australia	1	Casa Grande, AZ	33	Arabic	1
Belgium	1	Glendale, AZ	31	Malayalam	1
China	1	Kingman, AZ	29	Polish	1
Costa Rica	1	Tempe, AZ	29	Vietnamese	1
Germany	1	Bullhead City, AZ	28		

See More

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

ABC15 Campaign



Illegal Dumping Quiz Overview

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

ABC15 Arizona with AZ Stormwater Outreach for Regional Municipalities. ...

September 27 at 12:30 PM · Paid ·

QUESTION: Do you know what SHOULD and SHOULDN'T go down your storm drain?
Take this quiz from AZ Stormwater Outreach for Regional Municipalities and you could win a \$100 gift card to Fat Cats Gilbert! FREE to enter below! #abc15sponsor

Can you pass this illegal dumping quiz? Can you pass this illegal dun

Performance for Your Post

63,599 People Reached

82 Reactions, Comments & Shares

45 Like	44 On Post	1 On Shares
4 Love	4 On Post	0 On Shares
2 Haha	2 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
22 Comments	21 On Post	1 On Shares
8 Shares	8 On Post	0 On Shares

1,879 Post Clicks


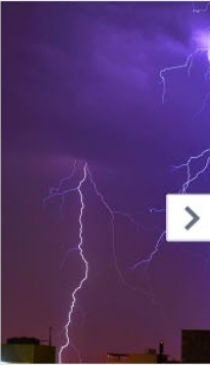
6 Photo Views	1,282 Link Clicks	591 Other Clicks
---------------	-------------------	------------------

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

Sonoran Living with AZ Stormwater Outreach for Regional Municipalities. ...

September 25 at 8:52 AM · Paid ·

QUESTION: Do you know what belongs in your storm drain and what doesn't?
Take this quiz from AZ Stormwater Outreach for Regional Municipalities and you could win a \$100 gift card to Fat Cats Gilbert! FREE to enter below!

Can you pass this illegal dumping quiz? Can you pass this illegal dun

Performance for Your Post

23,213 People Reached

12 Reactions, Comments & Shares

10 Like	9 On Post	1 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

631 Post Clicks

0 Photo Views	599 Link Clicks	32 Other Clicks
---------------	-----------------	-----------------

NEGATIVE FEEDBACK

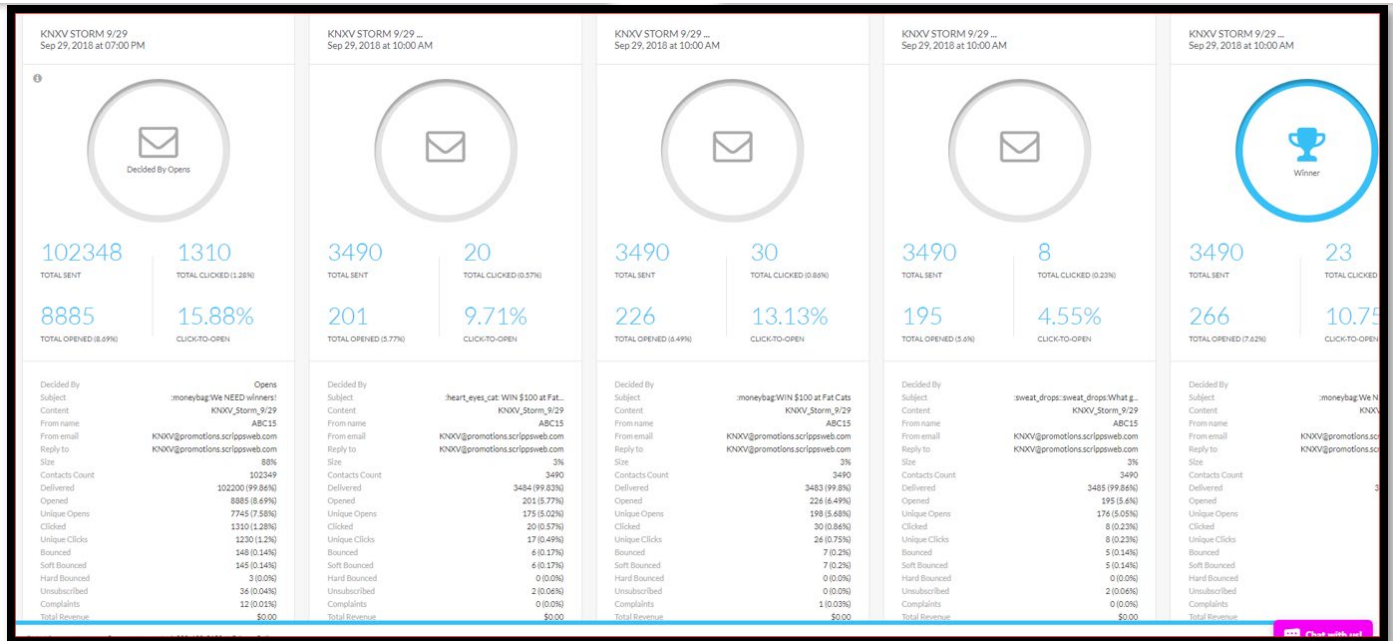
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

ABC15 Campaign

Illegal Dumping Quiz Overview



Connected TV Overview

Impression	100% Completion
97,515	96.66%

Top Placements	Impressions
Roku	21,842
Pluto TV	18,578
Newsy	9,506
<u>Weathernation</u>	7,139
Discovery Go	1,776

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

ABC15 Campaign

December 2018 Facebook Advertisements Overview

STORM AZ Stormwater Outreach for Regional Municipalities
Sponsored

Own a mobile business? Don't be the vendor that sends pollutants into our storm drain system.

▶ **Resume Video**

🌐 **Learn More**
<http://azstorm.org/>

[HTTP://AZSTORM.ORG/](http://azstorm.org/)

Follow These Steps to Prevent Stormwater Pollution! [Learn More](#)

STORM AZ Stormwater Outreach for Regional Municipalities
Sponsored

Top steps that every construction worker should know to prevent stormwater pollution.

[HTTP://AZSTORM.ORG/](http://azstorm.org/)

Follow These Steps to Prevent Stormwater Pollution! [Learn More](#)

ABC15 Campaign

STORM
Only rain in the stormdrain

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

ABC15 Campaign

December 2018 Facebook Advertisements Overview

STORM
AZ Stormwater Outreach for Regional Municipalities
Sponsored

What are illicit discharges? They're liquids that enter storm drains and are not composed entirely out of rain or other allowable water.

[HTTP://AZSTORM.ORG/](http://AZSTORM.ORG/)

Follow These Steps to Prevent Stormwater Pollution!

[Learn More](#)

Impression	Clicks	Click Thru Rate	Video Views
37,966	734	1.93%	4,416

Top Ad: Mobile Businesses (2.10% Click Thru Rate)

STORM
Only rain in the stormdrain

STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

ABC15 Campaign

May 2019 Facebook Advertisements Overview

The screenshot shows a Facebook post from ABC15 Arizona, published by Scripps Digital. The post is a video advertisement for 'Sustainability with AZ STORM' with a duration of 00:29. The video thumbnail shows palm trees with a play button icon. The post text includes a warning about household chemicals in storm drains and provides a link to more information. The right-hand side of the screenshot displays performance metrics for the post.

Performance for Your Post		
113,421 People Reached		
47,425 3-Second Video Views		
512 Reactions, Comments & Shares		
318 Like	304 On Post	14 On Shares
26 Love	25 On Post	1 On Shares
4 Haha	4 On Post	0 On Shares
37 Wow	35 On Post	2 On Shares
3 Sad	3 On Post	0 On Shares
35 Comments	22 On Post	13 On Shares
89 Shares	87 On Post	2 On Shares
6,796 Post Clicks		
2,401 Clicks to Play	3,240 Link Clicks	1,155 Other Clicks
NEGATIVE FEEDBACK		
19 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

People Reached	113, 421
Post Clicks	6,796
Link Clicks	3,240

Construction Posters and Brochure

Stormwater Maintenance Guide

STORM

Only rain in the stormdrain

www.azstorm.org/about-us/members

PLAN

Create and maintain an inventory and/or map of drainage structure locations.



Check to see if your facility is subject to ADEQ's Multi Sector General Permit:
www.azdeq.gov/node/525



Learn your city's requirements:



Set aside funding and dates to:

- Clean out catch basins and culverts.
- Inspect drywells and remove debris as necessary.
- Hire a street sweeper for parking lots.

DO



CHECK



STORE HAZARDOUS MATERIALS and substances under cover and consider secondary containment devices to prevent a release onto/off the property.



COLLECT TRASH regularly to ensure it does not leave the site.



CLEAN HARD SURFACES
Always sweep hard surfaces first. If washing the surface is necessary, remove trash, leaves and other debris first.

After it rains (within 36 hours):

- Verify all drainage structures have drained and there are no mosquito larvae.
- Ensure that stormwater leaving your property is free of pollutants.
- Know whether stormwater stays on your site or flows into adjacent drainage structures.

<p>Weekly</p> <p>WALK around facility to check that catch basins, scuppers, spillways and drywells are free of debris. Check parking lots for accumulated sediment (dirt), trash, or debris.</p>	<p>Monthly</p> <p>INSPECT dry washes and waterways for excessive erosion, and overgrown vegetation that could prevent stormwater from flowing.</p>	<p>Annually</p> <p>HIRE a professional to inspect drywells and other drainage structures.</p>
--	--	---

© 2019 Governor Design Agency

Construction Posters and Brochure

//// CONSTRUCTION BMPs ///

Protecting your job site from the rain.

 NO!	Concrete Washouts Create a containment structure for your concrete washout.	 YES!
 NO!	Storm Drain Inlet Protection Protect all inlets around your construction site.	 YES!
 NO!	Perimeter Protection Protect the area inside your construction zone with perimeter protection.	 YES!
 NO!	Site Stabilization Prevent erosion by adding containment around areas with a slope.	 YES!
 NO!	Construction Entrances/Exits Build entrances properly sized for construction vehicles to remove dirt from tires.	 YES!
 NO!	Chemical Storage Store hazardous materials and substances under cover and use secondary containment devices.	 YES!



www.azstorm.org/about-us/members



STORM – Fiscal Year 2019 Annual Report (July 1, 2018 – June 30, 2019)

Construction Posters and Brochure

Best Practices for protecting your job site from the rain:

STABILIZED CONSTRUCTION ENTRANCE/EXIT



Good

PERIMETER PROTECTION
(Silt Fencing, Straw Wattles, Filter Socks, etc.)



Good



Bad

DRYWELL PROTECTION



Good



Bad

STORM DRAIN PROTECTION



Good



Bad

DESIGNATED CONCRETE WASH-OUT STATION



Good



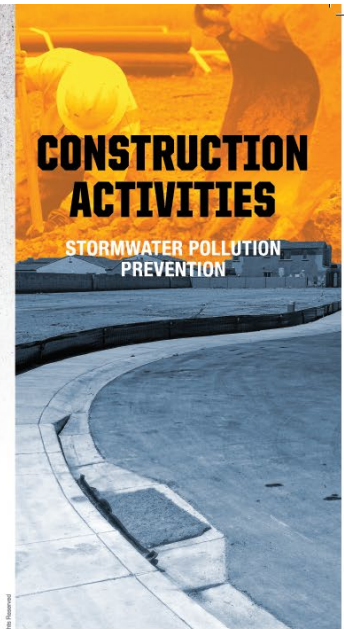
Bad



It is our sincere intent to protect the health, safety and welfare of our community, by ensuring that our streets, alleys, storm drainage system and other rights-of-way remain clean and safe. For more information on stormwater and stormwater resources visit:

www.azstorm.org/about-us/members

STORM
Only rain in the stormdrain




STORM
Only rain in the stormdrain

WHEN is my construction site required to obtain coverage under the Arizona Pollutant Discharge Elimination System (AZPDES) Construction General Permit (CGP)?

Sites that will disturb one or more acres, or less than an acre but are part of a larger common plan of development. For more info, go to azdeq.gov and search "CGP".

WHY is coverage under the AZPDES CGP necessary? Stormwater runoff associated with construction activities can be a major contributor of pollutants to the city storm drain system.

Pollutants like dirt, fuels, oils, trash, concrete washout, lime, joint compound, paint, etc. could end up in retention basins, parks and community lakes.



Be the Solution to Stormwater Pollution. Follow these tips to prevent the discharge of pollutants into our storm drains:

- 

Prepare a Stormwater Pollution Prevention Plan (SWPPP) prior to construction activities. A SWPPP is a site-specific plan that describes how to manage stormwater and how to reduce or eliminate the discharge of pollutants.

■ What goes in a SWPPP? Search azdeq.gov "SWPPP Checklist" for help.
- 

Submit a completed Notice of Intent (NOI) to the Arizona Department of Environmental Quality (ADEQ) for permit coverage.

■ You can do this online...go to azdeq.gov and search "NOI"
- 

Once your application is approved by ADEQ, you will receive an authorization number (or AZOON number) - Post the AZOON # or a copy of the approved authorization form near the site's main entrance.
- 

Implement and maintain a combination of Best Management Practices (BMPs), or control measures, at your site, including erosion and sediment controls, perimeter controls, track-out control devices, storm drain and drywell protection, stabilization of disturbed areas, spill prevention and containment, concrete washout containment, and chemical storage.
- 

Conduct routine site inspections per the frequency detailed in the CGP. Complete written inspection reports and maintain them in the SWPPP.
- 

Promptly maintain or replace any damaged or ineffective BMPs observed during site inspection
- 

Update the SWPPP and site map to show changes or modifications to BMPs. The site map should reflect current site conditions.
- 

Complete stabilization of all disturbed areas
- 

Submit a completed Notice of Termination (NOT) to ADEQ once final stabilization has been achieved.
- 

Retain all pertinent documents (e.g., SWPPP, inspection reports, revised site map, etc.) associated with the site for at least three years from the date the NOT was submitted to ADEQ.

STORM
Only rain in the stormdrain