



## FY22 ANNUAL REPORT

Arizona's Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by municipal partners to perform educational outreach to citizens with the message of pollution prevention to help keep surface waters clean.

**STORM**  
Only rain in the stormdrain

# STORM

## FY 2021 Annual Report

### July 1, 2021– June 30, 2022

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#### SUMMARY

Arizona's Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by municipal partners to perform educational outreach to their residents with the message of pollution prevention to help keep our waters clean. During FY22, STORM members completed outreach via web, print, digital, and social media. The coordination among the member cities, towns, and nontraditional municipal separate storm sewer system owners or affiliates, resulted in the following highlights:

This year's main focus was tying up loose ends with completion of outstanding educational materials then focusing on expanding the creation of STORM's digital media presence. In addition to STORM's digital and social media pages, STORM partnered with ABC15 and iHeart Media to increase opportunities to share knowledge via various digital platforms throughout the entire year. STORM was able to leverage increased media viewership to maximize advertising budget impacts for a total of ***less than a penny per view!*** STORM was able to focus on a more targeted approach by expanding its opportunities through digital media platforms.

STORM's website ([www.azstorm.org](http://www.azstorm.org)) received a total of 18,455 webpage views by 13,012 users during 14,816 sessions. A session is defined as a period of time a user is engaged in the website. When STORM boosted its own Facebook posts, an immediate return was experienced with the increase of visitation to STORM's Facebook page by over 477% (or a 5x increase!).

An updated five-year plan was developed to coincide with the newly-issued Phase 1 and Phase 2 stormwater permits from ADEQ. This ensures messaging created by STORM and its partners remains consistent with permit mandates.

After several months of searching for the right media management firm, STORM's membership voted to partner with Petrakos Communications, Inc., to manage messaging and data via STORM's website and its document management platform. As Petrakos Communications grows its partnership with STORM, additional marketing opportunities may be utilized to give STORM a larger stronghold in the digital media realm to further increase water quality education awareness.




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## MEMBERSHIP

ADOT, Apache Junction, Avondale, Buckeye, Casa Grande, Chandler, El Mirage, Fountain Hills, Gilbert, Glendale, Goodyear, Guadalupe, Maricopa County Environmental Services, Mesa, Paradise Valley, Peoria, Phoenix, Pinal County, Queen Creek, Scottsdale, Surprise, and Tempe. Affiliate members are Maricopa County Flood Control District and Stormwater Pros.

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## BUDGET

FY22 invoiced \$73,500; received \$71,000. Administration operating expenses totaled \$1,675.73. The operating budget for FY22 was \$95,631. Program expenses totaled \$76,488 which covered costs for ABC15 and iHeartMedia, rack cards, elementary school activity books, and STORM's Facebook page post boosting. The majority of FY22's educational expense included an increase in digital media exposure. See the budget spreadsheet breakdown for detailed information as follows.

## Revenue detail

Total membership dues invoiced	\$ 73,500
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Actual revenue to date	
Received June 2021	\$ 3,500
Received July 2021	\$ 32,000
Received August 2021	\$ 25,000
Received Sept 2021	\$ 2,500
Received Oct 2021	\$ 8,500
Received Nov 2021	\$ 2,000
Outstanding/Accounts Receivable	\$ -

Breakdown by agency	Dues	Received
ADOT	\$ 1,500	Jul-21
Apache Junction	\$ 2,000	Nov-21
Avondale	\$ 2,500	Sep-21
Buckeye	\$ 2,000	Aug-21
Casa Grande	\$ 2,500	Aug-21
Chandler	\$ 5,000	Aug-21
El Mirage	\$ 1,500	Jul-21
Fountain Hills	\$ 1,500	Oct-21
Gilbert	\$ 5,000	Jul-21
Glendale	\$ 4,500	Jul-21
Goodyear	\$ 2,500	Oct-21
Guadalupe	\$ 1,500	Aug-21
Maricopa County	\$ 5,500	Aug-21
Mesa	\$ 5,500	Aug-21
Paradise Valley	\$ 1,500	Jul-21
Peoria	\$ 3,500	Jun-21
Phoenix	\$ 5,500	Jul-21
Pinal County	\$ 5,500	Jul-21
Queen Creek	\$ 1,500	Jul-21
Scottsdale	\$ 4,500	Oct-21
Stormwater Pros	\$ 1,500	Jul-21
Surprise	\$ 3,000	Aug-21
Tempe	\$ 4,000	Jul-21

## Operating expense detail

Typical operating expenses (FY 22 estimate)	\$	2,685
Budget amendment 4/26/22	\$	(950)
New operating expenses estimate FY 22	\$	1,735

Breakdown by type	FY 22 Estimate	Actuals FYTD
<i>Accounting fees</i>		
Quickbooks subscription	\$ 75	\$ 75.00
Tax accountant fees	\$ 1,000	\$ 750.00
Budget amendment 4/26/22	\$ (250)	
<i>subtotal</i>	\$ 825	\$ 825.00
<i>Administration</i>		
Meeting costs	\$ 200	\$ 156.73
Arizona Corporation Commission	\$ 10	\$ 10.00
US Post Office	\$ 100	\$ 84.00
<i>subtotal</i>	\$ 310	\$ 250.73
<i>Website</i>		
GoDaddy	\$ 200	\$ -
Budget amendment 4/26/22	\$ (200)	
SolarFlare	\$ 100	\$ 100.00
<i>subtotal</i>	\$ 100	\$ 100.00
<i>Other</i>		
Legal fees (reserved)	\$ 500	\$ -
Budget amendment 4/26/22	\$ (500)	
NMSA membership	\$ 500	\$ 500.00
<i>subtotal</i>	\$ 500	\$ 500.00
<b>Total</b>	<b>\$ 1,735</b>	<b>\$ 1,675.73</b>

Actual operating expenses to date		
Quickbooks subscription (7/5/21)	\$	75.00
Meeting costs (7/26/21)	\$	75.99
SolarFlare website update (1/20/22)	\$	100.00
Tax return prep fee (3/24/22)	\$	750.00
Corporation Commission filing (3/28/22)	\$	10.00
PO Box renewal (6/6/22)	\$	84.00
Board meeting (6/9/22)	\$	80.74
NMSA membership fee (6/9/22)	\$	500.00
<b>Total FYTD</b>	<b>\$</b>	<b>1,675.73</b>



## Program expense detail

FY 22 Operating budget	\$	97,366
Estimated operating costs	\$	2,685
Budget amendment 4/26/22	\$	(950)
<b>Program budget FY 22 estimate</b>	<b>\$</b>	<b>94,681</b>
<b>New program budget FY 22</b>	<b>\$</b>	<b>95,631</b>

Current proposals		Actuals FYTD
<u>STORM Volunteer Recognition</u>		
Quarterly lunch meetings	\$ 2,000	\$ 1,870.67
Budget amendment 4/26/22	\$ (806)	
Outstanding volunteer awards	\$ 1,000	\$ 1,011.71
<i>subtotal</i>	\$ 2,194	\$ 2,882.38
<u>Educational Materials Committee</u>		
Activity book production	\$ 22,000	\$ 22,000.00
BMP Manual/Rack Cards	\$ 23,475	\$ 23,475.00
<i>subtotal</i>	\$ 45,475	\$ 45,475.00
<u>Digital Media</u>		
ABC 15	\$ 24,000	\$ 16,833.75
Budget amendment 4/26/22	\$ 6,000	
iHeart Media	\$ 13,500	\$ 7,500.02
<i>subtotal</i>	\$ 43,500	\$ 24,333.77
<u>Social Media</u>		
Facebook boosts	\$ 5,000	\$ 4,473.47
Budget amendment 4/26/22	\$ (538)	
<i>subtotal</i>	\$ 4,462	\$ 4,473.47
<u>Events</u>		
Project WET sponsorship	\$ 2,500	\$ -
Budget amendment 4/26/22	\$ (2,500)	
<i>subtotal</i>	\$ -	\$ -
Proposed program expenses FYTD	\$ 95,631	\$ 76,488.00
Current unallocated program budget	\$ -	

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### MEETING SUMMARY

Members met via digital and in-person meeting platforms the fourth Tuesday at 1:00p each month (unless the meeting interfered with a national holiday). These working meetings were the primary method of sharing relevant information about regulatory issues, educational material development, identifying outreach events, updating sub-committee efforts, and reporting.

Members track outreach events online for inclusion in this annual report as well as distribution of STORM-related printed materials and promotional items to support a regional front, stretch membership's dollars, and coordinates consistent messages throughout the central Arizona region.

Members are able to individually capitalize their membership benefits by using STORM-produced materials (social media posts, videos, printed materials, and promotional items) to perform outreach in their own communities and create and develop interactions with partners in their communities such as citizens, businesses, developers, builders, and manufacturers.

As an organization that counts on interactions between our members and the general public, especially in face-to-face contact, we experienced challenges this past fiscal year that impacted our ability to reach the general public with our message of stormwater awareness in face-to-face settings. Although in-person events began to resume, missed opportunities were augmented by an increase in the digital marketplace.

STORM was able to leverage the unique digital media situation to reach over 8 million citizens throughout the states. Funds that were allotted for in-person events, printed marketing materials, and educational videos that were not produced, were instead utilized for digital media content production and distribution.

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### SOCIAL + DIGITAL MEDIA

In addition to boosting its own Facebook page posts, STORM also contracted with both ABC15 and iHeart Media to increase its social and digital media presence which, in turn, increases educational outreach opportunities and messaging across multiple portals. Throughout FY22, there was consistent messaging brought forth via banner ads, Facebook ads, Facebook posts, contests resulting in additional viewership.

#### ABC15 + STORM

ABC15 partnered with STORM to provide an increase in digital media coverage. Three separate and targeted campaigns ran consistently throughout FY22. November's messaging was focused



on stormwater pollution prevention, January's messaging focused on *Stormwater Awareness Week* and May-June's messaging was centered around monsoon season. In total 8,312,519 total impressions were made on citizens throughout the valley across ABC15's various digital media platforms!

## ABC15 FY22 SUMMARY



**November:** Native Article Campaign

**January:** Stormwater Awareness Week

**May-June:** Monsoon Campaign

**Total Impressions: 8,312,159**

**Average Cost Per 1,000 People Reached: \$3.60**

**Total Added Value: \$16,000**

**Added Value Percentage: 53%**

**Added Value Elements:**

- Display ads to promote native article
- 2x Days of High Impact Units on abc15.com during stormwater awareness week
- 5x Days of High Impact Units on abc15.com during Monsoon campaign

	Ways to reach your target market
<b>Trash at schools</b>	<ul style="list-style-type: none"> <li>✓ :30 targeted commercials (big screen and pre-roll)</li> <li>✓ Banner ads to teachers and parents of children</li> <li>✓ Targeted emails to teachers and children</li> <li>✓ Can target teachers on Facebook</li> </ul>
<b>Disposal of toxic materials at businesses</b>	<ul style="list-style-type: none"> <li>✓ Geofence businesses with toxic materials</li> <li>✓ Target Small business owners through commercials</li> <li>✓ Facebook targeting</li> </ul>

ABC15 FACEBOOK POST NOVEMBER 24, 2021

**People Reached: 87,511**

The amount of people who saw the post appear in their Facebook feed.

**Reactions, Comments, Shares: 172**

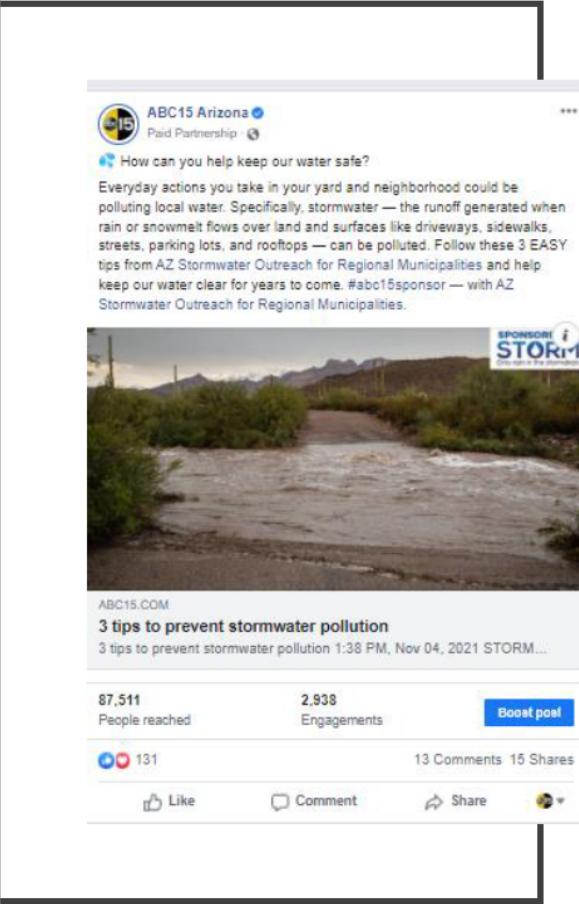
A total of the Reactions (Like, Love, Haha, etc.), Comments on your post, and people who Shared your post.

**Post Clicks: 2,766**

The number of clicks anywhere on your post: This includes link clicks and clicks to view a photo.

**Engagements: 2,938**

The numbers of Reactions, Comments and Shares plus the number of Post Clicks.



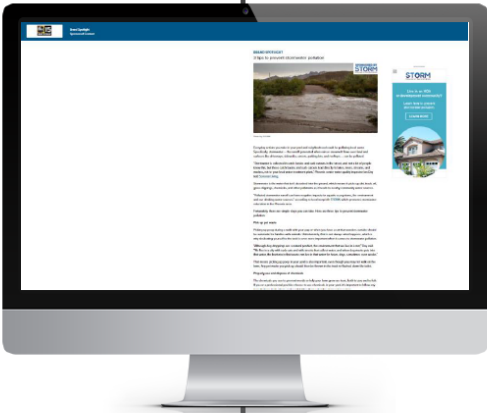
News article on ABC15’s website “3 Tips to Prevent Stormwater Pollution”. Education targeting general audiences.

## Native Article

Page views	1,336
Average time on page	3:22

## Banner Ads

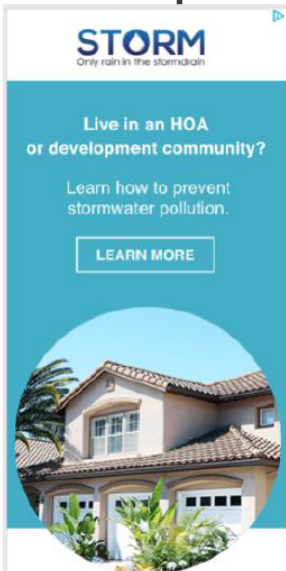
<b>Impressions Total</b>	<b>259</b>
Clicks	2
CTR	.77%



HOA and residential homeowner education campaign.

## STN

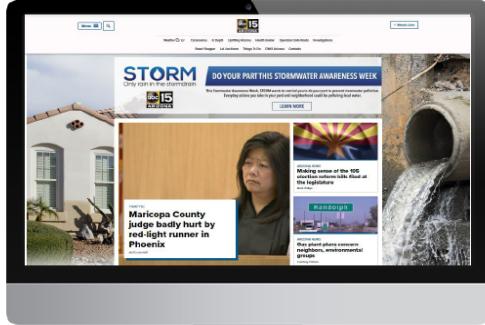
Impressions	321,498
Clicks	174



Stormwater Awareness Week banner ad on ABC15

## High Impact Unit 1/24-1/29

<b>Impressions Total</b>	<b>2,154,018</b>
Clicks	2,074



Facebook post – Stormwater Awareness Week January 24, 2022 on ABC15

**People Reached: 112,561**

The amount of people who saw the post appear in their Facebook feed.

**Reactions, Comments, Shares: 374**

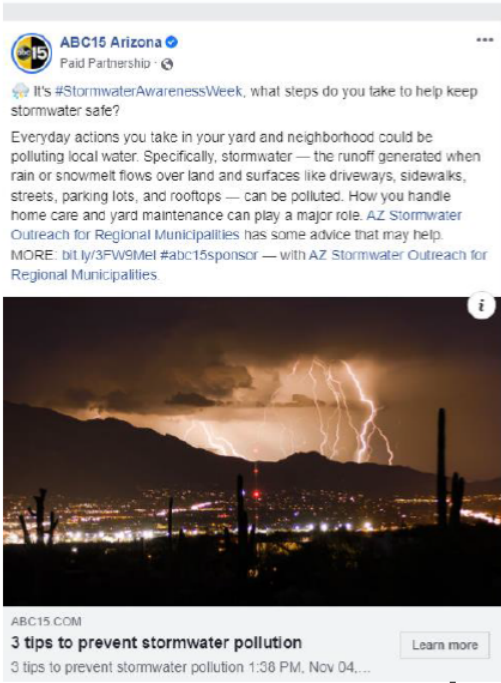
A total of the Reactions (Like, Love, Haha, etc.), Comments on your post, and people who Shared your post.

**Post Clicks: 4,466**

The number of clicks anywhere on your post: This includes link clicks and clicks to view a photo.

**Engagements: 4,840**

The numbers of Reactions, Comments and Shares plus the number of Post Clicks.



**ABC15 Arizona** Paid Partnership

It's #StormwaterAwarenessWeek, what steps do you take to help keep stormwater safe?

Everyday actions you take in your yard and neighborhood could be polluting local water. Specifically, stormwater — the runoff generated when rain or snowmelt flows over land and surfaces like driveways, sidewalks, streets, parking lots, and rooftops — can be polluted. How you handle home care and yard maintenance can play a major role. AZ Stormwater Outreach for Regional Municipalities has some advice that may help. MORE: [bit.ly/3FW9Me1](https://bit.ly/3FW9Me1) #abc15sponsor — with AZ Stormwater Outreach for Regional Municipalities

**3 tips to prevent stormwater pollution** Learn more

3 tips to prevent stormwater pollution 1:38 PM, Nov 04, ...

## CTV Video

Impressions	35,003
Completion Rate	98.16%



Monsoon Awareness campaign June 13, 2022 – Facebook post on ABC15

**Impressions: 462,053**

**People Reached: 258,086**

The amount of people who saw the post appear in their Facebook feed.

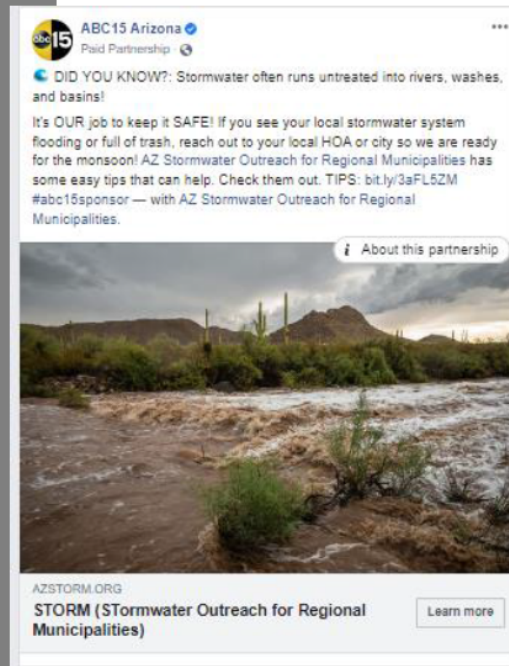
**Reactions, Comments, Shares: 580**

A total of the Reactions (Like, Love, Haha, etc.), Comments on your post, and people who Shared your post.

**Post Clicks: 15,020**

The number of clicks anywhere on your post: This includes link clicks and clicks to view a photo.

**Total Clicks: 25,806**



Facebook post June 14, 2022

**Impressions: 184,482**

**People Reached: 112,228**

The amount of people who saw the post appear in their Facebook feed.

**Reactions, Comments, Shares: 724**

A total of the Reactions (Like, Love, Haha, etc.), Comments on your post, and people who Shared your post.

**Post Clicks: 7,655**

The number of clicks anywhere on your post: This includes link clicks and clicks to view a photo.

**Total Clicks: 14,393**

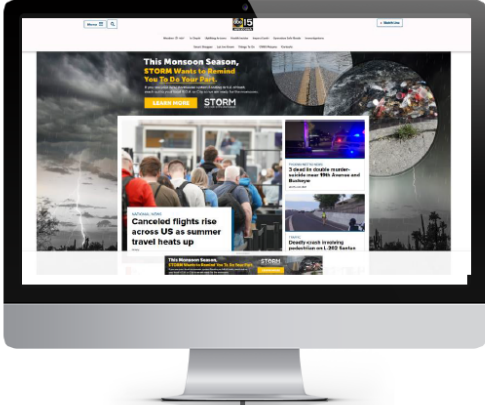
The numbers of Reactions, Comments and Shares plus the number of Post Clicks.



STORM Brand Spotlight Feature on abc15.com

## Brand Spotlight


Page Views	4,674
Avg. Time on Page	4:44



ABC15.com homepage advertising June 2022 – Monsoon Awareness

## High Impact Unit Homepage 6/8

Impressions Total	357,811
Clicks	294
CTR	.08%



## High Impact Unit Homepage 6/10

<b>Impressions Total</b>	<b>421,358</b>
Clicks	441
CTR	.10%



## High Impact Unit Homepage 6/13

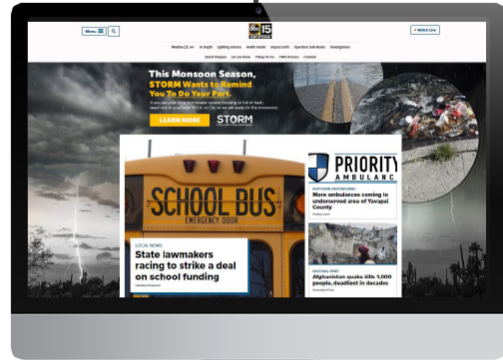
<b>Impressions Total</b>	<b>475,176</b>
Clicks	373
CTR	.08%





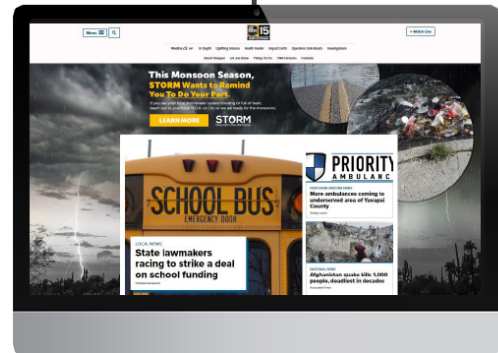
## High Impact Unit Homepage 6/15

<b>Impressions Total</b>	<b>425,817</b>
Clicks	349
CTR	.08%



## High Impact Unit Homepage 6/17

<b>Impressions Total</b>	<b>401,002</b>
Clicks	343
CTR	.08%



## High Impact Unit Homepage 6/20

<b>Impressions Total</b>	<b>424,209</b>
Clicks	321
CTR	.08%



## High Impact Unit Homepage 6/20

<b>Impressions Total</b>	<b>436,717</b>
Clicks	330
CTR	.08%



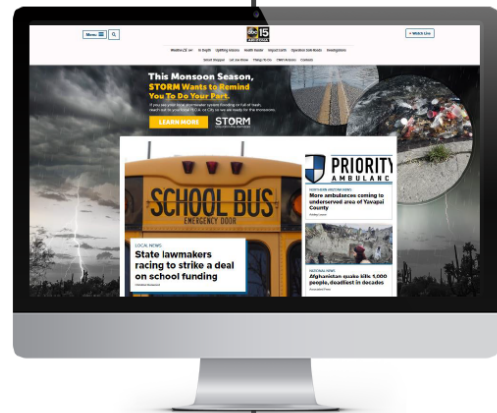
## High Impact Unit Homepage 6/21

<b>Impressions Total</b>	<b>436,594</b>
Clicks	330
CTR	.08%



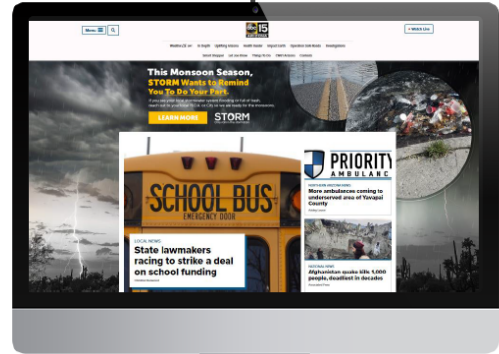
## High Impact Unit Homepage 6/24

<b>Impressions Total</b>	<b>467,246</b>
Clicks	372
CTR	.08%



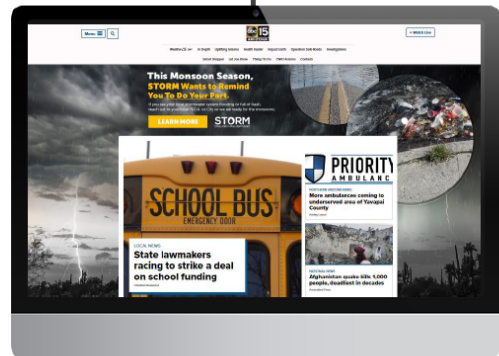
## High Impact Unit Homepage 6/27

<b>Impressions Total</b>	<b>454,727</b>
Clicks	348
CTR	.08%



## High Impact Unit Homepage 6/29

<b>Impressions Total</b>	<b>447,729</b>
Clicks	362
CTR	.08%



## Display Ads

Impressions	373,384
Clicks	591
CTR	.16%



Quiz during Monsoon Awareness month (June)

## Quiz 6/23-6/30

Total Entries	3,511
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What Percentage of central Arizona's rainfall happens during the monsoon months (June-September)?




True or false: Stormwater is sent to a treatment plant before it discharges into the local waterways.



ABC15 Email blast to citizens who have opted in to receive messaging from ABC15

## Email

Delivered	118,183
Opens	45,994
Clicks	2,614
Clicks to Open	6.23%



Take the quiz and be entered to win a \$100 VISA Giftcard

[TAKE THE QUIZ >](#)

Facebook post June 23, 2022 Monsoon Awareness

**Impressions: 148,518**

**People Reached: 86,041**


The amount of people who saw the post appear in their Facebook feed.

**Reactions, Comments, Shares: 412**

A total of the Reactions (Like, Love, Haha, etc.), Comments on your post, and people who Shared your post.

**Post Clicks: 12,555**

The number of clicks anywhere on your post: This includes link clicks and clicks to view a photo.



WOOBOX.COM  
**Take this FUN quiz and win!**  
 Remember: Only RAIN in the stormdrain!

### iHeart Media + STORM

To increase digital exposure, iHeart Media partnered with STORM to target citizens living in HOA neighborhoods about the importance of stormwater pollution prevention. Here are two graphics used on the digital media platform.



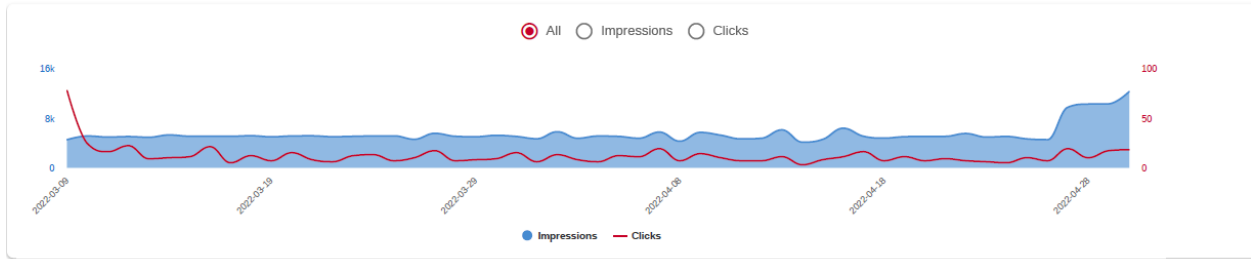
From March 9 through April 28, 2022, iHeart Media ran stormwater and pollution prevention awareness campaigns resulting in just under 300,000 impressions and over 600 clicks.

Tactic	Impressions	Clicks	All Creatives <input type="checkbox"/> Active Creatives <input checked="" type="checkbox"/>	
			CTR	VCR
Audience/Behavioral Targeting	196,385	343	0.17%	
Retargeting	64,359	148	0.23%	
Audience/Behavioral Targeting	19,224	92	0.48%	
Retargeting	7,542	60	0.80%	

Rows per page: 10 1-4 of 4 < >

<p><b>287,510</b> 107.8% <b>Impressions</b></p>	<p><b>643</b> Clicks <b>0.22%</b> CTR</p>
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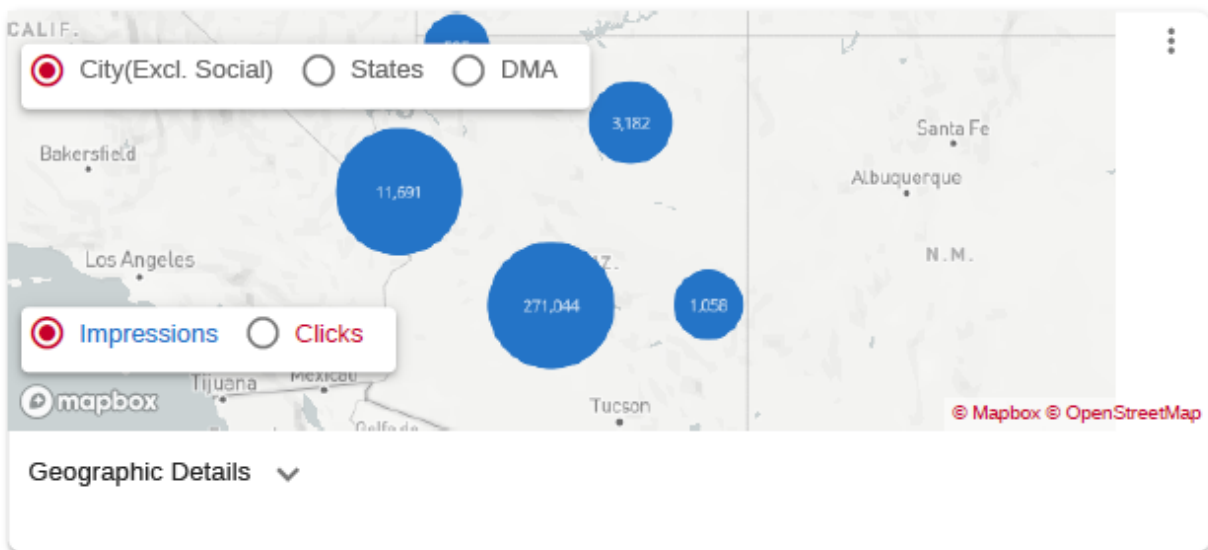
**Impressions & Clicks by Day**



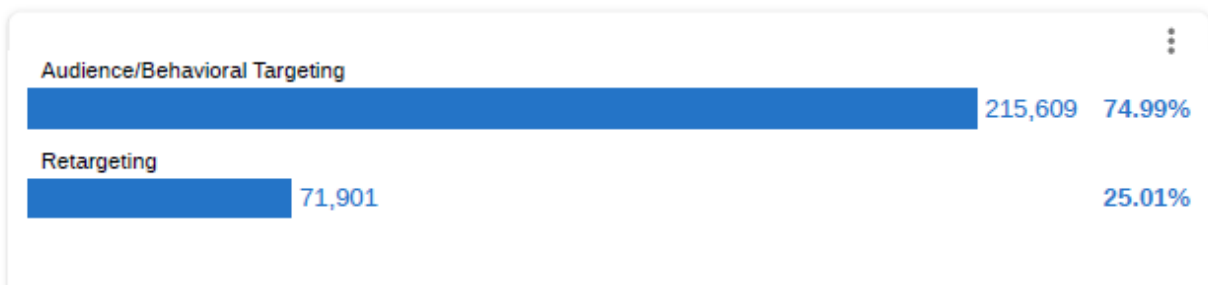
The response rate for this promotion stayed fairly even with the ad delivery.

Most of the activity was in the Phoenix metro area but also included east, west, and northern portions of Arizona.

**Impressions & Clicks by Geography**



**Tactic Performance**





**STORM'S WEBSITE ([www.azstorm.org](http://www.azstorm.org))**

New viewers to azstorm.org: 12,910 (87% of total users)

Total users: 13,012

Returning users: 102 (13% of total users)

Average screen time: 29 seconds

Total page views: 18,455

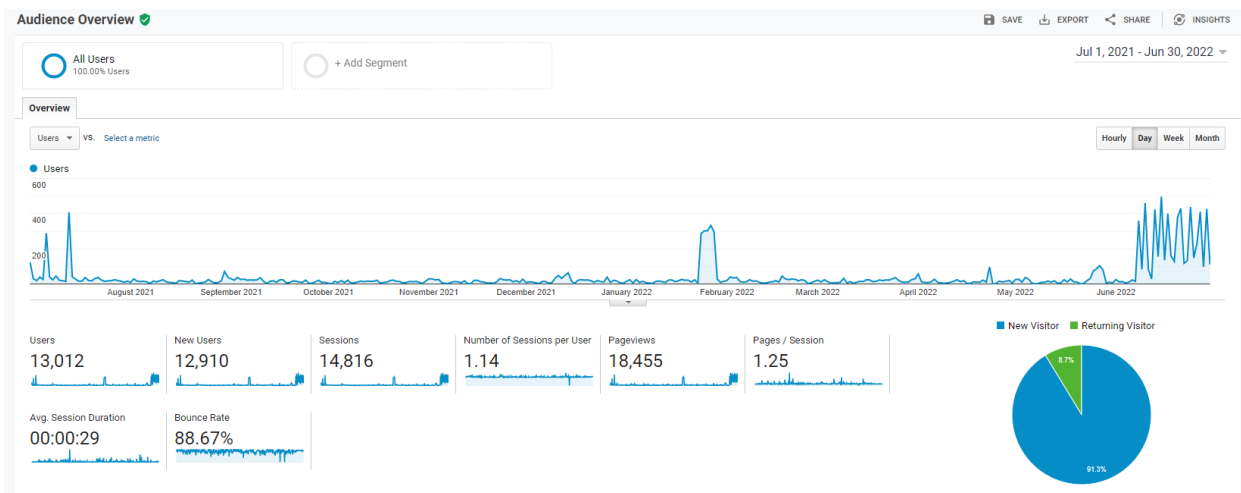
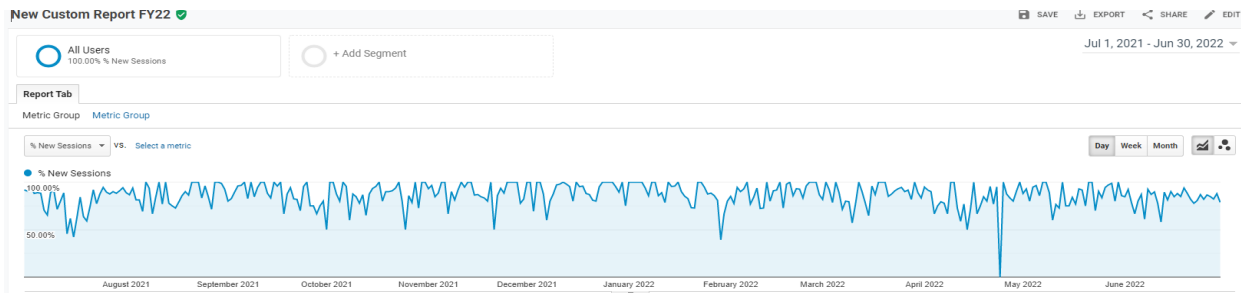
Total sessions: 14,816

Number of sessions per user: 1.14

Pages viewed per session: 1.25

Bounce rate: 88.67%

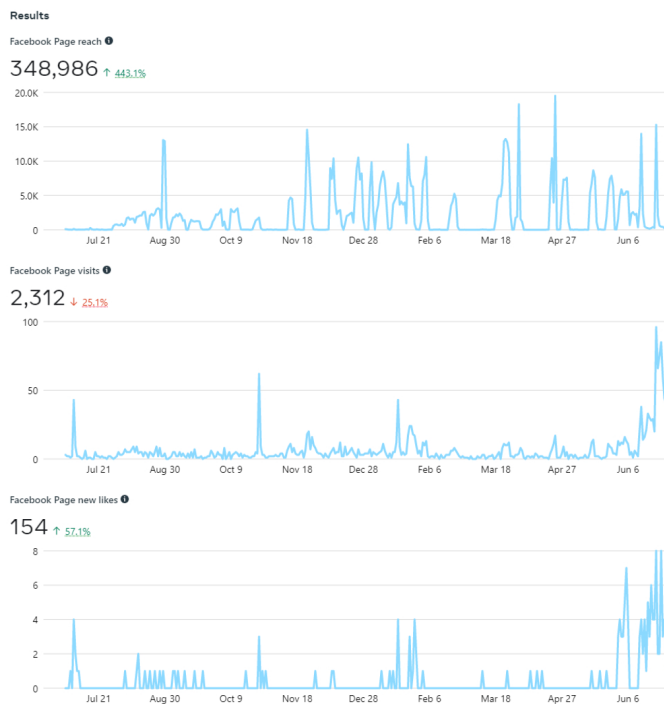
This uptick in viewership was a result of the ABC15 Monsoon Awareness social media campaign and an increase in STORM's Facebook page post boosting.



### STORM'S FACEBOOK PAGE ([www.facebook.com/StormWaterOutreach](https://www.facebook.com/StormWaterOutreach))

Consistent posting by the Social Media sub-committee on STORM's Facebook page in conjunction with ABC15 and iHeart Media's digital cross-promotion have resulted in a 443.1% INCREASE in STORM's Facebook page reach and a 57.1% increase in the page's "likes".

STORM members contributed time to post and interact with the public on STORM's Facebook page. Facebook posts by the Social Media committee increased during FY22. It is worthwhile to note when Facebook posts were boosted, the response and viewership dramatically increased. Once STORM began boosting its own posts, an overall increase of 477% was witnessed in activity on STORM's Facebook page. See examples of posts/graphics from STORM's Facebook page below. Given the positive response, the digital and social media committees will continue to increase STORM awareness throughout social media channels via self-promotion and partnerships with digital media outlets.



New for FY22: Boosting Facebook Posts. When Facebook posts, created by the social media committee, were boosted, the reach increase stayed fairly consistent with the overall Facebook Page Reach stats. As posts were boosted, STORM's message to the community significantly increased. This shows the power of digital media.

**STORM** AZ Stormwater Outreach for Regional Municipalities

May 25 at 6:50 PM · 🌐

Are you ready for monsoon season? Make sure you're following us for Stormwater tips throughout the summer!  
<https://www.azcentral.com/story/news/local/arizona-weather/2022/05/20/arizona-monsoon-season-definition-when-expect-summer-storms/9823924002/>



AZCENTRAL.COM

**Arizona monsoon season: Here's when to expect those summer storms**

LEARN MORE

Share

45 Shares

**STORM** AZ Stormwater Outreach for Regional Municipalities

May 24 at 3:20 AM · 🌐

Stormwater pollution starts with you, every day! Only rain in the storm drain.



AZSTORM.ORG

**STORM (S**Stormwater Outreach for Regional Municipalities)

LEARN MORE

Share

64 Shares

**STORM** AZ Stormwater Outreach for Regional Municipalities  
 September 22, 2021 at 2:22 PM · 🌐

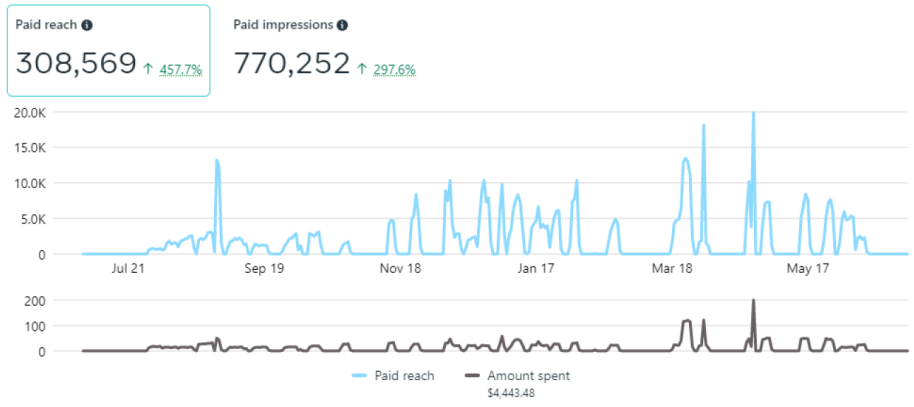
SEA LA SOLUCIÓN A LA CONTAMINACIÓN DE LAS AGUAS PLUVIALES #stormwater  
[https://youtu.be/BbIM\\_3zBnR0](https://youtu.be/BbIM_3zBnR0)

YOUTUBE.COM  
**Take the Leap, Phoenix - Spanish**  
 Connect with the City of Phoenix: <http://Phoenix.gov> - Home page <http://Facebook.co...> [LEARN MORE](#)

🔗 Share

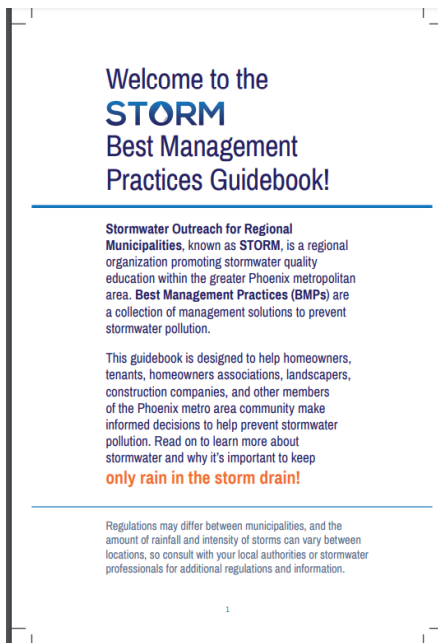
5 Shares

Ad trends



## STORM's PRINTED MATERIALS

One of the areas of focus for FY22 was a *Best Management Practices Manual*. This manual addresses general BMPs for homeowners, Home Owner Associations (HOAs), development, and citizens in general in an effort to educate on the importance of everyday BMPs we can do which help impact the quality of our surface waters.



The other area of focus was in the classroom. Previously, STORM produced a middle-school based activity book which has been a huge success in the classroom. This year, STORM produced a lower-elementary based activity book to reach younger students.

