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

<table>
<thead>
<tr>
<th></th>
<th>Total Revenue</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Balance FY19</td>
<td>$28,203.00</td>
<td>Website, Facebook, ABC15</td>
</tr>
<tr>
<td>Membership Dues Received</td>
<td>$75,000.00</td>
<td>Educational Videos</td>
</tr>
<tr>
<td>Less Dues Received in FY18</td>
<td>($15,500.00)</td>
<td>Promotional Items and Marketing</td>
</tr>
<tr>
<td></td>
<td>$87,703.00</td>
<td>Administration and Accounting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Construction Seminars</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NMSA Membership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
<th>Attended</th>
<th>Engaged</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>1</td>
<td>123</td>
<td>123</td>
<td>400</td>
</tr>
<tr>
<td>August</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>410</td>
</tr>
<tr>
<td>September</td>
<td>1</td>
<td>78</td>
<td>78</td>
<td>261</td>
</tr>
<tr>
<td>October</td>
<td>5</td>
<td>1,919</td>
<td>569</td>
<td>308</td>
</tr>
<tr>
<td>November</td>
<td>5</td>
<td>6,119</td>
<td>1,291</td>
<td>326</td>
</tr>
<tr>
<td>December</td>
<td>3</td>
<td>9,075</td>
<td>3,325</td>
<td>627</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
<th>Attended</th>
<th>Engaged</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>7</td>
<td>8,934</td>
<td>819</td>
<td>245</td>
</tr>
<tr>
<td>February</td>
<td>10</td>
<td>40,686</td>
<td>4,464</td>
<td>526</td>
</tr>
<tr>
<td>March</td>
<td>12</td>
<td>7,500</td>
<td>5,554</td>
<td>414</td>
</tr>
<tr>
<td>April</td>
<td>15</td>
<td>9,500</td>
<td>3,730</td>
<td>254</td>
</tr>
<tr>
<td>May</td>
<td>5</td>
<td>119</td>
<td>98</td>
<td>855</td>
</tr>
<tr>
<td>June</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3,100</td>
</tr>
</tbody>
</table>

### 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](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.
Table 3. Top 5 Posts

<table>
<thead>
<tr>
<th>Day</th>
<th>Reach</th>
<th>Engagement</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/29/2019</td>
<td>10,032</td>
<td>694</td>
<td>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</td>
</tr>
<tr>
<td>9/21/2018</td>
<td>7,445</td>
<td>66</td>
<td>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</td>
</tr>
<tr>
<td>12/17/2018</td>
<td>6,735</td>
<td>81</td>
<td>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 <a href="http://azstorm.org">http://azstorm.org</a> You can also look up recycling locations</td>
</tr>
<tr>
<td>10/16/2018</td>
<td>6,446</td>
<td>418</td>
<td>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</td>
</tr>
<tr>
<td>8/7/2018</td>
<td>5,558</td>
<td>113</td>
<td>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: <a href="http://azstorm.org/what-can-i-do">http://azstorm.org/what-can-i-do</a></td>
</tr>
</tbody>
</table>
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
Educational Videos: Automotive Maintenance, Carpet Cleaners, and Painters

Target Audience: Mobile Businesses

Total Cost: $17,600.00

**DISPOSE OF AUTO FLUIDS PROPERLY**

DON’T ever pour these chemicals into our storm drains!

**DISPOSE OF CARPET WASTEWATER PROPERLY**

Help protect our water supply!

**DISPOSE OF PAINT PROPERLY**

it’s very important to cleanup properly!
Promotional Items (10,000 Each): Total Cost $18,429.05

<table>
<thead>
<tr>
<th>Key Chain Caribeners ($5,600 + Shipping)</th>
<th>Collapsible Water Bottles ($9,600 + Shipping)</th>
</tr>
</thead>
</table>

![Key Chain Caribener Image](Image1)

![Collapsible Water Bottle Image](Image2)
AZSTORM.ORG Website Analytics
Example Facebook Posts

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. #Bestormwatersmart #giveahootdontpollute #onlyraindownthestormdrain #keeparizonabeautiful #kazb

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

Performance for Your Post

9,893 People Reached
563 Reactions, Comments & Shares

146 Likes
4 Loves
18 Wows
118 Sads
139 Angrys
31 Comments
109 Shares
564 Post Views
3 Post Links
208 Other Clicks

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

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

AZ Stormwater Outreach for Regional Municipalities
Published by Christina Hoopes /// 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/2Vhr7b0

Performance for Your Post

179 People Reached
5 Likes, Comments & Shares

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
0 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
Example Facebook Posts

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.

Performance for Your Post

248 People Reached
13 Likes, Comments & Shares

12 Likes
11 On Post
0 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 Report as Spam

0 Hide All Posts
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

1 Share

Like
Comment
Share
Facebook Analytics

Post Reach
The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise.

Total Reach
The number of people who had any content from your Page or about your Page enter their screen. This number is an estimate.
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.

<table>
<thead>
<tr>
<th>Country</th>
<th>Your Fans</th>
<th>City</th>
<th>Your Fans</th>
<th>Language</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>1,605</td>
<td>Phoenix, AZ</td>
<td>472</td>
<td>English (US)</td>
<td>1,620</td>
</tr>
<tr>
<td>Canada</td>
<td>5</td>
<td>Mesa, AZ</td>
<td>103</td>
<td>Spanish</td>
<td>56</td>
</tr>
<tr>
<td>Mexico</td>
<td>4</td>
<td>Chandler, AZ</td>
<td>43</td>
<td>English (UK)</td>
<td>23</td>
</tr>
<tr>
<td>Japan</td>
<td>2</td>
<td>Gilbert, AZ</td>
<td>42</td>
<td>Spanish (Spain)</td>
<td>8</td>
</tr>
<tr>
<td>Nigeria</td>
<td>2</td>
<td>Scottsdale, AZ</td>
<td>36</td>
<td>French (France)</td>
<td>3</td>
</tr>
<tr>
<td>Australia</td>
<td>1</td>
<td>Costa Grande, AZ</td>
<td>33</td>
<td>Arabic</td>
<td>1</td>
</tr>
<tr>
<td>Belgium</td>
<td>1</td>
<td>Glendale, AZ</td>
<td>31</td>
<td>Malayalam</td>
<td>1</td>
</tr>
<tr>
<td>China</td>
<td>1</td>
<td>Kingman, AZ</td>
<td>29</td>
<td>Polish</td>
<td>1</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>1</td>
<td>Tempe, AZ</td>
<td>29</td>
<td>Vietnamese</td>
<td>1</td>
</tr>
<tr>
<td>Germany</td>
<td>1</td>
<td>Bullhead City, AZ</td>
<td>28</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See More
**ABC15 Campaign**

**Illegal Dumping Quiz Overview**

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

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

**QUESTIONS:**
- 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

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

**QUESTIONS:**
- 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!
ABC15 Campaign

Illegal Dumping Quiz Overview

Connected TV Overview

<table>
<thead>
<tr>
<th>Impression</th>
<th>100% Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>97,515</td>
<td>96.66%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Placements</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roku</td>
<td>21,842</td>
</tr>
<tr>
<td>Pluto TV</td>
<td>18,578</td>
</tr>
<tr>
<td>Newsy</td>
<td>9,506</td>
</tr>
<tr>
<td>Weathernation</td>
<td>7,139</td>
</tr>
<tr>
<td>Discovery Go</td>
<td>1,776</td>
</tr>
</tbody>
</table>
ABC15 Campaign

December 2018 Facebook Advertisements Overview

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/

Follow These Steps to Prevent Stormwater Pollution!

AZ Stormwater Outreach for Regional Municipalities
Sponsored

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

HTTP://AZSTORM.ORG/

Follow These Steps to Prevent Stormwater Pollution!

ABC15 Campaign

STORM
Only rain in the stormdrain
**ABC15 Campaign**

*December 2018 Facebook Advertisements Overview*

**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.

![Image of stormwater pipes](image)

**Follow These Steps to Prevent Stormwater Pollution!**

<table>
<thead>
<tr>
<th>Impression</th>
<th>Clicks</th>
<th>Click Thru Rate</th>
<th>Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>37,966</td>
<td>734</td>
<td>1.93%</td>
<td>4,416</td>
</tr>
</tbody>
</table>

**Top Ad:** Mobile Businesses (2.10% Click Thru Rate)
ABC15 Campaign

May 2019 Facebook Advertisements Overview

People Reached: 113,421
Post Clicks: 6,796
Link Clicks: 3,240
Construction Posters and Brochure

/// CONSTRUCTION BMPs ///

Protecting your job site from the rain.

Concrete Washouts
Create a containment structure for your concrete washout.

-X NO!
-YES!

Storm Drain Inlet Protection
Protect all inlets around your construction site.

-X NO!
-YES!

Perimeter Protection
Protect the area inside your construction zone with perimeter protection.

-X NO!
-YES!

Site Stabilization
Prevent erosion by adding containment around areas with a slope.

-X NO!
-YES!

Construction Entrances/Exits
Build entrances properly sized for construction vehicles to remove dirt from tires.

-X NO!
-YES!

Chemical Storage
Store hazardous materials and substances under cover and use secondary containment devices.

-X NO!
-YES!

www.azstorm.org/about-us/members
Construction Posters and Brochure

**Best Practices for protecting your job site from the rain:**

- **STABILIZED CONSTRUCTION ENTRANCE/EXIT**
  - Good
  - Bad
- **PERIMETER PROTECTION**
  - Good
  - Bad
- **DRYWELL PROTECTION**
  - Good
  - Bad
- **STORM DRAIN PROTECTION**
  - Good
  - Bad
- **DESIGNATED CONCRETE WASH-OUT STATION**
  - Good
  - Bad

**Construction Activities**

**STORM DRAIN NO OILING**

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

**CONSTRUCTION ACTIVITIES**

**STORMWATER POLLUTION PREVENTION**

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

Sites that will return one or more acres, or less than an acre but are part of a larger common plan of development. For more info, go to azg.wikipedia and search “CGP.”

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

Pollutants like dirt, fuel, oils, paint, concrete washout, lime, joint compound, grass, 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:**

1. Propose 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: 
   - Stormwater
   - Gutter runoff

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

3. Contact the Arizona Department of Environmental Quality (ADEQ) for permit coverage.

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

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

6. Properly maintain or replace any damaged or ineffective BMPs observed during site inspection.

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

8. Complete inventories of all disturbed areas.

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

10. Retain all pertinent documentation (i.e., 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.