



STORM Annual Report: FY 2005

*As the storm clouds gathered on the horizon, so did the STORM group form.
As the rain began to separate from the clouds and fall to earth in natural
order, so did two of our STORM members. As the rain renews the earth, may
death renew their spirits.*

*A tribute to Richard Tafoya, ADOT and
Antonio Figueroa-Iturralde, Town of Guadalupe - STORM members.*



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Why Was STORM Formed?

The federal government identified controlling pollutants carried by stormwater runoff as a regulatory priority, with emphasis on regulation at the local government level. In response, federal and state governments focused on exhaustive regulations and permit compliance. Local municipalities in Arizona considered a different approach, and recently formed a voluntary organization to promote public education for the reduction of pollutants in stormwater. This organization, Stormwater Outreach for Regional Municipalities (STORM), currently includes 22 municipal and statewide agencies as active members.

In the first regulatory phase in 1990, the Environmental Protection Agency (EPA) required medium and large operators of Municipal Separate Storm Sewer Systems (MS4s) to address stormwater discharges. Smaller communities were later required to gain permit coverage by 2003. Over the past decade, stormwater coordinators in the greater Phoenix metropolitan area met informally to discuss these regulations. Through these discussions, the stormwater coordinators realized that the public education component of the stormwater pollution prevention program was critical to reducing potential pollutant sources. It also appeared that as MS4s implemented their individual programs, their competing messages could reduce the effectiveness of a regional message. Additionally, the cost for individual multi-media education campaigns was extremely high and could further limit the effectiveness of the campaigns. The idea of a regional message and pooled resources was taking root.

Representatives from 10 local governments met on June 14, 2001, for the inaugural meeting to develop a regional public outreach effort. The next meeting wasn't held until May 7, 2002, when the group began regularly scheduled meetings and defined a name and a mission. Persistent efforts during 2002 and 2003 enabled the group to develop the voluntary organizational structure, establish membership fees and administrative guidelines, resolve legal issues, and gain endorsement of their respective managers to participate in and fund STORM. This unique, voluntary association of local governments has resulted in a much more positive, focused, and effective public education campaign than the normal agency mandated approach to reducing the impact of pollutants through individual permittee requirements.

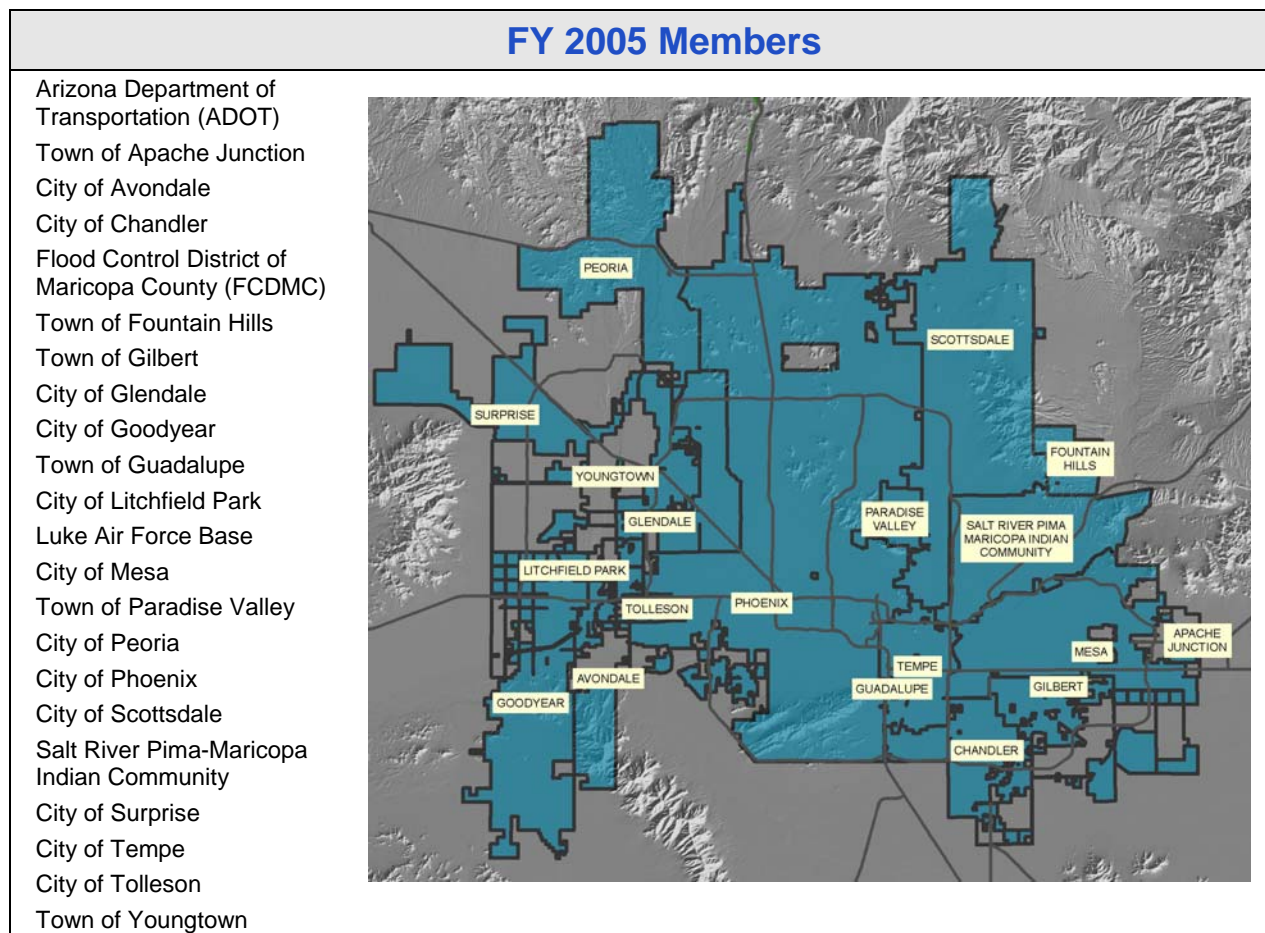
Membership in STORM

To effectively reach residents and create a regional message, membership in STORM is limited to local governments and organizations within the greater Phoenix metropolitan area. Based on the 2000 Census, over 3 million of the state's 5 million residents live in the greater Phoenix metropolitan area—providing a wide audience for regional education efforts. Representatives from organizations and local governments from other areas of the state are welcome to attend meetings and access resources and information generated by the STORM organization. Representatives from Maricopa County and the consulting community regularly attend and provide input at STORM's monthly meetings.

STORM elects a management board annually to help organize and guide operations. The board consists of three members elected by consensus of the municipal members for a one fiscal year term: chair, co-chair, and secretary. During FY 2005, STORM was chaired by Jon Sherrill, City of Chandler; co-chaired by Jason Earp, City of Tolleson; and secretary was Adina Lund, City of Peoria. Elected for FY 2006 for these positions are Bill Haas, City of Scottsdale; Donna Moran, Town of Gilbert; and John Meyer, City of Surprise.

Two categories exist for membership--municipal and affiliate members--although the group is financed and governed by its municipal members. Municipal membership is open to MS4 owners required by Arizona Department of Environmental Quality (ADEQ) to have an Arizona Pollutant Discharge Elimination System (AZPDES) municipal stormwater permit, and includes both Phase I and II permittees. Maricopa County, Pinal County and Arizona Department of Transportation (ADOT) also qualify as potential municipal members. Affiliate membership is open to MS4 owners within Arizona that are not municipal members and are either an incorporated city or town within the greater Phoenix metropolitan area with population less than 25,000 (according to the most recent official national census) or a quasi-governmental agency such as a public school jurisdiction, university, college, military base or an Indian Tribe community. Other jurisdictions or organizations, when STORM municipal members unanimously agree, may also become affiliate members.

During 2005, STORM's 22 members included 19 municipal members, 1 statewide organization, 1 countywide organization, and 1 affiliate member. The Salt River Pima Maricopa Indian Community was the only affiliate member for 2005 (and 2004).



STORM's current membership promotes stormwater pollution prevention to a large area of greater metropolitan Phoenix as indicated by the outlines of member communities in the preceding figure. Luke Air Force Base, ADOT, and the FCDMC also extend their influence throughout the Greater Phoenix area.

The annual membership fee for municipal members is based on population from the 2000 Census, and a flat fee was established for affiliate members:

2000 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

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.

Communities can realize a great economic benefit from their membership investment; for a relatively small contribution, members receive a significant return in public outreach and education, much more than they would have gained working independently. This outreach program supplements individual community's stormwater management programs as required under ADEQ's permit program,

During fiscal year 2005, participating municipalities generated \$39,000 through membership fees, plus an additional \$1,020 from STORM members who spoke at a Lorman Seminar and donated their proceeds to STORM (see attached 2005 Financial Summary). A variety of in-kind contributions were made to this organization, including all member staff time. Without overhead or administrative costs involved, funds are used exclusively for program implementation activities.

Membership in STORM also provides increased buying power that helps achieve bulk pricing on storm water pollution awareness promotional items. Additionally, 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 the regional water quality.

STORM's Key Accomplishments

The success of STORM is based on the synergy of bringing together resources, ideas, pooled funds, and talent of numerous municipalities and agencies to produce a regional education and outreach program. As a result, the region communicates a unified message about the importance of stormwater pollution prevention. The accomplishments of this collaborative and clearly focused effort include:

“Only Rain in the Storm Drain”

STORM member agencies developed one primary and consistent message that is the core focus of all the educational activities. The slogan “Only Rain in the Storm Drain” is easily understood and clearly communicates the basic message of keeping pollutants out of the storm drain system. This message is communicated through multi-media venues including an English and Spanish website, public service announcements, radio interviews, display boards, and promotional items

STORM Web Site

A web site was created (see www.azstorm.org) in both English and Spanish that promotes stormwater pollution prevention, provides residents with direct links to their specific communities so they can receive individualized information, summarizes ADEQ's stormwater regulations, and publicizes events through a community calendar. Efforts are underway to develop a kid's page and to further expand the community information sections. STORM contracted with a consultant to develop this web page, and STORM members have been trained to maintain it and make minor changes as needed.

Public Service Announcements (PSAs)

STORM developed three PSAs that were broadcast in both English and Spanish. The first PSA featured local celebrity Ed Phillips describing the impact of pollution on storm drain systems. A 30-second PSA described the proper management of used oil, and a 15-second PSA promoted the message “Only Rain in the Storm Drain”. These public service announcements have reached over 1.3 million residents as seen in the attached PSA Summary.

Radio Interviews

Members participated in interviews, hosted by local radio stations. These interviews focused on stormwater pollution and what residents could do to minimize harmful impacts to water quality.

Promotional Items

Display boards for use at community outreach events were developed that distinguish between sanitary sewer systems and storm drain systems and provide ways residents can limit adding pollutants to stormwater. Promotional materials (magnets and pencils) with STORM's slogan and web site were also developed for outreach and education.

Shared Resources

Benefits of this collaborative and clearly focused effort include shared resources. For instance, Phoenix shared their template for storm drain markers with STORM members, and Scottsdale developed a pricing agreement with the foundry to enable other communities to buy the storm drain markers at the same low price. Nearly half of the members plan to use this storm drain marker, which is a significant accomplishment toward a regional look.

STORM also applied for the following grants and recognitions:

EPA 2005 Clean Water Act Recognition Award

The goal of this national awards program is to heighten public awareness of industrial wastewater and wet weather flow control measures and to encourage public support of programs that protect operation of treatment facilities, health and safety of municipal employees and the public, quality of the nation's receiving waters, and the reuse and recycling of effluent and sludge. Specifically, the Stormwater Management Excellence awards recognize outstanding efforts to manage stormwater, either on a voluntary basis or in response to regulatory or statutory requirements. Innovative stormwater control programs or projects that are in compliance with all applicable regulatory requirements, NPDES permits, and site-specific management plans and programs are recognized.

Valley Forward Association's Annual Environmental Excellence Awards

These awards recognize outstanding contributions to the sustainability of Valley communities. The awards set standards for exceptional physical, technical and social development in our metropolitan area. STORM applied for consideration under the category of Environmental Education/Communication, which recognizes outstanding achievements in environmental education (events, campaigns, publications, curriculum, etc.) in the public sector.

EPA Environmental Education Grants Program, FY2005

This grant provides financial support for projects that design, demonstrate, or disseminate environmental education practices, methods, or techniques. One of the educational priorities for funding that supports STORM's objective is the design and implementation of model projects to educate the public about environmental issues in their communities through community-based organizations or through print, film, broadcast, or other media.

Participation at local household hazardous waste collection events has increased across the region. The public service announcements and the website provide information on ways to properly dispose of potentially hazardous materials that could otherwise end up in the stormwater systems.

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.

Additional Resources

1. STORM Web site
2. PSAs and Radio Interviews
3. Promotional Items
4. Strategic Plan (see www.azstorm.org)
5. FY 2005 Financial Summary
6. Meeting Agendas and Summaries (see www.azstorm.org)

1. STORM Web Site - www.azstorm.org

STORM
Stormwater Outreach for Regional Municipalities

Only Rain in the Storm Drain

Home Members Contact Us FAQs Links Report a Problem

Página en Español

Public Education

Kids Corner

News

Community Information

Calendar of Events

Regulations & Permits

STORM Organization

Community Photos

Website Feedback

Stormwater Outreach for Regional Municipalities



The Stormwater Outreach for Regional Municipalities group, known as STORM, is a regional organization promoting stormwater quality education within the greater Phoenix metropolitan area. STORM was founded in 2002, in response to federal regulations requiring certain municipalities to implement measures to educate the public on ways to protect the quality of stormwater runoff. In an effort to educate the greatest number of people with limited resources, STORM is using a multimedia approach targeting audiences through radio, television, movie theaters and this website.

Special thanks is extended to the Clark County Regional Flood Control District for allowing STORM to use its stormwater website, vstormwater.com, as a model for the development of this site.

Current Weather

THE WEATHER CHANNEL
WEATHER.COM
Enter City or US Zip
 GO!

Useful Links

[Stormwater Construction Permit](#)

Public Service Announcements

[English](#)
[Spanish](#)



Documents on this page require Adobe Acrobat Reader 4.0 or greater to view.

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2. PSAs and Radio Interviews

An estimated 2,618,600 total people listened to the STORM advertisements over a 6-week period (February 14 - March 27, 2005) on 5 (one Spanish) major stations (11 total stations). Approximately 40,000 people listened to the community service information interviews. The STORM campaign also included free PSAs on a second Spanish radio station and STORM was mentioned in the Arizona Republic newspaper.

30-seconds

Aaahhh. Rain. It's so precious here in the southwest. When we do get out infrequent rain, the runoff water is usually collected and moved in many communities by storm drains. Just like the ones you see on the streets in your neighborhood. These drains take the water to our parks, rivers, ditches, and retention ponds, to name a few. Please don't dispose of trash, chemicals, or automotive products in the storm drains. Help us protect our water. This message is brought to you by STORM, Stormwater Outreach for Regional Municipalities. Please only rain in the storm drain.

30-seconds

Motor oil in your vehicle is essential. Dumping motor oil on the street is a crime. Used oil contains a variety of metals that are toxic to the environment. Just take your used motor oil to a Checker, AutoZone or Pep Boys store and they'll recycle it...for free! By recycling your oil, our storm drain system stays cleaner. Do your part; recycle your used motor oil and remember storm drains are for rain. This message brought to you by STORM...Stormwater Outreach for Regional Municipalities. For more information about STORM or storm water regulations, call your local city or town or go online at www.azstorm.org.

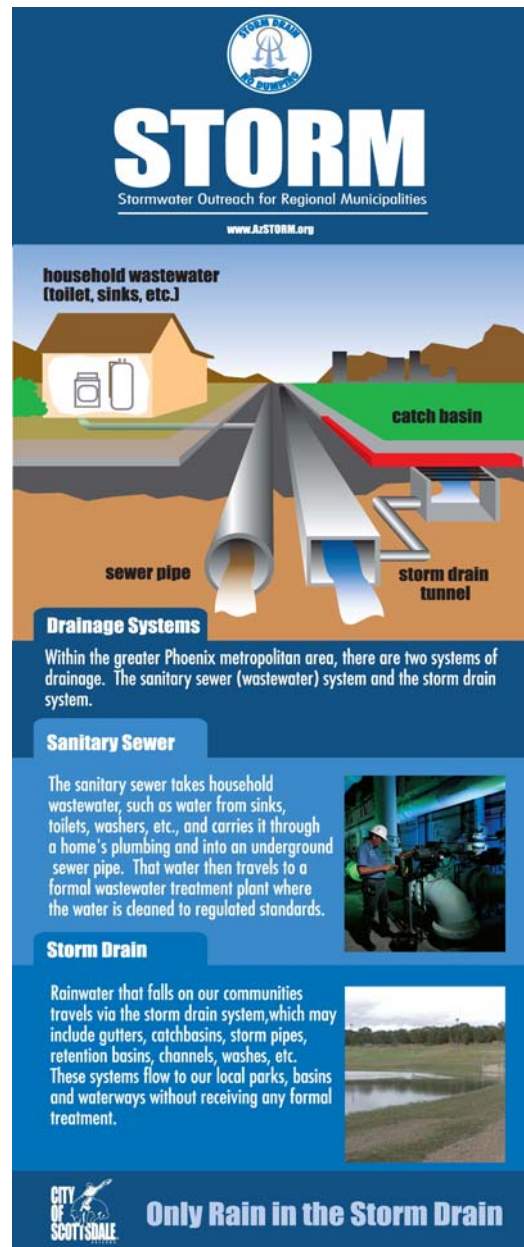
15-seconds

Only rain in the storm drain! For more information, visit STORM online at www.azstorm.org and learn what your town or city is doing to protect our environment.

3. Promotional Items

Two display boards were designed; one depicts the difference between the storm drain and sewer system (as seen in the example at right), and the other describes ways residents can limit their contribution of pollutants to the storm drain system.

Magnets and pencils were ordered that include STORM's logo, slogan, and web site, as seen below. These items are available for members to take to community events to promote protection of the storm drain system.



4. Strategic Plan (see www.azstorm.org)

5. FY 2005 Financial Summary

Membership Fees

Peoria	\$ 2,500
SRPMIC	\$1,000
FCDMC (in lieu)	\$ 0
Mesa	\$5,000
Glendale	\$2,500
Tempe	\$2,500
Tolleson	\$1,000
Apache Junction	\$1,000
Goodyear	\$1,000
Surprise	\$1,500
Litchfield Park	\$1,000
Fountain Hills	\$1,000
Guadalupe	\$1,000
Gilbert	\$2,500
Scottsdale	\$2,500
Phoenix	\$5,000
Chandler	\$2,500
ADOT	\$1,000
Youngtown	\$1,000
Paradise Valley	\$1,000
Lorman (Speakers)	\$ 850
LAFB	\$1,000
Avondale	\$1,500
Lorman (Speaker)	\$ 170
	<hr/>
	\$40,020

Expenses

PSAs	\$44,963.33*
Website Design, Mgmt.	\$13,899.50
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	\$58,862.83

*Includes media campaign expense of \$9,945.94
from 2004 - these funds were collected prior to
June 2004 and carried over to 2005*

6. Meeting Agendas and Summaries (see www.azstorm.org)