

STORM Annual Report: FY 2006



Photo by Matthew Pellerin



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Formation of Not-for-Profit Organization

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. This organization currently includes 23 members, representing municipal and statewide agencies, and an Indian community.

The idea of becoming a not-for-profit organization emerged at the end of FY 2005, and significant time and energy at the start of FY 2006 centered on researching the pros and cons of this status and understanding the process involved. At the October 2006 meeting, steps for gaining non-profit status were discussed and STORM members voted to proceed with this effort. The trade names “STormwater Outreach for Regional Municipalities (STORM)” and “STORM” were filed with the Secretary of State, which enabled the filing of Articles of Incorporation with the Arizona Corporation Commission. STORM’s existing Operations Plan is currently being updated and will become the organization’s by-laws.

One of the benefits of becoming a not-for-profit organization is the opportunity to operate as a business independent of an umbrella organization and have direct control over contracts, invoice payment, and other agreements. To do this, STORM opened a bank account and established the signatory authority for checks and debits. Transferring funds to STORM’s bank account was a complex and time consuming task as a result of the organization’s Fiscal Agent changing employment and complications with transferring funds from one organization to another. The transfer of funds will be complete during FY 2007, allowing STORM’s Fiscal Agent to access funds in a more efficient manner. Outreach activities requiring payment of invoices and collection of membership fees were limited throughout FY 2006 due to the challenges of transferring monies to STORM’s own bank account.

STORM officially became a not-for-profit charitable organization in February 2006. This status allows STORM to operate as a charitable organization and enables tax deductible contributions to promote stormwater pollution prevention.

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.

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 fiscal year term: chair, co-chair, and secretary. During FY 2006, STORM Board Members were:

- Chair: Bil Haas, City of Scottsdale
- Co-chair: Donna Moran, Town of Gilbert
- Secretary: John Meyer, City of Surprise

These same individuals were re-elected for FY 2007. Todd Williams (representing the Flood Control District of Maricopa County, and subsequently, Maricopa County Department of Environmental Services) served as the FY 2006 Fiscal Agent. The Fiscal Agent is responsible for managing the group's escrow account within the approved budget, prepare quarterly financial reports, and execute contracts necessary to perform group business. The administrative costs of performing Fiscal Agent activities were not charged to STORM; however, Maricopa County had its annual dues waived while acting in the capacity of the Fiscal Agent. For FY 2007, in conjunction with becoming a not-for-profit organization, the Fiscal Agent became an elected position and would become a fourth member of the organization's Board of Directors. Mike Loffa, with the City of Phoenix, was elected as Fiscal Agent for FY 2007.

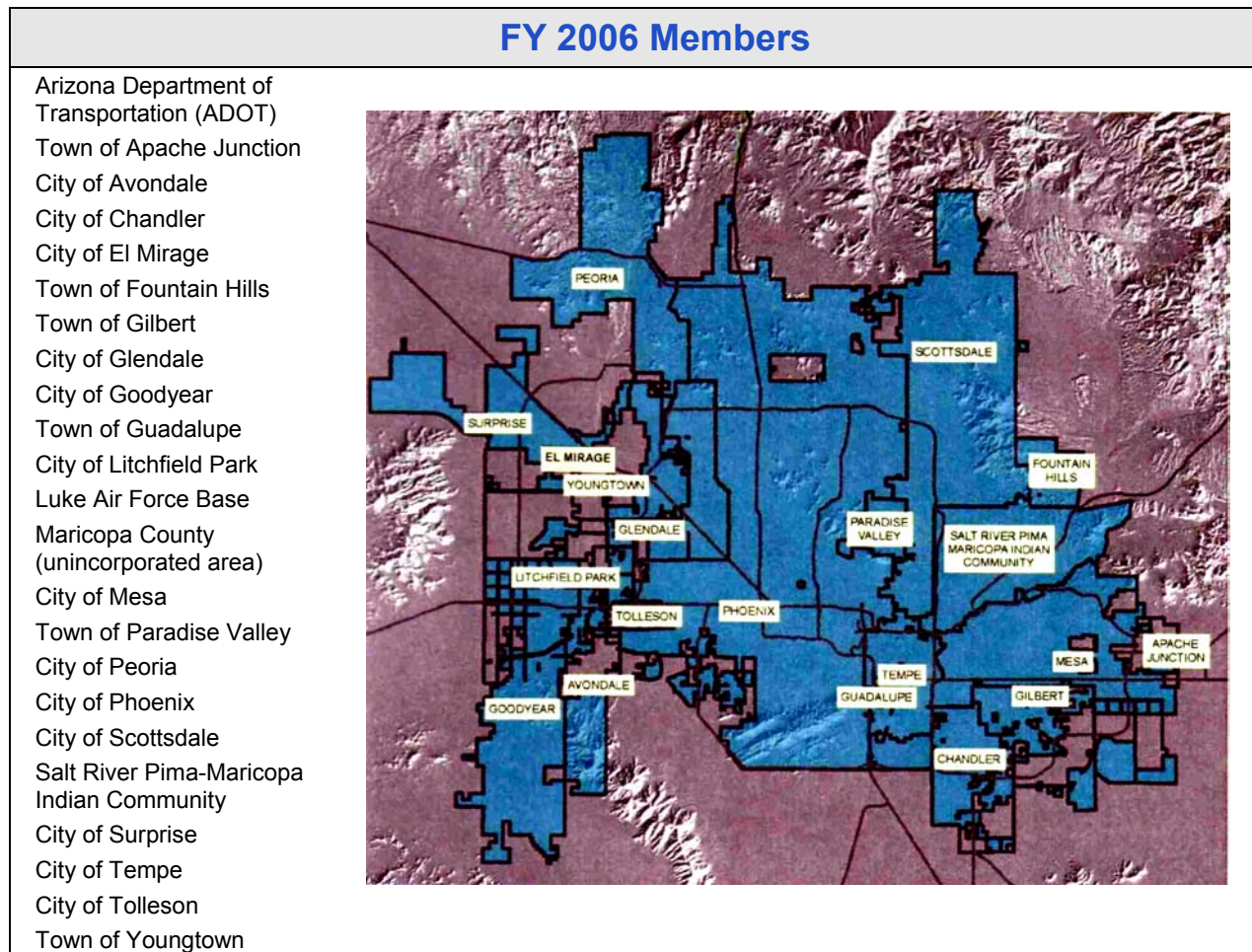
Two categories exist for membership--municipal and affiliate members--although the group is financed and governed by its municipal members. Municipal membership is open to MS4 owners required by Arizona Department of Environmental Quality (ADEQ) to have an Arizona Pollutant Discharge Elimination System (AZPDES) municipal stormwater permit, and includes both Phase I and Phase 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 an 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.

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

During FY 2006, STORM's 23 members included 19 municipal members, 1 statewide organization, 1 countywide organization, 1 agency, and 1 affiliate member. The Salt River Pima Maricopa Indian Community has been the only affiliate member since 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 following figure. Luke Air Force Base, ADOT, and Maricopa County (unincorporated area) also extend their influence throughout the Greater Phoenix area.



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 2006, participating municipalities generated \$37,000 through membership fees, plus an additional \$1,024 from STORM members who spoke at Lorman Seminars and donated their proceeds to STORM (see attached 2006 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. One challenge during FY 2006 was to communicate a unified message about stormwater pollution prevention without expending funds (due to the challenges of accessing the STORM account as it moved from one agency to another). The accomplishments of this collaborative effort include:

Establishing STORM as Not-For-Profit Organization

The key accomplishment during FY 2006 was establishing STORM's not-for-profit status (see page 1 for discussion).

“Only Rain in the Storm Drain”

STORM member agencies continued to express the consistent message of “Only Rain in the Storm Drain”. This slogan is easily understood and clearly communicates the basic message of keeping pollutants out of the storm drain system. This message was communicated through STORM's English and Spanish web site, storm drain markers placed in various member communities, display boards, and promotional items.

STORM Web Site

STORM's web site, www.azstorm.org, promotes stormwater pollution prevention in both English and Spanish. It 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. A kid's page was developed to further expand the community information sections. STORM

initially contracted with a consultant to develop this web page, which STORM members now maintain and are able to make minor changes as needed.

Summary of STORM Web site Activity – FY 2006

Month/Year	Unique Visitors	Number of Visits	Pages	Hits
July 2005	139	184	615	2678
August 2005	155	207	798	3428
September 2005	163	238	1046	4040
October 2005	202	267	1180	4742
November 2005	228	314	1234	4772
December 2005	180	249	721	2667
January 2006	223	319	1192	4144
February 2006	306	414	1103	4640
March 2006	360	503	1761	6441
April 2006	290	406	1215	4510
May 2006	350	429	1678	5773
June 2006	365	473	1383	5267
Totals	2,961	4,003	13,926	53,102

Press Release

STORM members developed a press release describing the function of STORM so that a consistent message was available for all members to use. This press release was posted to STORM’s web page, in the NEWS section.

BMPs for the Arid Southwest

EPA developed a video of best management practices for stormwater pollution prevention relevant to the arid Southwest, with assistance of Kristine Uhlman of the University of Arizona’s Extension Service. Kristine attended the March 2006 STORM meeting to discuss her organization’s Nonpoint Education for Municipal Officials (NEMO) program and to solicit ideas and support from STORM members. Scott Tkach of the City of Avondale worked with NEMO and the EPA in the production of the video describing on-site retention systems as BMPs in Arizona.

Display Boards

Display boards for use at community outreach events were developed that illustrated the difference between sanitary sewer systems and storm drain systems and provide information on ways residents can limit adding pollutants to stormwater. These display boards were used by STORM members at such events as an ADOT freeway opening and at the Capitol Building to promote water quality. These display boards were an important



component of STORM's education and outreach efforts at the following events:

- *October 2005, City of Surprise, Northwest Valley Home & Garden Expo.* This event was attended by approximately 3,200 people.
- *December 2005, City of Surprise, Surprise Annual Party.* The party had an estimated attendance of 8,500 people.
- *December 2005, Loop 202 Freeway Opening to Gilbert Road (Chandler-Gilbert).* Approximately 15,000 people attended this event.
- *January 2006, 2006 Water Expo held on the grounds of the State Capitol.* Approximately 100 attendees, including state legislators, were present.
- *March 2006, City of Goodyear Public Safety Day*
- *June 2006, "Party on Santan Freeway" (the freeway dedication event for the completion of the final 13-mile stretch of the Loop 202 freeway in the east valley).* An estimated 15,000 people attended this event.

Promotional Items

Magnetic clips with STORM's logo and web site were developed and distributed to members for outreach and education. These clips are available to members as give-aways at special events. Magnets depicting a storm drain marker template along with STORM's logo, STORM's slogan "Only Rain in the Storm Drain," and STORM's web site address were reordered and distributed to members. Pens were also ordered during FY 2006 to promote STORM, incorporating the logo, slogan, and web site. Additional quantities of these items are available to members as give-aways any time the display boards are used at an event.

PSA

A public service announcement was developed emphasizing proper disposal of unwanted chemicals, pesticides, and herbicides. Due to the challenges of changing the financial structure of the organization, we were not able to fund broadcasting the PSA this fiscal year. It will be aired in the coming fiscal year.

Shared Resources

Benefits of this collaborative and clearly focused effort include shared resources. Such resources include the following:

- **City of Chandler's Water Runoff Model:** The City of Chandler has offered STORM members the use of this model for demonstrating how to prevent pollutants from entering the stormwater system.
- **City of Phoenix's Storm Drain Marker Template:** Phoenix shared this template with STORM members, which minimizes the cost of producing these markers. Additionally, Scottsdale had previously 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.
- **Fountain Hills developed and established a pricing agreement for wrist bands embossed with STORM's slogan "Only Rain in the Storm Drain."** Members were

able to purchase additional bands from the distributor at the pre-established price and without the original cast price.

- Training Program: STORM members began the development of PowerPoint presentations that could be utilized by each member to satisfy the training requirements detailed in the ADEQ permit. This benefits STORM members in that each community would not have to create such a program independently and also would provide a consistent message to the target audiences. The target audiences of the training program are municipal inspectors, municipal employees, and developers. An Introduction Module was developed and additional training modules are planned for the future.
- City of Phoenix Storm Drain Study: Phoenix conducts an annual poll of Valley residents to assess residents' knowledge of storm drain pollution. This study, and the potential to add specific questions, may assist STORM in targeting particular audiences or determining success in outreach efforts.
- Vendor Information: Stormwater product vendors may present a 30-minute informational session to the STORM members. This allows members with product knowledge to share their experiences with members that may be interested in a particular product.
- Working Groups: STORM members developed a working group to share information and discuss ideas in response to ADEQ's review and comments on Phase II permits this fiscal year.

Awards and Recognition

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.

- STORM was nominated for the Valley Forward' Environmental Excellence Award in the category of Environmental Education/Communication - Public Sector. This award recognizes outstanding contributions to the sustainability of the Valley communities.
- STORM was nominated for Maricopa Association of Governments' Desert Peak Award. An award that recognizes people, projects, and partnerships that have demonstrated a commitment to regionalism.

Additional Resources

1. STORM Web site
2. Press Release
3. PSA
4. Promotional Items
5. FY 2006 Financial Summary
6. Strategic Plan (see www.azstorm.org)
7. Meeting Minutes (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. Press Release

ONLY RAIN IN THE STORM DRAIN

The STormwater Outreach for Regional Municipalities group, known as STORM, is a regional organization promoting stormwater quality education within the greater Phoenix Metropolitan area. Using media such as radio, television, theater ads and a web site (www.azstorm.org), STORM is educating the public on ways to keep pollutants out of the storm drain system.

Municipalities in the greater Phoenix metropolitan area operate “municipal separate storm sewer systems” or MS4s, which are designed to convey discharges that are composed entirely of storm water, and is completely separate from the “sanitary sewer system” that conveys wastewater discharges from individual homes and businesses. Discharges to the stormwater system are directed to local retention basins, washes, streams, lake, or rivers, **WITHOUT** treatment.

Products such as pesticides, paints, detergents and oil never should be poured or allowed to be washed into stormwater drains installed in streets, curbs or gutters. The organization is asking residents to do their part to keep the environment clean and manage these products properly.

For more information about STORM or protecting stormwater quality, log on to www.azstorm.org or contact your local municipality.

Remember, “**Only Rain in the Storm Drain.**”

3. PSA*

Nature has its ways of recycling water. It evaporates and becomes precipitation or it percolates through the soil into aquifers. Without thinking, people contaminate the natural cycle by dumping unwanted chemicals into the storm drain. Please remember to use and dispose of herbicides and pesticides properly and keep the storm drain clean.

For more information, contact STORM www.azstorm.org .

*(*may be modified slightly when aired to meet time requirements)*

4. Promotional Items

STORM
Stormwater Outreach for Regional Municipalities
www.AzSTORM.org

household wastewater (toilet, sinks, etc.)

catch basin

sewer pipe

storm drain tunnel

Drainage Systems

Within the greater Phoenix metropolitan area, there are two systems of drainage. The sanitary sewer (wastewater) system and the storm drain system.

Sanitary Sewer

The sanitary sewer takes household wastewater, such as water from sinks, toilets, washers, etc., and carries it through a home's plumbing and into an underground sewer pipe. That water then travels to a formal wastewater treatment plant where the water is cleaned to regulated standards.

Storm Drain

Rainwater that falls on our communities travels via the storm drain system, which may include gutters, catchbasins, storm pipes, retention basins, channels, washes, etc. These systems flow to our local parks, basins and waterways without receiving any formal treatment.

CITY OF SCOTTSDALE

Only Rain in the Storm Drain

Two display boards were designed; one illustrates the difference between the storm drain and sewer system (as seen in the example left), 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.

STORM DRAIN

NO DUMPING

ONLY RAIN IN THE STORM DRAIN

WWW.AzSTORM.org

5. FY 2006 Financial Summary

Beginning Balance	\$33,544.17	
Membership Fees*	FY 2006	FY 2007¹
ADOT ²	\$0	
Apache Junction ²	\$0	
Avondale ²	\$0	
Chandler ⁴		
El Mirage	\$1,000	
Fountain Hills ²	\$0	
Gilbert	\$2,500	
Glendale	\$2,500	
Goodyear ⁴		
Guadalupe ²	\$0	
LAFB ²	\$0	
Litchfield Park ²	\$0	
Maricopa County ³		\$2,500
Mesa ⁴		\$5,000
Paradise Valley ²	\$0	
Peoria ⁴		
Phoenix	\$5,000	
Scottsdale ⁴	\$0	
SRPMIC ²	\$0	
Surprise ⁴	\$0	\$1,500
Tempe	\$2,500	\$2,500
Tolleson ²	\$0	
Youngtown ²	\$0	
Other: Lorman (Speakers)	\$736	
Other: Bil Haas	\$50	
Subtotal	\$14,286	\$11,500
Total	\$59,330.17	
Notes:		
1 FY 2007 fees received during the FY 2006 reporting period.		
2 Due to financial status changes, membership fees were put on temporary hold.		
3 Fees for FY 2006 were waived in lieu of services provided as fiscal agent.		
4 FY 2006 fees were paid during the FY 2005 reporting period.		

Expenses	
Nonprofit Documentation	\$241.93
Web site Design & Maint.	\$3,887.00
Stamps	\$7.80
Total	\$4,136.73

Ending Balance (6/30/06)	\$55,193.44
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6. Strategic Plan
(see www.azstorm.org)

7. Meeting Minutes
(see www.azstorm.org)