

STormwater Outreach
for Regional
Municipalities (STORM)
Annual Report: FY 2007



Photo by City of Mesa



STORM Annual Report: FY 2007

Formation of Not-for-Profit Organization

STormwater Outreach for Regional Municipalities, 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. The organization currently includes 23 members, representing municipal and statewide agencies, and an Indian community.

In December 2005, STORM filed for not-for-profit status with the Arizona Corporation Commission. The trade names "STormwater Outreach for Regional Municipalities (STORM)" and "STORM" were filed with the Secretary of State. 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. STORM's existing Operations Plan was modified and incorporated as the organization's By-Laws in February 2007.

Membership in STORM

STORM recognizes two categories of membership, municipal and affiliate members.

Municipal membership is open to Municipal separate storm sewer system (MS4) owners required by Arizona Department of Environmental Quality (ADEQ) to have an Arizona Pollutant Discharge Elimination System (AZPDES) municipal stormwater permit. To effectively reach residents and create a regional message, municipal membership in STORM is limited to MS4 owners 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 other permitted MS4s located throughout Arizona are welcome to attend meetings and access resources and information generated by STORM.

Affiliate members are other jurisdictions or organizations that the STORM municipal members agree to include as affiliate members. The organization is governed by the municipal members; and as such, affiliate members are not allowed to vote on formal decisions made by the organization, but are strongly encouraged to be actively involved in monthly meetings and to take part in activities/events sponsored by STORM. Affiliate membership is not limited geographically to the greater Phoenix metropolitan area.

STORM elects a management board annually to help organize and guide operations. The board consists of four members elected by consensus of the municipal members for a fiscal year term: chair, co-chair, fiscal agent, and secretary. During FY 2007, STORM Board Members were:

- Chair: Bil Haas, City of Scottsdale (July 2006 – November 2006); Stan Snitzer of Maricopa County (November 2006 – July 2007)
- Co-chair: Donna Moran, Town of Gilbert (July 2006 – October 2006); Lee San Miguel, City of Avondale (November 2006 – July 2007)
- Fiscal Agent: Mike Loffa, City of Phoenix
- Secretary: John Meyer, City of Mesa

The Chair is responsible for facilitating all STORM meetings and acting as the lead informational point of contact for the STORM organization. The Co-Chair assists the Chair as needed in facilitating STORM meetings and disseminating information about the organization. The Fiscal Agent is responsible for providing and coordinating the collection and management of fees, other revenue and expenditures for the STORM organization. The Secretary is responsible for creating and distributing monthly meeting agendas and meeting notes.

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

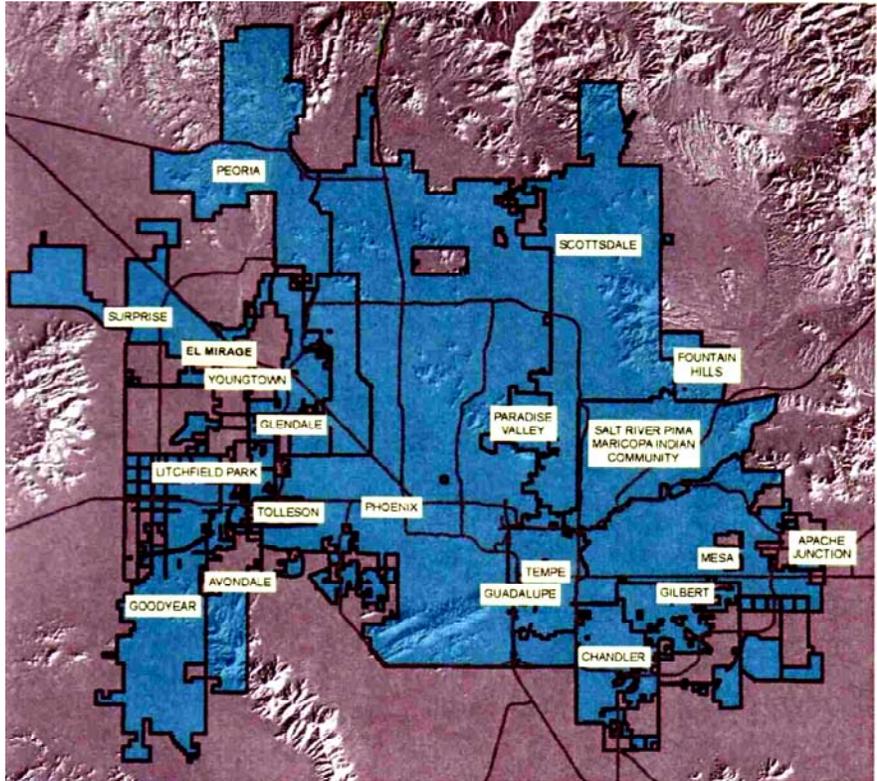
2000 Census Population	Annual Membership Fee
0 – 25,000	\$1,000
25, 001 – 50, 000	\$1,500
50, 001 – 100,000	\$2,000
100,001 – 250,000	\$2,500
Greater than 250,000	\$5,000
Affiliate Members	\$1,000

During FY 2007, STORM’s 21 members included 18 municipal members, 1 statewide organization, 1 countywide organization, and 1 agency. 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. The Town of Youngstown had previously been a municipal member, and the Salt River Pima Maricopa Indian Community had previously been an affiliate member. Additional information on membership requirements is detailed in STORM’s bylaws.

During fiscal year 2007, participating municipalities generated \$41,000 through membership fees, plus an additional \$504.67 donated to STORM by the Town of Gilbert, City of Peoria, and the Arizona Department of Environmental Quality from proceeds paid for speaking engagements at privately owned organizational seminars (Lorman Educational Services). 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. A 2007 financial summary of is provided in Attachment A.

FY 2007 Members

Arizona Department of Transportation (ADOT)
Town of Apache Junction
City of Avondale
City of Chandler
City of El Mirage
Town of Fountain Hills
Town of Gilbert
City of Glendale
City of Goodyear
Town of Guadalupe
City of Litchfield Park
Luke Air Force Base
Maricopa County (unincorporated area)
City of Mesa
Town of Paradise Valley
City of Peoria
City of Phoenix
City of Scottsdale
City of Surprise
City of Tempe
City of Tolleson



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.

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.

Monthly Meetings

STORM generally meets once a month to make decisions and to strategize on better methods to educate the public about stormwater quality and program requirements. Meeting minutes are posted on STORM's website under the "Operational Structure" section of the "STORM Organization" link.

http://www.azstorm.org/operational_structure.php

STORM generally meets the fourth Tuesday of each month at the Flood Control District of Maricopa County facility at 2801 West Durango. STORM does not meet during the month of December due to Holiday conflicts and vacation scheduling. STORM did not meet in July 2006 since absences were expected due to the schedule of a national stormwater conference.

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. The accomplishments of this collaborative effort include:

STORM Bylaws

STORM revised their Operations Plan to act as the organization's bylaws as required by the incorporation status of the organization. In doing this, STORM created official language and applications to allow for affiliate membership and sponsors for the organization. This accomplishment allows STORM to actively pursue funding outside of the municipal membership while having developed specific guidelines for affiliate members and sponsors to follow. The Bylaws will be posted on STORM's website in FY 2008.

"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 and provides summarizes stormwater regulations. A kid's page was developed to further expand the community information sections. STORM initially contracted with a website consultant to develop this web page. STORM continues to pay hosting fees to the consultant to keep the page active and oversees the operations of the website. STORM members maintain the

information that is disseminated on the website and select members have administrative access in order to make minor changes as needed.

Summary of STORM Web site Activity – FY 2007

Month/Year	Unique Visitors	Number of Visits	Pages	Hits
July 2006	323	416	1,430	5,178
August 2006	312	455	1,233	4,808
September 2006	353	489	1,628	5,711
October 2006	373	535	1,013	5,150
November 2006	452	618	1,383	6,936
December 2006	339	520	1,566	5,085
January 2007	362	535	931	4,154
February 2007	372	615	1,322	4,840
March 2007	440	707	1,702	5,787
April 2007	466	656	2,060	6,629
May 2007	492	704	1,698	5,556
June 2007	392	584	1,994	5,681
Totals	4,676	6,834	17,960	65,515

Press Release

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

Display Boards

Display boards for use at community outreach events have been previously developed illustrating 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 are available for use by STORM members at local events.



During FY 2007, STORM created a Unified Outreach Reporting form to be used by members to document when and where the display board have been used. This will allow STORM to more accurately determine the audience distribution, size, and impact to the audience where the banners are displayed. Members were asked to complete and submit these forms (after the fact) for this fiscal report. Since the forms were not available at the time of the event, some information may not be as accurate or complete as future that provided for future events. Copies of these forms are provided in Attachment B.

Promotional Items

Various promotional items have been previously developed with STORM's logo, website address, and/or mission statement. These are made available to members to distribute at local events. Promotional items available for distribution during FY 2007 included:

1. 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.
2. 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.

During FY 2007, STORM created a Unified Outreach Reporting form to be used by members to document when and where promotional items are distributed as well as the quantity distributed. This will allow STORM to more accurately determine the audience distribution, size, and impact to the audience where STORM promotional items are distributed. Members were asked to complete and submit these forms (after the fact) for this fiscal report. Since the forms were not available at the time of the event, some information may not be as accurate or complete as future that provided for future events. Copies of these forms are provided in Attachment B.

Public Service Announcements

In FY 2006, a public service announcement was developed emphasizing proper disposal of unwanted chemicals, pesticides, and herbicides. This PSA aired during FY 2007 between November 2006 and January 2007. In FY 2007, two public service announcements were developed emphasizing the proper disposal of unwanted paints and solvents. These PSAs are scheduled to air during the monsoon season in the beginning of FY 2008. Interviews to accompany these PSAs had been scheduled and several were completed toward the end of FY 2007.

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: The City of Phoenix had previously developed a template of a storm drain marker created for use on their catch basins and has shared this template with STORM members, minimizing the cost of producing these markers to other members. During FY 2007, Phoenix re-established a contract with a local foundry to produce these markers and all members were invited to utilize the negotiated pricing structure.
- Fountain Hills had previously developed a template for wrist bands embossed with STORM's slogan "Only Rain in the Storm Drain" and was made available to members without having to endure the cost of the original casting price. During FY 2007, Fountain Hills re-established a contract with a local distribution company and all members were invited to utilize the negotiated pricing structure.
- During FY 2007 Goodyear developed a template for signs commonly utilized on the sides of Solid Waste vehicles, buses, etc. that incorporated the STORM's logo, website, and slogan. Members were invited to utilize the design and

negotiated pricing structure saving the cost of having to fully redevelop the design to other members.

- Training Program: During FY 2006, 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. During FY 2007, these still remain in draft format but the organization has researched other possibilities from outside sources.
- 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, assists STORM in targeting particular audiences or determining success in outreach efforts.
- Storm Drain Dan Comic Books – Phoenix previously developed three comic books related to preventing stormwater pollution. These posted on STORM's website and are available for production to STORM members.
- Vendor Information: Stormwater product vendors may present a 30 to 60 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. During FY 2007, seven vendors gave product presentations to STORM.
- 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.

Previously, STORM had been nominated for the following awards/recognition:

- 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.
- Maricopa Association of Governments' Desert Peak Award. An award that recognizes people, projects, and partnerships that have demonstrated a commitment to regionalism.

During FY 2007, STORM was not nominated for any external awards or recognition, but internally recognizes the effort put forward by the organization's board members and other members that perform services to STORM above and beyond normal levels of participation.

Other Accomplishments

The STORM Chair and Co-Chair attended a booth at the Arizona Water Expo 2007 event in Phoenix, Arizona. This allowed for an opportunity for STORM to interact with State Legislators and to inform them of stormwater issues and pollution prevention.

During FY 2007, STORM actively pursued opportunities to expand their education program through partnerships with the Arizona State University Corporate Extension's Watershed Program and Water Education for Teachers (WET).

Attachment A - FY 2007 Financial Summary

Beginning Balance	\$17,278.20
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Membership Fees (received during FY 2007)	FY 2006	FY 2007	FY 2008
ADOT		\$1,000	\$1,000
Apache Junction		\$1,000	\$1,000
Avondale	\$1,500	\$1,500	
Chandler		\$2,500	\$2,500
El Mirage		\$1,000	
Fountain Hills		\$1,000	\$1,000
Gilbert		\$2,500	
Glendale		\$2,500	
Goodyear		\$1,000	
Guadalupe		\$1,000	
LAFB		\$1,000	
Litchfield Park		\$1,000	
Maricopa County*		\$0	
Mesa*		\$0	
Paradise Valley	\$1,000	\$1,000	
Peoria		\$2,500	
Phoenix		\$5,000	
Scottsdale		\$2,500	\$2,500
Surprise*		\$0	\$1,500
Tempe*		\$0	
Tolleson		\$1,000	
Subtotal	\$2,500	\$29,000	\$9,500
Total			\$41,000

*Note – FY 2007 membership fees were received prior to start of the fiscal year.

Other Income	
STORM Funds Transfer from Maricopa County (Membership fees held by County)	\$37,915.24
Donations	\$504.67
Total	\$38,419.91

Expenses	
Administrative	\$988.27
Annual Website Hosting Fee for FY 2006 and FY 2007	\$1,150
Public Educational Handout Information	\$4,518.44
PSA Campaign	\$19,467.71
Total	\$26,124.42

Ending Balance	\$70,573.69
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Attachment B – Unified Outreach Reporting Forms

Example of STORM Banner

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**

Example of Promotional Item - Magnet

STORM DRAIN
NO DUMPING

**ONLY RAIN
IN THE
STORM DRAIN**

WWW.AzSTORM.org



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Adot	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Stephanie Brown	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 602-712-8836	<input type="checkbox"/> Other	
Address: 206 S 17 th Ave, MD 140A Phoenix AZ		

Event information:

Name: International Adopt A Highway Assoc. Conf.	Location: Lincoln, NE
Date(s): October 24-27, 2007	Time: Enter Event Hours of Operation
Reason:	
<input type="checkbox"/> Public Education Requirement <input checked="" type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: Adopt a Hwy and Anti-litter coordinators from around the world share our programs - many of us and our speakers discuss processes or research associated with, anti-litter campaigns, river cleanups, adopt a hwy, and managing volunteers.	
Total # of Attendance @ event: ~ 30	
Total # of people with direct discussion about STORM: ~ 30	

STORM handout information:

Type and # of Brochures used:	
Type and # of Handouts used:	Flat magnets and clip magnets - quantity ~ 100 of each
Type and # of Displays utilized:	STORM banner display
Other STORM information utilized:	



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Adot	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Stephanie Brown	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 602-712-8836	<input type="checkbox"/> Other	
Address: 206 S 17 th Ave, MD 140A Phoenix AZ		

Event information:

Name: Governor's Pride in AZ Awards Luncheon/Conference	Location: Scottsdale, Az
Date(s): October 31, 2007	Time: 9a - 3p
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: ADOT had a booth at this event. The event was to recognize various businesses and groups who had demonstrated environmental awareness and practices above the norm across several categories. The event is an annual one of Arizona Clean & Beautiful, an affiliate of Keep America Beautiful.	
Total # of Attendance @ event: ~ 175	
Total # of people with direct discussion about STORM: ?	

STORM handout information:

Type and # of Brochures used:	
Type and # of Handouts used:	Flat magnets and clip magnets - quantity ~ 100 of each
Type and # of Displays utilized:	STORM banner display
Other STORM information utilized:	

Arts & Crafts Fair
November 10-12, 2006

Public Information Booth
Storm Water Management
Summary

The Town of Fountain Hills entered a booth at the Arts and Crafts Fair on the above dates. The purpose of the booth was to increase the public awareness of every day things that can be done to keep our washes; streams, rivers and lakes clean for future generations. Our waterways provide a valuable water resource for wildlife, fish, recreation, and drinking water.

The booth had information and hand outs on the adopt-a-street program, litter control, wash maintenance program, West Nile Virus, book markers about stormwater, information booklets about storm water management, two banners from STORM and two banners from the Town. The banners discussed household hazardous waste, construction runoff control, and best management practices to maintain our stormwater systems. Picture boards were prepared showing maintained and un-maintained pools, landscaping, and streets, catch basins, and the Town cleaning of the catch basins and stormwater drainage system.

The Town prepared a coloring book in English and Spanish, based on a template for the City of Phoenix, to educate children on proper storm water issues. One hundred copies with crayons were passed out. In addition, approximately 800 wrist bracelets and refrigerator magnets with a message "Only Rain in the Storm Drain" were passed out to children and adults. STORM also provided 50 refrigerator clips that were distributed to adults.

Six volunteers from the Town manned the booth during the three-day event. The booth was well received by the public and children.

Stormwater Management Plan
Public Education
2-28-07

On February 20, 2007 the Town of Fountain Hills had a booth at the High School career days. Students in grades 9 through 12 attended the vendor areas to discuss future types of employment and carriers.

The Town booth at the fair had banners about stormwater management and handed out literature about stormwater management. We also handed out wrist bands that stated "Only Rain in the Storm Drain". The Town also passed out materials and magnets from STORM about stormwater Management.

We did have two students discuss carriers in the environmental field. They plan to attend colleges in Arizona.

Larry J. Woodlan, PE
Civil Engineer
Town of Fountain Hills



PUBLIC EVENT CHECKLIST - STORMWATER

Maricopa County Department Identification:

Contact: Sharon Bohm	Dept: Environmental Services
Address: 1001 N. Central	Phone: 602-506-0386

Event information:

Contact:	Location: Home and Landscape Expo
Date(s): 4/27-4/29/07	Time: 10-7 Fri, 10-7 Sat, 10-6 Sun
Reason: <input type="checkbox"/> Public Education Requirement <input type="checkbox"/> Public Participation Requirement <input checked="" type="checkbox"/> Other	
Description of Event: Various vendors were relating to home and/or landscaping selling their products or services	
Total # of Attendance @ event: thousands	
Total # of people with direct discussion about Stormwater: 24<	

STORM handout information:

Type and # of Brochures used: After the Flood/Pollution Solution	Type and # Handouts used: 48
Displays utilized:	Other Stormwater information utilized:
	AZStorm Magnets



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Mesa	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: John Meyer	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-644-6967	<input type="checkbox"/> Other	
Address: P.O. Box 1466, Mesa, Az 85211		

Event information:

Name: Household Hazardous Waste Collection	Location: 6935 E. Decatur
Date(s): December 9, 2006	Time: 8a - 12p
Reason:	
<input type="checkbox"/> Public Education Requirement <input checked="" type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: City storm water permit requirement to offer a collection event targeting household hazardous wastes.	
Total # of Attendance @ event: 1000	
Total # of people with direct discussion about STORM: None	

STORM handout information:

Type and # of Brochures used:	
Type and # of Handouts used:	Magnets and Magnetic Clips
Type and # of Displays utilized:	STORM Banners presented.
Other STORM information utilized:	



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Surprise	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Stephanie Pezzelle	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 623-594-5741	<input type="checkbox"/> Other	
Address: 12425 West Bell Road Suite D-100		

Event information:

Name: Surprise Party	Location: 8 Acres Park At Surprise Stadium
Date(s): 12/15/06	Time: 3pm to 9pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: The party was an annual event put on by the City by Community Recreation Department. It is the largest event that the city currently hosts.	
Total # of Attendance @ event: 10,000	
Total # of people with direct discussion about STORM: 300-500	

STORM handout information:

Type and # of Brochures used:	
Type and # of Handouts used:	224 Storm bracelets were handed out. 87 Storm clips were handed out. 75 storm magnets were handed out.
Type and # of Displays utilized:	The Storm Banners were displayed at this event.
Other STORM information utilized:	