

STormwater Outreach
for Regional
Municipalities (STORM)
Annual Report: FY 2008



Photo by City of Mesa



STORM Annual Report: FY 2008

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 consisted of 21 paid members.

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 with further modification and adoption at the annual corporation meeting in June of 2008.

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 FY2008 board consisted of four members elected by consensus of the municipal members for a fiscal year term: chair, co-chair, fiscal agent, and secretary. During FY 2008, STORM Board Members were:

- Chair: Stan Snitzer of Maricopa County (November 2006 – June 2008)
- Co-chair: Lee San Miguel, City of Avondale (November 2006 – June 2008)
- Fiscal Agent: Mike Loffa, City of Phoenix
- Secretary: Traci Varland, City of Peoria
- Director-at-large - 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:

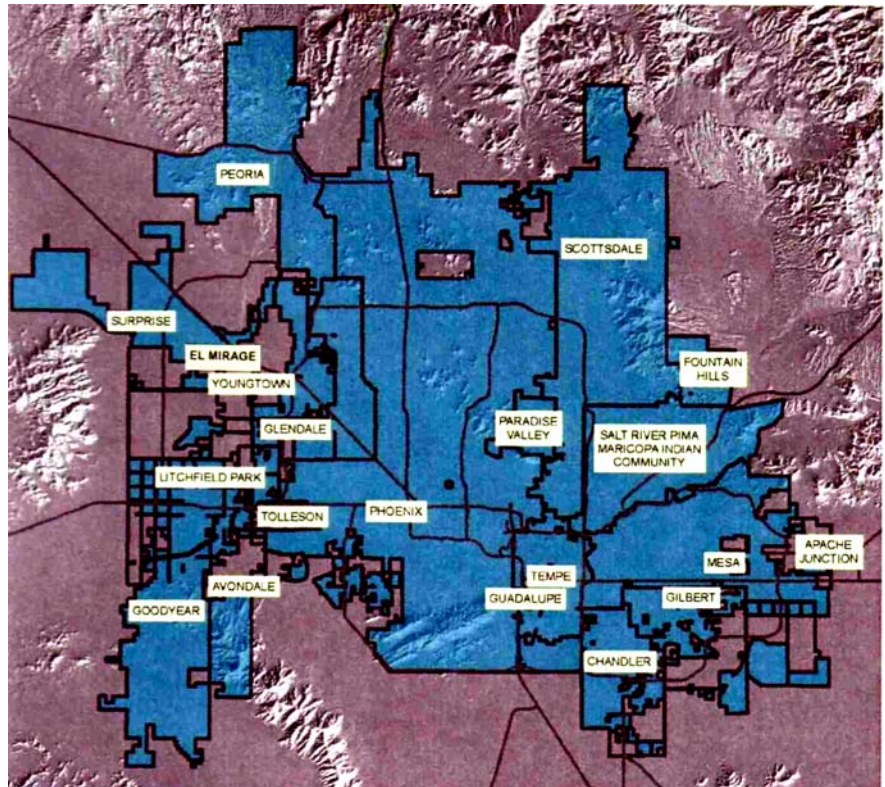
2000 Census Population	Annual Membership Fee
0 – 25,000	\$1,000
25, 001 – 50, 000	\$1,500
50, 001 – 100,000	\$2,000
100,001 – 250,000	\$2,500
Greater than 250,000	\$5,000
Affiliate Members	\$1,000

During FY 2008, STORM's 23 members included 6 Phase I MS4s, 16 Phase II MS4s and 1 affiliate 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. Additional information on membership requirements is detailed in STORM's bylaws.

During fiscal year 2008, participating municipalities, affiliates and sponsors generated \$43,500 through membership fees. 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 2008 financial summary of is provided in Attachment A.

FY 2008 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
Salt River Pima Maricopa Indian Community
Maricopa County Flood Control District -Affiliate



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'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. STORM adopted its new Bylaws during its annual Corporation meeting in June of 2008. 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 summaries of 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 2008

Month/Year	Unique Visitors	Number of Visits	Pages	Hits
July 2007	412	643	1,628	6,305
August 2007	410	655	1,644	5,822
September 2007	444	673	1,081	4,309
October 2007	563	803	1,195	4,930
November 2007	445	707	1,276	4,449
December 2007	304	571	1,384	3,447
January 2008	426	653	1,465	4,894
February 2008	406	602	1,222	4,371
March 2008	480	706	2,151	5,724
April 2008	420	624	1,236	4,440
May 2008	474	717	1,588	4,948
June 2008	451	670	1,402	3,915
Totals	5,235	8,024	17,272	57,554

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. More from the display boards can be seen in Attachment “B”

A Unified Outreach Reporting form is used by members to document when and where the display boards have been used. The reporting form allows STORM to more accurately determine the audience distribution, size, and impact to the audience where the banners are displayed. Members are asked to complete and submit these forms (after the fact) for this fiscal report. Copies of member’s reporting forms are provided in Attachment “D”.

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. STORM expended \$20,630.92 on promotional items for FY08.

Promotional items available for distribution during FY 2008 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. A new program was initiated in 2008 STORM called “Bags-on-Board”. This project was aimed at reducing stormwater pollution from canine feces. STORM provided two local pet adoption agencies small containers holding plastic bags intended for proper collection and disposal of pet feces. The small refillable containers can be fastened to pet leashes. STORM expended more than \$18,000 in purchasing this item for distribution. Each person adopting a dog at these facilities receives a “Bags-on-Board container bearing the STORM logo and information regarding the STORM website. Between the two adoption centers an estimated 10,000 dogs are adopted in the region annually.



3. The STORM organization distributed through its members, newly acquired silicone bracelets bearing the message "Only Rain in the Storm Drain". The bracelets are a hit with the school age children and help to send a message regarding keeping stormwater unpolluted. STORM purchased 5000 bracelets during FY2008.



4. Magnets from an earlier order and 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 distributed to members. Most of the remaining supply of these items was distributed to the public during FY08.

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 year report. Copies of this form are provided in Attachment D.

Public Service Announcements (PSAs)

STORM's FY 2008 radio campaign began in July 3rd of 2007 with the broadcasting of PSAs in English and Spanish aimed at ages 12+ in the region.

Also during July of 2007 members of the organization participated in a series of radio interviews. Each interview resulted in an airing of about thirty minutes in length. The

subject content of the interviews dealt with what local citizens could do to help reduce stormwater pollution. These broadcasts reached a reported 1.8 million local residents.

In FY 2008, a public service new PSA was developed emphasizing reduction of animal wastes to stormwater retention basins. The “You wouldn’t let your children play in the toilet bowl would you?” PSA aired on radio in FY 2008. It played at half-time and after the broadcast of the Super Bowl football game held in Glendale, Arizona. A text copy of that PSA can be read in Attachment “C”. Again radio station circulation counts indicate that more than 1.8 million local residents heard this message.

STORM’s PSAs are typically scheduled to air during the monsoon season in the Arizona summer months and again during the winter and spring rain periods.



Mike Loffa of the City of Phoenix and Stan Snitzer of Maricopa County at KHOT, KOOL, KMLE studios

For FY2008 STORM expended \$47,942 for its local public education and information radio campaign.

Shared Resources

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

- City of Chandler’s and Maricopa County’s Water Runoff Models: The City of Chandler and Maricopa County 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. STORM member municipality, Fountain Hills re-established a contract with a local distributor. STORM ordered additional bracelets from the company so that bracelets were available during FY2008.
- During the year, members of STORM initiated a concept for a new tri-fold color brochure. The brochure is intended for the general public and contains tips on how to help reduce stormwater pollution. As the year ended the STORM

membership was very close to finalizing the layout. Printing is expected during early FY2009.

- Training Program: Prior to FY08 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 2008, the organization laid plans for expenditure of funds for the FY09 budget to include expenditure for establishing a special training session for the targeted audience. The organization is also researching 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 2008, several 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 2008, 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.

Attachment A - FY 2008 Financial Summary

Beginning Balance	\$70,573.69
--------------------------	-------------

Membership Fees received in FY2008 for:	FY2008	FY2009
ADOT ⁽²⁾		
Apache Junction ⁽²⁾		
Avondale	\$ 1,500.00	
Chandler ⁽²⁾		
El Mirage	\$ 1,000.00	
Fountain Hills ⁽²⁾		
Gilbert	\$ 2,500.00	
Glendale ⁽³⁾	\$ 5,000.00	\$ 5,000.00
Goodyear	\$ 1,000.00	
Guadalupe	\$ 1,000.00	
Luke AFB	\$ 1,000.00	
Litchfield Park	\$ 1,000.00	
Maricopa County	\$ 2,500.00	
Maricopa County Flood Control District ⁽¹⁾		\$ 1,000.00
Mesa	\$ 5,000.00	
Paradise Valley	\$ 1,000.00	
Peoria	\$ 2,500.00	
Phoenix	\$ 5,000.00	
Salt River Maricopa Indian Community	\$ 2,000.00	
Scottsdale ⁽²⁾		
Surprise		\$ 2,000.00
Tempe	\$ 2,500.00	
Tolleson	\$ 1,000.00	
Subtotal	\$ 35,500.00	\$ 8,000.00
Total		\$ 43,500.00
Notes:		
(1) Affiliate member		
(2) Dues for FY 2008 paid during FY 2007		
(3) Glendale paid \$5,000 additional in error, which will be refunded FY 2009		

Other Income	
STORM Funds Transfer from Maricopa County (Membership fees held by County)	\$ -
Donations	\$ 346.67

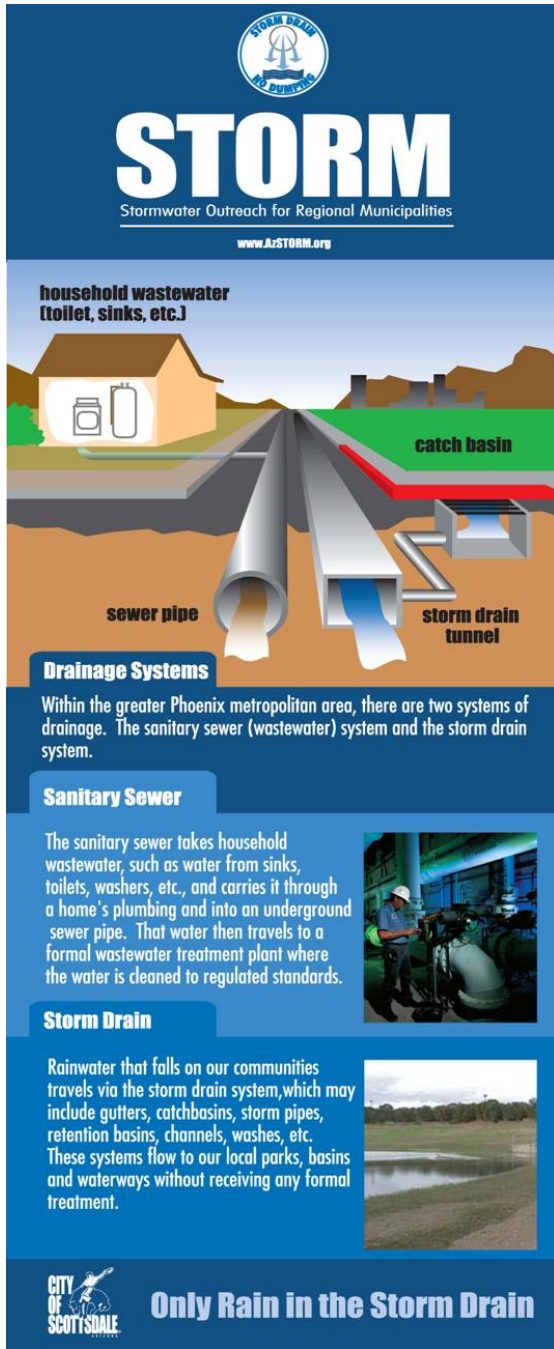
Total	\$ 346.67
-------	-----------

Expenses	
Administrative	\$ 10,812.48
Website Hosting Fee (FY 2005-07)	\$ 745.05
Promotional / Educational Items	\$ 20,630.92
PSA (Radio advertising) Campaign	\$ 47,942.34
Total	\$ 80,130.79

Ending Balance	\$ 34,289.57
-----------------------	--------------

Attachment B - Banners and other promotional items

Example of STORM Banner



The banner features a dark blue background. At the top center is the AzSTORM logo, a circular emblem with a scale of justice and the text 'AZ STORM' and 'NO DUMPING'. Below it, the word 'STORM' is written in large, bold, white letters. Underneath 'STORM' is the text 'Stormwater Outreach for Regional Municipalities' and the website 'www.AzSTORM.org'.


Below the header is a diagram showing a cross-section of the ground. On the left, a house is shown with a 'household wastewater (toilet, sinks, etc.)' pipe leading to a 'sewer pipe' that goes underground. On the right, a 'catch basin' is shown on the surface, with a 'storm drain tunnel' leading underground. The diagram illustrates the separation of the two drainage systems.

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



The magnet has a dark blue background. On the left is a circular logo with a scale of justice and the text 'STORM DRAIN' at the top and 'NO DUMPING' at the bottom. To the right of the logo, the text 'ONLY RAIN IN THE STORM DRAIN' is written in large, bold, white letters. Below this text is the website 'WWW.AzSTORM.org'.

Attachment C – PSA for FY08 Regarding Reduction of Pet Waste in Stormwater

“You don’t let your kids play in the toilet. That’s what it is like when pet owner’s don’t pick up pet waste. Irrigation water and stormwater can carry this pollution to the storm drain and retention areas where our children play. Do the right thing, for yourself and your community, pick up after your pet. Bag it and properly dispose of it in the trash. Only rain in the storm drain. STORM, Stormwater Outreach for Regional Municipalities, www.azstorm.org”

Attachment D – Unified Outreach Reporting Forms for FY2008

(Begin on following page)



PUBLIC EVENT CHECKLIST - STORMWATER

Maricopa County Department Identification:

Contact: Sharon Bohm, et al	Dept: Environmental Services
Address: 1001 N. Central Phoenix, AZ	Phone: 602-506-0386

Event information:

Contact: Green Building EXPO	Location: Scottsdale Civic Center
Date(s): 10/5-10/6	Time: 11-6
Reason: <input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Public Participation Requirement <input type="checkbox"/> Other	
Description of Event:	
The Green Building Expo was designed to promote awareness with the public among using more environmentally friendly materials in design, construction and other aspects of commercial and residential building.	
Total # of Attendance @ event: approx. 10,000 was projected to attend.	
Total # of people with direct discussion about Stormwater: <1000	

STORM handout information:

Type and # of Brochures used:	Type and # Handouts used:
After the Flood approx. 1600 Solution to the Pollution approx. 1600	Approx. 3 boxes of the refrigerator magnets were used.
Displays utilized:	Other Stormwater information utilized:
AZStorm banner	Graywater and printouts of information for the AZ Storm web site



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: Earthfest/ Valley Forward	Location: Phoenix Zoo
Date(s): 10/17/2007	Time: 4-7 p.m.
Reason: <input type="checkbox"/> Public Education Requirement <input type="checkbox"/> Public Participation Requirement <input checked="" type="checkbox"/> Other	
Description of Event:	
Earthfest is a show designed for K-12 educators to share environmental-related information and curriculum materials for their classrooms.	
Total # of Attendance @ event:	
Total # of people with direct discussion about Stormwater:	

STORM handout information:

Type and # of Brochures used:	Type and # Handouts used:
After the Flood/Pollution Solution	About 200
Displays utilized:	Other Stormwater information utilized:
	Magnet clips



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: Environmental Expo-Bank of America	Location: Bank of America- Buckeye Campus
Date(s): 10/23/2007	Time: 10:00 a.m.- 2 p.m.
Reason: <input type="checkbox"/> Public Education Requirement <input type="checkbox"/> Public Participation Requirement <input checked="" type="checkbox"/> Other	
Description of Event:	
Environmental Expo was for Bank of America employees to make them more aware of environmental issues.	
Total # of Attendance @ event: approx. 300-400	
Total # of people with direct discussion about Stormwater: Approx 100-200	

STORM handout information:

Type and # of Brochures used:	Type and # Handouts used:
After the Flood/Pollution Solution	About 200-300
Displays utilized:	Other Stormwater information utilized:
	Magnet clips, refrigerator magnets



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City of Chandler	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Dave Verhelst	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-782-3503	<input type="checkbox"/> Other	
Address: 975 East Armstrong Way, Bldg C Chandler, Az 85286		

Event information:

Name: City of Chandler Citizen's Academy	Location: Streets Division Building
Date(s): 11/6/07	Time: 6:00 PM to 8:30 PM
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: The City hosts a 13 week academy for residents to participate in and gain a better understanding and awareness of City programs and services.	
Total # of Attendance @ event: 21	
Total # of people with direct discussion about STORM: 13	

STORM handout information:

Type and # of Brochures used:	None
Type and # of Handouts used:	None
Type and # of Displays utilized:	Two STORM banners were utilized
Other STORM information utilized:	None



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City of Chandler	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Dave Verhelst	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-782-3503	<input type="checkbox"/> Other	
Address: 975 East Armstrong Way, Bldg C Chandler, Az 85286		

Event information:

Name: Hamilton Invitational Science And Engineering Fair	Location: Hamilton High School
Date(s): 2/23/08	Time: 11:00 AM to 3:00 PM
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: The event hosts outstanding science research projects for grades 5-12, with approximately 1500 participants from Chandler Unified Schools.	
Total # of Attendance @ event: ~ 4,000	
Total # of people with direct discussion about STORM: 125	

STORM handout information:

Type and # of Brochures used:	None
Type and # of Handouts used:	None
Type and # of Displays utilized:	Two STORM banners were utilized
Other STORM information utilized:	None



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: 623.222.7030	<input type="checkbox"/> Other	
Address: 12425 West Bell Road Suite D-100		

Event information:

Name: Bring Your Dog To The Ball Park	Location: Surprise Stadium
Date(s): March 1, 2008	Time: 11-2
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: The General public is given the option to bring their dog to the ballpark to enjoy a spring training game with their pet. 45 participants were registered to bring their pets to the ballpark and were handed the bags on board with the storm logo to attach to their pets leashes...	
Total # of Attendance @ event: approx. 450	
Total # of people with direct discussion about STORM: 45	

STORM handout information:

Type and # of Brochures used:	0
Type and # of Handouts used:	75 Bags on Board were handed out to those who brought their dogs and others interested in obtaining the product.
Type and # of Displays utilized:	0
Other STORM information utilized:	0



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 85211-1466		

Event information:

Name: City Hall At The Mall	Location: Fiesta Mall
Date(s): 03/12/08	Time: 10 a.m. to 3 p.m.
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Discuss stormwater issues with genral public. Distribute eduational materials. Provide games with stormwater questions.	
Total # of Attendance @ event: Unknown	
Total # of people with direct discussion about STORM: Approx. 500	

STORM handout information:

Type and # of Brochures used:	None
Type and # of Handouts used:	Bracelets (appr. 125); Magnets (appr. 50), Bags on Board (60)
Type and # of Displays utilized:	Both STORM Displays
Other STORM information utilized:	EPA Stormwater Handouts



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 85211-1466		

Event information:

Name: Earth Day	Location: City Plaza
Date(s): 03/23/08	Time: 10 a.m. to 1 p.m.
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input checked="" type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description: Discuss stormwater issues with genral public. Distribute eduational materials. Provide information to City employees.	
Total # of Attendance @ event: Approx. 50	
Total # of people with direct discussion about STORM: Approx. 50	

STORM handout information:

Type and # of Brochures used:	None
Type and # of Handouts used:	Bracelets (appr. 15); Bags on Board (15)
Type and # of Displays utilized:	Both STORM Displays
Other STORM information utilized:	None



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City of Chandler	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Dave Verhelst	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480-782-3503	<input type="checkbox"/> Other	
Address: 975 East Armstrong Way, Bldg C Chandler, Az 85286		

Event information:

Name: CoC Env. Education Center Grand Opening	Location: Veteran's Oasis Park - Env. Education Center
Date(s): 4/19/08	Time: 8:00 AM to 12:30 PM
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: Grand Opening of City Environmental Education Center providing awareness of City environmental programs.	
Total # of Attendance @ event: 300+	
Total # of people with direct discussion about STORM: 50	

STORM handout information:

Type and # of Brochures used:	None
Type and # of Handouts used:	None
Type and # of Displays utilized:	Two STORM banners were utilized
Other STORM information utilized:	None



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Salt River Pima-Maricopa Indian Community	<input type="checkbox"/> Phase I MS4 <input type="checkbox"/> Affiliate
Contact: Kari Morehouse	<input checked="" type="checkbox"/> Phase II MS4 <input type="checkbox"/> Sponsor
Phone: 480-362-7634	<input type="checkbox"/> Other
Address: 10005 E. Osborn Rd., Scottsdale, Az 85256	

Event information:

Name: Earth Day	Location: 10005 E. Osborn Rd.
Date(s): April 26, 2008	Time: 10am - 2pm
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description:	This is the annual SRPMIC Earth Day celebration. A "Team Up and Clean Up" Challenge and an environmental fair take place during the event. STORM participated in the environmental fair and had a booth at this year's event.
Total # of Attendance @ event: 650	
Total # of people with direct discussion about STORM: Enter # of Contacts	

STORM handout information:

Type and # of Brochures used:	None.
Type and # of Handouts used:	None.
Type and # of Displays utilized:	Banners (2)
Other STORM information utilized:	Magnets and clips (outreach/promotional item)



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: City Of Glendale	<input checked="" type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Michelle Wilson	<input type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 623-930-2583	<input type="checkbox"/> Other	
Address: 5850 W. Glendale Ave., Glendale, Az 85301		

Event information:

Name: Glendale Garden Festival	Location: Glendale Main Library
Date(s): May 3, 2008	Time: 8:00 a.m. - 5:00 p.m.
Reason:	
<input checked="" type="checkbox"/> Public Education Requirement <input type="checkbox"/> Other <input checked="" type="checkbox"/> Public Participation Requirement	
Event Description:	The event focused on water conservation through interactive garden art activities, go green information booths, expert training regarding tree care, low-water use gardening, water harvesting, and more. A stormwater information booth was set up for interested parties.
Total # of Attendance @ event: 600	
Total # of people with direct discussion about STORM: 480	

STORM handout information:

Type and # of Brochures used:	Water conservation brochures.
Type and # of Handouts used:	Stormwater information magnets and bracelets distributed.
Type and # of Displays utilized:	Banners and table set up.
Other STORM information utilized:	



PUBLIC EVENT CHECKLIST

www.azstorm.org

Member Identification:

Name: Town Of Fountain Hills	<input type="checkbox"/> Phase I MS4	<input type="checkbox"/> Affiliate
Contact: Raymond Rees	<input checked="" type="checkbox"/> Phase II MS4	<input type="checkbox"/> Sponsor
Phone: 480 816-5143r	<input type="checkbox"/> Other	
Address: 16705 E. Avenue Of The Fountains, Fountain Hills, Arizona, 85268		

Event information:

Name: Neighborhoods Arizona Conference	Location: Chandler
Date(s): May 17, 2008	Time: 8:00am to 3:00 pm
Reason:	
<input type="checkbox"/> Public Education Requirement <input checked="" type="checkbox"/> Other <input type="checkbox"/> Public Participation Requirement	
Event Description: Conference for Cities and Towns to review with Neighborhoods and HOA's stormwater, code enforcement, green neighborhood concepts.	
Total # of Attendance @ event: 200	
Total # of people with direct discussion about STORM: 60	

STORM handout information:

Type and # of Brochures used:	25 After the Storm, Book markers, West Nile Virus.
Type and # of Handouts used:	25 bracelets, magnets, clips.
Type and # of Displays utilized:	Table Top Exhibit
Other STORM information utilized:	