

STORM – Fiscal Year 2018 Annual Report (July 1, 2017 – June 30, 2018)

SUMMARY

Arizona's Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by which educational outreach may be provided to residents in the greater Phoenix area with the message of pollution prevention to keep our waters clean. In Fiscal Year 2018, STORM members completed outreach via web, social media, and events. The coordination among 25 member cities, towns, and non-traditional municipal separate storm sewer systems or affiliates, resulted in:

Events – 77 events and 13,000 direct contacts compared to fiscal 2017 (108 events with 15,000 direct contacts). STORM organization participated in one event (OdySea Conservation Expo) and hosted two events this fiscal year. Members continue to function independently and may use STORM promotional items.

Videos – three educational videos were developed with information about pets, lawns, and pools. The component contaminants and best practices to manage pollutant discharges were covered by a handsome talking dog. These can be found on STORM's YouTube channel (a.k.a., arizona storm), and some member websites as well.

Website – received a total of 12,600 webpage views; by 6,528 new users and 617 returning visitors. There were nearly 8,000 webpage sessions in FY18. A session is defined as a period of time a user is engaged in the website, meaning, more people are actively using and searching the STORM website.

MEMBERSHIP

ADOT, Apache Junction, Avondale, Buckeye, Casa Grande, Chandler, El Mirage, Fountain Hills, Gilbert, Glendale, Goodyear, Guadalupe, Litchfield Park, Luke Air Force Base, Maricopa County, Mesa, Paradise Valley, Peoria, Phoenix, Pinal County, Queen Creek, Scottsdale, Surprise, Tempe, Tolleson.

FINANCIAL

Total Revenue		Total Expenditures	
Beginning Balance FY18	\$27,707	Website, Facebook, ABC15	\$23,436
Membership Dues Received	\$52,500	Educational Videos	\$14,850
		Promotional Items & Marketing	\$12,058
		Administrative & Accounting	\$1,516
		Construction Seminar	\$144
Total	\$80,207	Total	\$52,004

STATISTICS

Members meet monthly on the fourth Tuesday at 130PM. These working meetings are the primary method of sharing relevant information about regulatory issues, identifying potential outreach events, updating committee efforts, and reporting. Members track outreach events online for inclusion in this annual report, which supports a regional front, stretches municipal dollars and coordinates consistent messages in the Middle Gila River Watershed.

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STORM members conducted 77 events or workshops throughout the central Arizona region with an estimated three-hundred thousand attendees, of which thirteen thousand attendees engaged with municipal staff about stormwater pollution prevention. At these events, 7,217 print materials (brochures and activity books) and 5,110 promotional items (pet waste bags, cups, frisbees, pencils, sack bags, jar openers, and magnets) were distributed. Table 1 identifies the month, number of events, estimated attendance and public engagement with our members.

Table 1 – Events and Website Views									
2017					2018				
Month	Events	Attended	Engaged	Website	Month	Events	Attended	Engaged	Website
July	3	20,340	709	2,300	January	4	7,165	445	258
August	3	33	33	731	February	11	17,282	3,058	211
September	3	2,015	364	336	March	10	227,837	1,593	253
October	13	5,469	2,073	321	April	10	7,175	1,107	197
November	5	588	582	260	May	8	2,355	1,361	1,600
December	5	1,517	1,577	183	June	2	50	50	1,300

SOCIAL MEDIA CAMPAIGN

Social Media, specifically Facebook, campaigns were very successful this fiscal year. STORM contracted with ABC15 to run an advertisement campaign. The campaign included regular banner ads on their website, Facebook ads, Facebook posts, and large banner ads. The eight-month campaign resulted in more than 3.5M impressions and almost fifteen thousand clicks (engagement). View Attachment for specifics.

In addition, STORM members contributed time to post and interact with the public on the AZSTORM Facebook page. STORM posted 232 times with a reach of 82,505 resulting in 5,759 actions taken, 1,649 Followers (increase from 1,277) and 1,642 Page Likes (increase from 1,293). It is worthwhile to note that when Facebook posts were boosted, approximately 33,193 were reached for a nominal fee of \$375. Table 2 includes the top five posts, when they posted, how many reached and liked, and the topic.

Table 2 – Top 5 Posts			
Day and Time	Reach	Likes	Topic
Mar 6, 2018 6:36 am	25,458	2,616	(Pet waste) #bestormwatersmart & gain flexibility!! http://azstorm.org/
Jun 14, 2018 6:44 pm	6,848	561	Tomorrow is the beginning of #Monsoon2018. Rain is in the forecast tonight through Saturday. Know how to be prepared and #bestormwatersmart. Only rain should go down the storm drain! www.azstorm.org
May 1, 2018 5:59 am	6,178	302	Ahhh...with the temps warming up it's pool season!! Make sure you know where to put the water when conducting pool maintenance. Sparky will get you started on what to do. https://youtu.be/vmhkj31t8j4
Apr 2, 2018 6:32 am	5,909	492	We LOVE seeing inlet protection around construction sites preventing stormwater pollution!! #bestormwatersmart and learn more construction site stormwater ideas at goo.gl/63yMwR
Feb 14, 2018 6:32 am	4,724	440	♥♥♥ it when people do it right! #Bestormwatersmart. If it drips use a drip pan!

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ATTACHMENT

EDUCATION, MARKETING, WEBSITE & FACEBOOK HIGHLIGHTS

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Education Videos: Pets, Pools, & Lawns

Target Audience: Residents

Total Cost: \$14,850



Marketing: ABC 15 Giveaway Promo

Target Audience: General Public

Arizona Grand Gift Card \$453.00; Ipad \$368.00



Promotional Items (500 each): Total Cost; \$12,058

Pet Waste Bag Dispensers (\$9999.25)

PAD 50 sheet Things to Do (\$556.25)

Key Chains (\$681.26)



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Example Posts from Facebook

View Results

live in 9 locations.

Location - Living In:
United States: Buckeye, Chandler, Fountain Hills, Mesa, Phoenix, Queen Creek, Scottsdale, Surprise, Tempe Arizona

Age:
18 - 65+

Hide full summary

This promotion ran for 2 days.

Your total budget for this promotion was \$50.00 USD

8,484 1,444 \$50.00
People Reached [?] Post Engagement Total Spend [?]

Actions | People | Countries

Photo Clicks 327

Link Click 1

Page Likes 4

Post Likes 327

Comments 10

Shares 169

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post Close

View Results

This promotion ran for 4 days.

Your total budget for this promotion was \$25.00 USD

6,960 598 \$25.00
People Reached [?] Post Engagement Total Spend [?]

Actions | People | Countries

Video Views 518

Link Clicks 3

Page Likes 2

Post Likes 18

Comments 3

Shares 16

Increase budget and duration

☐ Add \$10.00 USD and 1 more day
Reach 2,395 - 8,539 people per day

☐ Add \$15.00 USD and 3 more days
Reach 1,064 - 3,821 people per day

☐ Add \$25.00 USD and 5 more days
Reach 1,055 - 3,795 people per day

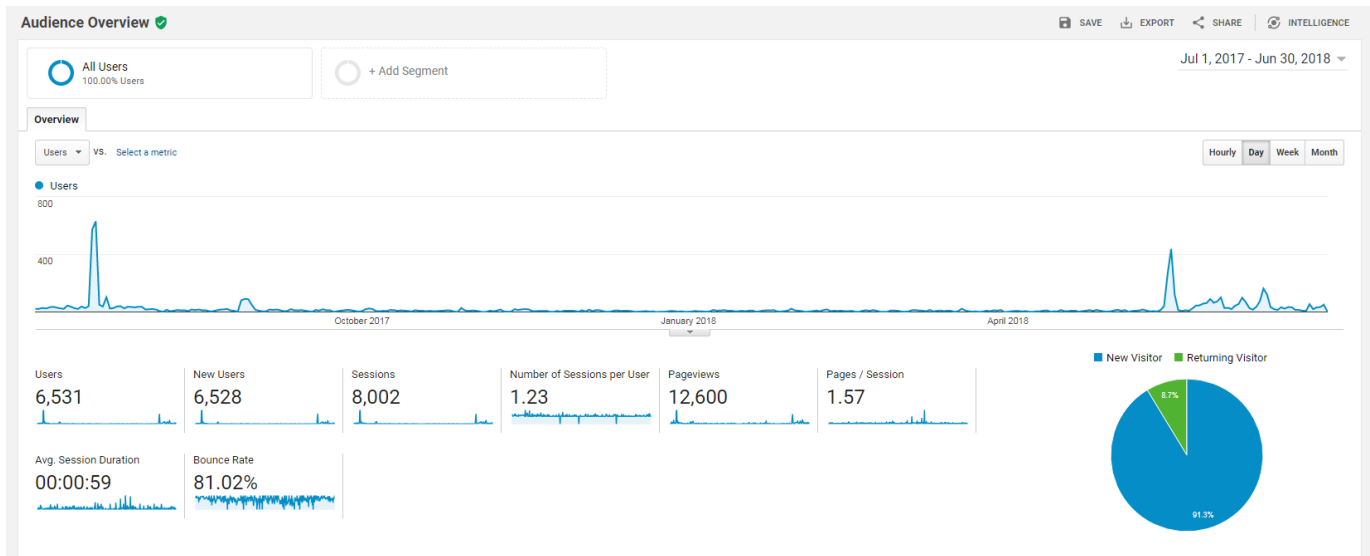
☐ Add \$30.00 USD and 7 more days

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post Close

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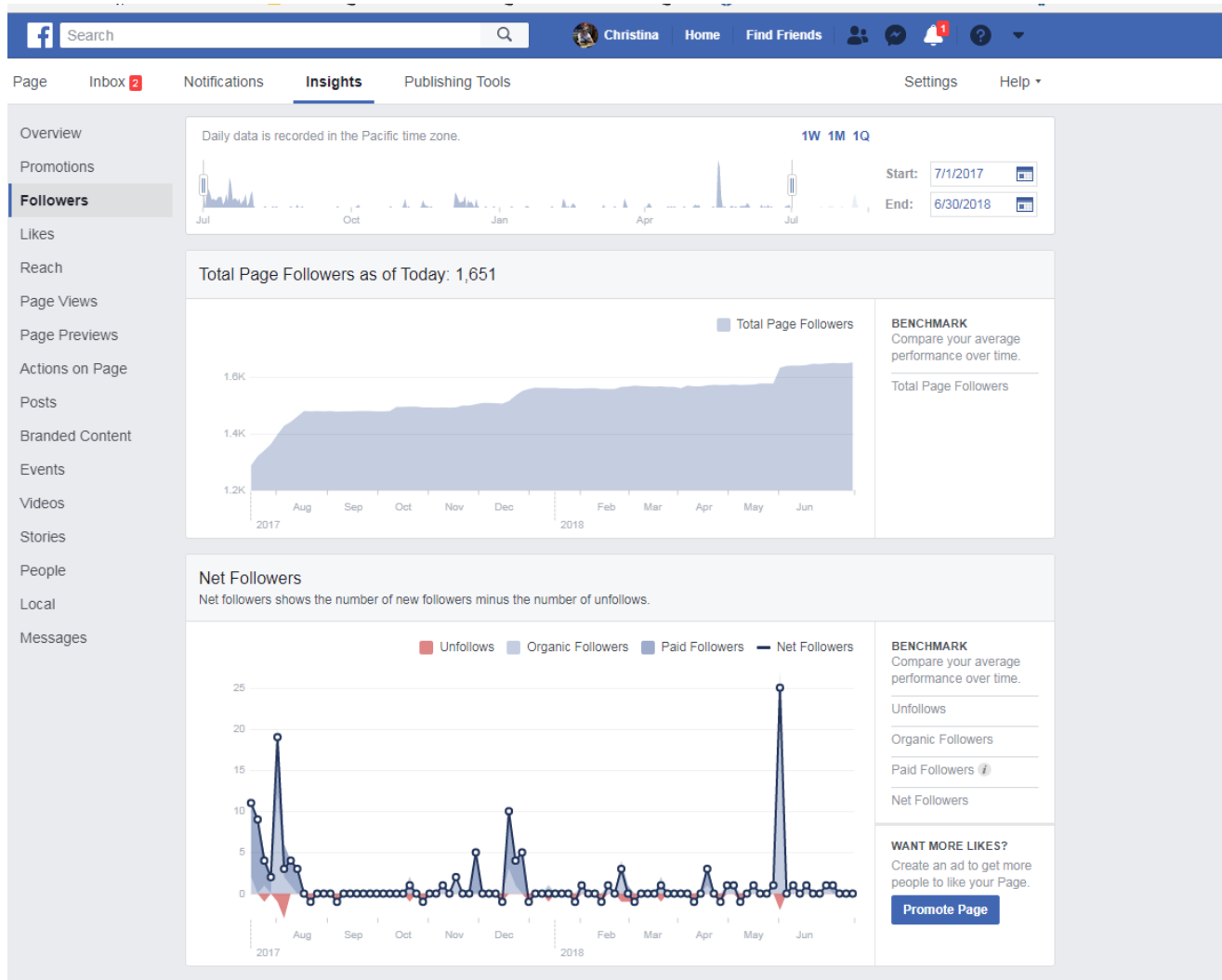
AZSTORM.ORG Website Analytics



Break down of new (91.3%) versus return visitors (8.7%) to the website, includes number of visitors (6,531), number of page views (12,600) and bounce (to other pages).

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Facebook Analytic



Net increase in followers of a social media campaign and after paid advertising.

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Facebook Analytic

Post Reach

The number of people who had any posts from your Page enter their screen.



BENCHMARK

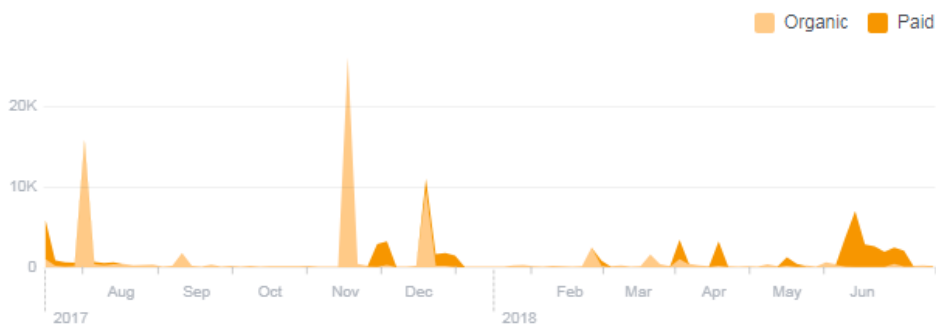
Compare your average performance over time.

Organic

Paid

Total Reach

The number of people who had any content from your Page or about your Page enter their screen.



BENCHMARK

Compare your average performance over time.

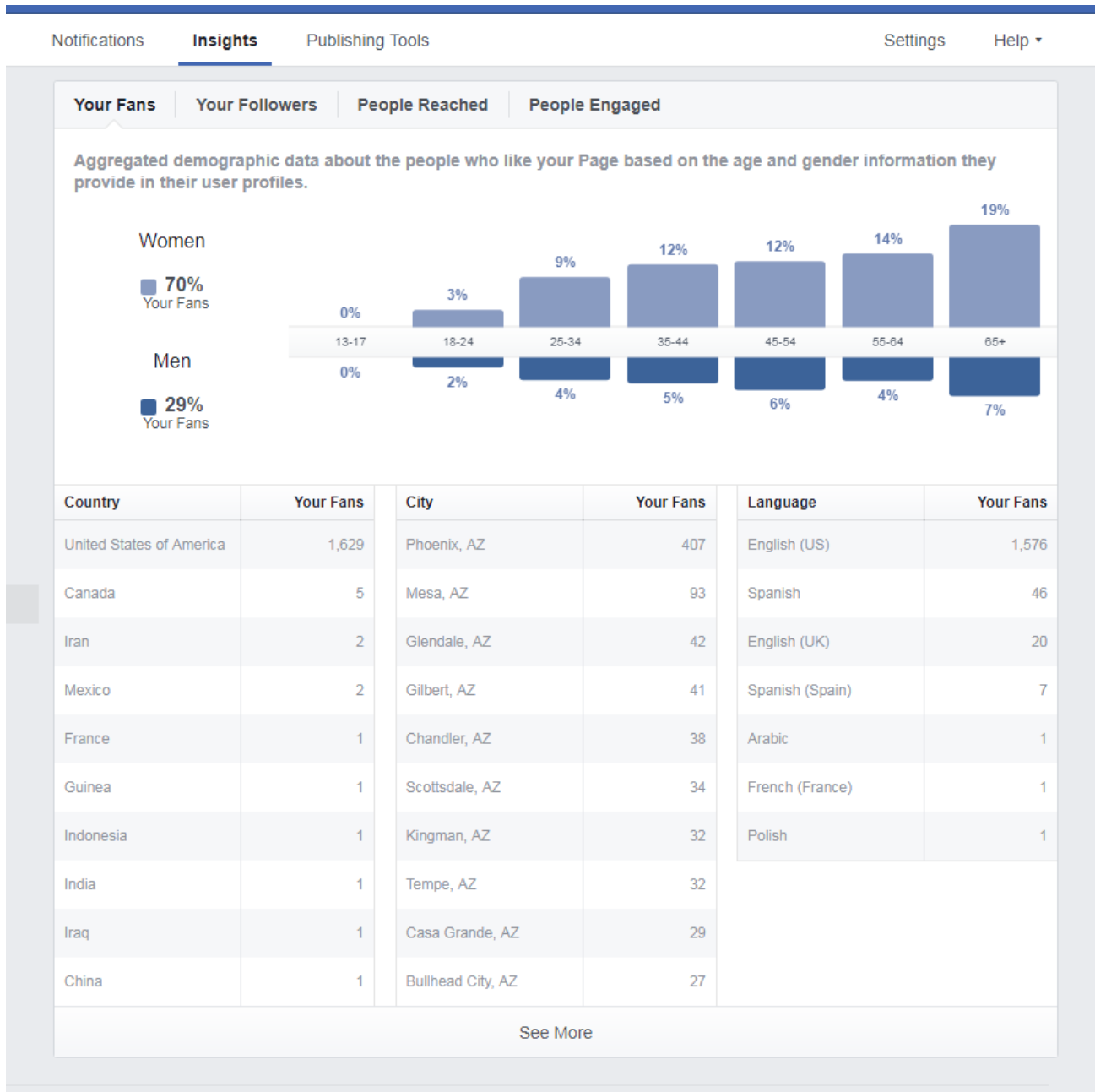
Organic

Paid

Number of people who were served STORM messaging on their screens.

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Facebook Analytic



Demographics of followers.

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ABC15 Campaign

2018 Fiscal Year| Recap

The campaign delivered your message 2,330,272 times and drove 48,727 clicks so far.

General public – backwashing (Code), bag/tie, pick up feces, manage herbicides and fertilizers

Business – chemical suppliers, exterminators, landscapers; same messages, tailored

	Performance	
	Impressions	Clicks
Regular Banner Ads	894,342	2,408
Facebook Ads	337,142	4,320
Facebook Posts	682,572	13,674
Large Banner Ads	118,197	220
Emails	216,809	25,656
IG Post	16,302	
Video (3x)	12,082	2,449
Contest Page	41,162	
Opt-Ins	4,559 (opt-ins)	
Contests	7,105 (entries)	
News Mentions	845,975	
Totals	3,176,347	48,727

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abc 15 ARIZONA

KNXV-TV Phoenix

July 2017| Cost Per Click Banner Ads

	Performance		
	Impressions	Clicks	Click Thru
Facebook Post	300,094	893	.30%

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abc 15 ARIZONA

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ABC15 Campaign (continued)

July 2017| Facebook Post



Post Details



96,551 People Reached

1,039 Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	754	704
Love	21	20
Haha	3	1
Wow	45	42
Sad	3	2
Comments	55	48
Shares	158	156

2,106 Post Clicks

Click Type	Count
Photo Views	20
Link Clicks	1,400
Other Clicks	686

	Performance		
	Impressions	Post Clicks	Link Clicks
Facebook Post	96,551	2,106	1,400



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KNXV-TV Phoenix

October/November 2017| Quiz Facebook Post & Banner Ads

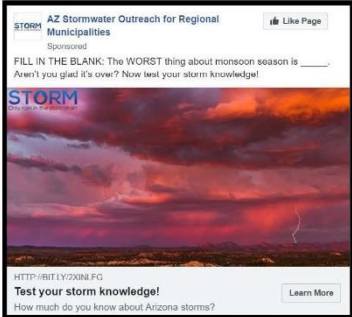


665 QUIZ SUBMISSIONS!

	Performance		
	Impressions	Link Clicks	Click Thru
Facebook Ads	22,801	1,350	6.11%

	Performance		
	Impressions	Link Clicks	Click Thru
Banner Ads	124,176	183	.15%





- ✓ What is a monsoon?
- ✓ What can you do to reduce stormwater runoff?
- ✓ When water rises rapidly, what is this called?
- ✓ Where does stormwater go in Arizona once it comes to town?
- ✓ What is virga?
- ✓ Which of the following pollutants gets picked up by stormwater?
- ✓ A "haboob" is what type of storm?
- ✓ What is it called when rainwater that does not soak in and flows overland?



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ABC15 Campaign (continued)

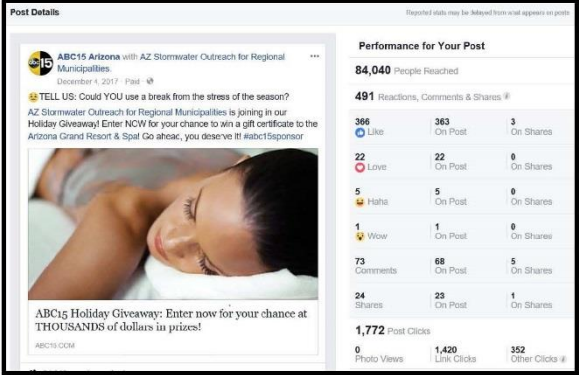
December 2017| Holiday Giveaways



3,335 ENTRIES
2,280 OPT INS

	Performance		
	Impressions	Post Clicks	Link Clicks
Facebook Post	84,040	1,772	1,420

✓ Have you heard of STORM?

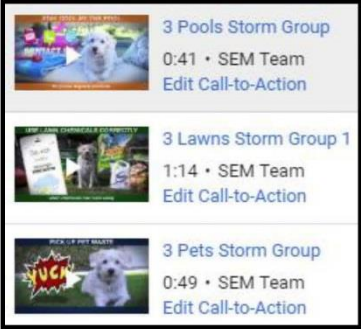




May/June 2018| Cost Per View Video



	Performance		
	Video Views	Clicks	View Rate
Videos	12,082	2,449	31%



View rate
42.82%
24.51%
31.95%

