



## FY21 ANNUAL REPORT

Arizona's Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by municipal partners to perform educational outreach to citizens with the message of pollution prevention to help keep surface waters clean.

**STORM**  
Only rain in the stormdrain

---

# STORM

## FY 2021 Annual Report

### July 1, 2020 – June 30, 2021

---

#### SUMMARY

Arizona's Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by municipal partners to perform educational outreach to their residents with the message of pollution prevention to help keep our waters clean. During FY21, STORM members completed outreach via web, print, traditional and social media. The unprecedented events of 2020 – 2021 presented STORM members with some exceptional challenges, but nonetheless, the coordination among the member cities, towns, and nontraditional municipal separate storm sewer system owners or affiliates, resulted in the following highlights:

This year's main focus was creating a digital presence for STORM. In addition to STORM's digital and social media pages, STORM partnered with ABC15. STORM, partnering with ABC15, was able to leverage increased media viewership during the COVID-19 pandemic to maximize our advertising budget impact for a total of ***less than a penny per view!*** STORM was able to focus on a more targeted approach by expanding its opportunities through digital media platforms.

STORM's website ([www.azstorm.org](http://www.azstorm.org)) 4Q FY21 received a total of 8,093 webpage views by 4,675 users during 5,319 sessions. A session is defined as a period of time a user is engaged in the website. Data for the first three quarters of FY21 (July 1, 2020 through March 31, 2021) is not available at the time of assembling this report. When STORM boosted its own Facebook posts, an immediate return was experienced with the increase of visitation to STORM's Facebook page by over 300%.

---

#### MEMBERSHIP

ADOT, Apache Junction, Avondale, Buckeye, Casa Grande, Chandler, El Mirage, Fountain Hills, Gilbert, Glendale, Goodyear, Guadalupe, Maricopa County Environmental Services, Mesa, Paradise Valley, Peoria, Phoenix, Pinal County, Queen Creek, Scottsdale, Surprise, and Tempe. Affiliate members are Maricopa County Flood Control District and Stormwater Pros.

**BUDGET**

Revenue	
Beginning cash balance FY21	\$68,348.46
Membership Dues Received	\$72,750.00
Less Dues Received in FY20	\$19,000.00
Total	\$122,098.46

Expenditures	
Website	\$818.61
ABC15 and iHeart Media	\$39,791.00
Educational Videos	\$14,850.00
Arizona Water Festival sponsorship	\$2,500.00
NMSA Membership	\$500.00
Graphics	\$80.00
Social Media	\$1,969.94
Administration/Accounting	\$1,744.53
Total	\$62,254.08

**MEETING SUMMARY**

Members met via digital meeting platforms on the fourth Tuesday at 1:30p each month (unless the meeting interfered with a national holiday). 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. Members are able to individually capitalize their membership benefits by using STORM produced materials (social media posts, educational videos and materials, and promotional items) to perform outreach in their own communities and in interactions with partners in their communities such as citizens, businesses, developers, builders, and manufacturers.

As all our livelihoods continue to be impacted by the global pandemic, STORM was not spared by COVID-19. As an organization that counts on interactions between our members and the general public, especially in face-to-face contact, we experienced challenges this past fiscal year that impacted our ability to reach the general public with our message of stormwater awareness in face-to-face settings. These missed opportunities were augmented by an increase in the digital marketplace.

With the challenges of the global pandemic in mind, as stated in the summary and in the sections below, STORM was able to leverage the unique media situation to reach over 5 million more people through our ABC15 and social media campaigns (a 250% increase from FY20). We were also able to save budgeted money allotted for events, marketing materials, and educational videos and it is our goal to maximize the impact of those dollars in the next fiscal year.

In FY21, STORM sponsored the Arizona Water Festival in partnership with the University of Arizona and Project WET (Water Education for Teachers) as an outreach to elementary aged students throughout Arizona discussing the importance of water quality, problems caused by having water pollution, how to prevent pollution, stormwater quality, etc. This proved to be a very successful event and we look forward to our continued partnership! We reached 386 classrooms/teachers and a total of 9,186 students!

---

### **SOCIAL + DIGITAL MEDIA**

Social Media, specifically when partnering with ABC15, campaigns were very successful. STORM contracted with ABC15, which ran regular banner ads, Facebook ads, Facebook posts, and large banner ads resulting in more than 5 million ABC15/STORM digital ad views and over 5k clicks (engagements). (See graphics below for details).

### **ABC15 + STORM**

ABC15 partnered with STORM to provide an increase in digital media coverage throughout FY21. Three separate and targeted campaigns ran during FY21. November's messaging was focused on proper car maintenance, January's messaging focused on *Stormwater Awareness Week* and May-June's messaging was centered around monsoon season. In total, 9,382,029 total impressions were made on citizens throughout the valley!

### **STORM'S WEBSITE ([www.azstorm.org](http://www.azstorm.org))**

Data for the website analytics is only available for the last quarter of FY21. This short period shows the website had 4,675 users who had 8,093 page views. This uptick in viewership was a result of the ABC15 Monsoon Awareness social media campaign and an increase in STORM's Facebook page post boosting.

### **STORM'S FACEBOOK PAGE ([www.facebook.com/StormWaterOutreach](https://www.facebook.com/StormWaterOutreach))**

STORM members contributed time to post and interact with the public on STORM's Facebook page (<https://www.facebook.com/StormWaterOutreach>). STORM's posts reached 64,316 people (a 93.1% increase from FY20) which resulted in 8,197 engagements (a 72.2% increase from FY20).

It is worthwhile to note that when Facebook posts were boosted by either ABC 15 or by STORM, the response and viewership dramatically increased. Once STORM began boosting its own posts, an overall increase of 300% was witnessed in activity on STORM's Facebook page. The next four

graphics are posts from STORM's Facebook page. Facebook posts by the digital committee have drastically increased during FY21. Given the positive response, the digital and social media committees will continue to increase STORM awareness throughout social media channels.

*See Appendix for samples of data analytics and selected digital ads, graphics, digital media posts and the Arizona Water Festival success sheet.*

# APPENDIX

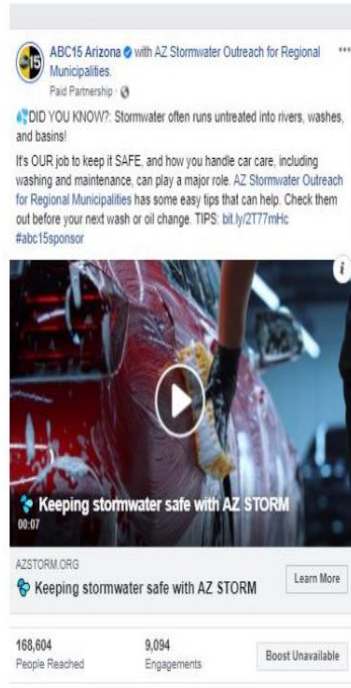
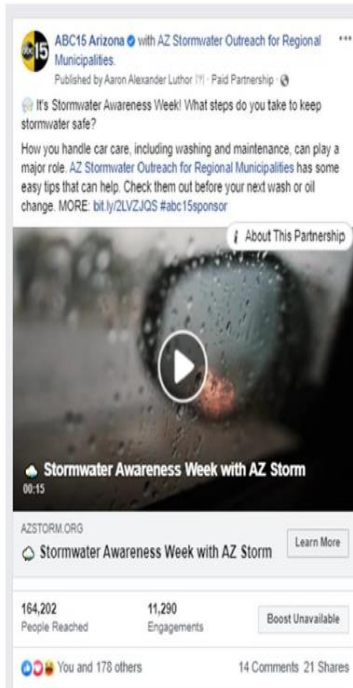
- [ABC15 Fiscal Year Summary](#)
  - [Car Maintenance Quiz](#)
  - [Stormwater Awareness Week](#)
  - [Monsoon Season](#)
- [STORM Facebook Page Data and Sampling of Boosted Posts](#)
- [STORM Website Page Data \(4<sup>th</sup> quarter FY21 only\)](#)
- [Arizona Water Festival/Project WET Event](#)

# ABC15 FY21 SUMMARY

## Fiscal Year Summary

- **November:** Car Maintenance Quiz
- **January:** Stormwater awareness week
- **May-July:** Monsoon Campaign
  
- **Total Impressions:** 9,382,029
- **Cost Per Thousand People Reached:** \$3.09
- **Total Added Value:** \$15,800
- **Added Value Percentage:** 55%
- **Added Value Elements:**
  - 2x High Impact Units on ABC15.COM homepage (ran during stormwater awareness week)
  - 5x High Impact Units on ABC15.COM news section (ran during monsoon campaign)
  - 1x ABC15 Email blast (ran during car maintenance quiz)
  - Discounted pricing on ABC15 social/overall monsoon campaign

# CAR MAINTENANCE QUIZ (NOVEMBER 2020)



## Quiz

What percentage of central Arizona's rainfall happens during the monsoon months?

**31% answered correctly**

True or False? Stormwater is sent to a treatment plant before it discharges into the local waterways.

**49% answered correctly.**

Stormwater runoff from monsoon rain events flows untreated into:

**84% answered correctly**

True or False: Litter and pollutants on roadways will be carried by monsoon storms into local waterways.

**91% answered correctly**

What can I do at home to prevent monsoon storms from creating polluted stormwater runoff?

**96% answered correctly**

True or False: Monsoon storms are generally short lived and more intense than storms during other times of the year.

**92% answered correctly**

True or False: Flooding in low lying areas and flash flooding in steep areas can occur during monsoon storms.

**98% answered correctly**

Sometimes monsoon storms are just heavy winds and dust. What should you do with landscaping debris after a wind storm?

**99% answered correctly**

13:33 x 7:50 in

# Entries- 4,199

# Opt-Ins- 2,723



## STORMWATER AWARENESS WEEK (JANUARY 2021)

	Ways we can reach them	Description	Targeting Available
<b>HOA's &amp; Development Community</b>	ABC15 Facebook Content Video	How do construction sites impact Stormwater pollution?	Targeting those interested in homeowner associations, community association managers, construction foreman
	Quiz	Engaging quiz to test the knowledge of HOA's and construction workers Can you pass this 5-question stormwater quiz?	Targeting those interested in homeowner associations, community association managers, construction foreman
	ABC15 Native Articles	Articles that live on ABC15.com and your dedicated landing page for the entire fiscal year	Promoted through ABC15 Facebook Posts high impact units
	Geofencing	ABC15 can place invisible fences around HOA communities AND development communities	We would select a certain number of locations based on budget
	:60 targeted commercials	ABC15 would create targeted commercial that would serve to Construction workers, masons and bricklayers as they watch long format shows on their big screen TV (commercial production free)	Construction workers, masons and bricklayers
<b>Stormwater Awareness Week</b>	Sonoran Living ABC15 Content Video High Impact Unit Streaming TV Commercials	Estimated 2021 impression: 600,000 Delivered 2021 impressions: 2.4 million	Everyone

Dedicated landing page on **abc15.com/storm** for entire fiscal year

Investment: \$24,000

Added Value Goal: 15%

This years added value: 55%

# MONSOON AWARENESS

KNXV - KASW // DIGITAL ADVERTISING

## WEATHER ADS



SCRIPPS

SCRIPPS TARGETED NETWORK  
**HYPERLOCAL**

WEATHER  
TARGETING



With weather dynamic creatives, clients can leverage local weather to reach users in real time based on weather conditions in their specific location.

**KEY BENEFITS OF LOCATION & WEATHER**

Weather, along with location and time of day, are the best ways to capitalize on offline behavior.

- **REAL-TIME** - Precise weather data ensures relevancy
- **ACCURATE** - Powered by 10,000+ weather stations and lightning sensors
- **EFFICIENT** - On/Off triggering functions so ads are only served when parameters are met



**AVAILABLE WEATHER TRIGGERS**

Powered by WeatherBug's real-time professional grade and expertly maintained 10,000+ weather stations and lightning sensors leads to more accurate and comprehensive data.

- Forecast: Today's, Tomorrow's, Day After Tomorrow
- Current Temperature: Hourly Forecast (F or C)
- Current Wind Conditions: Hourly Forecast (MPH or KMH)
- Humidity: %
- Wind Chill: Hourly Forecast
- Pressure: Hourly Forecast
- Rain Probability: Hourly Forecast
- Raining Currently
- Rained Today
- Alerts - over 50 including blizzard, flood, heat, heavy snow, wind, hurricane, etc.

**STORM**  
Only rain in the stormdrain

**People Reached: 235,737**

The amount of people who saw the post appear in their Facebook feed.

**Reactions, Comments, Shares: 92**

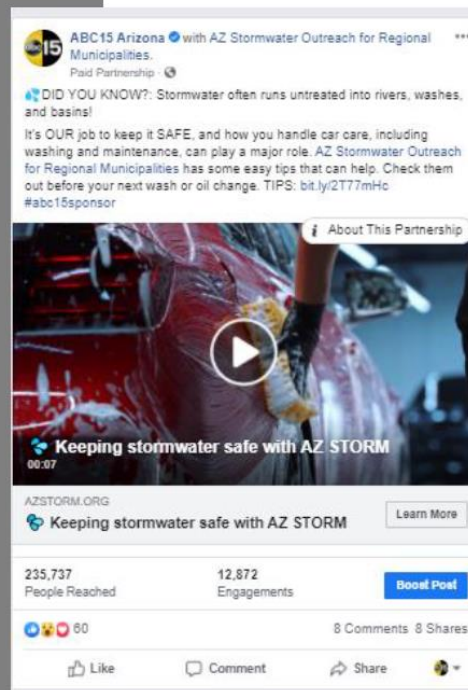
A total of the Reactions (Like, Love, Haha, etc.), Comments on your post, and people who Shared your post.

**Post Clicks: 12,780**

The number of clicks anywhere on your post: This includes link clicks and clicks to view a photo.

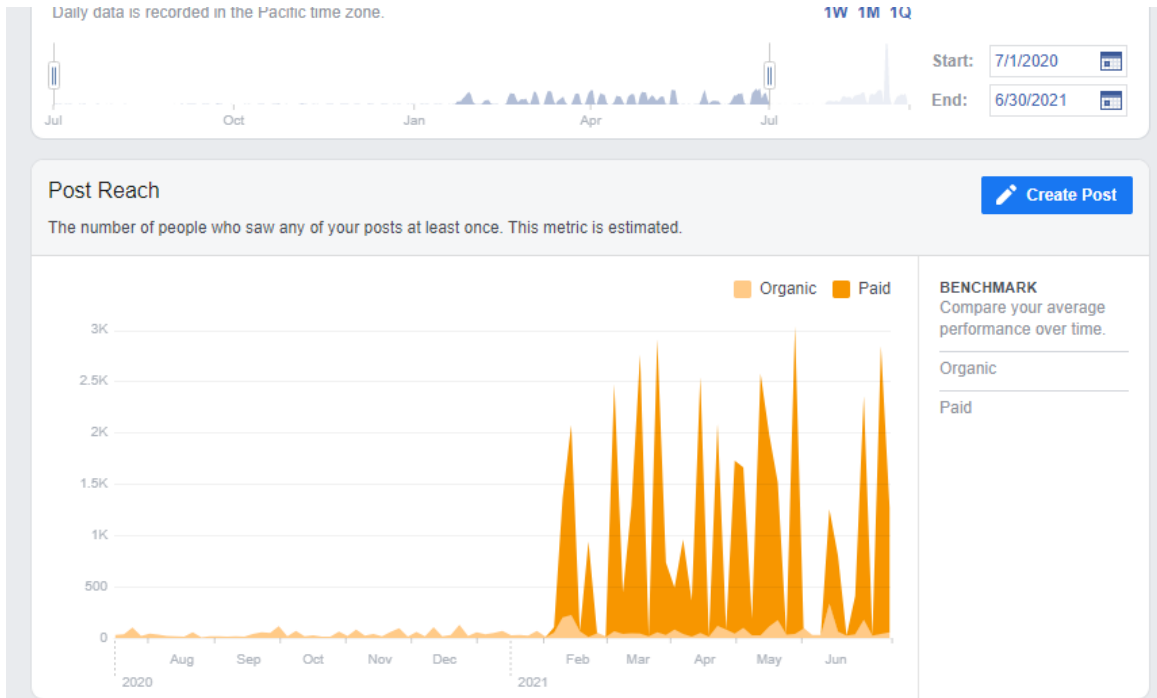
**Engagements: 12,872**

The numbers of Reactions, Comments and Shares plus the number of Post Clicks.



# STORM FACEBOOK POSTS FY21

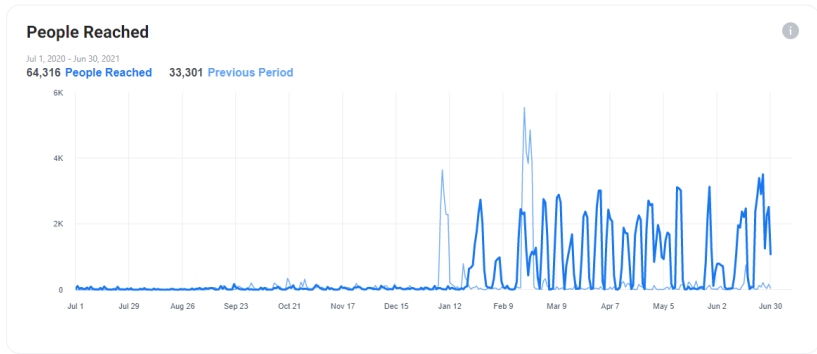
## Post Reach Benchmarking Data




**64.3K**  
People Reached  
▲93.1% from previous 365 days

**58**  
Net Followers  
▲9.43% from previous 365 days

**8.2K**  
Engagement  
▲72.2% from previous 365 days



Page	People Reached	Engagement	Link Clicks	Comments	Shares	Reactions	Photo Views	New Followers	Net Followers
STORM AZ Stormwater Outreach for Regional Municipalities Nonprofit Organization	64,316	8,197	1,125	174	550	2,910	188	104	56




**AZ Stormwater Outreach for Regional Municipalities**

June 24 · 🌐

⋮

Please do not use the ground as a disposal source for your masks and gloves. Properly dispose of trash to help keep items out of our sources of drinking water.



**5,974**  
People Reached

**574**  
Engagements

**Boost Again**

Boosted on Jun 27, 2021  
By Laura Nordan

Completed


People Reached **5.2K**


Post Engagement **713**


[View Results](#)

👍👎👏 360

20 Comments 76 Shares

 Like

 Comment

 Share

⋮

### Performance for Your Post

---

**5,974** People Reached

---

**502** Reactions, Comments & Shares ⓘ

<b>318</b> 👍 Like	<b>304</b> On Post	<b>14</b> On Shares
<b>9</b> ❤️ Love	<b>7</b> On Post	<b>2</b> On Shares
<b>1</b> 😂 Haha	<b>1</b> On Post	<b>0</b> On Shares
<b>2</b> 😲 Wow	<b>2</b> On Post	<b>0</b> On Shares
<b>45</b> 😞 Sad	<b>44</b> On Post	<b>1</b> On Shares
<b>12</b> 😡 Angry	<b>12</b> On Post	<b>0</b> On Shares
<b>40</b> Comments	<b>28</b> On Post	<b>12</b> On Shares
<b>78</b> Shares	<b>76</b> On Post	<b>2</b> On Shares

---

**72** Post Clicks

<b>6</b> Photo Views	<b>0</b> Link Clicks	<b>66</b> Other Clicks ⓘ
-------------------------	-------------------------	-----------------------------

---

**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

---

Reported stats may be delayed from what appears on posts



**AZ Stormwater Outreach for Regional Municipalities**

June 21 · 🌐

Monsoon storms are common in the Valley of the Sun starting mid-June through mid-September. The excessive heat can build-up to give rise to powerful and often violent wind and thunderstorms. The effects can be localized.

Sometimes the heavy, quick rainfall amounts can cause flooding and saturate the soil. This accompanied by the strong winds can be problematic for our trees.

Tree shape and structure generally provide a natural wind damping effect which helps to distribute, ... [See More](#)



**11,956**  
People Reached

**277**  
Engagements

[Boost Again](#)

Boosted on Jun 22, 2021  
By Laura Nordan

Completed

People	<b>11 9K</b>	Post	<b>2 1K</b>
--------	--------------	------	-------------

**11,956** People Reached

**69** Reactions, Comments & Shares 📊

<b>57</b> Like	<b>57</b> On Post	<b>0</b> On Shares
-------------------	----------------------	-----------------------

<b>2</b> Love	<b>2</b> On Post	<b>0</b> On Shares
------------------	---------------------	-----------------------

<b>2</b> Haha	<b>2</b> On Post	<b>0</b> On Shares
------------------	---------------------	-----------------------

<b>6</b> Wow	<b>6</b> On Post	<b>0</b> On Shares
-----------------	---------------------	-----------------------

<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
----------------------	---------------------	-----------------------

<b>2</b> Shares	<b>2</b> On Post	<b>0</b> On Shares
--------------------	---------------------	-----------------------

**208** Post Clicks

<b>48</b> Photo Views	<b>0</b> Link Clicks	<b>160</b> Other Clicks 📊
--------------------------	-------------------------	------------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**AZ Stormwater Outreach for Regional Municipalities**

June 9 · 🌐

⋮

Remember to do your part this summer to prevent wildfires as you travel to cooler locations to avoid the heat. The aftermath of wildfires can often end up in our rivers and streams after a rain event and cause water quality issues. #AZFire #stormwater

Visit <https://wildlandfire.az.gov/> for more info.

WILDLANDFIRE.AZ.GOV

**Home | Arizona Interagency Wildfire Prevention**

Fires ignited under these conditions, even accidentally, would...

**9,328**

People Reached

**690**

Engagements

Boost Again

Boosted on Jun 11, 2021  
By Laura Nordan

Completed

People Reached

9.4K

Post Engagement

1.2K

[View Results](#)

👍👎👏

367

2 Comments 74 Shares

👍 Like

💬 Comment

➦ Share

**Performance for Your Post**

**9,328** People Reached

**463** Reactions, Comments & Shares  ⓘ

<b>362</b> <span style="font-size: 0.8em;">👍 Like</span>	<b>346</b> <span style="font-size: 0.8em;">On Post</span>	<b>16</b> <span style="font-size: 0.8em;">On Shares</span>
---	--	---

<b>2</b> <span style="font-size: 0.8em;">❤️ Love</span>	<b>2</b> <span style="font-size: 0.8em;">On Post</span>	<b>0</b> <span style="font-size: 0.8em;">On Shares</span>
--	--	--

<b>2</b> <span style="font-size: 0.8em;">😂 Haha</span>	<b>2</b> <span style="font-size: 0.8em;">On Post</span>	<b>0</b> <span style="font-size: 0.8em;">On Shares</span>
---	--	--

<b>5</b> <span style="font-size: 0.8em;">😲 Wow</span>	<b>4</b> <span style="font-size: 0.8em;">On Post</span>	<b>1</b> <span style="font-size: 0.8em;">On Shares</span>
--	--	--

<b>14</b> <span style="font-size: 0.8em;">😞 Sad</span>	<b>14</b> <span style="font-size: 0.8em;">On Post</span>	<b>0</b> <span style="font-size: 0.8em;">On Shares</span>
---	---	--

<b>2</b> <span style="font-size: 0.8em;">😡 Angry</span>	<b>2</b> <span style="font-size: 0.8em;">On Post</span>	<b>0</b> <span style="font-size: 0.8em;">On Shares</span>
--	--	--

<b>2</b> <span style="font-size: 0.8em;">Comments</span>	<b>2</b> <span style="font-size: 0.8em;">On Post</span>	<b>0</b> <span style="font-size: 0.8em;">On Shares</span>
---	--	--

<b>74</b> <span style="font-size: 0.8em;">Shares</span>	<b>74</b> <span style="font-size: 0.8em;">On Post</span>	<b>0</b> <span style="font-size: 0.8em;">On Shares</span>
--	---	--

**227** Post Clicks

<b>0</b> <span style="font-size: 0.8em;">Photo Views</span>	<b>67</b> <span style="font-size: 0.8em;">Link Clicks</span>	<b>160</b> <span style="font-size: 0.8em;">Other Clicks <span style="font-size: 0.7em;"> ⓘ</span></span>
--	---	---

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



**AZ Stormwater Outreach for Regional Municipalities**

June 1 · 🌐

We need the rain - let's hope this year's monsoon brings us the moisture Arizona needs.

Meanwhile, be safe during those monsoon storms!



**AZ Stormwater Outreach for Regional Municipalities**  
Nonprofit Organization

[Learn More](#)

**2,545**  
People Reached

**24**  
Engagements

[Boost Again](#)

Boosted on Jun 1, 2021  
By Laura Nordan Completed

People Reached	<b>2.5K</b>	Post Engagement	<b>473</b>
----------------	-------------	-----------------	------------

**2,545** People Reached

**22** Reactions, Comments & Shares

**18** Like **15** On Post **3** On Shares

**1** Love **1** On Post **0** On Shares

**1** Haha **1** On Post **0** On Shares

**0** Comments **0** On Post **0** On Shares

**2** Shares **2** On Post **0** On Shares

**2** Post Clicks

**0** Photo Views **1** Link Clicks **1** Other Clicks

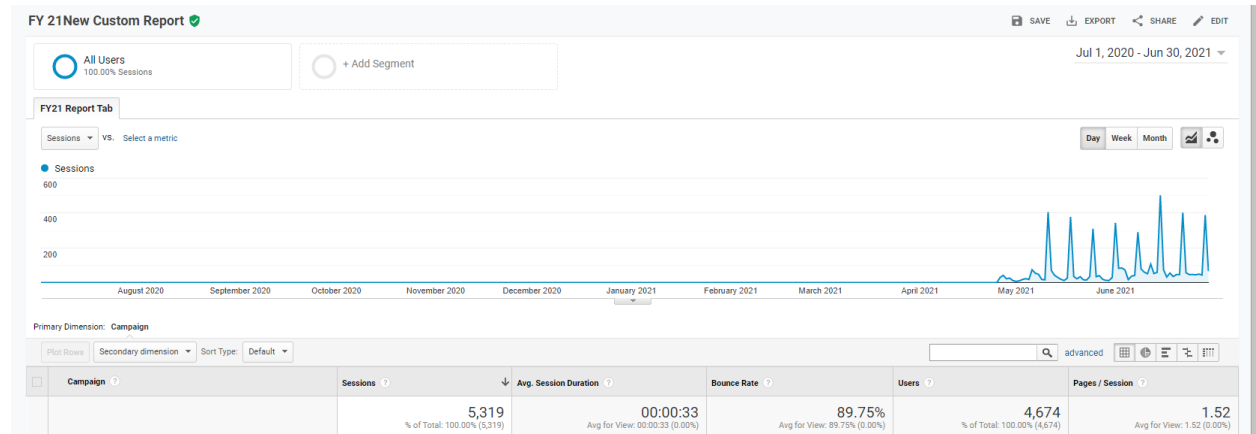
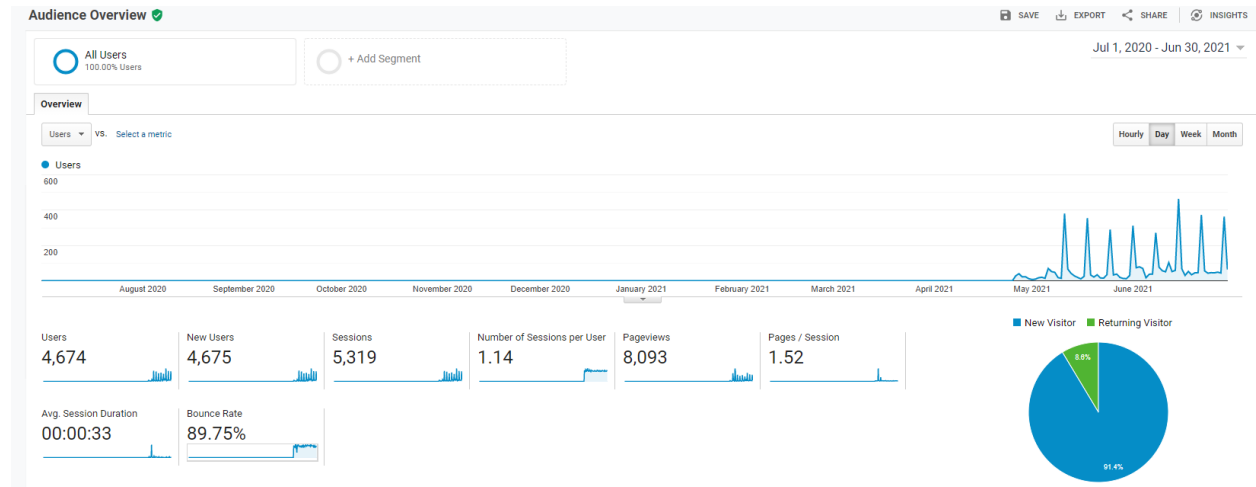
**NEGATIVE FEEDBACK**

**0** Hide Post **0** Hide All Posts

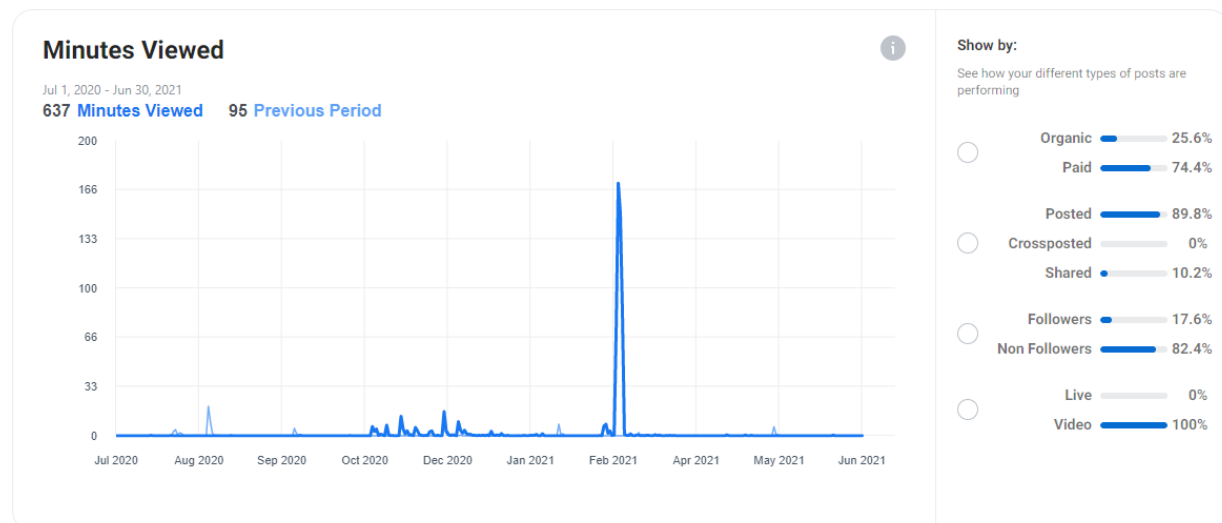
**0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

# STORM'S WEBSITE PAGE

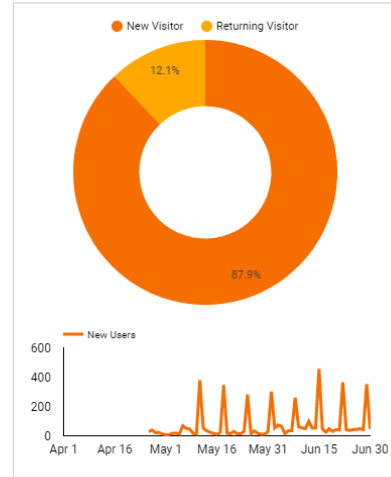
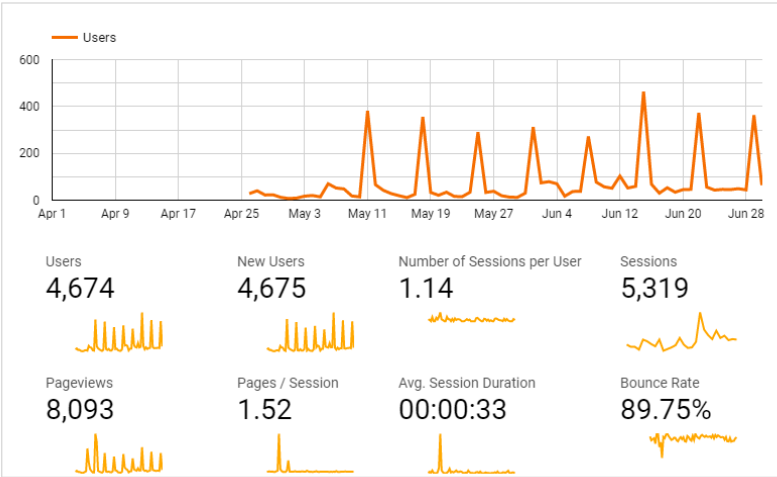


<p><b>637</b> Minutes Viewed ▲565% from previous 365 days</p>	<p><b>1</b> 1-Minute Video Views ▲100% from previous 365 days</p>	<p><b>2.6K</b> 3-Second Video Views ▲498% from previous 365 days</p>	<p><b>88</b> Video Engagement ▲60% from previous 365 days</p>	<p><b>58</b> Net Followers ▲9.43% from previous 365 days</p>
---	---	--	---	--





### Your audience at a glance



# PROJECT WET/ARIZONA WATER FESTIVAL



COOPERATIVE EXTENSION

Arizona Project WET

Arizona Water Festival

## 2020-2021 Impact Report Arizona Water Festivals



The Arizona Water Festival Program instills a deeper understanding of water in the earth system and Arizona's water resources.



It was a different kind of year, but together we were able to bring real learning opportunities to Arizona 4th graders virtually.



Arizona Water Festivals are made possible by dedicated sponsors and partners across the state of Arizona.

**STORM**  
Only rain in the stormdrain



Students transitioned to remote learning and AWF lessons were modified.



Online activation tools were launched at the start of the 2020-21 school year.

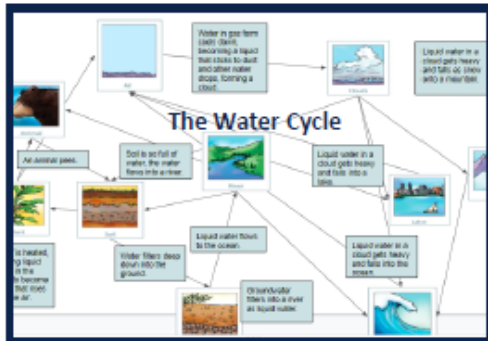


Sponsors created or shared 42 different videos teaching students about jobs in the water industry, their local water supply, and water treatment.

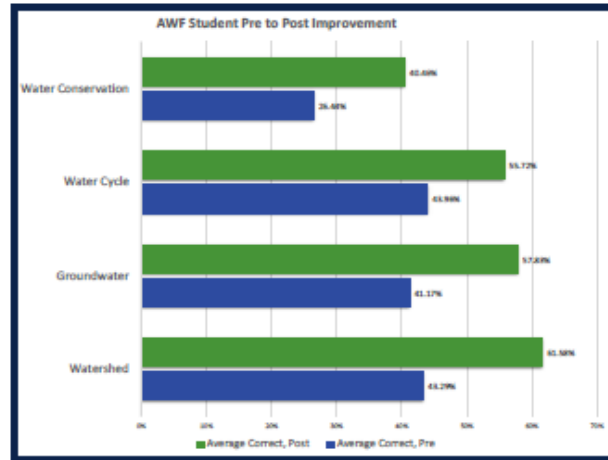




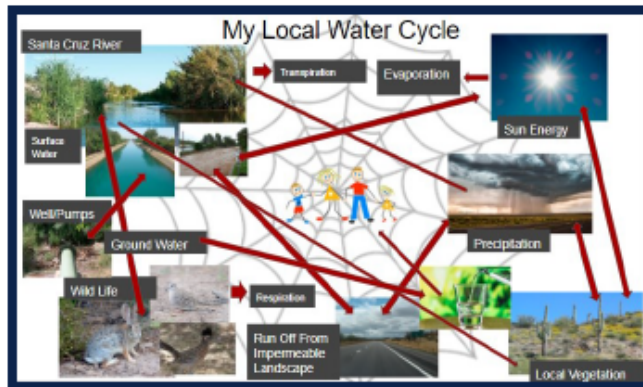
## Arizona Water Festivals develop water stewards!



**Students learned about Arizona's unique water cycle and how it impacts the availability of water!**

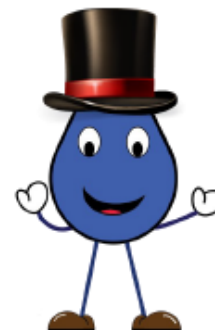


**Students showed pre- to post-unit water knowledge improvement!**



Students	Teachers	Parents	Volunteers
153,074	5,793	7,341	8,649

Teacher Survey Statements	Agree/Strongly Agree
The program increased my understanding of water science, use, and conservation.	87%
The program increased my students' understanding of water science, use, and conservation.	88%
My students can identify multiple ways to save water in their homes.	95%
My students are more likely to engage in water conserving habits as a result of participating in the Water Festival program.	83%



**Thank you to our sponsors, funders, and partners!**

