

STORM – Fiscal Year 2020 Annual Report (July 1, 2019 – June 30, 2020)

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. In Fiscal Year 2020, STORM members completed outreach via web, print, traditional and social media, and public events. The unprecedented events of 2020 presented STORM members with some exceptional challenges, but nonetheless, the coordination among the 24 member cities, towns, and non-traditional municipal separate storm sewer system owners or affiliates, resulted in the following highlights:

- Social Media and ABC15 Media Campaign – Reached a total 3,317,647 ad (1,300,000) and social media post (2,017,647) views with 27,313 clicks (engagements) including 126 stormwater related social media posts. STORM was able to leverage increased media viewership during the COVID-19 pandemic to maximize our advertising budget impact for a total of just 6 cents per ad view. Additionally, with our media partner ABC15, we were able to focus on a more targeted approach to increase the number of ad views. One example of this targeted approach is that all our advertisements were also produced in Spanish and directed at Spanish speaking households.
- Website – Received a total of 6,987 webpage views by 3,321 users during 3,867 sessions. A session is defined as a period of time a user is engaged in the website and the average session was 1 minute and 31 seconds.

MEMBERSHIP

ADOT, Apache Junction, Avondale, Buckeye, Casa Grande, Chandler, El Mirage, Fountain Hills, Gilbert, Glendale, Goodyear, Guadalupe, Luke Air Force Base, Maricopa County (Environmental Services and Flood Control District), Mesa, Paradise Valley, Peoria, Phoenix, Pinal County, Queen Creek, Scottsdale, Surprise, Tempe.

BUDGET

Table 1: Fiscal Year (FY) 2019 Financial Information

Total Revenue		Total Expenditures	
Beginning Balance FY20	\$39,300	Website, Facebook, ABC15	\$18213.75
Membership Dues Received	\$73,500	Educational Videos	\$
Less Dues Received in FY19	\$22,500	Promotional Items and Marketing	\$20039.09
		Administration and Accounting	\$1698.88
		Construction Seminars	\$
		NMSA Membership	\$1000
Total	\$90,300	Total	\$40,951.72

STATISTICS

Members meet bi-monthly on the fourth Tuesday at 1:30PM. These working meetings are the primary method of sharing relevant information about regulatory issues, identifying potential outreach events, updating committee



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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 also 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 (citizens, businesses, builders, manufacturers, etc.).

As all our lives and livelihoods have been 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 some challenges this past fiscal year that impacted our ability to reach the general public with our message of stormwater awareness. In previous years, members have leveraged our springtime annual increase in well-attended events to spread our message. Due to the unforeseen consequences of COVID-19, STORM members were only able to attend (2) two events (Town of Gilbert Outdoors Expo and the Odyssey Aquarium Conservation Expo). Between the (2) two events there was attendance measured at approximately 12,000 people. Additionally, plans to produce educational videos and marketing materials were put on hold until next fiscal year.

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 2 million more people through our ABC15 and social media campaigns. We were also able to save the money allotted for events, marketing materials, and educational videos and will maximize the impact of those dollars in the next fiscal year.

SOCIAL MEDIA CAMPAIGN

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 1,457,800 ad views and almost 27,313 clicks (engagement). View the attachments for specifics.

STORM members contributed time to post and interact with the public on the STORM social media pages. STORM posted 126 times with a reach of 21,545. It is worthwhile to note that when Facebook posts were boosted by ABC15, approximately 475,900 people were reached. Table 2 includes the top five posts, when they posted, how many reached and liked, and the topic.

Table 3. Top 5 Posts (click photo to link to each Facebook post)

Reach	Impressions	Engagement	Post
208,700	237,000	14,000	 Monsoon is almost he... May 18, 2020, ABC15 Arizona

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163,000	238,300	6,900	
665	670	9	
645	964	36	
617	750	12	

WEBSITE (AZSTORM.ORG)

STORM members continue to utilize the website azstorm.org as a centralized information hub for documents, calendars, social media posts, public information, and links to individual municipal member’s websites. The intuitively designed website is constructed with header links to stormwater 101 including basics on stormwater management; resources including our handouts, educational videos, and regulations; events calendars; an about us section describing our organization and links to member websites; as well as a sidebar that shows our social media posts.

In the last calendar year, the website had 6,987 page views from 3,321 visitors. The average time spent on the site was 1 minute and 31 seconds.

ATTACHMENTS

MARKETING, WEBSITE, FACEBOOK, AND ABC15 HIGHLIGHTS

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Promotional Items (10,000 Each): Total Cost \$18,663

Key Chain Ponchos	Reusable Straws	Stylus Pens
		

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AZSTORM.ORG Website Analytics

Analytics <http://www.azstorm.org>
www.azstorm.org

[Go to report](#)

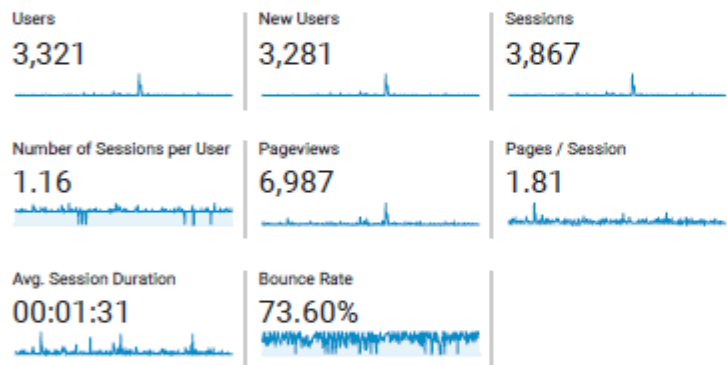
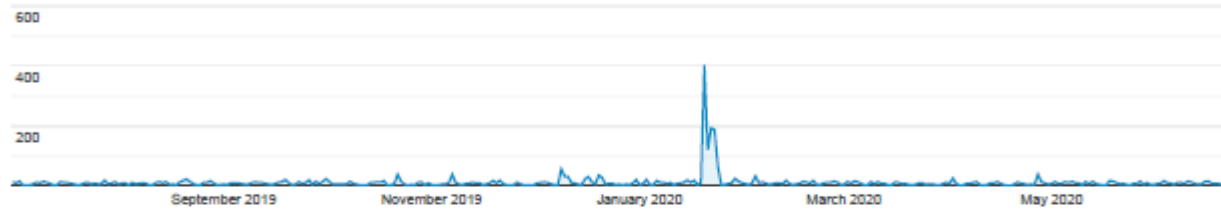
Audience Overview

All Users
100.00% Users

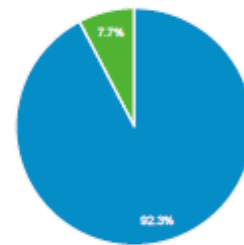
Jul 1, 2019 - Jun 21, 2020

Overview

Users

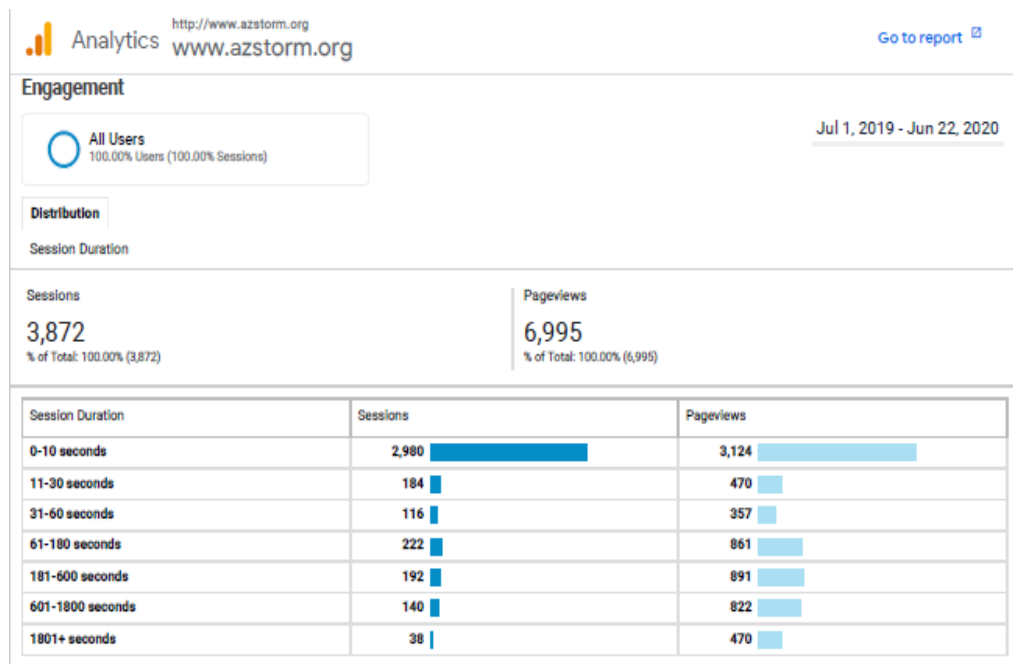


■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	3,032	91.30%
2. en-gb	80	2.41%
3. en	31	0.93%
4. zh-cn	21	0.63%
5. es-us	18	0.54%
6. es-xl	15	0.45%
7. en-ca	11	0.33%
8. it-it	11	0.33%
9. de	10	0.30%
10. de-de	9	0.27%

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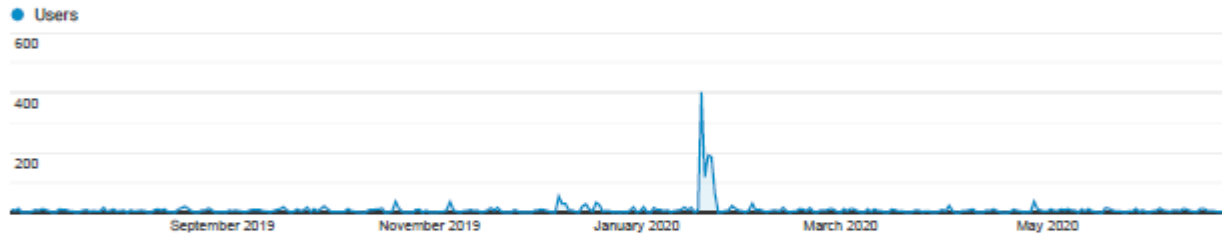
Overview

All Users
100.00% Users

Jul 1, 2019 - Jun 22, 2020

Explorer

Summary




Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,325 % of Total: 100.00% (3,325)	3,287 % of Total: 100.06% (3,285)	3,872 % of Total: 100.00% (3,872)	73.58% Avg for View: 73.58% (0.00%)	1.81 Avg for View: 1.81 (0.00%)	00:01:31 Avg for View: 00:01:31 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	2,115 (63.61%)	2,081 (63.31%)	2,579 (66.61%)	69.25%	2.03	00:01:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	1,124 (33.80%)	1,122 (34.13%)	1,199 (30.97%)	83.15%	1.34	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	86 (2.59%)	84 (2.56%)	94 (2.43%)	70.21%	1.65	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)

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Example Facebook Posts

STORM AZ Stormwater Outreach for Regional Municipalities
Published by Christina Hoppes [?] · February 21 · 🌐

We ❤️ to see our neighbors being stormwater savvy!!
#BeStormwaterSmart too. When it it drips use a drip pan!



20,087 People Reached

264 Reactions, Comments & Shares 🗨️

224 Like	222 On Post	2 On Shares
8 Love	8 On Post	0 On Shares
6 Haha	6 On Post	0 On Shares
5 Wow	5 On Post	0 On Shares
5 Comments	5 On Post	0 On Shares
16 Shares	16 On Post	0 On Shares

91 Post Clicks

36 Photo Views	0 Link Clicks 🗨️	55 Other Clicks 🗨️
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NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

20,087
People Reached

355
Engagements


[Boost Again](#)

Boosted on Feb 21, 2020 Completed
By Christina Hoppes

People Reached	19.4K	Post Engagement	3.0K
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[View Results](#)

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AZ Stormwater Outreach for Regional Municipalities

Published by Scott Mendenhall [?] · June 16 at 4:57 PM · 🌐

⋮

With monsoon storms right around the corner, make sure no yard waste will be washed into the street or gutters.



✔ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

1,152
People Reached

49
Engagements

Boost Post

12

6 Shares

Performance for Your Post

1,152 People Reached

33 Reactions, Comments & Shares ⓘ

26 Like	12 On Post	14 On Shares
1 Love	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

16 Post Clicks

5 Photo Views	0 Link Clicks ⓘ	11 Other Clicks ⓘ
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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


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AZ Stormwater Outreach for Regional Municipalities

Published by Scott Mendenhall [?] · March 3 · 🌐

⋮

It is estimated that one gallon of oil can pollute 1 million gallons of water. We all need to help keep oil out of the storm sewer systems.



✔ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

762
People Reached

58
Engagements

Boost Post

9

7 Shares

Like

Comment

Share

⋮

Performance for Your Post

762 People Reached

37 Reactions, Comments & Shares i

19 Like	9 On Post	10 On Shares
5 Wow	0 On Post	5 On Shares
2 Sad	0 On Post	2 On Shares
1 Angry	0 On Post	1 On Shares
3 Comments	0 On Post	3 On Shares
7 Shares	7 On Post	0 On Shares

21 Post Clicks

1 Photo Views	0 Link Clicks i	20 Other Clicks i
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NEGATIVE FEEDBACK

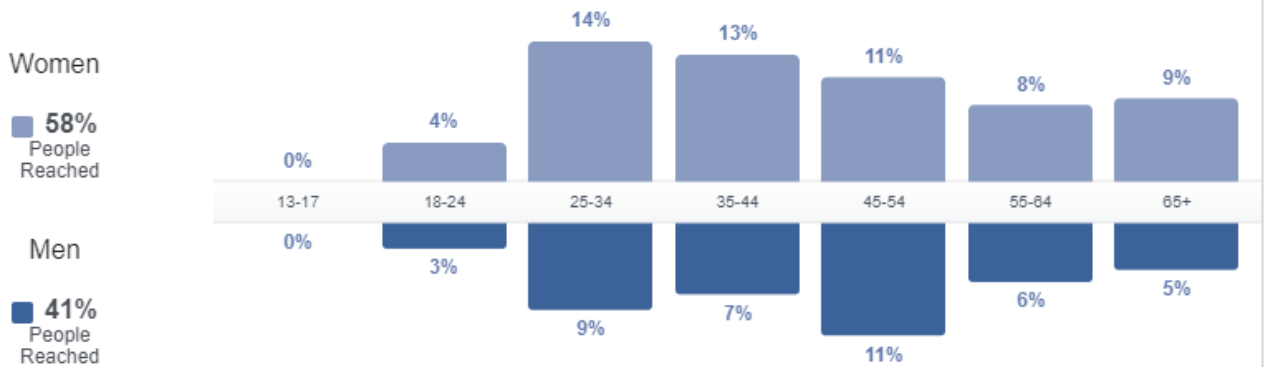
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

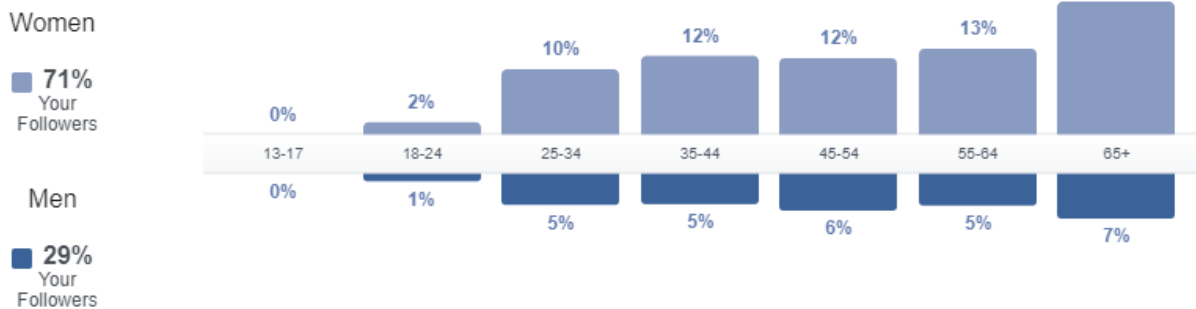
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Facebook Analytics

The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.

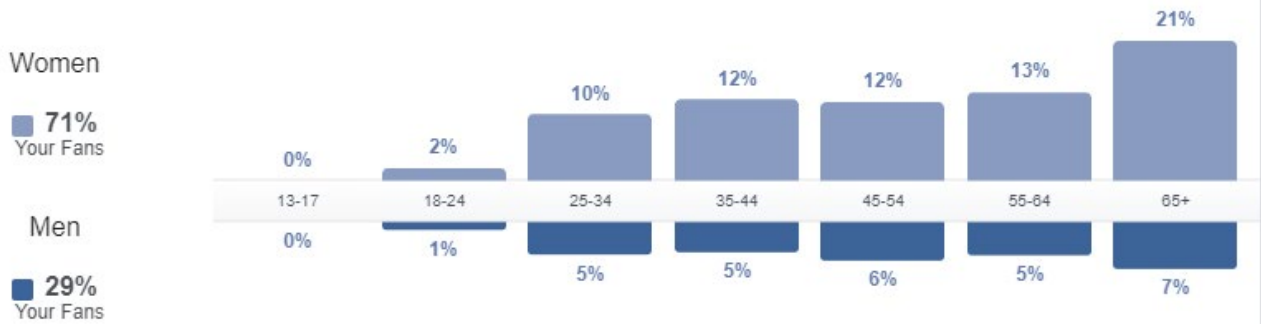


The people who follow your Page. This number is an estimate.

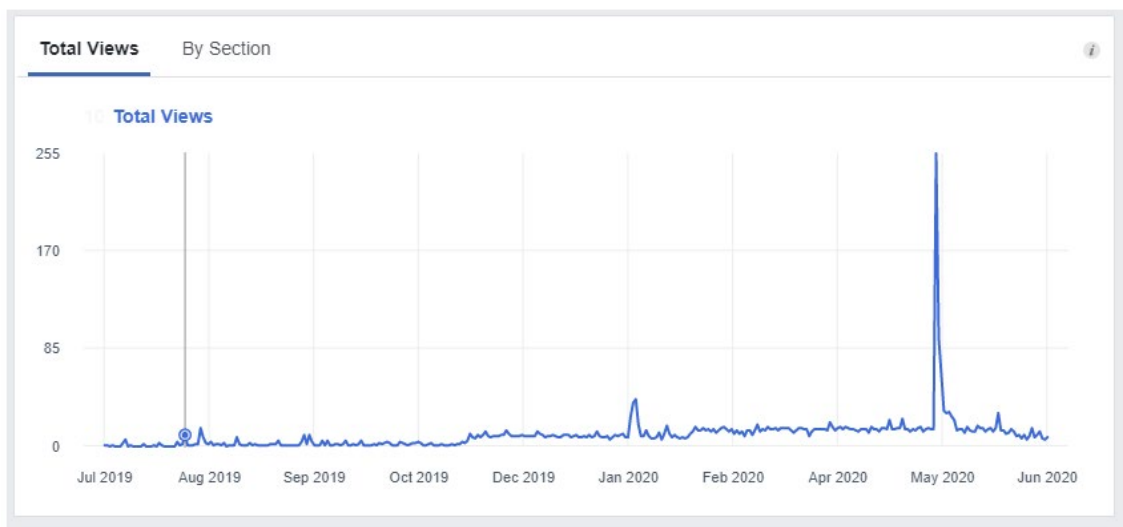


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The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,717	Phoenix, AZ	509	English (US)	1,639
Mexico	5	Mesa, AZ	123	Spanish	63
Canada	4	Gilbert, AZ	42	English (UK)	25
Japan	2	Chandler, AZ	35	Spanish (Spain)	7
Philippines	2	Scottsdale, AZ	33	Portuguese (Brazil)	4
Nigeria	2	Casa Grande, AZ	32	French (France)	4
Puerto Rico	1	Bullhead City, AZ	31	German	2
Taiwan	1	Kingman, AZ	29	Arabic	1



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ABC15 Campaign

EMAIL

Delivered	123,236
Opens	17,343
Clicks	3,447



How much do you know about the Monsoon?

Take the Quiz and be entered to win a 2-night stay at The Arabella Sedona!

TAKE THE QUIZ

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People Reached: 208,651

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

Reactions, Comments, Shares: 4,910

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

Post Clicks: 9,065

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

Engagements: 13,975

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

ABC15 Arizona
Paid Partnership · 🌐

🌧️ Monsoon is almost here!

How much do you know about Arizona's storm season? Take this FUN quiz from AZ Stormwater Outreach for Regional Municipalities and you could win a 2-night stay at the The Arabella Sedona! FREE to play! #abc15sponsor — with AZ Stormwater Outreach for Regional Municipalities.

WOOBX.COM
AZ STORM: How much do you know about the monsoon?
REMEMBER: Only RAIN in the storm drain!

208,651	13,975	Boost Post
People Reached	Engagements	

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People Reached: 270,196

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

Reactions, Comments, Shares: 622

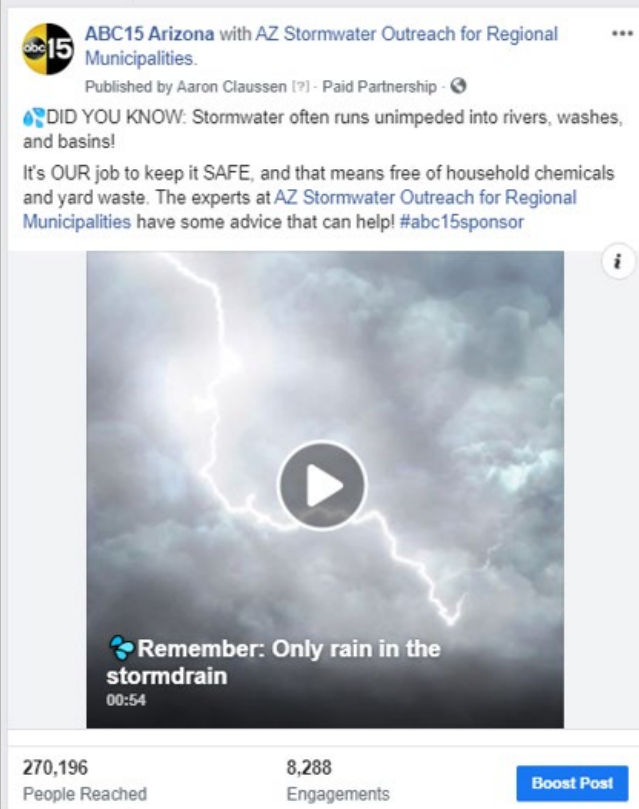
A total of the Reactions (Like, Love, Haha, etc.), Comments on your post, and people who Shared your post.

Post Clicks: 7,628

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


Engagements: 8,288

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



abc15 ABC15 Arizona with AZ Stormwater Outreach for Regional Municipalities. ...
Published by Aaron Claussen [?] · Paid Partnership ·

DID YOU KNOW: Stormwater often runs unimpeded into rivers, washes, and basins!
It's OUR job to keep it SAFE, and that means free of household chemicals and yard waste. The experts at AZ Stormwater Outreach for Regional Municipalities have some advice that can help! #abc15sponsor


Remember: Only rain in the stormdrain
00:54

270,196 People Reached 8,288 Engagements [Boost Post](#)

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High Impact Unit – 5/19

Impressions Total	295,062
Clicks	609
CTR	.20%



High Impact Unit – 5/28

Impressions Total	560,655
Clicks	964
CTR	.17%



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Quiz



Entries	3,703
What percentage of central Arizona's Rainfall happens during the monsoons months?	31% answered 50%
Stormwater is sent to a treatment plant before it discharges into the local waterways.	53% answered FALSE
Stormwater runoff from monsoon rain events flows untreated into:	84% answered Parks, canals, rivers/washes, and community lakes.
Litter and pollutants on roadways will be carried by monsoon storms into local waterways.	91% answered TRUE
What can I do at home to prevent monsoon storms from creating polluted stormwater runoff?	96% answered pick up after my pet, Store chemicals inside, and Keep my outdoor refuse/trash container closed
Monsoon storms are generally short lived and more intense than storms during other times of the year.	91% answered TRUE
Flooding in low lying areas and flash flooding in steep areas can occur during monsoon storms.	98% answered TRUE
Sometimes monsoon storms are just heavy winds and dust. What should you do with landscaping debris after a wind storm?	98% answered pick it up, to prevent added nutrients and causing clogs in the storm drain system.