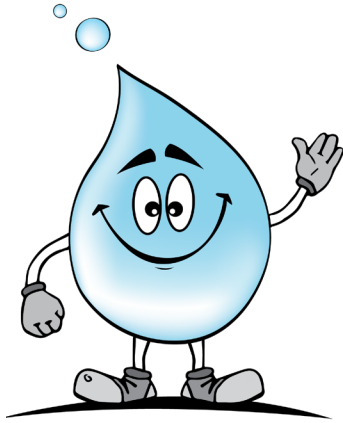


SALT LAKE COUNTY STORMWATER COALITION

ANNUAL REPORT 2019-2020

FOR THE PERIOD JULY 1, 2019- JUNE 30, 2020



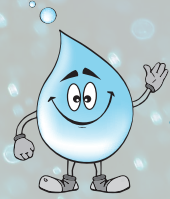


SALT LAKE COUNTY STORMWATER COALITION

WE ALL LIVE DOWNSTREAM

www.stormwatercoalition.org





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Executive Summary

The purpose of the Salt Lake County (SLCo) Stormwater Coalition Annual Report is to communicate required information and details regarding the status of compliance of permit conditions, as well as to provide a review of Coalition programs, activities and functions within the Jordan Valley MS4 UPDES permits working toward the achievement of measurable goals for Minimum Control Measures 1) public education and outreach, and 2) public participation and involvement. This report covers the period of July 1, 2019 to June 30, 2020.



2019-2020 SLCo Stormwater Coalition Composition

The Stormwater Coalition is comprised of 21 stakeholder municipalities and entities located within the Jordan River Watershed. The group is represented by:

Salt Lake County Public Works Engineering and Flood Control- Robert Thompson, Steve Burgon, Joshua Michael
Bluffdale- Dan Tracer, Michael Fazio
Cottonwood Heights, Michael Mirabella
Draper- Lucas Fowler
Herriman- Jory Howell, Simeon Miller
Holladay- Jared Bunch
Midvale- David Clark
Millcreek- Dan Drumiler
Murray- Lynn Potter
Riverton- Tom Beesley
Salt Lake City- Greg Archuleta, Eric Castrejon
Sandy- Dawn Barbee
South Jordan- Carl Schweizer
South Salt Lake- Dennis Pay, Corby Talbot
Taylorsville- Mark Stenquist, Ben White
West Jordan- Richard Ramirez
West Valley City- Dan Johnson, Hilary Venible
Utah Department of Transportation (UDOT), Nate Nichols
Greater Salt Lake Municipal Services District- Greg Baptist, Bart Barker
Veterans Administration/Veterans Hospital (Salt Lake) Salt Lake City Regional
Department of Affairs and Health Care System- Lisa Huston

Background

The Salt Lake County Stormwater Coalition was established in 1995 in order to propel strategic and concerted efforts regarding Minimum Control Measures (MCMs) 1) public education and outreach, and 2) public participation and involvement. Members meet monthly, and via Zoom online video conferencing as of April 2020. The cohesive group works together with a specific set of objectives to coordinate and combine resources in order to expand the capacity and bandwidth of the municipalities/entities to meet MCMs 1 & 2.

Salt Lake County Public Works Engineering is the Administrator and Coordinator of the shared UPDES MS4 permits education, outreach, participation and involvement (PIE) requirements. The Stormwater Coalition is the main entity of these programs under County management, which is crucial for compliance with the MS4 permits.

Stormwater Coalition Approach

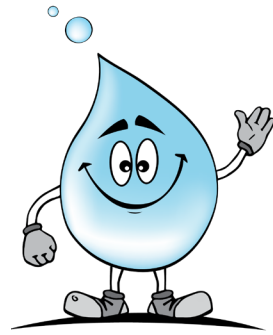
Salt Lake County Public Works Engineering Division administers the Stormwater Coalition and serves as a backbone organization for coalition member municipalities and other member organizations. On behalf of the Coalition, in 2018, Salt Lake County engaged Social Marketing Consultants (SMC), a public relations and consulting firm, to help meet requirements of the Jordan Valley MS4 UPDES permits and to particularly to continue and expand successful implementation and further development of public information, education, participation and involvement.

The primary goals of the Stormwater Coalition:

1. Increase awareness regarding the significance of nonpoint source stormwater pollution
2. Affect positive behavior changes among specific audiences, emphasizing their role in keeping stormwater pollutants such as sediments, oil and greases, surfactants, fertilizers, pet waste, industry byproducts and other contaminants from entering the storm drain system which discharges to water bodies throughout Salt Lake County and the State of Utah
3. Align efforts with and meet requirements for Minimum Control Measures 1) public education and outreach, and 2) public participation and involvement within the Utah General Stormwater Permit, issued February 26, 2020.

Stormwater Coalition members contribute to and engage in implementation of evidence-based methods (such as Best Management Practices), outreach practices, shared financial resources, problem solving ideas, The Stormwater Coalition engages in partnership work that requires stakeholders to adopt specific tenants in their work together in order to accomplish a common purpose.





**SALT LAKE COUNTY
STORMWATER COALITION**
**WE ALL LIVE
DOWNSTREAM**
www.stormwatercoalition.org

The Coalition has a spokes-character named Droplet, that acts as the logo and icon of SLCo stormwater pollution prevention messaging, along with the slogan “We All Live Downstream” and hashtags #WeAllLiveDownstream, #Yardcare, #DontTrashOurStormwater, etc. pertaining to the message or BMP which is the subject of a specific campaign, directed to an identified audience or behavior in order to maintain SLCo Stormwater Coalition recognition and identity over the reporting period and throughout its outreach, education, engagement and messaging efforts. These include:

1. Implementation non-technical information programs to educate the general public including: residents, homeowners, and businesses about aspects of stormwater pollution and its abatement and control;
2. Implementation of technical education program for residents, institutions, industrial and commercial facilities, developers and contractors and MS4-owned or operated facilities on the water quality aspects of stormwater runoff and methods for improvement;
3. Implementation of training programs for public sector personnel for the protection of stormwater quality;
4. Engagement and education of teachers and students;
5. Outreach and engagement through social media platforms, including the SLCo Stormwater Coalition website, Facebook, Twitter, and Instagram;
6. Distribution of guidance documents and other items that promote stormwater best management practices;
7. Presentations and/or activities at various community and civic events;
8. Public Service Ads/TV Commercials;
9. Public Service Ads during movie theater previews;
10. Best Management Practices messaging on digital billboards;
11. Best Management Practices messaging on UTA Bus banners;
12. SLCo Stormwater Coalition podcast, Untreated;
13. Engagement of municipal stormwater representatives in monthly stormwater coalition meetings;
14. Implementation, followed by data collection using common metrics measure key drivers of behavior change or indicators of success (social indicators) to accomplish compliance with MCM’s 1 & 2;
15. Support of the efforts of the Salt Lake County Health Department and municipal follow up on Illicit Discharge Detection and Elimination (IDDE), and support of collection and disposal efforts of entities that collect Household Hazardous Waste, Recycling and Used Oil;
16. Participation in activities other than those named above, that are aligned with the intent and goals of Salt Lake County and Stormwater Coalition members in complying with the UPDES Stormwater Discharge permits.

Conclusion

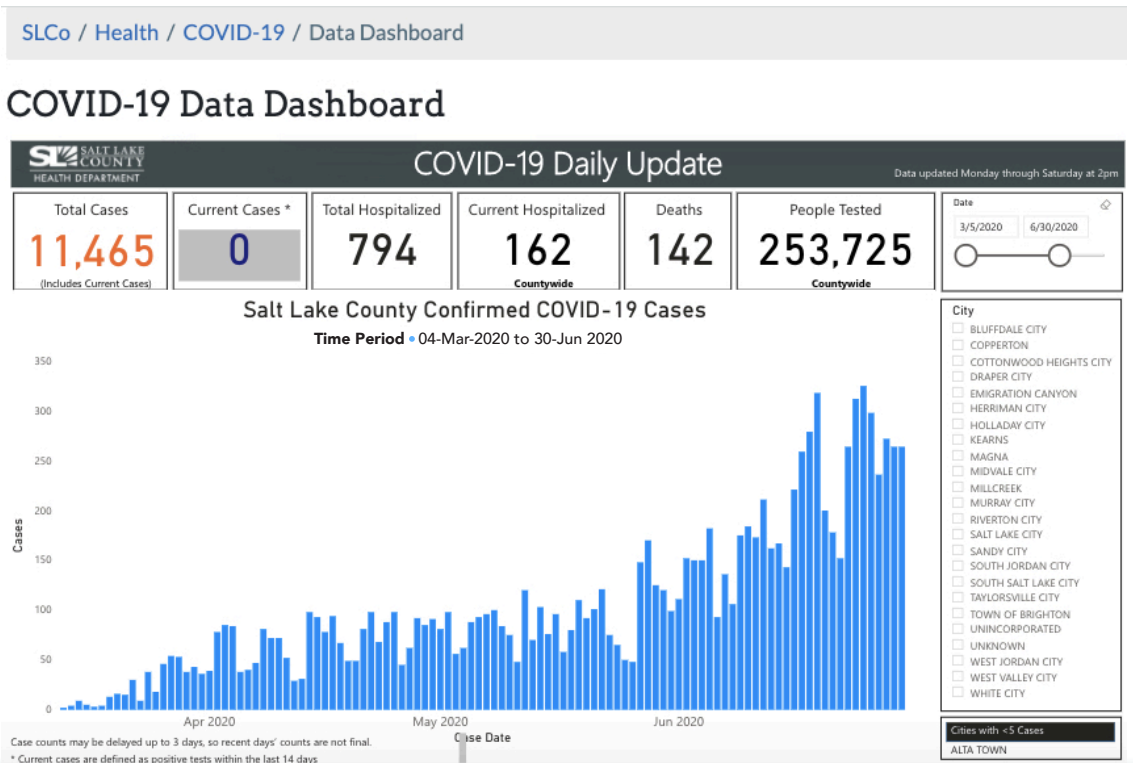
Through approaches described above, the Salt Lake County Stormwater Coalition will continue to make strides in reaching its prescribed target audiences and the general public with critical stormwater quality and pollution prevention messages. The Coalition will persist in expanding its engagement and outreach along with execution of its strategy to educate a larger number of students and residents of Salt Lake County. Through delivery of non-technical information programs; training programs; coalition website and other social media platforms; traditional media and nontraditional media messaging; production/distribution of regulatory and guidance documents; distribution of information and promotional products; facilitation and participation in community events; engagement of teachers and students; and continuous improvements in coalition function and efficacy, the Salt Lake County Stormwater Coalition will continue to meet the Jordan Valley MS4 UPDES MCM's 1&2 permits requirements.


Note: A stormwater public telephone survey was conducted during the 2017-18 reporting period and a new survey will be delivered in October 2020 (delayed from delivery in April). The Coalition is planning for a bi-annual survey. The 2020 survey will provide next data set in moving toward collecting and reporting trend data for Minimum Control Measures 1 & 2 and Social Indicators for the Salt Lake County Stormwater Coalition. The 2017-18 survey results and the questions for the 2020 survey can be viewed online at <https://stormwatercoalition.org/survey>

Salt Lake County Coalition in the time of the COVID-19 pandemic:

During the early months of 2020, along with the rest of the world, the Coalition received news reports and waited for directives from county and state leaders regarding the potential impact of a new novel coronavirus. The timeline below outlines Covid-19 responses, intersecting with SLCo Stormwater Coalition business:

- January 29, 2020- The Utah Department of Health activates its Department Operations Center to actively prepare for the response to COVID-19 in Utah¹
- January 30, 2020- The World Health Organization declares a global Public Health Emergency of International Concern with coronavirus cases confirmed in 18 countries²
- January 31, 2020- US DHHS Director Alex Azar declares public health emergency for USA³
- February 20, 2020- The Utah Division of Emergency Management raises its EOC activation to Enhanced Activation⁴



- 
- February 26, 2020- Utah DWQ Director, Erica Gaddis, issues and signs into effect a new Utah MS4 General Stormwater Permit⁵
 - March 4, 2020- SLCo Health Department data dashboard begins demonstrating COVID-19 case and spread information countywide⁶
 - March 6, 2020- Utah Governor, Gary Herbert, declares a state of emergency⁷
 - March 11, 2020- World Health Organization declares COVID-19 a global pandemic⁸
 - March 13, 2020- Governor Herbert announces a “soft closure” of schools statewide, followed by order for restaurants & bars to suspend dine in service⁹
 - March 13, 2020- Salt Lake County announces closure of SLCo government offices—move to work from home when possible. Public works, streets, storm water, sanitation employees, and others are deemed as essential infrastructure workers instructed to work in the field (ongoing) taking personal precautions as outlined in the bulleted list below this section¹⁰
 - March 16, 2020- SLCo Mayor Jennifer Wilson and SLCo Health Department Executive Director Gary Edwards issue a proclamation declaring a State of Emergency and invoking emergency powers in Salt Lake County due to a public health emergency¹¹
 - March 17 & April 9, 2020 SLCo Stormwater Coalition leadership suspends regular March Coalition meeting, agrees to meet via telephone weekly for next 4 weeks to facilitate coordination during the pandemic. Interim plan is made to have full coalition membership meet monthly at regular meeting time (3rd Wednesday at 10:30 a.m.) via Zoom, to follow-up with notes and assignments via phone and email communication, to continue scheduling for 2020-21 stormwater outreach and public information, mass media and social media messaging, and to follow SLCo directives, as communicated by Robert Thompson, SLCo Engineering and Flood Control, who serves as the coalition coordinator. (ongoing)¹²
 - March 18, 2020- At 7:09 a.m., a Magnitude 5.7 earthquake strikes the Salt Lake City metro area with an epicenter 3.1 miles north of Magna, Utah¹³. 8,200 U.S. gallons (31,000 L) hydrochloric acid leaked from a tank at Kennecott Utah Copper’s refinery in Magna due to the earthquake, which authorities said was confined to the facility and did not impact public safety.¹⁴
 - March 24, 2020- Governor Herbert releases “Utah Leads Together”, his comprehensive task force plan to mitigate the economic consequences of COVID-19 and return Utah to the record-setting growth it enjoyed prior to the pandemic. (3 additional volumes, 2.0, 3.0 and 4.0, were issued before June 30)¹⁵
 - March 26, 2020- EPA Assistant Administrator for Enforcement and Compliance Assurance, Susan Parker Bodine, issues memorandum regarding COVID-19 Implications for EPA’s Enforcement and Compliance Assurances, including wastewater discharges¹⁶
 - March 27, 2020- Governor Herbert issues “Stay Safe, Stay Home” directive to all Utahns¹⁷
 - March 27, 2020- EPA Administrator Andrew Wheeler sends a letter to Governors requesting that water and wastewater workers are considered essential workers and businesses by state authorities when enacting restrictions to curb the spread of COVID-19.¹⁸
 - April 3, 2020- Utah Government Offices, including Division of Environmental Quality, close to public to limit person to person contact to slow the spread of COVID-19.¹⁹
 - June 30, 2020- The state of Utah is continuing to operate according to a Color-Coded health guidance system that has been developed to guide health behaviors for individuals and businesses. Each level is guided by a rigorous measurement system which may be different by each region, county, city, or community. As of June 30, Salt Lake County is considered yellow, or low level of restriction, and Salt Lake City is considered orange, or moderate level of restriction.²⁰

SLCo Stormwater Coalition is working at near-full capacity and making accommodations as necessary in accordance with Utah Leads Together, Utah Governor Gary Herbert's comprehensive task force plan for the general public and businesses to maximize public health and economic reactivation, and mitigate health and economic consequences of COVID-19, and Salt Lake County Public Health Orders, which align with the Phased Guidelines for the General Public and Businesses to Maximize Public Health and Economic Reactivation, and include (but are not limited to):

- Use of online conferencing, email, or telephone in place of in-person meetings;
- Encouraging use of face coverings;
- Maintain physical distancing of 6 feet when in person attendance is necessary
- Enhanced hygiene and sanitization practices;
- Regularly reminding coalition members to follow distancing guidelines; and
- Encouraging digital files rather than paper formats (e.g. agendas, notes, documentation, inspections, forms, etc.)

Utah's Health Guidance System

Color-Coded Restriction Levels

Utah's social distancing efforts to slow the spread of COVID-19 have been working. Forward progress won't be instant like flipping a switch. It'll be more like gradually moving a dial.

A color-coded health guidance system has been developed by the State of Utah to guide health behaviors for individuals and businesses. Each level of the dial is guided by a rigorous measurement system which can be different by each region, county, city, or community. Find specific guidelines for your area below.

Higher-risk individuals operate under stricter instructions because they are more likely to suffer severe illness from COVID-19.



<https://coronavirus.utah.gov/utahs-health-guidance-system/>

SLCo Coalition contact information:

Salt Lake County Stormwater Coalition
2001 South State Street N3-120
Salt Lake City, Utah 84190
385-468-6645
Contact: Steve Burgon
Email: sburgon@slco.org

Report Stormwater violations: 385-468-3862

New Utah General Stormwater Permit Alignment

On February 26, 2020, the State of Utah Department of Environmental Quality, Division of Water Quality issued a new modified general stormwater permit, #UTS0000001, for Jordan Valley Municipal Separate Storm Sewer Systems (MS4s) detailing conditions for authorization and notice of intent requirements for stormwater discharges into Utah waterways in compliance with the provisions of the Utah Water Quality Act and the Federal Water Pollution Control Act.

For the purposes of for Minimum Control Measures 1) public education and outreach, and 2) public participation and involvement, changes as a result of the permit include a renewed coalition commitment regarding the Jordan Valley Municipalities included in the Storm Water Permit. The Coalition will:

- Intensify its initiatives that actively reach out to identified targeted audiences and targeted sources, and will provide appropriate and relevant information and education
- Enhance its public education and outreach programs, which promote engagement and behavior change by the public to reduce water quality impacts associated with pollutants in storm water runoff and illicit discharges
- Continue to ensure that its outreach and educational efforts include a multimedia approach and are targeted and presented to specific audiences for increased effectiveness
- Implement and document education and outreach for the following four audiences: (1) residents, (2) institutions, industrial and commercial facilities, (3) developers and contractors (construction), and (4) MS4-owned or operated facilities.



Over the coming year, the SLCo Stormwater Coalition will develop written documentation and/or rationale as to why particular BMPs were chosen for its public education and outreach programs, as well as developing and using tools to thoroughly demonstrate all activities, frequency of activities, content of public education and quantity and quality of outreach deliverables.

A current version of the new permit document has been posted on the front page of the stormwatercoalition.org website. The online SWMP document is and shall remain on the website for the entire permit term. In order for the public to review and provide input for the life of the Permit, the online SWMP document indicates a contact person and phone number and email address for the purpose of allowing for input or questions. The Coalition will continue to comply with State and Local public notice requirements when implementing public involvement/participation programs as outlined in the 5-year Coalition Action Plan which can be viewed at stormwatercoalition.org/coalitionmembers

1. Non-Technical Information Programs for the General Public

Best Management Practices for Residents and Homeowners

Throughout 2019-2020, The SLCo Stormwater Coalition utilized its branded resources and materials to provide Best Management Practices (BMP) information during the reporting period and distributed via various outlets, such as displayed at community events, printed on reusable grocery bags, a file was also created for use by coalition members for use in any stormwater-related correspondence with the objective of providing easy to read, easy to recognize, and easy to adopt behaviors that address nonpoint source stormwater pollution and that meet stormwater permits requirements.

WE ALL LIVE DOWNSTREAM

-  **BAG AND TRASH PET WASTE**
-  **MULCH OR COMPOST MOWED GRASS. CONSIDER XERISCAPING**
-  **PICK UP AND THROW AWAY TRASH. RECYCLE GLASS AND PLASTICS**
-  **RECYCLE OIL & USE COMMERCIAL CAR WASH**
-  **USE HOUSEHOLD CHEMICALS SPARINGLY & SAFELY DISPOSE**

 www.stormwatercoalition.org

Figure 1.0- 5 Best Management Practices for SLCo Residents- easily identifiable icons with graphics

The Stormwater Coalition utilized EPA guidance to decide what Best Management Practices would be the focus for the information, education, involvement and outreach efforts.

EPA's National Menu of Best Management Practices (BMPs) for Stormwater offers the following advice, implemented by the SLCo Stormwater Coalition, "Effective stormwater management often occurs by using a holistic system management approach. This approach takes into account the effectiveness of each stormwater practice, the costs of each practice, and resulting overall cost and effectiveness rather than looking at each practice in isolation. Some individual practices may not be effective alone but, in combination with others, may provide a key function in highly effective systems. Phase II MS4s are required to educate their communities on the pollution potential of common activities, and increase awareness of the direct links between land activities, rainfall-runoff, storm drains, and their local water resources. The education programs must include clear guidance on steps and specific actions to be taken to reduce stormwater pollution-potential. The benefits of public education efforts cannot be understated, especially on topics such as "nonpoint source" or "stormwater" pollution." <https://www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater#edu>



Figure 1.1- BMP messages were hung in city parks throughout the SL Valley. Shown above located at Memory Grove, the Soccer Complex at 8000 So 4000 West in West Jordan and at 3000 South and 500 East in South Salt Lake

2. Implementation of Technical Education Program

Technical education programs for developers, planners, architects, engineers, municipal employees, elected officials, and community leaders, etc. on the water quality aspects of stormwater runoff and methods for improvement included utilization of the Municipal Online Stormwater Training <https://mostcenter.umd.edu/resources>, SLCo Guidance Documents <https://slco.org/engineering/stormwater/guidance-documents/>, information from EPA, and results of informal surveys with coalition partners about needs in their cities. The Stormwater Coalition has developed online resources for use in meetings and technical trainings, in addition to utilizing an in-house 12-minute SWPPP video for Contactors. The video along with a quiz, quiz answers and a SWPPP Notice of Intent Template can be found on the Stormwater Coalition website at: <https://stormwatercoalition.org/coalitionmembers>

The bundle of information is designed to outline the requirements for containing runoff from construction areas, and to be used by Coalition member cities as part of the permitting process for construction sites.



Figure 2.0- SLCo Stormwater Coalition SWPPP training video

3. Implementation of Training Programs for Public Sector Personnel

During the reporting period, for implementation of training programs for public sector personnel (municipal operations and public works departments), protection of stormwater quality, as one example, the Coalition utilized an online training program for Municipal Employees designed, built and implemented by Salt Lake County. The document can be viewed at: <https://slco.org/globalassets/1-site-files/engineering/stormwater-training-.pdf>

This program includes 9 major components:

1. Public Education and Outreach
2. Public Participation and Involvement
3. Illicit Discharge Detection and Elimination
4. Construction site run-off control
5. Post Construction Management or Long-Term Stormwater Management
6. Good Housekeeping and Pollution Prevention
7. Industrial and Commercial Program
8. Water Quality monitoring
9. Administration: Documentation, Reporting and Training

More than 800 employees, who are required to be trained annually on these subjects, have been successfully trained and have passed a mandatory quiz for each module, so that the employee can show knowledge and retention about keeping stormwater clean while on the job.



Figure 3.0-Stormwater Training

4. Educational Engagement: Salt Lake County Students and educators

This year, Salt Lake County Stormwater Coalition has worked with Utah Society for Environmental Education to develop a new stormwater curriculum. New Utah Core Science Standards have been adopted that align with strands for 6th grade. The Utah Science and Engineering Education (SEEd) standards were written by Utah educators and scientists, using a wide array of resources and expertise. A great deal is known about good science instruction, and the writing team used sources including a Framework for K–12 Science Education, the Next Generation Science Standards and related works to craft research-based standards for Utah students. These standards include developmentally appropriate progressions that foster learning that is simultaneously age-appropriate and enduring. The aim is to address what an educated citizenry should know and understand to embrace the value of scientific thinking and make informed decisions. The SEEd standards are founded on what science is, how science is learned, and the multiple dimensions of scientific work.

The Salt Lake County Stormwater Curriculum guide incorporates lesson plans and activity ideas, lesson extensions, and environmental education best practices, along with SEEd specific strands, pre and post lesson evaluations to guide 6th grade students through essential questions designed to: engage, explore, explain, elaborate and evaluate:



- What is stormwater?
- What do you know about water quality?
- Can you describe a watershed?
- Does stormwater have the same effects in cities as in forests?
- What are some of the pollutants that could be transported by stormwater in cities?
- What effect(s) will stormwater pollutants have on living organisms in aquatic ecosystems?
- Will pollution from stormwater have lasting impacts on water quality in aquatic ecosystems?
- How are humans impacted by stormwater and water quality?
- What are some possible solutions to improve water quality and impacts of stormwater in urban and suburban environments?

Certified teachers are currently reviewing the curriculum, and final edits/graphics are being completed. In fall of 2020, teacher training will occur and the curriculum will be officially launched.

5. Outreach and Engagement through Social Media Platforms

Website

The Stormwater Coalition hosts a website, stormwatercoalition.org, which includes an outward facing public site and an inward facing internal site for coalition members and partners (<https://stormwatercoalition.org/coalitionmembers>). The site has continued to develop over the last year, honing-in on and refining resources requested and needed by Coalition members. The site uses Squarespace as its platform, which allows for easy editing and additional page creation and customization as needed. The website features specific resources for target audiences and has a clean look and logical navigation for page visitors.

In addition to providing BMP's and content for specific audiences, site updates and new resources are reviewed by those in attendance at monthly coalition meetings, The site is reviewed and updated weekly, to delete any expiring content and post new relevant content/links that coalition members have recently identified as quality or relevant resources, videos, ideas, and training that meet or exceed the requirements of MCM's 1 and 2.

Figure 5.0-
Stormwatercoalition.org Home Page

The stormwatercoalition.org website is the most visible and accessible outward-facing medium of all coalition communication, so we strive maintain a holistic approach that both interacts and supports all aspects of the coalition’s branding, marketing, social media, videos, written materials and other outreach efforts. We work to ensure that the site reflects the same vision strategies and tactics, same feel, and can be easily identified as a SLCo Stormwater Coalition effort. We strive to ensure that the site is a vehicle for delivery of a clear message that is achievable, hopeful and (where appropriate) enforceable—committing, whether a marketing/messaging effort, outreach campaign, or items as displays or take-aways at a coalition city event that all will reflect the unified approach.



Website Posting and Updates of Regulatory Content - Stormwater/UPDES information is regularly posted and updated on the stormwater coalition website. There is a specific page where all regulatory information is posted, and links appear throughout the website, as appropriate. The regulatory content site can be found under the “Learn” section of the website, at: <https://stormwatercoalition.org/stormwater-regulatory-information>. As older documents expire, they are replaced by new ones, and since the page is text-heavy, the most relevant and recent information is listed toward the top of the page.

Social Media Management and Content Creation

The Stormwater Coalition uses Hootsuite Social Media Management to coordinate, pre-schedule SLCo Stormwater Coalition posts (all components are developed in an Editorial Calendar, and posted all together for coordination and analytics. The Coalition has Facebook (“We All Live Downstream”), Twitter (@MrDroplet), and Instagram (“Wealllivedownstream”) accounts, on which new posts occur approximately 3 days/week. The Social Media platforms also feature hashtags #WeAllLiveDownstream, #Yardcare, #DontTrashOurStormwater, #DoALittleHelpALot, #KeepTheWaterMoving, #RakeEmUp, #ReduceRunoff, #StormwaterCarCare, #ScoopThePoop, and #SLCoStormwaterCoalition.

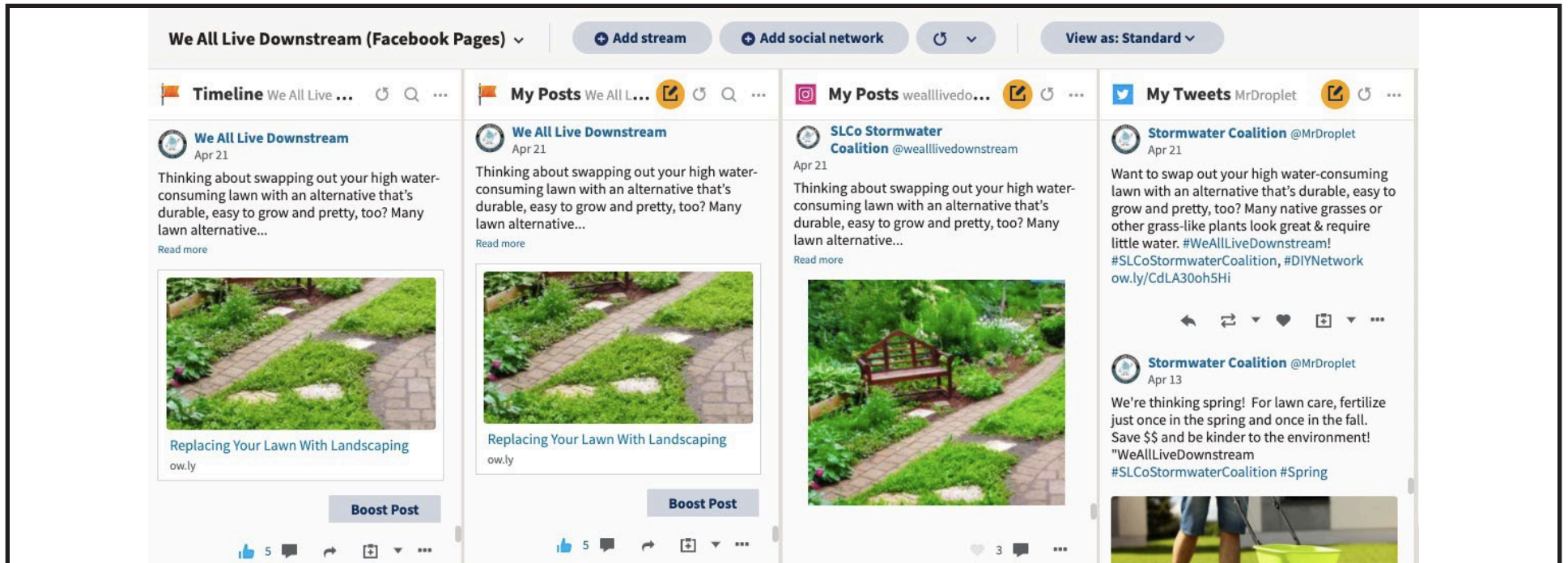


Figure 5.1- SLCo Stormwater Coalition Hootsuite Dashboard

Specific Social Media Campaigns:

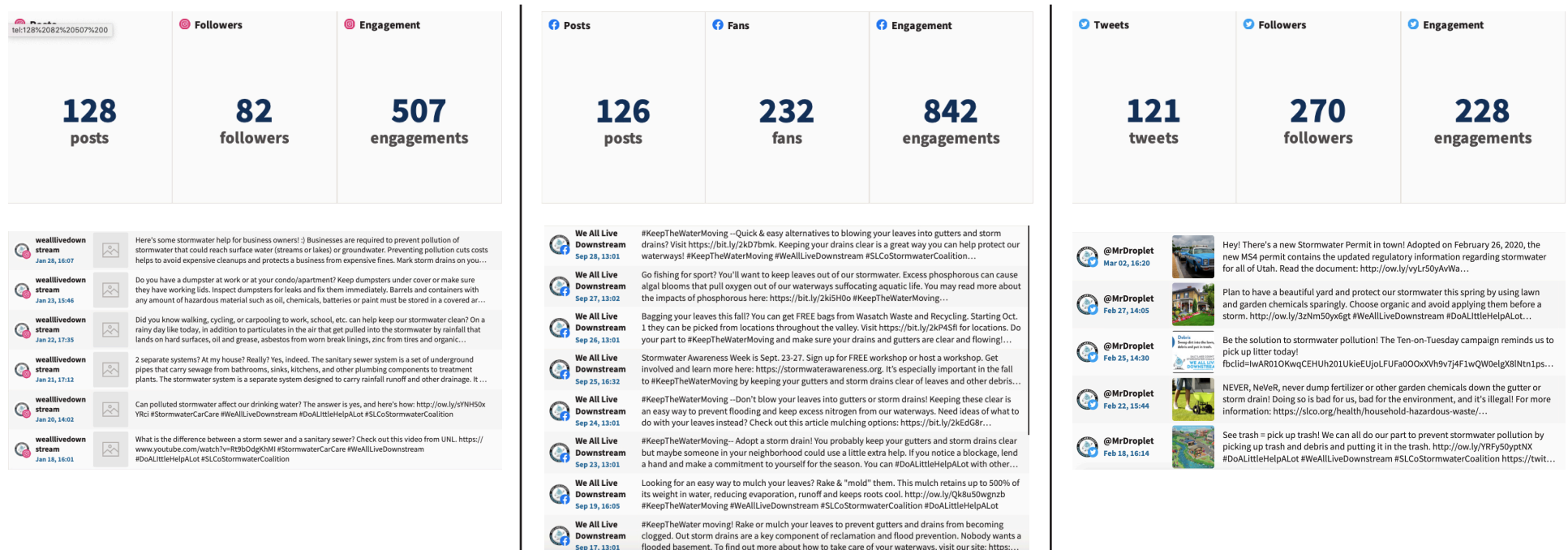
During the 2019-20 reporting year, the SLCo Stormwater Coalition delivered social media campaigns on Facebook, Twitter, and Instagram designed as one form of outreach. Campaigns during the period included:

- Basic Stormwater education for residents – facts about stormwater
- Municipal leaders must budget for stormwater infrastructure
- Stormwater and water pollution
- Rooftop Gardens and urban agriculture
- National Water Quality Month
- Fall Yard Care cleanup- rake up leaves
- A closer look at Storm drain infrastructure- Millcreek example (<http://ow.ly/IR6D50z5089>)
- Protecting our water from nonpoint source pollution
- Jordan Valley water shed explained
- Scoop the poop- proper pet waste disposal

The Stormwater Coalition also maintains a YouTube channel, We All Live Downstream SLCO Stormwater Coalition. The Coalition has its video files posted on its YouTube Channel, We All Live Downstream SLCO Stormwater Coalition, as well as on the stormwatercoalition.org website, and use them in social media posts, presentations, trainings and for other occasions, as needed.

Social Media Reporting

Monitoring the stormwater coalition social media activity for reporting period was accomplished through utilization of Hootsuite Analytics. The Stormwater Coalition uses the data to recruit more followers—seeing what posts had “click throughs” (a proxy indicator for engagement) and make adjustments as needed. Using thematic and overlapping interests will help future campaigns to be successful.



Figures 5.2-5.4 SLCo Stormwater Coalition Social Media BMP themed post examples

Note: All Stormwater Coalition social media platform reports are available at <https://stormwatercoalition.org/coalitionmembers>

6. Distribution of Guidance Documents and Other Items that Promote Stormwater Best Management Practices

The Stormwater Coalition worked this year to expand our cache of guidance documents in various formats including flyers, posters, water/utility bill inserts, door hangers, tabletop displays for individual city and Stormwater Coalition distribution and tabling. Municipalities and the coalition as a whole has begun tracking specifics regarding distribution, such as quantity, targeted audiences, etc.

The Stormwater Coalition utilized stormwater community festivals, education events, municipal speeches or gatherings, water quality events in the summer and fall of 2019 as distribution outlets for stormwater promotional items, such as Droplet themed notebooks, pens, lip balm, rain ponchos, pet waste disposal bags, reusable grocery bags, water bottles, and Droplet shaped stress squishy characters.



Figure 6.0- Stormwater Coalition Educational Materials and BMP Promotional Items



7. Delivery of Presentations and/or Activities to Various Community and Civic Events

Community and Civic Events

The Salt Lake County Stormwater Coalition provides informational and educational booths, BMP and stormwater pollution prevention materials and presentations, usually during the summer and fall, at existing community events. In late summer and fall of 2019, public events where the Coalition participated included the Salt Lake County Watershed Symposium, Millcreek Venture Out Program, Murray City's Earth Day and Health and Safety Fair, Segoe Lily Gardens and Water Week Spring Fair, What's Up Riverton, South Salt Lake Night Out, and other various community events. Due to the pandemic, some annual events in which the Coalition is traditionally represented, such as Bluffdale Old West Days and Fort Herriman Towne Days were cancelled in 2020.

Salt Lake County Watershed Symposium

The Salt Lake County Stormwater Coalition participated in the Salt Lake County Watershed Symposium in order to promote stormwater best management practices and raise awareness about the importance of managing stormwater for residents and businesses. In November of 2019, the Stormwater Coalition provided an informational booth for attendees for at the event, hosting conversations and addressing specific stormwater issues. 464 individuals attended the event.

Millcreek Venture Out Program

Every Friday night in July and August 2018 and June 2019, Millcreek provided outdoor activities, recreation clinics, live music, food trucks, community vendors, and outdoor movies. All of the activities are free admission. Millcreek used the events to promote Salt Lake County Stormwater Coalition by Spinning a "wheel of chance" to allow young people to test their knowledge about stormwater, after which they received a promotional lip balm printed with the Droplet icon and the slogan "We All Live Downstream".

Murray City's Earth Day and Health and Safety Fair

Murray Public Works demonstrates "urban stew" for more than 350 Murray School District third graders. Additionally, focusing specifically on stormwater education and illicit discharges, Murray City, in partnership with Murray Code enforcement and Salt Lake County Health Department celebrate Earth Day with a Health and Safety fair, utilizing the event to express the importance of clean stormwater to 2,000-3,000 residents.

Sego Lily Gardens and Water Week Spring Fair

Sandy City participates in two fairs, annually, Segoe Lily Gardens and Water Week Spring Fair distributing and promoting stormwater education. Paul Evans uses a storm drain display to help educate the general public about stormwater.

South East Township Days (Greater Salt Lake Municipal Services District- MSD)

SLCo Stormwater Coalition Member, MSD, was an active participant in South East Township Days on August 24, 2019. The event brought the communities of White City, Sandy Hills, Wilson Canyon and Willow Creek together for family-friendly activities, such as a car and motorcycle show, bounce houses, food trucks and children's and youth performing groups interlaced with health and safety and other booths. During the day-long event, the coalition provided written BMP materials and stormwater pollution prevention promotional items to 240 individuals in face to face conversations and discussions about the importance of keeping stormwater clean.

What's Up In Riverton

Riverton holds this festival every September for local business and City staff to show case their services and answer questions. The Riverton Stormwater Division manages a booth displaying flood control and water quality projects and a description of our services including stormwater education. We have fun distributing coalition SWAG and are always impressed with resident interest to improve water quality and hearing stories of good home maintenance practices.

South Salt Lake Night Out

SSL Public Works and Stormwater employees presented an interactive activity using a model of the water cycle at a community gathering at Central Park Community Center on August 6, 2019 to help residents and students to experience the difference between pervious and impervious surfaces. The event was used to distribute information and stormwater BMP themed promotional items to approx. 800 residents gathered for the event.

Other Public Events

Salt Lake County Stormwater Coalition members participated in a variety of other public events at the city level, which addressed and promoted stormwater education for residents, public, and employees.



8. Public Service Ads/TV Commercials

The Salt Lake County Stormwater Coalition conducted a mass media campaign, through television PSA-advertisements and digital components during the reporting period. PSA's were played on KUTV, Channel 2 and its affiliates KJZZ and KMYU, and on FOX 13, which are the NBC and FOX local affiliates for the Wasatch Front.

On KUTV Channel 2, KJZZ and KMYU, the 2019 campaign ran :30 spots from September. 26th - October. 17th during the 2News This Morning show. The reach included 704,207 viewer impressions, and 167.5 gross rating points over 80 spots aired during the 3-week campaign.

FOX 13 ran a campaign during the weeks of Sept. 30 to October 27, 2019, during Good Day Utah (6-7 a.m.) and FOX News at 9 (9-10 p.m.), running twenty :30 spots reaching approximately 245,389 adult viewers an average of 1.8 times during the run.

The PSA/TV Ad campaign spots from the 2019-2020 Stormwater TV ad campaign can be viewed at: <https://stormwatercoalition.org/videos> Stormwater TV Ad- Duck

Figure 8.0 Stormwater TV Ad- DUCK photo



9. Public Service Ads During Movie Theater Previews

The Salt Lake County Stormwater Coalition ran a stormwater pollution prevention campaign for residents at movie theaters during the pre-movie ads and previews in November and December of 2019, and over the New Year, until Friday, January 3, 2020. Thirty-second Public Service Stormwater Ads were shown across Salt Lake County at the Larry H. Miller Megaplex Movie Theatres including, The District, Gateway, Jordan Commons, and Valley Fair Mall. Over that timeframe, the following campaign views were documented:

- The District theaters- 172,992 individuals viewed 600 spots/week over the 6-week campaign
- Gateway theaters- 76,982 individuals viewed 378 spots /week over the 6-week campaign
- Jordan Commons theaters- 169,762 individuals viewed 598 spots/week over the 6-week campaign
- Valley Fair theaters- 82,322 individuals viewed 473 spots/week over the 6-week campaign
- Total= 502,058 individuals viewed a total of 12,294 showings of the stormwater campaign.

The Stormwater PSA that was shown during theater previews can be viewed at: <http://ow.ly/VJUW50Ba9H4>

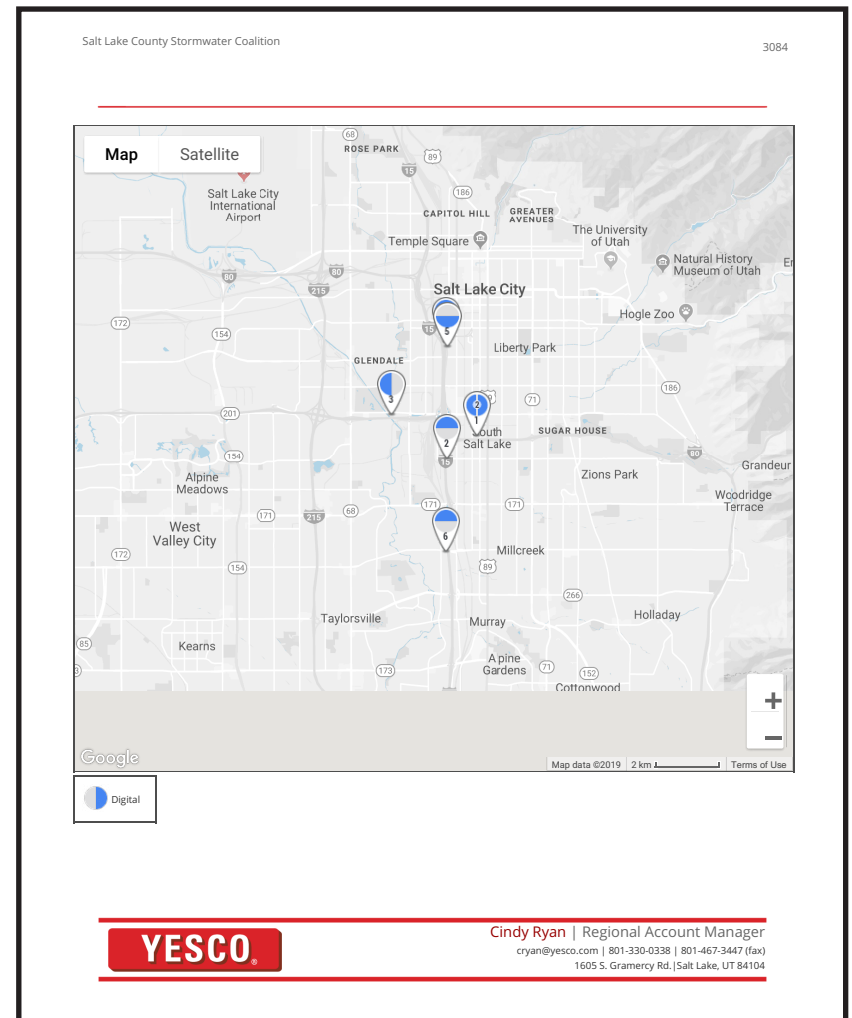


Figure 9.0- Movie Theater Preview SLCo Stormwater Coalition Introductory Image

10. Stormwater BMP Messaging on Digital Billboards

SLCo Stormwater Coalition conducted a digital billboard BMPs for stormwater pollution prevention for residents campaign through Young Electric Sign Company. The 5 BMP rotating images were placed among a variety of ads on four 14' x 48' electric billboards at the I-15/I-80 exchange (the "spaghetti bowl"-84115), on I-15 in South Salt Lake (84119), on State Road 201 in Salt Lake City (84101) and I-15 in Millcreek (84123). The campaign ran on various boards from September 9 to October 23, 2019, and again March 23 to May 17, 2020. The campaign targeted Salt Lake County residents 18-40 years of age. Over the course of the campaign, the number of impressions experienced by the target group was 1,498,107 at a rate of 4.11 impressions per week. The total number of impressions for all ages over the period of the campaign was 2,995,307.

Figure 10.0 SLCo Stormwater Coalition 2019-20 Digital Billboard campaign locations



YESCO

Cindy Ryan | Regional Account Manager
 cryan@yesco.com | 801-330-0338 | 801-467-3447 (fax)
 1605 S. Gramercy Rd. | Salt Lake, UT 84104



Figure 10.1 SLCo Stormwater Coalition 2019-20 Digital Billboard images

11. Stormwater BMP Messaging on UTA Busses

During the 2019-20 reporting period, the SLCo Stormwater Coalition delivered a campaign utilizing side banners on UTA buses for a 4-week period, from July 14-August 14, 2019. The campaign material utilized stormwater BMP messaging on a 30" x 216" banner featuring Droplet, the "We All Live Downstream Slogan" and icons and brief messages promoting stormwater pollution prevention, including: yard care, pet waste, household chemical disposal, vehicle maintenance, and proper disposal of trash.

Lamar Advertising, who facilitates all of the UTA bus advertising indicates that 73% of the population along a given route saw the ads at a frequency over the 4 week period of 3.1 times for a total of 1,611,316 impressions.



Figure 11.0- SLCo Stormwater Coalition Bus Graphic

12. SLCo Stormwater Coalition Podcast, Untreated



UNTREATED, a Podcast of the Salt Lake County Stormwater Coalition, seeks to provide insight and expertise about stormwater issues that impact all of us. The podcast has four 5-10 minute episodes to date, which were recorded and posted between September 2019 and March 2020. The episodes include: Why We Care About Stormwater, Pet Waste and Our Waterways, Stormwater: A SLCo Environmental Task Force Perspective, and Power Washing Without Polluting. The podcast was put on hiatus through this spring and summer, considering the COVID-19 prevention tenant of social distancing, because our recording process involves close contact with 2 people at a single microphone. Episodes will resume in fall of 2020. These and future podcast episodes are posted to the Coalition website and Buzzsprout (its host <http://www.buzzsprout.com/404863>) and are searchable on Apple Podcasts, Spotify, Google Podcasts, Stitcher, I Heart Radio and Google+Alexa.

Figure 12.0- Untreated Podcast Cover


13. Engagement in monthly stormwater coalition meetings

The Salt Lake County Stormwater Coalition works together to meet Minimum Control Measures (MCMs) 1) public education and outreach, and 2) public participation and involvement. Members meet monthly, and via Zoom online video conferencing as of April 2020. The group works together with a specific set of objectives to coordinate and combine resources in order to expand the capacity and bandwidth of the municipalities/entities to meet MCMs 1 & 2.

SLCo Stormwater Coalition members meet monthly to The Coalition has been meeting online via Zoom Video Conferencing since April, 2020 and expect to continue to do so at least through the fall of 2020. The group coordinates and combines resources in order to:

- Strengthen stormwater BMP messaging to targeted audiences
- Gain collective attention and affect change (as in TV PSA's and other media)
- Share expertise, skills, trainings and resources in order to achieve MCMs 1 & 2.
- Review Salt Lake County IDDE incidents, as the SLCo Health Department presents noteworthy calls/complaints, to provide each other with ideas and knowledge from similar situations/incidents
- Ensure that Coalition and individual municipal stormwater pollution prevention approaches and materials are effective, culturally sensitive and appropriately tailored for targeted audiences
- Provide a forum for open discussion and mutual support of common best practices, with a ripple effect for the organizations that the coalition members represent. This broadens base of support and trust.

- Reduce the chance of duplicating efforts where it is unnecessary
- Improve communication across the watershed
- Act as one voice to advocate for environmental policies and regulations that support clean stormwater and education and outreach efforts for the following four audiences: (1) residents, (2) institutions, industrial and commercial facilities, (3) developers and contractors (construction), and (4) MS4-owned or operated facilities.
- Provide evidence-based solutions to address local and individual behaviors that impact stormwater with a singular purpose, working to spread the key message that “We all live downstream”.




Salt Lake County Stormwater Coalition
 Zoom Meeting
<https://us02web.zoom.us/j/82430855934?pwd=S1FsdTJBODloQVI6NlVWmpoTUREZz09>
 Meeting ID: 824 3085 5934
 Passcode: 8CqmR8

Wednesday, August 19, 2020 10:30 AM

Agenda

Greetings and check-ins 😊

1. Annual Report progress
 - a. Can you help with:
 - i. Update about community outreach events from summer/fall 2019?
 - ii. Photos from community events from summer/fall 2019?
 - b. Currently writing content for sections and receiving data from requests. Draft will be completed by
2. MS4 Storm Water Management Plans are due to DWQ on August 26th.
 - a. Stormwater Coalition can be all of MCM 1 and maybe parts of MCM 2 or MCM3 RemSWMP plans.
3. Media Update: PSA's on KUTV2- Contract executed
 - a. Preview Sterling Paulson PSA's: <https://vimeo.com/445595976>
 - b. KUTV2 & KJZZ campaign will run Aug. 31 to Sept. 13, October 5-19, and in 2021- March 29 to April 11.
 Digital elements (social media and online viewer interaction) will run throughout the entire month of September, October, March and April (targeted email blasts, Chime In on KUTV.com, etc.) Fresh Living segments will also run during those designated campaign dates.
4. Media Update: PSA's on FOX13- Contract executed
 - a. Projected run dates September 28-Oct 23 and April 12-May 15, 2021.
 - b. Campaign includes PSA's during Good Day Utah 7-8AM, and FOX news at 9, snipes (superimposed snippets at bottom of screen during newscast), Facebook sponsored posts and display ads on FOX13 social media.
5. Media Update: Bus Banners- Contract executed
 - a. Planning for October 12-November 8, and April 12- May 9, 2021
 - b. “Super King” banners (30’ x 144”) will be posted on 10 busses during the designed campaign periods, that run a wide variety of routes throughout the SL valley.



c.

Figure 13.0- Sample Stormwater Coalition Monthly Meeting Agenda

14. Implementation, followed by data collection using common metrics and measures of key drivers of behavior change or indicators of success (social indicators) to accomplish compliance with Minimum Control Measures 1) public education and outreach, and 2) public participation and involvement.

The Stormwater Coalition, under the tenants of the Collective Impact model (insert footnote) are applying increasingly cohesive, combined, coordinated efforts with each city doing its part to achieve the common goal of pure water from the top to the bottom, the south to north end of the Lower Jordan River Watershed. The coalition has a commitment to developing an ever-increasing action-oriented public who demonstrate behavior change through specifically selected BMP implementation and commitment; elected officials and community leaders that create and adopt policies, demonstrate a willingness to speak with a unified voice and to bring the community together; and businesses, builders and developers who are anxious (intrinsically motivated) or mandated (extrinsically motivated) to set a positive example and exemplify doing the best quality work congruent with commitment to preserving the environment, creating a sense of place in partnership, and in agreement with the public and elected officials, advancing the work.

In fall of 2020 (delayed from Spring 2020), a new public information survey will be conducted through the SLCo Stormwater Coalition in order to common determine progress achieved regarding MCMs 1 & 2. Utilizing 10 key indicators regarding what Salt Lake County residents know about Stormwater and what they do to prevent stormwater prevention. The indicators compare results for Salt Lake County residents over time. The 2020 survey will have a greater focus on assessing knowledge and actions taken to prevention stormwater pollution, and have a lesser focus on opinions, beliefs and feelings.

Information in the tables below is color coded.

Green = respondent accurately answered the question or provided accurate information/demonstrated working knowledge of stormwater and how to prevent stormwater pollution;

Yellow = respondent's answer is within a range of possibility or answer selection provided was not specific enough to determine whether or not the respondent could demonstrate working knowledge of stormwater and how to prevent stormwater pollution;

Red = respondent answered incorrectly or in such a way as to demonstrate that they do not know or do not demonstrate behavior that prevents stormwater pollution.

MCM 1) Public Education and Outreach

1. SLCo residents correctly define stormwater

Q. What is stormwater?

	2017	2020
Water from storms, precipitation, rain and snow	46%	TBD
Any water collected in gutters and drains	25%	TBD
Runoff or excess water in general	6%	TBD
Water collected in containers or barrels	2%	TBD
Mountain Water, Lake Water, Natural Water, Fresh Water	1%	TBD
Recyclable Water, Secondary Water	1%	TBD
Unusable Water	1%	TBD
Illegal water caught for any use	1%	TBD
Dirty Water	1%	TBD
Wastewater	0%	TBD
Miscellaneous Responses	6%	TBD
Don't Know/ Nothing / Wouldn't say	11%	TBD

2. SLCo residents correctly identify how much SLCo stormwater goes to a water treatment plant

Q. How much of the stormwater goes to a water treatment plant?

	2010	2017	2020
All of it	9%	9%	TBD
Some of it	53%	65%	TBD
None of it	15%	10%	TBD
Don't know	22%	16%	TBD

3. SLCo residents believe that stormwater pollution is a problem. (perception)

Q. How serious a problem is polluted stormwater in SL County?

	1993	2003	2010	2017	2020
Not at all serious	0%	4%	4%	4%	TBD
Not very serious	12%	19%	19%	21%	TBD
Somewhat serious	48%	51%	50%	52%	TBD
Very serious	32%	17%	18%	14%	TBD
Don't know	8%	11%	41%	8%	TBD





4. **SLCo residents correctly identify ways that stormwater can be polluted** -also see IDDE incidents by type from SLCo Health Dept. (15-below)

Q. What are some ways that stormwater in Salt Lake County can be polluted?

	2003	2010	2017	2020
Changing oil on the driveway	24%	14%	5%	TBD
Dumping chemicals/paint	-	35%	14%	TBD
Dumping oil	-	28%	14%	TBD
Fertilizer on the lawn	17%	22%	10%	TBD
Hosing/sweeping sidewalk/driveway into gutter	14%	10%	4%	TBD
Leaving leaves on the lawn	1%	2%	2%	TBD
Oil/chemical spills on the driveway	23%	17%	20%	TBD
Pesticides or Herbicides	-	14%	7%	TBD
Pet waste left on grass or driveway	15%	11%	6%	TBD
Trash in the gutter/storm drain	-	27%	36%	TBD
Washing cars on the driveway	13%	28%	5%	TBD
Air pollution/exhaust/inversion	-	-	10%	TBD
Dumping anything down the drain	-	-	3%	TBD
Pollution from factories, mining, etc.	-	-	6%	TBD
Animals/Agriculture	-	-	4%	TBD
Cars or roads (in general)	-	-	9%	TBD
Debris (in general)	-	-	4%	TBD
Dirt	-	-	2%	TBD
Pollution/contaminants in general	-	-	2%	TBD
Salt from roads or driveways	-	-	3%	TBD
Sweeping lawn clippings into the gutter	6%	5%	-	TBD
Hosing leaves/lawn clippings down the driveway	4%	5%	-	TBD
Other (specific)	54%	31%	10%	TBD
Don't know	-	7%	8%	TBD

5. SLCo residents correctly identify the largest causes of stormwater pollution
 Q. What are the largest sources of stormwater pollution in Utah?

	2003	2010	2017	2020
Residents or people	46%	51%	42%	TBD
Industrial business	26%	11%	46%	TBD
Construction or development	6%	1%	20%	TBD
White collar business	2%	1%	6%	TBD
Animals	2%	1%	7%	TBD
Some other source (specific)	7%	13%	3%	TBD
Don't know	11%	21%	5%	TBD

6. SLCo residents have seen or heard advertisements or public service announcements about stormwater or the prevention of stormwater pollution

Q. Have you heard or seen any promotions or ads about stormwater or the prevention of stormwater? Have you heard or seen any promotions or ads about stormwater or the prevention of stormwater pollution?

	2010	2017	2020
Yes	77%	37%	TBD
No	22%	63%	TBD
Can't remember	1%	1%	TBD



MCM 2) Public Participation and involvement

1. SLCo residents (if applicable) dispose of their lawn clippings in such a way that it mitigates stormwater pollution

Q. If you are responsible for disposing of the lawn clippings at your home, which of these apply?

	2017	2020
Leave on the lawn	18%	TBD
Put in the garbage	28%	TBD
Put in the green waste bin	19%	TBD
Put in the compost bin or garden	25%	TBD
Someone else deals with my lawn clippings	10%	TBD
Mulching	3%	TBD
Dump/Landfill	1%	TBD
Other (specific)	2%	TBD
Don't know	4%	TBD

2. SLCo residents (if applicable) dispose of pet waste in a manner that mitigates stormwater pollution

Q. How do you dispose of pet waste at your home?

	2003	2010	2017	2020
Bag it/throw in trash	77%	79%	84%	TBD
Bury it	5%	6%	2%	TBD
Wash it away with a hose	1%	0%	0%	TBD
Leave it/ do nothing	-	-	7%	TBD
Use it as a fertilizer	-	-	5%	TBD
Other (specific)	15%	14%	3%	TBD
Don't know	1%	0%	-	TBD

3. SLCo residents (if applicable) a) wash their car at a commercial carwash, and/or b) if they choose to wash their car at home, they wash it on the lawn or other permeable surface, as opposed to an impermeable surface, such as the driveway or street.

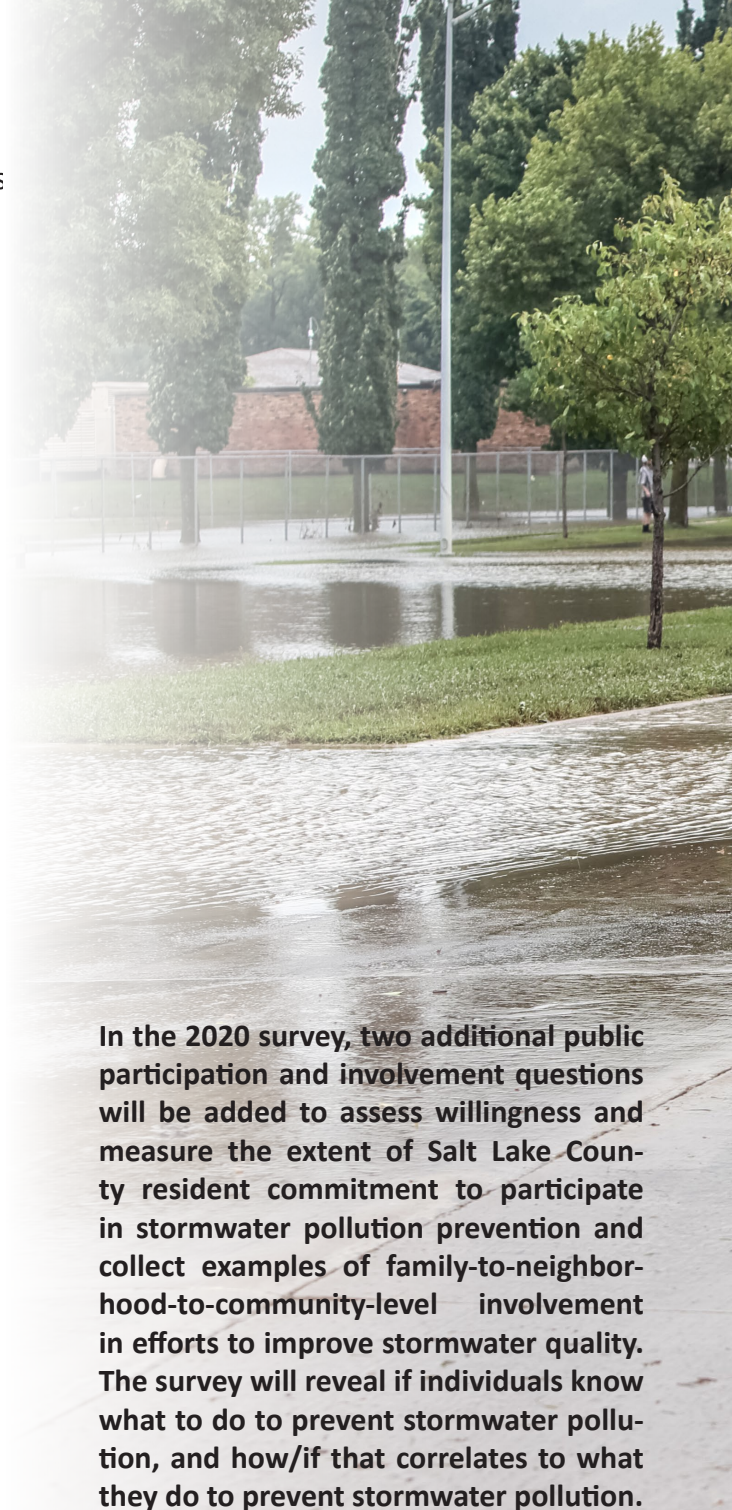
Q. If you have a vehicle, where do you wash it?

	2017	2020
At home on the grass	4%	TBD
At home on the driveway or street	7%	TBD
At a commercial carwash	82%	TBD
Other (specific)	2%	TBD
Never/rarely wash vehicle	4%	TBD
Don't have a car	1%	TBD
Don't know	0%	TBD

4. SLCo residents (if applicable) indicate that they dispose of leftover household chemicals, paint, antifreeze, pesticides, household cleaners, at an appropriate disposal facility.

Q. How do you dispose of household extra or unwanted household chemicals, such as paint, antifreeze, pesticides, household cleaners?

	2010	2017	2020
Disposal Facility	50%	60%	TBD
Garbage	16%	17%	TBD
Down the sink/drain	-	2%	TBD
Take to store or business drop-off site	-	8%	TBD
Pick up service	-	2%	TBD
I keep it all/don't need to dispose	-	8%	TBD
Someone else takes care of it	-	2%	TBD
Use all-natural cleaner	-	1%	TBD
Other (specific)	26%	2%	TBD
Don't know	8%	7%	TBD



In the 2020 survey, two additional public participation and involvement questions will be added to assess willingness and measure the extent of Salt Lake County resident commitment to participate in stormwater pollution prevention and collect examples of family-to-neighborhood-to-community-level involvement in efforts to improve stormwater quality. The survey will reveal if individuals know what to do to prevent stormwater pollution, and how/if that correlates to what they do to prevent stormwater pollution.

15. Salt Lake County Health Department Illicit Discharge Detection and Elimination (IDDE) and collection and disposal efforts of Household Hazardous Waste, Recycling and Used Oil

Illicit Discharge Detection and Elimination (IDDE)

Total number of Incidents reported: 250

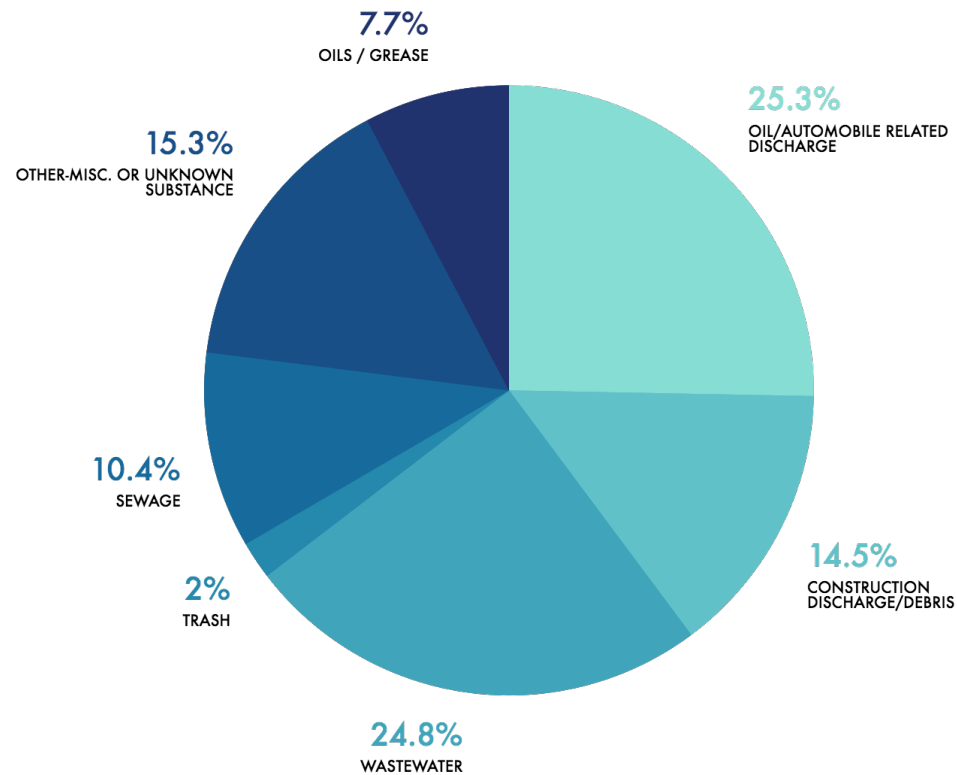


FIGURE 15.0- SLCo Health Department reporting 2019-2020 IDDE incidents by type

Household Hazardous Waste Collection 2017-18 to 2019-20

Salt Lake County Health Department collects and reports household hazardous waste data which includes:

Item (measured in pounds)	2017-18	2018-19	2019-20
Paint	807,820	756,000	1,172,239
Labpack	28,438	29,856	449,232
Used Oil	182,784	135,082	41,521
Antifreeze	58,140	63,835	66,350
Fuel	117,339	126,086	55,927
Fertilizer, Herbicide, Pesticide	56,832	61,840	66,971
Aerosols	30,402	31,060	60,506
T-OX	74,081	72,408	41,824
Electronics	1,453,528	1,330,320	134,637
Fluorescent Bulbs	8,084	6,673	254,069

Recycling

Salt Lake County recycling information regarding outreach and materials programs includes: 15 tours with 630 attendees for the period of July 2019-June 2020.

Green Waste

The Salt Lake Valley Landfill reported that 60,535 tons of green waste were collected and 6,308 tons of compost were sold from July 2019-June 2020. The curbside collection green waste total for West Jordan for the past year was 10,346 tons.

Used-Oil Collection Program

Supporting Utah Department of Environmental Quality, Waste Management and Radiation Control, Salt Lake County Stormwater Coalition, works to inform residents in Salt Lake Valley of where to take used oil and educate business owners on how to dispose of used oil in a safe manner that is safe for the environment. More information about the program can be found at <https://deq.utah.gov/communication/news/used-oil>





Leaf Collection

2019 Leaf Bag Tonnage from Wasatch Front WRD

October 2019: 331.7 tons

November 2019: 1,271.63 tons

December 2019: 72.26 tons

TOTAL 2019 Tons: 1,675.59 tons

Copperton Metro Township: 4.84 tons

Cottonwood Heights: 295.03 Tons

Emigration Metro Township: 6.19 tons

Herriman: 17.05 tons

Holladay: 100.37

Kearns Metro Township: 205.14 tons

Magna Metro Township: 24.1 tons

Millcreek: 666.4 tons

Taylorsville: 275.63 tons

White City Metro Township: 80.84 tons

TOTAL 2019 Tons: 1,675.59 tons

Another example of leaf collection among the MS4 permittees, is that over the reporting period, Midvale distributed then collected over 10,000 39-gallon yard waste bags full of leaves.

16. Delivery of or participation in other activities aligned with the intent and goals of Salt Lake County and Stormwater Coalition members in complying with the UPDES Stormwater Discharge permits.

During the reporting period, the Stormwater Coalition engaged in production of two 5-7 minute educational videos for 6th grade school students, educators and residents in Salt Lake County.

One video focuses on how stormwater moves through the Jordan River watershed from the tributaries in the mountains down through the valley to the Jordan River and finally to the Great Salt Lake. The video describes how human activities impact the quality of the water and what people can do to help prevent stormwater pollution through the five BMPs.

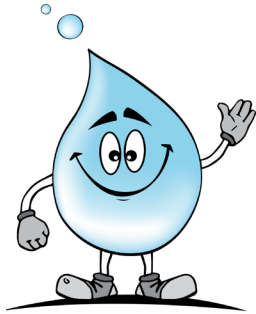
The second video focuses more on how stormwater is polluted and what people can do to help prevent pollution through the five BMPs. The video describes how water moves through a watershed, but it has more of a pollution focus.

Together the two videos address the aspects of the Utah State Core Curriculum for the 6th grade that relate to the work of the SLCo Stormwater Coalition. At the same time, the promote the Coalition's marketing messaging of "We All Live Downstream" and "If we all do a little, we can make a big difference". The videos will be available on the stormwatercoalition.org video page and the We All Live Downstream, SLCo Stormwater Coalition You Tube page. We will also send links to the videos to teachers as we begin to promote the stormwater educational events for 2021.



Endnotes

- 1 <https://storymaps.arcgis.com/stories/cabf07b39a6046ee992f1630949a7c80>
- 2 [https://www.who.int/dg/speeches/detail/who-director-general-s-statement-on-ihr-emergency-committee-on-novel-coronavirus-\(2019-ncov\)](https://www.who.int/dg/speeches/detail/who-director-general-s-statement-on-ihr-emergency-committee-on-novel-coronavirus-(2019-ncov))
- 3 <https://www.hhs.gov/about/news/2020/01/31/secretary-azar-declares-public-health-emergency-us-2019-novel-coronavirus.html#>
- 4 <https://dem.utah.gov/utah-disaster-history/eoc-activations/>
- 5 <https://documents.deq.utah.gov/water-quality/stormwater/updes/DWQ-2020-005275.pdf>
- 6 <https://slco.org/health/COVID-19/data/>
- 7 <https://governor.utah.gov/2020/03/06/gov-herbert-declares-state-of-emergency/>
- 8 <https://www.who.int/dg/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-covid-19---11-march-2020>
- 9 <https://governor.utah.gov/2020/03/13/gov-herbert-announces-two-week-dismissal-of-utahs-public-schools/>
- 10 <https://slco.org/globalassets/1-site-files/health/programs/covid/pho/pho3.pdf>
- 11 https://uacnet.org/wp-content/uploads/2020/03/Emergency-Proclamation-03_16_20.pdf
- 12 <https://stormwatercoalition.org/coalitionmembers>
- 13 <https://quake.utah.edu/special-events/2020-magna-earthquake-sequence-faq>
- 14 <https://kslnnewsradio.com/1921529/earthquake-in-utah-causes-chemical-spill-at-kennecott-plant-but-no-danger-to-public-health/>
- 15 <https://coronavirus.utah.gov/utah-leads-together/>
- 16 <https://www.epa.gov/sites/production/files/2020-03/documents/oecamemooncovid19implications.pdf>
- 17 <https://governor.utah.gov/2020/03/27/governor-issues-stay-safe-stay-home-directive/>
- 18 <https://www.epa.gov/coronavirus/letters-administrator-wheeler-local-leaders-about-water-and-wastewater-services>
- 19 <https://deq.utah.gov/>
- 20 <https://coronavirus.utah.gov/utahs-health-guidance-system/>



**SALT LAKE COUNTY
STORMWATER COALITION**

**WE ALL LIVE
DOWNSTREAM**

www.stormwatercoalition.org