



SALT LAKE COUNTY STORMWATER COALITION

WE ALL LIVE DOWNSTREAM

www.stormwatercoalition.org

ANNUAL REPORT 2017 - 2018



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Executive Summary

This is the annual report for the Salt Lake County Stormwater Coalition for time period July 1, 2017 to June 30, 2018. Salt Lake County Public Works Department Flood Control and Engineering Division administers the Public Information and Education Program (PIE) requirements of the Jordan Valley MS4 UPDES stormwater permits.

Salt Lake County and all cities within have partnered with Social Marketing Consultants (SMC), a public relations and consulting firm, to help meet requirements of the Jordan Valley MS4 UPDES permit and continue successful implementation and further development of public information and educational programs. In addition to compliance with the permit, the end goal is to increase public awareness (residents, businesses, developers, contractors, and municipalities) and improve behaviors related to stormwater pollutants such as: sediments, oil and greases, surfactants, fertilizers, pet waste, industry by-products and other contaminants to keep them from entering the storm drain system which discharges to water bodies of the State of Utah.

This program has developed and branded a spokes-character, Droplet, which is being used to convey a stormwater quality message in conjunction to using the slogan “We All Live Downstream” in public information materials.

A general overview of the program is as follows:

- Development and implementation of a non-technical information program to educate the general public including: residents, businesses, developers, and contractors about aspects of stormwater pollution and its abatement and control; including the planning, coordination and implementation of an Annual Water Quality Fair for 4th grade students;
- Development and implementation of technical education program for architects, engineers, developers, planners, elected officials, etc. on the water quality aspects of stormwater runoff and methods for improvement;
- Development and implementation of training programs for public sector personnel (municipal operations) for the protection of stormwater quality;
- Updates and improvements to the stormwater coalition website including interactive features; incorporation and maintenance of social media components (Facebook, Twitter, YouTube, stormwater blog, etc.) on website (www.stormwatercoalition.org);
- Production and distribution of guidance documents regarding best management practices for residents and businesses;
- Development and participation in presentations to various civic and service groups to including scheduling, attendance, and speaking;
- SMC will act as official spokesperson for the Salt Lake County Stormwater Coalition on local TV and radio programming and public events;

- Partners participate in monthly stormwater coalition meetings as well as participating in various Salt Lake County and city events;
- Other activities meeting the intent and goals of Salt Lake County in complying with the UPDES stormwater Discharge permit. This may also include: working with production companies to produce new commercials for TV and theatre advertising, media outlets, and other public relations services.

Conclusion

This report covers all Jordan Valley Municipalities within Salt Lake County and public information and education core programs from July 1, 2017 to June 30, 2018. In the next year and beyond, by implementing these changes, Salt Lake County Stormwater Coalition will improve its strategy to educate a larger portion of the general public. Through implementation of a Non-Technical Information Program; Training Programs; Website, Social Media and Management; Guidance Documents, General Public Stormwater – Telephone Survey Report; Public Events; Media and Advertisements; Coalition Branding and Product Distribution; and Household Hazardous Waste (HHW) and Illicit Discharge Detection and Elimination (IDDE), Salt Lake County Stormwater Coalition will differentiate themselves and meet the requirements for the UPDES stormwater permit and impact behavior change in Salt Lake County.

Non-Technical Information Program

Salt Lake County Stormwater Coalition Water Quality Fair

In May of 2018 the Salt Lake County Stormwater Coalition held the 12th annual 4th Grade Water Quality Fair at Utah Hogle Zoo. The Water Quality Fair provided students with exposure, practices, activities, and insights about how to keep stormwater clean.

Over 2,000 4th grade students attended from surrounding cities (as illustrated by Figure 1.2). Students participated in hands-on activities and learned about stormwater. The message being: ultimately what goes down the storm drain ends up in lakes, rivers, canals, and ponds – all untreated.



In two days, Wednesday, May 9, 2018 and Thursday, May 10, 2018 twenty-eight local elementary schools attended ten water quality booths in addition to observing animals and environmental conditions at Utah Hogle Zoo. Presentations included: Vector Truck, Stormwater Bean Bag Toss, Salt Lake County Interactive Watershed, Recycling/Landfill, Safe Kids/Water Safety, Droplet, We All Live Downstream, Back Flow Prevention, and Water Cycle/Water Conservation.

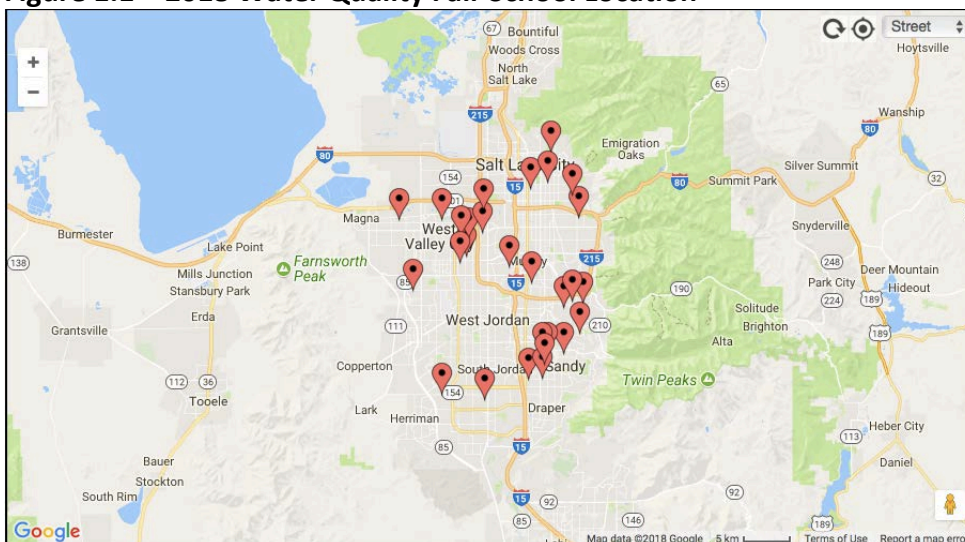


The students who visited the Water Quality Fair had an activity book provided to them when they made their way back to the classroom to continue to learn and tie back into their experience with the Water Quality Fair. The activity book featured hydrology, information about stormwater, and other topics. [2018 Water Quality Fair Activity Book](#)

Location

All of the Elementary Schools who participated in the Salt Lake County Stormwater Coalition are located in Salt Lake County. A detailed list of what elementary schools attended, are listed in Figure 1.1 below.

Figure 1.1 – 2018 Water Quality Fair School Location



| School Name | Address | City |
|-----------------|--------------------|-------|
| Alta Elementary | 917 Larkspur Drive | Sandy |

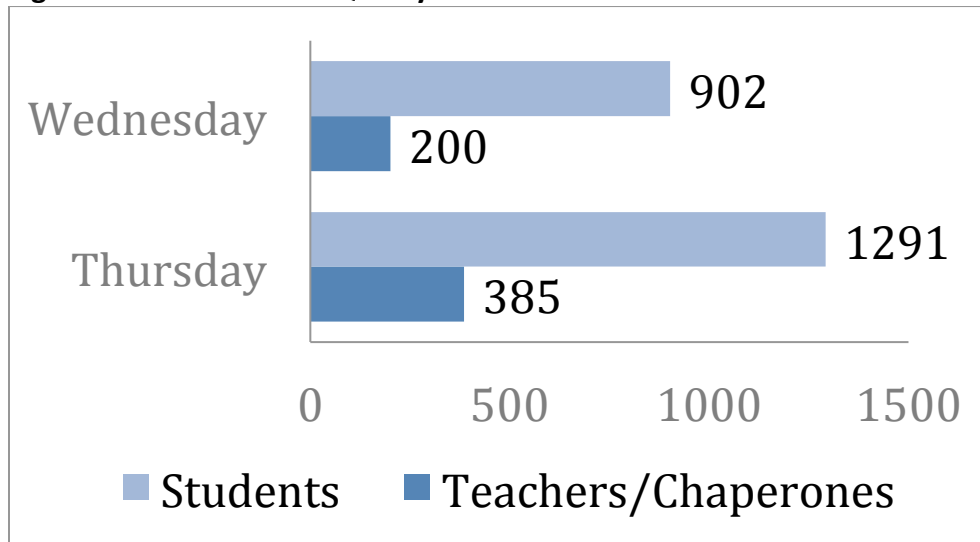
| | | |
|----------------------------|------------------------------|--------------------|
| Altara | 800 East 11000 South | Sandy |
| Aracadia Elementary | 3461 West 4850 South | Salt Lake City |
| Bella Vista | 2131 East 7000 South | Cottonwood Heights |
| Bellview | 9800 South 800 East | Sandy |
| Brookwood | 8640 South Snowbird Drive | Sandy |
| Butler | 2700 East 7000 South | Cottonwood Heights |
| Crescent | 11100 South 230 East | Sandy |
| Diamond Ridge | 6034 West Mill Valley Lane | Salt Lake City |
| Dilworth | 1953 South 2100 East | Salt Lake City |
| Edgemont | 1085 East Galena Drive | Sandy |
| Emerson Elementary | 1017 East Harrison Ave. | Salt Lake City |
| Endeavor Hall | 2614 South Decker Lane In | West Valley City |
| Gerald Wright | 6760 West 3100 South | Salt Lake City |
| Grace Lutheran | 1815 East 9800 South | Sandy |
| Granger Elementary | 3702 South 1950 West | West Valley City |
| Horizon | 5180 South Glendon Street | Murray |
| McMillan | 315 East 5900 South | Murray |
| Midas Creek | 11901 South Park Haven Lane | Riverton |
| Monroe | 4450 West 3100 South | West Valley City |
| Pioneer Elementary | 3860 South Bonniewood Street | West Valley City |
| Ridgecrest | 1800 East 7200 South | Cottonwood Heights |
| Rolling Meadows Elementary | 2950 West Whitehall Drive | West Valley City |
| Rosamond | 12195 South 1975 West | Riverton |
| Rosecrest Elementary | 2420 East Fisher Lane | Salt Lake City |
| Truman Elementary | 4639 South 3200 West | West Valley City |
| Wasatch | 30 R Street | Salt Lake City |
| Whittier Elementary | 1600 South 300 East | Salt Lake City |

Attendance

Teachers were required to provide one adult for every five students. Teachers were included the chaperone count. Special needs students could have one adult per student. Chaperones had to be 21 years old or older and stay with specific assigned students at all times which were determined by each teacher prior to attending the Water Quality Fair.

2,193 students and 585 teachers/chaperones attended the 2018 Water Quality Fair between the two days and received stormwater education and best practices presented by Salt Lake County Stormwater Coalition members and County Departments as illustrated in Figure 1.2.

Figure 1.2 – 2018 Water Quality Fair Attendance



Mayors and Media

On Wednesday, May 9, 2018, Sandy City Mayor, Kurt Bradburn, addressed how Sandy City is actively participating in the Salt Lake County Stormwater Coalition by caring about local waterways and educating youth and their families about how to keep stormwater clean as pictured in Figure 1.3 below. Waterways running through Sandy City include parts of: Willow Creek, Dry Fork Creek, Little Cottonwood Creek, and the Jordan River.

Figure 1.3 – Sandy City Mayor and Droplet



Thursday, May 10, 2018, Murray City Mayor, Blair Camp, expressed that anything going into the storm drain such as: fertilizer, pet waste, soap, oil, grass clippings, and salt go

into the nearest waterway, all untreated, as featured below in Figure 1.4. Waterways running through Murray City include parts of: Big Cottonwood Creek, Little Cottonwood Creek, and the Jordan River; therefore, residents should take part to keep them clean.

Figure 1.4 – Murray City Mayor and KUTV, Channel 2



Each of the Mayors and Droplet appeared on the We All Live Downstream Facebook Page in a live video.

KUTV, Channel 2, was also in attendance on Thursday, May 10, 2018 and completed various still shots and angles to highlight the 2018 Water Quality Fair at Utah Hogle Zoo.

Activity Book

A 13 page interactive, educational, and informative booklet was updated for students attending the 2018 Water Quality Fair. Teachers were given a physical copy of the book when checking-in at the Water Quality Fair and also had access to download multiple copies from stormwatercoalition.org. [2018 Water Quality Fair Activity Book](#)

Promotional Cards

Salt Lake County Stormwater Coalition created a promotional pass along card to distribute specifically to teachers at the 2018 Water Quality Fair reinforcing the brand of the coalition with Droplet appearing on the front. The card featured links, hashtags, and a QR Code on the back. Additionally, cards were distributed at public events and in coalition meetings.



Training Programs

To establish a benchmark of existing training resources, Salt Lake County Stormwater Coalition asked municipalities, County Departments, and participating organizations to compile training resources. Sixteen different training opportunities have been compiled for coalition members to use on a variety of topics, which include: employee training and education, construction training and education, IDDE Training and Education, SPCC Training and Education, Public Education, Homeowners Guide to Stormwater, Preventing Stormwater Pollution, Stormwater Trainings, Construction Site Erosion Control, and Environmental Control Supervisors Training. These training resources are available as presentations or online. It is a goal of the coalition to identify additional existing trainings and produce more training resources for specific audiences.

Website, Social Media, and Management

Outreach to the general public for the Salt Lake County Stormwater Coalition takes place on five different platforms. The major platforms include: (1) Website, (2) Facebook, (3) Twitter, (4) Instagram, and (5) YouTube.

Website

A simple Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis was conducted regarding the current website for Salt Lake County Stormwater Coalition, comparing it to other stormwater coalitions in the country. The analysis established a foundation for what content should be displayed on the website and how to improve current resources.

The existing hosting of stormwatercoalition.org is through Luna Web, a local website hosting company in Lehi, Utah. As hosting resources have changed, the Salt Lake County Stormwater Coalition will update and modernize their current website host and establish an updated site, making changes to provide relevant content to consumers about stormwater and water quality education.

Upcoming changes to the website include: interactive features, collaborative training resources, targeted population information, coalition history, frequently asked questions, and links to current social media platforms. The overall design will be upgraded when the hosting service changes.

Social Media

Salt Lake County Stormwater Coalition is working to increase awareness, education, and outreach to the general public through expanding presence on social media platforms including: Facebook, Twittter, Instagram, and YouTube.

Facebook

The “We All Live Downstream” Facebook Page was established January 2010 and analytics are as of 2018-08-22.

| Number of Followers | Total Number of Page Likes | Page Views |
|---------------------|----------------------------|-------------------------------------|
| 137 | 138 | ^ 50% between August 15 – August 21 |

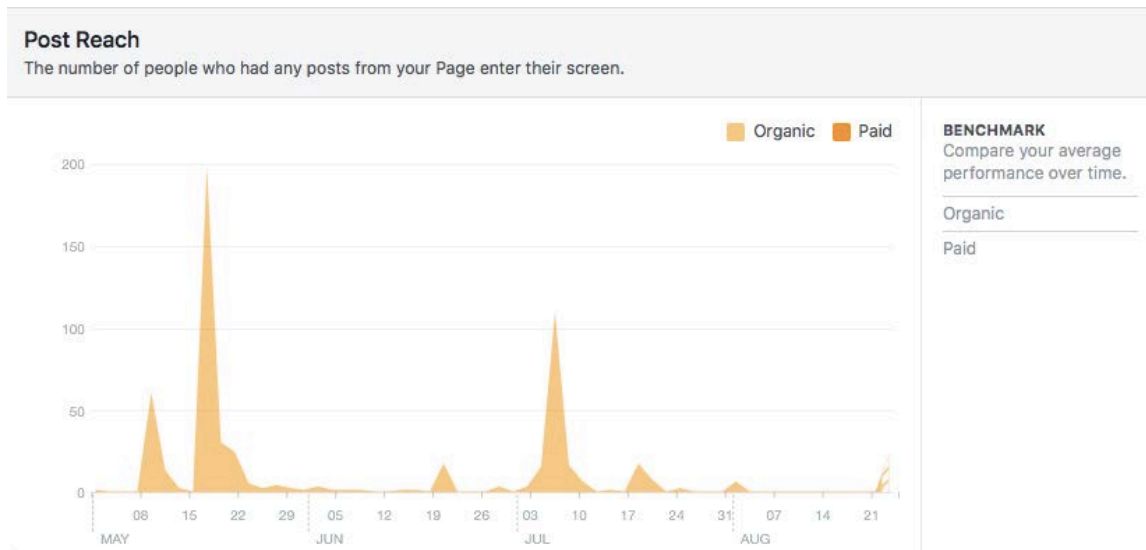
Post Likes is how many people liked this page over the last seven days. Figure 2.1 illustrates likes from May 1, 2018 – current day.

Figure 2.1 – Facebook Total Page Likes



Post Reach indicates the number of people who had any posts from this Page enter their screen. Figure 2.2 shows Post Reach from We All Live Downstream Facebook Page.

Figure 2.2 – Facebook Post Reach



Engagement demonstrates how many people liked, shared, or commented on the page within the last seven days. It is broken down into when “We All Live Downstream” fans are online and the different post types current followers prefer as revealed in Figure 2.3A and 2.3B. Post type determines how successful different types of posts based on the average reach and audience engagement.

Figure 2.3A – Facebook Times

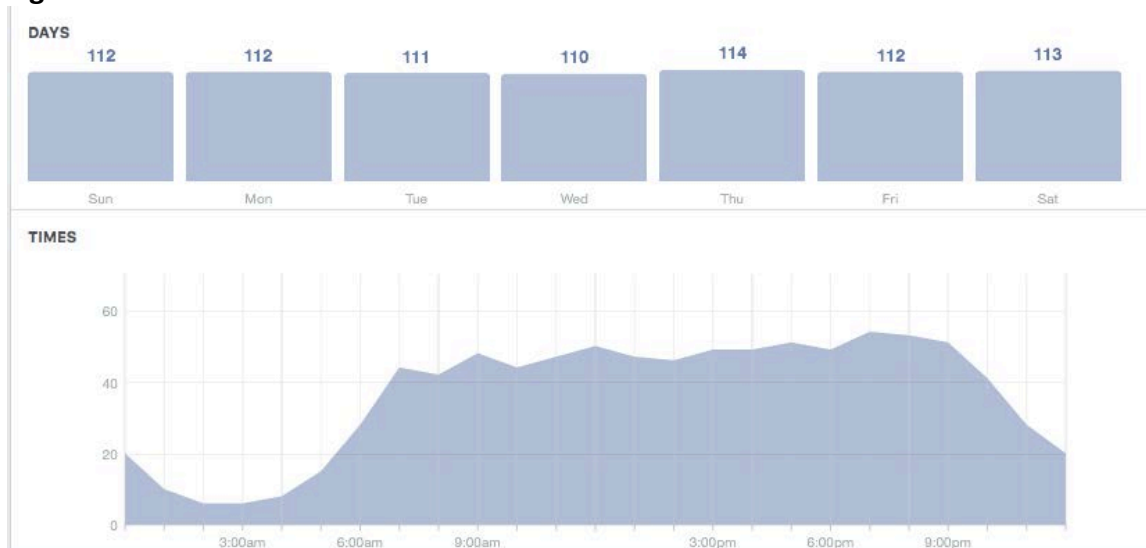
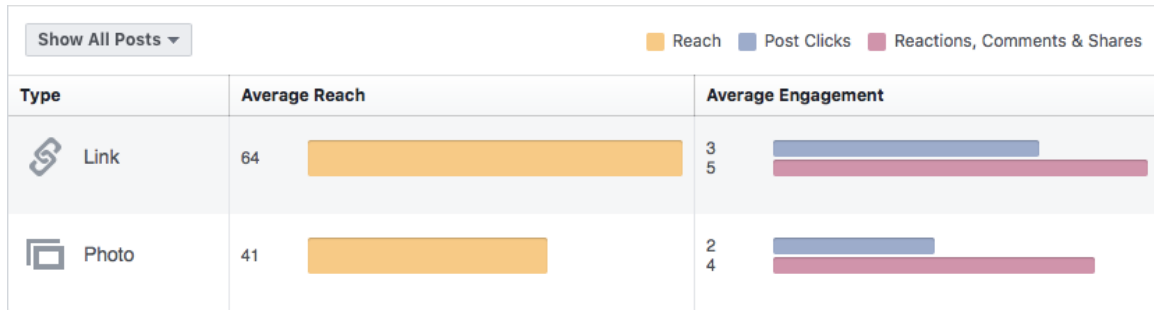
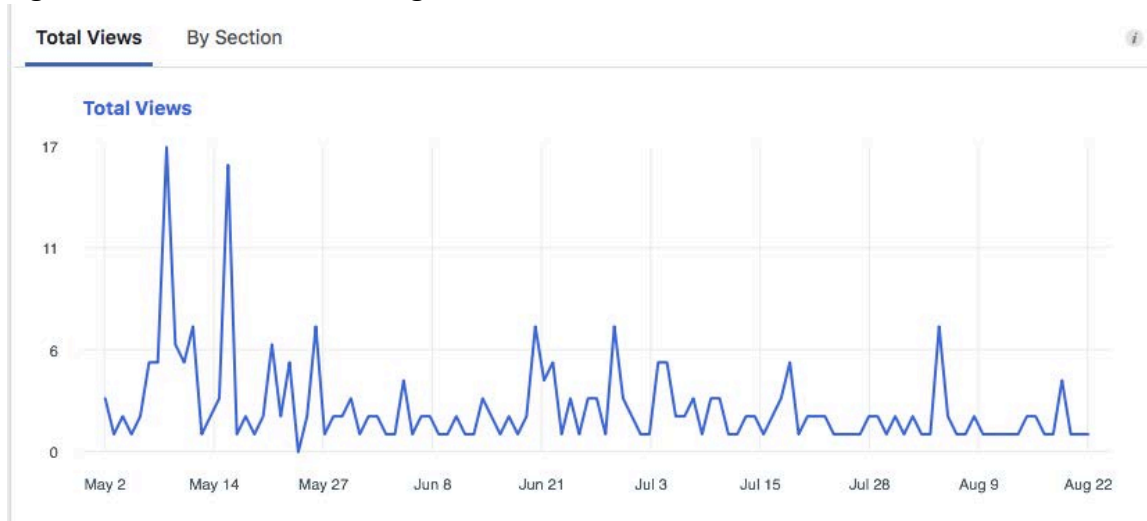


Figure 2.3B – Facebook Post Types



Presented below in Figure 2.4, is a review of total page views from May 1, 2018 – August 22, 2018. This metric allows trends to be observed and to review content posted at high engagement intervals to better evaluate how to appear before targeted audience(s).

Figure 2.4 – Facebook Total Page Views



*Graphs and Metrics are from Facebook Insights

Twitter

@MrDroplet is the current username for the Salt Lake County Stormwater Coalition on Twitter. Because there is an inconsistency in the usernames of the coalition on social media platforms, the Salt Lake County Stormwater Coalition is working to establish consistent branding with quality content.

| Number of Tweets | Following | Followers |
|------------------|-----------|-----------|
| 87 | 7 | 181 |

The Twitter account was established in February 2011 and numbers are reported as of August 22, 2018.

Instagram

Salt Lake County Stormwater Coalition is looking into establishing themselves on Instagram as well as other social media platforms.

YouTube

Recently, Salt Lake County Stormwater Coalition established a YouTube Channel, We All Live Downstream SLCo Stormwater Coalition to broadcast on past television commercials, increase awareness, and keep a history of outreach resources. Presently, the Salt Lake County Stormwater Coalition is working on providing previously developed campaigns and television advertisements posted to the channel and incorporated into social media platforms.

Social Media Management

To effectively share similar content and to reach a broader audience, the Salt Lake County Stormwater Coalition is weighing options like investing in a social media management system (i.e. Hootsuite). Managing all social media platforms in one location will allow analytics and trends to be observed addressing reach, impressions, call-to-action, and trends in how to reach the target audience in Salt Lake County based on the telephone survey conducted late in 2017.

The modernized branding and logo have been updated on all social media platforms and will be integrated into the new design of the website. Establishing consistency and allowing consumers to recognize the brand will increase awareness. The goal of the coalition strategy is to develop a social media plan to more effectively post relevant content to reach the general public and population in Salt Lake County regarding stormwater education and behavior change.

Internal Survey Results

Salt Lake County Stormwater Coalition members were asked internally through a four question electronic survey about marketing and media campaigns and how they would like to move forward in promoting the coalition. Below is a summary of the questions asked and the respected answers provided by 16 city representatives who serve on the Salt Lake County Stormwater Coalition.

Specifically, one question addressed the stormwater coalition website and whether or not they would like to update the website to another hosting service for an updated look, greater content flexibility and expanded content. Another question asked was about exploring alternatives to the television-centric media campaign the Stormwater Coalition has been reliant upon of which 100% of respondents answered "True". Other questioned asked coalition members to rank their priorities for spending funds the coalition currently spends on its media campaign. Answers varied between production

of training and instructional videos for member cities, development of new educational materials for 4th and 9th grade curriculums, development of new social media based advertising, development of new social media based content for existing pages, and production of videos and related quizzes to be used in permitting for new construction and business licensing.

General Public Stormwater – Telephone Survey Report

Lighthouse Research conducted a telephone survey, Appendix A, to the general public regarding stormwater in December 2017. 810 telephone surveys were conducted with a 95% confidence level and +/- 3.44% margin of error. Highlights from the report are illustrated. [General Public Stormwater Telephone Survey Report](#) by Lighthouse Research.

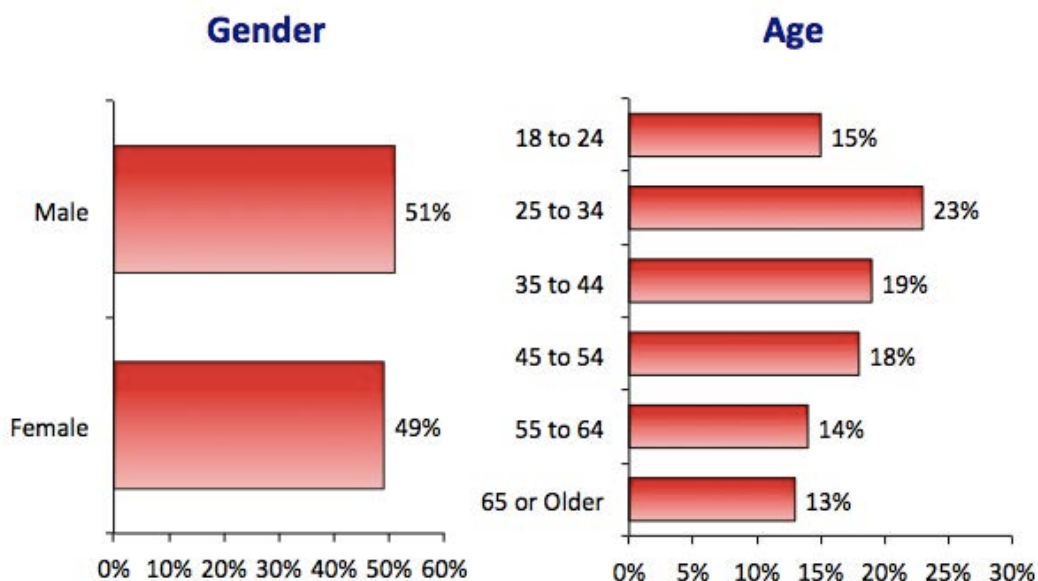
Overview and Major Objectives

- Determined if respondents consider themselves to be environmentally conscious
- Provided definition of stormwater
- Discovered awareness and knowledge of local stormwater
- Gathered perceptions regarding the impact of stormwater
- Gathered awareness and knowledge of stormwater pollution
- Gathered information about respondents behaviors in relation to stormwater and the following: lawn care, dog care, vehicle washing, and disposal of household chemicals
- Discovered awareness and impact of stormwater advertising
- Gathered demographic information, including: gender, age, annual household income, political affiliation, and area of residence

Demographics

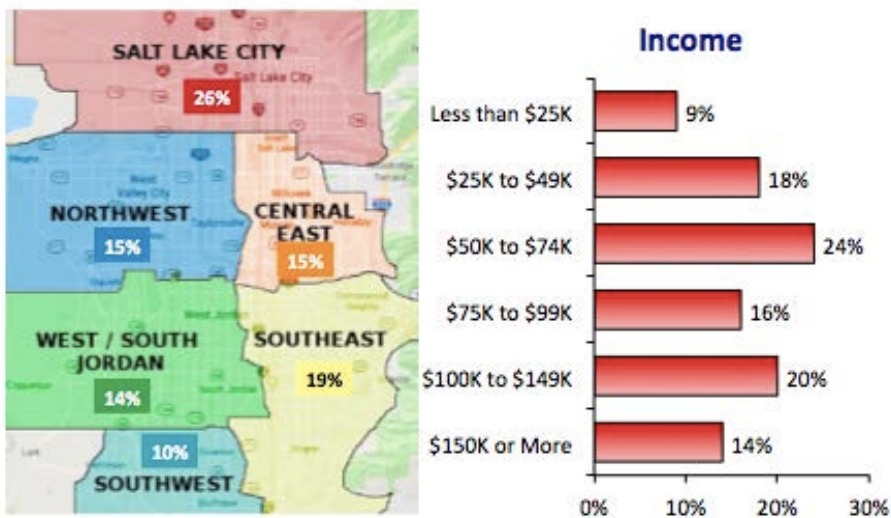
As shown below in Figure 3.1, the demographics of respondents to the telephone survey were male (51%) and female (49%) with ages ranging from 18 – 65+ years of age.

Figure 3.1 – Demographic by Gender and Age



All respondents were located in the state of Utah boundaries, geographically, with 26% being located in Salt Lake City. Annual income varied, with the majority of respondents making between \$25,000 - \$149,000. Below, the graph, Figure 3.2, specifies the geographic location and income variance.

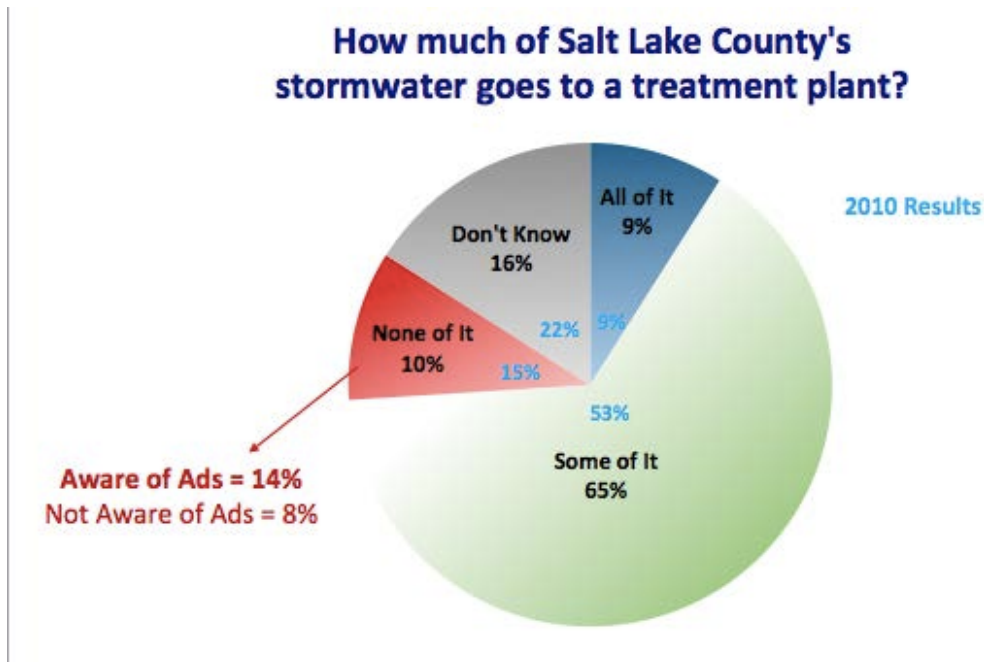
Figure 3.2 – Geographic Location



Understanding and Impact

Respondents from the telephone survey were asked “How much of Salt Lake County’s stormwater goes to a treatment plant?” where 65% of the population suggested some of it, shown in Figure 3.3.

Figure 3.3 – Stormwater Treatment



Stormwater Pollution Prevention Advertisements

Inquiring how effective stormwater pollution prevention advertisements are in the minds of the general public, Lighthouse Research asked several questions about the current stormwater education and “We All Live Downstream” campaign which are categorized below in Figure 3.4A and general stormwater education questions which are illustrated in Figure 3.5B.

Figure 3.4A – Stormwater Promotions or Ads Awareness

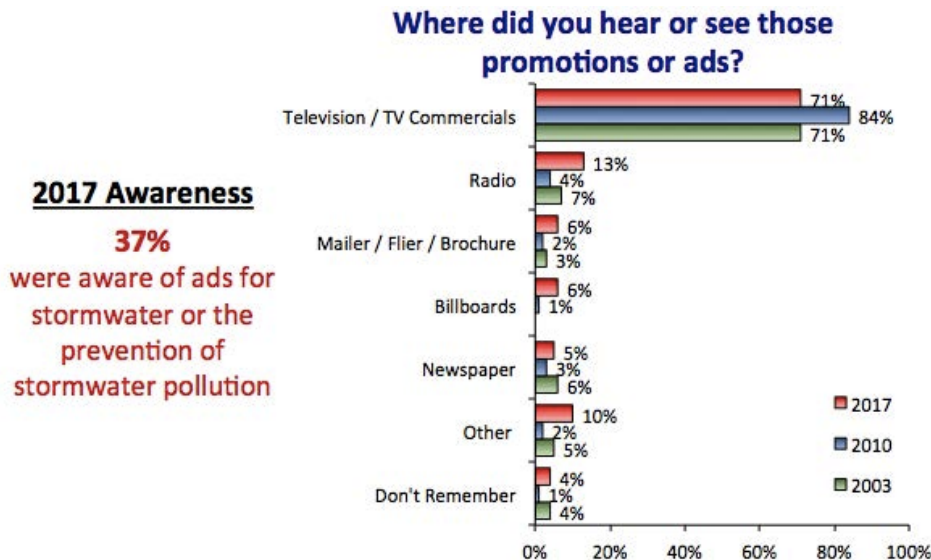
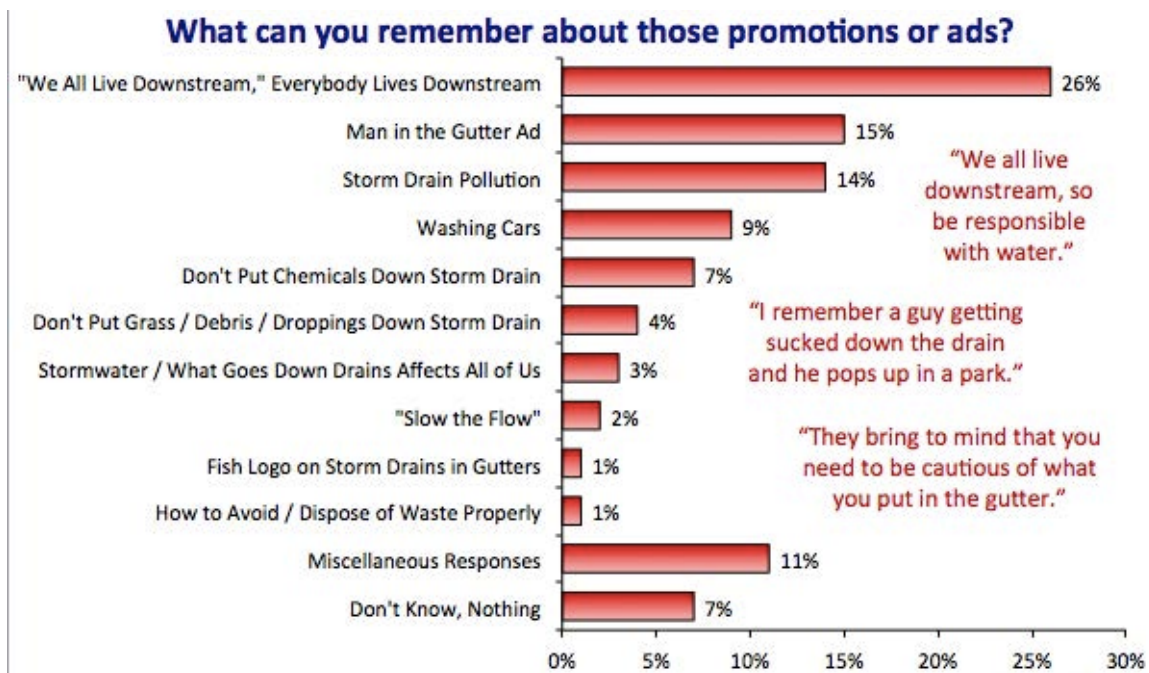


Figure 3.4B – Stormwater Promotions or Ads Awareness

| | Aware | NOT Aware |
|---|-------|-----------|
| Stormwater pollution is a "very serious" problem | 20% | 10% |
| "Residents/People" is the largest contributor to stormwater pollution | 52% | 37% |
| Washing vehicles on driveway or street is harmful to the environment | 76% | 67% |
| "Definitely NOT" okay to dispose any material in drains or gutters | 89% | 83% |
| It is harmful to the environment to sweep/hose natural things into the gutter | 72% | 57% |
| It is okay to throw leftover chemicals into the garbage can | 7% | 13% |
| None of Salt Lake County's stormwater goes to a treatment plant | 14% | 8% |

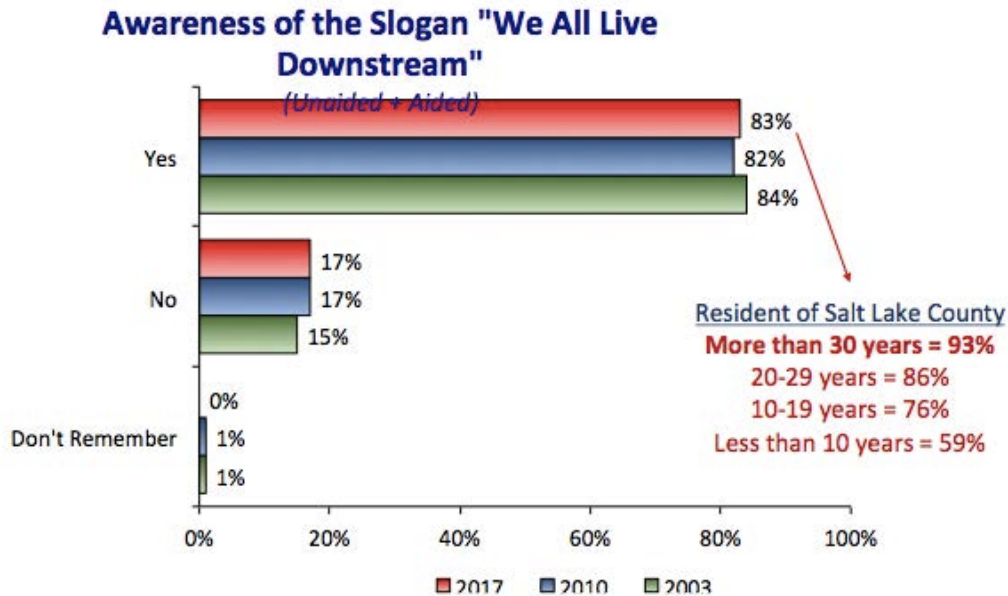
In addition to awareness, telephone respondents were asked "What can you remember about each of the promotions or ads regarding Salt Lake County Stormwater Coalition. Exemplified in Figure 3.5, respondents highlighted the slogan "We All Live Downstream" and recognized [the man in the gutter commercial](#) and storm drain pollution.

Figure 3.5 – Resonance of Promotions or Ads



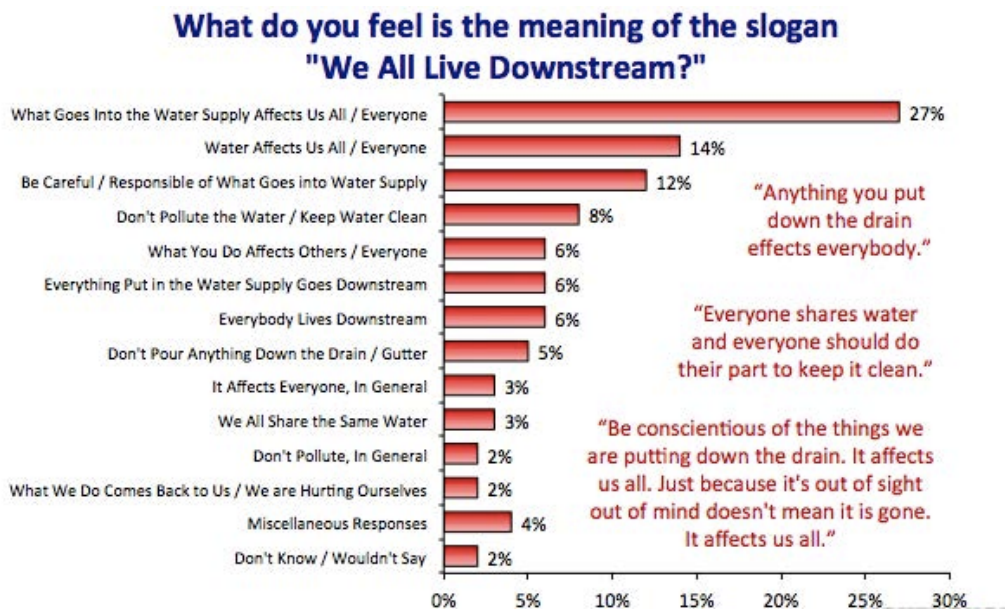
Seeking insight about promotions, ads, and awareness, Salt Lake County Stormwater Coalition wanted to see if the slogan “We All Live Downstream” was recognizable to the general public. Based on the telephone survey results, 83% of participants knew of the slogan (unaided and aided) as exhibited in Figure 3.6.

Figure 3.6 – Awareness of Slogan



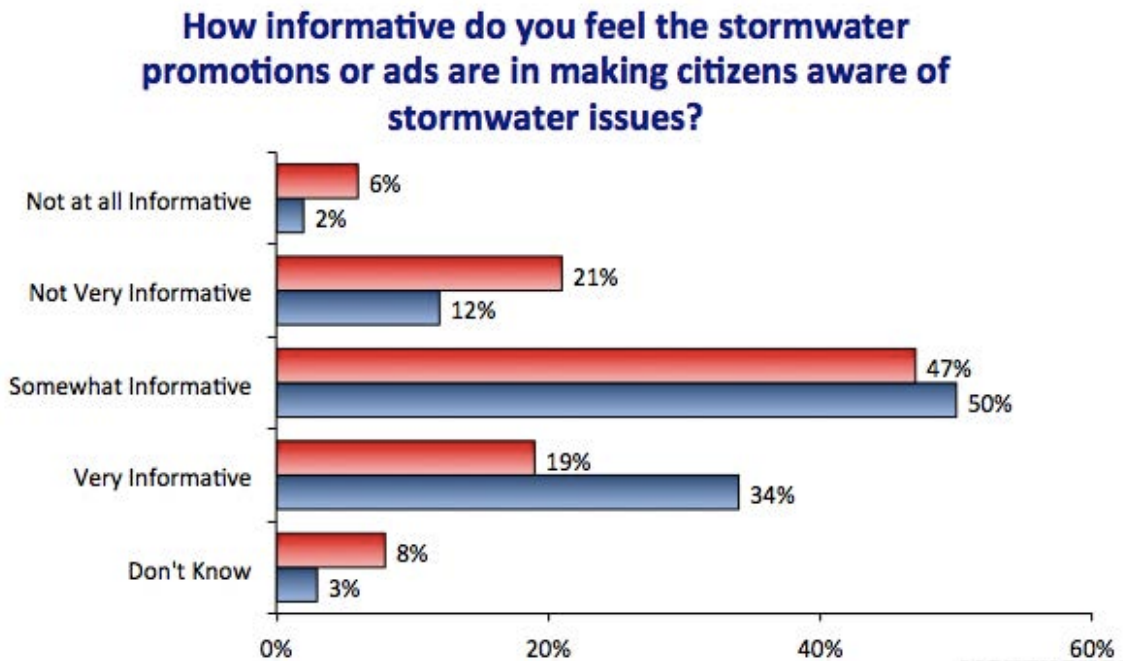
Respondents from the survey indicated personal meaning associated to the slogan, “We All Live Downstream” as shown in Figure 3.7.

Figure 3.7 – Meaning of Slogan



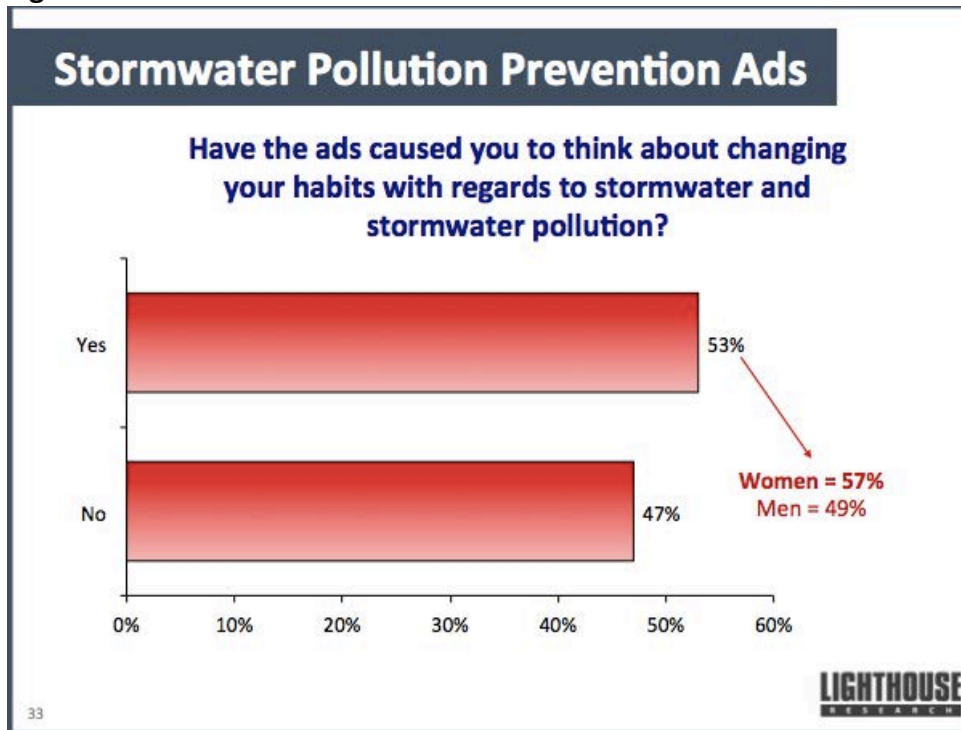
Respondents from the survey were asked how informative stormwater promotions or ads are in making citizens aware of stormwater issues, where over 50% indicated somewhat informative to very informative. Figure 3.8 confirms the breakdown.

Figure 3.8 – Informative Promotions or Ads Related to Stormwater Issues



Regarding social change and behavior change, a stormwater pollution prevention ad specific question was asked to respondents of the telephone survey about whether or not personal habits were evaluated or thought about. Figure 3.9 indicates 53% of respondents answered “yes”.

Figure 3.9 – Stormwater Pollution Prevention Ads



Based on the information gathered from the Lighthouse telephone survey to the general public regarding Salt Lake County stormwater, it is evident awareness and education are top priorities in creating and establishing a behavior change.

Note: All graphs and tables were provided by Lighthouse Research

Public Events

The Salt Lake County Stormwater Coalition participates in informational and educational booths/presentations each year. Public Events include but are not limited to: Salt Lake County Watershed Symposium, Bluffdale Old West Days, Millcreek Venture Out Program, Murray City's Earth Day and Health and Safety Fair, Segoe Lily Gardens and Water Week Spring Fair, and other various community events.

Salt Lake County Watershed Symposium

Salt Lake County Stormwater Coalition has previously participated in the Salt Lake County Watershed Symposium, an informative and educational experience to promote best management practices and raise awareness. Planning ahead, Salt Lake County Stormwater Coalition plans to adopt a more interactive approach to educating the general public at the Salt Lake County Watershed Symposium.

Bluffdale Old West Days

Every year, Bluffdale organizes the Old West Days Festival at which there is a booth dedicated to providing stormwater education to the general public. Interactive games and distribution of youth activity books were added to this year's event. Additionally, targeted conversations addressed the importance of keeping pollutants out of storm drains.

Millcreek Venture Out Program

Incorporated as a new city in 2017, Millcreek, every Friday night throughout the summer (June to August) provides outdoor activities, recreation clinics, live music, food trucks, community vendors, and outdoor movies. All of the activities are free admission. Recently, Millcreek promoted Salt Lake County Stormwater Coalition through asking young people stormwater related questions after which they received a promotional lip balm with Droplet and the slogan "We All Live Downstream".

Murray City's Earth Day and Health and Safety Fair

Participating in Murray City's Earth Day, Murray Public Works demonstrates "urban stew" for 250-350 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, express the importance of clean stormwater to 2,000-3,000 residents at the annual Murray City Health and Safety Fair.

Sego Lily Gardens Water Week Spring Fair

Sandy City hosts two fairs annually: the Seago Lily Gardens and Water Week Spring Fair to facilitate distribution and promotion of stormwater education. In conjunction, Sandy City invited North Salt Lake, who brought their stormdrain display to help educate the general public about stormwater.

Other Public Events

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

Media and Advertisements

Television Advertisements

Salt Lake County Stormwater Coalition conducted a mass media campaign, through television advertisements and digital components in 2017-2018 by partnering with local television stations.

KUTV, Channel 2

The Digital Summary for Channel 2 or KUTV, included Over the Top (OTT) of 5 months, \$7,050 with estimated 150,000 impressions.

KSL, Channel 5

Between May 21 – 28, 2018, Channel 5, ran 63 thirty-second television commercials reaching 371,545 (35%) of adults age 25-54 who saw the ad an average of twice throughout the month of May. In September, Channel 5, ran 45 thirty-second television commercials reaching 322,124 adults (30%) 25-45 with an average of 1.7 times viewed.

Additionally, throughout the remainder of 2017, Channel 5 ran 28 thirty-second television commercials, reaching 248,199 adults (22.1%) 25-54 years old with an average of 1.7 times viewed.

In the spring schedule of 2017, 66 thirty second television commercials reaching 446,040 (39.7%) of adults ages 25-54 viewed an average of 2.2 times.

Digital Component, Email Campaign, and Quizzes

In addition to traditional television advertisements or spots, Salt Lake County Stormwater Coalition worked with the local television stations to provide digital components, email campaigns, and quizzes to residents in Salt Lake County designed to increase awareness and promote stormwater education.

Channel 2, KUTV, helped with YouTube videos within 5 months at a cost of \$12,500 with an estimated 175,000 to 200,000 video views. Email marketing included two campaigns at \$4,290 for 130,000 emails sent. Quizzes included two short quizzes at \$3,000 for 140,000 plus emails sent regarding the quiz related to stormwater education.

Added value of investing in Channel 2, a local television station included: news coverage at the Water Quality Fair, Fresh Living Appearance, and Tickers which run in content with news products. The logo of the Salt Lake County Stormwater Coalition was placed on the lower third of the newscast and showcased for fifteen minutes (Monday – Friday, from 5:00AM – 7:00AM between May 13, 2018 – September 28, 2018 indicating 50 tickers). The Broadcast schedule received 3,502,000 impressions and added value indicated 1,626,000 additional impressions for the \$45,000 investment.

Channel 5 also ran a digital schedule, generating 75 clicks with 271,484 impressions and 5,345 engagements. Moving forward, the goal in September 2018 is 100,000 impressions.

Movie Theatre Advertisements

The Salt Lake County Stormwater Coalition ran current animated television spots in local movie theatres in 2017 and 2018. The commercials were the same for both years. Summer 2018, thirty-second commercials were shown throughout Salt Lake County at the following Larry H. Miller Megaplex Movie Theatres: The District, Gateway, Jordan Commons, and Valley Fair Mall.

Coalition Branding and Product Distribution

Branding

Salt Lake County Stormwater Coalition updated the branding, logo, and tagline offering a new vector image of the mascot, Droplet, and emphasizing “We All Live Downstream” slogan. The font and colors were changed to complement Droplet as they will be used together in promoting stormwater education.



Leave Behinds

Each participating municipality or city receives a percentage of tote bags and lip balms promoting Salt Lake County Stormwater Coalition to increase outreach to the general public. This year, Salt Lake County Stormwater Coalition chose two specific swag items to distribute to the general public through stormwater education or presentations. The items include (1) tote bags and (2) lip balms.

Tote Bags

Tote or reusable grocery bags were produced and purchased in 2017 as leave behinds for giveaways and promotional items for public events and distributed by Salt Lake County Stormwater Coalition participating city representatives. In all, 10,000 bags were purchased and distributed.

Amount paid: \$4,890.00

Lip Balms

In 2017, lip balms were purchased as leave behinds for giveaways at public events and local school distribution. 2,500 lip balms were distributed to participating Salt Lake County Stormwater Coalition city members.

Amount paid: \$4,830.24

Household Hazardous Waste (HHW) and Illicit Discharge Detection and Elimination (IDDE)

Household Hazardous Waste (HHW) Collection

Salt Lake County Health Department collected the totals for household hazardous waste (HHW) which included: 807,820 pounds of paint; 28,438 pounds of labpack; 182,784 pounds of used oil; 58,140 pounds of antifreeze; 117,339 pounds of fuel; 56,832 pounds

of fertilizer, herbicide, and pesticides; 30,402 pounds of aerosols; 74,081 pounds of T-OX; 1,453,528 pounds of electronics; and 8,084 pounds of fluorescent bulbs.

Recycling

Salt Lake County recycling information regarding outreach and materials programs includes: 55 tours with 2,346 attendees with 9 presentations averaging 509 attendees total, and 13 community events with 1,868 attendees.

Specifically for materials associated with recycling programs, 2,032.37 tons of salvage, 44,319.41 tons of green waste, 5,676 tires, 3,961 refrigerators units, and 1,534 mattresses were collected.

Used-Oil Collection Program

Supporting Utah Department of Environmental Quality, Waste Management and Radiation Control, Salt Lake County Stormwater Coalition, works to help 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 [here](#).

Stream Signs and Inlet Markers

In 2017, Salt Lake County Stormwater Coalition continued to maintain the current stream crossing signs posted throughout the county. Stream crossing signs act as a reminder to residents as they are traveling throughout the county that there are bodies of water present throughout their cities.

Budget

The Salt Lake County Stormwater Coalition budget figures below for 2017-2018 represent the entire budget, for which the fiscal year runs from January 1 – December 31; both revenue and expenses are displayed.

Additionally, other municipalities and entities contributed to the overall revenue of the Stormwater Coalition, supporting common goals and activities, such as media, which reached all areas adjacent to and co-located within Salt Lake County. The actual 2017-2018 budget is \$193,000 as illustrated in Figure 4.1.

Figure 4.1 – Actual Budget**³ 2017/2018 Budget**

| | |
|--------------------------------------|----------------------|
| TV/theatre Media Partnership | \$ 100,000.00 |
| Other Media outlets | \$ 8,000.00 |
| Stormwater Quality Fair | \$ 10,000.00 |
| Website design/Maintenance | \$ 3,000.00 |
| Leave Behinds | \$ 5,000.00 |
| Public Information Poll | \$ 22,000.00 |
| | |
| Total | \$ 148,000.00 |
| 2017/2018 Annual PR Consultant Costs | \$ 45,000.00 |
| | |
| Total | \$ 193,000.00 |

3) May vary from year to year based on permit requirements (i.e. public opinion poll conducted once per permit cycle). Other items that may be included in the budget:

On page 28, expenses are displayed, along with the account code from which the debit was assigned. All expenses are those which support the requirements, education and information, annual water quality fair in partnership with Utah Hogle Zoo, outreach, website, and other social media presence. The total expense for the year 2017-2018 \$193,000, leaving a net sum gain of zero.

2017/2018 Stormwater Coalition Expenses

| Contract | Provider | Account | Cost | Notes |
|-----------------|------------------|----------------|--------------|---|
| PT18105 | KSL TV | 613020 | \$45,000.00 | Television Advertisement |
| N/A | Varies | 613020 | \$45,000.00 | Developmental AD Leave behinds |
| N/A | Varies | 613020 | \$10,000.00 | Other Media Outlets |
| N/A | Hogle Zoo | 613020 | \$10,000.00 | Stormwater Quality Fair |
| N/A | TBD | 613020 | \$16,700.00 | Stormwater Training Video Series |
| N/A | Lunawebs | 615020 | \$800.00 | Website hosting and maintenance |
| N/A | Wix | 615020 | \$500.00 | Website hosting and maintenance |
| PT18100C | SMC Consultants | 639010 | \$43,000.00 | Social Marketing and Social Media advertising |
| N/A | Lighthouse Media | 639010 | \$22,000.00 | Public Information Poll |
| | | | \$193,000.00 | Total Budget |

2017/2018 Stormwater Coalition Expenses

| Account | Total Expense |
|----------------|----------------------|
| 613020 | \$126,700.00 |
| 615020 | \$1,300.00 |
| 639010 | \$65,000.00 |
| | \$193,000.00 |