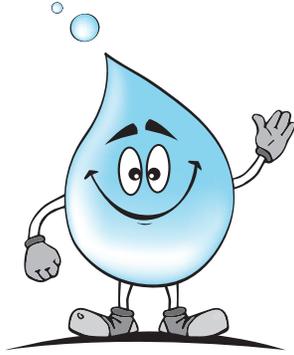




SALT LAKE COUNTY STORMWATER COALITION

**ANNUAL REPORT
2018-2019**

WE ALL LIVE DOWNSTREAM



SALT LAKE COUNTY STORMWATER COALITION

WE ALL LIVE DOWNSTREAM

www.stormwatercoalition.org



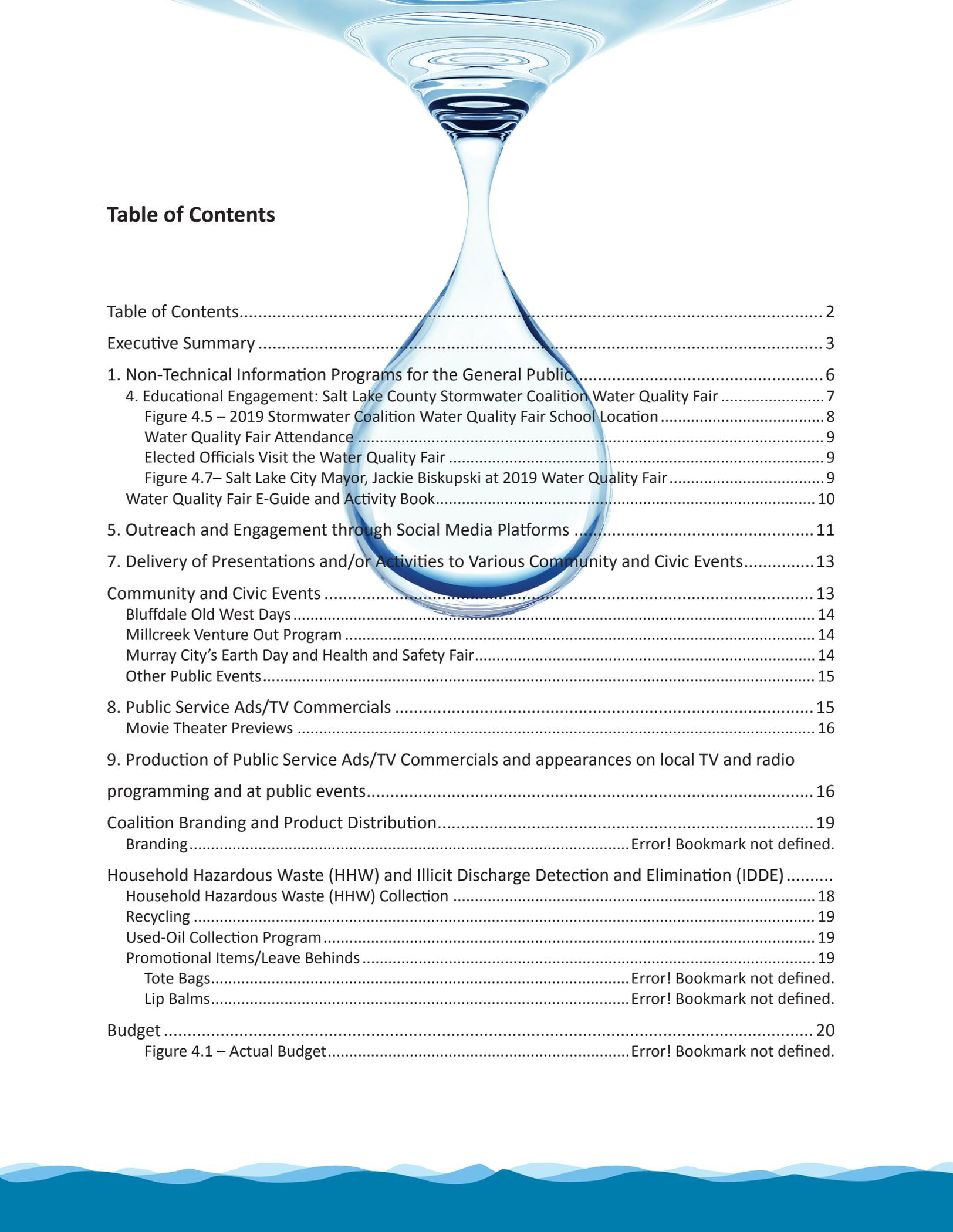


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Executive Summary

The 2018-19 Salt Lake County Stormwater Coalition Annual Report serves to convey the required information and detail the status of compliance regarding permit conditions, as well as provide a review of Coalition programs, activities and function within the Jordan Valley MS4 UPDES permits toward achieving 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, 2018 to June 30, 2019.

Background

Salt Lake County Public Works Engineering is the Administrator and Coordinator of most of the UPDES Countywide MS4 permit education, outreach, participation and involvement (PIE) requirements and has been since 1995. The Stormwater Coalition is the main arm of these programs under County management and is crucial for compliance with the MS4 permits. The Stormwater Coalition is comprised of 21 stakeholders, including: SL County, Bluffdale, Cottonwood Heights, Draper, Herriman, Holladay, Midvale, Millcreek, Murray, Riverton, Salt Lake City, Sandy, South Jordan, South Salt Lake, Taylorsville, West Jordan, West Valley City, Utah Department of Transportation, Salt Lake County Health Department, Greater Salt Lake Municipal Services District, and the Veterans Administration- Salt Lake City Regional Department of Affairs and Health Care System.



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 organizations. On behalf of the Coalition, Salt Lake County has engaged Social Marketing Consultants (SMC), a public relations and consulting firm, to help meet requirements of the Jordan Valley MS4 UPDES permits and to continue and expand successful implementation and further development of public information, education, participation and involvement.

The primary goals of the Stormwater Coalition are to increase awareness regarding the significance of nonpoint source stormwater pollution and to 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.

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, and knowledge of solutions to address local behaviors that impact stormwater with a singular purpose, working to spread the key message that “We all live downstream”. The Stormwater Coalition began applying a model known as Collective Impact in the spring of 2019. Collective Impact is an approach to partnership work that requires stakeholders to adopt specific tenants in their work together in order to accomplish a common purpose (https://ssir.org/articles/entry/collective_impact). The Coalition expects to expand its capacity in the achievement of quantifiable results and will report at regular intervals on the clear, specific, measurable indicators of behavior change efforts, beginning with its social media campaigns implemented over the reporting period (baseline), and with its mainstream media campaigns. Baseline for TV ads was established in May and September 2018, and baseline for bus banners, digital billboards and theater trailers will be captured as delivered in September–October 2019.

As a hallmark of its branding, the Stormwater Coalition utilizes a spokes-character, “Droplet” along with the slogan, “We All Live Downstream” to maintain SLCo Stormwater Coalition recognition and identity over the reporting period and throughout its outreach, education, engagement and messaging efforts, which included:



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**WE ALL LIVE
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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 developers, planners, architects, engineers, elected officials, and community leaders, etc. on the water quality aspects of stormwater runoff and methods for improvement;
3. Implementation of training programs for public sector personnel (municipal operations and public works departments) for the protection of stormwater quality;
4. Engagement and education of teachers and 4th and 10th grade students (Utah Core includes water quality elements for these grades), including the delivery of the 13th Annual Water Quality Fair at Hogle Zoo for 4th grade students;
5. Outreach and engagement through social media platforms, including the Stormwater Coalition website, Facebook, Twitter, and Instagram;

6. Distribution of guidance documents and other items that promote best stormwater management practices for residents and businesses;
7. Delivery of Presentations and/or Activities to Various Community and Civic Events;
8. Delivery of Public Service Ads/TV Commercials (Sept. 2018)
9. Production of Public Service Ads/TV Commercials and appearances on local TV and radio programming and public events (delivery in Oct. 2019);
10. Production of Public Service Ads shown in conjunction with movie theater previews (delivery in Oct. 2019);
11. Production of static Public Service Messaging on billboards (including digital billboards) and transit vehicles (busses) (delivery in Sept-Oct. 2019);
12. Engagement in monthly stormwater coalition meetings;
13. Implementation and of data collection and common metrics utilized to measure key drivers of behavior change or indicators of success (social indicators) to accomplish compliance with MCM 1 & 2;
14. Support efforts of the Salt Lake County Health Department and municipal follow up regarding Illicit Discharge Detection and Elimination (IDDE) and collection and disposal efforts of entities that collect Household Hazardous Waste, Recycling and Used Oil
15. 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.

Conclusion

Utilizing the approach described above throughout the reporting period and looking forward to future, the Salt Lake County Stormwater Coalition will continue to make strides of reaching the general public and target audiences with critical stormwater quality messages. The Coalition will persist in expansion of its engagement and outreach work along with execution of its strategy to educate a larger portion of the general public. Through implementation/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 permits requirements and actualize its purpose in the present and for years to come.

Note: A stormwater public telephone survey was conducted during the 2017-18 reporting period and a new survey is planned for the spring of 2020. 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 can be found online at <http://ow.ly/X0k150w6NGO>

1. Non-Technical Information Programs for the General Public

Best Management Practices for Residents and Homeowners

Stormwater Coalition branded resources and materials were developed to provide Best Management Practices (BMP) for Residents and Homeowners during the project 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 (Figure 1.0). The objective is to provide an easy to read, easy to recognize, and easy to adopt set of behaviors that address nonpoint source stormwater pollution and that meet stormwater permit requirements.



Figure 1.0- BMP's for Homeowners and Residents Stationery Page Graphic Stationery Footer

The Stormwater Coalition utilized EPA guidance for including BMP information in education, involvement and outreach efforts, as a matter of course. “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 messaging delivered through reusable grocery bags

2. Implementation of Technical Education Program

Technical education programs for developers, planners, architects, engineers, elected officials, and community leaders, etc. on the water quality aspects of stormwater runoff and methods for improvement included utilization of the Salt Lake County Storm Water BMP guidance documents <http://slco.org/engineering/stormwater/guidance-documents/>, the latest information from EPA, and results of informal surveys with coalition partners about needs



Figure 2.0- Training Video Cover

in their cities. The Stormwater Coalition has developed online resources for use in meetings and technical trainings, in addition to producing a 12-minute SWPPP video for Contractors. 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.

3. Implementation of Training Programs for Public Sector Personnel

During the reporting period, implementation of training programs for public sector personnel (municipal operations and public works departments) for the protection of stormwater quality the Coalition utilized a full service online training program for Municipal Employees designed, built and implemented by Salt Lake County, which is now merging onto the SL County SABA Learning System (<https://slco.org/human-resources/employee-university/saba-lms/>).

Three Stormwater related subject modules were created and are now available for training purposes: 1) Construction, 2) Illicit Discharge Detection and Elimination (IDDE), and 3) Good Housekeeping.

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- Salt Lake County Stormwater Training System Cover

4. Educational Engagement: Salt Lake County Stormwater Coalition Water Quality Fair



Figure 4.0- 2019 SLCo Stormwater Coalition Water Quality Fair at Hogle Zoo

The Salt Lake County Stormwater Coalition held its 13th annual 4th Grade Water Quality Fair at Utah Hogle Zoo on April 10 and 11, 2019. The Water Quality Fair proved especially relevant to stormwater education this year, as it snowed and then rained throughout the event. The timely storms, in addition to the 13 exhibits and activities provided students with exposure, practices, activities, and insights about how to keep stormwater clean.

Figure 4.1- Stormwater Education Live at 13th Annual SLCo Stormwater Coalition 4th Grade Water Quality Fair

4th grade students and their teachers and parent chaperones attended from schools located in Coalition member cities (as illustrated by Figure 4.4). Students participated in hands-on activities and learned about stormwater. The message: “Whatever get into storm drains goes directly into the ponds, streams, creeks, rivers, and lakes near our homes, schools, parks and across our neighborhoods and communities. This water does not go to a water treatment facility.”



Figure 4.2- Students at the 2019 4th Grade Water Quality Fair visit the USU Hydrology Trailer to learn more about pervious and impervious surfaces

Beginning in January 2019, a google form was posted and completion of the form was required for registration. Schools requested a confirmation number and were confirmed until the event was filled to capacity and a waiting list was formed. From January-April, registered teachers were provided with monthly event preparation emails that included suggested curriculums and activities to provide the students with context for what they would be seeing/experiencing. An example of the preparation information provided to teachers is provided in below.

Hello Teachers,

Happy Monday! I am so glad to be reaching out to you today, as we “March 4th” toward the 4th Grade Water Quality Fair at Hogle Zoo on Wednesday, April 10th and 11th. We are looking forward to seeing you and your students at the event.

The water quality fair is just a little over a month away now. Here’s the information briefing for this month:

- **PREPARE YOUR STUDENTS FOR THE EVENT!** Download and print this booklet for use in the classroom before the event. Students who have context for the activities enjoy them and seem to have a better all around experience. <http://ow.ly/S2wZ30nUJDx>. You can also visit the coalition website to download at <https://stormwatercoalition.org/educators-and-students> You could also share this webpage, with its many lesson plans and activities with your afterschool leaders to use (if they would like), and to enhance student interest and learning about water and water quality. At the event, there will be a prize drawing for teachers that indicate they have prepared their students for the event (Science supplies basket and restaurant gift cards).
- Students will also have better understanding if they watch the 8-minute video, A Ride Through the Storm Drain. You can access it on the Stormwater website on the page listed above, or at: https://www.youtube.com/watch?time_continue=4&v=n4N7o7asOqw
- On the day of the event, teachers, chaperones and other adults can utilize the e-guide between activity booths and to help students to remain engaged in case of any downtime (for example, if you end up needing to wait on the bus for check-in). The guide/scroll is available as a live link, as a .pdf or .jpg download for phones. It’s highly recommended that you and your chaperones open the guide and run through it to make sure you work out which file/method works best for you. Here is the link: https://docs.wixstatic.com/ugd/404d97_b4abcd02484e4fe6bb97f8edf052d569.pdf The documents are also attached at to this email. (I will have a few paper guides the day of the event to share with chaperones that may not have cell phones with the capability of viewing the file). There are a few activities that require supplies, we’ll provide those to you at check-in.

LOGISTICS:

- **PLEASE REPLY! What time do you expect your bus to arrive at the zoo?** Please reply with your name, name of your school and your estimated time of arrival. Onsite check-in and event entry will be scheduled on a first response-first scheduled basis. It takes approximately 8-10 minutes (sometimes a little longer) to check-in each school. We will work through this process as quickly as possible! This process will occur in the north parking lot across the street from the zoo, and students must remain on the bus until it is your school’s turn to check in. I’ll send out a check-in time for your school as soon as I have all of the replies for Wednesday event attendance. We will try to be flexible, as we can’t predict traffic and other delays. We want you and your students to have a great day at the event!
- **INFORMATION FOR BUSES:** Bus will need to pull in and park in the north parking lot—across the street from the zoo. For safety, students will need to remain on the bus until it is your school’s turn for onsite check-in. Lunches will be picked up from the busses by Murray Public Works and taken over to the pavilion and placed on tables for lunchtime. Pick up at the end of the day should be done at the same location.
- Next month, I’ll send more details about the event, and last minute preparations. We’ll be looking at the weather and prepping for a “rain or shine” event!

All the best to you! We’re counting down to the first day of spring! I’ll reach out again April 1st with final details. Please let me know if you have questions or concerns. Take care until then! ☺

Figure 4.3- Teacher preparation resources for Annual 4th Grade Water Quality Fair

Over the two-day event, 34 elementary schools from across Salt Lake County attended the twelve water quality exhibits/activities in addition to observing animals and environmental conditions at Utah Hogle Zoo. Presentations included: Vector Truck Demonstration, Street Sweeper Demonstration, Stormwater Facts Bean Bag Toss, Salt Lake City Interactive Watershed, Recycling/Landfill, Tracy Aviary, Safe Kids/Water Safety, Droplet, How Watersheds are Formed, Dr. Strangewater, We All Live Downstream, Back Flow Prevention, and Water Cycle/Water Conservation.



Figure 4.4- Watershed Education

Water Quality Fair Participation by School/City

All Elementary Schools that participated in the Water Quality Fair are located in Salt Lake County. A detailed list of what elementary schools attended, are listed in Figure 4.5, below.

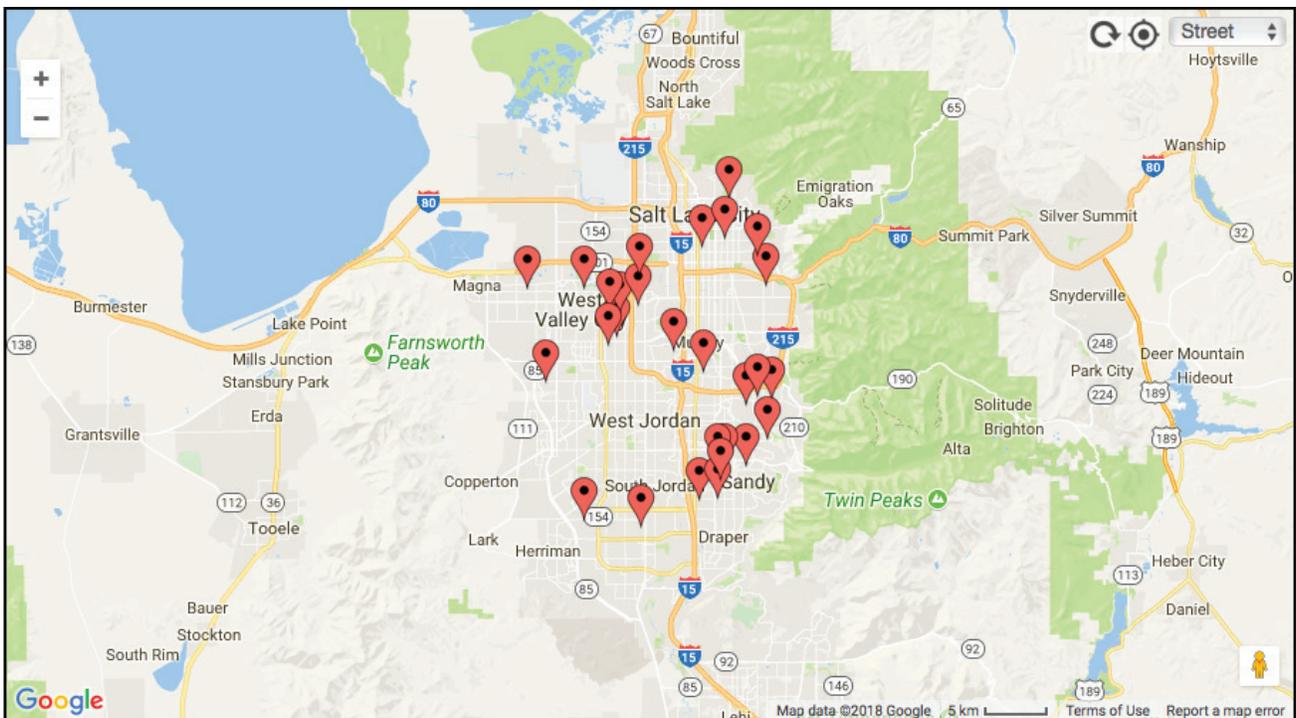


Figure 4.5 – 2019 Stormwater Coalition Water Quality Fair School Location

Water Quality Fair Attendance

2,857 students, along with 168 teachers and other school personnel, as well as 409 additional parent/guardian chaperones attended the 2019 Water Quality Fair over the two-day event. Schools were required to provide one adult for every five students. Special needs students may bring an adult per student. Parent/guardian chaperones were required to stay with specifically assigned students who comprised their groups of five at all times. Student groups were determined by teachers prior to attending the Water Quality Fair.

2019 Water Quality Fair at Utah Hogle Zoo			
Wednesday, April 10 and Thurs, April 11			
School Name	Address	City	Students
Summit Academy Bluffdale	1940 West 14400 South	Bluffdale	63
Bella Vista Elementary	2131 East 7000 South	Cottonwood Heights	47
Butler Elementary	2700 East 7000 So	Cottonwood Heights	105
Ridgecrest Elementary	1800 East 7200 South	Cottonwood Heights	98
Providence Hall	4896 Patriot Hall Drive	Herriman	136
Midvale Elementary	7830 Chapel St	Midvale,	140
Mill Creek Elementary	3761 So. 1100 E.	Millcreek	68
Twin Peaks Elementary	5325 S 1045 East	Murray	64
McMillan Elementary	315 East 5900 South	Murray	85
Riverton Elementary	13150 S. 1830 W.	Riverton	125
Southland Elementary	12675 2700 W	Riverton	125
Midas Creek Elementary	11901 S. Park Haven Lane	Riverton	140
Emerson Elementary	1017 E Harrison Ave.	Salt Lake City	93
Rosecrest Elementary	2420 Fisher Lane	Salt Lake City	72
Franklin Elementary	1115 W 300 S	Salt Lake City	74
Wasatch Elementary	30 R Street	Salt Lake City	75
Mary W. Jackson Elementary	750 West 200 North	Salt Lake City	65
Dilworth Elementary	1953 South 2100 East	Salt Lake City	97
Beacon Heights Elementary	1850 South 2500 East	Salt Lake City	75
Pacific Heritage Academy	1100 North 1755 West	Salt Lake City	54
Hawthorne Elementary	1675 South 600 East Room 22	Salt Lake City	28
Newman Elementary	1269 North Colorado Street	Salt Lake City,	55
Crescent Elementary	11100 S 230 East	Sandy	100
Altara Elementary	800 E. 11000 S.	Sandy	90
Edgemont Elementary	1085 Galena Drive	Sandy	75
Grace Lutheran Sandy	1815 E 9800 S	Sandy	12
Brookwood Elem	8640 So. Snowbird Dr.	Sandy	77
Pioneer Elementary	3860 S 3380 W, West Valley Cit	West Valley City	75
Truman Elementary	4639 S. 3200 West	West Valley City	75
Monroe Elementary	4450 West 3100 So	West Valley City	100
Valley Crest Elementary	5240 W. 3100 So.	West Valley City	100
Diamond Ridge Elementary	6034 So. Mill Valley Ln	West Valley City	119
Rolling Meadows	2950 Whitehall Ave	West Valley City	100
Endeavor Hall Charter	2614 Decker Lane	West Valley City	50
		Total 4th grade students	2857
		Total Registered teachers/school personnel	168
			3025
		Total attendance of unregistered parents/adult chaperones	409
			3434

Figure 4.6- 2019 4th Grade Water Quality Fair Attendance



Elected Officials Visit the Water Quality Fair



Figure 4.7– Salt Lake City Mayor, Jackie Biskupski at 2019 Water Quality Fair

On Wednesday, April 10, 2019, Salt Lake City Mayor, Jackie Biskupski, addressed Water Quality Fair participants. Mayor Biskupski made the following statements to students, teachers and parents:

1. Our lives depend on having clean, healthy water. All community residents have a right to have clean drinking water. Our community and our wildlife deserve clean water. We all cause pollution, so we all need to do our part to clean it up and keep it clean.
2. We need to pay attention to stormwater because the major cause of pollution in our creeks, rivers and lakes is the runoff after a rainstorm that picks up trash, motor oil, lawn fertilizer and other chemicals that builds up on our roads, parking lots, roofs and

driveways and then flows, untreated, into our creeks and rivers. Dirty water causes harm to human health and the local economy.

3. Stormwater management is about more than diverting rain water into pipes and channels to keep it from flooding streets and properties. It includes conservation practices to remove or keep pollutants out of our creeks, rivers and lakes. These practices will also enhance and beautify our communities.

4. Ignoring storm water pollution leads to health problems, flooding and property damage. We must address this problem together, in ways that are fair to people in every part of the community. Ignoring our aging, obsolete infrastructure will increase our future costs, and threatens the security of everyone in the community.

Mayor Biskupski was joined by a team of SLC Public Utilities staff who then provided a hands-on experience explaining the impact of water on a geographic area and water’s impact on how watersheds are formed.

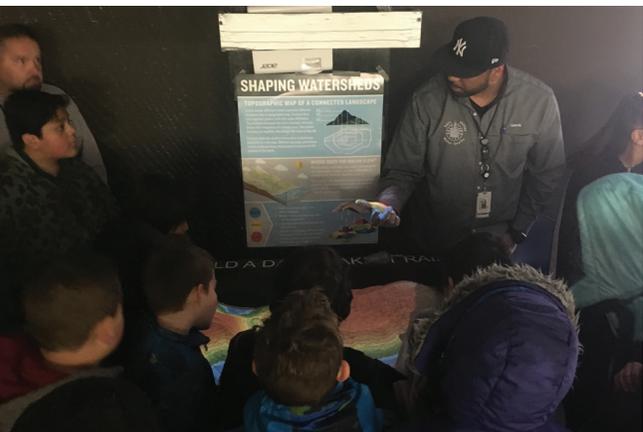


Figure 4.8- Shaping Watersheds, an interactive exhibit provided by Salt Lake City Public Utilities

Millcreek 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 through their summer-long festival, Venture Out. City Councilperson, Cheri Jackson, joined the Water Quality Fair on Thursday, April 11, 2019 to provide participants with a message about the importance of caring for our streams, rivers and lakes by preventing anything but water from going down the storm drains.



Figure 4.9- Millcreek City Councilperson, Cheri Jackson, addresses participants at 2019 Water Quality Fair

Water Quality Fair E-Guide and Activity Book

To support the Hogle Zoo “no paper on site” guideline, an e-guide was created during the reporting period, which is designed to be viewed online or downloaded to smartphones or other devices to facilitate greater student/chaperone interaction and to support hands-on learning experiences during the Water Quality Fair. (We provided

a few paper copies to parents who did not have phones that could support the download or link view.) The E-guide can be viewed at https://docs.wixstatic.com/ugd/404d97_b4abcd02484e4fe6bb97f8edf052d569.pdf

Each teacher and chaperone was also provided with a 4th Grade Water Quality Toolkit that contained: pH test strips, safety goggles, plastic test tubes, thermometer and other items to be used during the Water Quality Fair to encourage students to think like a scientist.



Figure 4. 10- 4th Grade Water Quality Toolkit

Think Like a Scientist!

Today, while you are at the zoo, find a body of water (fountain, puddle, stream, pond). Describe the water body and its surroundings. What other observations can you make about the water body (smell, touch, nearby sounds, etc.).

Using your Water Quality Tool Kit, test the water for three parameters: pH, temperature, color.

pH

What is the normal pH for water?
What is the pH of the water you found?

Color

What do you think is a normal apparent color for water?
What is the apparent color of the water you found?

Temperature

What do you think is a normal temperature for water this time of year?
What is the temperature of the water you found?

Figure 4.11- Excerpt from 2019 E-guide

The e-guide is intended as a day-of-event companion to last year's 4th Grade Classroom Activity Book, which we asked teachers to review and send home with students to reinforce the dissemination of stormwater information with families at home.

5. Outreach and Engagement through Social Media Platforms

Website

The Stormwater Coalition features the website stormwatercoalition.org, which includes an public site and an internal site for coalition members and partners (<https://stormwatercoalition.org/coalitionmembers>). The Squarespace platform that hosts the site, allows for easy editing and additional page creation and customization as needed, which was a major hurdle for the Coalition to overcome in the prior reporting period. The updated website features a clean look and logical navigation for page visitors.

In addition to providing BMP's and content for specific audiences: Homeowners and Residents; Community Leaders and Elected Officials; Educators and Students; and Contractors and Developers, the site attendance at monthly coalition meetings, where needs of municipal member cities are expressed and USWAC meeting highlights. We make it a practice to review and update the site 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- Static view of Stormwatercoalition.org website Home Page

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 support all aspects of the coalition’s branding, marketing, website, 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 then specific 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 established a Hootsuite Social Media Management account in December 2018 and currently uses Hootsuite to coordinate, pre-schedule SLCo Stormwater Coalition posts (all components are developed in the Editorial Calendar, as described below) and for analytics. The Coalition currently has Facebook (“We All Live Downstream”), Twitter (@MrDroplet) and Instagram (“Wealllivedownstream”) accounts, on which new posts occur approximately 5 days/week.

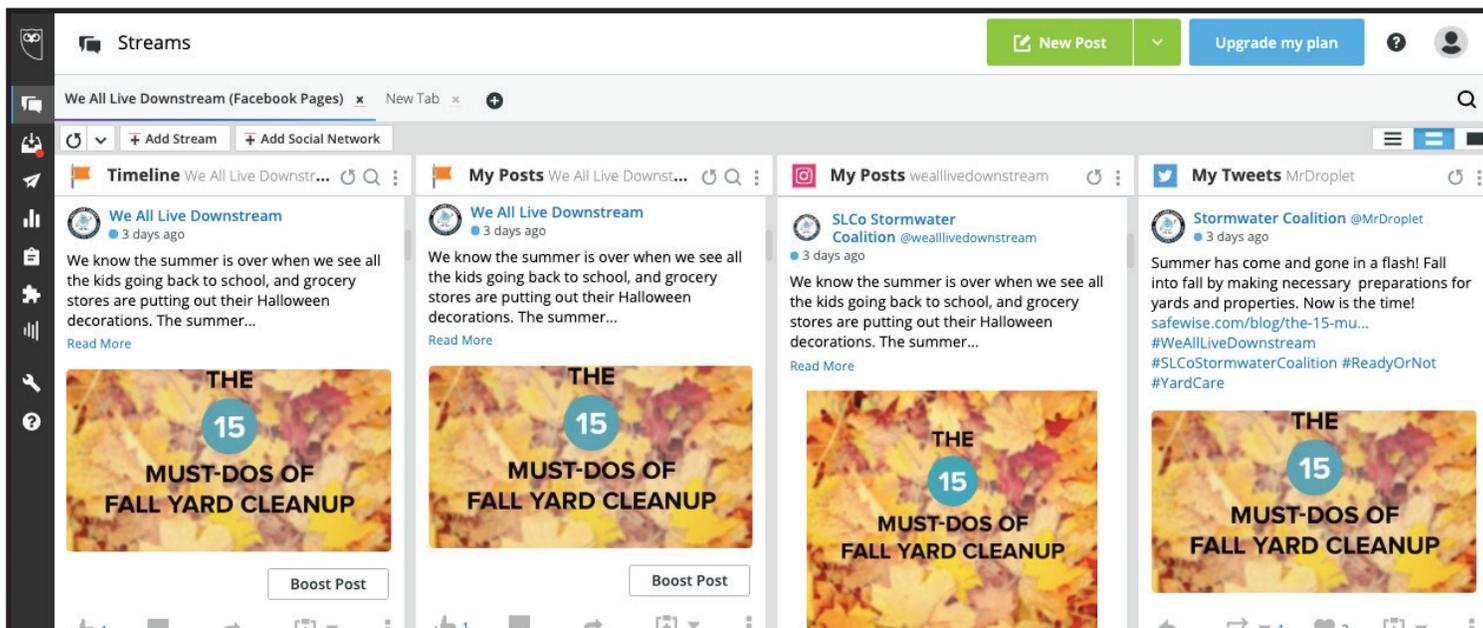


Figure 5.1- Stormwater Coalition Hootsuite Dashboard:

The Stormwater Coalition established a YouTube channel, We All Live Downstream SLCO Stormwater Coalition, in 2018. Since then we facilitated having the historical video files of the coalition digitized and re-posted, as well as posting newly developed videos and utilizing the links on the stormwatercoalition.org website, social media posts, and other, as needed.

In June of this year, to launch the Instagram account, the SLCo Stormwater Coalition featured a campaign utilizing a “Power of Pets” strategy. Since many people have and love dogs, we overlaid our goal of pick up pet waste and put it in the trash (BMP-Managing stormwater at Home). We asked people to commit to pick up their pet waste and as a token of their commitment, posted a photo of their dog to our Instagram feed. We pushed the campaign through current and developing relationships with SL County and Coalition municipalities, and through Facebook and other social media dog fans, and tied it all to our Facebook posts and tweets. We were able to establish a baseline for the Instagram feed, and next year, at the same time of year, will expand to outreach the campaign to animal shelters, pet supply stores, and other relevant groups within Stormwater Coalition cities.

Social Media Content Development

In order to support outreach and messaging to the identified groups through a social media strategy, an editorial calendar is used to pre-create daily posts for Facebook at Twitter (as shortened FB posts), which are promoted to the various target audiences (as prescribed in UPDES Countywide MS4 permit Education and outreach requirements) on a weekly rotation. Current target audiences are: week 1 homeowners and residents, week 2- educators and students, week 3- municipal leaders and elected officials, and week 4- contractors and developers. The editorial calendar is utilized to ensure that posts are coordinated, targeted, have a variety of media components, photos, video or other media links, are ready ahead of time, are relevant and of high-quality. Editorial calendar components include the week #/target audience, day/date, any national observances with which we might align (if appropriate), possible photo source, link to related article, video or other media, and the verbiage to be used for the posts. All are loaded into Hootsuite and scheduled for posting at a time when the traffic for our intended audience is about to be optimal. Hootsuite also automatically shortens the verbiage for Twitter, which has a character limit, and ow.ly to create a shortened link for both Facebook and Twitter.

Format	Observance	Photo Source/Location/Link	Media Source/Location/Link	Facebook Verbiage/Caption
Week 3- Municipalities				
Monday, February 18, 19	President's Day	Photo: http://2.bp.blogspot.com/-BX30Ox76J68/TkayK0V4QhI/AAAAAAAAA0s/79w95JkFmw4/s640/kids+dancing+in+the+rain.jpg	Article: https://www.almanac.com/weather/longrange/UT/Salt%20Lake%20City	Life isn't about waiting for the storm to pass. It's about learning how to dance in the rain. -Vivian Greene What a wonderful place we live in The average annual precipitation for Salt Lake City is 16.1 inches, according to the National Weather Service. Attached is the farmer's Almanac which indicates projected rainfall throughout the year so we can figure out when our next opportunity to dance in the rain is. #weallivedownstream,#Stormwater,#Cleanwater,#SLCoStormw
Tuesday, February 19, 19		Photo:Dropbox- overflowing sewer-stormdrain	Article: https://www.citylab.com/solutions/2016/03/stormwater-runoff-credits-nature-conservancy-washington-dc/473700/	Municipal Leaders and Elected Officials! Let's Turn Stormwater Runoff Into Everyone's Business! Thank heavens we in the Jordan River Watershed have separate sewer and storm drain systems, but we can still learn from a strategy they're using in Washington D.C., that has a combined system. A massive \$2.6 billion tunnel system is underway to deal with some of the runoff, but it's not enough. So, the city turned to green infrastructure: rain gardens, green roofs, permeable surfaces, and leafy drainage ditches known as bioswales that filter and store extra rainwater, easing the load on the sewer system. These options cost much less than "gray infrastructure" and they make the city prettier and more enjoyable.
Wednesday, February 20, 19	National Love your pet day	Photo: http://findapooperscooperservice.weebly.com/uploads/3/1/3/1/31312123/9646564_orig.jpg	Article: https://www.petfinder.com/dogs/living-with-your-dog/scoop-dog-poop/	Today is love your pet day. Today's message from Droplet is "Scoop the Poop!" Besides just being a good dog owner, there are water quality incentives to clean up after Fido. Stormwater carries pet waste and other pollutants directly into waterways. Animal waste adds nitrogen to the water. Excess nitrogen depletes the oxygen in water necessary for beneficial underwater grasses, wildlife and fish. The article below gives several more reasons explaining how abandoned pet waste affects our water. See link for top 10 reasons to scoop the poop!

Figure 5.2- SLCo Stormwater Social Media Editorial Content Calendar example

Social Media Reporting

Monitoring and creating a baseline for reporting period was accomplished through utilization of Hootsuite Analytics. The Stormwater Coalition will use 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 5.3-5.6- Charts/graphic showing Facebook performance for We All Live Downstream July 2018-June 2019.

<<INSERT graphs from 5.3-5.6 SLCo-FB-July2018-June2019>>

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 establish a 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. Beginning in July 2019, municipalities and the coalition as a whole will begin tracking specifics regarding distribution such as quantity, targeted audiences,

The Stormwater Coalition utilized stormwater community festivals, education events, municipal speeches or gatherings, water quality events, advisory committees and visits to engineering firms, and City Hall Counters 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 promotional item distribution outlets

<<INSERT CHART 6.0 Chart 3 from SWAG Survey>>

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

Community and Civic 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, What's Up Riverton, Fort Herriman Towne Days, South Salt Lake Night Out, and other various community events.

Salt Lake County Watershed Symposium
The Salt Lake County Stormwater Coalition participated in the Salt Lake County Watershed Symposium, to promote stormwater best management practices and raise awareness about the importance of managing stormwater at homes. In November, 2018, the Stormwater Coalition provided an informational booth for attendees for at the two-day event, hosting conversations and answering specific stormwater questions to 116 individuals.

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

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.

Segoe Lily Gardens and Water Week Spring Fair



Sandy City participates in two fairs, annually, Sego 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.

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.

Fort Herriman Towne Days

Herriman City holds an annual Fort Herriman Towne Days (This year June 20 -22) where along with games, shows and activities a City Information tent is provided. The tent has a booth set up for each of the City divisions and as part of the Engineering Booth Herriman Public Works Department distributes Stormwater promotional items, presents general stormwater and storm drain information and answers questions relating to individuals' specific stormwater concerns.

South Salt Lake Night Out

SSL Public Works utilized an interactive model of the water cycle at a community gathering at Central Park Community Center the first week of August 2018 as a vehicle to deliver information about stormwater BMP's and to provide seeing-is-believing proof that soaking up is better than running off.

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

Salt Lake County Stormwater Coalition conducted a mass media campaign, through television advertisements and digital components in the fall of 2018 on KUTV, Channel 2 and KSL Channel 5, respectively the NBC and CBS local affiliates for the Wasatch Front.

On KUTV Channel 2, 75 on-air runs were delivered during the weeks of September 10, 17 and 24, 2018 over the 3 week period across various programs each day including 2News This Morning, CBS This Morning, Fresh Living, Ellen, 2News at 6PM, 2News at 10PM and The Late Show with Stephen Colbert. According to the 2018 Campaign Summary provided KUTV the broadcast schedule created 60% of 2,101,200 live adult impressions and 120,000 video views.

On KUTV Channel 2, the station added Tickers, which run in client content with news products. The Stormwater Coalition Droplet/We All Live Downstream logo was placed on the lower third of the newscast and showcased for fifteen minutes Monday – Friday, from 5:00-7:00AM for the period of September 10-28, 2018. The Tickers received 975,600 estimated impressions.

KSL Channel 5 ran a programming schedule during the weeks of Sept. 9 and 24, running 45 :30 spots reaching approximately 300,000 adult viewers an average of 1.7 times during the run

KSL Channel 5 also ran a digital schedule generating in September of 2018 reaching an estimated 100,000 impressions.



















