

# Annual Report 2014





## Who are we?

The Regional Storm Water Collaborative is composed of storm water districts, municipalities, and soil and water conservation districts in Southwest Ohio and Northern Kentucky. Our purpose is to raise awareness about water quality issues in the Ohio River Valley. Together, we can keep our waterways clean and healthy.

The Regional Storm Water Collaborative created [savelocalwaters.org](http://savelocalwaters.org) to utilize mass media and shared resources in order to better raise awareness concerning environmental quality issues in the Ohio River Valley. By leveraging joint resources, our alliance is capable of reaching regional audiences with a consistent message in the most economical and efficient manner possible.

## 2014 MEMBERS





The Rain Barrel Art Project is Save Local Waters' signature program. This program invites local artists of all levels to paint our 50 Rain Barrels provided by the Metropolitan Sewer District.

These Rain Barrels are then displayed at the Cincinnati Zoo for a period of 3 weeks. During these weeks tens of thousands interact and view these Rain Barrels. At the end of the Display period the Rain Barrels are auctioned off during the Zoo's Party for the Planet. Here are some highlights from last years project:

- **News Coverage: 9 Local and National News Agencies**
- **Entries Submitted: 62**
- **Rain Barrels Painted: 49**
- **Schools Participated: 15**
- **Private Artists and Businesses: 8**
- **Total Number of Artists: 285**
- **Party for the Planet**
- **Attendance: 5,274**
- **Attendance during Rain Barrel Art Project Display: 100,000+**

Advertising is at the core of the Regional Storm Water Collaborative. Each year the collaborative pools in resources to purchase TV and Radio advertising.



The Regional Storm Water Collaborative produced **4 videos**. The videos received **161 views** and were viewed for **342 minutes**.



The Collaborative partnered with WKRC Local 12 in 2014. We purchased **95 spots** that had a **reach of 592,412** with **4,833,700 impressions**.



The Collaborative partnered with WLWT in 2014. We purchased **45 spots** that had a **reach of 424,621** with **1,597,500 impressions**.





The Collaborative partnered with Time Warner Cable in 2014. We purchased **102 spots** with **663,726 impressions**. The spot was played on AEN TV, Discovery, ESPN, History Channel and TNT



The Collaborative partnered with Radio One in 2014. We purchased **80 spots** that had a **reach of 433,600**. The Radio ads will be played on WDBZ, WOSL and WIZF. The campaign will be supplemented with online ads on its website.

## Social Media: Facebook and Twitter

We, at the collaborative  people and  quite a bit. Here are some stats from 2014.

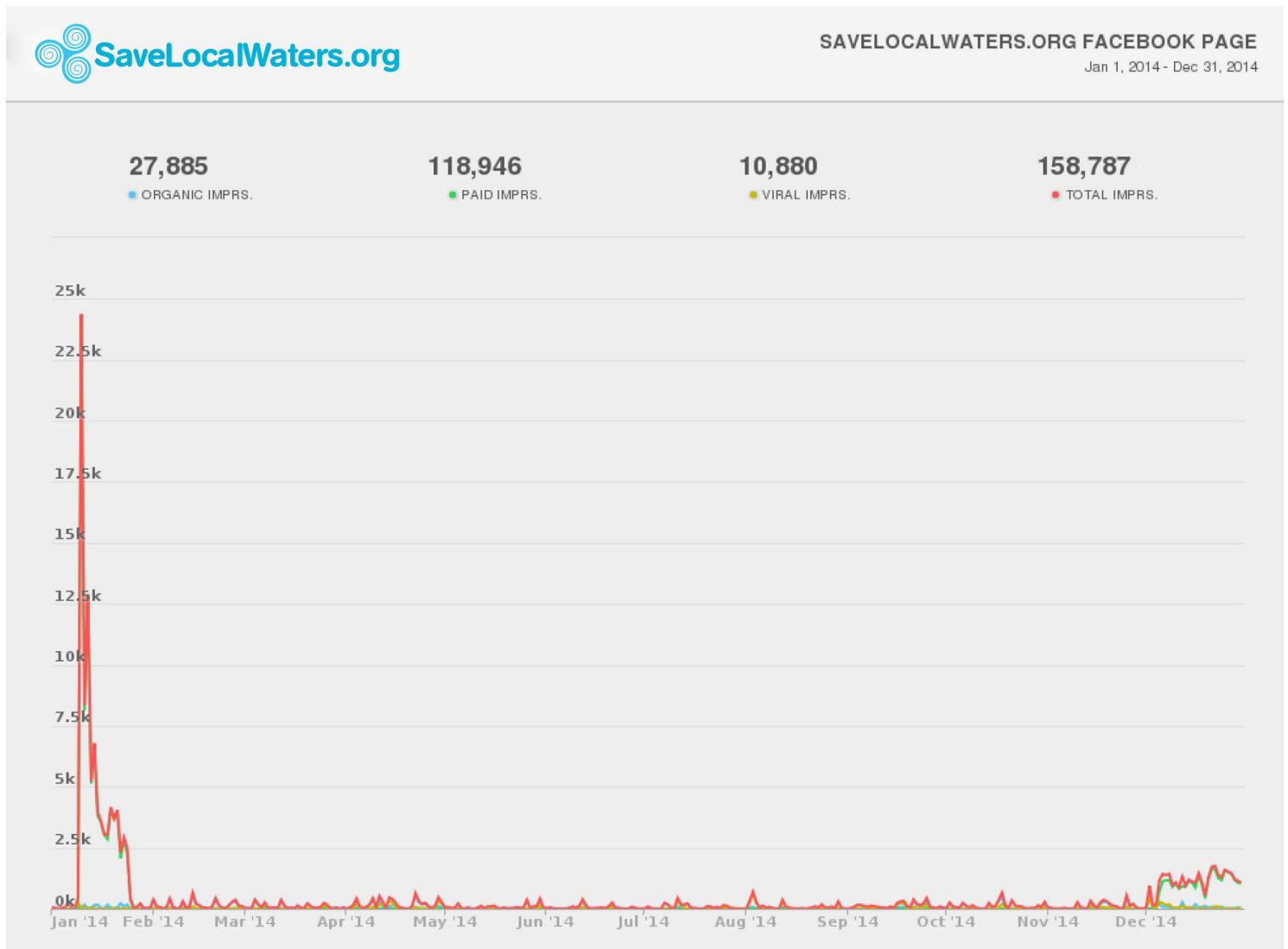
Our Facebook page is up to 400 likes.

Our Twitter Page has the following:

490 Tweets

455 Following

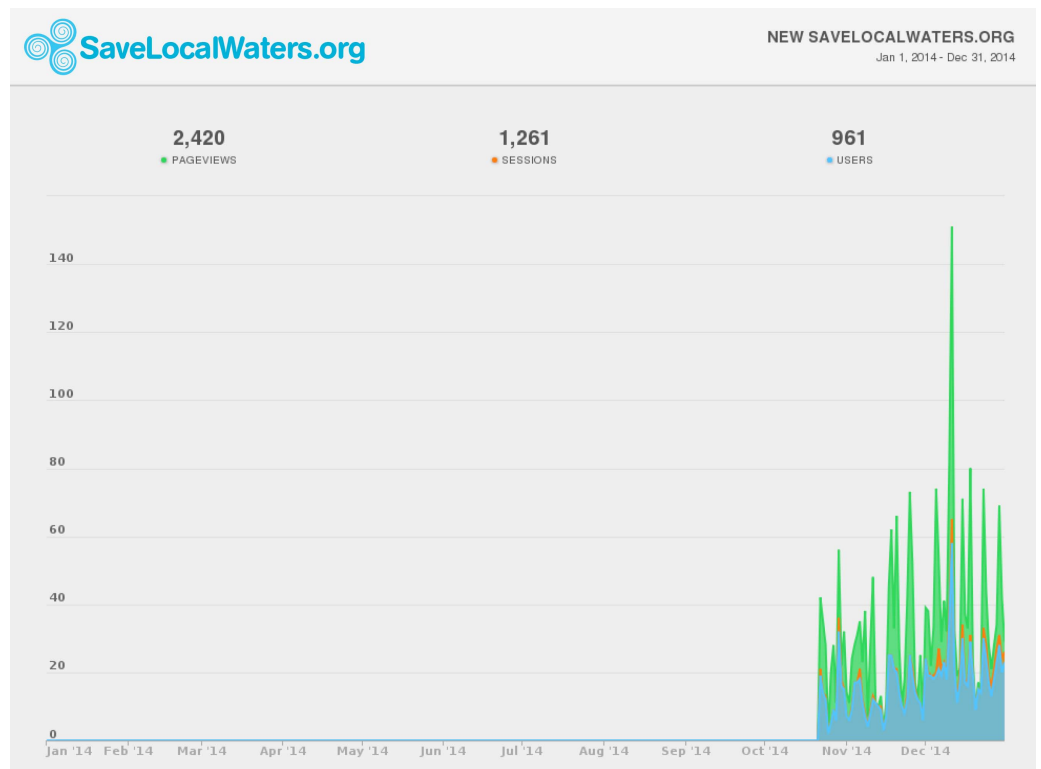
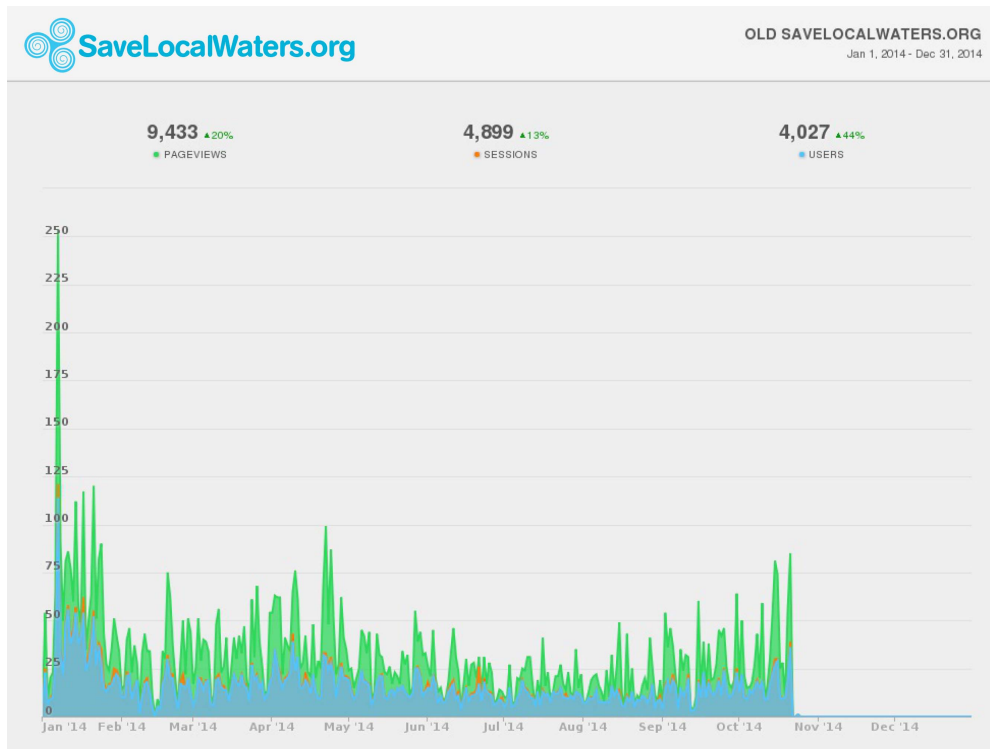
237 Followers



## Save Local Waters Website

The collaborative website is used coordinate events and spread information on storm water issues and water quality to the Ohio River Valley. SaveLocalWaters.Org was redesigned in the Fall of 2014.

Here is a quick look at the statistics:



## Events

- Cincinnati Boat Show – 10,000 attendees
- Youtube and Video Editing Workshop – 21 attendees
- Home-A-Rama – 60,000 attendees
- Fostering Sustainable Behavior Workshop – 187 attendees

## Sponsorship

### In Kind Sponsorships:

- 50 Rain Barrels = \$4000
- T-Shirt Sponsor Discount = \$1350

## Grants

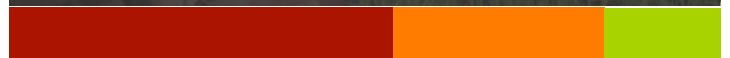
- OEEF Grant for Sustainability Workshop = \$21,600

## New Members

- Sanitation District 1 @ \$5000
- City of Oxford @ \$1000
- City of Fairfield @ \$1000
- City of Middletown @ \$1000
- City of Monroe @ \$1000
- City of Loveland @ \$1000



Events,  
Sponsorships,  
Grants &  
New Members





## Regional Storm Water Collaborative

22 Triangle Park Dr. Cincinnati, OH 45246

[SaveLocalWaters.Org](http://SaveLocalWaters.Org)

