



Annual Report 2018

 SaveLocalWaters.org

 Regional
Storm Water
Collaborative

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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 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.

2018 MEMBERS





The Rain Barrel Art Project

This **Project** was created to promote the use of rain barrels throughout the Ohio River Valley area through a creative and educational medium.

Rain barrels continue to grow in popularity across the country. However, one of their biggest drawbacks is their dull appearance. We believe that by producing beautifully painted rain barrels, we can make them more desirable and naturally increase interest to promote their use.

The mission of the Rain Barrel Art Project is to raise awareness about environmental issues like storm water runoff, watersheds and water conservation.

The Rain Barrel Art Project is Save Local Waters' signature program. This program invites local artists of all levels to paint 40 Rain Barrels provided by the Metropolitan Sewer District of Greater Cincinnati.

These rain barrels are then displayed at the Cincinnati Zoo for a period of 3 weeks. During these weeks, tens of thousands of visitors interact with 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 year's project:

- **News Coverage: 2 Local News Outlets**
- **Entries Submitted: 102**
- **Rain Barrels Painted: 40**
- **Schools/Universities Participated: 61**
- **Private Artists and Businesses: 41**
- **Attendance during Rain Barrel Art Project Display: 100,000+**
- **Rain Barrel Volunteers: 30**

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



The Regional Storm Water Collaborative produced **3 videos**. The videos received **31,800 views** and were viewed for **9,200 minutes** on YouTube. The videos were entitled “Oil Change – TakeBackYourHome.Org”, “Deck Stain – TakeBackYourHome.Org” and “Electronic Recycling – TakeBackYourHome.Org”. The videos encouraged the viewers to reduce Household Hazardous Waste (HHW) and consider more environmentally friendly disposal options.





The Collaborative partnered with WLWT and Local 12 in 2018 and purchased **228 spots** that had a **reach of 1,169,002** with **3,322,400 impressions**. The videos were entitled “Oil Change – TakeBackYourHome.Org”, “Deck Stain – TakeBackYourHome.Org” and “Electronic Recycling – TakeBackYourHome.Org”. The videos encouraged the viewers to reduce Household Hazardous Waste (HHW) and consider more environmentally friendly disposal options.



The Collaborative took on an online campaign targeting website and TV Streamers. The Campaign had a **reach of 324,000**. The campaign encouraged the viewers to reduce Household Hazardous Waste (HHW) and consider more environmentally friendly disposal options.



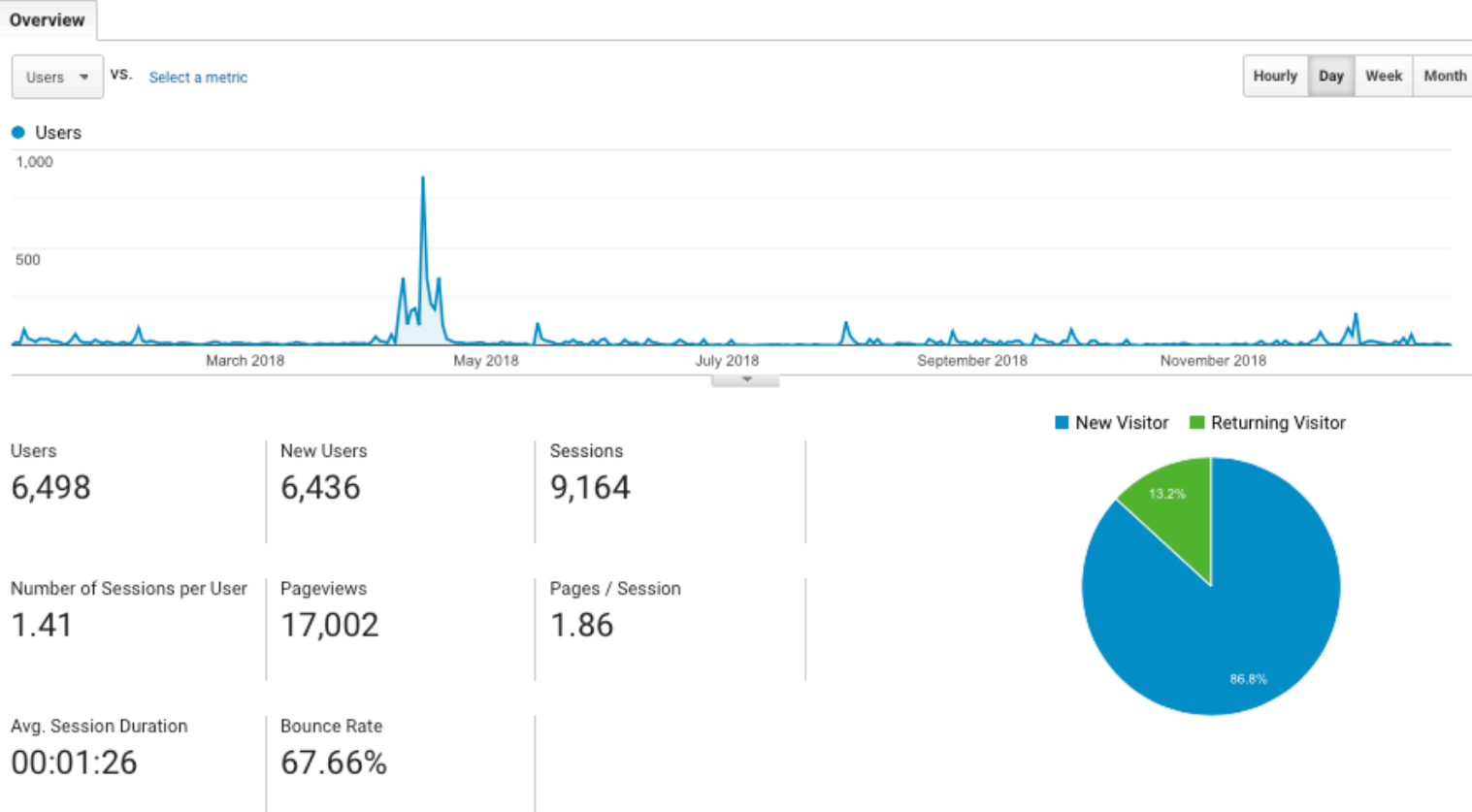
Social Media: Facebook and Twitter

We, at the collaborative  people and  quite a bit. Here are some stats from 2018.

Our Facebook page has 1,330 likes.
134,556 Impressions
77,403 Users

Our Twitter page has the following:
580 Tweets
441 Following
305 Followers
2,271 Impressions

SaveLocalWaters.org Website Data





Workshops, Sponsorships & Donations

Workshops

Rain Barrel Art Project Workshop

64 Attendees

February 10, 2018

Rain Garden Workshop

45 Attendees

June 25, 2018

Southwest Ohio and Northern Kentucky Stormwater Field Day

112 Attendees

September 27, 2018

WAVE Foundation

Freshwater Cart

35 Programs

4,555 Interactions

Discovery Cart

25,000 Interactions

Sponsorship

The collaborative received \$2,000 in sponsorship for the Stormwater Field Day.





Regional Storm Water Collaborative

1325 E. Kemper Rd. #115 Cincinnati, OH 45246

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