



Annual Report 2017

 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.

2017 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 its 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 50 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 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: 4 Local and National News Outlets**
- **Entries Submitted: 108**
- **Rain Barrels Painted: 50**
- **Schools/Universities Participated: 52**
- **Private Artists and Businesses: 56**
- **Attendance during Rain Barrel Art Project Display: 100,000+**
- **Rain Barrel Volunteers: 35**

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 **2 videos**. The videos received **913 views** and were viewed for **1637 minutes**. The videos were entitled “SLOW IT DOWN & SOAK IT UP WITH RAIN BARRELS” and “SLOW IT DOWN & SOAK IT UP WITH RAIN GARDENS”. The videos encouraged the use of the viewers to install BMPs to reduce runoff and erosion.





The Collaborative partnered with WLWT in 2017. We purchased **93 spots** that had a **reach of 868,900** with **2,759,000 impressions**. were entitled “SLOW IT DOWN & SOAK IT UP WITH RAIN BARRELS” and “SLOW IT DOWN & SOAK IT UP WITH RAIN GARDENS”. The videos encouraged the use of the viewers to install BMPs to reduce runoff and erosion.

WLWT Viewership by County

County	Population	%
Hamilton (OH)	621,343	41%
Butler (OH)	286,305	19%
Warren (OH)	169,042	11%
Clermont (OH)	153,813	10%
Kenton (KY)	124,878	8%
Boone (KY)	95,943	6%
Campbell (KY)	71,576	5%



Social Media: Facebook and Twitter

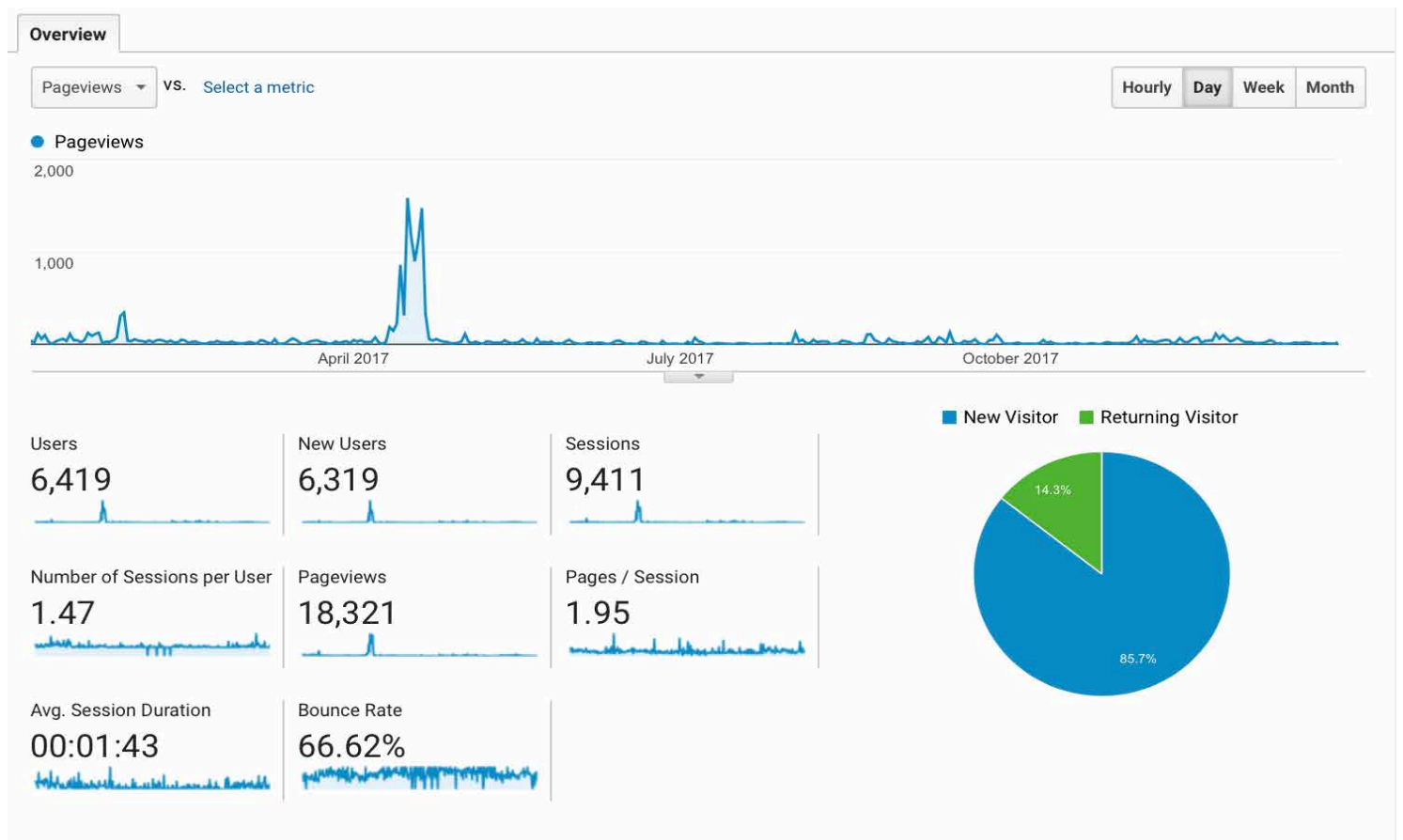
We, at the collaborative  people and  quite a bit. Here are some stats from 2017.

Our Facebook page is up to 1,336 likes.
105,369 Impressions
69,016 Users

Our Twitter page has the following:

570 Tweets
442 Following
301 Followers
8,400 Impressions

SaveLocalWaters.org Website Data



Workshops

Rain Barrel Art Project Workshop

54 Attendees

February 11, 2017

Post-Construction Stormwater
BMP Selection & Design for
Public Transportation Projects

77 Attendees

June 15, 2017

Southwest Ohio and Northern
Kentucky Erosion Control &
Stormwater Field Day

160 Attendees

September 28, 2017

Sponsorship

In-Kind Sponsorships:

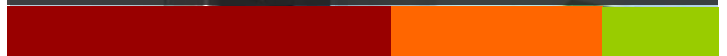
T-Shirt Sponsor Discount =
\$1,350

Financial Sponsors:

Erosion Control & Stormwater
Field Day = \$2,250



Workshops, Sponsorships &
Donations





Regional Storm Water Collaborative

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