

# The Regional Storm Water Collaborative of Southwest Ohio and Northern Kentucky

2021 Annual Report

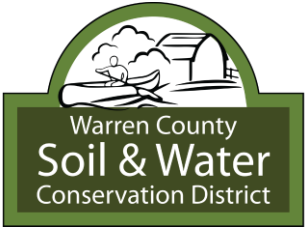


# Who are we?

The Regional Storm Water Collaborative is comprised 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](https://www.savethelocalwaters.org) to utilize mass media and shared resources to better raise awareness concerning environmental quality issues in the Ohio River Valley. By leveraging joint resources, our alliance can reach regional audiences with a consistent message in the most economical and efficient manner possible.



# 2021 Members







# The Rain Barrel Art Project

## Community Outreach

The Rain Barrel Art Project was created to promote the use of rain barrels throughout the Ohio River Valley 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 one of 40 Rain Barrels provided by Coke Consolidated. These rain barrels are then displayed at the Cincinnati Zoo & Botanical Garden for a three-week period. During these weeks, hundreds 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 the 2021 Project.

134 Total artwork entries submitted

69 Entries from students ranging from 1<sup>st</sup> grade to college level

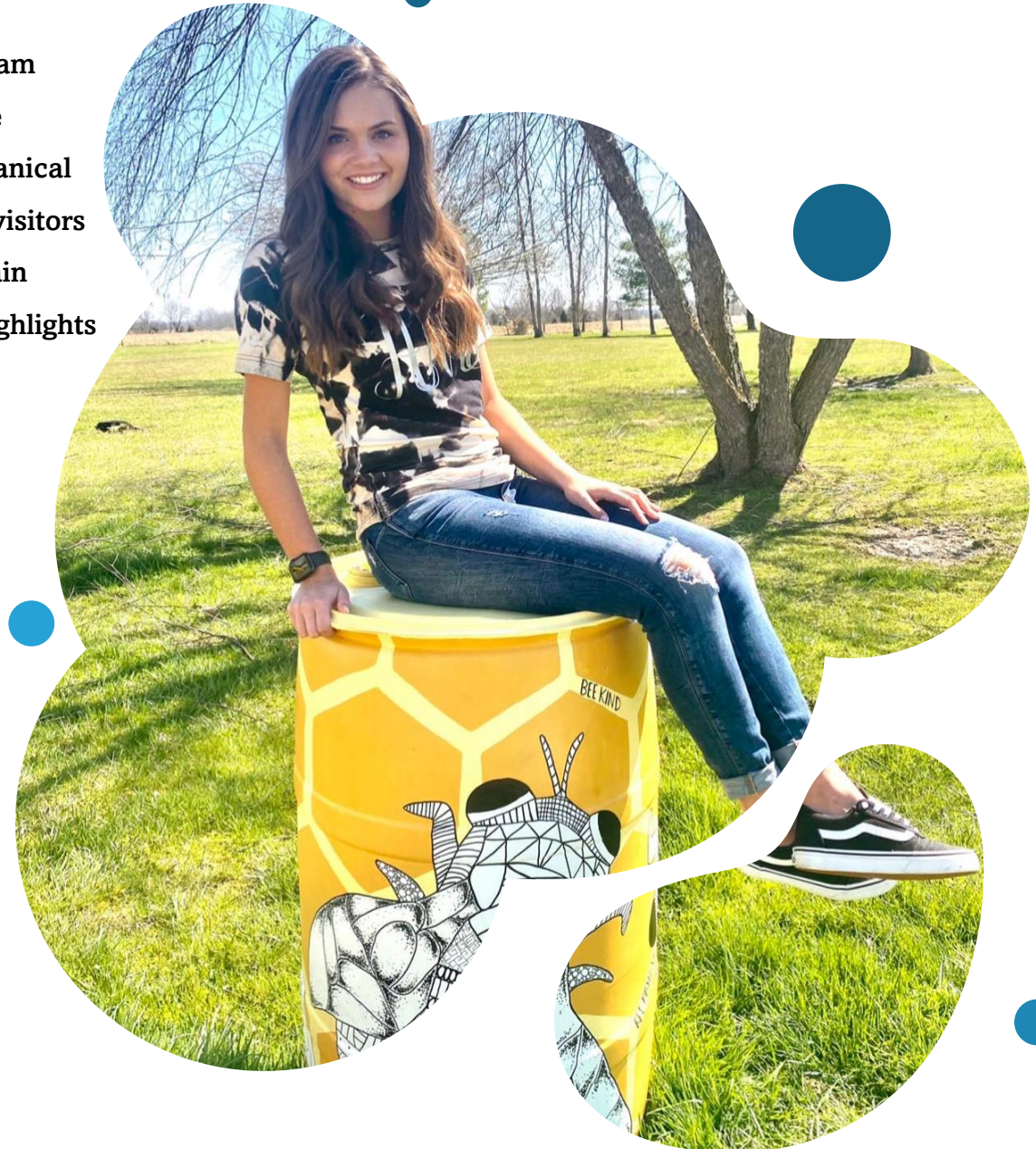
65 Entries from individuals and businesses

40 Barrels painted

100,000+ visitors in attendance during the barrel display period

News coverage by Fox19

\$12,386 raised for environmental education

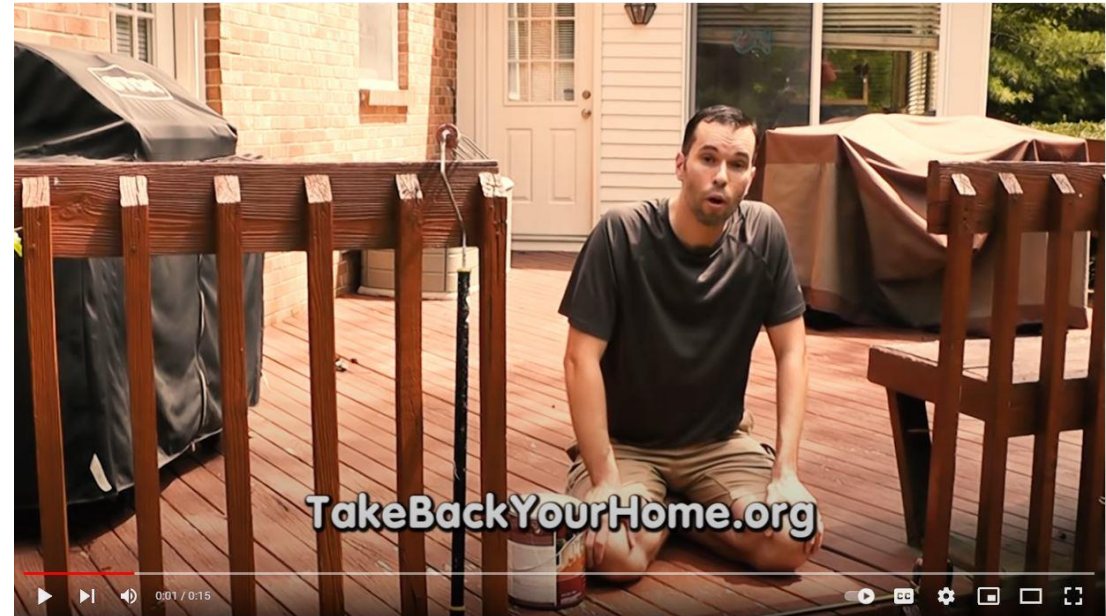




# Broadcast Media

## Household Hazardous Waste Disposal

In an effort to raise awareness for the proper disposal of household hazardous waste, the Collaborative created an advertising campaign to raise awareness about the proper disposal of household hazardous waste. The [TakeBackYourHome.org](https://TakeBackYourHome.org) website was updated, a past advertisement on deck stain was recirculated, and a new ad on pool chemicals was created.





Sinclair/Local 12 – WKRC Broadcast Advertisement

Impressions: 1,818,200



Sinclair/Local 12– Over The Top (OTT) Advertising on Streaming TV

Impressions: 181,499



iHeart Media – Digital Radio Advertising

Impressions: 380,481



YouTube

View: 1,393

Impressions: 17,029

Hours Watched: 60.3



# Social Media & Websites

Social media and web appearance has become a powerful tool to engage the community. In 2021, the Collaborative used Facebook, [SaveLocalWaters.org](https://www.savelocalwaters.org) and [TakeBackYourHome.org](https://www.takebackyourhome.org) to reach its residents. Posts were also recirculated on collaborative members' social media platforms to further boost visibility.

## Save Local Waters

Followers: 1,404

Reach: 8,516

Impressions: 10,515

Facebook

## SaveLocalWaters.org

Page Views: 23,534

Sessions: 16,270

Users: 12,005

Website

## Takebackyourhome.org

Page Views: 2,191

Sessions: 1,674

Users: 1,511

Website



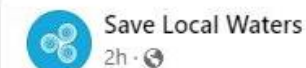
## Save Local Waters

Save Local Waters Facebook Page is supported by The Regional Storm Water Collaborative

About Shop Mentions Followers Photos More Following

to Save Local Waters's Page to start managing it.

## Posts



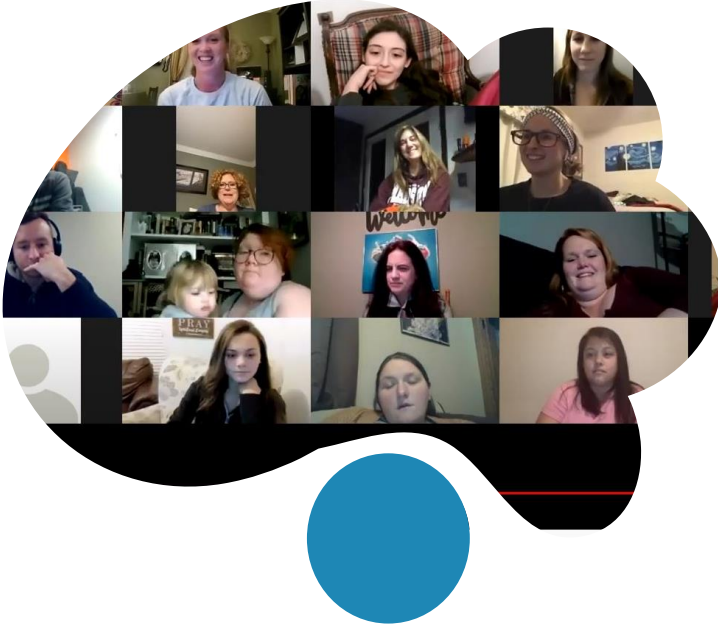
Today we are excited to kick off the 9th year of the Project. Entries will be accepted until January 21st. all the entries for this year!  
<https://www.savelocalwaters.org/2022project.html>

savelocalwaters.org



# Workshops

The Collaborative organizes a minimum of two workshops each year on various stormwater related issues. In 2021, we adapted some of these workshops to make them into webinars.



Virtual Rain Barrel Art Project  
Artist Workshop  
February 4<sup>th</sup>, 2021  
23 Participants



Concrete Washout Regulations and  
Protocols Webinar  
April 15<sup>th</sup>, 2021  
49 Participants



Stormwater Field Day  
September 23<sup>rd</sup>, 2021  
88 Participants  
The Collaborative received \$7,200 in  
sponsorship for the Field Day.



Regional Storm Water Collaborative

[www.SaveLocalWaters.org](http://www.SaveLocalWaters.org)

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Cincinnati, Ohio 45246



Save  
Local  
Waters