

Annual Report 2019

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

 Regional
Storm Water
Collaborative

This page is intentionally left blank.



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.

2019 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: 1 Local News Outlets**
- **Entries Submitted: 166**
- **Rain Barrels Painted: 40**
- **Schools/Universities Participated: 95**
- **Private Artists and Businesses: 71**
- **Attendance during Rain Barrel Art Project Display: 100,000+**
- **Rain Barrel Volunteers: 10**

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 **899 views** and were viewed for **27 minutes** on YouTube. The videos were entitled “See Something, Say Something: Tires in Streams,” “See Something, Say Something: Automobile Fluid” and “See Something, Say Something: Storm Drains.” The videos discouraged viewers from open dumping and treating storm drains as trash receptacles.





The Collaborative partnered Local 12 in 2019 and purchased **186 spots** that had a **reach of 814,449** with **1,687,977 impressions**. The Collaborative also purchased an OTT (over the top) TV campaign that targeted people streaming TV. The campaign had a **reach of 31,207** and **75,108 impressions**. The videos created for the YouTube channel were also used for this campaign.



The Collaborative took on an online campaign targeting TV Streamers. The Campaign had a **reach of 260,761**. The campaign encouraged the viewers to reduce Household Hazardous Waste (HHW) and consider more environmentally friendly disposal options.

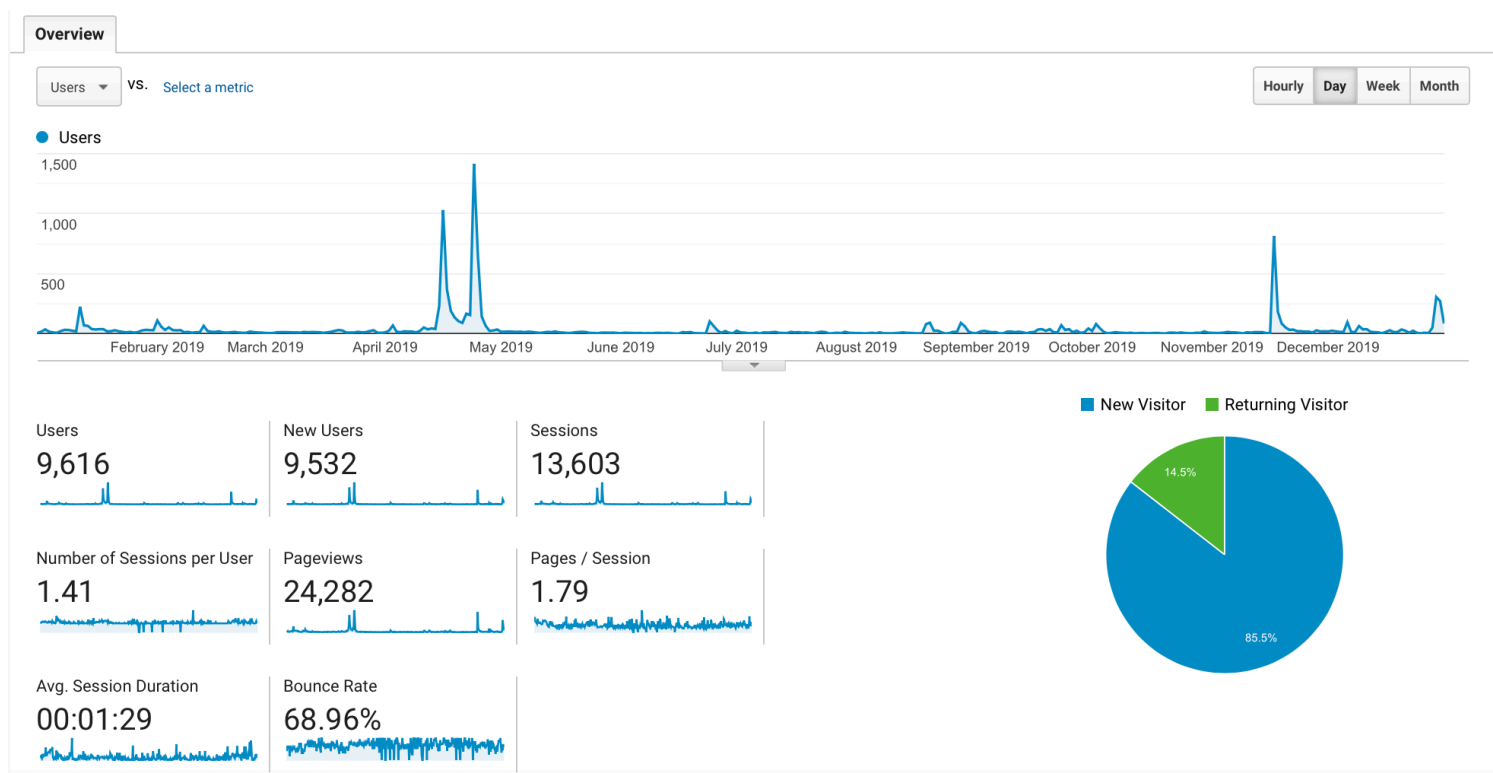
Social Media: Facebook and Twitter

We, at the collaborative  people and  quite a bit. Here are some stats from 2019.

Our Facebook page has 1,387 likes.
612,220 Impressions
40,092 Users

Our Twitter page has the following:
592 Tweets
434 Following
305 Followers

SaveLocalWaters.org Website Data





Workshops, Sponsorships & Donations

Workshops

Rain Barrel Art Project Workshop

80 Attendees

February 16, 2019

Runoff Reduction Workshop

52 Attendees

July 24, 2019

Southwest Ohio and Northern
Kentucky Stormwater Field Day

120 Attendees

October 3, 2019

WAVE Foundation

Freshwater Cart

111 Programs

4,142 Interactions

Discovery Cart

29,000 Interactions

Sponsorship

The collaborative received
\$2,100 in sponsorship for the
Stormwater Field Day.





Regional Storm Water Collaborative

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

SaveLocalWaters.Org