



2020 Annual Report



# SaveLocalWaters.Org

The Regional Storm Water Collaborative of  
Southwest Ohio & Northern Kentucky



## 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](https://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.



## 2020 Members





## The Rain Barrel Art Project

This 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.



# Color Amidst COVID

## COVID Impact

Despite the Pandemic, the Collaborative was able to pivot the project into an online project, and was able to complete it with minimal delay.





## The impact in numbers...

**38 Rain Barrels were  
painted by local artists  
from all over the Ohio  
River Valley.**

147 Individuals  
6 Business Groups  
10 Non-Business Groups and  
88 Schools, Colleges and Universities  
Submitted artwork to participate in the 2020 project.





## Broadcast Media

# Plastic Reduction Campaign

In an effort to reduce the amount of single use plastics and litter entering out waterways through stormwater runoff, the Collaborative created an advertising campaign to addresses these challenges.



**"We don't need that... We need this" - Our videos show people turning down single use plastics for cleaner streams.**



## Local 12 - WKRC Broadcast Advertising

Impressions - 1,646,900

Reach - 609,024



## Over The Top (OTT) Advertising on Streaming TV

Impressions - 100,073

Reach - 26,271







## SaveLocalWaters YouTube Page

Views - 1,479

Hours Watched - 64.8



## Digital Radio Advertising

Impressions - 167,234

Reach - 167,234

## Digital Banner Advertising

Impressions - 99,006

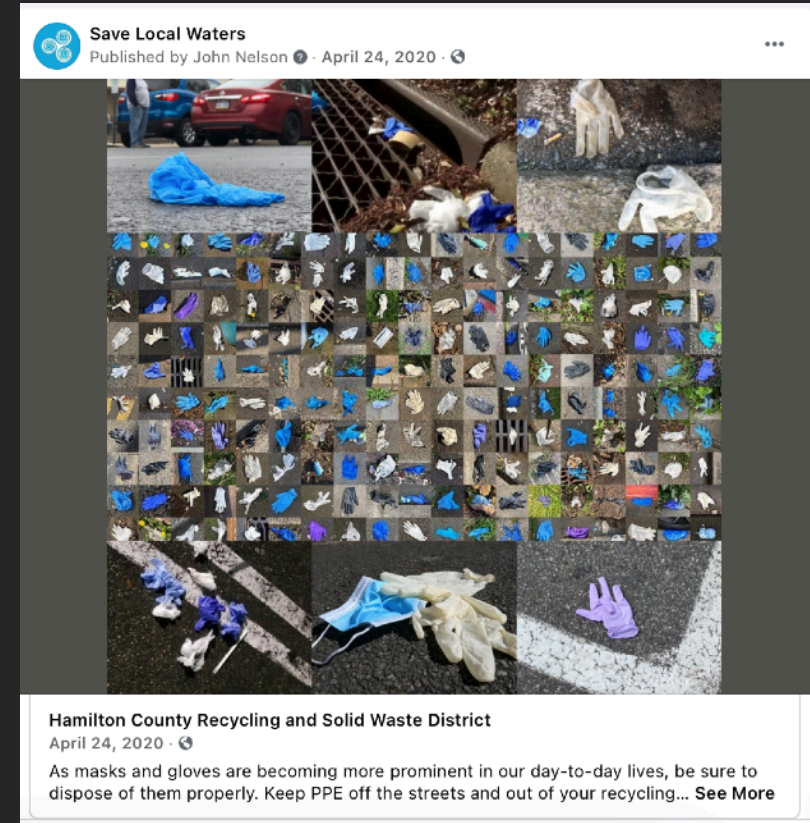
Clicks - 762



## Social Media

# Engaging Residents Through Social Media

Social Media has become a powerful tool in engaging the community. In 2020, the Collaborative used Facebook to reach its residents. The Facebook page reached 40,092 residents with 61,220 impressions.



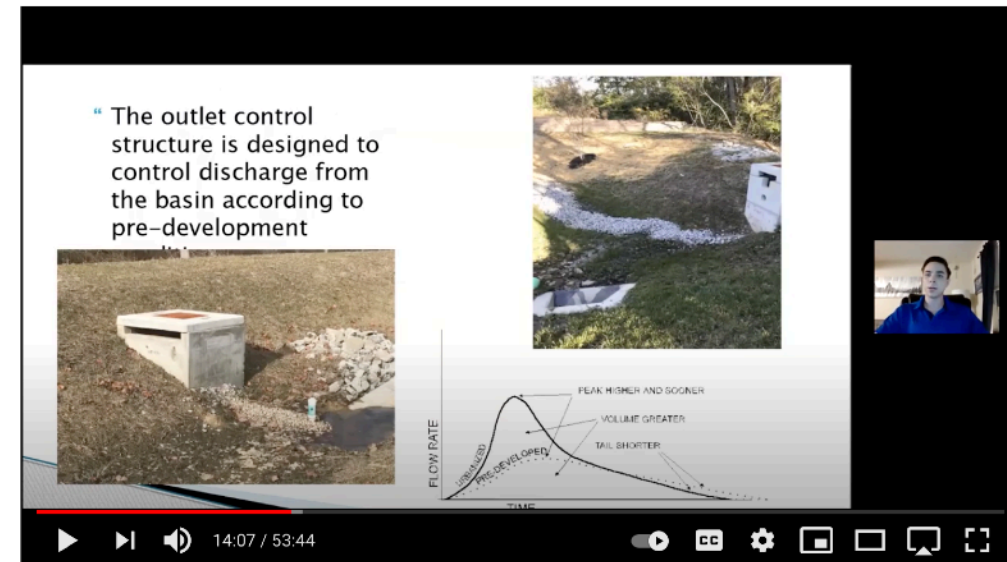


Innovative workshops provide opportunities to reach more people with storm water education.



The Collaborative organizes a minimum of two workshops each year on various stormwater related issues. In 2020, we needed to adapt some of these workshops to make them into webinars.

**Workshops**



“ The outlet control structure is designed to control discharge from the basin according to pre-development

UNDEVELOPED  
PRE-DEVELOPED

PEAK HIGHER AND SOONER  
VOLUME GREATER  
TAIL SHORTER

14:07 / 53:44

## Workshops

# THE HOME OWNER ASSOCIATION WEBINAR SERIES

There is a growing interest in green practices and infrastructure in communities around our country. The green practices we embrace now can be crucial in making our communities sustainable and livable for our future generations. For a Home Owner Association (HOA), green infrastructure and practices can become a divisive topic.

If you are a leader at your HOA or just a homeowner that lives in an HOA, then these webinars are for you. You don't even have to live in an HOA to attend. If you want to learn more about green practices, this webinar is for you too. Our webinar series is designed to demystify green practices and infrastructure. Our expert panelists will give you all the resources you need to understand the issues and make decisions that will best benefit your community.

The webinars will be conducted on the following Tuesdays from 6pm to 7pm.

### November 10 - Detention/Retention Basin Maintenance and Retrofits

Adam Lehmann, Stream Specialist, Hamilton County Soil & Water  
Chey Alberto, Urban Conservationist, Hamilton County Soil & Water  
Ben Poole, EI, Project Engineer, Hamilton County Planning + Development

### November 17 - Composting and Rain Barrels

Jenny Lohmann, Community Outreach Coordinator, Hamilton County Recycling & Solid Waste  
Melissa Proffitt, Education & Communications Specialist, Warren County Soil & Water

### December 1 - Solar and Geothermal Energy

Jason Brown, Senior Sales & Applications Engineer; Employee-Owner, Melink Corporation

### December 8 - Rain Gardens & Sustainable Landscaping

Craig Frye, Environmental Scientist, Sanitation District 1  
Elizabeth Fet, Environmental Scientist/Aquatic Biologist, Sanitation District 1

THE WEBINARS ARE FREE, BUT REGISTRATION IS MANDATORY.  
WEBINARS WILL BE CONDUCTED ON THE ZOOM WEBINAR PLATFORM

Register At:  
[SaveLocalWaters.Org/HOA](https://www.savethelocalwaters.org/HOA)



**The Collaborative organized the first ever Home Owner Association Webinar Series to engage HOAs in green infrastructure.**

Workshops in number:

Rain Barrel Art Project Workshop - 50 Participants

Home Owner Association Webinar: Detention/Retention Basin Maintenance and Retrofits - 25 Participants

Home Owner Association Webinar: Composting and Rain Barrels - 22 Participants

Home Owner Association Webinar: Solar and Geothermal Energy - 17 Participants

Home Owner Association Webinar: Rain Gardens & Sustainable Landscaping - 19 Participants





# Thank you!

Regional Storm Water Collaborative  
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