

2022

The Regional Storm
Water Collaborative of
Southwest Ohio and
Northern Kentucky



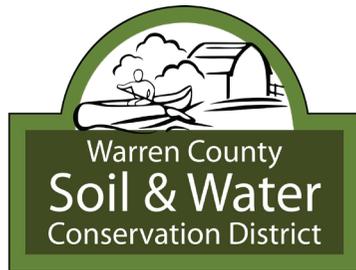


Who are we?

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 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.

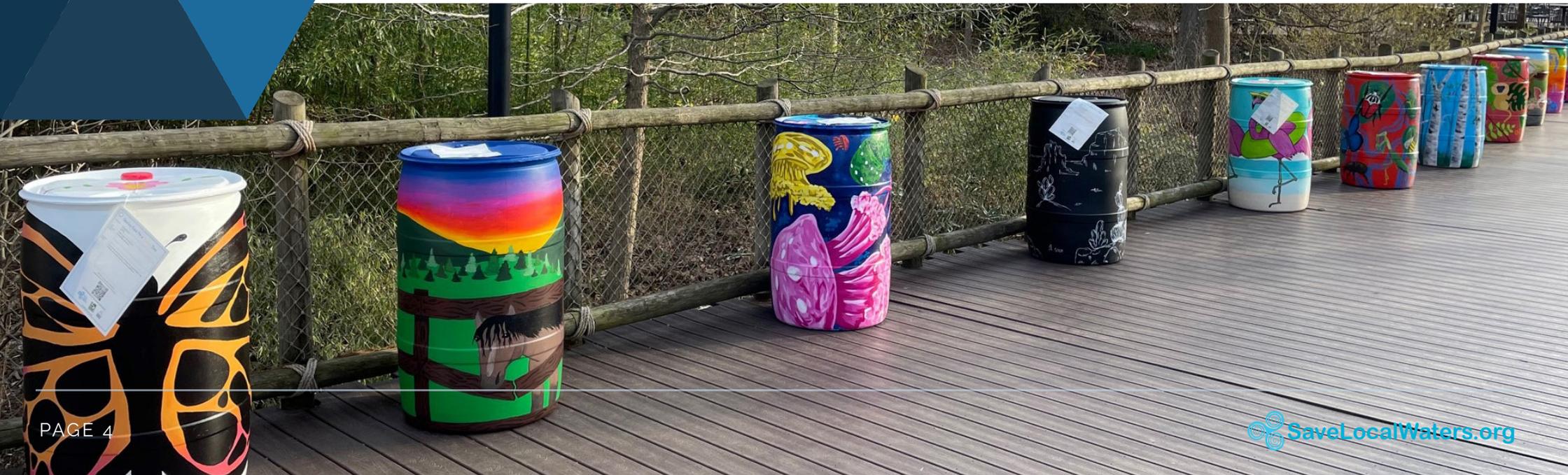


2022 Members



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 stormwater, 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 CokeConsolidated. 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. Here are some highlights from the 2022 Project.

- ▼ 104 Total artwork entries submitted
- ▼ 64 Entries from students ranging from 1st grade to college level
- ▼ 40 Entries from individuals and businesses



- ▼ 100,000+ visitors in attendance during the barrel display period
- ▼ Coverage by 90.9 WGUC
- ▼ \$7,481.34 raised for environmental education

Broadcast Media

For the 2022 media campaign the Collaborative recirculated videos from the See Something, Say Something Campaign but expanded on what happens when you get caught. Dumping trash, sewage, and other hazardous material on the ground, in storm drains, and bodies of water can threaten the health of aquatic ecosystems, and is illegal. Do your part in protecting local waterways and if you see someone illegally dumping, say something.



See Something,
Say Something,
See What Happens



YouTube Views: 85,906



YouTube Views: 35,380



YouTube Views: 20,733

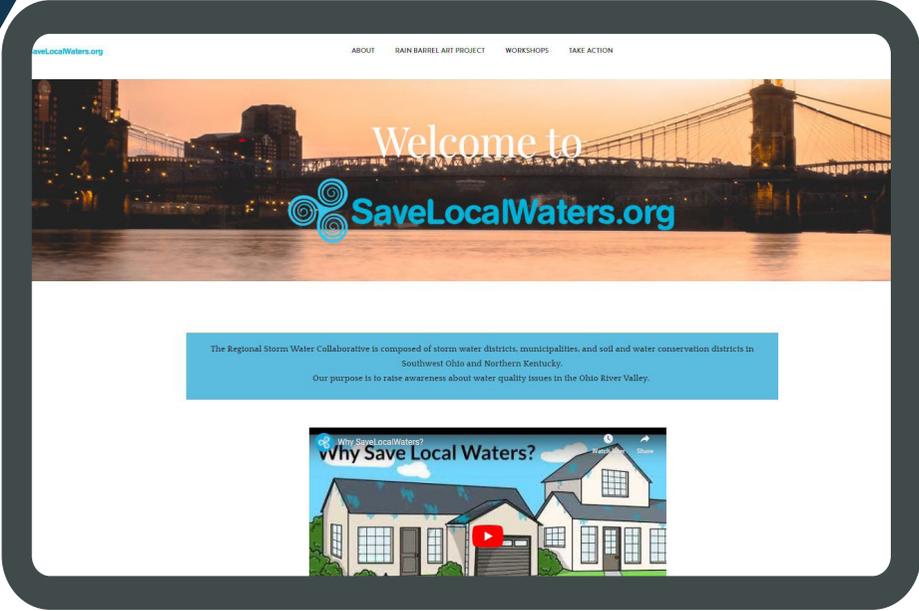


YouTube Views: 93*

*This video was an anchor video on SaveLocalWaters.org and was not promoted via social media.

Social Media & Websites

Social media and web appearance is a powerful tool to engage the community. In 2022, the Collaborative revamped our website, developed an animated video called “[Why Save Local Waters?](#)” and used Facebook to better engage and reach their audience. Facebook posts were recirculated on collaborative members’ social media platforms to further boost visibility.



Facebook

Followers: 1,463
Reach: 126,175

Website

Page Views: 32,491
Sessions: 21,827
Users: 16,286



Workshops

The Collaborative organizes a minimum of two workshops each year on various stormwater related issues. In 2022, the Collaborative was able to resume in-person events and workshops.



◆ GREEN INFRASTRUCTURE FOR PLANNERS

June 23, 2022
25 Participants

The Green Infrastructure for Planners workshop equipped planners with the tools they need to start looking at green infrastructure and incorporating it into their planning process.

◆ STORMWATER FIELD DAY

September 22, 2022
98 Participants

The Stormwater Field Day was geared toward local developers and contractors interested in learning more about sediment and erosion control methods and stormwater BMP requirements. The Collaborative received \$6,400 in sponsorships for the Stormwater Field Day.



Regional Storm Water Collaborative

www.SaveLocalWaters.org

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