

SALT LAKE COUNTY STORMWATER COALITION

2020-21 ANNUAL REPORT

FOR THE PERIOD
JULY 1, 2020- JUNE 30, 2021



SALT LAKE COUNTY
STORMWATER COALITION
**WE ALL LIVE
DOWNSTREAM**
WWW.STORMWATERCOALITION.ORG

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EXECUTIVE SUMMARY

This annual report of the Salt Lake County Stormwater Coalition covers the period of July 1, 2020, to June 30, 2021. The report serves to communicate required information and details regarding the status of compliance of permit conditions, as well as to provide a review of Coalition programs, activities, and functions within the Jordan Valley MS4 UPDES co-permit working toward the achievement of measurable goals for Minimum Control Measures 1) public education and outreach, and 2) public participation and involvement. The Stormwater Coalition has 21 stakeholder municipalities and entities located within the Jordan River Watershed. Coalition membership is represented by:

- Salt Lake County Public Works Engineering and Flood Control- Robert Thompson, Joshua Mikel, Greta Hamilton
- Bluffdale- Dan Tracer, Michael Fazio
- Cottonwood Heights, Michael Mirabella
- Draper- Lucas Fowler
- Herriman- Ben Nelsen, Simeon Miller
- Holladay- Jared Bunch, Gina Chamness
- Midvale- David Clark, Brett Bohman
- Millcreek- Dan Drumiler, Aaron Roberts
- Murray- Lynn Potter
- Riverton- Tom Beesley
- Salt Lake City- Greg Archultea, Shaunna Mills, Matthew Hendrix
- Sandy- Dawn Barbee
- South Jordan- Carl Schweizer
- South Salt Lake- Dennis Pay, Corby Talbot
- Taylorsville- Ben White, Deven Higgins
- West Jordan- Richard Ramirez
- West Valley City- Dan Johnson, Hilary Venable
- Utah Department of Transportation (UDOT)- Nate Nichols
- Greater Salt Lake Municipal Services District- Gregory Baptist, Mike George, Tiffany Bork, Tom Zumbado
- Salt Lake County Health Department- Ron Lund, Taylor Francis





The Stormwater Coalition was established in 1994 with the purpose of enacting strategic efforts regarding Minimum Control Measures (MCMs) 1) public education and outreach, and 2) public participation and involvement. This cohesive group works together with a specific set of objectives to coordinate and combine resources to expand the reach of the municipalities/entities to meet the requirements of MCMs 1 & 2. Stormwater Coalition members contribute to and engage in implementation of evidence-based methods (such as Best Management Practices), outreach practices, shared financial resources, and ideas to address common/shared problems. The Stormwater Coalition engages in partnerships that require stakeholders to adopt specific practices in their work together to accomplish a common purpose.

Salt Lake County Public Works Flood Control Engineering is the Administrator and Coordinator of the shared UPDES Countywide MS4 permit education, outreach, participation, and involvement (PIE). The Stormwater Coalition is the main entity in convening, combining assets, and creating/developing initiatives, which are crucial for compliance with the MS4 permits.

The primary goals of the Stormwater Coalition:

- 1 Increase awareness regarding the significance of nonpoint source stormwater pollution
- 2 Raise public consciousness about keeping stormwater pollutants such as sediments, oil and greases, surfactants, fertilizers, pet waste, industry byproducts and other contaminants from entering the storm drain system through polluted runoff that discharges untreated to water bodies throughout Salt Lake County and the State of Utah
- 3 Support MS4s in their efforts to affect positive behavior changes among specific audiences in specific neighborhoods and communities where waterways or stream segments are impaired
- 4 Align efforts with and meet requirements for Minimum Control Measures 1) public education and outreach, and 2) public participation and involvement within the Utah General Stormwater Permit Jordan Valley Co-Permit UTS 000001, issued February 26, 2020



Branding and Purposeful Presence

The Coalition has a spokes-character named Droplet that acts as the logo and icon of SLCo stormwater pollution prevention messaging along with the slogan “We All Live Downstream” and hashtags #WeAllLiveDownstream, #WaterQuality, #ScoopThePoop, #KeepTheWaterMoving, #DontTrashOurStormwater, etc. pertaining to the specific message or BMP which is the subject of a specific campaign, directed to a specific audience or behavior in order to maintain SLCo Stormwater Coalition recognition and identity over the reporting period and throughout its outreach, education, engagement and messaging efforts, which include:

- Implementation non-technical information programs to educate the public including residents, homeowners, and businesses about aspects of stormwater pollution and its abatement and control.
- Development of and/or providing resources to SLCo municipalities to support implementation of technical education program for residents, institutions, industrial and commercial facilities, developers, and contractors and MS4-owned or operated facilities on the water quality aspects of stormwater runoff and methods for improvement.
- Development of and/or providing resources to SLCo municipalities to support implementation of training programs for public sector personnel for the protection of stormwater quality.
- Development of and/or materials and events to engage and educate teachers and students
- Outreach and engagement through social media platforms, including the Stormwater Coalition website, Facebook, Twitter, Instagram, and YouTube.
- Development of and/or providing resources to SLCo municipalities to support distribution of guidance documents and other items that promote best stormwater management practices for residents and businesses.
- Development of and/or providing resources to SLCo municipalities to support presentations and/or activities to various community and civic events, including community leaders.
- Delivery of Public Service Ads/TV Commercials.

- BMP messaging on Bus banners.
- SLCo Stormwater Coalition podcast, Untreated.
- Engagement of municipal stormwater representatives in monthly stormwater coalition meetings.
- Implementation, followed by data collection using common metrics measure key drivers of behavior change or indicators of success (social indicators) to accomplish compliance with MCM 1 & 2.
- Supporting efforts of the Salt Lake County Health Department and municipal follow up on Illicit Discharge Detection and Elimination (IDDE) and supporting collection and disposal efforts of entities that collect Household Hazardous Waste, Recycling and Used Oil.
- Participation in activities other than those named above, that are aligned with the intent and goals of Salt Lake County and Stormwater Coalition members in complying with the UPDES Stormwater Discharge permits.

Through approaches described above, the Salt Lake County Stormwater Coalition will continue to make strides in reaching its prescribed target audiences and the public with critical stormwater quality and pollution prevention messages. The Coalition will persist in expanding its engagement and outreach along with execution of its strategy to educate a larger portion of the students and residents of Salt Lake County. Through delivery of non-technical information programs; training programs; coalition website and other social media platforms; traditional media and nontraditional media messaging; production/distribution of regulatory and guidance documents; distribution of information and promotional products; facilitation and participation in community events; engagement of teachers and students; and continuous improvements in coalition function and efficacy, the Salt Lake County Stormwater Coalition will continue to meet the Jordan Valley MS4 UPDES permits requirements.



2020 UTAH GENERAL STORMWATER PERMIT ALIGNMENT- NEW STANDARDS FOR BMP SELECTION BASED ON WATERBODY OR STREAM SEGMENT IMPAIRMENTS

On February 26, 2020, the State of Utah Department of Environmental Quality, Division of Water Quality issued a new modified general stormwater permit, #UTS0000001, for Small Municipal Separate Storm Sewer Systems (MS4s) detailing conditions for authorization and notice of intent requirements for stormwater discharges into Utah waterways in compliance with the provisions of the Utah Water Quality Act and the Federal Water Pollution Control Act.



For the purposes of for Minimum Control Measures 1) public education and outreach, and 2) public participation and involvement, changes in the permit include new standards and renewed Coalition commitment to actively reach out to Jordan Valley Municipalities included in the Storm Water Permit targeted audiences and targeted sources and will provide appropriate and relevant information and education. Outreach and educational efforts include a multimedia approach and are targeted and presented to specific audiences for increased effectiveness. Increased efforts include documentation of education and outreach for the following four audiences: (1) residents, (2) institutions, industrial and commercial facilities, (3) developers and contractors (construction), and (4) MS4-owned or operated facilities.

The Jordan Valley Municipalities UPDES Stormwater PERMIT NUMBER UTS0000001 is posted on the front page of the stormwatercoalition.org website and will remain on the website for the entire permit term. For the public to review and provide input for the life of the Permit, the online SWMP document indicates a contact person, phone number and email address for the purpose of allowing for input or questions. The Coalition will continue to comply with State and Local public notice requirements when implementing public involvement/participation programs.

In the coming year, the coalition will continue to enhance its public education and outreach programs, which promote behavior change by the public to reduce water quality impacts associated with pollutants in stormwater runoff and illicit discharges. Utilizing the DWQ IR map of impaired waters, (<https://deq.utah.gov/water-quality/combined-2018-2020-integrated-report>) along with SLCo stream quality and other data, the coalition will support MS4s in their ongoing efforts to deliver relevant BMP messaging as it applies to neighborhoods and communities, targeting the appropriate BMP(s) most likely to mitigate the source of the pollution/impairment.

NON-TECHNICAL INFORMATION PROGRAMS FOR THE GENERAL PUBLIC

Best Management Practices for Residents and Homeowners

The SLCo Stormwater Coalition utilizes its branded resources and materials to provide Best Management Practices (BMP) information during the reporting period and distributed via various outlets, such as displayed at community events, printed on reusable grocery bags, a file was also created for use by coalition members for use in any stormwater-related correspondence with the objective of providing an easy to read, easy to recognize, and five specific easy-to-adopt behaviors that address nonpoint source stormwater pollution and meet stormwater permit requirements.



The Stormwater Coalition utilizes EPA guidance to decide what Best Management Practices would be the focus for the information, education, involvement, and outreach efforts. EPA's National Menu of Best Management Practices (BMPs) for Stormwater offers the following advice, implemented by the SLCo Stormwater Coalition, "Effective stormwater management often occurs by using a holistic system management approach. This approach considers the effectiveness of each stormwater practice, the costs of each practice, and resulting overall cost and effectiveness rather than looking at each practice in isolation. Some individual practices may not be effective alone but, in combination with others, may provide a key function in highly effective systems. Phase II MS4s are required to educate their communities on the pollution potential of common activities and increase awareness of the direct links between land activities, rainfall-runoff, storm drains, and their local water resources. The education programs must include clear guidance on steps and specific actions to be taken to reduce stormwater pollution-potential. The benefits of public education efforts cannot be understated, especially on topics such as "nonpoint source" or "stormwater" pollution." <https://www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater#edu>

Additionally, Salt Lake County is home to a population of 1.16M people, of which 117k identify as White (Hispanic) and 84.9k identify as Other (Hispanic) residents, making up the County's second and third most common ethnic groups. The second most common language spoken in SL County is Spanish (142,278 speakers). To be more inclusive and to reach more individuals with language appropriate stormwater pollution prevention messaging and in recognition of the broad racial composition of SLCo, the Coalition commits to broaden its education and outreach efforts in both English and Spanish, and to feature individuals of color in its graphics, videos, and photos. The Coalition operates under the standard of ensuring that the organization and its work products are equitable and inclusive to a diversity of backgrounds and perspectives.

IMPLEMENTATION OF TECHNICAL EDUCATION PROGRAM

Technical education programs for developers, planners, architects, engineers, municipal employees elected officials, and community leaders, etc. on the water quality aspects of stormwater runoff and methods for improvement included utilization of the Municipal Online Stormwater Training <https://mostcenter.umd.edu/resources>, SLCo Guidance Documents <https://slco.org/engineering/stormwater/guidance-documents/>, information from EPA, and results of informal surveys with coalition partners about needs in their cities. The Stormwater Coalition has developed online resources for use in meetings and technical trainings, in addition to utilizing a 12-minute SWPPP video for Contractors developed by the Coalition. The video along with a quiz, quiz answers and a SWPPP Notice of Intent Template can be found on the Stormwater Coalition website at: <https://stormwatercoalition.org/coalitionmembers>

This information is designed to outline the requirements for containing runoff from construction areas, and to be used by Coalition member municipalities as part of the permitting process for construction sites.



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Stormwater Pollution Prevention Plan (SWPPP) Basics for Contractors and Developers

IMPLEMENTATION OF TRAINING PROGRAMS FOR PUBLIC SECTOR PERSONNEL

During the reporting period, for implementation of training programs for public sector personnel (municipal operations and public works departments), protection of stormwater quality, as one example, the Coalition utilized an online training program for Municipal Employees designed and implemented by Salt Lake County. The document can be viewed at: <https://slco.org/globalassets/1-site-files/engineering/stormwater-training-.pdf>

This program includes 9 major components:

1. Public Education and Outreach
2. Public Participation and Involvement
3. Illicit Discharge Detection and Elimination
4. Construction site run-off control
5. Post Construction Management or Long-Term Stormwater Management
6. Good Housekeeping and Pollution Prevention
7. Industrial and Commercial Program
8. Water Quality monitoring
9. Administration: Documentation, Reporting and Training

The training program prepares personnel to effectively minimize and/or eliminate pollutants from entering the storm drain system, prevent contaminants from entering stormwater and respond safely and effectively. The employees are also trained to recognize and report potential stormwater contamination situations. More than 800 employees, who are required to be trained annually on these subjects, have successfully been trained and have passed a mandatory quiz for each module, so that the employee can show knowledge and retention about keeping stormwater clean while on the job.

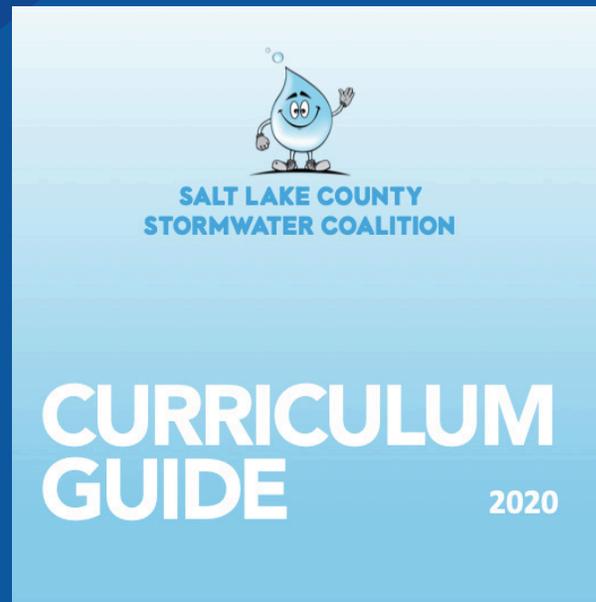


EDUCATIONAL ENGAGEMENT: SLCO STORMWATER COALITION CURRICULUM

Salt Lake County Stormwater Coalition worked with Utah Society for Environmental Education (USEE) to complete a new stormwater curriculum that aligns with the Utah Science and Engineering Education (SEEd) standards. The SEEd standards shift content on water and water education from 4th grade to 6th grade. The new standards are addressed in curricula that supports the Stormwater Coalition's Annual Water Quality Fair. (#6, below).

Completed in October 2020, the Salt Lake County Stormwater Curriculum Guide incorporates lesson plans and activity ideas, lesson extensions, and environmental education best practices, along with SEEd specific strands, pre and post lesson evaluations to guide 6th grade students through essential questions designed to engage, explore, explain, elaborate, and evaluate. The curriculum contains four lessons and multiple activities designed to take 6th grade students from an introduction to stormwater and watersheds to designing stormwater solutions.

Certified teachers reviewed the curriculum. USEE delivered Teacher Trainings In fall and winter of 2020 and featured the curriculum at its annual conference last November. The curriculum can be viewed at stormwatercoalition.org/stormwater-education



EDUCATIONAL ENGAGEMENT: SLCO STORMWATER COALITION VIRTUAL 6TH GRADE WATER QUALITY FAIR + EDUCATIONAL VIDEO PRODUCTION

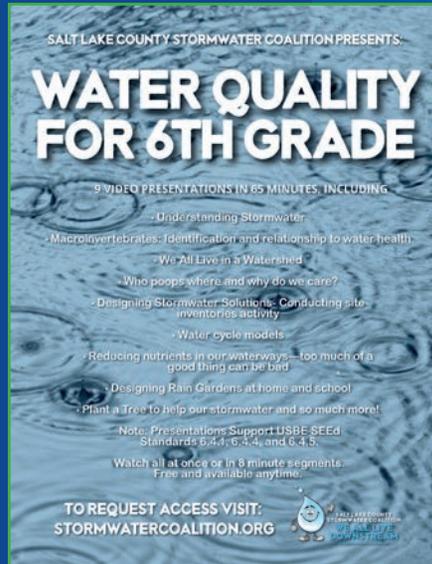
2021 brought big changes for the SLCo Stormwater Coalition's Annual Water Quality Fair! Each year from 2008 to 2019, approximately 3,000 4th grade students from elementary schools in Salt Lake, Jordan, Canyons, Granite and Murray School Districts joined the SLCo Stormwater Coalition at Hogle Zoo in early May for a day of water quality exhibits and learning sessions. It was a successful educational endeavor—it took intensive planning, coordination, and energy, but the 4th grade attendees had hands-on experiences with real-life stormwater managers and equipment, such as street sweepers and vactor trucks. It made a big and lasting impression.

In 2020, the pandemic necessitated canceling the event. Also in 2020, the Utah Board of Education adopted the new SEEd standards, moving the built-in school connection from 4th to 6th grade. So, in 2021, the first annual SL County Stormwater Coalition 6th grade Virtual Water Quality Fair was held on May 6th. The event was packed with watershed, water quality and water science learning activities, exhibits and water problem-solving challenges. Each group rotated through nine 10-minute sessions via Zoom. 1,735 sixth grade students virtually attended the event over two 90-minute sessions.

The event featured 9 PSA/videos. The Coalition sponsored production of 2 of the videos in November of 2020—A Ride Through the Jordan River Watershed and Everyone Can Prevent Stormwater Pollution. An additional 8 videos featuring such topics as nutrient pollution, macroinvertebrates and proper disposal of pet waste were developed specifically for the event. A bonus activity, student supplies kits (test tubes, pH strips, thermometers, pipettes (droppers), and other basic supplies were supplied to

registered teachers. A student guide was created to supplement activities or provide information to students that could not attend.

In 2022, the Coalition plans to deliver another virtual event. The format has the advantage of allowing an (almost) unlimited number of students to participate. To alleviate technical challenges, this year the event will move from Zoom to WebEx.



EDUCATIONAL ENGAGEMENT: DEVELOPMENT- SLCO STORMWATER COALITION 6, 7, & 8TH GRADE WATER SCIENCE AND ENGINEERING COMPETITION

During the reporting period, the Salt Lake County Stormwater Coalition developed a 6, 7, and 8th Grade Water Science & Engineering Competition to be held in October 2021. To compete in the virtual competition, students will create and submit 3–6-minute amateur videos addressing a water challenge they have identified. Participation will help students to gain a better understanding of the water issues we face in today's world, including (but not limited to):

- Climate change impact on water availability and quality
- Extreme weather events like flooding and droughts
- Impaired/polluted waterways
- Widespread eutrophication
- Lack of access to clean drinking water, washing and toilet facilities
- Nonpoint source or polluted runoff, including trash/plastics, pet waste, yard debris
- Rising water demand against a backdrop of growing scarcity

Students will compete in one of 4 categories:

1. Big Idea- Present a detailed persuasive narrative. "TED Talk" style presentation
2. Prototype- Designing, building, and demonstrating a model of the solution to their selected water related challenge
3. Experiment- Presentation of results for at least 2 attempts to mitigate their selected challenge
4. Nature as a Solution- Explanation and demonstration of how nature itself can act as a solution to a selected water crisis challenge

More information can be found at [Stormwatercoalition.org/wsec](https://stormwatercoalition.org/wsec)

SLCO STORMWATER COALITION PUBLIC SERVICE ADS/TV COMMERCIALS

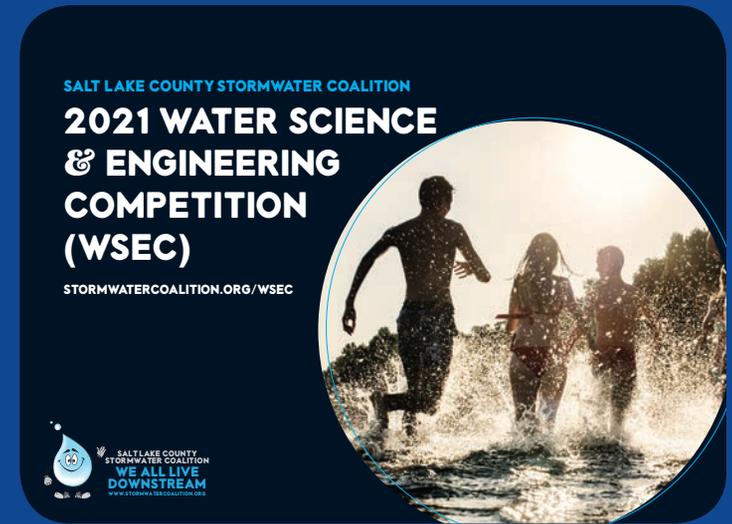
Public Service Ads/TV Commercials

The Salt Lake County Stormwater Coalition conducted a mass media campaign through television PSA-advertisements and digital components during the reporting period. PSAs were played on KUTV-Channel 2 and FOX 13, respectively the CBS and FOX local affiliates for the Wasatch Front.

On KUTV Channel 2, a stormwater coalition campaign ran from August 31 to September 13 and October 5-19, 2020, and March 29 to April 11, 2021. Five 10-second PSAs, featuring the hosts of the Fresh Living show, were shown a total of 166 times with an estimated 348,300 views; a 30-second commercial featuring Sterling Paulson was shown a total of 780 times with an estimated 3,348,750 views. Additionally, the Sterling Paulson commercial was also shown on Apple TV, Roku, Amazon FireStick, and other devices with an estimated 279,105 views in the fall of 2020 and 372,381 estimated views in spring 2021. Key BMP messages were presented on the KUTV2 Chime-In App, with approximately 648,488 views and 1,552 click throughs (engagements).

SLCo Stormwater Coalition representatives Josh Mikel and Dawn Barbee had guest appearances on the KUTV2 Fresh Living Lifestyle Show, with a combined estimated viewer total of 62,324.

FOX 13 ran a campaign during the weeks of September 28-October 23, 2020, and April 12-May 15, 2021. Over the course of the campaign, the 30-second PSA was shown 84



times, reaching approximately 964,300 viewers an average of 1.8 times/viewer. The FOX 13 campaign included PSA's during Good Day Utah 7-8AM, and FOX news at 9, snipes (superimposed snippets at bottom of screen during newscast). Facebook sponsored posts and display ads on FOX13 social media during the campaign period had approximately 10,002 views.

The PSA/TV Ad campaign spots from the 2020-21 combined Stormwater TV ad campaign can be viewed at: stormwatercoalition.org/videos

STORMWATER BMP MESSAGING ON UTA BUSES



During the 2020-21 reporting period, the SLCo Stormwater Coalition delivered a campaign utilizing side banners on UTA buses for a 4-week period, from October 12-November 8, 2020, and April 12- May 9, 2021. The campaign material utilized stormwater BMP messaging on a 30" x 216" banner featuring Droplet, the "We All Live Downstream Slogan" and icons and brief messages promoting stormwater pollution prevention, including: yard care, pet waste, household chemical disposal, vehicle maintenance, and proper disposal of trash.



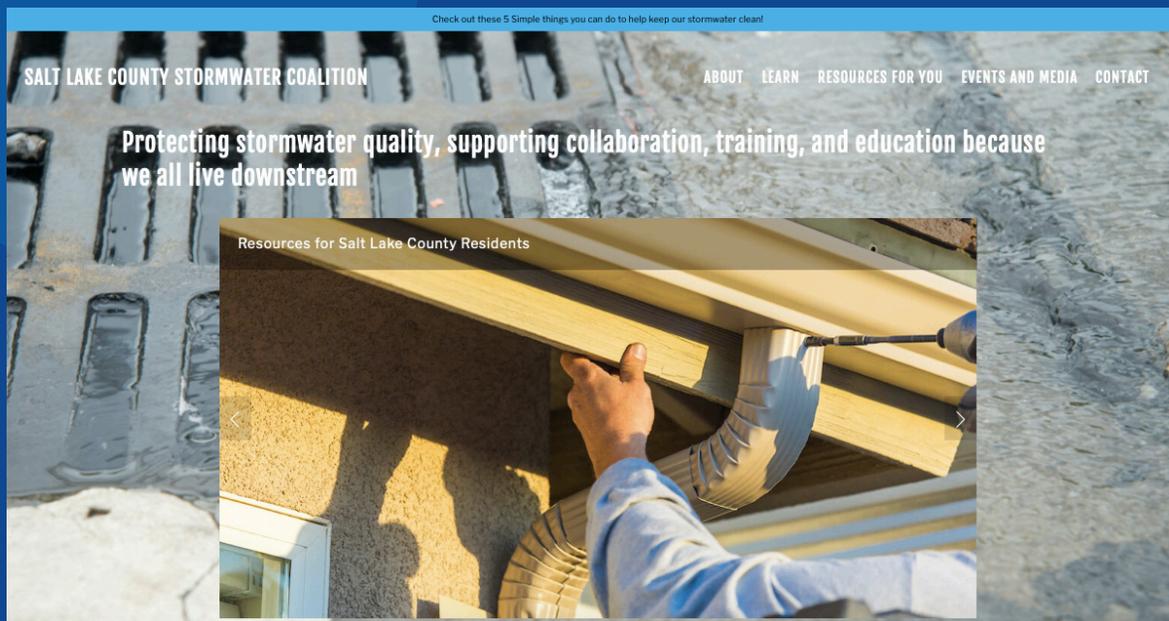
Lamar Advertising, who facilitates all the UTA bus advertising indicates that 83.1% of the population along a given route saw the ads at a frequency over the 4-week period of 4.6 times for a total of 2,726,842 impressions.

OUTREACH AND ENGAGEMENT THROUGH SOCIAL MEDIA PLATFORMS

Website -[Stormwatercoaliton.org](https://stormwatercoalition.org)

The Stormwater Coalition hosts a website, stormwatercoalition.org, which includes an outward facing public site and an inward facing internal site for coalition members and partners (<https://stormwatercoalition.org/coalitionmembers>). The site has continued in development, honing-in on and refining resources requested and needed by Coalition members to act as resources for their various audiences and to provide information and education sources for Salt Lake County residents in general. The site uses Squarespace as its platform, which allows for easy editing and additional page creation and customization as needed. The website features specific resources for target audiences and has a clean look and logical navigation for page visitors.

In addition to providing BMP's and content for specific audiences, site updates and new resources are reviewed by those in attendance at monthly coalition meetings, The site is reviewed and updated weekly, to delete any expiring content and post new relevant content/links that coalition members have recently identified as quality or relevant resources, videos, ideas, and training that meet or exceed the requirements of MCM's 1 and 2.



Stormwatercoalition.org website is the most visible and accessible outward-facing medium of all coalition communication, so the coalition strives to maintain a holistic approach that both interacts and support all aspects of the coalition's branding, marketing, website, social media, videos, written materials and other outreach efforts, working to ensure that the site reflects the same vision strategies and tactics, same feel, and can be easily identified as a SLCo Stormwater Coalition effort. The Coalition strives to ensure that the site is a vehicle for delivery of a clear message that is achievable, hopeful and (where appropriate) enforceable. Whether stormwater pollution prevention/working to address specific pollutants of concern, marketing/messaging efforts, outreach campaigns, or items as displays or take-aways at a coalition city events, all reflect the unified approach.

Website Posting and Updates of Regulatory Content - Stormwater/UPDES information is regularly posted and updated on the stormwater coalition website. There is a specific page where all regulatory information is posted, and then specific links appear throughout the website, as appropriate. The regulatory content site can be found under the "Learn" section of the website, at: <https://stormwatercoalition.org/stormwater-regulatory-information>. As older documents expire, they are replaced by new ones, and since the page is text-heavy, the most relevant and recent information is listed toward the top of the page.

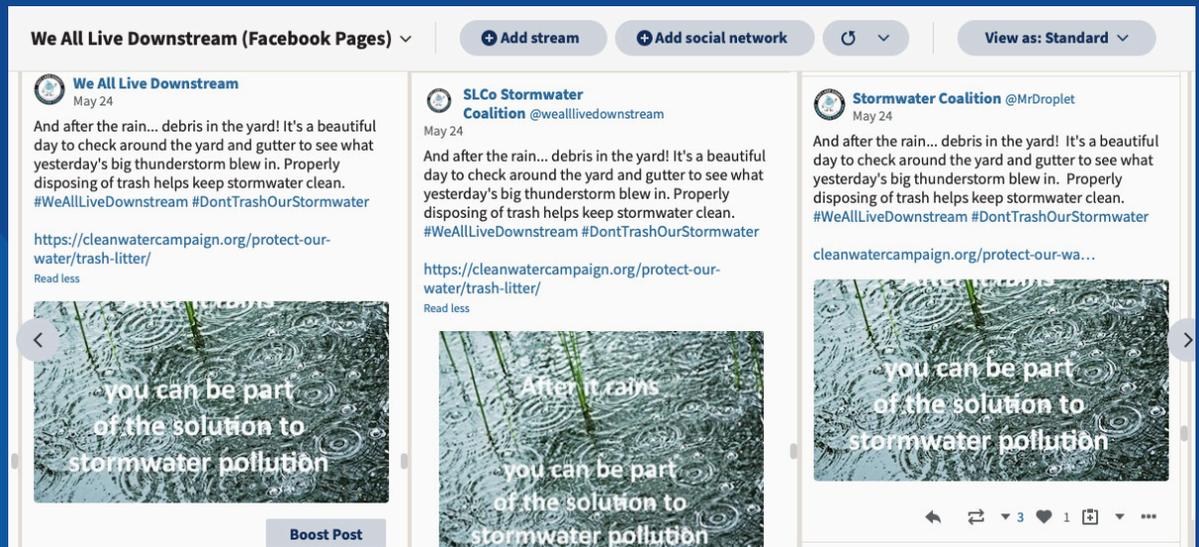
Social Media Management and Content Creation

The Stormwater Coalition uses Hootsuite Social Media Management to coordinate, pre-schedule SLCo Stormwater Coalition posts (all components are developed in an Editorial Calendar and posted all together for coordination and analytics. The Coalition has Facebook ("We All Live Downstream"), Twitter (@MrDroplet) and Instagram ("Wealllivedownstream") accounts, on which new posts occur approximately 4 days/week. The Social Media platforms also feature hashtags #WeAllLiveDownstream, #Yardcare, #DontTrashOurStormwater, #DoALittleHelpALot, #KeepTheWaterMoving, #RakeEmUp, #ReduceRunoff, #StormwaterCarCare, #ScoopThePoop, and #SLCoStormwaterCoalition.

Specific Social Media Campaigns:

During the 2020-21 reporting year, the SLCo Stormwater Coalition delivered social media campaigns on Facebook, Twitter, and Instagram designed as one form of outreach. Campaigns during the period included:

- Scoop the poop- proper pet waste disposal
- Don't trash our stormwater-keeping trash and debris out of waterways
- Water Quality Month observance (August)
- Basic Stormwater education for residents – facts about stormwater
- Stream Friendly Practices
- Stormwater and water pollution
- Keeping debris out of storm drains
- Fall Yard Care cleanup- rake up leaves
- Household Hazardous Waste Disposal
- Watch out for FOG- Fats, Oils, Grease
- Eutrophication



The Stormwater Coalition also maintains a YouTube channel, We All Live Downstream SLCO Stormwater Coalition. The Coalition has its video files posted on its YouTube Channel, as well as on the stormwatercoalition.org website, and use them in social media posts, presentations, trainings and for other occasions, as needed.

Social Media Reporting

Monitoring the stormwater coalition social media activity for reporting period was accomplished through utilization of Hootsuite Analytics. The Stormwater Coalition uses the data to recruit more followers—seeing what posts had "click throughs" (a proxy indicator for engagement) and adjust as needed. Using thematic and overlapping interests will help future campaigns to be successful. All Stormwater Coalition social media platform reports are available at <https://stormwatercoalition.org/coalitionmembers>



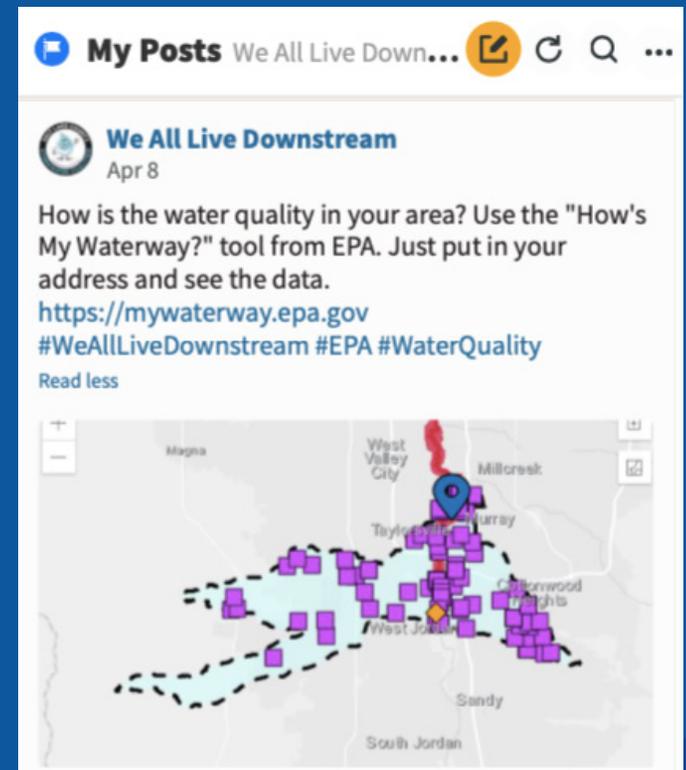
SLCo Stormwater Coalition Podcast, Untreated

UNTREATED, a Podcast of the Salt Lake County Stormwater Coalition, seeks to provide insight and expertise about stormwater issues that impact all of us. The podcast has eight 5-10-minute episodes to date recorded and posted between September 2019 and September 2021. The episodes include Why We Care About Stormwater, Pet Waste and Our Waterways, Stormwater: A SLCo Environmental Task Force Perspective, Power Washing Without Polluting Construction SWPPP best practices and the importance of macroinvertebrates as water quality indicators. The podcast was put on hiatus through October 2020 due to the COVID-19 pandemic. The recording process previously involved close contact with 2 people at a single microphone. During the pandemic podcasters worldwide scrambled to develop high quality ways to record remote-only interviews. We chose to adopt one of the methods that became popular. Interviews were recorded as Zoom video meetings and only the audio portion was used for the final post. These and future podcast episodes are posted to the Coalition website and Buzzsprout (its host <http://www.buzzsprout.com/404863>) and are searchable on Apple Podcasts, Spotify, Google Podcasts, Stitcher, I Heart Radio and Google Alexa.

OUTREACH AND ENGAGEMENT- USING MAPPING TOOLS TO BRING STORMWATER QUALITY CLOSE TO HOME

The coalition has begun utilizing data that is readily available in its outreach efforts to quantify the critical conditions linked to stormwater runoff. The Coalition will use the same data sources to identify pollutants of concern to more closely link impairments with needed behavior changes or best management practices that would likely result in improved conditions in impaired waterbodies or stream segments. The list below represents the beginning of new efforts to raise awareness regarding local water quality and to link water quality with targeted and specific neighborhood and community behaviors.

- a. SLCo GIS open data- Stream Stability- in stream Macros
- b. SLCo GIS open data- Stream Stability- E.coli
- c. Stream Water Quality Dashboard- Salt Lake County
- d. EPA's How's my Waterway?



DISTRIBUTION OF GUIDANCE DOCUMENTS, ACTIVITIES AND OTHER ITEMS THAT PROMOTE STORMWATER BEST MANAGEMENT PRACTICES

The Stormwater Coalition continuously works to expand its cache of guidance documents in various formats including flyers, posters, water/utility bill inserts, door hangers, tabletop displays for individual city and Stormwater Coalition distribution and tabling.

Under “normal” circumstances, the Stormwater Coalition would utilize stormwater community festivals, education events, municipal speeches or gatherings, water quality events (and they did as much of that as possible as some resumed in the spring/early summer of 2021) as distribution outlets for stormwater promotional items, such as Droplet themed notebooks, pens, lip balm, rain ponchos, pet waste disposal bags, reusable grocery bags, water bottles, and Droplet shaped stress squishy characters. During the height of the pandemic, stormwater coalition members were surveyed to see if items were still being distributed and if so, how? 37% of coalition member respondents indicated they had distributed more than half of their cache of promotional items. Methods stated included using recreation department activities to target families in city parks and stormwater employees distributing items to homes and neighborhoods where they had been called out to address a stormwater issue.

Salt Lake County Virtual Watershed Symposium

The Salt Lake County Stormwater Coalition participated in the 2020 Virtual Salt Lake County Watershed Symposium to promote stormwater best management practices and raise awareness about the importance of managing stormwater for residents and businesses. At the event on November 18th, the Stormwater Coalition provided an information session regarding community based social marketing to water-related issues. 258 individuals logged on to the event.

Cut center out with scissors.

WE ALL LIVE DOWNSTREAM

Keep stormwater clean.
Bag and trash pet waste.

stormwatercoalition.org

**Just one dog?
Just one gram of dog poop
contains approximately 24 million
fecal coliform bacteria.**

Storm drains on streets throughout Salt Lake County prevent flooding from rain and snowmelt. Storm drains flow directly into the nearest waterbody. Stormwater does not flow to a water treatment plant!

Pet waste and other pollutants left on the ground, sidewalks, driveways, gutters, streets washes directly into our creeks, rivers and lakes, significantly adding to water pollution.

Salt Lake County Stormwater Coalition
stormwatercoalition.org
385-468-6645

Why is pet waste a problem?

◀ Data show that pet waste, and specifically dog waste is a significant source of e.Coli and other potentially health harming bacteria in Salt Lake County streams, rivers, and lakes.

- **Your Health**—Improperly disposed pet waste may pose a risk to children and adults who are exposed to contaminated water.
- **Your Water**—Pet waste carries disease causing organisms such as giardia and salmonella, which can make water unsafe for drinking or swimming.
- **Your Community**—Pet waste adds to the potential of algae blooms and other contaminants that can cause closures of recreational waters.

Protect our watershed! Do your part: Scoop the Poop!

Scoop the poop!

It's not just a courtesy; it's a healthy and environmentally responsible thing to do, and it's the law!

BRING IT—Always bring a plastic bag when you walk your dog. Carry grocery or newspaper bags in your purse, pocket or car.

BAG IT—Use the bag as a glove to pick up pet waste. Scoop up the waste and turn the bag inside out around the waste, and tie it up.

TRASH IT—Properly dispose of bagged pet waste by placing it in a trash can or flush it, unbagged, down the toilet.

ENGAGEMENT IN MONTHLY STORMWATER COALITION MEETINGS

The Salt Lake County Stormwater Coalition works together to meet Minimum Control Measures (MCMs) 1) public education and outreach, and 2) public participation and involvement. The group works together with a specific set of objectives to coordinate and combine resources to expand the capacity and bandwidth of the municipalities/entities to meet MCMs 1 & 2.

SLCo Stormwater Coalition members meet monthly via Zoom Video Conferencing and expect to continue to do so until further notice. The group coordinates and combines resources to:

- Strengthen stormwater BMP messaging to targeted audiences
- Gain collective attention and affect change (as in TV PSA's and other media)
- Share expertise, skills, trainings, and resources to achieve MCMs 1 & 2.
- Review Salt Lake County IDDE incidents, as the SLCo Health Department presents noteworthy calls/complaints, to provide each other with ideas and knowledge from similar situations/incidents
- Ensure that Coalition and individual municipal stormwater pollution prevention approaches and materials are effective, culturally sensitive, and appropriately tailored for targeted audiences
- Provide a forum for open discussion and mutual support of common best practices, with a ripple effect for the organizations that the coalition members represent. This broadens base of support and trust.
- Reduce the chance of duplicating efforts where it is unnecessary
- Improve communication across the watershed
- Act as one voice to advocate for environmental policies and regulations that support clean stormwater and education and outreach efforts for the following four audiences: (1) residents, (2) institutions, industrial and commercial facilities, (3) developers and contractors (construction), and (4) MS4-owned or operated facilities.
- Provide evidence-based solutions to address local and individual behaviors that impact stormwater with a singular purpose, working to spread the key message that "We all live downstream".



Salt Lake County Stormwater Coalition Zoom Meeting
<https://us02web.zoom.us/j/3859464290?pwd=TDdwZWkySFNlSnl4Q3ZNRk5zE0RlUT09>
Meeting ID: 385 946 4290 Passcode: 962716
Wednesday, June 16, 2021 -10:30-11:30 AM
Agenda

1. Greetings and introductions
2. SL County announcements and updates
3. Reminder about the 2021 Annual Report data collection end date- **June 30th**
 - a. I will call for individual city outreach and education data by the end of July. I'll have the Virtual Water Quality Fair numbers for each city with the meeting notes by Friday.
 - b. 2020 Public Information and Outreach Survey data for cities is available- Jack
4. Stormwater Outreach!
Who does outreach or the city newsletter or website in your city?!? Is there one person or several? Please email this info to kari@socialmarketingconsultants.com. We want to coordinate, so that regular social media and other outreach are the norm on every city's website, newsletter and social media! Let's do this!! ☺



5. SLCo Stormwater Focus Group preliminary update- Jack
6. Social Media- We're ready to start this year's Scoop the Poop Campaign! Share photos of your dog(s) to stormwater@socialmarketingconsultants.com



7. Have you checked to see if your information is correct on the SLCo Stormwater website?
 - a. <https://stormwatercoalition.org/stormwater-coalition-contact>
 - b. <https://stormwatercoalition.org/stormwater-regulatory-information>Email any corrections or personnel updates to kari@socialmarketingconsultants.com
8. USWAC Updates
9. SL County Health Department/Environmental Task Force Updates
10. Coalition Roundtable Items-
 - a. Are you participating in community events this summer? ☺
11. Adjourn

Actions/Notes:

All comments and suggestions email: bthompson@slco.org or jimikel@slco.org

Next Coalition Meeting: July 21, 2021 10:30 AM-Noon
Link:
<https://us02web.zoom.us/j/3859464290?pwd=TDdwZWkySFNlSnl4Q3ZNRk5zE0RlUT09>
Meeting ID: 385 946 4290 Passcode: 962716

IMPLEMENTATION, FOLLOWED BY DATA COLLECTION USING COMMON METRICS AND MEASURES OF BEHAVIOR CHANGE OR INDICATORS OF SUCCESS (SOCIAL INDICATORS) TO ACCOMPLISH COMPLIANCE WITH MINIMUM CONTROL MEASURES 1) PUBLIC EDUCATION AND OUTREACH, AND 2) PUBLIC PARTICIPATION AND INVOLVEMENT USING RESULTS FROM THE 2020 STORMWATER PUBLIC INFORMATION SURVEY.

Utilizing the Collective Impact framework, the Stormwater Coalition is applying increasingly cohesive, combined, coordinated efforts, including each city doing its part to achieve the common goal of pure water from the top to the bottom, the south to north end of the Lower Jordan River Watershed. The coalition has a commitment to developing an ever-increasing action-oriented public who demonstrate behavior change through specifically selected BMP implementation and commitment; elected officials and community leaders that create and adopt policies, demonstrate a willingness to speak with a unified voice and to bring the community together; and businesses, builders and developers who are anxious (intrinsically motivated) or mandated (extrinsically motivated) to set a positive example and exemplify doing the best quality work congruent with commitment to preserving the environment, creating a sense of place in partnership, and in agreement with the public and elected officials, advancing the work.

In November/December 2020 Lighthouse Research and Development, Inc. conducted a mixed mode (mobile and landline phones) telephone public information survey of 404 Salt Lake County residents. Lighthouse research provided the results in December 2020.

The objectives of the survey were to better understand residents' stormwater, knowledge, perceptions, and actions. Residents were asked what percentage of stormwater is treated, whether they believe stormwater pollution is a threat to the environment, whether they have seen advertisements about stormwater pollution, and other knowledge and perception questions. They were also asked about their behaviors related to lawn care, fertilizer usage, pet waste, and hazardous chemical disposals.

From the survey 9 key indicators provide information regarding what Salt Lake County residents know about Stormwater and what they do to prevent stormwater prevention. The indicators compare results for Salt Lake County residents over time.

Information in the tables below is color coded.

Green = respondent accurately answered the question or provided accurate information/demonstrated working knowledge of stormwater and how to prevent stormwater pollution.

Yellow = respondent's answer is within a range of possibility or answer selection provided was not specific enough to determine whether or not the respondent could demonstrate working knowledge of stormwater and how to prevent stormwater pollution.

Red = respondent answered incorrectly or in such a way as to demonstrate that they do not know or do not demonstrate behavior that prevents stormwater pollution.

Note: N/A indicates that response choices that were no longer relevant were eliminated from the available survey response options for the 2020 survey.

MCM 1) Public Education and Outreach

1. **SLCo residents correctly define stormwater**

Q. What is stormwater?

	2017	2020
Water from storms, precipitation, rain and snow	46%	62%
Any water collected in gutters and drains	25%	30%
Runoff or excess water in general	6%	3%
Water collected in containers or barrels	2%	N/A
Mountain Water, Lake Water, Natural Water, Fresh Water	1%	N/A
Recyclable Water, Secondary Water	1%	N/A
Unusable Water	1%	N/A
Illegal water caught for any use	1%	N/A
Dirty Water	1%	N/A
Wastewater	0%	1%
Miscellaneous Responses	6%	N/A
Don't Know/ Nothing / Wouldn't say	11%	4%

2. **SLCo residents correctly identify how much SLCo stormwater goes to a water treatment plant**

Q. How much of the stormwater goes to a water treatment plant?

	2010	2017	2020
All of it	9%	9%	9%
Some of it	53%	65%	50%
None of it	15%	10%	13%
Don't know	22%	16%	28%

3. **SLCo residents believe that stormwater pollution is a problem.** (perception)

Q. How serious a problem is polluted stormwater in SL County?

	1993	2003	2010	2017	2020
Not at all serious	0%	4%	4%	4%	7%
Not very serious	12%	19%	19%	21%	25%
Somewhat serious	48%	51%	50%	52%	42%
Very serious	32%	17%	18%	14%	10%
Don't know	8%	11%	41%	8%	16%

4. **SLCo residents correctly identify ways that stormwater can be polluted** -also see IDDE incidents by type from SLCo Health Dept. (15-below)

Q. What are some ways that stormwater in Salt Lake County can be polluted?

	2003	2010	2017	2020
Changing oil on the driveway	24%	14%	5%	22%
Dumping chemicals/paint	-	35%	14%	39%
Dumping oil	-	28%	14%	39%
Fertilizer on the lawn	17%	22%	10%	20%
Hosing/sweeping sidewalk/driveway into gutter	14%	10%	4%	3%
Leaving leaves on the lawn	1%	2%	2%	1%
Oil/chemical spills on the driveway	23%	17%	20%	N/A
Pesticides or Herbicides	-	14%	7%	9%
Pet waste left on grass or driveway	15%	11%	6%	11%
Trash in the gutter/storm drain	-	27%	36%	35%
Washing cars on the driveway	13%	28%	5%	4%
Air pollution/exhaust/inversion	-	-	10%	12%
Dumping anything down the drain	-	-	3%	N/A
Pollution from factories, mining, etc.	-	-	6%	14%
Animals/Agriculture	-	-	4%	7%
Cars or roads (in general)	-	-	9%	4%
Debris (in general)	-	-	4%	N/A
Dirt	-	-	2%	N/A
Pollution/contaminants in general	-	-	2%	N/A
Salt from roads or driveways	-	-	3%	5%
Sweeping lawn clippings into the gutter	6%	5%	-	N/A
Hosing leaves/lawn clippings down the driveway	4%	5%	-	N/A
Oils, chemicals, debris picked up from surfaces (roads, gutters, etc.)	-	-	-	13%
Oils, chemicals from cars	-	-	-	7%
Humans, Households	-	-	-	5%
Other (specific)	54%	31%	10%	16%
Don't know	-	7%	8%	8%

5. SLCo residents correctly identify the largest causes of stormwater pollution
 Q. What are the largest sources of stormwater pollution in Utah?

	2003	2010	2017	2020
Residents or people	46%	51%	42%	45%
Industrial business	26%	11%	46%	43%
Construction or development	6%	1%	20%	18%
White collar business	2%	1%	6%	N/A
Animals	2%	1%	7%	N/A
Some other source (specific)	7%	13%	3%	3%
Don't know	11%	21%	5%	9%

6. SLCo residents have seen or heard advertisements or public service announcements about stormwater or the prevention of stormwater pollution.
 Q. Have you heard or seen any promotions or ads about stormwater or the prevention of stormwater pollution?

	2010	2017	2020
Yes	77%	37%	31%
No	22%	63%	66%
Can't remember	1%	1%	3%

MCM 2) Public Participation and involvement

1. SLCo residents (if applicable) dispose of their lawn clippings in such a way that it mitigates stormwater pollution.
 Q. If you are responsible for disposing of the lawn clippings at your home, which of these apply?

	2017	2020
Leave on the lawn-mulch	21%	22%
Put in the garbage	28%	29%
Put in the green waste bin	19%	21%
Put in the compost bin or garden	25%	13%
Someone else deals with my lawn clippings	10%	12%
Dump/Landfill	1%	N/A
Other (specific)	2%	2%
Don't know	4%	4%

2. SLCo residents (if applicable) dispose of pet waste in a manner that mitigates stormwater pollution
 Q. How do you dispose of pet waste at your home?

	2003	2010	2017	2020
Bag it/throw in trash	77%	79%	84%	89%
Bury it	5%	6%	2%	1%
Wash it away with a hose	1%	0%	0%	1%
Leave it/ do nothing	-	-	7%	6%
Use it as a fertilizer	-	-	5%	2%
Other (specific)	15%	14%	3%	2%
Don't know	1%	0%	-	N/A

3. SLCo residents (if applicable) indicate that they dispose of leftover household chemicals, paint, antifreeze, pesticides, household cleaners, at an appropriate disposal facility.
 Q. How/where do you dispose of extra or unwanted household chemicals, such as paint, antifreeze, pesticides, household cleaners?

	2010	2017	2020
Disposal Facility	50%	60%	55%
Garbage	16%	17%	26%
Down the sink/drain	-	2%	2%
Take to store or business drop-off site	-	8%	2%
Pick up service	-	2%	2%
I keep it all/don't need to dispose	-	8%	9%
Someone else takes care of it	-	2%	4%
Use all-natural cleaner	-	1%	0%
Other (specific)	26%	2%	5%
Don't know	8%	7%	4%

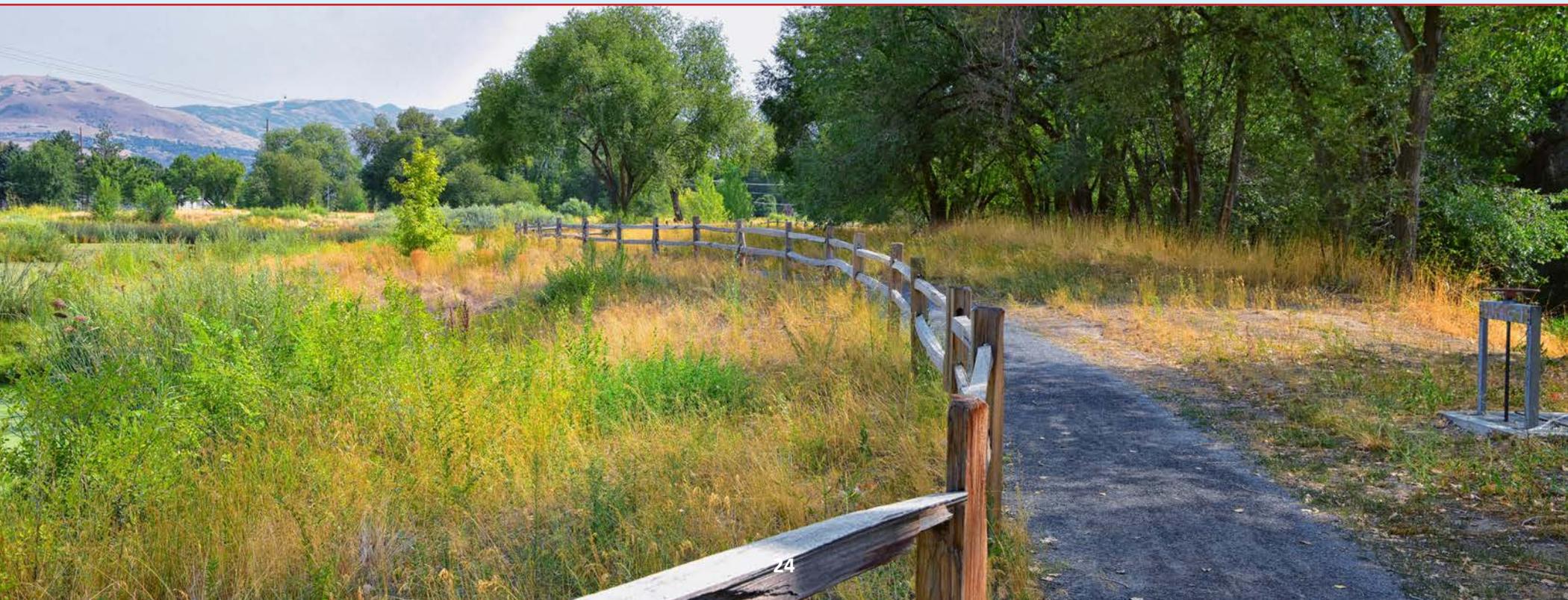
There is a strong correlation between Salt Lake County residents' belief in how serious a problem stormwater pollution is and their positive actions. Generally, Salt Lake County residents self-report having adopted BMP behaviors (i.e. "doing the right thing") even if they do not know that their behaviors are those recommended to prevent/mitigate stormwater pollution or if they do not believe their behavior actually is right or necessary.

48% of respondents agree or somewhat agree that stormwater can be a harmful source of pollution, and 52% believe stormwater pollution is a somewhat serious or very serious problem in Salt Lake County.

When it comes to managing lawn clippings, 65% believe it is harmful to the environment to sweep or wash lawn clippings into gutters or storm drains. When asked specifically what happens to the clipping, 12% indicate someone else, such as a hired service, deals with them, and 82% gave a response that does not necessarily harm the environment. These responses include leaving clippings on lawn as mulch, place in compost bin and spread on garden.

When it comes to lawn fertilizer, 68% always clean up any fertilizers that get on sidewalks or driveways and 29% sometimes clean it up. 86% somewhat agree or strongly agree that over fertilizing can cause a problem for the environment.

When asked if it is legal to dispose of chemicals and oils in the gutter or stormwater, 89% say it is illegal. When asked how they dispose of such products, 55% take them to a waste disposal facility, 26% put it in the trash, 9% use it all up and only 2% report putting it down the drain.



STORMWATER COALITION PUBLIC INFORMATION FOCUS/DISCUSSION GROUPS REPORT (JUNE 2021)

As a follow up to the 2020 Stormwater Public Information Survey, the Coalition worked with focus group facilitator, Jack Wilbur, to develop a discussion guide and conduct individual interviews and virtual small-group sessions between June 10, 2021, and June 17, 2021. The purpose of the discussions was to follow up on certain pieces of information collected during the November 2020 public opinion survey.

Thirteen Salt Lake County residents represented cities and jurisdictions from throughout the county. Eight participants spoke English as their primary language and five spoke Spanish primarily. Edward Lopez conducted the Spanish speaking group and Jack Wilbur conducted the English-speaking individual interviews and group sessions.

General Stormwater knowledge:

Most respondents were able to define stormwater. However, just as with the survey, most respondents think stormwater is treated. Or they think at least some of it is treated. One of the respondents is a city council member in one of the cities. That person thought 100% of stormwater is treated.

Pollutants and Solutions:

Respondents were able to list at least some of the potential pollutants to stormwater. When asked how to get the message out to their communities, the most popular answers were through live community events and utility bill stuffers. City website and, or newsletter were also mentioned by several respondents.

Factors in Behavior Change:

The group facilitator mentioned several factors that can play into an individual making and sustaining a behavior change, then asked participants to indicate which of those factors are the biggest keys to change in their opinions.

The list:

- a. Awareness: I am aware that there is a problem that I could help solve by changing a simple behavior
- b. Knowledge: I know how to make a change
- c. Convenience: The new behavior is as easy as the old behavior. It doesn't take any more time or effort, etc.
- d. Money: The new behavior can save me money, make me money or at least it doesn't cost me money.
- e. Recognition: I get recognized for my efforts.
- f. Opinion leaders: Other people in my community, family, etc. who I respect are doing the behavior so I will try it.
- g. Peer behavior: It looks like pretty much everyone on my block is doing it. I'll give it a try.



While awareness of a problem and knowledge about how to solve it are critical basic ingredients to change and they were acknowledged as such by several respondents, convenience was listed repeatedly as the top factor in change. The idea of seeing opinion leaders and peers also doing the behavior were mentioned several times. Money and incentives were less often mentioned. Recognition fell somewhere more in the middle.

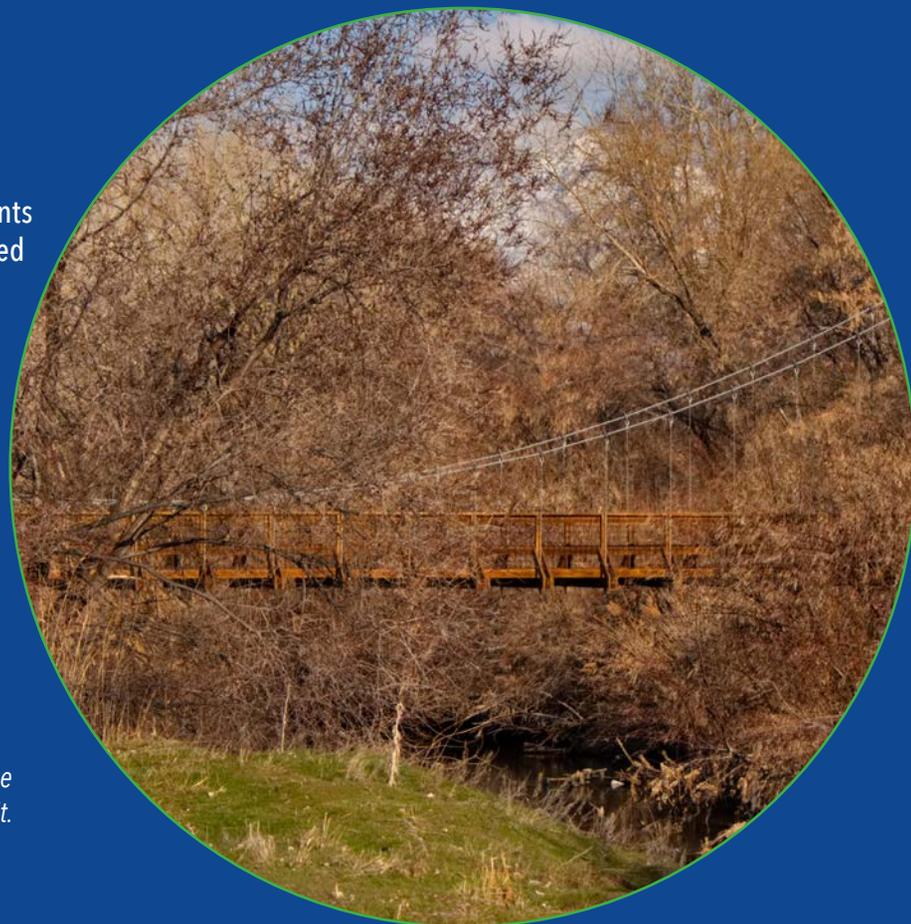
Conclusions:

In general, the individuals talked to don't understand that stormwater is not treated. However, they do seem to have a good grasp on the management practices. This correlates with the Stormwater Public Information Survey results. There seems to be an underlying feeling that while personal responsibility is needed, the government will clean up the water anyway. Participants indicated they already pay taxes for that purpose.

Participants also largely propose solutions for getting out the messages that are already being done by coalition member municipalities. When respondents say, for example, have a booth at our city festival, but the city already has a stormwater presence at that event, it brings up a couple of issues: Did they not see the stormwater booth, or did they visit it, but it didn't leave enough of an impression for people to remember it.

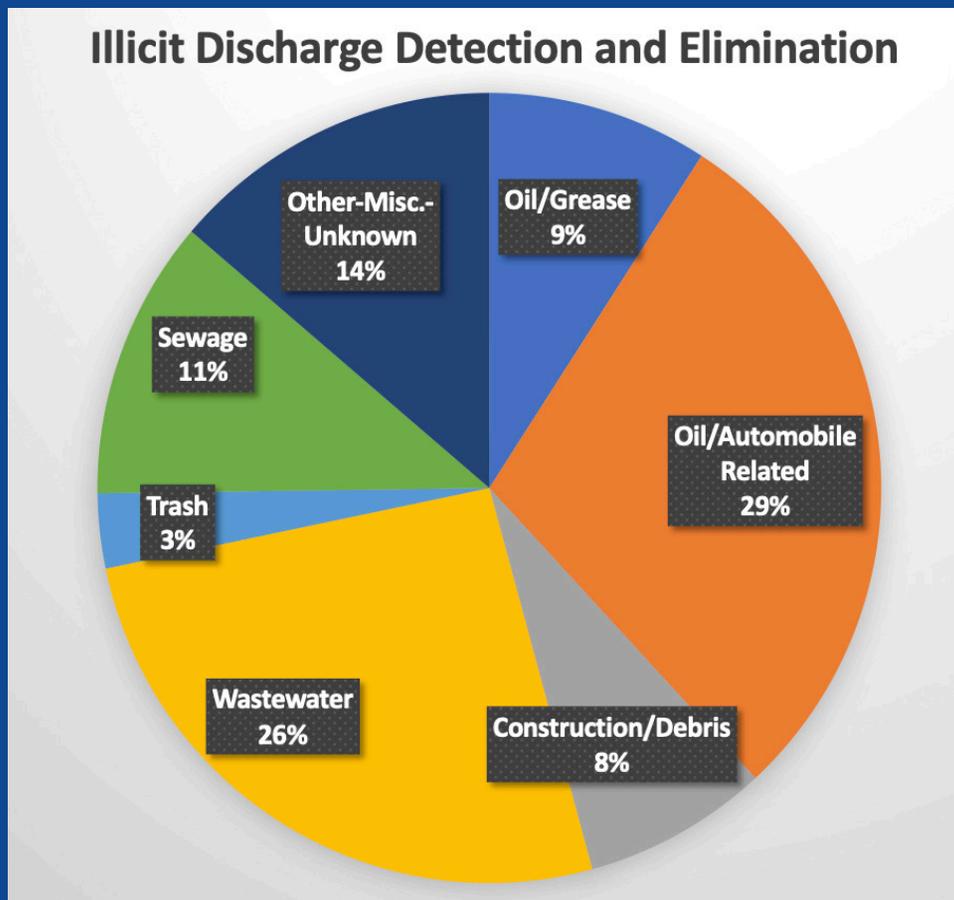
Recommendations:

1. Continue community-based outreach, such as giving away SWAG at events.
2. Focus on the message that stormwater is untreated
3. Educate and engage more with community and neighborhood leaders. City council members, community council members, local clergy and civic leaders could help engage residents and be brand ambassadors.
4. Following up on the previous recommendation, yard signs or other ways to advertise that local opinion leaders are preventing stormwater pollution may be an untapped approach for this coalition.
5. Continue current outreach efforts, but a better connection needs to be made to incorporating positive behaviors and the idea that the government isn't cleaning up the problem for them.



ILLICIT DISCHARGE DETECTION AND ELIMINATION, HOUSEHOLD HAZARDOUS WASTE, RECYCLING AND USED OIL

Salt Lake County Health Department Illicit Discharge Detection and Elimination (IDDE) and collection and disposal efforts of Household Hazardous Waste, Recycling and Used Oil



The pie chart above shows SLCo Health Department reporting 2020-2021 IDDE incidents by type. The total number of incidents reported during the reporting period was 133.

Household Hazardous Waste Collection 2017-18 to 2020-2021

Salt Lake County Health Department collects and reports household hazardous waste data which includes:

Item (measured in pounds)	2020-21	2019-20	2018-19	2017-18
Paint	694,000	1,172,239	756,000	807,820
Labpack	24,371	449,232	29,856	28,438
Used Oil	48,098	41,521	135,082	182,784
Antifreeze	28,333	66,350	63,835	58,140
Fuel	132,497	55,927	126,086	117,339
Fertilizer, Herbicide, Pesticide	67,788	66,971	61,840	56,832
Aerosols	34,011	60,506	31,060	30,402
T-OX	69,625	41,824	72,408	74,081
Electronics	217,584	134,637	1,330,320	1,453,528
Fluorescent Bulbs	5,341	254,069	6,673	8,084

Recycling and Green Waste

Recycling – the Salt Lake Valley Landfill did not provide any outreach programs or tours due to COVID-19 protocols.

Green Waste – The Salt Lake Valley Landfill reported that 54,379 tons of green waste were collected, which included 20,748 tons of Curbside, and 5,878 tons of compost were sold from July 2020 – June 2021.

Used-Oil Collection Program

Supporting Utah Department of Environmental Quality, Waste Management and Radiation Control, Salt Lake County Stormwater Coalition, works to inform residents in Salt Lake Valley of where to take used oil and educate business owners on how to dispose of used oil in a safe manner that is safe for the environment. More information about the program can be found at <https://deq.utah.gov/communication/news/used-oil>

Leaf Collection

Wasatch Front Waste and Recycling District provided information regarding the results of its Leaf Collection Service for the reporting period. The entity picks up fall leaves annually October-December. Over the 2020-21 period, a total of 1,245.42 tons of leaves were collected.

	Herriman	Copperton	Magna	Valley	South Ridge	Canyon Rim	Cottonwood	Cottonwood	Bywater	Big Bear	Vista	Emigraiton cyn	other	
Oct Tons	0.41	0.78	0.38	22.73	27.80	5.24	42.08	0.00	9.00	5.26	1.80	1.28	0.00	116.76
Nov Tons	15.20	3.95	18.11	146.26	187.48	84.64	372.62	0.00	176.15	48.13	3.63	2.89	0.00	1059.06
Dec Tons	2.14	1.27	1.16	9.26	17.17	4.70	14.59	0.00	7.57	7.00	3.71	1.03	0.00	69.60
														Total tons
														1245.42

STORMWATER COALITION 2020-21 BUDGET

The Salt Lake County Stormwater Coalition budget figures below for 2020-21 represent the entire budget, for which the fiscal year runs from January 1 – December 31, with both revenue and expenses displayed. Municipalities and other entities contributed to the overall revenue of the Stormwater Coalition, supporting common goals and activities, such as mainstream media (i.e. TV), which reaches within Salt Lake County and beyond. Actual 2020-21 budget total was \$203,385.

All expenses support the requirements, education and information, annual water quality fair in partnerships for outreach, website, and other social media accounts/management. The total expenses for the 2020-21 Stormwater Coalition fiscal year were \$203,385 leaving a balance of \$0.00.

2020-21 Salt Lake County Stormwater Coalition Budget	
2020-21 Revenues	
MS4 Co-permittees	\$ 167,000.00
Other sources: VA, UDOT, and SLCo Health Department	\$ 15,000.00
Salt Lake County Stormwater carry-over from previous years	\$21,285.00
TOTAL	\$ 203,285.00
2020-21 Expenses	
Television Advertisement	\$94,000.00
Bus Banners	\$19,600.00
Developmental AD Leave behinds	\$11,078.00
Stormwater Quality Fair/Fall WQ Fair	\$0.00
Stormwater Public Information Survey	\$9,600.00
Website hosting and maintenance	\$500.00
PR & Outreach Consultant	\$68,500.00
TOTAL	\$203,278.00



CONTINUING CHANGES TO THE SLCO STORMWATER COALITION IN RESPONSE COVID-19 PANDEMIC

Two notable differences in the way the SLCo Stormwater Coalition operates since public health orders have expired are:

a. Semi-suspended and workarounds for Community Events/Activities July 2020- June 2021-

Coalition promotional items distribution occurred in:

- West Valley sent out stormwater education via postcard for 3 types of businesses – commercial, industrial, and rental in April/May 2021
- Taylorsville, Millcreek, and Bluffdale had small community events this spring/early summer where stormwater information was offered, and promotional items were given away.

b. 2021 is continuing the practice of virtual meetings (via Zoom) until further notice. The coalition will comply with guidelines or mandates of SL County and the State of Utah.

SLCo Stormwater Coalition is working at -full capacity and making accommodations as necessary in accordance Utah Health Guidance Levels (<https://coronavirus.utah.gov/utah-health-guidance-levels/>) and SL County guidance (<https://slco.org/covid-19/>).

Coalition contact information–emails and telephone numbers remain the same–

Salt Lake County Stormwater Coalition

2001 South State Street N3-310

Salt Lake City, Utah 84190

385-468-6645

Report Stormwater violations: 385-468-3862

