



COONEY, WATSON AND ASSOCIATES, INC.
Advertising • Marketing • Public Relations • Video Production

February 18, 2015

TO: The Mid Rio Grande Stormwater Quality Team

FROM: Patti Watson, President
Phyllis Baker, Lead Account Executive
Jason Edwards, Junior Account Executive
Cooney, Watson & Associates, Inc.

RE: Outcomes Report for 2014 – Stormwater Quality Public Education and Involvement

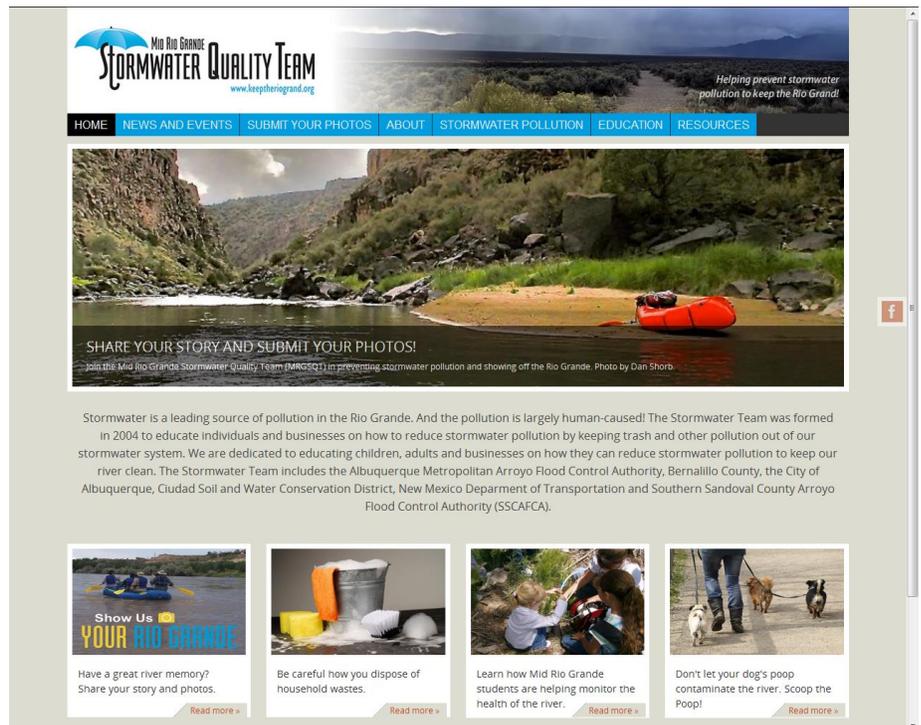
In 2014 the Mid Rio Grande Stormwater Quality Team (MRGQST) focused its efforts on education through participating in community events, and through sponsorship of the Bosque Ecosystem Monitoring Program (B.E.M.P.) and RiverXchange. In addition, the team continued its website and Facebook page, and developed a brief survey that was used at a large-scale community event and can also be used as a benchmark survey in the future. In addition, the team continued work on an educational kiosk to be housed in the New Mexico Museum of Natural History. The overall budget spent on these activities, excluding donated hours by team members, was \$47,505.53. The contractor, Cooney, Watson & Associates, Inc. (CWA) donated \$3,122.16 in services during the 2014 calendar year.

We have summarized the activities below and on the following pages:

Website

www.keeptheriogrand.org

CWA designed and launched a new website in 2013 and continued it in 2014. CWA is working with the team to set up a file system for easier team member access to documents in 2015. In the meantime, traffic to the website did increase compared to 2012 and 2013 (see chart on next page) and the site was updated with new member information as well as other relevant content.



MRGSQT Website Analytics	2012	2013	2014
Total Visitors	999	728	1,060
Unique Visitors	808	518	768
New Visitors	76.6%	70.05%	92.6%
iPhone	21	21	31
iPad	16	18	29
Other Mobile Device	19	21	28
Top Referring Sites	direct (192) google (567) bing (34) cabq.gov (24) forex-ninjas.com (22) amafca.com (19) yahoo (15) aridlid (14) animalhumane (11)	direct (288) google (302) bing (20) ktrg.swcp.com (23) keeptheriogrand.org (18) amafca.org (16) seoanalyses.com (10) cabq.gov (8) ciudadswcd.org (5)	Google organic search (267) buttons for website.com (103) direct (93) keeptheriogrand.org (20) bing (14) yahoo (11) amafca.org (7)

A detailed Google Analytics Report is included as an attachment to this report, labeled Appendix A.

Estimated number of individuals reached by this activity: 1,060

Facebook Page



In conjunction with the new SQT website, CWA in 2013 re-launched a new Facebook page (<https://www.facebook.com/Keeptheriogrand>) and continued the page in 2014. Total “likes” for the page increased by 26.3% to 48 by the end of the 2014.

Estimated number of individuals reached by this activity: 48

Events

In 2013, MRGSQT members reported participating in a total of 27 community outreach/educational events. In 2014, team members reported participating in a total of 33 community outreach/educational events. Details of the 2014 events are below.

1. AMAFCA

Karen Stearns

January 09, 2014

AMAFCA hosted the Valle de Oro Site Plan project public meeting. We set up the Storm Team Water Quality booth and provided public education brochures regarding water quality.

150 attendees

2. AMAFCA

Karen Stearns

January 15, 2014

AMAFCA hosted an Open House to explain to the professional community the responsibilities and efforts of the Stormwater Quality Team.

40 attendees

3. AMAFCA

Karen Stearns

January 22, 2014

The MRGSQT had our January meeting in which we discussed the program for public education specific to stormwater quality. We also had a presenter on LID projects in Bernalillo County.

14 attendees

4. AMAFCA

Karen Stearns

February 05, 2014

AMAFCA is participating with the UNM Community Studio to use an AMAFCA project, Valle de Oro National Wildlife Refuge, as a design challenge for the students of the class. AMAFCA will design and construct water quality structures along the drainage way through the Refuge and out to the Bosque.

25 attendees

5. AMAFCA

Karen Stearns

February 20 and 21, 2014

MRGSQT was a sponsor for the "Land and Water Summit: Drought as an Opportunity for Change" conference. This 2-day event was organized by the GI LID in Arid Environments and Xeriscape Council of NM. SSCAFCA was involved in the organization of the conference. Bernalillo County was the largest sponsor and organized a roundtable discussion called "Balancing Point: Finding the Reality between Cost, Regulation and Ideals in GI Design." The MRGSQT booth was displayed and informational brochures were available to attendees.

140 attendees

6. AMAFCA

Lynn Mazur

March 15, 2014

A presentation was made at Open Space Visitor's Center on AMAFCA's joint use and Stormwater Quality Facilities.

10 attendees

7. AMAFCA

Lynn Mazur

April 14, 2014

AMAFCA made a presentation to NMSPE (New Mexico Society of Professional Engineers) members on AMAFCA's role in water quality.

30 attendees

8. AMAFCA

Jeff Willis

May 12, 2014

A booth was displayed and stormwater quality pamphlets were distributed at a dedication of Durand Open Space Water Quality Sign.

175 attendees

9. AMAFCA

Jeff Willis

September 13, 2014

AMAFCA had a float in the New Mexico State Fair Parade promoting Stormwater Quality.

40,000 attendees

10. SSCAFCA

Catherine Conran

2013-2014 school year

The Southern Sandoval County Arroyo Flood Control Authority sponsored 20 5th grade classes in Sandoval County for the RiverXchange educational program.

521 attendees

11. SSCAFCA

Catherine Conran

2013-2014 school year

SSCAFA provided education focused on watershed and water quality to the Elementary School Students Achieve for Excellence (SAFE) afterschool program for students in grades 1-4 mixed classes.

257 attendees

12. SSCAFCA

Catherine Conran

2013-2014 school year

SSCAFA provided education on water quality, watershed, habitat and safety to 3rd grade students in 19 classes.

475 attendees

13. SSCAFCA

Catherine Conran

Spring 2014

SSCAFA provided education on science and understanding of watershed/water quality to 6th grade program students at 3 schools

143 attendees

14. SSCAFCA

Catherine Conran

February 20, 2014 and February 21, 2014

SSCAFA participated in a conference on low impact development and green infrastructure.

199 attendees

15. SSCAFCA

Catherine Conran

April 19, 2014

SSCAFA participated in a community outreach event on Earth Day with a booth and educational materials to promote stormwater quality awareness.

200 attendees

16. SSCAFCA

Catherine Conran

April 25, 2014

SSCAFA participated in a Rio Rancho Public Schools Sustainability series for high school students.

150 attendees

17. SSCAFCA

Catherine Conran

May 03, 2014

SSCAFA participated in an arroyo and community clean-up event where volunteers removed over 282,240 pounds of illegally dumped trash.

1,300 attendees

18. SSCAFCA

Catherine Conran

July 25, 2014

SSCAFCA provided a watershed model and water educational activities for students in grades 1-6.

80 attendees

19. SSCAFCA

Catherine Conran

November 14, 2014

SSCAFCA provided educational outreach to the community during a recycle day focused on water quality.

75 attendees

20. SSCAFCA

Catherine Conran

November 28, 2014 and November 29, 2014

SSCAFCA participated in a 4th grade children's event focused on water.

1,462 attendees

21. SSCAFCA

Catherine Conran

November 28, 2014

SSCAFCA provided educational material and handouts to 4th grade teachers on water quality prior to the children's water festival (see event above).

80 attendees

22. Bernalillo County

Anita Steed

April 5, 2014

Bernalillo County participated in a Copper Trail Clean Up with a radio remote at CABQ Open Space.

75 attendees

23. Bernalillo County

Anita Steed

April 12, 2014

Bernalillo County participated in an Indian School Trail Clean Up at CABQ Open Space.

25 attendees

24. Bernalillo County

Anita Steed

April 19, 2014

Bernalillo County participated in a Menaul Trail Cleanup at CABQ Open Space.

35 attendees

25. Bernalillo County

Anita Steed

April 23, 2014

Bernalillo County participated in an Earth Day After School Program for students from schools in Bernalillo County.

125 attendees

26. Bernalillo County

Anita Steed

April 26, 2014

Bernalillo County participated in the Piedra Lisa Open Space Cleanup at CABQ Open Space.

30 attendees

27. Bernalillo County

Anita Steed

May 3, 2014

Bernalillo County handed out information on stormwater quality at the South Valley Pride Day at the Westside Community Center.

1,500 attendees

28. Bernalillo County

Anita Steed

May 4, 2014

Bernalillo County handed out information on stormwater quality at a booth at Run for the Zoo.

1,500 attendees

29. Bernalillo County

Anita Steed

May 10, 2014

Bernalillo County had an information booth at Tour Del Bosque Bicycle Race.

100 attendees

30. Bernalillo County

Anita Steed

May 23, 2014

Bernalillo County had a booth at the Isotopes Bark in the Park: event and also sponsored public service announcements on proper disposal of pet waste.

700 attendees

31. Bernalillo County

Anita Steed

June 14, 2014

Bernalillo County handed out stormwater quality information at UNM Golf Course Opening/Bernalillo County Fun Run.

500 attendees

32. City of Albuquerque

Kathy Verhage

January 14, 2014

The City of Albuquerque made a presentation to developers, contractors, and legal staff regarding the City of Albuquerque's new drainage ordinance and draft stormwater quality ordinance.

50 attendees

33. City of Albuquerque

Kathy Verhage, Kevin Daggett, and Shahab Biazar

November 12, 2014

The City of Albuquerque made a presentation regarding LID practices in the City of Albuquerque to contractors and developers during SWPPP (Stormwater Pollution Prevention Plan) training.

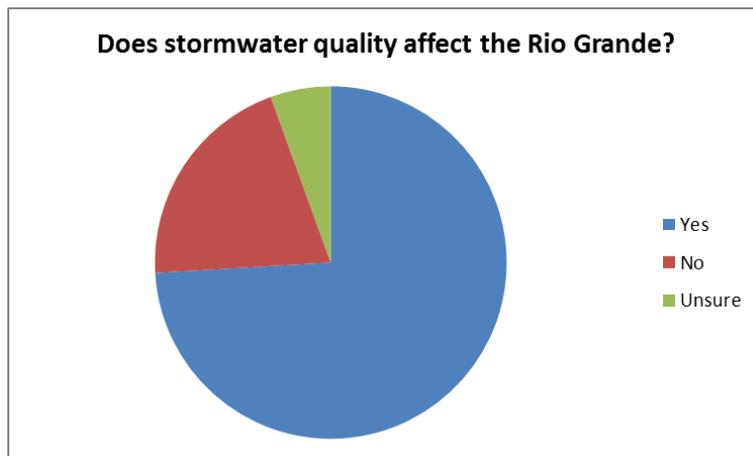
45 attendees

Based on the reports of the Team members and other stormwater quality professionals attending these meetings, the estimated number of individuals reached by this activity is: 50,211. **NOTE:** This total does not include the team’s booth at the 2014 Bernalillo County Wine Festival, which is reported as a separate survey/educational event below.

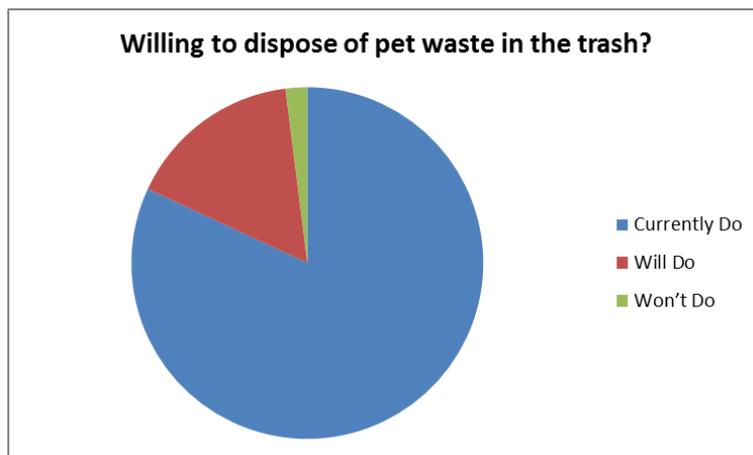
Booth and Benchmark Survey – 2014 Bernalillo County Wine Festival

Mid Rio Grande Stormwater Quality Team members

The Town of Bernalillo donated a booth at its very popular event, the Bernalillo Wine Festival over Labor Day Weekend (Aug. 30-Sep. 1, 2014). MRGQST members, volunteers and vendors handed out information and also encouraged individuals visiting the booth to fill out a short survey (See Appendix B). In return for filling out a survey, participants were given a choice of a Poop Pak (kit for picking up pet waste) or a fish-style tote bag. A total of 577 respondents filled out some or all of the 10-question survey, and future surveys are planned at upcoming regional events to provide a comparative baseline. Results are included in this report.

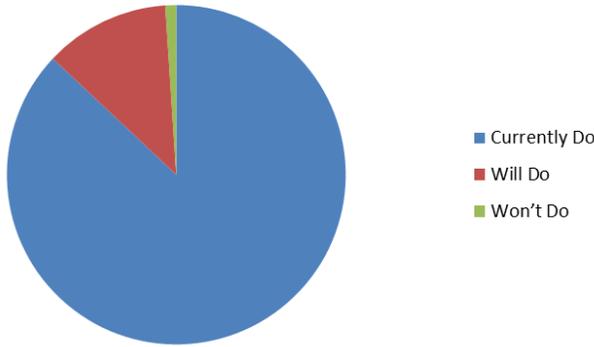


"Do you think that stormwater runoff affects the quality of water in the Rio Grande?"		
Response	Number	Percentage
Yes	414	20%
No	114	74%
Unsure	31	6%
Totals	559	100%



"Would you be willing to pick up after your dog/pet and dispose of the waste in the trash to improve the quality of stormwater runoff?"		
Response	Number	Percentage
Currently Do	453	82%
Will Do	89	16%
Won't Do	11	2%
Totals	553	100%

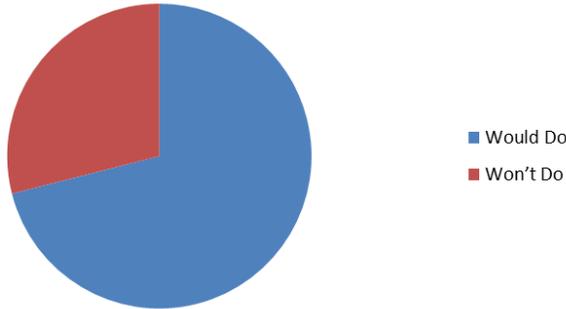
Willing to reduce, reuse and recycle trash?



“Would you be willing to reduce, reuse and recycle trash to improve the quality of stormwater runoff?”

Response	Number	Percentage
Currently Do	502	87%
Will Do	69	12%
Won't Do	6	1%
Totals	577	100%

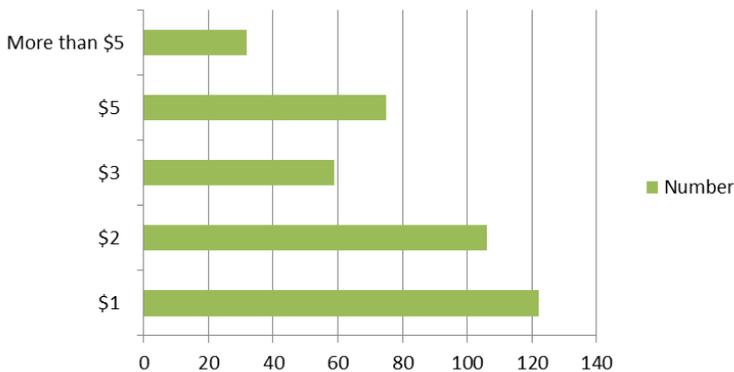
Pay additional fee to improve stormwater quality



“Would you be willing to pay an additional minor monthly fee on your water bill to improve the quality of stormwater runoff?”

Response	Number	Percentage
Would Do	390	71%
Won't Do	159	29%
Totals	549	100%

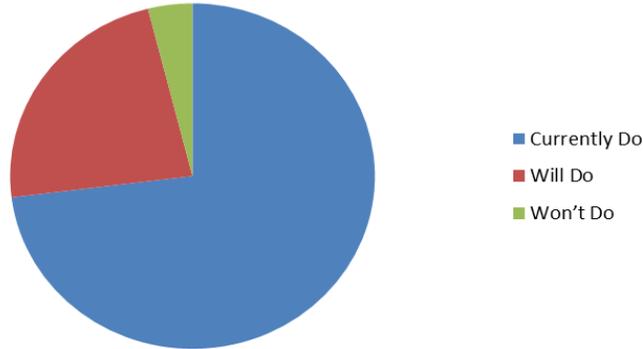
Amount Willing to Pay



If you answered “Would do,” how much would you be willing to pay?

Response	Number	Percentage
\$1	122	31%
\$2	106	27%
\$3	59	15%
\$5	75	19%
More than \$5	32	8%
Totals	394	100%

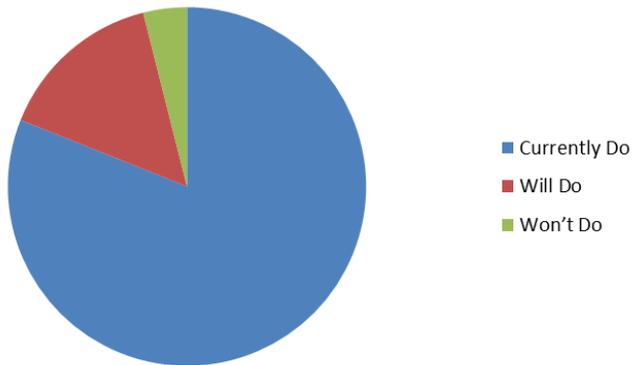
Willing to Reduce Use of Toxic Chemicals



“Would you be willing to reduce use of toxic chemicals outdoors to improve the quality of stormwater runoff?”

Response	Number	Percentage
Currently Do	390	73%
Will Do	123	23%
Won't Do	21	4%
Totals	534	100%

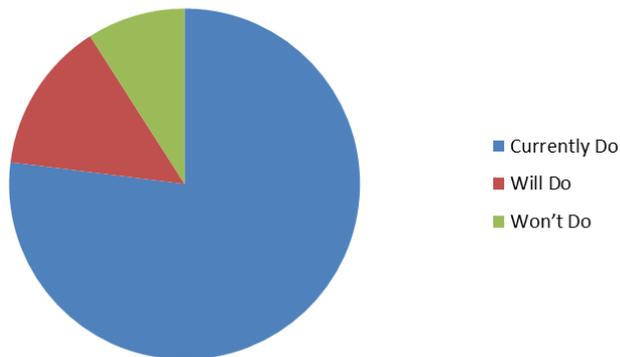
Willing to Fix Oil Leaks on Cars



“Would you be willing to reduce use of toxic chemicals outdoors to improve the quality of stormwater runoff?”

Response	Number	Percentage
Currently Do	432	81%
Will Do	80	15%
Won't Do	21	4%
Totals	534	100%

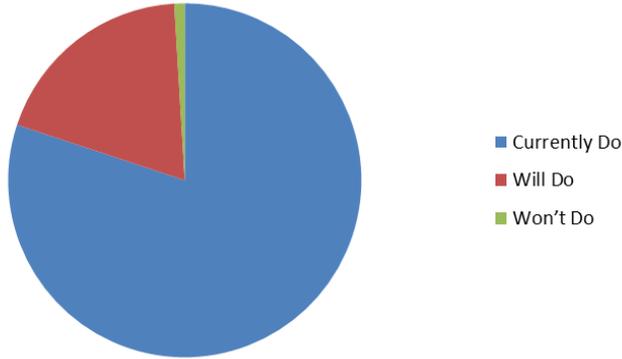
Willing to Use Car Wash



“Would you be willing to wash your vehicle(s) at a full or self-service car wash to improve the quality of storm water runoff?”

Response	Number	Percentage
Currently Do	408	77%
Will Do	74	14%
Won't Do	48	9%
Totals	531	100%

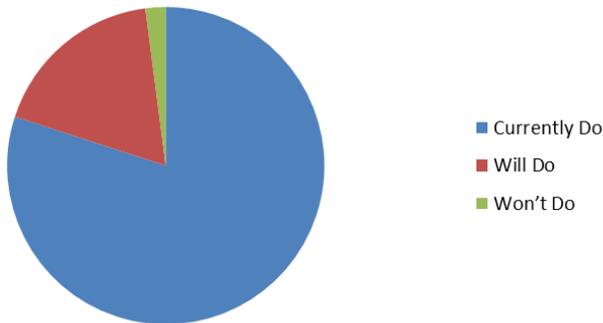
Keep Chemicals and Trash Out of Street Gutters



“Would you be willing to keep chemicals and trash out of street gutters to improve the quality of stormwater runoff?”

Response	Number	Percentage
Currently Do	422	80%
Will Do	100	19%
Won't Do	5	1%
Totals	527	100%

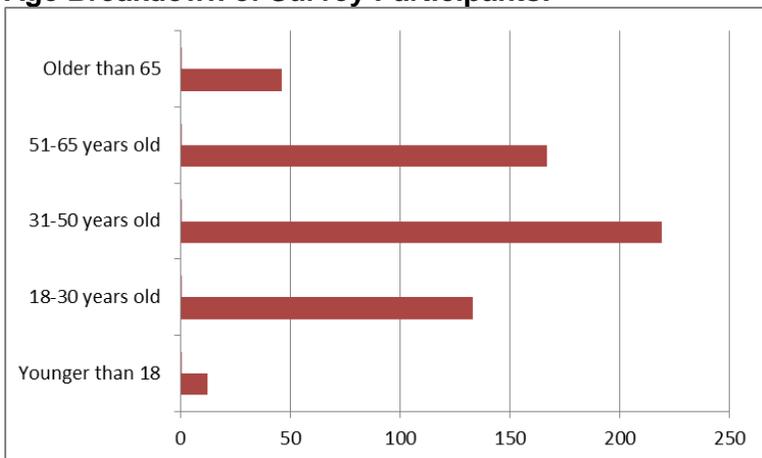
Properly Dispose of Household Hazardous Waste



“Would you be willing to dispose of household hazardous waste properly at a collection facility or during a recycling event to improve the quality of stormwater runoff?”

Response	Number	Percentage
Currently Do	428	80%
Will Do	96	18%
Won't Do	11	2%
Totals	535	100%

Age Breakdown of Survey Participants:



Age Breakdown of Survey Participants		
Age	Number	Percentage
Younger than 18	12	2%
18-30 years	133	23%
31-50 years	219	38%
51-65 years	167	29%
Older than 65	46	8%
Totals	577	100%

A copy of the survey card is included in *Appendix B*.

Estimated number of individuals reached by this activity: 577

Educational Partnerships – RiverXChange and B.E.M.P. (Bosque Ecosystem Monitoring Project)

The Mid Rio Grande Stormwater Quality Team provided funding and educational materials to students participating in the RiverXChange educational program, B.E.M.P. (Bosque Ecosystem Monitoring Project) and B.E.M.P. educational program and also participated in the Rio Rancho Children’s Water Festival.

Program	2013-14 School Year Funding	2013-14 Students & Teachers Reached	2014-2015 School Year Funding	2014-2015 Students & Teachers Reached	Total Reached
RiverXchange	\$33,600.00	521	\$33,000.00	572	1,093
BEMP	\$18,165.00	1,490	\$22,265.00	Will be reported in June of 2015	1,490
Totals	\$59,940.00	2,011	\$55,265.00	572	2,583

Total estimated number of individuals reached by educational outreach programs: 2,583

General Materials Distribution

In addition to the targeted distribution of educational materials through our Scoop the Poop and Educational Partners, team members also distributed materials through their own channels. Based on materials inventoried at the beginning of the year and the end of the year, we have estimated the number of people reached through general educational materials distribution:

In 2014, the Mid Rio Grande Stormwater Quality Team decided to focus less on printed collateral pieces and more on community outreach through partnerships and participation in community events. Therefore, there was less emphasis on distributing collateral in 2014.

MRGSQT Item	9/26/2013 Quantity	12/31/2014 Quantity	Distributed	Cost of Materials Distributed
Scoop the Poop Bumper Sticker	527	498	29	\$6.09
Keep the Rio Grand Bumper Sticker	2,985	2,874	1,015	\$27.75
Keep the Rio Grand Brochure	587	527	60	\$10.20
Keep the Rio Grand Home Brochure	0	0	0	\$0.00
New Dog or Cat Brochure	4,275	4,185	90	\$8.10
Scoop the Poop Rack Card	685	685	0	\$0.00
MRGSQT Notepad	987	758	229	\$116.70
TOTAL	10,046	9,527	1,423	\$168.84

Total estimated number of people reached by this activity: 1,423

Total Number of People Reached Through All Advertising, Educational and Public Outreach Activities in 2013

Obviously, some people were reached by more than one activity, but in gross numbers an estimated **55,902** people were reached with a stormwater quality/stormwater pollution prevention message in 2014.