



Salt Lake County Stormwater Coalition

Zoom Meeting Agenda

<https://us02web.zoom.us/j/3859464290?pwd=TDdwZWkySFNLSnl4O3ZNRk5zbE0rUT09>

Meeting ID: 385 946 4290

Passcode: 962716

December 20, 2023 10:30 AM

Greetings and check-ins

1. Salt Lake County business and announcements

2. E.Coli-

- Discussion about the New E. Coli regulations and the compliance and implementation of those new requirements

3. Mainstream Media update

- Viewing data for Fall 2023 Campaigns:
- KUTV2-

Salt Lake County Stormwater Coalition Fall 2023 Campaign						
Station	Total Number of Spots	Paid	Bonus	HH Impressions (Paid)	HH Impressions (Bonus)	Total Impressions
KUTV	81	81	0	1,341,743	N/A	1,341,743
KJZZ	110	92	18	443,692	95,433	539,125
KMYU	0	0	0	N/A	N/A	
Totals	191	173	18	1,785,435	95,433	1,880,868
Fresh Living	4	0	4		276,452	2,157,320

i. FOX13-

- 15 second ad ran 53 times over the 4 week period
- 1 appearance on THE PLACE
 - a. Kari will follow up with FOX rep to get total impressions/view #'s

ii. UTA Bus Banners-

- (23) Super Kings - Salt Lake County
- *Geopath 2023 SLC Market Surveys (Salt Lake County, 18+ Demographic)*
- Impressions (views) - **3,251,081 / 4 weeks**
- Reach (% of population viewing ad) - **29.94% / 4 weeks**
- Frequency (# of times campaign seen by a given person) - **7.35 x / 4 weeks**
- CPM: **\$2.73** Per 4 week campaign

4. Social Media

- December- General BMPs
- January- Environmentally Friendly Ice and Snow Melt, Winter Best Stormwater Practices
- Stormwatercoalition.org/fog

5. Website

Continued updates on pages across website:

- [Coalition Members page](#)
- [E.coli page](#)
- [Land Use](#)
- [Stormwater Communications for City Newsletters](#)
- [Storm Drains](#)
- [Fats, Oils, Grease \(FOG\)](#)

6. Thanks for your promotion for participation in the Water Quality Fair and Water Quality Art & Poetry Contest.
 - Live event and contest awards were held on Webex Nov 14, 2023
 - We provided supplies and activity videos for 2,217 registered participants
 - Most participants/teachers were from Jr. High/Middle Schools. The new trend is for teachers to divide the activities over several days– and participate as their schedules allow.
7. Looking for winter outreach?
 - Try the Stormwater Coalition Communications Webpage
8. Future plan for concrete washouts?
9. Member announcements/comments

Adjourn

Actions/Notes:

The E coli guidance document, draft implementation plan from Sandy and inspection checklist can be found on the [Coalition members webpage](#)
If Coalition members are interested in paddling the Jordan River with the Jordan River Commission, please contact Soren Simonsen at sorensimonsen@utah.gov

The next regular coalition meeting via Zoom will be on Wednesday, January 17, 2024-- 10:30 AM
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