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## **SALT LAKE CITY COUNCIL STAFF REPORT**

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**DATE:** March 28, 2003

**SUBJECT:** **Interlocal Agreement for Joint Funding of Stormwater Education Media Campaign**

**AFFECTED COUNCIL DISTRICTS:** Citywide

**STAFF REPORT BY:** Gary Mumford

**ADMINISTRATIVE DEPT. AND CONTACT PERSON:** Department of Public Services  
Jeff Niermeyer, Deputy Director

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### **KEY ELEMENTS:**

Salt Lake City has contributed \$13,000 during each of the past seven years toward a joint stormwater pollution awareness campaign. Beside Salt Lake City, participants in this year's campaign are Salt Lake County (\$50,000), West Valley City (\$8,000), Sandy City (\$8,000), Salt Lake Valley Health Department (\$5,000), and the Utah Department of Transportation (\$5,000).

### **MATTERS AT ISSUE:**

Education of the public regarding the prevention of pollution in the stormwater system may help reduce the impacts of runoff on streams and on the Jordan River. Residents may unknowingly contribute to stormwater pollution. For example, a resident may use excessive amounts of fertilizer or weed spray, or may spread used oil along a fence line or bury oil not realizing that some of these pollutants may eventually make it into the stormwater system.

The County will be responsible for administering the \$89,000 education campaign. Contributions are proposed to be used this year as follows:

- \$57,000 for television advertising
- \$11,660 for bus boards advertising
- \$ 5,600 for movie theater advertising
- \$ 2,000 for leave behinds (handouts/flyers)
- \$ 7,000 for to conduct a poll
- \$ 3,240 for a graphic artist
- \$ 2,500 for video production

Participation by Salt Lake City in the County's 2003 media campaign will also help the City maintain a permit for discharging stormwater. Part of the permit process is to indicate steps that the City has taken to minimize water pollution. A budget for Salt Lake City's portion of the campaign is included in appropriations within the City's Stormwater enterprise fund.

cc: Rocky Fluhart, David Nimkin, LeRoy Hooton, Jeff Niermeyer, DJ Baxter