



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

Stormwater Management Program Plan – Template

2010 Public Education & Public Participation Addendum

- Public Education & Public Participation Database
- H2O Hero Campaign – Mass Media
- H2O Hero Campaign – Online and Social Media
- Events and Pictures – Examples
- Newly Created or Produced Resources



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

Public Education & Public Participation Database

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2010-2011

Date	Event	Sponsor	Location	MS4 or School District	Demographics	Public Events / Presentations	School Program	Cleanup Events	Plantings	Storm Drain Markings	Volunteer Monitoring	Other
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events	
03/10/10	St. John Fisher College Sustainability Fair						50					
3/10/2010	ADK					65						
03/11/10	RMSC Museum Visitors Services Dept					12						
03/16/10	MCDP&D Land Use Decision-Making Training Program					40						
03/19/10	Earth Month Press Conference					50						
03/20/10	Rain Garden Workshop					10						1
3/24/2010	Spencerport P2					18						
3/25/2010	RMSC Day of Science					400						
3/25/2010	Erie Co SW Cnf					50						
03/27/10	Science Saturdays					?						
03/30/10	RMSC Staff					25						
3/31/2010	Henrietta P2					60						
4/3/2010	RMSC Science Saturdays					246						
4/10/2010	Keeping It Green Earth Day Fair					90						
04/10/10	Science Saturdays					?						
04/10/10	MC Pick Up The Parks					90		1				
04/10/10	MC Pick Up The Parks					39		1				
04/10/10	DIDN'T SUNY DO PUTP?					121		1				
4/12/2010	GI Conf					60						
4/13/2010	GIS/SIG Cnf					30						
4/14/2010	Greece DPW					70						
4/17/2010	Broccolo Tree and Lawncare Earth Expo	Broccolo Landscaping		Cornell Coop Ext	Families	75						
4/17/2010	Cool Kids Eco-Fest	GCC		GCC	Families	80						
4/17/2010	RMSC Earth Week	RMSC		RMSC	Families	716						
4/24/2010	RB Workshop @RMSC					60						1
4/18/2010	RMSC Earth Week	RMSC		RMSC	Families	1142						
4/19/2010	RMSC Earth Week	RMSC		RMSC	Families	814						
4/20/2010	RMSC Earth Week	RMSC		RMSC	Families	749						
4/21/2010	RMSC Earth Week	RMSC		RMSC	Families	663						
4/22/2010	RMSC Earth Week	RMSC		RMSC	Families	1116						

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2010-2011

Date	Event	Sponsor	Location	MS4 or School District	Demographics	Public Events / Presentations	School Program	Cleanup Events	Plantings	Storm Drain Markings	Volunteer Monitoring	Other
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events	
4/23/2010	RMSC Earth Week	RMSC		RMSC	Families	842						
4/24/2010	RMSC Earth Week	RMSC		RMSC	Families	480						
4/24/2010	SUNY Brockport Earth Day Celebration	SUNY Brockport Environmental Club		Hamlin Beach	students, families	60		1				
4/24/2010	Riga Earth Day	Town of Riga		Riga Hwy Dept	Families	50		1				
4/24/2010	RB Workshop @RMSC					60						1
4/25/2010	RMSC Earth Week	RMSC		RMSC	Families	640						
4/26/2010	SWW at RMSC	RMSC, SWW		RMSC	students, teachers		155					
4/29/2010	Plank Rd S Elem- 2nd grade	Plank Rd S Elem		Plank Rd Elem	students (2nd grade), teachers, aides		90					
4/30/2010	Our Fragile World	Seneca Park Zoo		Seneca Park Zoo	931 MS students, teachers, other		480					
5/1/2010	Our Fragile World	Seneca Park Zoo		Seneca Park Zoo	Families	400						
05/01/10	Spruce Up Greece	Town of Greece	GEB (PMS, L. Evans, J. Gauthier)	Greece Town Hall		50		1				
5/10/2010	Class presentations	Janelle Baker		Holley Elementary School- PreK	students, teachers, aides		42					
05/12-14/2010	Class presentations	Ahmad English		Holley HS	students, teachers, aides		110					
5/12/2010	SJFC Science Exploration Days	Troy Schlesinger		SJFC	MS students, teachers, chaperones, parents		1287					
5/13/2010	SJFC Science Exploration Days	Troy Schlesinger		SJFC	HS students, teachers		640					

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2010-2011

Date	Event	Sponsor	Location	MS4 or School District	Demographics	Public Events /	School	Cleanup	Storm	Volunteer	Other
						Presentations	Program	Events	Plantings	Drain Markings	
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events
5/13/2010	NorthWest College Prep High School	Kristel Thombs		Freddie Douglass MS	MS students, teachers, chaperones, parents		30			44	
5/13/2010	Webster Schools	Wendy Smith			Webster students, grade 5		60			174	
5/18/2010	Webster Schools	Wendy Smith			Webster students, grade 5		60	1			
5/19/2010	Webster Schools	Wendy Smith			Webster students, grade 2		22				
5/24/2010	Webster Schools	Wendy Smith			Webster students, grade 3		25			244	
5/25/2010	940 Fernwood Park	Best Beginnings Preschool-Karen Moses		Best Beginnings Preschool	students(Pre-K), teachers, chaperones		10				
5/27/2010	Webster Schools	Wendy Smith			Webster students, grade 3-5		15				
5/27/2010	Rochester, NY 14609	Janelle Baker		Holley Elementary School			42				
5/28/2010	585-324-9289 ext 3070	Delta Labs-Linda Driscoll		Cobbs Hill Park	students (5th, 6th grade), teachers, aides		100				
6/2/2010	#58 School, 200 University Ave 14624	Marianne Burke, #58 School 200 University Ave. Rochester, NY 1462			RCSD 2nd grade students, teachers, aides		50				
6/4/2010	Urban League of Rochester	Theo Jordan			GED students		15				

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2010-2011

Date	Event	Sponsor	Location	MS4 or School District	Demographics	Public Events / Presentations	School Program	Cleanup Events	Plantings	Storm Drain Markings	Volunteer Monitoring	Other
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events	
6/7/2010	Webster Schools	Wendy Smith			Webster students, grade 1		22					
6/8/2010	Webster Schools	Wendy Smith			Webster students, grade 4		23					
6/11/2010	Webster Schools	Wendy Smith			Webster students, grade 4	For the Webster events in May and June a TOTAL of 244 drains marked in the town and 174 in the village of Webster	25					
6/11/2010	Urban League of Rochester	Theo Jordan			GED students		15					
6/12/2010	East Rochester Clean Up	Marty D'Ambrose 586-353		East Rochester Chamber of Commerce	families, individuals, organizations	100		1				
6/13/2010	Brighton Green Energy Fair	Brighton HS Parking Lot; Cheryl Frank		Brighton HS Farm mkt	Families	250						
6/24/2010	Irondequoit Rec Day Camp	Sue 265-4740	planning mtg				30					

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2010-2011

Date	Event	Sponsor	Location	MS4 or School District	Demographics	Public Events /	School	Cleanup	Storm	Volunteer	Other
						Presentations	Program	Events	Plantings	Drain Markings	
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events
6/26/2010	Charlotte Harbor Fest	Charlotte Neighborhood Assoc?	Sierra Club; Wayne D. Howard; wdhoward@rochester.rr.com; 359-0782; Genesee Audobon; June Summers	Ontario Beach		120					
6/27/2010	Charlotte Harbor Fest	Charlotte Neighborhood Assoc?	Sierra Club; Wayne D. Howard; wdhoward@rochester.rr.com; 359-0782; Genesee Audobon; June Summers	Ontario Beach		80					
7/6/2010	Irondequoit Rec Day Camp	"Tricia Sadler" <tsadler@dordcs.org>			Irondequoit Schools Grades K-6		50				
7/6/2010	Northern Hemisphere Gymnastics Camp	Sue 265-4740			Monroe County Students Grades		17				

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2010-2011

Date	Event	Sponsor	Location	MS4 or School District	Demographics	Public Events /	School	Cleanup	Storm	Volunteer	Other	
						Presentations	Program	Events	Plantings	Drain Markings	Monitoring	
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events	
7/14/2010	MC Traffic Safety Bicycle Rodeos	Jean Triest (415-43) Rochester Public Market, 280 N Union St, 14605			Monroe County Students Grades		30					
7/17/2010	Wonders of Water	Seneca Park Zoo Docents Don Sosha 4552144			MC students, families, adults	1793						
7/19/2010	HH @Red Wings Game					8000						
7/20/2010	Irondequoit Rec Day Camp	"Tricia Sadler" <tsadler@dordcs.org>			Irondequoit Schools Grades K-6		50					
7/27/2010	Irondequoit Rec Day Camp	"Tricia Sadler" <tsadler@dordcs.org>			Irondequoit Schools Grades K-6		50					
7/27/2010	Northern Hemisphere Gymnastics Camp	Sue 265-4740			Monroe County Students Grades		21					
7/29/2010	Mill Seat Landfill Open House	Cindy Jessop (Cjessop@wm.com)				900						
7/29/2010	Millseat Open House											
8/3/2010	Irondequoit Rec Day Camp	"Tricia Sadler" <tsadler@dordcs.org>			Irondequoit Schools Grades K-6		50					
8/12/2010	Northern Hemisphere Gymnastics Camp	Sue 265-4740			Monroe County Students Grades		17					
8/12/2010	Midland Bug Day 2-4pm; 333 Hollenbeck St, Rochester, NY	Howard Shames (Hshames@RochesterMidland.com)			Monroe County Students Grades K-12		40					
8/14/2010	HH @Rhinos Game					6000						

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						Presentations	Program	Events	Plantings	Drain Markings	Monitoring	
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events	
9/30/2010	Field Conservation Days	Karen Ervay MC Soil and Water Cons dist					900					
10/2/2010	Stormdrain marking	Elizabeth Wood, Irondequoit HS		Irondequoit Schools Grades 9-10	students, teachers, aides					50		
10/8/2010	940 Fernwood Park	Best Beginnings Preschool- Karen Moses		Brighton	students(Pre-K), teachers, chaperones					10		
10/12/2010	Delta Labs Env Field Day						60					
10/13/2010	SE NY SW CNF					70						
10/14/2010	NYS Floodplain & Stormwater Mgmnt Cnf					20						
10/28/2010	Black Cr Symposium					90						
10/30/10	Van Lare Neighborhood Open House	Van Lare WWTP	Tina DES			50						
11/19/2010	GI Tour for Buffalo River Keeper					12						
12/03/10	Rochester Roots Dinner & Silent Auction	Downtown Presbyterian Church 121 N. Fitzhugh St	Rocheste r Roots			70						
12/15/2010	EMC Stormwater GI					15						
12/18/2010	MC Energy Expo					30						
12/23/10	Penfield 2nd Grade	Harris Hill Elementary, Penfield	Jeff Czajka				25					
12/29/2010	RMSC Holiday Sci Days					100						
12/30/2010	RMSC Holiday Sci Days					150						
1/29/2011	Girl Scout Science Fair	Girl Scouts					85					
2/8/2011	Chli Planning Bd					5						
2/9/2011	RMSC Teacher Open House	RMSC					600					

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Date	Event	Sponsor	Location	MS4 or School District	Demographics	Public Events /	School	Cleanup	Storm	Volunteer		
						Presentations	Program	Events	Plantings	Drain Markings	Monitoring	Other
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events	
2/13/2011	Rochester Amerks Hockey Game					4000						
3/3/2011	HHW Class					30						
3/8/2011	CEO Training					32						
3/9/2011	RIT Env Sci Lecture						20					
	Broccolo talk		Broccolo	Irondequoit TH		30						
	SWCD Envirothon						120					
	MC Fair					300						
	SWCD Plantings - Parma								450			
	SWCD Plantings - Riga								2640			
	Locafest	Ctr for Sustainable Living; Alison Clarke accompost@gmail.com, 394-0864	Carlos; Paula	Genesee Valley Park		30						



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H2O Hero Campaign – Mass Media



0:19 / 0:30



YouTube



Invoice



Water Education Collaborative
Attention: Todd Stevenson
c/o Stormwater Coalition of Monroe County Dept. of Environmental Services
444 E. Henrietta Rd.
Rochester, NY 14620

Invoice : 16534
Date : 4/5/2010
Page : 1

P.O. Number :
Product : watedu
Division : watedu
Campaign :

Station/Publication	Market/City	Date	Amount
H2O Hero Spring Campaign	RON	April	\$ 25,000.00
Subtotal: Media Due Butler/Till			25,000.00
Grand Total: Due Butler/Till \$			25,000.00

WEC H2O Hero TV

4/23/2010

TV SCHEDULE

Client: The Water Education Collaborative
 Product: H2O Hero Water Quality Education
 Market: Rochester, NY
 Flight Dates: 4/19/10-6/6/10

Estimate: 1079
 Description: WEC 2010 H2O Hero TV Campaign
 Survey: May10 Proj. (May09 HUT, Feb10 SHR) DMA Nielsen, May10 Proj. (May09 HUT, Feb10 SHR) DMA Nielsen

Station	Affil	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK								Total Spots
							4/19	4/26	5/3	5/10	5/17	5/24	5/31	4/25	
6750 TIME WARNER C, Time Warner/TW-Rochester Local-Cable		Su	PT	9:00p-10:00p	MNBC AVG. ALL WKS	30	0	1	1	0	0	1	1		4
		M-F	RT	6:00a-12:00a	CNB AVG. ALL WKS<	30	0	10	10	0	0	10	10		40
		Su	DT	10:00a-1:00p	FX FX MOVIE WKND	30	0	1	1	0	0	1	1		4
		M	PT	9:00p-10:00p	HIST AMERICAN PICKE	30	0	1	1	0	0	1	1		4
		M	PT	10:00p-11:00p	HIST PAWN STARS	30	0	1	1	0	0	1	1		4
		M-F	EM	6:30a-9:30a	HLN MORNING EXPRES	30	0	10	10	0	0	10	10		40
		Th	PT	9:00p-10:00p	OXYG LAW & ORDER: C	30	0	1	1	0	0	1	1		4
		M-F	EM	6:00a-8:00a	TWC WAKE UP WITH A/YOUR WEATHER T	30	0	10	10	0	0	10	10		40
		M-Su	RT	5:00a-5:00a	TWC VARIOUS	30	0	17	17	0	0	17	17		68
Station Total:															208
WHAM-TV	ABC	M-F	EM	5:00a-6:00a	13WHAM NW MOR1	30	0	2	1	0	0	1	1		5
	ABC	M-F	EM	6:00a-7:00a	13WHAM NW MOR2	30	0	3	2	0	0	2	3		10
	ABC	M-F	DT	9:00a-12:00p	VARIOUS	30	0	2	3	0	0	3	2		10
	ABC	M-F	EN	12:00p-12:30p	13WHAM NW MID	30	0	3	2	0	0	2	3		10
	ABC	M-F	EN	5:00p-6:00p	13WHAM NWS 5/13WHAM NWS 530	30	0	2	3	0	0	3	2		10
	ABC	M-F	EN	6:00p-7:00p	13WHAM NWS E/ABC-WORLD NWS	30	0	3	2	0	0	2	3		10
	ABC	Sa	PA	7:00p-8:00p	ENT TONIGHT 60	30	0	2	1	0	0	1	1		5
Station Total:															60
WHEC-TV	NBC	M-F	EM	7:00a-9:00a	TODAY SHW	30	0	2	2	0	0	2	2		8
	NBC	M-Su	RT	5:00p-8:00p	VARIOUS	30	0	2	2	0	0	2	2		8
Station Total:															16
WROC-TV	CBS	M-F	EM	5:00a-6:00a	NWS8NOW-SUNRS1	30	0	4	4	0	0	4	4		16
	CBS	M-F	EM	5:00a-6:00a	NWS8NOW-SUNRS1	30	0	2	3	0	0	3	2		10
	CBS	M-F	EM	7:00a-9:00a	EARLY SHW2-CBS	30	0	4	4	0	0	4	3		15
	CBS	M-F	EM	7:00a-9:00a	EARLY SHW2-CBS<	30	0	2	3	0	0	2	3		10
	CBS	M-F	EN	12:00p-12:30p	NEWS 8 NOON	30	0	3	3	0	0	2	2		10
	CBS	M-F	EN	5:00p-6:00p	NEWS 8 AT 5/NEWS 8 AT 5:30	30	0	3	2	0	0	2	3		10
	CBS	M-F	EN	5:00p-6:00p	NEWS 8 AT 5/NEWS 8 AT 5:30	30	0	3	2	0	0	3	2		10
	CBS	M-F	PA	7:00p-8:00p	WHEEL-FORTNE/JEOPARDY	30	0	2	1	0	0	1	1		5
	CBS	M-Su	RT	5:00a-5:00a	VARIOUS	30	0	7	7	0	0	7	7		28
Station Total:															114
WUHF-TV	FOX	M-F	EF	9:00a-4:00p	VARIOUS	30	0	5	5	0	0	5	5		20
	FOX	M-F	PA	7:00p-8:00p	TWO & HALF MEN/TWO&HALF MEN B	30	0	3	2	0	0	2	3		10

WEC H2O Hero TV

4/23/2010

TV SCHEDULE

Client: The Water Education Collaborative
 Product: H2O Hero Water Quality Education
 Market: Rochester, NY
 Flight Dates: 4/19/10-6/6/10

Estimate: 1079
 Description: WEC 2010 H2O Hero TV Campaign
 Survey: May10 Proj. (May09 HUT, Feb10 SHR) DMA Nielsen, May10 Proj. (May09 HUT, Feb10 SHR) DMA Nielsen

of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Dur	4/19	4/26	5/3	5/10	5/17	5/24	5/31	Total Spots
							4/25	5/2	5/9	5/16	5/23	5/30	6/6	
	FOX	M-Su	LN	10:00p-11:00p	FOX 1ST AT 10	30	0	2	3	0	0	3	2	10
	FOX	M-Su	LN	10:00p-11:00p	FOX 1ST AT 10<	30	0	3	2	0	0	2	3	10
	FOX	M-Su	RT	5:00a-5:00a	VARIOUS	30	0	4	4	0	0	4	4	16
Station Total:													66	
Spots Per Week:							0	120	115	0	0	114	115	464

SCHEDULE TOTALS:

TOTAL SPOTS: 464

TOTAL Adults 25-54 Reach Pct/Frequency: 77.9% / 4.7

Agreed to and Accepted by: _____

Disclaimer:

Client	Issue Date	Closing Date	Media Type	Media Vendor	Ad Size	Value
WEC						\$33,612.50
	3/1/2010					
		2/15/2010				\$1,400.00
			Radio			\$1,400.00
				WLGZ - 990am		\$1,400.00
					:30	\$1,400.00
		1/22/2010				\$10,050.00
			Magazine			\$10,050.00
				NextStep Magazine		\$10,050.00
					3.625" x 4.75"	\$10,050.00
	3/23/2010					
		3/19/2010				\$292.00
			Newspaper			\$292.00
				Daily Record		\$292.00
					4.75" x 7.75", bw	\$292.00
	3/24/2010					
		3/17/2010				\$388.00
			Newspaper			\$388.00
				City Newspaper		\$388.00
					4.85" x 4.3", BW	\$388.00
	3/31/2010					
		3/24/2010				\$882.50
			Newspaper			\$882.50
				Messenger Post Wklies		\$882.50
					3.25" x 5"	\$882.50
	4/1/2010					
		3/17/2010				\$11,280.00
			Newspaper			\$11,280.00
				Democrat and Chronicle		\$11,280.00
					10" x 20.8"	\$11,280.00
		3/15/2010				\$2,015.00
			Radio			\$1,840.00
				FLR - WGVA		\$600.00
					:30	\$600.00
				FLR - WLLW		\$540.00
					:30	\$540.00
				WZNE - Stephens Radio		\$700.00
					:30	\$700.00
			Theatre			\$175.00
				Little Theatre		\$175.00
					Theatre	\$175.00
		3/10/2010				\$250.00
			Online			\$250.00
				GVParent.com		\$250.00
					125 x 250	\$250.00
		3/30/2010				\$178.00

	Newspaper		\$178.00
		<i>Minority Reporter</i>	\$178.00
4/6/2010		5.167" x 6.75"	\$178.00
		<i>4/2/2010</i>	\$292.00
	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
4/7/2010		4.75" x 7.75", bw	\$292.00
		<i>3/31/2010</i>	\$1,977.50
	Newspaper		\$1,977.50
		<i>Messenger Post Wklies</i>	\$882.50
		3.25" x 5"	\$882.50
		<i>Shopping Bag</i>	\$1,095.00
4/10/2010		4 1/8" x 6 3/8"	\$1,095.00
		<i>4/6/2010</i>	\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
4/13/2010		4" x 5"	\$300.00
		<i>4/9/2010</i>	\$292.00
	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
4/14/2010		4.75" x 7.75", bw	\$292.00
		<i>4/5/2010</i>	\$168.00
	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
		4 7/8" x 5"	\$168.00
		<i>4/8/2010</i>	\$285.00
	Newspaper		\$285.00
		<i>Freetime Magazine</i>	\$285.00
4/16/2010		3.5" x 4.75", bw	\$285.00
		<i>4/9/2010</i>	\$1,271.00
	Newspaper		\$1,271.00
		<i>RBJ</i>	\$1,271.00
4/17/2010		4 7/8" x 6 3/4"	\$1,271.00
		<i>4/13/2010</i>	\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
4/21/2010		4" x 5"	\$300.00
		<i>4/14/2010</i>	\$720.50
	Newspaper		\$720.50
		<i>City Newspaper</i>	\$388.00
		4.85" x 4.3", BW	\$388.00
		<i>Daily Messenger</i>	\$332.50
		3 13/16" x 5"	\$332.50

4/23/2010

4/16/2010		\$1,271.00
	Newspaper	\$1,271.00
	<i>RBJ</i>	\$1,271.00
	4 7/8" x 6 3/4"	\$1,271.00

Grand Total	\$33,612.50
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Client	Issue Date	Closing Date	Media Type	Media Vendor	Ad Size	Value
WEC						\$100,418.70
	5/1/2010					
		4/20/2010				\$1,350.00
			Magazine			\$350.00
				<i>Computer Link Magazine</i>		\$350.00
					3.4" x 4.5"	\$350.00
			Online			\$1,000.00
				<i>13wham.com</i>		\$400.00
					Big Box	\$400.00
				<i>CatholicCourier.com</i>		\$600.00
					728 x 90	\$600.00
		4/15/2010				\$27,400.00
			Newspaper			\$22,560.00
				<i>Democrat and Chronicle</i>		\$22,560.00
					10" x 20.8"	\$22,560.00
			Radio			\$2,540.00
				<i>FLR - WFLR</i>		\$600.00
					:30	\$600.00
				<i>FLR - WLLW</i>		\$540.00
					:30	\$540.00
				<i>WRMM - Stephens Radio</i>		\$1,400.00
					:30	\$1,400.00
			TV			\$2,000.00
				<i>WHAM TV13</i>		\$1,000.00
					:30	\$1,000.00
				<i>WROC TV08</i>		\$1,000.00
					:30	\$1,000.00
			Theatre			\$300.00
				<i>Little Theatre</i>		\$300.00
					Theatre	\$300.00
		3/5/2010				\$10,050.00
			Magazine			\$10,050.00
				<i>NextStep Magazine</i>		\$10,050.00
					3.625" x 4.75"	\$10,050.00
		4/16/2010				\$11,280.00
			Newspaper			\$11,280.00
				<i>Democrat and Chronicle</i>		\$11,280.00
					10" x 20.8"	\$11,280.00
	5/4/2010					
		4/30/2010				\$292.00
			Newspaper			\$292.00
				<i>Daily Record</i>		\$292.00
					4.75" x 7.75", bw	\$292.00
	5/5/2010					
		4/21/2010				\$921.20
			Newspaper			\$921.20
				<i>Catholic Courier</i>		\$921.20
					4.7" x 4.9", CYMK	\$921.20
		4/28/2010				\$332.50
			Newspaper			\$332.50
				<i>Daily Messenger</i>		\$332.50

		3 13/16" x 5"	\$332.50
4/5/2010			\$450.00
	Magazine		\$450.00
		<i>Connecting Rochester</i>	\$450.00
		3.625" x 4.75"	\$450.00
4/26/2010			\$168.00
	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
		4 7/8" x 5"	\$168.00
5/7/2010			
4/30/2010			\$1,271.00
	Newspaper		\$1,271.00
		<i>RBJ</i>	\$1,271.00
		4 7/8" x 6 3/4"	\$1,271.00
5/11/2010			
5/7/2010			\$292.00
	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
		4.75" x 7.75", bw	\$292.00
5/15/2010			
5/11/2010			\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
		4" x 5"	\$300.00
5/19/2010			
5/12/2010			\$1,977.50
	Newspaper		\$1,977.50
		<i>Messenger Post Wklies</i>	\$882.50
		3.25" x 5"	\$882.50
		<i>Shopping Bag</i>	\$1,095.00
		4 1/8" x 6 3/8"	\$1,095.00
5/10/2010			\$168.00
	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
		4 7/8" x 5"	\$168.00
5/21/2010			
5/14/2010			\$1,271.00
	Newspaper		\$1,271.00
		<i>RBJ</i>	\$1,271.00
		4 7/8" x 6 3/4"	\$1,271.00
5/26/2010			
5/19/2010			\$882.50
	Newspaper		\$882.50
		<i>Messenger Post Wklies</i>	\$882.50
		3.25" x 5"	\$882.50
5/28/2010			
5/21/2010			\$1,271.00
	Newspaper		\$1,271.00
		<i>RBJ</i>	\$1,271.00
		4 7/8" x 6 3/4"	\$1,271.00
6/1/2010			
5/20/2010			\$400.00
	Online		\$400.00
		<i>13wham.com</i>	\$400.00

		Big Box	\$400.00
5/15/2010			\$24,840.00
	Radio		\$19,040.00
		<i>Clear Channel Radio Cluster</i>	\$3,500.00
		:15	\$3,500.00
		<i>Entercom Radio - WCMF</i>	\$10,000.00
		:30	\$10,000.00
		<i>FLR - WAUB</i>	\$600.00
		:30	\$600.00
		<i>FLR - WCGR</i>	\$600.00
		:30	\$600.00
		<i>FLR - WFLR</i>	\$600.00
		:30	\$600.00
		<i>FLR - WGVA</i>	\$600.00
		:30	\$600.00
		<i>FLR - WLLW</i>	\$540.00
		:30	\$540.00
		<i>FLR - WNYR</i>	\$500.00
		:30	\$500.00
		<i>WRMM - Stephens Radio</i>	\$1,400.00
		:30	\$1,400.00
		<i>WZNE - Stephens Radio</i>	\$700.00
		:30	\$700.00
	TV		\$5,500.00
		<i>CW TV16</i>	\$500.00
		:30	\$500.00
		<i>Time Warner Cable</i>	\$1,000.00
		:30	\$1,000.00
		<i>WHAM TV13</i>	\$1,000.00
		:30	\$1,000.00
		<i>WHEC TV10</i>	\$1,000.00
		:30	\$1,000.00
		<i>WROC TV08</i>	\$1,000.00
		:30	\$1,000.00
		<i>WUHF TV31</i>	\$1,000.00
		:30	\$1,000.00
	Theatre		\$300.00
		<i>Little Theatre</i>	\$300.00
		Theatre	\$300.00
5/10/2010			\$125.00
	Online		\$125.00
		<i>GVParent.com</i>	\$125.00
		125 x 125	\$125.00
5/17/2010			\$11,280.00
	Newspaper		\$11,280.00
		<i>Democrat and Chronicle</i>	\$11,280.00
		10" x 20.8"	\$11,280.00
5/26/2010			\$617.50
	Newspaper		\$617.50
		<i>Daily Messenger</i>	\$332.50
		3 13/16" x 5"	\$332.50
		<i>Freetime Magazine</i>	\$285.00
		3.5" x 4.75", bw	\$285.00

	5/24/2010		\$168.00
		Newspaper	\$168.00
		<i>Empire State Wklies</i>	\$168.00
6/10		4 7/8" x 5"	\$168.00
	6/8/2010		\$178.00
		Newspaper	\$178.00
		<i>Minority Reporter</i>	\$178.00
6/16		5.167" x 6.75"	\$178.00
	6/9/2010		\$388.00
		Newspaper	\$388.00
		<i>City Newspaper</i>	\$388.00
6/19		4.85" x 4.3", BW	\$388.00
	6/15/2010		\$300.00
		Newspaper	\$300.00
		<i>Golf Week</i>	\$300.00
6/23		4" x 5"	\$300.00
	6/16/2010		\$882.50
		Newspaper	\$882.50
		<i>Messenger Post Wklies</i>	\$882.50
6/25		3.25" x 5"	\$882.50
	6/18/2010		\$1,271.00
		Newspaper	\$1,271.00
		<i>RBJ</i>	\$1,271.00
6/29		4 7/8" x 6 3/4"	\$1,271.00
	6/25/2010		\$292.00
		Newspaper	\$292.00
		<i>Daily Record</i>	\$292.00
		4.75" x 7.75", bw	\$292.00
Grand Total			\$100,418.70

Client	Issue Date	Closing Date	Media Type	Media Vendor	Ad Size	Value
WEC						\$87,471.90
	7/1/2010					
		6/20/2010				\$950.00
			Magazine			\$350.00
				<i>Computer Link Magazine</i>		\$350.00
					3.4" x 4.5"	\$350.00
			Online			\$600.00
				<i>13wham.com</i>		\$600.00
					Leaderboard	\$600.00
		6/15/2010				\$42,175.00
			Newspaper			\$23,135.00
				<i>Democrat and Chronicle</i>		\$22,560.00
					10" x 20.8"	\$22,560.00
				<i>Western NY Physician</i>		\$575.00
					3.75" x 4.8125"	\$575.00
			Radio			\$14,740.00
				<i>Entercom Radio - WBEE</i>		\$10,000.00
					:15	\$10,000.00
				<i>FLR - WFLR</i>		\$600.00
					:30	\$600.00
				<i>FLR - WGVA</i>		\$600.00
					:30	\$600.00
				<i>FLR - WLLW</i>		\$540.00
					:30	\$540.00
				<i>FLR - WNYR</i>		\$500.00
					:30	\$500.00
				<i>WFKL - Stephens Radio</i>		\$400.00
					:30	\$400.00
				<i>WRMM - Stephens Radio</i>		\$1,400.00
					:30	\$1,400.00
				<i>WZNE - Stephens Radio</i>		\$700.00
					:30	\$700.00
			TV			\$4,000.00
				<i>WHAM TV13</i>		\$1,000.00
					:30	\$1,000.00
				<i>WHEC TV10</i>		\$1,000.00
					:30	\$1,000.00
				<i>WROC TV08</i>		\$1,000.00
					:30	\$1,000.00
				<i>WUHF TV31</i>		\$1,000.00
					:30	\$1,000.00
			Theatre			\$300.00
				<i>Little Theatre</i>		\$300.00
					Theatre	\$300.00
	7/3/2010					
		6/29/2010				\$300.00
			Newspaper			\$300.00
				<i>Golf Week</i>		\$300.00
					4" x 5"	\$300.00
	7/6/2010					
		7/2/2010				\$292.00
			Newspaper			\$292.00
				<i>Daily Record</i>		\$292.00

7/7/2010		4.75" x 7.75", bw	\$292.00
	6/23/2010		\$921.20
	Newspaper		\$921.20
		<i>Catholic Courier</i>	\$921.20
		4.7" x 4.9", CYMK	\$921.20
	6/15/2010		\$450.00
	Magazine		\$450.00
		<i>Connecting Rochester</i>	\$450.00
		3.625" x 4.75"	\$450.00
	6/30/2010		\$1,095.00
	Newspaper		\$1,095.00
		<i>Shopping Bag</i>	\$1,095.00
		4 1/8" x 6 3/8"	\$1,095.00
	6/28/2010		\$168.00
	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
		4 7/8" x 5"	\$168.00
7/8/2010			
	7/6/2010		\$178.00
	Newspaper		\$178.00
		<i>Minority Reporter</i>	\$178.00
		5.167" x 6.75"	\$178.00
7/14/2010			
	7/7/2010		\$1,500.00
	Newspaper		\$1,500.00
		<i>Daily Messenger</i>	\$332.50
		3 13/16" x 5"	\$332.50
		<i>Freetime Magazine</i>	\$285.00
		3.5" x 4.75", bw	\$285.00
		<i>Messenger Post Wklies</i>	\$882.50
		3.25" x 5"	\$882.50
7/15/2010			
	7/8/2010		\$6,904.20
	Newspaper		\$6,904.20
		<i>Democrat and Chronicle</i>	\$6,904.20
		4.93" x 10"	\$6,904.20
7/16/2010			
	7/9/2010		\$1,271.00
	Newspaper		\$1,271.00
		<i>RBJ</i>	\$1,271.00
		4 7/8" x 6 3/4"	\$1,271.00
7/20/2010			
	7/16/2010		\$292.00
	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
		4.75" x 7.75", bw	\$292.00
7/24/2010			
	7/20/2010		\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
		4" x 5"	\$300.00
7/28/2010			

	7/21/2010		\$388.00
		Newspaper	\$388.00
		City Newspaper	\$388.00
		4.85" x 4.3", BW	\$388.00
8/1/2010	7/20/2010		\$400.00
		Online	\$400.00
		13wham.com	\$400.00
		Big Box	\$400.00
	7/15/2010		\$11,740.00
		Radio	\$8,740.00
		Clear Channel Radio Cluster	\$3,500.00
		:15	\$3,500.00
		FLR - WAUB	\$600.00
		:30	\$600.00
		FLR - WCGR	\$600.00
		:30	\$600.00
		FLR - WFLR	\$600.00
		:30	\$600.00
		FLR - WGVA	\$600.00
		:30	\$600.00
		FLR - WLLW	\$540.00
		:30	\$540.00
		FLR - WNYR	\$500.00
		:30	\$500.00
		WFKL - Stephens Radio	\$400.00
		:30	\$400.00
		WLGZ - 990am	\$1,400.00
		:30	\$1,400.00
		TV	\$3,000.00
		Time Warner Cable	\$1,000.00
		:30	\$1,000.00
		WHAM TV13	\$1,000.00
		:30	\$1,000.00
		WHEC TV10	\$1,000.00
		:30	\$1,000.00
	7/17/2010		\$11,280.00
		Newspaper	\$11,280.00
		Democrat and Chronicle	\$11,280.00
		10" x 20.8"	\$11,280.00
8/4/2010	7/28/2010		\$332.50
		Newspaper	\$332.50
		Daily Messenger	\$332.50
		3 13/16" x 5"	\$332.50
	7/26/2010		\$168.00
		Newspaper	\$168.00
		Empire State Wklies	\$168.00
		4 7/8" x 5"	\$168.00
8/5/2010	8/3/2010		\$178.00
		Newspaper	\$178.00
		Minority Reporter	\$178.00
		5.167" x 6.75"	\$178.00

8/6/2010	7/30/2010		\$1,271.00
		Newspaper	\$1,271.00
		<i>RBJ</i>	\$1,271.00
			4 7/8" x 6 3/4" \$1,271.00
8/10/2010	8/6/2010		\$292.00
		Newspaper	\$292.00
		<i>Daily Record</i>	\$292.00
			4.75" x 7.75", bw \$292.00
8/11/2010	8/4/2010		\$285.00
		Newspaper	\$285.00
		<i>Freetime Magazine</i>	\$285.00
			3.5" x 4.75", bw \$285.00
8/14/2010	8/10/2010		\$300.00
		Newspaper	\$300.00
		<i>Golf Week</i>	\$300.00
			4" x 5" \$300.00
8/18/2010	8/11/2010		\$1,977.50
		Newspaper	\$1,977.50
		<i>Messenger Post Wklies</i>	\$882.50
			3.25" x 5" \$882.50
		<i>Shopping Bag</i>	\$1,095.00
			4 1/8" x 6 3/8" \$1,095.00
	8/9/2010		\$168.00
		Newspaper	\$168.00
		<i>Empire State Wklies</i>	\$168.00
			4 7/8" x 5" \$168.00
8/24/2010	8/20/2010		\$292.00
		Newspaper	\$292.00
		<i>Daily Record</i>	\$292.00
			4.75" x 7.75", bw \$292.00
8/25/2010	8/18/2010		\$332.50
		Newspaper	\$332.50
		<i>Daily Messenger</i>	\$332.50
			3 13/16" x 5" \$332.50
8/27/2010	8/20/2010		\$1,271.00
		Newspaper	\$1,271.00
		<i>RBJ</i>	\$1,271.00
			4 7/8" x 6 3/4" \$1,271.00
Grand Total			\$87,471.90

Client	Issue Date	Closing Date	Media Type	Media Vendor	Ad Size	Value
WEC						\$54,847.50
	9/1/2010					
		8/20/2010				\$600.00
			Online			\$600.00
				13wham.com		\$600.00
					Leaderboard	\$600.00
		8/15/2010				\$28,760.00
			Newspaper			\$22,560.00
				Democrat and Chronicle		\$22,560.00
			Radio		10" x 20.8"	\$22,560.00
				FLR - WAUB		\$600.00
					:30	\$600.00
				FLR - WCGR		\$600.00
					:30	\$600.00
				FLR - WNYR		\$500.00
					:30	\$500.00
				WFKL - Stephens Radio		\$400.00
					:30	\$400.00
				WRMM - Stephens Radio		\$1,400.00
					:30	\$1,400.00
				WZNE - Stephens Radio		\$700.00
					:30	\$700.00
			TV			\$2,000.00
				WROC TV08		\$1,000.00
					:30	\$1,000.00
				WUHF TV31		\$1,000.00
					:30	\$1,000.00
		8/10/2010				\$250.00
			Online			\$250.00
				GVParent.com		\$250.00
					125 x 250	\$250.00
	9/2/2010					
		8/31/2010				\$178.00
			Newspaper			\$178.00
				Minority Reporter		\$178.00
					5.167" x 6.75"	\$178.00
	9/4/2010					
		8/31/2010				\$300.00
			Newspaper			\$300.00
				Golf Week		\$300.00
					4" x 5"	\$300.00
	9/7/2010					
		9/3/2010				\$292.00
			Newspaper			\$292.00
				Daily Record		\$292.00
					4.75" x 7.75", bw	\$292.00
	9/9/2010					
		9/2/2010				\$285.00
			Newspaper			\$285.00
				Freetime Magazine		\$285.00

			3.5" x 4.75", bw	\$285.00
9/13/2010				
	8/6/2010			\$10,050.00
		Magazine		\$10,050.00
			<i>NextStep Magazine</i>	\$10,050.00
			3.625" x 4.75"	\$10,050.00
9/15/2010				
	9/8/2010			\$332.50
		Newspaper		\$332.50
			<i>Daily Messenger</i>	\$332.50
			3 13/16" x 5"	\$332.50
9/18/2010				
	9/14/2010			\$300.00
		Newspaper		\$300.00
			<i>Golf Week</i>	\$300.00
			4" x 5"	\$300.00
10/1/2010				
	9/15/2010			\$13,500.00
		Radio		\$13,500.00
			<i>Clear Channel Radio Cluster</i>	\$3,500.00
			:15	\$3,500.00
			<i>Entercom Radio - WPXY</i>	\$10,000.00
			:30	\$10,000.00
Grand Total				\$54,847.50

Client	Issue Date	Closing Date	Media Type	Media Vendor	Ad Size	Value
WEC						\$12,041.00
	11/1					
		10/15/2010				\$1,000.00
			TV			\$1,000.00
				WROC TV08		\$1,000.00
					:30	\$1,000.00
		9/24/2010				\$10,050.00
			Magazine			\$10,050.00
				NextStep Magazine		\$10,050.00
					3.625" x 4.75"	\$10,050.00
		10/10/2010				\$125.00
			Online			\$125.00
				GVParent.com		\$125.00
					125 x 125	\$125.00
	12/1					
		11/24/2010				\$388.00
			Newspaper			\$388.00
				City Newspaper		\$388.00
					4.85" x 4.3", BW	\$388.00
		11/15/2010				\$300.00
			Theatre			\$300.00
				Little Theatre		\$300.00
					Theatre	\$300.00
	12/23					
		12/21/2010				\$178.00
			Newspaper			\$178.00
				Minority Reporter		\$178.00
					5.167" x 6.75"	\$178.00
Grand Total						\$12,041.00

WATER EDUCATION COLLABORATIVE - H2O HERO CAMPAIGN

**Radio PSA Overview
March 2009 - March 2010**

Month	Ad Size	Media Vendor	Media Type	Client	Value	Count	Detail
Apr-09	:30	Clear Channel Radio - WKGS	Radio	WEC	\$1,200	30	WKGS
May-09	:30	Clear Channel Radio - WDVI	Radio	WEC	\$2,250	30	WDVI
May-09	:30 or :60	Crawford Broadcasting	Radio	WEC	\$1,400	70	
Jul-09	:30	Clear Channel Radio - WHTK	Radio	WEC	\$500	30	WHTK
Jul-09	:30 or :60	Crawford Broadcasting	Radio	WEC	\$1,400	70	
Jul-09	:30	Finger Lakes Radio - WAUB	Radio	WEC	\$600	50	
Jul-09	:30	Finger Lakes Radio - WFLR	Radio	WEC	\$600	50	
Jul-09	:30	Finger Lakes Radio - WNYR	Radio	WEC	\$500	20	
Aug-09	:30	Entercom Radio - WCMF	Radio	WEC	\$10,000	350	Estimated
Aug-09	:31	Finger Lakes Radio - WCGR	Radio	WEC	\$600	50	
Aug-09	:31	Finger Lakes Radio - WLLW	Radio	WEC	\$540	30	
Aug-09	:31	Finger Lakes Radio - WNYR	Radio	WEC	\$500	20	
Sep-09	:30	Entercom Radio - WPXY	Radio	WEC	\$10,000	350	Estimated
Sep-09	:30	Finger Lakes Radio - WAUB	Radio	WEC	\$600	50	
Sep-09	:30	Finger Lakes Radio - WCGR	Radio	WEC	\$600	50	
Sep-09	:30	Finger Lakes Radio - WFLR	Radio	WEC	\$600	50	
Sep-09	:30	Finger Lakes Radio - WLLW	Radio	WEC	\$540	30	
Sep-09	:30	Finger Lakes Radio - WNYR	Radio	WEC	\$500	20	
Sep-09	:30	Stephens Radio - WARM	Radio	WEC	\$1,500	30	WARM
Nov-09	:15	Clear Channel Radio	Radio	WEC	\$3,500	118	All 7 CC stations
Nov-09	:30	Stephens Radio - WARM	Radio	WEC	\$1,500	30	WARM
Dec-09	:15	Clear Channel Radio	Radio	WEC	\$3,500	118	All 7 CC stations
Jan-10	:15	Clear Channel Radio Cluster	Radio	WEC	\$3,500	118	All 7 CC stations
Mar-10	:30	Crawford Broadcasting	Radio	WEC	\$1,400	70	
					\$47,830	1,834	

Client	Issue Date	Closing Date	Media Type	Media Vendor	Ad Size	Value
WEC						\$6,000.00
	1/1/2010	12/15/2009	Radio	Clear Channel Radio Cluster	:15	\$3,500.00
						\$3,500.00
	2/1/2010	1/15/2010	Radio	Stephens Radio - Cluster	:30	\$2,500.00
						\$2,500.00
Grand Total						\$6,000.00



Three Heroic Acts You Can Perform Today:

1. Clean up after your pet.
2. Recycle used motor oil.
3. Use zero-phosphorus lawn fertilizer.

*Did you know that the stuff that goes into
your neighborhood storm drains causes 80%
of the pollution problems in Lake Ontario?*

Do your part. Be an H₂O Hero.

Find out more at

www.H2OHero.org





Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

H2O Hero Campaign – Online and Social Media



Welcome to H2OHero.org!

Welcome to my home in the Watershed. Here I'll show you how to be an H2O Hero just like me! Just do some exploring and I'll share 11 helpful tips with you. Then use the links or tabs below for even more information.



- [At Home](#)
- [At School](#)
- [For Kids](#)
- [H2O Quality 101](#)
- [Get Involved](#)
- [About Us](#)



Like 365



You are posting, commenting, and liking as Larry the H2O Hero — Change to Todd Robert Stevenson

Page

Activity 19

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PEOPLE

365 likes

Josh Shelp, Matty DW and 13 others like this.



Invite your friends to like Larry the H2O Hero



Jønås Raynsfjord

Invite

Status Photo / Video Offer, Event +



What have you been up to?



Larry the H2O Hero shared a link.

Posted by Sarah Butler [?] · 23 hours ago

Did you know that swimming and being around water actually can have a positive and very real effect on you?

Being an H2O Hero helps to keep our beach clean so that people can swim

THIS WEEK

2

Page Likes

732

Post Reach

UNREAD

19

Notifications

0

Messages

Recent

2014

2013

2012

2011

2010

Founded

Internet Invoice

Billed To:

*Water Education Collaborative
c/o Monroe County Dept of Environmental Services
c/o Todd Stevenson
444 East Henrietta Rd
Rochester, NY 14620*

Invoice Number: 20811
Invoice Date: 12/16/2010
Page: 1

Customer ID: watedu

Description	Amount
Facebook.com - 12/16/2010	200.00
TOTAL	\$ 200.00



LARRY THE H₂O HERO IS ON

facebook®



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

Events and Pictures – Examples

COMIC BOOK HEROES WEEKEND

Saturday, September 25
11 a.m.–4 p.m.

Sunday, September 26
1–5 p.m.



Appearances by
Marvel Comic's
official Iron Man™
and PBS Kids'
WordGirl®

- Meet Emmy-winning WordGirl series creator Dorothea Gillim
- Chat with working cartoon artists and learn about their craft
- Enjoy super crafts, interactive presentations, Healthy Hero recipes, and more!

Media sponsor: **Democrat and Chronicle**
media group

WordGirl illustration courtesy of Scholastic Media. Marvel, Iron Man: TM & © 2010 Marvel Entertainment, Inc. and its subsidiaries. Licensed by Marvel Characters B.V. www.marvel.com. All rights reserved.

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Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
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Newly Created or Produced Resources

H2O HERO



1ST
ISSUE!

H₂O HERO

WRITTEN AND ILLUSTRATED BY
DAVID COWLES

LETTERS AND TECH ART BY
CLAYTON COWLES

Lettering fonts created by
Comcraft™ (www.ComicBookFonts.com)
and Blambot™ (www.Blambot.com)

<http://www.h2ohero.org/>



Maggie Brooks
County Executive



H₂O
HERO IN

ALGAE ABOMINATION!



TYPICAL!

BEACH
CLOSED

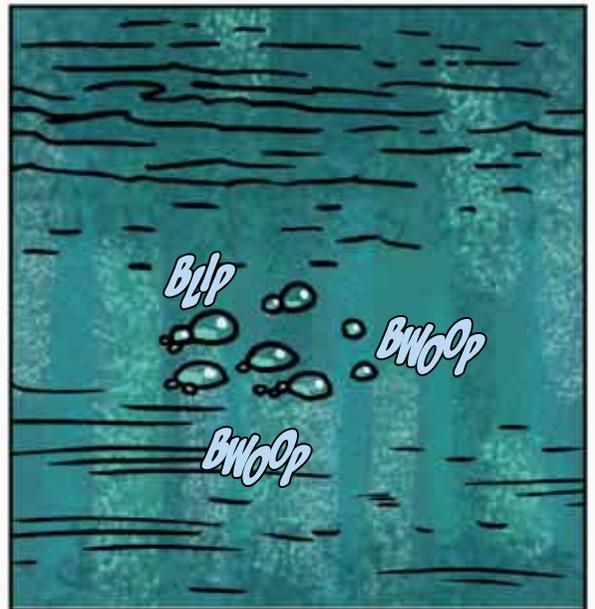
UH-OH...



EVERY TIME I
WANT TO SWIM, THEY
CLOSE THE BEACH!
I BET IT'S NOT EVEN
THAT POLLUTED!
HOW BAD CAN
IT BE?



I'LL SHOW
THEM!





AT
LAST!

YIKES! I
BETTER HIGH
TAIL IT AND
TELL
THE BIG GUY!



AND NOW,
TO TAKE MY
REVENGE ON THAT
DO-GOODER, THE
HERO...



...RIGHT
WHERE HE
LIVES!



LATER...

DRINK UP,
LADIES.



BOSS! >GASP!
THERE'S TROUBLE!
>GASP<



AFTERNOON,
FINN! WHAT'S
UP?

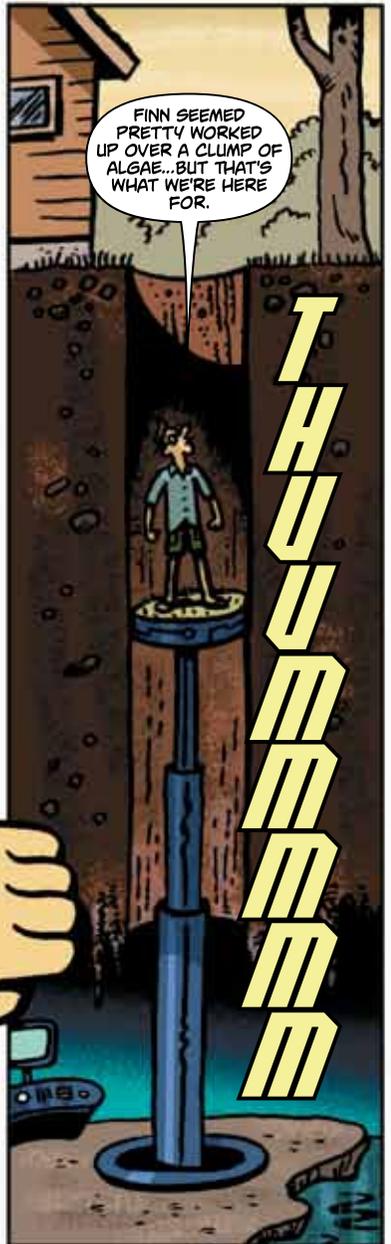


>GASP< STORM
SEWER! >GASP<
ALGAE!



A CLUMP
OF ALGAE IN
THE STORM SEWER.
EH? DON'T WORRY, OLD
FRIEND, I'LL TAKE
CARE OF IT!

NO! >GASP<
WAIT! >GASP< IT'S
BIGGER THAN
THAT...



FINN SEEMED
PRETTY WORKED
UP OVER A CLUMP OF
ALGAE... BUT THAT'S
WHAT WE'RE HERE
FOR.

THUUMMMM



NOBODY
AROUND. NOW
TO ACTIVATE THE
HYDRAULIC
LIFT...

BLAZZZ!











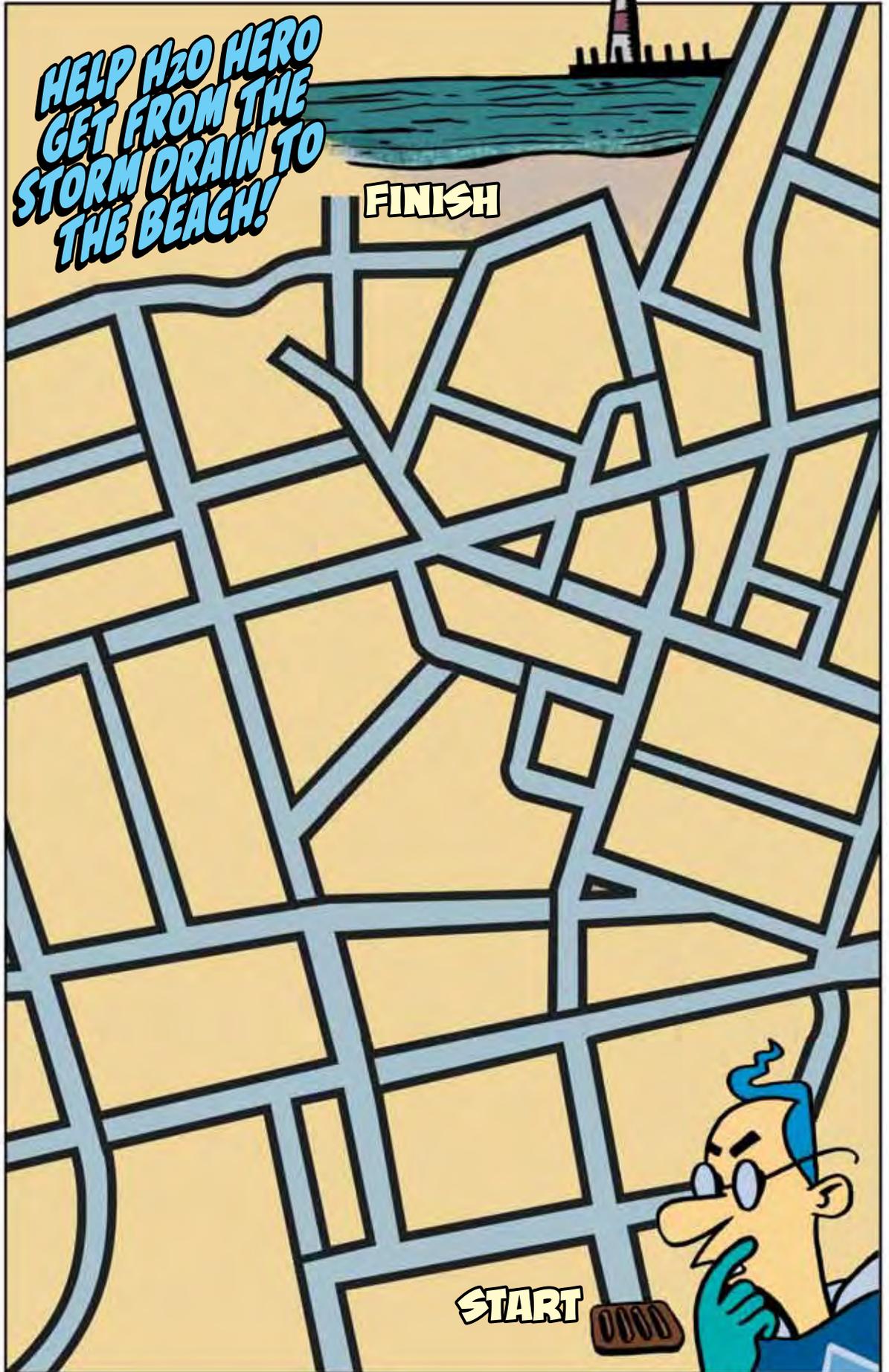




**HELP H₂O HERO
GET FROM THE
STORM DRAIN TO
THE BEACH!**

FINISH

START



SING ALONG TO THE "H2O HERO THEME SONG!"

BY
KELLIE SCOTT-REED
AND
ROB REED

H2O, H2O,
H2O, H200000!

H2O HERO,
TAKES HIS CAR TO THE CAR WASH,
H2O HERO,
RECYCLES USED OIL,
H2O HERO,
PICKS UP HIS PET'S WASTE,
BEFORE FERTILIZATION,
HE CHECKS THE SOIL.

H2O HERO DISPOSES OF
HAZARDOUS CHEMICALS,
PROPERLY,
H2O HERO,
HE'S JUST LIKE YOU AND ME
H2O HERO,
HE'S JUST LIKE YOU AND ME!



Stormwater and Pollution

Stormwater is water from rain or melting snow that does not soak into the ground. It flows from rooftops, over paved areas, bare soil, and sloped lawns — washing pollutants from streets, construction sites, and land into storm sewers and ditches. Eventually, the storm sewers and ditches empty the polluted stormwater directly into streams and rivers with no treatment. This is known as stormwater pollution.

You Can Identify a Storm Sewer

by the grated drains found along roadways and within some low-lying and seasonally wet (swale) areas. They collect excess stormwater from rain and snowmelt that does not soak into the ground, and convey it to streams, rivers, and other local waterbodies.

We See It During Every Storm —

automotive fluids creating a colored sheen mixed with rain or snowmelt on parking lots, trash, cigarette butts, animal waste, and misapplied lawn treatments washed into storm drains.



www.h2ohero.org

The Stormwater Coalition of Monroe County: A partnership to protect water quality

A number of communities and entities within Monroe County have joined together to develop a stormwater management program to protect our waterways and enhance our quality of life. The goal of the Stormwater Coalition of Monroe County is to utilize regional collaboration to identify existing resources and develop programs to reduce the negative impacts of stormwater pollution.

The Coalition meets monthly to work collectively on developing and implementing a stormwater management program that complies with New York State's Phase II Stormwater Regulations.

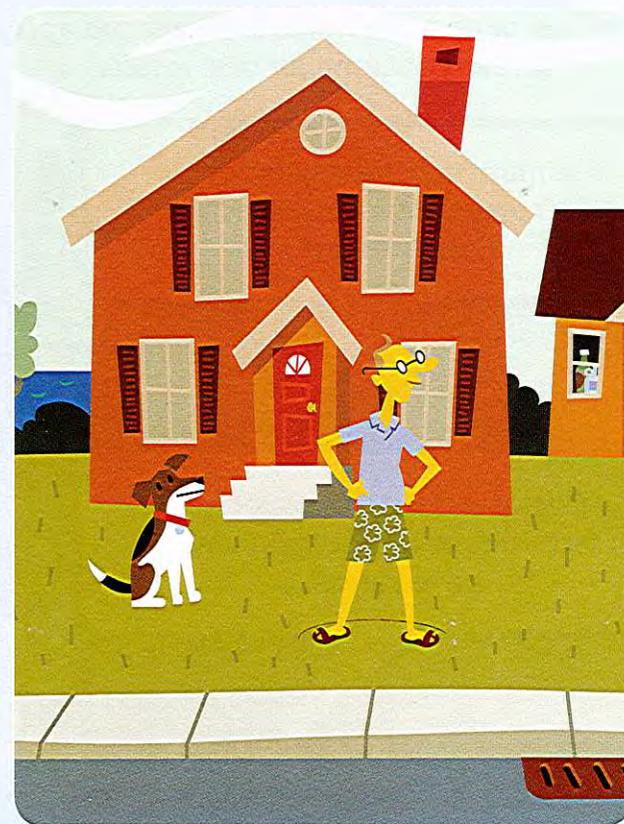
Brighton	Monroe County
Brockport	Ogden
Chili	Parma
Churchville	Penfield
City of Rochester	Perinton
Clarkson	Pittsford(T)
East Rochester	Pittsford (V)
Fairport	Riga
Gates	Scottsville
Greece	Spencerport
Hamlin	SUNY Brockport
Henrietta	Sweden
Hilton	Webster (T)
Irondequoit	Webster (V)
Mendon	



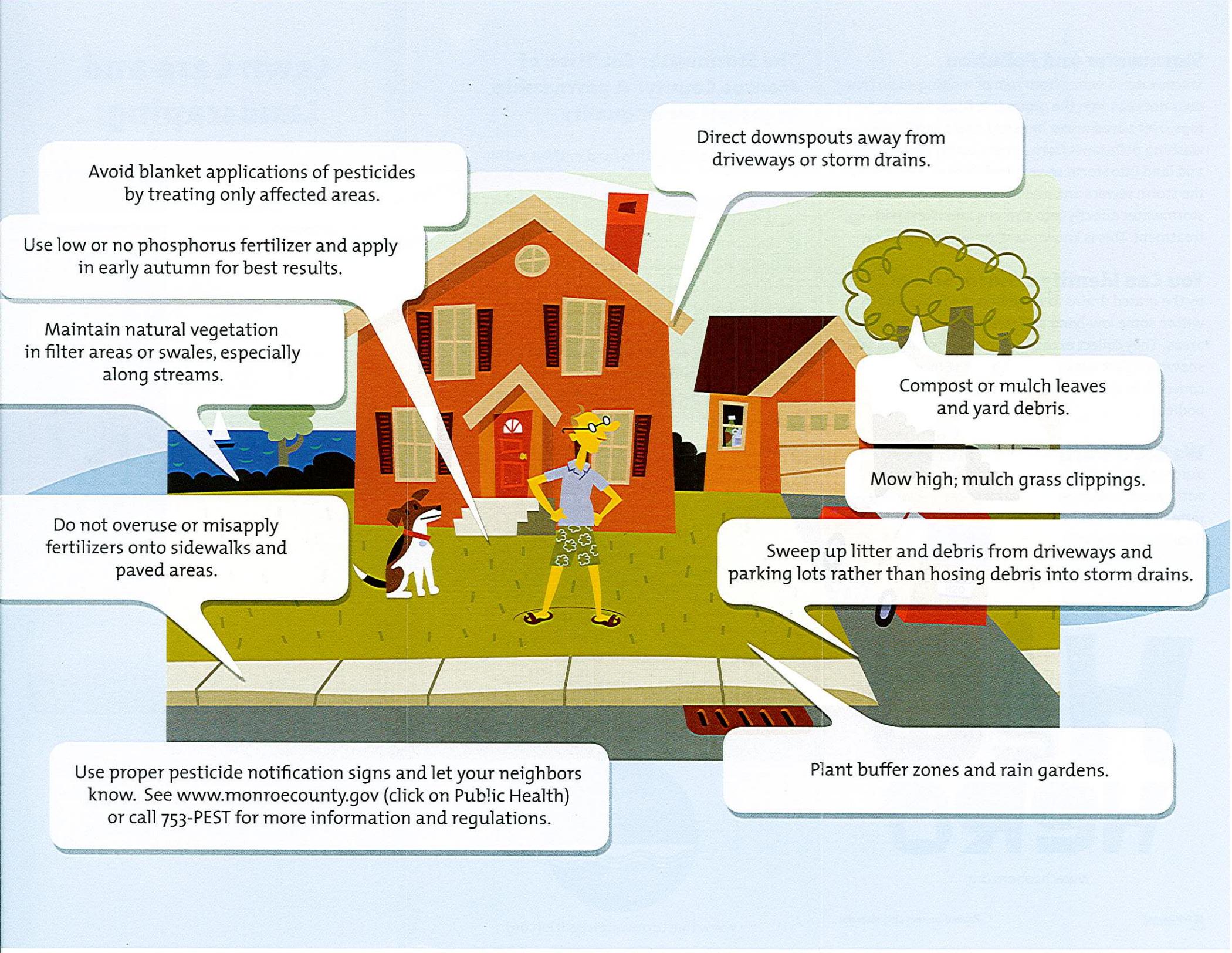
www.thestormwatercoalition.org

Lawn Care and Landscaping...

HOW TO PROTECT WATER QUALITY



**The Stormwater Coalition of
Monroe County (and You)
Protecting Water Quality**



Avoid blanket applications of pesticides by treating only affected areas.

Use low or no phosphorus fertilizer and apply in early autumn for best results.

Maintain natural vegetation in filter areas or swales, especially along streams.

Do not overuse or misapply fertilizers onto sidewalks and paved areas.

Use proper pesticide notification signs and let your neighbors know. See www.monroecounty.gov (click on Public Health) or call 753-PEST for more information and regulations.

Direct downspouts away from driveways or storm drains.

Compost or mulch leaves and yard debris.

Mow high; mulch grass clippings.

Sweep up litter and debris from driveways and parking lots rather than hosing debris into storm drains.

Plant buffer zones and rain gardens.

Stormwater and Pollution

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Churchville
City of Rochester
Clarkson
East Rochester
Fairport
Gates
Greece
Hamlin
Henrietta
Hilton
Irondequoit
Mendon

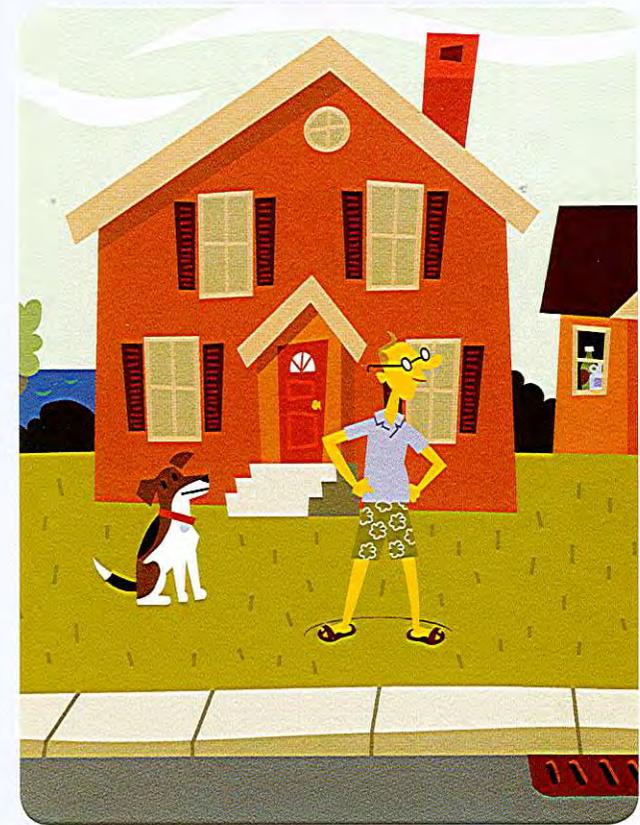
Monroe County
Ogden
Parma
Penfield
Perinton
Pittsford (T)
Pittsford (V)
Riga
Scottsville
Spencerport
SUNY Brockport
Sweden
Webster (T)
Webster (V)



www.thestormwatercoalition.org

Pools, Fountains, and Spas...

HOW TO PROTECT WATER QUALITY



The Stormwater Coalition of Monroe County (and You) Protecting Water Quality

Wastewater Discharge from Pools, Fountains, and Spas

Although it is perfectly safe to enjoy pools, fountains, and spas when their waters are treated properly, that same water in our stormwater system can become hazardous for aquatic life and our environment. Chlorine, acid, algaecides and other water treatment chemicals should be handled, stored, used, and disposed of properly. Even the empty containers need proper cleaning before disposal.

Using Water Treatment Chemicals

When using water treatment chemicals in pools, fountains and spas:



- Purchase only the amount of chemical needed to do the job. If chemicals need to be stored, place in a covered, yet well-ventilated, area.
- Thoroughly read all information provided on chemical container labels.
- Triple rinse all chemical containers, each time pouring the rinse water back into the pool, fountain or spa. Containers are then safe for disposal.
- Dispose of old or unwanted chemicals only at a Household Hazardous Waste facility. In Monroe County, call 753-7600 to schedule an appointment for disposal.

Pool Backwashing

Pool backwashing is the most common maintenance activity. Backwash water can become a pollutant to our stormwater system, and draining to a storm sewer or water body is illegal if the water contains chemicals.



Some basic practices to prevent pool backwash chemicals (as well as fountain and spa wastewaters) from entering a water body include:

- Backwash water should drain into the lawn or other landscaped area of your property. Draining slowly will allow chemicals to dissipate and prevent erosion.
- Never drain backwash into a stream, creek, pond, or other natural water body.
- Do not drain backwash water into the storm sewer.
- Do not drain backwash onto driveways, sidewalks, streets, or other impervious surfaces.
- All wastewater from acid washing should be neutralized to pH between 6.0 and 7.0 and discharged to the lawn or sanitary sewer.
- Dispose of diatomaceous earth (DE) in the garbage.

Draining Pools, Fountains and Spas

Drain your pool, fountain or spa only when a tested sample does not detect chlorine.

- Do not drain pools, fountains or spas down a driveway or into a storm sewer. Instead, drain slowly to the lawn or other landscaped area of your property using a low-volume pump or siphon.



- Be aware of drainage patterns that may affect neighboring properties, especially steep slopes.
- Winterize your pool by waiting for chlorine levels to be close to zero, draining your pool as described above and then adding your winter treatment chemicals. Draining first reduces the amount of chemicals needed and saves money. Mix the chemicals in your pool by using a skimmer pole and brush attachment.

To learn more about reducing stormwater pollution, visit the Stormwater Coalition of Monroe County website:

www.thestormwatercoalition.org
or the H2O Hero website:
www.h2ohero.org

Thank you for helping preserve and protect water quality in Monroe County.

**Did you know that 15%
to 20% of bacteria in
your waterways comes
from pet waste?**



**Be an H₂O Hero!
Dispose of waste properly:
Please bag pet waste
and throw in the trash.**



**For more information,
visit [H₂OHero.org](http://H2OHero.org)**





Todd Stevenson
Rochester Museum & Science Center
753-5472
tstevenson@monroecounty.gov

Quantity	Part #	Description	Sell	Extended Sell	
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[email: ebloom@fmop.com](mailto:ebloom@fmop.com)

|

Be an H2O Hero.

www.H2OHero.org



Three Heroic Acts You Can Perform Today:

1 Clean up after your pet.

2 Properly dispose of household hazardous wastes.

3 Use zero phosphorus fertilizer.



Guidance on Constructing An Official H2O Hero Rain Barrel



Parts List

NOTE: SKU # refer to Home Depot Parts, unless otherwise noted

Barrel

- 1 55 gallon, plastic (Kaplan Container Inc., 130 Despatch Dr., E. Rochester, NY 14445)

Inflow

- 1 18" flex-elbow downspout (SKU 663-428)
- 1 2' x 2' fiberglass window screening (SKU 236-055, or equivalent)
- 4 6" (or longer) cable ties (SKU 295-648)

Overflow

- 1 2" PVC trap adapter hub x slip joint (SKU 189-863)
- 1 2" PVC pipe 2' length (SKU 193-852)
- 1 2" PVC 90 degree elbow hub x hub (SKU 189-472)
- 1 2" PVC 90 degree street elbow (SKU 828-327)

Drain

- 1 1/2" heavy duty male threaded brass boiler drain valve (SKU 434-534)
- 1 1/2" pvc female threaded connector (SKU 188-093)

Tools Needed

Electric sawsall or sabre saw Electric drill 2 crescent wrenches
1/4" drill bit 2.5" hole drill 3/4" drill bit

Barrel Preparation

Top Opening – A hole cut in the top of the barrel will receive the flow from the downspout. This cut-out will encompass just less than half of the cover area and can include the two bung openings. Remove, if necessary, and discard the two bungs and cut out the area, as shown in the photo. Leaving most of the bung openings and about one inch along the cover edge intact will help to maintain the integrity of the cover. Finally, drill a 3/4" hole in the other half of the cover for drainage, as shown in photo.



Cover Removal – Near the top of the barrel, locate the area where the side of the barrel curves inwards (see picture below). Drill a 3/4" starter hole for the saw blade and cut off the top of the barrel by

Visit the H2O Hero at: www.H2OHero.org



Guidance on Constructing An Official H2O Hero Rain Barrel



following this narrower band around the circumference of the barrel. (**NOTE:** Make sure the saw is cutting into the barrel and not the cover itself.)



Cover Placement and Finishing– When the top of the barrel has been removed, it is turned upside down and should fit over the top edge of the cut barrel. Drill four ¼” holes equally spaced around the outside edge of the cover to attach the screening (most barrels already have such holes near each bung, so only the remaining two may be necessary).

Side Holes – Drill a 2.5” diameter hole on the side of the barrel, approximately 3” (on center) from the newly cut top edge, for the overflow pipe. ¼ to ½ way around the barrel from the overflow hole, drill a ¾” hole on the side of the barrel about 3” from the bottom, for the spigot.

Hardware Installation

Cover – Place the screening loosely over the original topside of the cover, center, and fix in place using cable ties through the ¼” holes in the cover’s edge. When turned over and placed on the barrel, the top should further hold the screening in place.

Spigot – Carefully screw the spigot into the ¾” hole, trying to keep it straight and insert all the way using a crescent wrench. Secure inside the barrel using the ½” connector and tighten using a crescent wrench. (**NOTE:** The easiest way to tighten the connector is to hold the connector in place with one crescent wrench and have another person tighten the spigot from the outside with the second crescent wrench. The spigot can be turned at least a few times without causing a leak around its threads. After tightening, leave the spigot facing sideways to ease attachment of a hose.

Overflow – (**NOTE:** The nylon gasket normally found with this adapter should be discarded.) Insert the male end of the pipe adapter into the 2.5” hole and secure with the female fitting. Connect the street elbow to the outside of the adapter, followed by the 2’ pvc pipe and the other elbow. (**NOTE:** The overflow pipe should normally be directed to the same location as the original downspout discharge.)

Placement / Downspout Modification – When full of water, **the rain barrel will weigh over 400 pounds**. While it may be desirable to place the rain barrel upon cinder blocks to ease access to and use of the spigot, its placement must be firm and stable. The downspout should be cut about 6” above the top of the barrel. The downspout extender is then attached to the downspout and directed to the opening in the barrel cover.

Visit the H2O Hero at: www.H2OHero.org