

CITY OF CLEVELAND
DEPARTMENT OF PUBLIC UTILITIES
DIVISION OF
WATER POLLUTION CONTROL (WPC)

ONLY RAIN DOWN THE STORM DRAIN
STORMWATER CAMPAIGN





AGENDA

- Cleveland's PIPE Program Overview
- Campaign Development
- Implementation Strategy & Costs
- Future Plans
- Conclusion

WPC MARKETING STAFF

- Ossie Neal, Manager of Marketing
- Yalinda Moore, Assistant Manager of Marketing
- James Adams, Student Assistant
- Maurice Wingfield, former Student Assistant

PIPE PROGRAM OVERVIEW

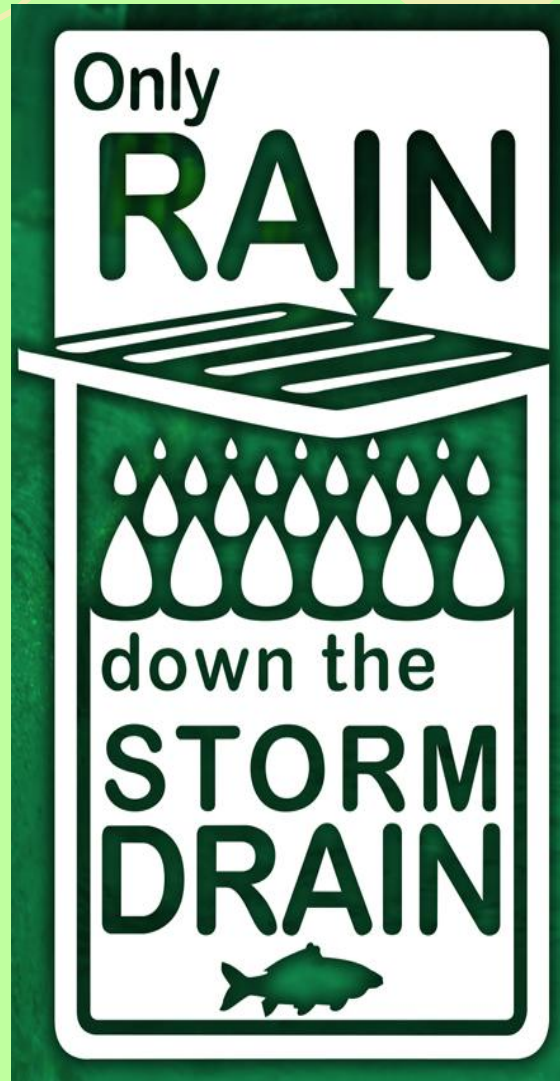
- **Ohio EPA Mandate**
 - **Stormwater Phase II**
 - Small MS4 area
 - **Cleveland Stormwater Steering Committee**
 - Water Pollution Control's Commissioner
 - City-wide departmental representation
 - **MCM 1 and 2 = PIPE**
 - 2002 WPC Marketing Unit created
 - Watershed partnerships & assistance
 - Cuyahoga Soil & Water Conservation District
 - Doan Brook
 - Extensive community outreach events & efforts
 - > 50 annually

CAMPAIGN DEVELOPMENT

- **WPC Strategic Business Plan**
 - **Objective:**
 - Get local media and business community involved in WPC efforts regarding services, environmental sustainability education, and stormwater pollution control efforts
- **Research & Planning**
 - **Maumee County (Toledo, OH)**
 - *Give Water A Hand* campaign



Only Rain Down the Storm Drain



Only Rain Down the Storm Drain

- Press Release
- WPC Website
- Brochures



Only Rain Down the Storm Drain

- **Cleveland Partnership**
 - **Cityscape Program**
 - **Omni Media Street Kiosks**
 - June – December 2011
 - 3 purchased MS4 locations
 - 39 locations total
 - 1 Million + impressions
 - Cost: \$3,000



Only Rain Down the Storm Drain

- Internal Partnerships

- CPP I-90 Billboard
- Water Bills
- TV20 PSAs
 - Cost: \$0



CURRENT CHARGES

Water | Cleveland Division of Water | www.clevelandwater.com
 CUSTOMER SERVICE: 216.664.3130 | EMERGENCY: 216.664.3080

Water Number	Date	Previous Meter Read	Type	Current Meter Read	Usage/Consumption
BAB9475905	05/04/2011	256.6	ESTIMATE	07/21/2011	256.8
					ACTUAL
					MCF (7,430 gallons)
					9.2

Water Charge (MCF X Rate)
 Water - 9,200 MCF at \$12.95 for first 0-200 MCF 2.92
 Subtotal \$ 2.92

SEWER | Northeast Ohio Regional Sewer District | www.neorsd.org
 CUSTOMER SERVICE: 216.881.8247

SEWER (MCF X Rate)	Amount
Wastewater - 1,000 MCF at \$44.75 per MCF	44.75
Subtotal	\$ 44.75

LOCAL

Wash Collector Fee - 2 month(s) at \$9.25 per month 18.50
 WPC Local Charge - 1,000 MCF at \$12.53 per MCF 12.53
 Subtotal \$ 29.03

Questions on these items... please contact your city or municipality.
 ONLY RAIN DOWN THE STORM DRAIN - Help protect local waterways for a safe and sustainable environment. Don't dump yard waste, trash, oil, or chemicals in storm drains. Report dumping to (216) 664-DUMP (3667). Questions? Visit www.ClevelandWPC.com.

▼ Return this packet with payment. Make check payable to City of Cleveland Division of Water. Do not send cash. ▼

City of Cleveland Division of Water
 PO Box 94540
 Cleveland, OH 44101-4540
 Billing agent for the Northeast Ohio Regional Sewer District

Account Number	Due Date	Amount Due	Amount Enclosed
0911210000	09/25/2011	\$1,965.13	

Only Rain Down the Storm Drain

- **Community Partnerships**

- **Community Events**
- **Sponsorships**
 - OH Stormwater Conference
 - EarthFest
 - WinterFest
 - Cost: \$\$\$\$\$

- **Social Media**

- **Face Book**



City of Cleveland
Department of Public Utilities
Division of Water Pollution Control

The Division of Water Pollution Control (WPC) is responsible for maintaining the local sanitary sewer and stormwater drainage collection systems in the City of Cleveland. The system is comprised of 1,436 miles of sewer lines, with 127,000 attendant catch basins and 15 pump stations.

As the City's stormwater management agent, WPC also handles matters related to the elimination, control and regulation of water pollution within Cleveland city limits. WPC has completed various green infrastructure projects, including stream restoration and creating wetlands. In 2011, WPC will construct a stormwater management project at its Kirby Avenue facility partially funded by a Surface Water Improvement Fund (SWIF) Grant from the Ohio Environmental Protection Agency.

Various elements of the SWIF project will include the use of rain gardens, bio-swales, pervious/porous pavements, rain barrels and large storage tanks to harvest rain water for re-use. The low-impact designs (LID) will be on display as educational demonstrations, and public tours will be offered.

Additionally, WPC will rollout a stormwater pollution prevention campaign—Only Rain Down the Storm Drain. The campaign's goal is to discourage dumping waste into catch basins and promote sustainable practices to reduce the quantity of pollutants in local waterways.

Visit the WPC website for more information about WPC, the SWIF project and the Only Rain Down the Storm Drain campaign.



www.ClevelandWPC.com



FUTURE PLANS

- **Evaluation Surveys**
 - Survey Monkey
 - WPC Website
 - Community events
 - Customer Service Unit
- **Only Rain Down the Storm Drain**
 - *Household Hazardous Waste Disposal*
 - Spring 2012



CONCLUSION

- **Know your stuff!**
 - Regulation changes, trends, happenings
- **Don't reinvent the wheel**
 - What resources are available for use?
- **Make every dollar and opportunity count**
 - Frank's Red Hot Sauce - Put it on everything!
- **Partnership! Partnership! Partnership!**
 - How can we make it a win, win?

CONTACT INFORMATION

City of Cleveland
Department of Public Utilities
Division of Water Pollution Control

12302 Kirby Avenue
Cleveland, OH 44108

(216) 664-2750

Rachid Zoghaib, Commissioner

www.ClevelandWPC.com



“Like” us on Facebook:

www.facebook.com/ClevelandWaterPollutionControl

