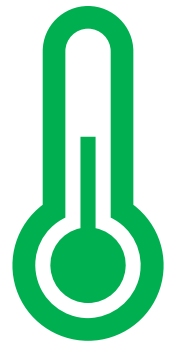
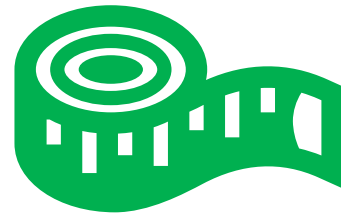
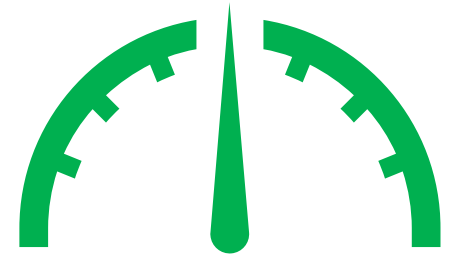


Program Reporting & Measuring Success





Stormwater Performance Metrics

What is the story you want to tell?

Who are you telling the story to?

Where are you telling the story?

Why are you telling the story?



Stormwater Performance Metrics

- ❖ Separate into groups of 3-4 people
- ❖ Choose a media, audience, and goal along with 2-3 metrics that you currently gather or would like to gather and tell your story in 3 minutes.

Media (Where)

YouTube Short
News Article
Brochure
Talk/Presentation
Social Media Post

Audience (Who)

College students
Town Hall
Kindergarten Class
Family Reunion
City Council

Goal (Why)

Receive funding
Increase engagement
Pass a law
Change behavior
Decrease costs



Stormwater Performance Metrics

MSGP Examples

- Our Story: we successfully keep pollutants out of waterbodies
- AIM
 - How many facilities triggered AIM (had benchmark exceedances) then implemented control measures to return to baseline?
 - How does that equate to decrease in pollutant loadings?
 - What impact does that have on water quality?
 - What have facilities done to achieve this?
 - Are there trends we can identify?
 - How do we connect actual decreases with effective control measures?
- Indicator Monitoring
 - Is benchmark monitoring effective?
- GIS
 - Where do our facilities exist?
 - Are those communities combatting multiple issues?