



FY 2015-16 PAG Stormwater Outreach Annual Report

I. Project/Situation

Pima Association of Governments (PAG), the federally designated **208 Water Quality Planning Organization** in Pima County, conducts wastewater and stormwater quality planning. In this role, PAG coordinates the region's Stormwater Management Working Group to address stormwater management issues and support PAG member jurisdictions and smaller MS4s in meeting their annual stormwater permitting requirements. Outreach funding is provided through Federal Highway Administration funds for surface transportation pollution mitigation.

II. Activities and Impressions

In fiscal year (FY) 2015-16, stormwater outreach connected PAG's efforts in travel reduction, low impact development, green infrastructure and water quality assurance. PAG's outreach activities and estimated impressions (views) for each activity are detailed in the table below.

Target Group:	Construction Industry	
Activity		Impressions
• Arizona Stormwater Summit		130
• PAG construction industry web resources		103
• Presentations/Announcements to the SAHBA Technical Committee		50
Target Group:	General Public	
Activity or Material*		Impressions
• Sun Tran bus cards (English)		1,440,000
• Sun Tran bus cards (Spanish)		1,125,000
• Newspaper ads		300,000
• Social media		118,747
• Pet waste stickers posted along the Loop		75,000
• Displays at community events		51,086
• Arizona Project WET teacher and student activities		33,560
• University of Arizona Downtown window display		30,000
• English handouts (rack cards, bookmarks, maps, children's activities)		2,716
• PAG Clean Water Starts with Me and Green Infrastructure web pages		1,645
• Litter bags		1,000
• Spanish handouts (rack cards, posters)		159
• Pet waste stickers distributed		25
• Sunshades		11
Total Impressions:		3,179,232
Cost:		\$13,725

**Assumes one impression per item distributed. Greater viewership is possible, as some materials may have been viewed or shared by more than one individual.*



Additionally, PAG convened **four meetings of the Stormwater Management Working Group**, coordinating and discussing public outreach strategies, Arizona Project WET stormwater lesson plans, MS4 audit results and training needs for municipal employees and the construction industry. One additional meeting was held with Arizona Project WET to further adapt stormwater lesson plans to meet the needs of our desert community.

III. Evaluation

In addition to tracking impressions, PAG assesses changes in awareness and pollution prevention behavior through enhanced survey opportunities, including Pima County, Arizona Project WET surveys, and by looking at activity metrics reported by outreach partners that we promote through our campaign, including Tucson Clean & Beautiful. The results for FY 2015-16 are presented below.

FY 2015-16 Pima County Department of Environmental Quality (PDEQ) Clean Air Program Campaign and Clean Water Program Campaign Survey

Key results of the FY 2015-16 PDEQ survey are shown below, with comparisons to FY 2014-15 results in parentheses. The full survey report is available for download on the [PDEQ website](#).

Q: Are you aware of the Clean Water Starts with Me campaign?

A: Yes: **57%** (*Up from 47%*)

Q: Where does stormwater go?

A: River or wash: **46%** (*Up from 45%*)

A: Sewage plants: **11%** (*No change*)

A: Don't know: **29%** (*Down from 33%*)

Q: LID practices implemented at home/business

A: Landscaping with native plants: **52%** (*No change*)

A: Landscaped depressions that collect stormwater: **24%** (*Down from 26%*)

A: Connecting runoff from a roof or paved surface to a basin or plants: **22%** (*Up from 20%*)

A: Water harvesting with rain barrels or cisterns: **19%** (*Down from 20%*)

A: A trench that is filled with gravel to collect stormwater: **16%** (*Up from 14%*)

A: Porous pavements or bricks: **15%** (*Down from 20%*)

A: Don't know: **29%** (*Down from 30%*)

Q: Who to call if you witness dumping of trash or chemical into wash or storm drain

A: 911/Police: **31%** (*Up from 30%*)

A: County government: **9%** (*Down from 11%*)

A: City government: **9%** (*No change*)

A: Don't know: **30%** (*Down from 33%*)



Q: How/where do you dispose of Household Hazardous Waste (HHW)?

- A: HHW collection site: **42%** (*Down from 47%*)
- A: Auto parts store: **38%** (*No change*)
- A: Put in the garbage: **29%** (*Up from 26%*)
- A: Service station: **19%** (*Down from 22%*)
- A: Pouring in the sink or down the drain: **12%** (*Up from 8%*)
- A: Landfill: **18%** (*Down from 19%*)
- A: Don't know: **6%** (*Down from 9%*)

Q: Likelihood of taking part in various activities to help keep stormwater clean

- A: *Very likely* to use a doggie bag to clean up after their dog(s): **80%** (*Up from 76%*)
- A: *Very likely* to safely dispose of chemicals: **71%** (*Down from 71%*)
- A: *Very likely* to report a spill: **63%** (*Up from 58%*)
- A: *Very likely* to replace a toxic compound with non-toxic: **58%** (*Up from 56%*)
- A: *Very likely* to gather stormwater to use for watering plants: **49%** (*Down from 53%*)
- A: *Very likely* to implement Low Impact Development practices: **43%** (*Up from 41%*)

Arizona Project WET Water Festival Questionnaires

Students who participated in Arizona Project WET's statewide Water Festivals during FY 2015-16 were asked to complete questionnaires before and after the festivals to measure increases in knowledge. The results for students in the Tucson region are presented below. The full metrics report that Arizona Project WET prepared for PAG is available for download on the [PAG website](#).

- a. **53%** increase in knowledge that stormwater can cause runoff and flooding in cities and neighborhoods
- b. **82%** increase in seeing themselves as water managers
- c. **68%** increase in identifying trash pickup as watershed management
- d. **63%** increase in seeing that picking up pet waste is part of a watershed manager's job
- e. **70%** increase in understanding that everyone is responsible for managing the watershed

Tucson Clean & Beautiful

Tucson Clean & Beautiful reported the following impacts from the Adopt-A-Park and Public Areas programs that PAG promotes through its outreach campaign:

- Adopt-A-Street: **82** sites adopted (*up from 70*); **2,065** volunteers; **4,771.9** hours
- Adopt-A-Wash: **37** sites adopted (*up from 34*); **518** volunteers; **1,071.5** hours
- Adopt-A-Traffic Circle: **18** sites adopted; **69** volunteers; **133** hours