

The Stormwater Management Working Group (SMMWG) was formed in 1997 and has representation from PAG's member jurisdictions, Arizona Department of Environmental Quality (ADEQ), Arizona Department of Transportation (ADOT), University of Arizona, and local construction industry including Southern Arizona Home Builders Association (SAHBA).

The core function of the group is to plan and organize annual stormwater outreach efforts, which helps PAG's member jurisdictions meet their Arizona Pollution Discharge Elimination Permit (AZPDES) requirements. The efforts include:

- Stormwater Outreach Campaign
- Stormwater Construction Seminar
- Production and Distribution of Brochures

The Stormwater Outreach is funded with Federal Highway Administration (FHA) money through PAG's overall work program. FHA money was accessed for this work since much stormwater pollution results from vehicle fluids leaking or being spilled onto streets. Funding amounts in the last five fiscal years were:

- FY 2004 - 05 - \$48,000
- FY 2005 - 06 - \$40,000
- FY 2006 - 07 - \$39,221
- FY 2007 - 08 - \$60,000
- FY 2008 - 09 - \$60,000

Typically a significant portion of the funding is spent on vendor contracts for stormwater advertisement and the rest of it is spent on staff time.

In 2008, approximately \$30,000 was spent on vendor contracts: screening Public Service Announcement (PSA) on KVOA-4, transit bus shelter posters, billboards, and AMC Foothills Mall movie theater advertisements, for the stormwater outreach campaign. In 2008, a new approach and method was used for the outreach to make it more functional. The PAG stormwater webpage, which is mentioned on all the stormwater advertisements, received 15 times more hits after the 2008 summer outreach campaign compared to the 2007 outreach campaign. This increase in interest is probably a result of to the new message and artwork and the new methods used for the outreach campaign.

The SMMWG is also responsible for organizing Annual Stormwater Construction Seminar, where speakers from local jurisdictions and ADEQ are invited to talk about stormwater related topics. This seminar is primarily attended by people working in the local construction industry, local jurisdictions and consulting agencies, which benefit from

the information provided in the seminar. In 2008, about 100 people attended the Stormwater Construction Seminar and almost all of them thought the seminar was useful to them. Almost everyone from the SAHBA stormwater member group attended the seminar and provided strong positive feedback about it.

PAG watershed planning is required to provide a cost and activity summary at the end of each outreach, to all its member jurisdictions and ADOT. The jurisdictions use this information in their Annual Reports to show that they have fulfilled their permit requirements by claiming partial credit for the PAG stormwater outreach activities.

Other than fulfilling this core function, the group also provides a forum for discussing important stormwater issues and regulations that are relevant to the region. Various issues, ranging from federal stormwater regulation, local stormwater regulation, stormwater training, and others are discussed in these meetings. The SWMWG meetings are structured to ensure active participation of local jurisdictions and the construction industry.

Activity and Budget Summary for 2008 Stormwater Outreach
 2008 Summer Stormwater Outreach and Stormwater Construction Seminar were very successful and were widely appreciated by PAG's member jurisdictions.

Table 1: Activity and Budget Summary for 2008 Stormwater Outreach

Activity	Budget for 2008 Stormwater Outreach	
	FY 2007-08	FY 2008-09
Vendor Contracts		
• PSA (TV)		\$16,525 (FY 08-09)
• Movie Theater	\$1,931.35 (FY 07-08)	
• Billboards	\$1,500 (FY 07-08)	
• Bus Shelter		\$8,125 (FY 08-09)
• Construction Seminar	\$300	
Staff Time (includes graphics, communications and other staff that helped with the construction seminar and stormwater outreach)	\$12,000 apprx.	\$2,000 apprx.
Total Cost for 2008 Stormwater Outreach	\$ 15731.35 *	\$ 26, 650 **
Total Cost for 2008 Summer Stormwater Campaign	\$ 42, 381.35	

Stormwater Outreach Campaign costs are traditionally paid partly by the current and partly by the following fiscal year budget. This is because part of the outreach is conducted in the current fiscal year and the rest of it is conducted in the following fiscal year.

* A total of \$60,000 was available for stormwater outreach in FY 2007-08, out of which approximately \$15,500 was spent on 2008 stormwater outreach and the remaining was spent for 2007 stormwater outreach.

* A total of \$60,000 was available for stormwater activities for FY2008-09 at the beginning of July 2008. Of \$60,000 available approximately \$27,000 was spent for 2008 stormwater outreach and the remaining amount is expected to be used for paying part of the vendor expenses for the 2009 Stormwater Outreach Campaign.

Activity and Budget Plan for 2009 Stormwater Outreach

The SWMWG would like to continue with its current message “Clean Water Starts with Me” and method of outreach for the 2009 Stormwater Outreach campaign. However, stormwater brochures and posters that were printed in 2004 have run out. New posters and brochures need to be printed for 2009 Stormwater Outreach. These posters and brochures are used by PAG’s member jurisdictions, Pima County Libraries, and Sun Tran buses every year. The Transit Bus Shelter posters could be removed from the next year’s agenda, to accommodate printing costs for the posters and the brochures. Based on the account 5912’s current balance and our outreach plan, we propose the following plan for the 2009 outreach campaign.

Table 2: Activity and Budget Plan for 2009 Stormwater Outreach

Estimated Balance in 5912 as of September 2008	FY 2008-09	FY 2009-10 Funding (expected)
Vendor Contracts		
• Billboards	\$1,500 (FY 08-09)	
• Posters/Brochures	\$5,000 (FY 08-09)	
• Movie Theater	\$2,000 (FY 08-09)	
• PSA (TV)		\$10,000 – 12,000

		(FY 09-10)
Staff Time	\$12,000 (FY 2008-09)	
Total Expected Costs	\$ 20,500	\$ 10,000 - \$12,000

We would like to present the plan and budget for the 2009 Stormwater Outreach activities to the jurisdictions in the next SWMWG meeting. It is important that we are able to provide a realistic budget plan to the group at the meeting. Thus, at this point, it is important for us to know if this above mentioned budget plan is aligned with our overall program and long term goals and that we have the approval from PAG management to proceed on the above stated plan.