



## **Stormwater Outreach FY 09-10 (July 1, 2009 to June 30, 2010)**

### Stormwater Management Working Group

The Arizona Pollutant Discharge Elimination System (AZPDES) regulations require that Arizona jurisdictions help protect the stormwater quality of the region. In 1997, Pima Association of Governments (PAG) established the Stormwater Management Working Group (SWMWG) in an effort to help jurisdictions coordinate stormwater permit negotiations and to provide unified comments on regulations and rules. The group has grown into an ongoing forum for planning, program development, information exchange, and cooperative projects. Jurisdictional participants include Pima County, the City of Tucson, the Town of Marana, the Town of Oro Valley, and the City of South Tucson. Other participants include representatives from Davis-Monthan Air Force Base, ADEQ, ADOT, local community interest groups, construction industries in Tucson and the State's NEMO program.

Stormwater outreach is considered an important aspect of stormwater protection and member jurisdictions are required under their permits to conduct outreach and education. The SWMWG and PAG initiated a multi-media outreach campaign in 2003. Funding for this program is provided through PAG by the Federal Highways Administration for a total of \$60,000 in FY 09-10.

The primary activities of the SWMWG members include the following:

- Meeting as needed, approximately every two months
- Planning and approving annual stormwater outreach activities
- Planning and participating in an annual construction symposium
- Providing direction to PAG's watershed planning department related to stormwater

### Stormwater Outreach in FY 2009-2010

This year's media campaign began the week of July 1, 2009 and was completed by the end of September 2009. This year's slogan "Clean Water Starts with Me" was used for the second year running to increase familiarity with the successful message which has been cited by other programs such as the Arizona Department of Transportation. A series of artwork accompanied the slogan on billboards and interior bus posters. The slogan and artwork were also displayed on the [PAGstorm.com](http://PAGstorm.com) Web page. The Public Service Announcements (PSAs) that were developed in 2008 were screened on a different television station this year (KOLD) to reach additional audiences. The message was used on KOLD 500 times during the months of July and August 2009. Movie theater advertising was done for the second year, in the AMC Foothills Mall's theater for July and August 2009. Outreach in 2009 received great coverage and response from other agencies, as well as the public in general. The monsoon months Web site hits on [PAGstorm.com](http://PAGstorm.com) tripled the visits of the prior year. Table 2.5.G summarizes FY2009-10 outreach activities and costs. A new stormwater outreach brochure and a new bus interior poster were developed for the 2009 outreach. In order to reduce the overall budget, bus shelter advertisements were not purchased in 2009. In 2009, the "Clean Water Starts with Me" campaign for stormwater pollution prevention outreach won the first place "Excellence in Communication Award for Improving Water Quality" from the National Association of Flood & Stormwater Management Agencies (NAFSMA).

Table 2.5.G Budget for 2009-10 Summer Stormwater Outreach Campaign

| Activity  | Cost                            | Distribution  |
|---|---------------------------------|---|
| Brochures   | \$1,000(paid in FY '08-09)      | 2,000 brochures distributed to libraries and jurisdictions in July and August 2009  |
| Interior SunTran Bus Posters  | \$200<br>( paid in FY '08-09)   | 235 posters- one per bus. The average summer ridership is approximately 45,000 people per day.  |
| Billboards (Clear Channel)  | \$1,500<br>( paid in FY '08-09) | 400,000 viewers on 15 billboards  |
| Television PSA (KOLD-13)  | \$15,000<br>(FY '09-10)         | 523 adds in total: 231 ads (KOLD -13), 240 ads (KOLD – 13 NOW), 48 ads with Chuck George (Weatherman KOLD – 13), and 4 Monsoon Special ads. (10,000 possible viewers per advertisement unit). |
| AMC Foothills Mall Theater  | \$2,362<br>(paid in FY '08-09)  | 144,000 viewers   |
| PAG Stormwater Web page<br><a href="http://www.Pagstorm.com">www.Pagstorm.com</a> | Free                            | Thousands of hits annually  |
| Estimated totals for outreach FY '09-10   | \$15,000                        | 800,000 -highest estimated viewers by any one activity (KOLD)   |

#### Stormwater Construction Seminar

On May 11, 2010, the Annual Stormwater Construction Seminar was held in the Joel D. Valdez main library, in downtown Tucson. Almost 100 people from the construction industry and jurisdictions attended the seminar. We had participants and speakers from all over the state with the majority from the Tucson metro region. Presentations were made, panels discussions were led, and questions were answered by the Arizona Department of Environmental Quality, Pima County, the City of Tucson, the Town of Marana, the Town of Oro Valley and the Watershed Management Group. New features this year included information on the connections between stormwater management and new rainwater harvesting ordinances in the City of Tucson and Oro Valley. Attendees consisted of local government personnel, private consultants, inspectors, designers, and other practitioners. PAG assembled stormwater books for each participant and distributed them at the seminar. Seventy-two percent of the surveyed attendees found the seminar “Very Useful”, the highest ranking, and the remaining 28% found it to be “Useful”. The books distributed at the seminar were also appreciated by the attendees.

#### Preparation for the 2010 Summer Stormwater Outreach

Most of the preparation for FY 2010-2011 stormwater outreach was done in FY 2009-2010. Monthly meetings were held in spring and summer 2010 for planning and organizing the stormwater outreach for monsoon season of 2010. Preparations included vendor negotiations and contracts. The working group planned to continue with the successful video, slogan and imagery of the year prior but new avenues of advertising were investigated.