

Stormwater Outreach FY 2008-09

Stormwater Management Working Group

The Arizona Pollutant Discharge Elimination System (AZPDES) regulations require that Arizona jurisdictions help protect 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 AFB, ADEQ, ADOT, 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 by Federal Highways Administration. Funding for PAG's regional stormwater outreach program in FY 2008-09 was \$60,000

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 annual construction symposium
- Providing directions to PAG's watershed planning related to stormwater

Stormwater Outreach in FY 2008-09

This year's media campaign began the week of July 1, 2008 and was wrapped up by the end of September 2008. This year, a new slogan "Clean Water Starts With Me" was developed by the SWMWG after brainstorming several ideas. A series of artwork were designed to accompany the new slogan on billboards, bus shelter posters, and interior bus posters. The slogan and artwork were also displayed on the www.PAGstorm.com webpage. For the first time since the annual campaign started in 2003, Public Service Announcements (PSA) were produced in coordination with the KVOA-4 television channel. Thirty second PSA's were screened 96 times on television during the months of July, August and September of 2008. A few of the 96 PSA's were screened during the Beijing Olympics 2008, which received a wide viewership in Tucson. In 2008, movie theater advertising was done for the first time, in the AMC Foothills malls theater from July – September 2008. Two sets of stormwater slides were screened in the AMC Theater, several times before every single movie. Outreach in 2008 received great coverage and response from other agencies as well as public in general. Website hits on www.PAGstorm.com increased by 15 times after the initiation of the 2008 outreach. Arizona Department of Transportation cited the outreach slogan "Clean Water Starts with Me" on their monthly magazine in August 2008. **Table 2.5.G** summarizes FY2008-09 outreach activities and costs.

Table 2.5.G Budget for FY2008-09 Summer Stormwater Outreach Campaign

Activity	Cost	Distribution
English and Spanish Posters/Brochures	<i>Paid in FY (03-04)</i>	1000 English and Spanish Brochures, And 100 Posters
11 Bus Shelters	<i>\$8,125 (FY'08-09)</i>	573,725 possible viewers saw either a bus shelter or bus bench display.
Interior SunTran Bus Posters	<i>Paid in (FY'06)</i>	The average July/August ridership was 45,782 passengers per day.
Billboards	<i>\$1,500 (FY'08-09)</i>	Average Daily Effective Circulation was 68,130 viewers per billboard with a total of 476,910 possible viewers.
Television PSA (KVOA-4)	<i>\$16,525 (FY'08-09)</i>	Average 700,000 viewers
AMC Foothills Malls Theater	<i>\$1,931.35</i>	Average 18,000 viewers every week
Estimated dollars spent in outreach FY '08-09	<i>\$28,081.35</i>	

Stormwater Construction Seminar

On May 5, 2009, the Annual Stormwater Construction Seminar was held in the Joel D. Valdez main library, in downtown Tucson. Almost a 100 people from the local construction industry, local jurisdictions and private consultancies attended the seminar.

Presentations were made by the Arizona Department of Environmental Quality, the Pima County Department of Environmental Quality, the Town of Marana, and the Town of Oro Valley. About a 100 stormwater books assembled by PAG, were distributed at the seminar. A survey conducted at the end of the seminar revealed that more than 92 percent attendees found the seminar useful. The books distributed at the seminar were also appreciated by the attendees.

Preparation for the 2009 Summer Stormwater Outreach

The outreach in 2009 summer will be formatted similar to the 2008 outreach with some updates and changes. A new stormwater outreach brochure and a new bus interior poster will be developed for 2009 outreach. Bus shelter advertisements will not be purchased in 2009 to reduce the overall budget.