

# PAG Stormwater Program

STORMWATER OUTREACH TOOLKIT

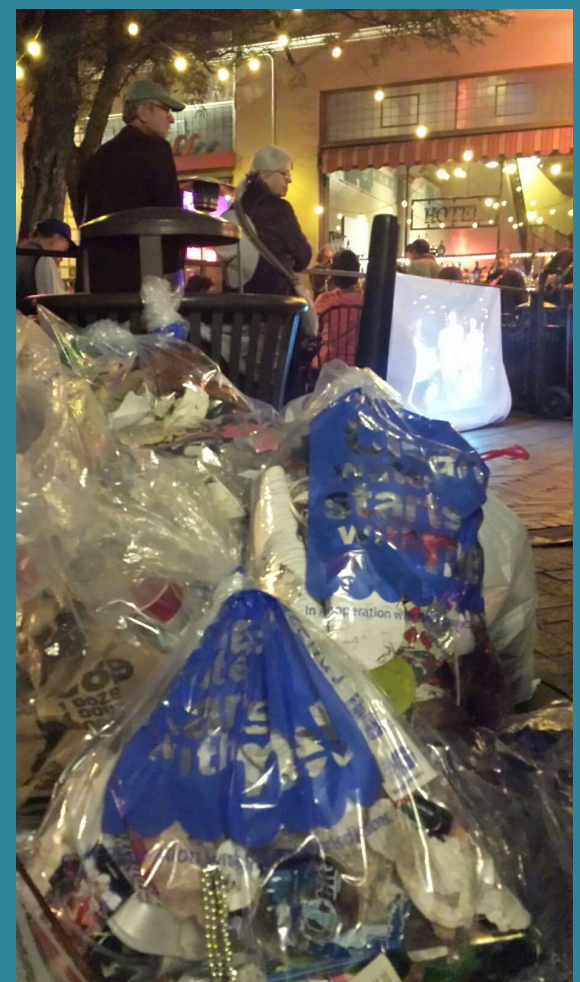
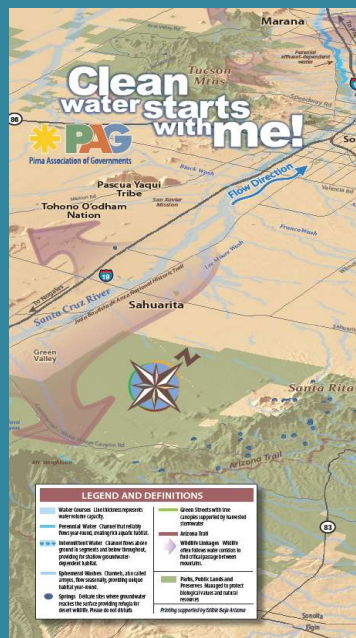


## Clean water starts with me!

Hi! I'm Raine. Can you help me find these words? Thanks!

bacteria desert littering monsoon pollutants harvest runoff stormwater protect watershed wildlife washes rainfall rmpff stormdrain

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## ¡El Agua Limpia Empieza Conmigo!

- Reporte a quienes tiran la basura ilegalmente: (520) 622-5800 (Wildcat Dumping Hotline)
- contorno de su paisaje para atrapar la lluvia

El trabajo de mantener el agua pluvial limpia y proteger nuestro desierto nos corresponde a todos.

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Published by Jennifer Fiore (7) · August 23, 2017

Take it from this guy, self-discipline has its rewards! For dog owners, self-discipline includes carrying bags for scooping, bagging and trashing their dogs' waste when outdoors together...every time. The rewards are a cleaner water supply. In our region, when it rains, pet waste on the ground can be carried right through our storm drains and into our precious washes and rivers, and E. coli from pet waste remains one of the most common pollutants found in our region's stormwater.

(He makes a good point.)



Pima Association of Governments

December 2021

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# Introduction

## Stormwater Program Purpose

Arizona Pollutant Discharge Elimination System (AZPDES) regulations require that jurisdictions with municipal separate storm sewer system permits (MS4s) within Arizona protect stormwater quality. As the designated planning agency for Areawide Water Quality Management Planning (Section 208 of the Clean Water Act) for the Pima County area, Pima Association of Governments (PAG) is responsible for coordinating regional water quality planning. As the region's federally required metropolitan planning organization, PAG's planning factors include mitigation of stormwater from transportation sources of pollution.



PAG uses an integrated watershed planning approach by collaborating with other relevant PAG programs and coordinating on projects led by PAG's regional partners to enhance the region's watershed.

PAG's has engaged the region with its stormwater quality efforts by using a multipronged approach: jurisdictional coordination, industry training, and education for the general public. PAG's Stormwater Management Working Group (SWMWG) coordinates with MS4s and community partners through a forum for program development, information exchange and planning of events, strategies and projects. Together, PAG and its SWMWG develop stormwater messaging and resources for all regional partners to share.

The goal of PAG's stormwater engagement program is to raise awareness about non-point source pollutants and the importance of protecting desert water ways. Materials address how to prevent common pollutants, how water moves through the urban environment, how green infrastructure (GI) mitigates stormwater and the common misconception that storm sewers combine with sanitary sewage for treatment. PAG provides outreach templates in the form of slogans, ads, articles, signage, social media and promotional/educational materials as a planning tool for the region.

## About This Toolkit

Stormwater outreach is considered an essential practice for management of non-point source pollution. PAG encourages partners to use cohesive imagery and messaging to increase recognition of the importance of clean water practices within the Tucson metropolitan area. This toolkit provides a visual summary of the stormwater resources available from PAG. Some printed materials are available to SWMWG members, jurisdictions and community partners by request. Downloadable outreach templates, promotional concepts and additional online resources are available at [PAGstorm.com](http://PAGstorm.com) or by contacting [208info@pagregion.com](mailto:208info@pagregion.com).

# Social Media

## Facebook

PAG shares stormwater-related messages at [facebook.com/PAGregion](https://www.facebook.com/PAGregion). Please follow and share Facebook posts on your organization's page.

 **Pima Association of Governments**  
Published by Jennifer Fiore [?] · August 23, 2017 · 🌐

Take it from this guy, self-discipline has its rewards! For dog owners, self-discipline includes carrying bags for scooping, bagging and trashing their dogs' waste when outdoors together...every time. The rewards are a cleaner water supply. In our region, when it rains, pet waste on the ground can be carried right through our storm drains and into our precious washes and rivers, and E. coli from pet waste remains one of the most common pollutants found in our region's stormwater.

**(He makes a good point.)**



 **Pima Association of Governments**  
Published by Hootsuite [?] · April 17 · 🌐

Just one quart of motor oil leaked onto the ground can contaminate 250,000 gallons of stormwater. TLC for your leaky vehicle = TLC for our environment. <https://bit.ly/2nsE1W7>



# Printed Materials

The following printed materials are currently available from PAG by request. The cards are popular at the library as a bookmark and for distribution at events.

## Green Streets/De-Pollute Your Commute Rack Card, English

**De-pollute your commute.**

# Clean water starts with me!

**Maintain your vehicle.**

- Use oil drip pans.
- Properly store, recycle and dispose of auto fluids.
- Use commercial car washes.
- Bus, bike, walk, carpool.

**De-pollute your commute.**

# Clean water starts with me!

When rain falls, stormwater flows off our yards and into our streets, down our storm drains and into our desert washes. Along the way, the running water can pick up a variety of contaminants.

Stormwater pollutants come from a variety of places, but pollutants that vehicles leave behind are a leading concern. Almost half of all vehicles leak fluids. Other vehicle pollutants come from brake linings, tires, engine wear, soap and residue from washing, exhaust and gas vapor.

In addition to providing a path for stormwater to carry pollutants, streets and other paved areas decrease the ability of the landscape to absorb water and slow flooding.

### Green our streets!

You can help keep our water clean to benefit both people and wildlife.

- Harvest stormwater for a more drought resilient streetscape.
- Use vegetated basins to naturally filter stormwater.
- Use permeable material, such as gravel, for paths and driveways.
- Direct driveway runoff to green your landscape.
- Plant shade trees to encourage walking or biking.

Street runoff supports lush vegetation.

Bump-outs calm neighborhood traffic.

Curb cuts collect street runoff.

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[PAGstorm.com](http://PAGstorm.com)

Printed 6/20/14

**De-contamine su viaje.**

# ¡Agua Limpia Empieza Conmigo!

**Mantenga su coche en buenas condiciones.**

**Use recipiente para recoger las gotas de aceite.**

**Deseche de fluidos contaminados apropiadamente.**

**Limpie su coche en empresas para lavado de autos.**

**Use su bicicleta, transito o camine cuando posible.**



**De-contamine su viaje.**

## ¡Agua Limpia Empieza Conmigo!

Aguas pluviales corren de nuestras yardas a nuestras calles, y a nuestros drenajes y se hallan en nuestros arroyos en el desierto. En el camino, el agua pluvial puede recoger una variedad de contaminantes, incluyendo el aceite de un vehículo con fugas. Áreas pavimentadas también reducen la capacidad del horizonte para absorber y utilizar el agua. Además de mantener su vehículo, usted puede hacer más para ayudar a mantener limpia el agua y utilizar agua pluvial para beneficiar más al medio ambiente.

**¡Naturaleza en las calles!**

- Plante plantas que ayuden filtrar agua pluvial en las calles.
- Plante arboles para proveer sombra para peatones y ciclistas.
- Use materiales permeables, como grava, para caminos y estacionamiento.
- Apoye proyectos para la cosecha de aguas pluviales en caminos públicos.

**¡El agua es asuntos de todos!**

- Limpie aceite de su cochera/ estacionamiento.
- Use agua pluvial para regar sus plantas.
- Use separadores para prevenir derrames de aceite/grasa en el drenaje.



  
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**PAGstorm.com**

Printed 6/30/14







## Spanish Clean Water Posters

A Spanish version of the “Clean Water Starts with Me!” tips page from the watershed map is available to download here:

<https://pagtahost.kinsta.cloud/docs/2021/5/CleanWaterPosterSpanish4.pdf>

**Actividades comunes que son la mayor fuente de contaminación de las aguas de lluvias. Tenemos que trabajar juntos para hacer la diferencia.**

**Soluciones a la contaminación del medioambiente**

- Mantenga su auto en buenas condiciones y sin fugas. Use un recipiente para que caigan las gotas de aceite y limpie lo que se haya derramado con materiales absorbentes.
- Use bicicleta, transporte público, comparta el viaje con otras personas o camine cuando sea posible.
- Use lavado de autos que reciclan el agua. Si lava su auto en casa, use jabón biodegradable y limpie su coche sobre un suelo de tierra.
- No contamine al tirar basura. Participe en el programa Adopt-a-Wash.
- Recoja los excrementos de su mascota.
- Elimine correctamente los desechos peligrosos, no en la tierra o en desagües.
- Recicle los productos químicos en plantas de reciclaje para desechos domésticos peligrosos. (Conocidas como Household Hazardous Waste facility)
- Disminuya el uso de productos químicos para su jardín, especialmente durante la temporada de lluvias.

# ¡El Agua Limpia Empieza Conmigo!

**Un Día en la Vida de una Gota de Lluvia**

- 1 En cuanto una gota de lluvia cae, es considerada agua pluvial. En el camino, el agua pluvial recoge contaminantes.
- 2 En los contaminantes se incluye el aceite de vehículo, aceite de frenos, pedazos de llantas, productos químicos para su jardín, pinturas y excremento de mascotas.
- 3 Atraves de las calles el agua pluvial hacen su recorrido por todo el vecindario.
- 4 Los drenajes llevan el agua directamente a nuestros arroyos desérticos.
- 5 En el condado de Pima, el agua pluvial no pasa por un proceso de limpieza en una planta de purificación de agua.
- 6 Cuando el agua pluvial hace su recorrido o se evapora, los contaminantes y la basura se acumulan en nuestros arroyos desérticos frágiles, donde las plantas y animales necesitan agua limpia para sobrevivir.

**Cuide su Comunidad**

- A Aproveche las lluvias en el desierto. Mejore su hábitat excavando cuencas pequeñas.
- B Añada terraplenes elevados para disminuir que los contaminantes se rieguen y mantener los productos químicos del jardín en su sitio.
- C Use materiales permeables/absorbentes que ayudan que el agua sea absorbida por la tierra. Dirija el agua que cae en superficies duras a lugares del jardín que necesiten agua.
- D Utilice recortes en la acera para atraer el agua pluvial de la calle y así filtrar los contaminantes en la tierra y nutrir a las plantas.
- E La infraestructura ecológica desinada para tratar el agua pluvial riega a los arboles, provee sombra en el camino, reduce la contaminación, mejora la tierra y disminuye el tráfico vehicular.

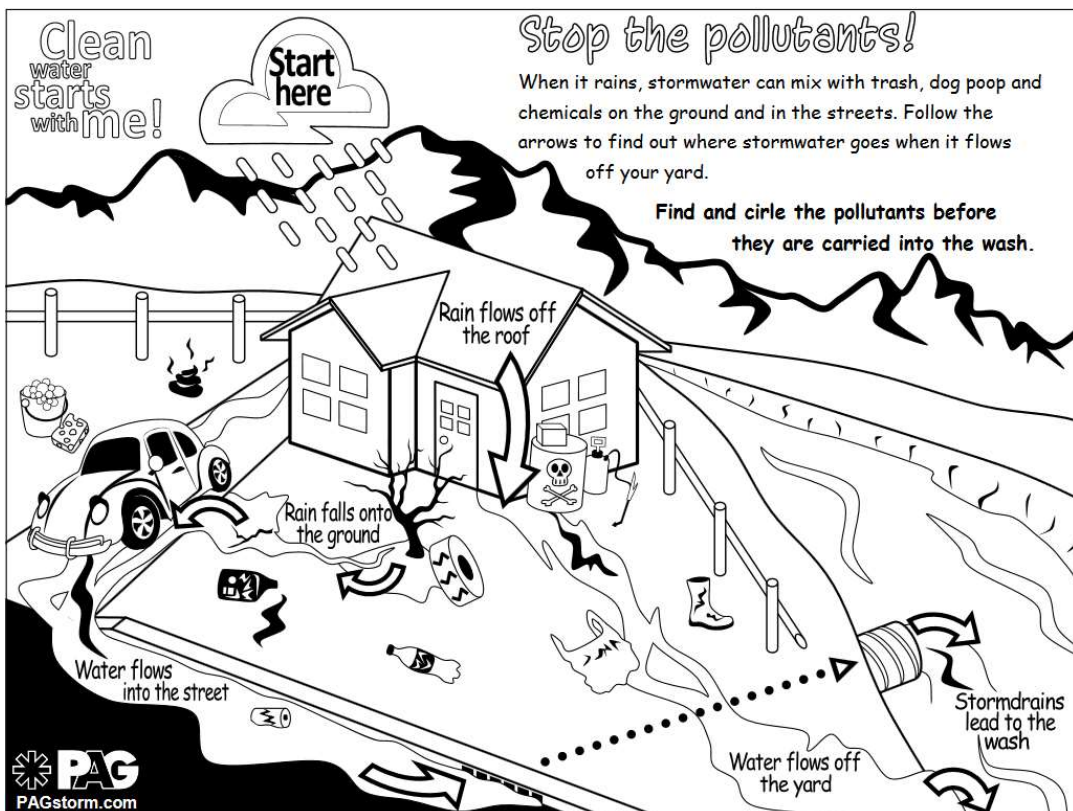
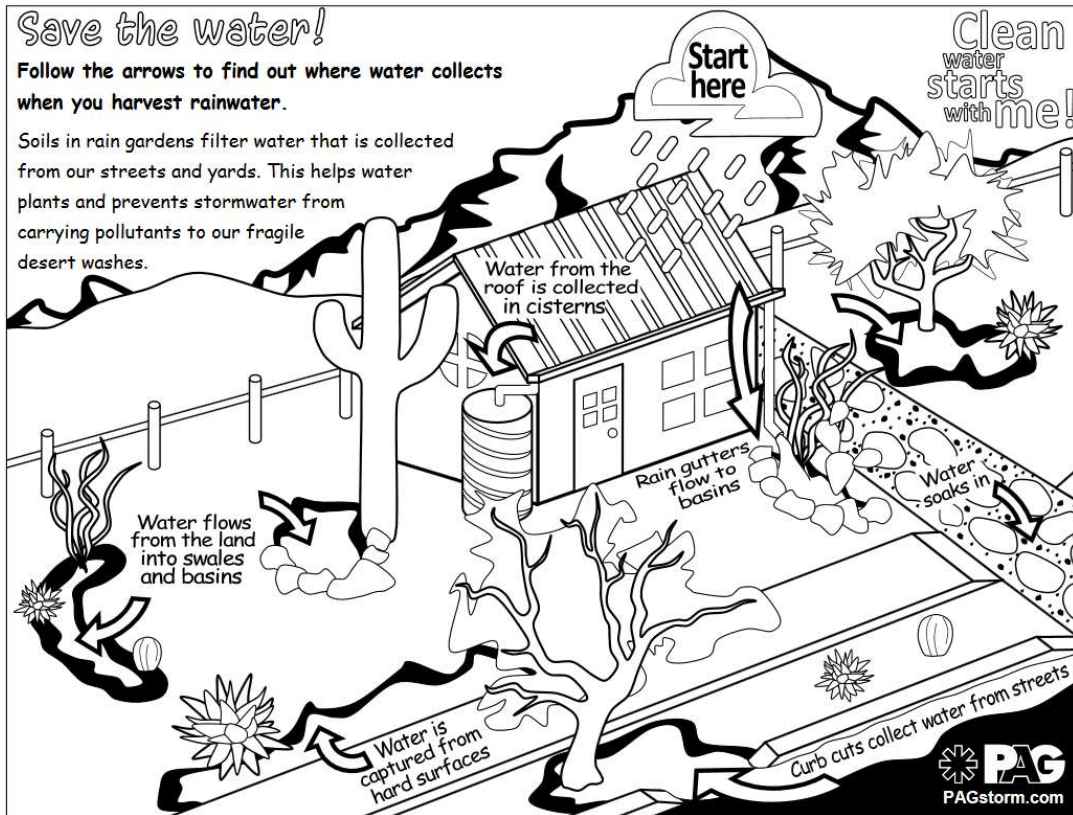
Este mensaje traído a usted por PAG en coordinación con las jurisdicciones de los miembros.

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[PAGregion.com/CleanWater](http://PAGregion.com/CleanWater)

# Clean Water Starts with Me! Coloring Sheets

Coloring sheets are available to download here:

<https://pagtahost.kinsta.cloud/docs/2021/5/RainwaterHarvestingColoringSheets.pdf>



## Clean Water Starts with Me! Word Search

The word search is available to download here: <https://pagrtahost.kinsta.cloud/docs/2021/5/PAGStormwaterWordSearch.pdf>

# Clean water starts with me!

Hi! I'm Raine.  
Can you help me find these words?  
Thanks!

- bacteria
- desert
- harvest
- litterbug
- monsoon
- pollutants
- protect
- rainfall
- runoff
- stormdrain
- stormwater
- washes
- watershed
- wildlife

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## Pet Waste Stickers

Pet waste stickers are designed to be printed on vinyl at 4 inches in diameter. PAG recommends that stickers be posted on trash cans, on signs, in parks and on pet waste stations. Past slogans include “Scoop the Poop,” “Pick Up Where Your Dog Left Off” and “Scoop it. Bag it. Trash it.” A version is also available with “Scoop Poop Along the Loop.” Graphics are available upon request. Pima County posts this sticker throughout the region along the Loop.



# Promotional Concepts

This section includes examples of past PAG outreach activities to be used as ideas for future outreach efforts.

## Pet Waste Stations

Pet waste stations are a great way to encourage follow-through by pet owners by providing bags for pet waste when needed. Paired with graphics, such as PAG's pet waste stickers, there are opportunities to share messaging as well. The refillable stations pictured below are inexpensive to make and are easy to maintain, as members of the public can refill the stations with bags themselves. Pima County has provided specifications for volunteers interested in making refillable pet waste stations, available from PAG upon request.



## Reusable Water Bottles

Reusable water bottles are a great way to spread the clean water message at meetings and special events. These bottles can make a continuous impact as they get reused and seen again over time. Bottles may be greener by exploring options to make them from recycled or sustainable materials. Graphics are available upon request.



## Litter Removal Bags

PAG and partners have previously funded the production of litter removal bags for community events. These bags have been used at litter cleanup events throughout the Tucson region, including Meet Me at Maynards' Trash Mondays. They make a visual impression while making an impact. Graphics are available upon request.



**Clean  
water  
starts  
with me!**

PAGstorm.com

TUCSON  
CLEAN &  
BEAUTIFUL INC.

PAG  
Pima Association of Governments

In cooperation with PAG member jurisdictions.



## Magazine Ads

PAG has a variety of past "Clean Water Starts With Me!" ads available to use as templates in both English and Spanish. Graphics are available upon request.

**Clean water starts with me!**

De-pollute your commute:  
Fix your leaky vehicles

Direct stormwater runoff to green your landscape

Plant shade trees to encourage walking or biking

PAGstorm.com Pima Association of Governments

**¡El Agua Limpia Empieza Conmigo!**

- Reporte a quienes tiran la basura ilegalmente:  
(520) 622-5800 (Waste Dumping Hotline)
- contorneo de su paisaje para atrapar la lluvia

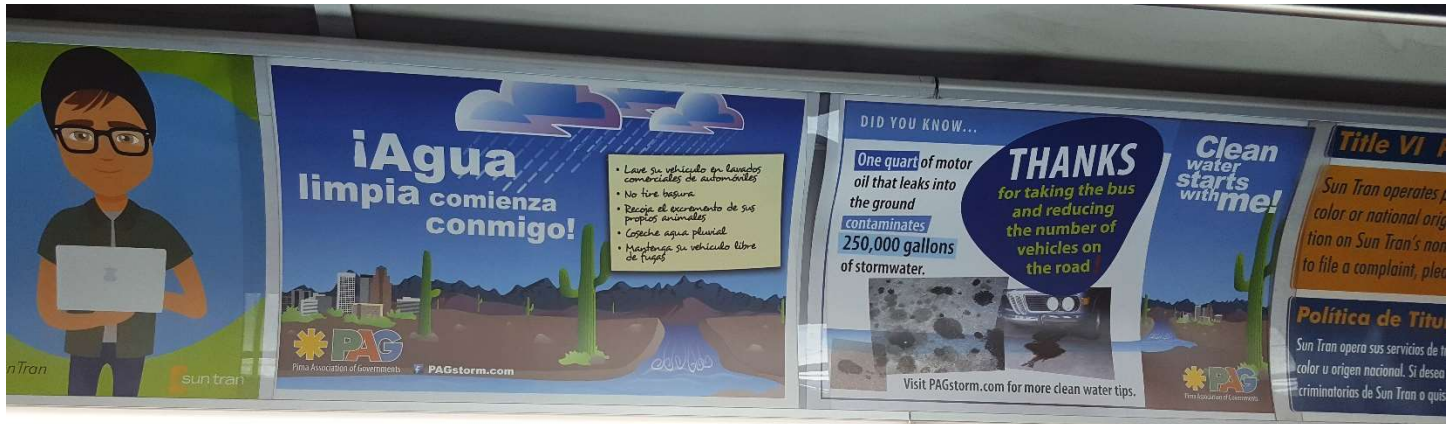
El trabajo de mantener el agua pluvial limpia y proteger nuestro desierto nos corresponde a todos.

PAG Pima Association of Governments PAGstorm.com



## Bus and Shuttle Interior Ads

Where available, bus and shuttle ads are a great way to reach commuters and to highlight the stormwater benefits of transit. The images below are examples of poster ads on the Sun Tran bus and Cat Tran shuttle. Graphics are available upon request.



**DID YOU KNOW...**

One quart of motor oil that leaks into the ground contaminates 250,000 gallons of stormwater.

**THANKS**  
for taking the bus and reducing the number of vehicles on the road!

**Clean water starts with me!**

Visit [PAGstorm.com](http://PAGstorm.com) for more clean water tips.

Pima Association of Governments

## Bus Benches and Shelters

Ads on bus benches and shelters in high-activity areas can reach users of all modes of transportation. Graphics are available upon request.



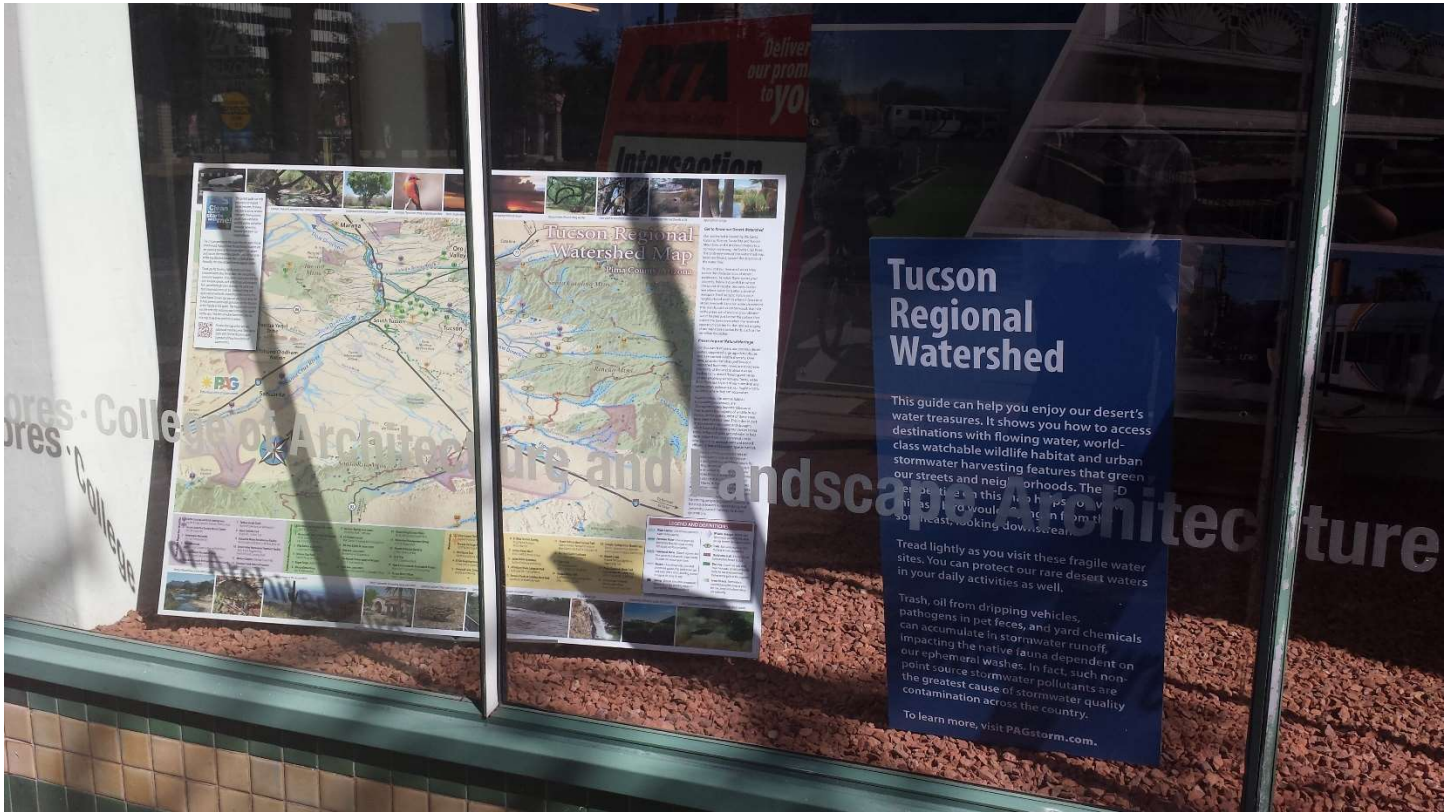
## Bus Wrap Ads

PAG has used bus wrap ads on Sun Tran buses to encourage the use of alternative modes of transportation for stormwater pollution prevention benefits. Graphics are available upon request.



## Window Displays

Graphics for window displays are available upon request. Previous examples below include displays at the Tucson International Airport and the University of Arizona.



## Vehicle Sunshades

PAG has used vehicle sunshades as special promotional items. Sunshades are long-lasting and can spread the clean water message anywhere the driver travels. Graphics are available upon request.



## Community Events

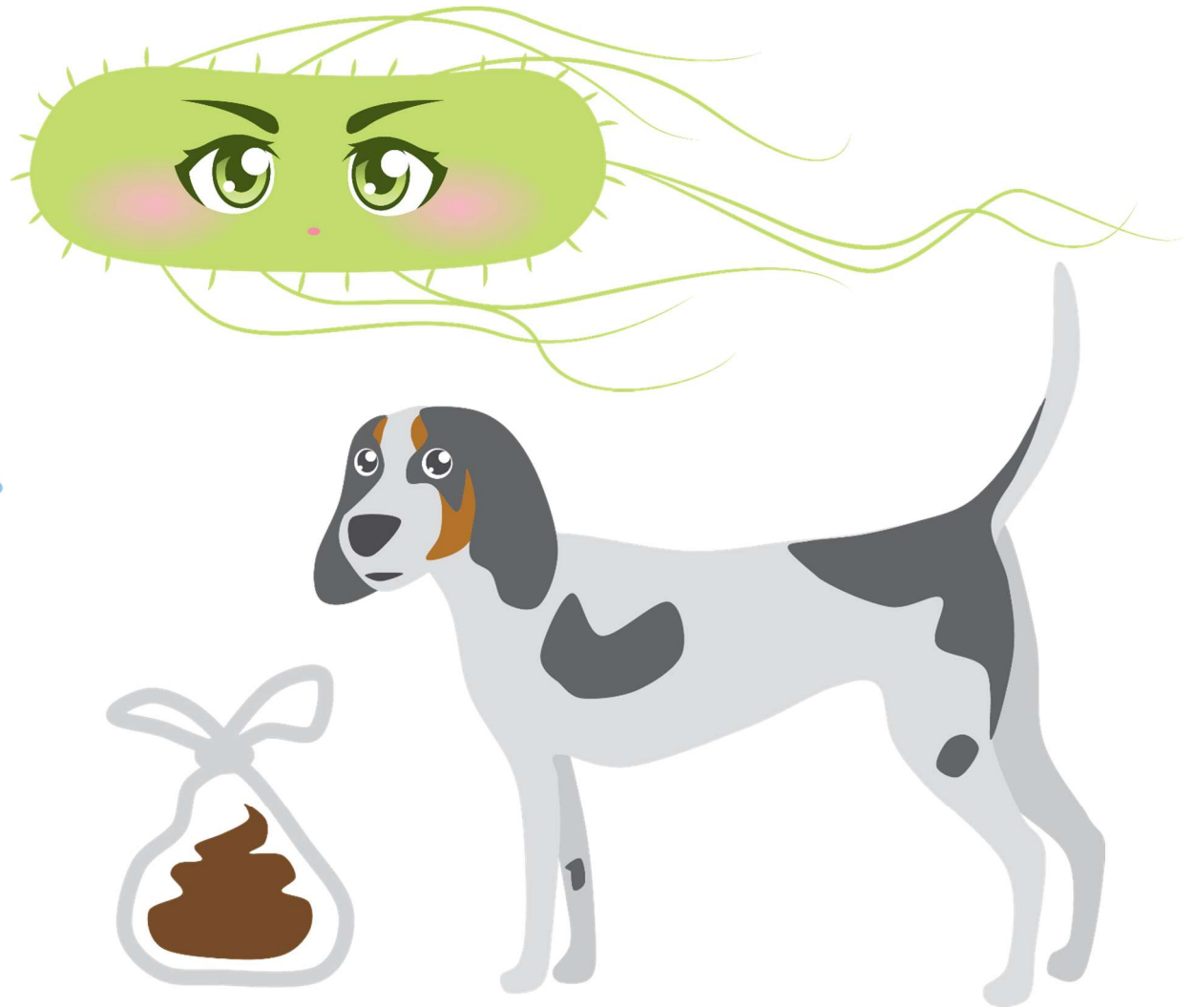
PAG has used a variety of informative displays and activities at community events throughout the region. Graphics, materials and instructions are available upon request.



# Stormwater Pollution Prevention Messaging

## Characters and Mascots

Raine Waters, Effie *E. coli*, and Lucy the Super Scooper are characters or mascots that have made appearances in PAG's promotional materials and displays. Graphics are available upon request.



## Messaging

PAG has used or tested the following calls to action in outreach and engagement activities. Pima County Department of Environmental Quality survey responses show that awareness of the “Clean Water Starts with Me!” campaign and slogan is associated with positive behaviors and stormwater knowledge. Additional slogans can be seen on the ads above. The most recent air quality and stormwater survey results are available here: <https://webcms.pima.gov/cms/one.aspx?portalId=169&pageId=59739>

**Clean  
water  
starts  
with me!**

**Be the  
solution to  
stormwater  
pollution**

**SAVE  
OUR  
STORMWATER**



# Additional Online Resources

## Clean Water Starts with Me! Public Outreach Resources

In addition to those already linked in this document, PAG has the following “Clean Water Starts with Me!” materials, videos and audio available upon request or on [youtube.com/PAGRegion](https://youtube.com/PAGRegion).

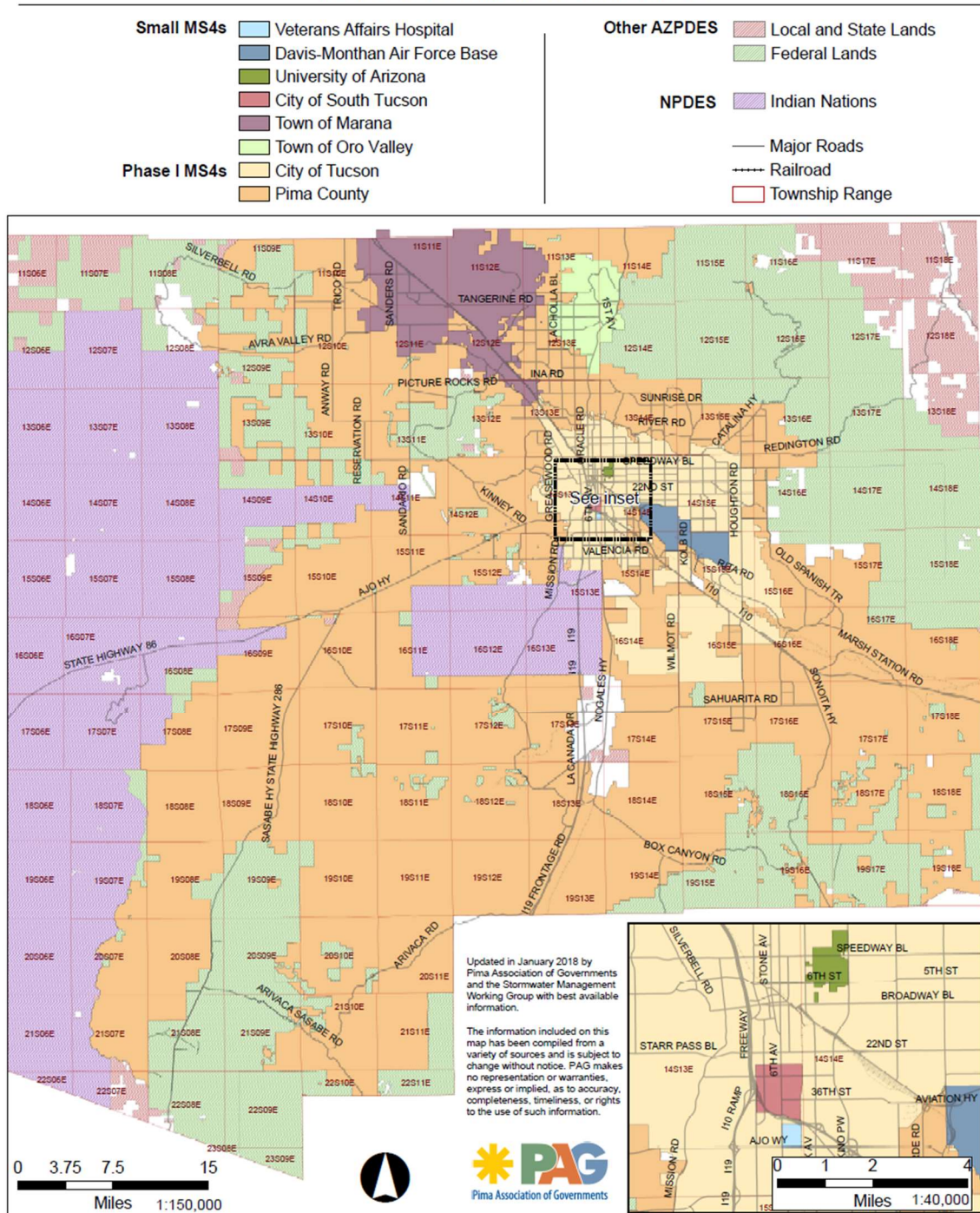
- Posters (digital copies only)
  - Cityscape Poster
  - Cityscape Poster, Spanish
- Brochures (digital copies only)
  - Campaign Brochure, 2009
  - Spanish Brochure, 2005
  - Water Footprint Bookmark
- Video
  - Clean Water Starts with Me! TV Commercial: [youtu.be/hG-0x4KjhTo](https://youtu.be/hG-0x4KjhTo)
  - Spanish Language PSAs: [youtu.be/b5j1\\_5NCMMM](https://youtu.be/b5j1_5NCMMM), [youtu.be/nZzSzxkZTmE](https://youtu.be/nZzSzxkZTmE), [youtu.be/ALuaFRv6zkE](https://youtu.be/ALuaFRv6zkE)
- Radio
  - Stormwater Pathways PSA
  - Spanish Language PSA
  - Storm Drain Dumping PSA
  - Lawn Chemicals PSA
  - Pet Waste PSA
  - Desert Washes PSA
- Stormwater Myth-Busting Infographics

## Construction Industry Resources

A document with links to information about stormwater regulations, BMPs, stormwater monitoring and past stormwater construction industry seminars is available at <https://pagregion.com/sustainability/water-quality/keep-our-water-clean/>.

- Map of MS4s in Eastern Pima County: <https://app.box.com/s/2axqkybgg3l6cxytk8s8vhfo81o1gg4y>

### Municipal Separate Storm Sewer Systems (MS4s) within Pima County AZPDES Stormwater Permit Areas



## Green Infrastructure Resources

- PAG's GI Page: <https://pagregion.com/sustainability/water-quality/green-infrastructure/>
- PAG Resiliency Planning Maps
  - Map: [gismaps.pagnet.org/PAG-GIMap/](https://gismaps.pagnet.org/PAG-GIMap/)
  - Info Sheet: <https://gismaps.pagnet.org/PAG-GIMap/Documents/GIToolInfoSheet.pdf>
  - Tutorial: <https://gismaps.pagnet.org/PAG-GIMap/Documents/GIMapTutorial.pdf>
  - Data Sources: <https://gismaps.pagnet.org/PAG-GIMap/Documents/GIToolDataSources.pdf>
- 2015 Resolution Supporting Green Infrastructure for Regional Vibrancy: <https://pagregion.com/wp-content/docs/pag/2021/05/2015-Green-Infrastructure-for-Regional-Vibrancy-Resolution.pdf>
- Local Low Impact Development (LID) Policy Inventory Report: [https://pagrtahost.kinsta.cloud/docs/2021/5/JCleveland\\_Internship-GSI\\_report\\_final.pdf](https://pagrtahost.kinsta.cloud/docs/2021/5/JCleveland_Internship-GSI_report_final.pdf)
- Local LID Policy Inventory Spreadsheet: [https://pagrtahost.kinsta.cloud/docs/2021/5/GSI\\_spreadsheet\\_mm\\_ma\\_9-2017.pdf](https://pagrtahost.kinsta.cloud/docs/2021/5/GSI_spreadsheet_mm_ma_9-2017.pdf)
- AutoCASE™ Beta Testing Project – Evaluation of GI/LID Benefits in the Pima County Environment
  - Introduction: [bit.ly/2SNlqSF](http://bit.ly/2SNlqSF)
  - Full Report: [bit.ly/3lvjzhY](http://bit.ly/3lvjzhY)
- LID Case-Study Map: [https://pagrtahost.kinsta.cloud/docs/2021/5/LID\\_CaseStudy\\_Inventory\\_Map\\_4315.pdf](https://pagrtahost.kinsta.cloud/docs/2021/5/LID_CaseStudy_Inventory_Map_4315.pdf)

