

Stormwater Program Annual Summary, Fiscal Year 2022-23

Pima Association of Governments (PAG), the metropolitan planning organization for the region, creates a variety of resources to assist in the stewardship of the region's watershed in Pima County. The following list of projects, accomplishments and metrics illustrates the impact of these efforts. PAG's Stormwater Management Working Group (SWMWG) and its member Municipal Separate Storm Sewer Systems (MS4s) use these resources in their outreach. PAG provides the metrics for inclusion in MS4 annual reports to the state, to supplement its stormwater outreach requirements.

Projects and Accomplishments:

- As a member of the Santa Cruz Watershed Collaborative (SCWC), PAG assisted in planning and facilitating the SCWC's 12th semiannual forum, with a theme of Regional Drought Planning. On March 29, 2023, PAG water staff led a field day mapping survey to identify green stormwater infrastructure (GSI) opportunities along the Chuck Huckelberry Loop near the confluence of the Rillito River, Tanque Verde Creek and Pantano Creek. For the conference day on April 6, 2023, PAG water staff helped to create awards and signage for case studies and leaders in low impact development and green infrastructure and facilitated a breakout group on creating guidance to retrofit landscapes to support existing trees with new stormwater features. GSI strategies and opportunities were also covered through panel discussions and lightning round presentations during the forum.
- PAG's [Stormwater Outreach Toolkit](#) has outreach templates and imagery to encourage cohesive use by all the local jurisdictions and increase public recognition. These tips and downloadable resources encourage ongoing stormwater pollution prevention by the public, educators, and stormwater professionals.
- PAG's [Construction Industry Resources](#) guide provides links to important resources for construction industry professionals, including regulatory guidance and permit information, inspection checklists, guidance for stormwater management practices, training opportunities, and presentations from past construction industry stormwater seminars hosted by PAG.
- PAG's pet waste-themed decals posted throughout the region continue to encourage community members to clean up after their pets as a stormwater pollution prevention measure. Jurisdictions and community partners display the decals on pet waste stations and signage along the Chuck Huckelberry Loop regional multiuse trail, in public parks, and in neighborhoods.
- PAG maintained its [Resiliency Planning Maps](#), an interactive online tool supporting education, integrated regional planning efforts, and public initiatives. Data layers include surface temperature, cooling centers, tree canopy coverage, stormwater pathways, and water

quality sampling sites. Pageview metrics are not available for fiscal year 2022-23, but the tool continues to be used by PAG, its member jurisdictions, and community organizations.

- Appendix A of PAG’s [2020 Areawide Water Quality Management Plan \(208 Plan\)](#) is updated annually with regional stormwater quality conditions provided by PAG members and includes a strategic action plan to address these and other regional water quality issues.
- PAG continued to emphasize stormwater pollution prevention and related topics through PAG’s Environmental Planning Advisory Committee (EPAC), Watershed Planning Subcommittee (WPS), and SWMWG meetings, listserv communications, social media, and other online resources, all open to the public. SWMWG members were invited to relevant committee meetings.
- PAG coordinated meetings and presentations on green stormwater infrastructure and low impact development with academic, community and professional groups, including the Low Impact Development Working Group and SCWC.

PAG Stormwater Program Metrics:

<i>Communication or Resource</i>	<i>FY 2022-23 Impressions</i>
• Emails to WPS and EPAC ¹ (stormwater-related topics)	1,579
• Stormwater-related posts on PAG social media (Facebook, Twitter)	1,237
• PAG stormwater and green infrastructure webpages	486
• EPAC, WPS & SWMWG meetings ² (stormwater-related topics; 5 meetings)	412
• Emails to PAG’s stormwater listservs ³ (SWMWG, MS4s)	164
• Print materials distributed at meetings and events	23
Total Impressions: 3,901	

¹ Calculated by multiplying the number of emails sent by the number of people on the email lists.

² Includes views of meetings broadcast via YouTube.

³ See footnote 1.