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For immediate release
Contact: Sheila Storm, 792-1093

PAG launches annual ‘Clean Water’ campaign
As the monsoon season, now officially under way, generates rainstorms, Pima Association of Governments’ “Clean Water Starts With Me” campaign reminds people to help keep our stormwater clean.

The campaign encourages everyone to do their part to prevent pollutants from accumulating in water that ends up in fragile desert washes. How? Well, as stormwater flows into streets and is transported to storm drains, the runoff passes through yards, sidewalks or driveways where it can pick up urban pollutants. You can prevent urban pollutants from making their way into stormwater runoff by doing the following:

- Fix leaky vehicles
- Properly dispose of used oils or leftover chemicals at household hazardous waste sites
- Never dump waste in storm drains or washes
- Harvest stormwater to green our streets and neighborhoods
- Pick up where your dog left off
- Get to know your neighborhood wash
- Use yard chemicals sparingly and never before a storm
- Don’t litter

You may not realize that after stormwater deposits into storm drains, it flows untreated directly to desert washes. This is significant because our water courses, despite their seasonal nature, are rare corridors that the majority of wildlife depends on for quality water and their survival.

This year’s campaign emphasizes the close relationship between water quality and transportation. Many people may not know that leaky vehicles, cars washed in the street, break and tire residue, and improperly disposed of motor oil are all contributors to stormwater pollution. PAG encourages using alternate forms of transportation and responsible car maintenance to help keep our water clean.

Transportation features such as neighborhood intersection roundabouts are designed to collect

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stormwater that can lead to multiple benefits. Not only do roundabouts calm neighborhood traffic for pedestrians and bikes, they also are used to filter and purify water in small, manageable water harvesting areas. The harvested water is used to irrigate trees, which help cool the neighborhoods. This, in turn, prevents stormwater runoff from potentially picking up pollutants on the way to the storm drain. Stormwater managers call this system of green, living streets, low impact design (LID).

PAG’s Stormwater Management Working Group, composed of all the local jurisdictions, has worked together for nearly a decade to share this cohesive message across the region to prevent stormwater pollution.

Remember that anything left on the land can end up in the water when the rains come. Share your awareness with others. Be on the lookout for our multi-media outreach campaign from July through September, provided in both English and Spanish.

Learn more about “Clean Water Starts With Me” at [www.PAGstorm.com](http://www.PAGstorm.com) or find us on facebook.

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