



June 5, 2013

Andrew Quigley, Director
Environmental Services
City of Tucson
2440 W. Sweetwater Drive
Tucson, AZ 85705-6947

Dear Mr. Quigley,

Pima Association of Governments would like to collaborate with the Household Hazardous Waste Program in FY 2013-14 through the PAG Stormwater Program outreach campaign, Clean Water Starts With Me, to help co-promote each other and share information.

The Clean Water Starts With Me campaign conducts regional outreach on behalf of PAG member jurisdictions through its Stormwater Management Working Group. The annual outreach and education helps jurisdictions and the construction industry meet state and federal regulatory requirements. This year, the Clean Water Starts With Me theme focuses on proper disposal of household hazardous waste to keep it from contaminating stormwater.

Through this collaboration, HHW and the PAG Clean Water program would respectively benefit as outlined below:

Benefits to HHW program:

- HHW disposal messaging will be included in the Clean Water Starts With Me campaign materials and advertising where space is available. (Print ads, radio, etc.) The Clean Water outreach program has a FY 2013-14 budget of \$24,000 with an annual campaign reach of more than 250,000 people in the region.
- The HHW logo, program link and program description will be added to the Clean Water Starts With Me website.
- HHW brochures will be distributed with Clean Water outreach materials at events that PAG's Sustainable Environment Program attends (3 to 5 events per year).
- HHW news releases will be forwarded to PAG's distribution list (list includes PAG member committees, chambers, business groups, community groups, downtown groups, and other organizations and individuals).
- HHW information, including HHW monthly collection events and the Do More Blue Facebook page, will be promoted through the Clean Water Starts With Me website, Facebook page and PAG's other social media outlets.
- PAG/Clean Water Starts With Me will help promote HHW several regional collection events with a PAG-issued news release, web and/or Facebook postings.
- Clean Water Starts With Me will include the HHW name or logo in Clean Water outreach news releases as appropriate.
- PAG will include at least one article on the HHW program in its quarterly PAG Regional Objective newsletter.

Benefits to PAG/Clean Water Starts With Me:

- HHW distributes Clean Water outreach campaign information (informational card/watershed map/trash bags) and displays a Clean Water outreach banner or sign during the HHW collection events when possible.
- HHW features the Clean Water campaign on the HHW website with a link and logo and will share info through the Tucson Do More Blue Facebook Page
- HHW distributes Clean Water brochures at HHW main collection facilities.
- HHW shares data with Clean Water on the number of people reached in each jurisdiction for PAG's use in the Stormwater Program's annual stormwater reports.
- HHW and its affiliated programs shares Clean Water Starts With Me messaging, when applicable and possible, in newsletters, press releases and the like.

We also will consider future opportunities to collaborate with HHW as new programs develop.

Thank you for considering this request, which was developed by PAG and HHW staff. We look forward to hearing from you on your acceptance. If you have questions or concerns, please contact Mead Mier, PAG's senior watershed planner, at mmier@PAGregion.com or 792-1093.

Sincerely,



Cherie Campbell
PAG Interim Executive Director

cc: Claire Zucker
Mead Mier
Sheila Storm
Fran LaSala
Frank Bonillas