

**Snohomish County
CY 2020 Annual Report
Attachment for Question 77a
Elements of Regional Public Education Program Used by Snohomish County**

Snohomish County’s local implementation of regional program elements included the following.

2021 Puget Sound Starts Here (PSSH) regional Digital and Social Media Advertising Campaign

The County participated in the regional 2021 PSSH Month advertising campaign September 20 through October 31. PSSH is designed to build awareness of stormwater issues for the general public. Building upon the 2020 general awareness online video campaign, the 2021 campaign focused on Car Care.

In 2021 the PSSH campaign began to shift to connection and drive users to the PSSH website for specific vehicle education information and encourage completion of an educational quiz.

Primary Targets:

- Adults 18- 64
- 50/50 male/female
- Up to 50% to low income
- Languages: English, Spanish, Korean, Vietnamese (non-English languages were in-language subtitles and linked to in-language browsers)



Secondary Targets:

- Limited English
- No High School Diploma
- People of Color/Identify Ethnic
- People living in poverty
- Transportation Expense
- Affordable Housing (> 30% of income) Unemployed

Users viewing of videos was trackable by zip code. Campaign outcomes for zip codes within the greater Snohomish County geographic area:

2021 PSSH Digital & Social Media Video Advertising Campaign Total Users within Snohomish County ZIPCODES					
Browser Language	Impressions Won	Audio/Video Starts	100% Complete	% of all starts viewed to completion	Clicks
<i>Description</i>	<i># times ad served to users</i>	<i># times video started</i>	<i>video viewed to completion</i>		<i># times viewers clicked on an ad</i>
Display & Native English	400,745	36,610	18,923	52%	317
English - Video	202,735	190,913	99,063	52%	102
Spanish	31,892	30,122	21,766	72%	49
Korean	35,013	34,293	24,904	73%	23
Vietnamese	35,359	35,015	27,589	79%	52
Grand total	705,744	326,953	192,245	59%	531

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2021 Holiday Septic System Care – Social Media Posts

Thurston County Public Health developed a series of social media posts focused on holiday septic system messaging for Twitter, Facebook and Instagram.

Snohomish County adapted the messaging for posting onto Facebook and NextDoor, targeting unincorporated areas of the County.

Message	Date posted	Social Media	Impressions	Engagements	Comments	Shares	Clicks
Extra holiday guests can overload your septic systems... (laundry graphic)	12/23/2021	Facebook	923	16	0	1	3
		NextDoor	2598	5	0	NA	NA



Message	Date posted	Social Media	Impressions	Engagements	Comments	Shares	Clicks
Avoid a septic failure this holiday – let your guests know how to protect your system (toilet graphic)	12/28/2021	Facebook	2077	78	2	4	43
		NextDoor	2033	1	0	NA	NA



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Urban Watershed Sign Maps, regional awareness campaign implemented locally at eight County Parks

In 2021, the regional Urban Watershed Sign Map displays continued to be sponsored by Snohomish County at eight (8) Snohomish County Parks.

The Urban Watershed Sign is an informational display map of the Cedar-Sammamish and Duwamish-Green basins or watersheds. Snohomish County's sponsored locations are in eight County parks within its unincorporated portion of the Cedar-Sammamish watershed. These parks include: Lake Stickney Park, Logan Park, Martha Lake Park, McCollum Park, Miner's Corner Park, North Creek Park, Paradise Valley Conservation Area, and Tambark Creek Park.



Messages on the display sign maps are designed to build awareness of stormwater issues and pollution prevention targeting the general public, including school-age children. Specific stormwater issue messages on the displays include:

- Only Rain Down the Drain!
 - Avoid using pesticides and chemical fertilizers
 - Wash your vehicle at a commercial car wash
 - Scoop pet waste, bag it and put it in the trash
- Maintain your car by fixing vehicle leaks
- Teach the next generation
- Promotion of stewardship opportunities