

Don't Drip & Drive



Don't Drip and Drive Campaign

In 2013, STORM completed Phase 1 of the Don't Drip & Drive Campaign, a behavior change program to encourage vehicle owners to inspect their vehicles for leaks, as well as to provide incentives for fixing leaks.

This pilot project tested different strategies for reducing vehicle leaks that contaminate stormwater runoff. Over 22 STORM member jurisdictions from across the Puget Sound region collaborated to complete Phase 1. Department of Ecology grants to City of Seattle and King County supported the campaign.

The campaign received a Totem Award for demonstrating excellence in public relations, a gold MarCom award in the category of Integrated Marketing, and special recognition in the 2013 Puget Sound Partnership State of the Sound Report.

The pilot included a three-tiered strategy:

1. **Free leak inspection and discount on repairs:** STORM partnered with Automotive Services Association (ASA) to provide free vehicle inspections and 10% discounts to fix leaks during the campaign at participating repair shops.
2. **Vehicle leak inspection blitz events:** STORM member jurisdictions conducted vehicle leak inspection blitzes at local businesses, universities, municipal and agency parking lots, and at other events.
3. **Vehicle leak workshops:** Over 60 auto leak workshops were offered to Puget Sound vehicle owners to educate and empower vehicle owners to properly care for their vehicle.

The pilot campaign was a tremendous success! A few highlights include:

- 80+ ASA member repair shops participated in the campaign, establishing a strong partnership with the auto repair industry
- 7,000+ vehicles were inspected for leaks by ASA and at vehicle leak inspection blitz events.
- 2,000+ vehicles were found to have leaks.
- 700+ vehicles had leaks repaired.

A special thank you to the Don't Drip and Drive Steering Committee, who helped shape the campaign:

- King County
- Snohomish County
- City of Seattle
- City of Bothell
- City of Redmond
- Futurewise
- Department of Ecology

Next Steps

In late 2013, Pierce County, on behalf of STORM, received a grant for phase two from Department of Ecology. In 2014, STORM will partner with the King County ECO Net and Washington Stormwater Center. They will work to refine and expand the campaign, as well as to evaluate the effectiveness of different promotional strategies aimed at encouraging vehicle owners with leaky vehicles to fix them promptly.

For more information, contact Tiffany Odell, Pierce County, at todell@co.pierce.wa.us



The Don't Drip and Drive team and amazing volunteers tested XX cars at the LOCATION Boeing event on DATE.



UW, Bothell, volunteer fills out an information card telling a vehicle owner they have a leak.

Vehicle Leaks Near Term Action

Starting in 2012, a Vehicle Leak Near Term Action Committee comprised of members from STORM, Ecology, Puget Sound Partnership, non-profit organizations and industry representatives was convened. They are tasked with developing programmatic and policy recommendations to the Washington State legislature on effective measures that can be taken to address the impact of leaking vehicles on water quality. In 2014, the committee will be developing specific strategies to support each of the priority action areas listed below:

1. Encourage owners to fix leaky vehicles, including expansion of the Don't Drip & Drive behavior change campaign, in addition to other strategies,
2. Encourage the auto industry to innovate further technical solutions that minimize leaks, and
3. Encourage innovation and construction of LID and other stormwater systems that minimize the impact of pollutants entering the storm system.

For more information, contact Doug Rice, King County, at Doug.Rice@kingcounty.gov



Kitsap County IDDE Hotline Grant

In 2013, Kitsap County and the West Sound Stormwater Outreach Group wrapped up the Regional Water Pollution Reporting Hotline GROSS Grant project. Kitsap County, in partnership with the cities of Poulsbo, Bainbridge Island, Bremerton and Port Orchard uses the County live call center (Kitsap 1) for the centralized regional water pollution reporting hotline number to serve all area residents. The project developed a strategy to promote reporting hotlines. A graphic illustrator was hired to create an eye-catching promotional ad template that would have a consistent look and message. The ad was then adapted for use

in a variety of venues. Results show that water pollution reporting calls to Kitsap 1 from the public nearly doubled in 2013. This project helped elucidate effective strategies to encourage the public to identify and report illicit discharges.

For more information, contact Jayna Ericson, Kitsap County, at jericson@co.kitsap.wa.us

STORM Symposium

The third annual STORM Symposium was another great success. Over 80 people from regional jurisdictions, non-profits, business, and state organizations attended. A keynote presentation on urban stormwater runoff toxicity and solutions kicked off the day, and six breakout sessions were available on the following topics:

- Evaluation/Measuring Outcomes
- Business Outreach
- Environmental Stewardship
- IDDE Outreach
- Partnership- Grant Challenges and Opportunities
- Partnerships- Model Options

A big thank you to all the presenters, vendors, and attendees! As requested in 2012, the symposium was extended to a full-day event which people appreciated.

If you are interested in joining the 2014 symposium planning committee, contact Janet Geer, City of Bothell, at janet.geer@ci.bothell.wa.us

Best Management Practice Prioritization Process

In 2013, STORM began developing a plan with the Puget Sound Partnership and the Puget Sound Salmon Recovery Council to revisit and revise the stormwater outreach best management practices (BMPs) selection process, first conducted by STORM in 2009. The STORM process to rank stormwater BMPs will work in conjunction with a separate but parallel process with regional salmon conservation outreach efforts to ensure that our results are aligned as much as possible. This process will help build and strengthen STORM's partnership with salmon recovery efforts. This ranking will help ensure that the issues we choose to tackle are:

- relevant to the pollution issues facing our environment,
- strategic from a marketing perspective, and
- can be supported by funding agencies.

The process will occur over 2-3 meetings in the first and second quarter of 2014. Its success will rely on participation from STORM members and their colleagues who respond to spills and illicit discharges and/or have expertise in the area of water quality monitoring or modeling.

For more information, contact Peter Holte, City of Redmond, at pholte@redmond.gov



Storming the Sound with Salmon Project

The City of Federal Way received a grant from Department of Ecology to develop a stormwater education program in partnership with the Federal Way School District: Storming the Sound with Salmon. The project created a stormwater education program aligned with state learning standards that can be implemented by schools or municipalities throughout the Puget Sound region. Federal Way was awarded a second grant from Department of Ecology to expand the program in 2013-2014.

For more information, contact Hollie Shilley, City of Federal Way, at hollie.shilley@cityoffederalway.com

Changes to STORM's Core Team

In 2013, two long-time members of STORM's Core team had to step down, Kathy Minsch, Seattle Public Utilities (SPU), and Peter Holte, City of Redmond. We are so grateful for their contributions to the growth and success of STORM thus far. Core added four new members in 2014: Miles Mayhew (SPU), Betsy Adams (Kirkland), Challis Stringer (Mukilteo) and Leah Grassl (Lynnwood). In mid-2014, we will lose another of our founding members, Doug Rice, King County, to retirement.

We are grateful to all of the STORM Core team members who have served in the past for lending their time and expertise to improve stormwater outreach in the region. The fact that the core team has changed hands so many times and that STORM membership and participation continues to grow is a testament to the viability and the longevity of this organization. We look forward to serving you in 2014 and beyond with successful programs, trainings, discussions, sharing, and networking opportunities.

For more information about Core, contact Janet Geer, City of Bothell, at janet.geer@ci.bothell.wa.us

THANK YOU

Thank you to all the jurisdictions and Washington state agencies who help make STORM successful by giving input, promoting Puget Sound Starts Here, collaborating and working throughout the Puget Sound region to prevent water pollution.