

# 2012 STORM Annual Report

## Mark Your Calendar for 2013 STORM Activities!

- 9:30 -12:30 p.m., February 14th, STORM Meeting in Everett

### APRIL

- Puget Sound Starts Here Phase 2 campaign launch
- Vehicle Leaks campaign launch

### MAY

- Puget Sound Starts Here Month
- 9:30-12:30 p.m., May 2nd, STORM Meeting in Bellevue
- 6:10 p.m., May 11th, Puget Sound Starts Here Night at the Mariners
- 9:30-12:30 p.m., September 12th, STORM Meeting in Tacoma
- November 14th, STORM Symposium in Bellevue



## Puget Sound Starts Here Month

May 2012 kicked off the first annual Puget Sound Starts Here month. Governments, non-profits, and businesses worked together to promote Puget Sound Starts Here across the region. Highlights included:

- More than 100,000 coasters and 50,000 coffee sleeves used at more than 200 businesses around the Sound
- 40 public events posted to the Puget Sound Starts Here calendar
- Almost 900 tickets sold to the first annual PSSH Night at the Mariners
- Almost 650 people played the PSSH trivia game on their mobile phones at the Mariners game
- PSSH movie theater ads played in 14 theaters on 131 screens for about 1.5 million views by movie theater goers

A survey of PSSH partners after PSSH month found that people thought the promotion was worthwhile and should be repeated. The 2013 Puget Sound Starts Here Month planning committee met in October, and has already begun planning for the next big effort. Watch your email for announcements about how you can get involved.

For more information, contact Tiffany O'Dell, Pierce County, at [todell@co.pierce.wa.us](mailto:todell@co.pierce.wa.us)

## STORM Participation in 2012

At the end of each year, STORM members are asked to fill out a survey reporting their participation during that year in STORM. So far, 25 jurisdictions have completed the 2012 survey. Based on those numbers and other tracking:

*Survey results (25 jurisdictions who completed the survey)*

- Almost all produced or distributed materials with the PSSH logo in 2012
- Most posted at least 4-6 publications with the PSSH logo in 2012
- Ten jurisdictions are still using PSSH commercials in local media
- Most evaluated pet waste, natural yard care or vehicle maintenance for NPDES permit compliance
- Spent 4,585 hours on STORM related topics and over \$90,000 in 2012
- All of those surveyed find STORM to be a valuable group that provides ideas, promotes sharing, and offers expertise and education in program outreach



## Stopping Vehicle Leaks GROSS Grant

STORM received a Grant of Regional or Statewide Significance (GROSS grant) in 2012 to develop a regional education and behavior change campaign to reduce vehicle leaks that contaminate stormwater runoff. STORM is working with partners across the region on this effort.

The campaign will launch in April 2013. The primary strategy is a multi-media campaign to encourage vehicle owners to have their vehicle inspected for leaks. Automotive Service Association (ASA) member shops will provide free vehicle inspections and discounts to fix leaks during the campaign.

Jurisdictions throughout the region may participate in the campaign to fulfill NPDES permit requirements. The City of Seattle and Department of Ecology will continue certain elements of the campaign into 2014.

STORM is also coordinating with related auto leak prevention campaigns:

- The City of Seattle is hosting over 60 workshops for vehicle owners to learn how to prevent leaks.
- The King County ECO Net is developing a vehicle leak detection program.

For more information, contact Stef Frenzl, Snohomish County, at [stef.frenzl@snoco.org](mailto:stef.frenzl@snoco.org)

## Storming The Sound With Salmon GROSS Grant

The City of Federal Way received a GROSS grant to work with public schools to develop a pilot program to introduce and expand stormwater education with 4<sup>th</sup>-6<sup>th</sup> graders. The project goal is to use the “salmon in the classroom” concept along with curriculum aligned with Washington State standards-based science curriculum. A stormwater education/salmon rearing tank display, classroom curriculum, and assessment materials are being developed as the vehicles for integrating stormwater issues and impacts into classroom science curriculum. Teachers from participating schools will collaborate to develop the curriculum and assessment materials and receive training on implementation of the pilot program. Thirteen schools in Federal Way have been selected to participate in the pilot program.



For more information, contact Hollie Shilley, Federal Way, at [hollie.shilley@cityoffederalway.com](mailto:hollie.shilley@cityoffederalway.com)

## Kitsap 1 - Regional Water Pollution Hotline Gross Grant

Kitsap County was awarded a GROSS grant to promote a regional non-emergency water pollution hotline that services Kitsap County and the cities of Bainbridge Island, Poulsbo, Bremerton, and Port Orchard. The grant will support research, message development, testing, and evaluation. This project is using social marketing strategies to increase pollution reporting by residents. This project will result in a better understanding of how to communicate with the general public about stormwater issues and reporting illicit discharges and develop materials and strategies to increase use of water pollution hotlines. These resources and strategies can be used by permittees across the state to increase water pollution reporting.

For more information, contact Jayna Ericson, Kitsap County, at [jericson@co.kitsap.wa.us](mailto:jericson@co.kitsap.wa.us)



## Tacoma and Puget Sound Partnership Work Together on Puget Sound Starts Here Month

Alicia Lawver (formerly City of Tacoma, now with PSP) and Rae McNally (Puget Sound Partnership) teamed up for Puget Sound Starts Here Month fun, hitting farmers markets and other events in Tacoma with their PSSH Prize Wagon. Scoopy Doo and a remote control orca drew attention from crowds, while the team handed out PSSH gear, including beach blankets, beach balls, and umbrellas. The City of Tacoma also sponsored a local “Chalk Off” asking chalk artists to decorate Tacoma’s streets with PSSH themed chalk art. The results were very impressive.

## SOGgies Partner for Puget Sound Starts Here Month and Program Evaluation

The SOGgies group (Bothell, Bellevue, Clyde Hill, Issaquah, Kenmore, Kirkland, Lake Forest Park, Mercer Island, Newcastle, Redmond, Sammamish, Seattle, and Shoreline) worked together in 2012. Projects included conducting a phone survey and evaluation report, placing newspaper ads for PSSH month, and completing bulk purchases of PSSH items such as stickers, pencils, and erasers. Have you thought about joining forces with other jurisdictions in your area? Those who have are showing great success in leveraging funds to accomplish tasks too large for one jurisdiction to take on. NPDES permit language in the 2013-2018 phase one and two permits has been added to include credit for participation in regional programs. This might be a great way to get more done locally with fewer resources for the benefit of all involved.

## Get Ready for the Next Phase of Puget Sound Starts Here!

When the Puget Sound Starts Here campaign launched in September 2009, it was already the most far-reaching campaign of its kind ever launched on behalf of Puget Sound. Since then, more than 800 local organizations and agencies have used the brand to reduce pollution and protect the natural environment of the Northwest. It has also become a model for similar efforts across the country.

In April 2013, Puget Sound Starts Here will launch a completely revised website, mobile and smartphone compatibility, and a new approach to public engagement. While many environmental campaigns focus on telling residents what to do, this new approach will focus on boosting pride in Puget Sound and the culture of the Northwest. Promotions will include stories about the culture, people and landscape of the Northwest - one of the most coveted places in America to call home.

The campaign will be less focused on conventional routes than in past years. The new multi-modal campaign will provide interesting stories and resources like local places to explore and recipes that will keep users coming back for more, while still including the messages that are important to improving the health of Puget Sound. The pollution prevention and habitat practices we want residents to adopt are all still there, but now they are portrayed in the context of peoples’ lives.

The planning team, which includes STORM members, Puget Sound Partnership, members of the ECO Network, the EPA, and the marketing firm EnviroMedia, have been working on campaign development for nearly a year. Budget restrictions and the changing ways that people get information influenced the planning team to choose a multi-media approach over conventional TV ads.

“Television advertising certainly has its place, but it remains an expensive and somewhat shallow option,” said Dave Ward of the Puget Sound Partnership. “Other electronic media now offer a growing range of opportunities to reach our residents in a more meaningful way. Taking care of this place we call ‘home’ is about as meaningful as it gets.”

For more information, contact Dave Ward, Puget Sound Partnership, at [dave.ward@psp.wa.gov](mailto:dave.ward@psp.wa.gov)

## STORM Work Plans

In early 2012, more than twenty STORM members worked together to finalize the STORM Strategic Plan and develop STORM's 2012 work plan. The work plan helped address uncertainties that arose, because grant funding had ended 2011, allowed STORM members to plan ahead for efforts they wanted to be involved in, and prioritize actions based on the needs of STORM members.

As a result, STORM was able to accomplish most of what was laid out in the work plan (12 of 16 items) and will continue work on many items in 2013. Two topics that arose in the strategic plan that were not accomplished in 2012 were the need to develop a funding strategy to keep STORM viable and a need to revisit pollution issues in Puget Sound and prioritize outreach for those issues. These topics will be included, along with many others in the 2013 work plan. A work plan and strategic plan subcommittee met in early January and will present the 2013 work plan at the February 2013 STORM quarterly meeting.

For more information, contact Peter Holte, City of Redmond, [pholte@redmond.gov](mailto:pholte@redmond.gov)

## STORM Symposium 2012

STORM's Symposium in November was a huge success. It was attended by many jurisdictions from all over the region. Four break-out sessions were available, along with large group topics.

- NPDES Permit updates from Department of Ecology
- Puget Sound Action Agenda update from Puget Sound Partnership
- Youth Education panel
- Using Newsletters and Social Media panel
- Using Research to Design Successful Outreach Programs panel
- Environmental Stewardship Programs panel

Thank you to presenters and attendees! A post-Symposium survey indicated that most STORM members would like to see the Symposium expanded to a full-day event. A STORM subcommittee will begin work on planning the 2013 Symposium in the summer. Mark your calendar now for the 2013 Symposium on November 14th at Bellevue City Hall. If you are interested in joining the 2013 Symposium planning committee, please contact Tiffany O'Dell, Pierce County, at [todell@co.pierce.wa.us](mailto:todell@co.pierce.wa.us)

## About STORM

STORM is the acronym for Stormwater Outreach for Regional Municipalities. We are a coalition of city and county governments working together to improve water quality in our lakes, rivers, streams, and Puget Sound by meeting outreach requirements from the federal Clean Water Act.

**STORM's Vision:** People living and working in our communities take actions that protect water quality within the Puget Sound Basin.

**STORM's Mission:** Work together with regional partners to address polluted runoff by advancing broad-scale behavior change.

To subscribe to our email list, email Tiffany O'Dell at [todell@co.pierce.wa.us](mailto:todell@co.pierce.wa.us)

## THANK YOU

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