

Announcements

- GROSS Grant awards delayed
 - Ecology waiting for final budget approval from legislature in order to release awards
- STORM Coordinator position update
 - STORM Core submitted proposal to Ecology for position and for repository, proposal was favorably received
 - Ecology still looking into how to fund position-may not use capacity funds
 - Ecology is open to having a larger discussion regarding regional funding education and outreach (similar to regional monitoring)
 - KC/Mary looking into how to create framework for online repository
- Ecology open to discussion regarding education and outreach section of new permit, starting January 2016
 - Mindy (Kitsap) suggested acting as a caucus with representation of all sizes of phase 1 and 2's
 - STORM core to discuss what a STORM caucus might look like, will send invitation to STORM members to participate
- STORM Symposium – @ Brightwater Center (Woodinville) Thursday, November 4
 - **First workgroup meeting – Tuesday, 9/22 at Bellevue Library Room 4**
 - Suggested keynote topics
 - Impact of drought on stormwater
 - Red tide, algae blooms
 - Climate change impact on stormwater
 - Ocean acidification
 - Algae blooms in lakes
 - Water quality-nutrient loading
 - Why- of what we're doing for elected officials
 - Suggested breakout session topics
 - DumpSmart
 - Mobile business
 - LID for areas that don't infiltrate well
 - LID in commercial development
 - LID maintenance
 - Working with LID-focused retailers & contractors
 - Use and storage of toxics
 - Eco Pro
 - Rebate programs
 - Effectiveness programs
 - Small city collaboration
 - Volume impacts of stormwater
 - Using residents as outreach tool
 - Program evaluation- measuring behavior change
 - Roadmap, other groups focused on stormwater – what are they doing? How to better work together?
 - How to meet permit compliance
 - School programs (WA green schools, field-based learning, etc)

- Working with residents as outreach staff/educators/stewards (and working with nonprofits to manage)
- Revitalizing long standing programs
- Dumpsters, compactors, grease bins
- Communicating with atypical audiences
- 1st steps in reaching new audiences
- Communicating/messaging – taking out the jargon/shoptalk
- Chinook Book
- Informed consent
- Lakes- the forgotten water body
- Interpretation methods
- Reaching out to the latino audience

STORM Member Material Sharing

- Edmonds- ECOSSE
- Kitsap
 - new booklet, “Enhance Your Yard,” created based on SPU’s Rainwater Management booklet (available on cleanwaterkitsap.org)
 - inspectors have BMP-specific fact cards that they can give out at inspections
 - Courthouse displays- look for outreach opportunities in unusual places
- Sammamish
 - Kokanee/clean water challenge, contracted with Triangle Associates to provide 4/5 graders with salmon and stormwater education, challenge between students and city staff – get a red fish posted on a wall at City Hall (compete to see who can get the biggest school of kokanee)
- Issaquah
 - “We Walk the Talk” program focused on internal operations
 - 2 IPM trainings, looking to create new IPM policy
- Monroe
 - 7 porous concrete streets, continued education on maintenance
 - PW crews wear PSSH t-shirts
- Bellevue
 - Soggies working with Seattle Times on Newspapers in Education (seattletimes.com/nie) to create stormwater education inserts. Each participating jurisdiction billed individually
 - 9/16 – full page ad re charity car washes, 10/1 - 8-page insert
- Snohomish County
 - LIO coordinator proposing to add a STORM seat to LIO
 - Lakewise certification program (lakewise.org)
 - Natural yard care training for Master Gardeners (10/1, 8, 15, 29) open to STORM jurisdictions (if able to commit to ALL trainings). Contact Peggy Campbell (peggy.campbell@snoco.org)
 - Sno County worked with Olympia and Pierce County to create a series of short natural yard care videos, starring Ladd Smith
 - Will also use footage to create a movie ad
 - Starting don’t drip and drive in County
- Pierce County

- Managing \$150,000 of PSP funding for PSSH advertising, using existing materials. Currently working on media mix
- Bellingham and Seattle
 - Sent out utility bill insert that link to a stormwater/Chinook Book card pledge
- Kirkland
 - Hosting Rain Water walk in September, following path of a creek above ground and in pipe, looking at LID structures
- Kenmore- ads in newsletters, use interns to meet permit requirements for TMDL and outreach while doing inspections
- Everett- Rain garden rebate program citywide- 14 projects so far, elected officials go through with residents, garden parties, natural yard care
- Snohomish and Kitsap Counties
 - Using targeted facebook ads to distribute Chinook Book cards, sends people to website
- Marysville
 - Painting downtown storm drains with artwork (using nontoxic paint and sealant)
- Federal Way
 - Currently designing stormwater park (incl. spray park, interactive rain garden, signage, permeable pavers, etc.)
- Discussion of using **rain.works** artwork on sidewalks. (If you haven't seen it yet, check out this website!)

Targeting Businesses

- NYC Retail Store Outreach Toolkit – Jenn Leach (City of Edmonds, formerly Seattle Tilth)
 - Tilth interviewed local retailers about promoting less-toxic products
 - Developed and tested 3 alternatives at McLendons (shelf stickers, endorsements, rack cards)
 - Findings: lots of variation, no statistically significant data, found stores with staff as advocates had highest sales
 - Developed toolkit –set of customizable tools (available at <http://www.pugetsoundstartshere.org/educational-resources/> under Resources for Partners)
- ECOSS Evaluation Findings – Ann Boyce (ECOSS)
 - *Powerpoint presentation will be added to STORM site as soon as possible*
- Business Storm Drain Markers - Betsy Adams (City of Kirkland)
 - Kirkland has developed a storm drain marker design for private drains
 - Information and permission card distributed at inspections, any interaction with business owners
 - Storm drain marking required on new construction in Kirkland
- Mobile Business Research
 - Kitsap partners with Health District, through food inspection program
 - Inspectors files water quality complaints when they see issues
 - Kirkland contacts special event organizers, makes them aware that they will be held responsible for water quality issues caused by event. FOG inspector contact all vendors regarding grease disposal. Provide 2 55-gallon grease drums for additional disposal