

# What the Law Actually Says about Stormwater Public Education and Outreach (*for Phase II Permittees*)

<http://www.ecy.wa.gov/programs/wq/stormwater/municipal/phaseIIww/5YR/WWAPhaseIIPermit2013.pdf>

*“The goal is not to check off a list of isolated actions proving to Ecology that our city meets minimum permit requirements. The goal is to reduce polluted stormwater runoff, restore the ecological integrity of Puget Sound, and sustain the economic and social resiliency of our region far into the future.”*

**Peter Donaldson**

Leadership Coach, Sustainability Ambassadors  
206-236-8114 peterdonaldson50@gmail.com

*How our services exceed permit requirements...*

## Public Education and Outreach

The SWMP shall include an education and outreach program designed to reduce or eliminate behaviors and practices that cause or contribute to adverse stormwater impacts and encourage the public to participate in stewardship activities. The education program may be developed and implemented locally or regionally.

*We provide the program, the coaching and the capacity building. Where good programs already exist, we strengthen them. We provide measurement tools to assess impact and educational tools to integrate what cities need to accomplish with what school districts need to teach. Where there is programmatic strength in one jurisdiction, we facilitate Collective Impact across jurisdictions, generations and community sectors.*

**The minimum performance measures are:**

Each Permittee shall **provide an education and outreach program** for the area served by the MS4. The program shall be designed to educate target audiences about the stormwater problem and provide specific actions they can follow to minimize the problem.

*We build the social infrastructure needed for long-term, embedded behavior change. Our target audience is the next generations of citizens, taxpayers, consumers and decision makers, along with those who parent them, those who teach them, and those who administer the curriculum frameworks that advance 21<sup>st</sup> century learning skills.*

To **build general awareness**, Permittees shall select from the following target audiences and subject areas:

**General public (including school age children), and businesses (including home-based and mobile businesses)**

1. General impacts of stormwater on surface waters.
2. Impacts from impervious surfaces.
3. Impacts of illicit discharges and how to report them.
4. Low impact development (LID) principles and LID BMPs.
5. Opportunities to become involved in stewardship activities.

*The following list of services directly support **awareness building** among the general public (including school age children), and businesses.*

- *Stormwater System Thinking Seminars for grades 5-12 (includes pre/post survey)*
- *Stormwater Curriculum for grades 3, 5, 7, 9*
- *Stormwater Master Campus Planning Manual for Schools*
- *Stormwater Neighborhood Atlas*
- *Stormwater Video Library*
- *Neighborhood Community Workshops (co-facilitated by local youth, includes pre/post survey)*
- *Primary Source – Project Design Lab (coaching educators on integrating BMP systems thinking)*
- *Online Resources for Community Action (including coaching on city / school website upgrades)*
- *Community presentations to Rotary, Chamber, HOA and others (co-presented by local youth)*

**Engineers, contractors, developers and land use planners**

1. Technical standards for stormwater site and erosion control plans.
2. LID principles and LID BMPs.
3. Stormwater treatment and flow control BMPs/facilities.

*Our work is closely partnered with major architectural and construction firms as well as associated professional networks such as the Council of Educational Facilities Planners International, The SEED Collaborative, and the International Living Futures Institute.*

*Our team of coaches and student Ambassadors regularly speak to these groups and plan collaboratively to identify leverage points for collective impact, especially as it relates to advances in Green Building Codes and the implementation of LID.*

To **effect behavior change**, Permittees shall select from the following target audiences and BMPs:

**General public (which may include school age children), businesses (including home-based and mobile businesses)**

1. Use and storage of automotive chemicals, hazardous cleaning supplies, carwash soaps and other hazardous materials.
2. Equipment maintenance.
3. Prevention of illicit discharges.

## **Residents, landscapers and property managers/owners**

1. Yard care techniques protective of water quality.
2. Use and storage of pesticides and fertilizers and other household chemicals.
3. Carpet cleaning and auto repair and maintenance.
4. Vehicle, equipment and home/building maintenance.
5. Pet waste management and disposal.
6. LID principles and LID BMPs.
7. Stormwater facility maintenance.
8. Dumpster and trash compactor maintenance.

*The following list of services directly support behavior change among the general public (including school age children), and businesses.*

- *Neighborhood Community Workshops (co-facilitated by local youth, includes pre/post survey)*
- *Primary Source – Project Design Lab (coaching educators on integrating BMP systems thinking)*
- *Online Resources for Community Action (including coaching on city / school website upgrades)*

Each Permittee shall create stewardship opportunities and/or partner with existing organizations to encourage residents to participate in activities such as stream teams, storm drain marking, volunteer monitoring, riparian plantings and education activities.

*Our approach is predicated on real world learning; the application of academic skills to community problem solving. All of our classroom support services, professional coaching for educators, community workshops, and systems for measuring and communicating community-scale performance, feature a “call to action” outcome. Learning in the classroom must relate to problem solving in the community. Community workshops must result in improved BMPs at home. Performance data must be shared often, widely and in accessible, info-graphic style so that residents of all ages are clear about the benchmark, understand the trend line, and feel intrinsically compelled to become part of the solution.*

Each Permittee shall measure the understanding and adoption of the targeted behaviors for at least one target audience in at least one subject area. No later than February 2, 2016, Permittees shall use the resulting measurements to direct education and outreach resources most effectively, as well as to evaluate changes in adoption of the targeted behaviors. Permittees may meet this requirement individually or as a member of a regional group.

*Our services include multiple measurement tools designed to enhance public awareness, drive collective behavior change, inform policy, and refine program delivery so that resources can be allocated where they are most needed.*

- *Stormwater System Thinking Seminars for grades 5-12 (includes pre/post survey)*
- *Neighborhood Community Workshops (co-facilitated by local youth, includes pre/post survey)*
- *Snapshot Classroom Survey (on-line classroom-based survey aligned with the King County Environmental Behavior Index.)*

- ***STAR Community Sustainability Profiles (Published for King County cities and School Districts with a focus on stormwater management and green building. Profiles are aligned with the STAR Community Rating System, the nation's first voluntary, self-reporting system for measuring progress on sustainable community conditions, created by and for local governments.***

## **Public Involvement and Participation**

Permittees shall provide ongoing opportunities for public involvement and participation through advisory councils, public hearings, watershed committees, participation in developing rate-structures or other similar activities. Each Permittee shall comply with applicable state and local public notice requirements when developing elements of the SWMP.

### **The minimum performance measures are:**

Permittees shall **create opportunities for the public to participate** in the decision-making processes involving the development, implementation and update of the Permittee's SWMP.

***Our services include convening a Community Sustainability Summit including city staff, district staff, student leaders and community champions to identify learning resources for classroom use as well opportunities for increasing intergenerational, cross-sector participation in policy development, program implementation, and performance assessment.***

Each Permittee shall **post on their website their SWMP Plan and the annual report** required under S9.A no later than May 31 each year. All other submittals shall be available to the public upon request. To comply with the posting requirement, a Permittee that does not maintain a website may submit the updated SWMP in electronic format to Ecology for posting on Ecology's website.

***Our services include working with city and school district IT staff to upgrade websites with the resources and data developed above.***