

Community and Youth Programs

This program educates the general public as well as youth and school-age children about the impacts of stormwater flows into surface waters and the impacts associated with impervious surfaces. The program includes teacher training, curriculum resources, field trips and community service/service-learning activities as well as general public outreach.

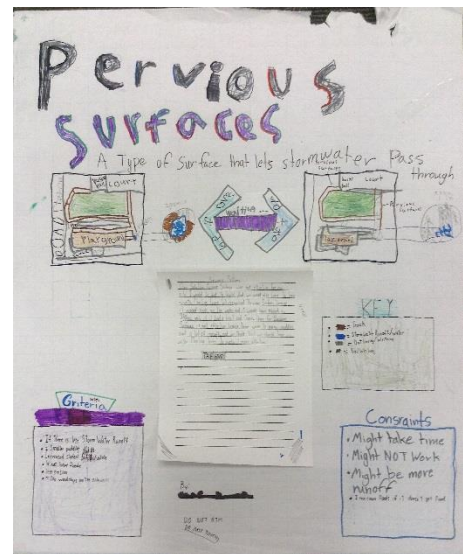
Seattle Public Utilities (SPU) has partnered with Seattle Public Schools (SPS) to identify existing curriculum areas where applied stormwater issues can support and enrich student learning. As a result, local geographic references, stormwater-related content and new lessons have been added to elementary science curriculum. In addition, field trips tie the investigation of an applied problem - the impacts of stormwater on a real stream - to classroom content (either the Land and Water science kit or Community Waters unit). The field trips bring children to a local urban stream where they explore hydrologic concepts and the impacts of urbanization on lotic systems. Community service opportunities, such as storm drain stenciling, extend the reach of this content into the adult community and build a personal stewardship ethic.



In 2019, 834 students participated in a focused investigation of a stormwater engineering project at either Thornton Creek Water Quality Channel, High Point or Be'er Sheva Park related to the Community Waters science unit. In addition, 2047 students and 343 adults attended urban watershed fieldtrips related to Salmon in the Schools at Seattle Creeks. Several years of teacher surveys have indicated that participating teachers see increases in student understanding of the impacts of stormwater and impervious surfaces. Eighteen teachers attended professional development related to integrating stormwater lessons into their classroom curriculum.

Working with the Seattle School District provides an opportunity to reach a diverse geographic audience and engage students with direct, applied learning. The program links closely with current school science curriculum to reinforce target messages and illustrate concepts with real, local examples.

In 2019, programs for the general public included direct education, social marketing, partnerships, inclusive engagement and personal stewardship strategies to promote behavior change and understanding about water quality and watershed health. SPU provided public tours of creek watersheds and stormwater projects, staffed public festivals and events and supported volunteer storm drain stenciling activities. SPU also supported public stewardship programs such as Salmon Stewards – a citizen docent effort representing a total of 356 volunteer hours spread across 35 volunteers, responsible for engaging 4,081 creek visitors on stormwater-related issues – and collaborated with regional Tribes to produce Salmon Homecoming reaching over 1000 students.



In addition, SPU supported GSI programs for the public including bi-monthly meetings of the Green Infrastructure Partnership (GrIP) (a collaborative green stormwater infrastructure forum) and partnered to implement the annual Green Infrastructure Summit. (Also, see RainWise Program section)

Automotive Maintenance Program (AMP)

In 2019, SPU continued to educate residents and the general public about the impacts of vehicle fluids on stormwater quality through our free Auto Leaks Workshops. The goal of each four-hour workshop is to remove barriers for BMP adoption and create the connection between clean water and vehicle maintenance. All participants receive a Vehicle Maintenance Kit after completion of the workshop. In 2019, 1983 vehicle owners participated in 12 auto leaks workshops offered to the public. To increase workshop participation and raise awareness, SPU continued to partner with King County, the Washington Department of Ecology, the City of Burien, and other community-based agencies/institutions in the region. In 2019, this broader regional effort, known as Don't Drip & Drive – a multi-year, multi-strategy behavior change campaign grant funded by the Washington Department of Ecology – with financial matching from SPU and other listed partners – implemented an array of outreach and education activities, as well as ongoing planning and regional coordination. Specific activities performed include targeted community outreach in Spanish and English, Key regional outcomes from Phase III of the Don't Drip and Drive campaign, completed in 2019, include the following: 26,139 vehicle owners reached, 7,450 vehicles with leaks detected, 3,950 leaking vehicles repaired, expanded campaign promotion through various advertising and outreach channels and upgraded website information to include Spanish language content www.fixcarleaks.org



Car Wash Program

The 2019 we decided to nest this BMP awareness campaign under the Automotive Maintenance Program and use the Don't Drip and Drive campaign in coordination with Puget Sound Starts Here to raise awareness. We will continue to align messages and promote the BMPs via our partnership in these regional campaigns.

STORM/Puget Sound Starts Here (PSSH)

In 2019, the City continued to participate in STORM (Stormwater Outreach for Regional Municipalities) strategic planning and program activities. SPU supports STORM as an active member of the Steering Committee, the Puget Sound Starts Here (PSSH) Steering Committee and, in addition, participates in the Central Sound Stormwater Outreach Group (SOG). In 2019, SPU co-designed and led the Puget Sound Starts Here social media campaign #OrcaHero. Posts throughout the targeted social media recognition effort showcased individual citizen contributions to the protection of local water quality, aimed at inspiring peer adoption of creative stormwater BMPs. Thirty-eight posts throughout the month engaged a total of 1429 FB users and reached a total of 21,242. In collaboration with the Central Sound SOG, SPU also participated in a regional King County Metro and Sound Transit bus advertising campaign highlighting the connection between stormwater inlets and receiving surface waters. A monthlong campaign reached 39% of Intersection Media's estimated audience at a frequency rate of 3.1x for a total of roughly 4 million impressions. SPU co-coordinated the on-air, Telemundo rollout of a series of Spanish-language TV commercials with a focus on three select stormwater BMP's: pet waste pick-up,

auto leak repair, and pesticide reduction. The commercials ran a total of 152 times on Telemundo for an estimated audience impression of 375,000. SPU staff also regularly shared examples of programs and materials with other municipalities (both Phase I and Phase II permittees) through STORM, and the City continued to include the PSSH brand and website address on many related outreach materials. SPU co-leads and manages the popular PSSH Facebook page which focuses on stormwater BMPs for cars, pets, yard care and home cleaning. In 2019, the City worked to support the receipt, scoping, and implementation of a National Estuary Program (NEP) award granted to STORM via King County. Specifically, the City provides significant support to this granting effort by housing the STORM Coordinator position, funded by this NEP grant, in a Term-Limited Assignment role projected until March 2021. SPU continues to support development of any updates to the PSSH website, a wide-ranging resource for regional and Seattle residents interested in combating the effects of stormwater pollution, as well as further development of the STORM Resource Reservoir, a tool designed for jurisdictional and NGO outreach professionals to showcase and share materials and toolkits from vetted, successful outreach and behavior change programs originating in and around Puget Sound.



Pet Waste Program

Pet Waste Program is a city-wide outreach program that promotes Best Management Practices (BMP's) and educates the general public about the impacts of pet waste on water quality. In 2019 the program's community outreach created new partnerships with 10 pet stores, 10 animal clinics and 12 apartment building managers, distributed 239,000 mutt-mitt baggies, increased the number of pet waste dispenser location sites to 96 and distributed 1,500 pet waste brochures. A city-wide map of dispenser locations was updated and posted on the web page. The program continues its strong partnerships with Seattle Animal Control, Seattle Parks, Neighborhood Community Groups, Apartment Building Managers, King County, Pet Stores and Animal Clinics.

Trees for Seattle (previously Seattle reLeaf)

Trees for Seattle is a citywide interdepartmental program that focuses on increasing and maintaining healthy tree cover. Trees for Seattle has four focus areas: Tree Ambassador volunteer work, Trees for Neighborhoods tree planting, public communications, and interdepartmental and community partnerships. Trees for Seattle is an appropriate BMP for educating the public about landscaping and buffers and it engages residents in the stewardship and restoration of the urban forest canopy. In 2019, Trees for Seattle engaged 1,945 people through our events. We supported 1,870 volunteer

83a- 2019 Public Education and Outreach Stewardship Opportunities Report

hours, maintained our monthly e-newsletter distribution to 3,200 people, engaged the community through social media, and answered 317 technical support inquiries via phone and email.

Trees for Seattle’s Tree Ambassador work engages Seattle residents in urban forestry. Tree Ambassador volunteers attend small-scale landscape renewal projects to care for existing mature trees and lead public tours of neighborhood trees. In 2019, Trees for Seattle engaged 1,043 people at these events. 2019 events included 14 Tree Walks and 36 community work parties.



The Trees for Neighborhoods project builds a healthier, greener Seattle by engaging residents in planting trees on private residential property. In October and November 2019, residents planted 995 trees at 501 households in neighborhoods across Seattle. Trees included evergreens, Pacific Northwest natives, and power line friendly trees. All participants attended a tree planting and care workshop before picking up their new trees—80% reported learning something new about tree planting or care and 99.6% said that they would recommend us to others. Volunteers planted 11 trees for 8 elderly and disabled residents not physically able to plant trees on their own. Regular watering reminders were sent via email and postal mail to all past participants during the dry summer months to increase tree survival. Past participants were also offered workshops on proper structural pruning of young trees. In 2019, field crews surveyed all 679 street trees planted by program participants in 2014, 2017, and 2018. Collected data showed a 92% survival rate for 2014 trees, a 91% survival rate for 2017 trees, and a 98% survival rate for 2018 trees. (2015 trees were not surveyed.) 75% of surveyed trees were reported in good condition, 23% in fair condition, and 2% in poor condition. 37% of trees showed signs of water stress. The field crew provided each surveyed household feedback on their tree care practices, leaving each resident a tree health report with individualized notes and care instructions. Overall, since 2009, Trees for Neighborhoods has helped residents’ plant over 10,300 trees across the city.



In 2019, we continued to incorporate results from the 2014 planting workshop effectiveness evaluation into the Trees for Neighborhoods project through our workshops, watering and care email reminders,

83a- 2019 Public Education and Outreach Stewardship Opportunities Report

and providing direct, individualized feedback on care practices to past participants during field evaluation data collection.

RainWise

The RainWise program provides education to the general public, homeowners, landscapers and property managers about low impact development techniques, with a focus on the installation of rain gardens and cisterns. In 2019, the program implemented the following educational/technical elements to raise awareness about Green Stormwater Infrastructure (GSI), including stormwater treatment and flow control:

- Posted rain garden designs, plant lists, maintenance guidelines, and other information and brochures on various GSI techniques on the City of Seattle and King County’s website, <http://www.700milliongallons.org/>. This website explains the City’s goal to manage 700 million gallons of polluted runoff per year with green stormwater infrastructure (GSI) by 2025. It also educates property owners about GSI techniques they can use on their property and explains the RainWise rebate program.
- Outreach included:
 - Workshops
 - 13 total and 83 people attending
 - Webinars
 - 4 with 118 people attending
 - Postcards
 - 4 mailings sent to about 50K customers
 - Contractor Orientations
 - 2 sessions, 64 individuals
 - 35 Multi Cultural small business owners were engaged; 14 trained, 12 remain active
 - Interpretation services provided in Spanish, Vietnamese and Chinese
 - Contractor Events
 - 5 “Fairs” and 47 people attending



Sustainable Yard and Home Education Program

The Sustainable yard and Home Education Program (SYH) is supported by SPU Solid Waste and Water Supply funding as well as SPU Drainage funding and the Local Hazardous Waste Management Program in King County. The NSB Program has two components: The Master Composter Sustainability Steward (MCSS) volunteer training and outreach program, and the Garden Hotline (which answers phone and email requests, and also conducts classes especially for underserved and ESL audiences). The SYH program provides outreach and education on Natural Yard Care (including pesticide and fertilizer reduction) and on RainWise techniques (LID and GSI) for the general public, residents, property owners and landscape professionals.

In 2019, the Master Composter Sustainability Steward program conducted three multi-day trainings for volunteers: one in the Spring for a diverse group of English-speaking MCSS volunteers, one in fall for

diverse P-Patch Program volunteers at 4 gardens in SE Seattle, and one with diverse high school students in the Discovery Corps program. The newly trained volunteers joined the existing volunteer cadre in completing 1,099 hours of outreach and making 8,305 customer contacts on Natural Yard Care and RainWise at community events, demonstrations, and classes around Seattle.



Garden Hotline staff – school waste-reduction game.

The Garden Hotline serves all of King County through additional funding from the county-wide Saving Water Partnership and the Local Hazardous Waste Management Program in King County. The Garden Hotline responded to 8,345 public requests for information on Integrated Pest Management (IPM), plant selection, soil building, RainWise, and other resource conservation issues. 70% percent of the Garden Hotline contacts were with residents within the City of Seattle, and 30% in King County outside Seattle.

Besides phone and email contacts, the Hotline conducted 202 classes and outreach events, with 72% of event contacts provided in underserved, immigrant, or communities of color. Hotline staff also wrote articles

for community media, updated factsheets and guides, and assisted in preparing materials for translation. In an October 2019 survey of Hotline customers, 88% said that the information provided by the Garden Hotline helped them to change their yard and garden practices.

Seattle Green Business Program (formerly Resource Venture Program)

SPU funds the Seattle Green Business Program, a free technical assistance program that provides targeted outreach to Seattle businesses. SPU just executed a new five-year contract to deliver site-specific technical assistance to businesses. Through this program, SPU develops, and updates targeted outreach materials in multiple languages and implements SPU's Spill Kit Incentive Program, which provides spill kits and assistance in developing a spill plan to participating businesses. In 2019, SPU distributed and developed spill management plans for 200 businesses. SPU also contributes to EnviroStars, a regional green business recognition program that rewards businesses that implement wastewater, stormwater, and Fats, Oils and Grease (FOG) best management practices (BMPs), along with other green business BMPs.

Sustainable Landscaping Professional Development

This program is a series of well attended professional workshops (and supporting guides and web content) which target the specified behaviors and practices in the permit (low impact development (LID) techniques: including sustainable site design, soil BMPs and retention of native vegetation, plant selection and maintenance options that reduce pesticide and fertilizer use, and Natural Drainage/LID strategies for on-site stormwater management, and stormwater treatment and flow control). These workshops target permit audiences including engineers, design professionals, landscape contractors (including non-English speakers), developers, builders, permitting and inspection staff, and land use planners. The program is built on survey and focus group work with these professionals and customers. Professionals who attend the workshops incorporate LID techniques into their designs and pass on information to the homeowners, landscapers and property managers that they work with.

83a- 2019 Public Education and Outreach Stewardship Opportunities Report

In 2019 the program conducted 23 training events, in collaboration with professional organizations and local governments, which were attended by a total of 1,785 professionals: landscape and building contractors, developers, landscape architects and designers, engineers, architects, inspection and permitting staff, and outreach trainers. While the funding comes from several sources, most training events focused on LID and Green Stormwater Infrastructure design, construction, and maintenance, IPM and other chemical-reduction maintenance practices, soil best practices, and construction site erosion and sediment control. In 2019 two Spanish-language professional classes were developed in webinar format to make them available for remote learning by professionals around the region.

In 2019 also brought progress in professional standards and certification. The national Sustainable Sites standards which we helped develop (www.sustainablesites.org – the site and landscape equivalent of the LEED green building standards) added a number of new projects around the US and expanded its professional training and credentialing program. Washington’s ecoPRO Sustainable Landscape Professional (<https://ecoprocertified.org>) entered its fifth year with another week-long trainings and certification for landscape installation and maintenance professionals. Training materials were updated to increase successful completion of the course and exam in 2019. SPU is a founding and technical advisory member of both those programs, which are shaped by concepts, BMPs, and training materials developed here; refer to www.seattle.gov/util/landscapeprofessionals.