

2009 Summary of Activities

It's hard to believe that just three years ago the members of STORM were just getting acquainted and beginning to dream about ways to partner, about what a stormwater pollution prevention campaign would look like, and the word "Twitter" wasn't likely on the radar of even the savviest techies among us.

We've come a long way. After months of incubation, our "baby" of a campaign has taken its first breath and toddled out into the real world. The effort is far from over. The message and the ways it's being delivered to our local communities is growing and gaining steam, and the Puget Sound Starts Here campaign is on course to do us proud as it continues to mature. And like any new parent, we can sometimes forget just how far we've come ... so here's a peek at some of what went down in just 2009:

Information sharing: It might not sound like much, but by coming together as a group on a regular basis ... STORM members have been able to start sharing wins and lessons learned about outreach and education in their areas. From car wash kits and waterless car washes to natural yard care efforts and curb markers, STORM members are sharing ideas, teaming up to order tools, and so much more – all to the benefit of the entire region as well as our individual local communities.

A look at Puget Sound area surface water surveys: Early last spring we tapped local survey expert Stuart Elway to take a look at the many surveys that have been done on surface water attitudes and behaviors and let us know what kinds of patterns he discovered. STORM members gathered in May to hear what he had to share. Those findings are compiled in a report entitled: "Water Pollution in Puget Sound: The View from the Back Yard. A compilation of public opinion research 2004-2009."

Vetted facts: A group of STORM members worked with the Department of Ecology to comb through facts that could be used to support the Puget Sound Starts Here messages. The group worked to identify factual, science-based statements and document sources. During this process we discovered that some of the "tried and true" stormwater statements that had frequently been used were actually urban myths that had crept into our vocabularies. As part of this effort, we created a "Vetted Facts" sheet as well as a "Problematic Statements" sheet that have sources and have been signed off by Ecology and other regional experts. These are working documents, and as new research fine tunes our information the fact sheets will be updated as well. The sheets and a PowerPoint that helps explain the process can be found in the PSSH tool box on the Puget Sound Partnership's Web site (see "resources" section below).

Social marketing 101: Social marketing guru Nancy Lee led 39 of us through a crash course in social marketing in March. We sped through what usually takes a semester to complete in just two day-long workshops as we worked through target audiences, messaging, and creative ways to reach out to our communities and inspire them to adopt pollution-preventing behaviors.

The birth of *Puget Sound Starts Here*: It's hard to believe that just a year ago the campaign didn't even have a name, but a lot happened in 2009. We analyzed surveys, conducted focus groups, tested messages, created a website, filmed commercials, launched our first round of media buys, held a launch party at the Seattle Aquarium, and started getting mentioned in all kinds of local media. Our local members started spreading the PSSH message far and wide through PIO involvement and through local programs and print outreach.

Campaign Web site (www.pugetsoundstartshere.org): Several jurisdictions – including King County, Pierce County, Snohomish County, Kitsap County, Tacoma, Redmond, Kirkland, Bellevue and Seattle -- teamed up to help launch the PugetSoundStartsHere.org website where community members can learn more about stormwater pollution prevention and the different best management practices that the campaign addresses. The Puget Sound Partnership also jumped on board with substantial funding to help expand the content of the site. Work continues to manage the site's content and depth for those interested in learning more.

THANK YOU! STORM had a very productive year! Thank you to everyone who generously engaged and supported the activities of STORM. We look forward to great things in 2010 and beyond!

ABOUT STORM

STORM is a coalition of cities and counties in the Puget Sound region working together to address nonpoint pollution by advancing broad-scale behavior change among Puget Sound residents. These jurisdictions all operate under, and work to meet, the requirements of the Federal Clean Water Act and State stormwater discharge permits.

Goals

- Work in partnership to coordinate strategies to regional environmental efforts
- Promote targeted measurable actions to improve surface water quality and reduce stormwater runoff
- Help participating jurisdictions comply with public outreach components of their National Pollution Discharge Elimination System (NPDES) permits
- Generate agreement on messages and means

Objectives

- Provide a regional networking consortium for information/resource sharing, problem-solving and collaborative programming
- Implement a regional awareness campaign (grant funded), upon which individual jurisdictions can build more specific behavior-change programs
- Enhance individual member capacity, program effectiveness and “best education practices” by sharing ideas, strategies and tools – in development, delivery and evaluation
- Share information and resources regarding education/outreach strategies to enhance respective program effectiveness and NPDES permit compliance
- Increase opportunities for cross-jurisdictional collaboration, to maximize message penetration, share costs and ideas, improve program effectiveness
- Coordinate with Puget Sound Partnership, Salmon Recovery Programs within Puget Sound watersheds and other regional efforts educating the public about stormwater management and the impacts on Puget Sound.

Collaboration

The STORM group builds citizen awareness and behavior change through a range of programs. Together, we are implementing a Department of Ecology grant-funded regional awareness campaign as a foundation upon which jurisdictions can build more specific behavior-change programs. The grant provides \$970,000 in support of the Puget Sound Starts Here campaign and related STORM activities. A second grant, totaling \$500,000 was secured at the end of 2009 to extend the television ad campaign as well as explore other social marketing strategies in order to expand the Puget Sound Starts Here message in 2010 and 2011.

Also in 2009, STORM members solidified partnerships with the Department of Ecology and Puget Sound Partnership in working to engage our communities in stormwater pollution prevention. PSP and STORM

Stormwater Outreach for Regional Municipalities

combined resources to form the Puget Sound Starts Here campaign. PSP is a strong partner with STORM in the PSSH campaign, helping to expand PSSH campaign messages with extra funding, providing the support of its “ECO-Net” members, and taking the lead managing the campaign website and social media tools, such as Facebook and Twitter.

Membership

STORM membership is voluntary, and is open to Puget Sound Region jurisdictions with NPDES Municipal Stormwater Permits. More than 60 jurisdictions are involved in STORM activities.

RESOURCES & CONTACT INFORMATION

Structure

- **General Membership** – meets quarterly; disseminates and shares information via a STORM SharePoint site.
- **Working group** – Meets monthly; supports and guides the STORM organization and messages.
- **Core group** – Meets biweekly to deal with day-to-day issues related to the execution of the grant's different elements and structure of STORM meetings and efforts.

Core members contact information:

Jayna Ericson (Kitsap County), JEricson@co.kitsap.wa.us, 360.307.4277

Peter Holte (City of Redmond), pholte@redmond.gov, 425.5566.2822

Alicia Lawver (City of Tacoma), alawver@cityoftacoma.org, 253.591.5414

Doug Rice (King County), doug.rice@kingcounty.gov, 206.296.8360

Dave Ward (Snohomish County), dave.ward@snoco.org, 425.388.3087

PSSH Tool Box

Copies of campaign materials, including posters, the vetted fact sheet, style guide, logos, etc. can be found online at http://www.psp.wa.gov/econet_PSSH.php

STORM SharePoint Site

We encourage you to utilize the SharePoint site for committee updates, related resources, activity calendars, useful links and member information.

To register and for technical assistance, contact Giles Pettifor, giles.pettifor@kingcounty.gov, 206.296.8354.

PUGET SOUND STARTS HERE
2009 By the Numbers*

53,364,000	...times the PSSH message was seen on television
3,506,386	...people (approximately) who saw the PSSH ad (?)
5,856	...unique visitors to the PSSH Web site
33.1%	...of visitors returning to the PSSH Web
28	...television stations, radio stations and print publications featuring stories about the PSSH campaign
16	...stations and cable networks that aired the PSSH ads
15.4	...times, on average, that viewers saw the PSSH ad during the six-week campaign
10	...jurisdictional publications and Web sites offering information about PSSH to their audiences (employees and consumers)
7	...blogs with posts about PSSH

**Information is from September 17, 2009 (campaign launch date) through December 31, 2009.*

PUGET SOUND STARTS HERE
Fall 2009 Television Campaign Results by Jurisdiction

Jurisdiction	2009 Total Population¹	2009 Adults 18+²	Reach (99%): # of People Who Saw the Ads³	Gross Impressions (15.4 frequency): Total # of Times the Ads Were Seen⁴
Clallam County	69,500	56,504	55,939	861,460
Port Angeles	19,260	14,690	14,543	223,964
Island County	80,300	63,036	62,406	961,047
Oak Harbor	23,360	15,976	15,816	243,570
Jefferson County	29,000	24,331	24,088	370,950
King County	1,909,300	1,496,891	1,481,922	22,821,600
Algona	2,760	1,913	1,894	29,166
Auburn	67,485	52,233	51,711	796,344
Bellevue	120,600	95,153	94,201	1,450,703
Black Diamond	4,180	2,990	2,960	45,586
Burien	31,890	24,619	24,373	375,341
Clyde Hill	2,815	2,080	2,059	31,712
Covington	17,530	11,602	11,486	176,884
Des Moines	26,270	20,018	19,818	305,194
Duvall	5,980	4,045	4,005	61,670
Enumclaw	11,460	8,114	8,033	123,706
Federal Way	88,580	66,346	65,683	1,011,511
Issaquah	26,890	20,928	20,719	319,068
Kenmore	20,450	15,440	15,286	235,398
Kent	88,380	63,899	63,260	974,204
Kirkland	49,010	39,943	39,544	608,971
Lake Forest Park	12,820	9,951	9,851	151,713
Maple Valley	20,840	6,458	6,393	98,459
Medina	2,970	2,165	2,143	33,008
Mercer Island	22,720	16,818	16,650	256,407
Newcastle	9,925	7,602	7,526	115,900
Normandy Park	6,485	5,045	4,995	76,916
Redmond	51,890	40,734	40,327	621,031
Renton	83,650	65,414	64,760	997,302
Sammamish	40,670	27,086	26,815	412,953
SeaTac	25,730	19,452	19,257	296,565
Seattle	602,000	508,088	503,007	7,746,310
Shoreline	54,320	42,098	41,677	641,826
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Tuwila	18,170	13,808	13,670	210,517
Woodinville	10,670	7,830	7,752	119,376
Kitsap County	247,600	190,404	188,500	2,902,899
Bainbridge Island	23,290	17,072	16,901	260,280
Bremerton	36,620	28,381	28,097	432,697
Port Orchard	8,440	6,282	6,219	95,775
Poulsbo	8,855	6,716	6,649	102,392
Mason County	56,800	44,929	44,480	684,988
Pierce County	813,600	669,593	662,897	10,208,615
Bonney Lake	16,500	11,220	11,108	171,060
Buckley	4,635	3,411	3,377	52,004
DuPont	7,650	5,363	5,309	81,764
Edgewood	9,615	7,139	7,068	108,841



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Fife	7,610	5,547	5,492	84,570
Fircrest	6,325	4,864	4,815	74,157
Gig Harbor	7,165	5,711	5,654	87,070
Lakewood	58,840	44,483	44,038	678,188
Milton	6,535	4,915	4,866	74,934
Orting	6,135	4,123	4,082	62,859
Pacific	6,290	4,330	4,287	66,015
Puyallup	38,690	28,128	27,847	428,839
Steilacoom	6,285	4,852	4,803	73,974
Sumner	9,085	6,677	6,610	101,798
Tacoma	203,400	150,923	149,414	2,300,972
University Place	31,500	23,310	23,077	355,384
San Juan County	16,300	13,774	13,636	209,998
Skagit County	118,900	90,959	90,049	1,386,761
Anacortes	16,790	12,861	12,732	196,079
Burlington	8,870	6,209	6,147	94,662
Mount Vernon	30,800	21,868	21,649	333,400
Sedro-Woolley	10,070	7,170	7,098	109,314
Snohomish County	704,300	528,225	522,943	8,053,318
Arlington	17,150	11,748	11,631	179,110
Bothell	33,240	24,860	24,611	379,016
Brier	6,490	4,510	4,465	68,759
Edmonds	40,900	32,475	32,150	495,114
Everett	103,500	77,522	76,747	1,181,900
Granite Falls	3,375	2,254	2,231	34,364
Lake Stevens	14,800	9,783	9,685	149,152
Lynnwood	35,740	27,019	26,749	411,932
Marysville	37,530	26,233	25,971	399,948
Mill Creek	18,480	13,981	13,841	213,154
Monroe	16,710	12,124	12,003	184,843
Mountlake Terrace	20,960	15,657	15,500	238,707
Mukilteo	20,110	14,439	14,295	220,137
Snohomish	9,145	6,724	6,657	102,514
Thurston County	249,800	194,844	192,896	2,970,592
Lacey	39,250	28,927	28,638	441,021
Olympia	45,250	33,892	33,553	516,717
Tumwater	16,710	12,837	12,709	195,713
Whatcom County	193,100	151,584	150,068	2,311,050
Bellingham	76,130	59,686	59,089	909,973
Ferndale	11,080	7,479	7,404	114,025

¹Total population based on estimates from Washington State OFM or from available U.S. Census data.

²Based on available U.S. Census data.

³Calculation of target audience (adults 18+) who saw the ads based on media buy analysis.

⁴Calculation of total number of times the ads were seen by target audience (adults 18+) based on media buy analysis.

