



Western Washington University
Western CEDAR

Salish Sea Ecosystem Conference

2020 Salish Sea Ecosystem Conference
(Online)

Apr 21st, 9:00 AM - Apr 22nd, 4:45 PM

Using the collaborative model of STORM for impact and environmental engagement

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<https://cedar.wwu.edu/ssec/2020ssec/allsessions/99>

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STORM

Stormwater Outreach for Regional Municipalities

Puget Sound
Starts Here



**NATURAL
YARD CARE
NEIGHBORHOODS**

Our Purpose

Regional stormwater managers working together
on outreach and engagement

fulfilling

National Pollution Discharge and Elimination
System (NPDES) permit requirements

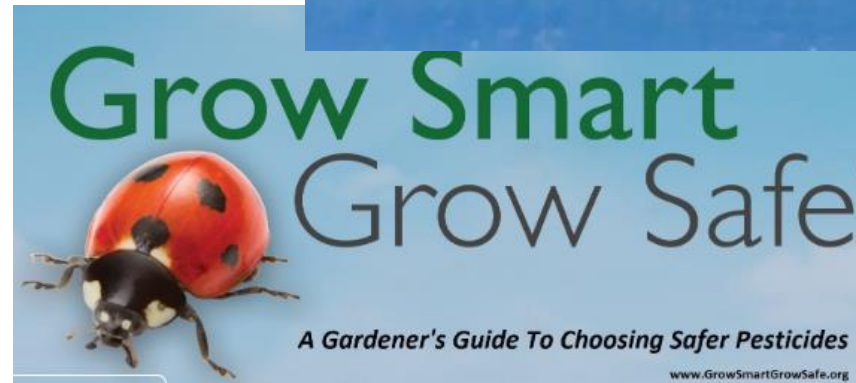
Our collaborative



STORM's Strengths

Strategic Design

- Puget Sound Starts Here
- Don't Drip and Drive
- Certain Things Don't Mix
- Natural Yard Care
- Pet waste programs



STORM's Strengths

Disciplined approach
to project strategy

The screenshot shows the website for 'NATURAL YARD CARE'. The top navigation bar includes links for 'Workshops', 'Five Steps', 'Local Partners', 'Library', and 'Sign In'. A large banner features a red lawnmower on a lawn with the text 'natural lawn care' and a 'Download brochure' button. Below the banner, the 'Five Steps To Natural Yard Care' are listed with icons: 1. Build healthy soil, 2. Plant right for your site, 3. Practice smart watering, 4. Think twice before using pesticides, and 5. Practice natural lawn care. A 'Workshops and Events' section lists an event on Apr 21 and another on Apr 22.

NATURAL YARD CARE

Workshops Five Steps Local Partners Library Sign In

natural lawn care

Download brochure FOR WESTERN WASHINGTON

Workshops and Events

Apr 21
2020 Salish Sea Ecosystem Virtual Conference
n/a, 📍

Apr 22
Earth Day 50th Anniversary: Gaia Has a Fever
Livestream, 📍

Apr 23

Five Steps To Natural Yard Care

- 1 Build healthy soil
- 2 Plant right for your site
- 3 Practice smart watering
- 4 Think twice before using pesticides
- 5 Practice natural lawn care

Strategic approach



Puget Sound
Starts Here



STORM's Strengths

Building better outreach professionals

- Annual symposium
- Trainings
- Consistent messaging
- Mentoring



STORM's Strengths

Leveraging

- Resources
- Partnerships



Regional awareness campaign

Puget Sound Starts Here

- Mass media – TV ads
- 25% brand recognition
- Reach 3.5 million residents
- Dog Doogity Video (200,000 hits+)



Certain Things Don't Mix

2018 Puget Sound Starts Here Month Campaign

- 36 partner jurisdictions
- \$90,000 in contributions
- 252,000 screens, 93% views



Awareness and action

Don't Drip and Drive

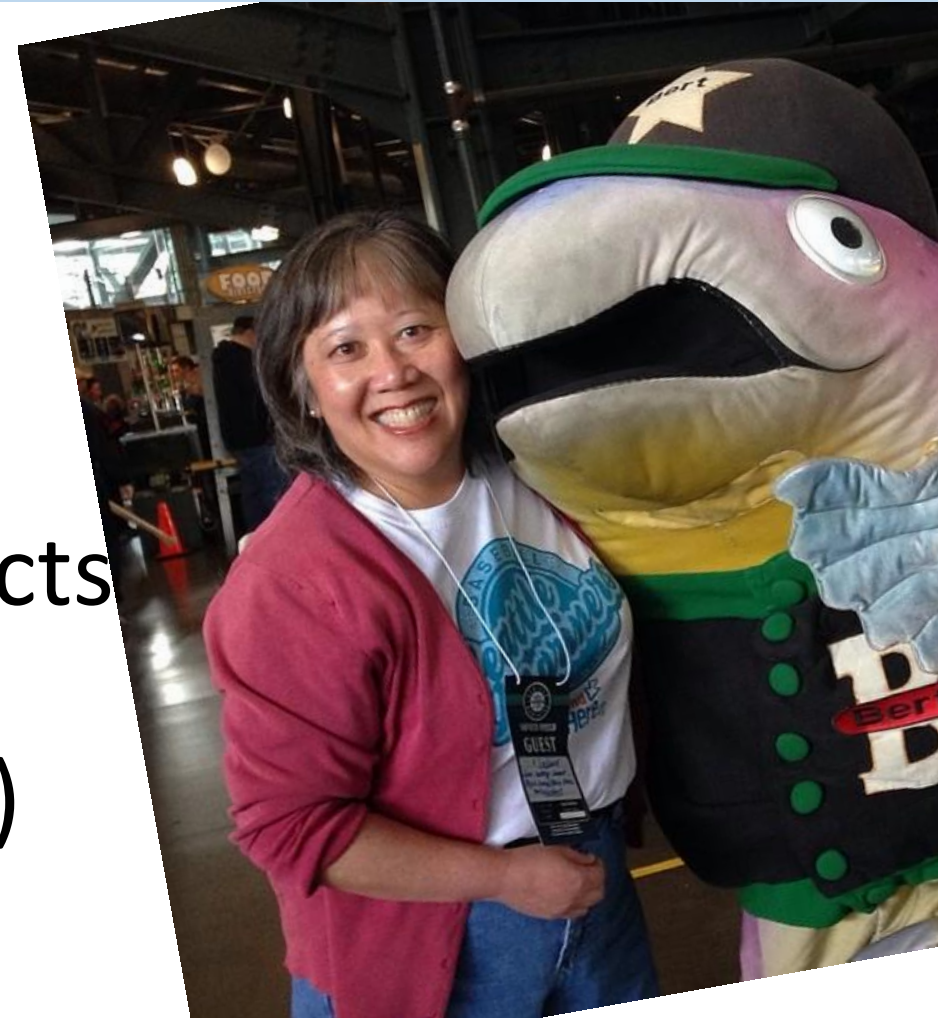
Engage vehicle owners to fix leaks

- 7,000 vehicles inspected
- 2,000 found with leaks
- 700 fixed



Key Partners

- Department of Ecology
- Puget Sound Partnership
- Non-profits, Conservation Districts
- Private businesses (ASA, Boeing)



Our Vision for the Future of STORM

- Long-term sustainability
- Grow outreach campaigns to meet NPDES permit
- Use expertise to strengthen other permit requirements

We Accomplish More Together

Crowdsourcing solutions to big issues



Puget Sound Starts Here

Published by Christie KingCounty [?] · May 20 ·

Check out these little [#orcaheroes](#) making big waves 🌊 We should all have the simple wisdom of kiddos and just do what is right. Thank you to all the Sherman Elementary School students and staff working to protect our beloved orcas and Puget Sound! Rain gardens slow and clean rainwater from roofs, parking lots, and nearby roads before it returns to nearby creeks, lakes, and Puget Sound. Thank you, young [#orcaheroes](#)!! Keep showing adults how it is done!!



KING5.COM

Tacoma kids build rain garden to help save the orcas

Elementary school students in Tacoma are leading their peers toward a



Thank you!

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King County Stormwater Services Section

