INTERPRETATION IN COMMUNICATIONS
Eight good reasons not to pollute

1. It is a violation for any person to cause the pollution of any waters of Kitsap County (Section 10.26 of the Kitsap County Shoreline Management Ordinance, R.C.W. 90.48.085 and WAC 173-260-010)

2. Pollution caused by you and I, called non-point pollution, accounts for more than half of the pollution in Puget Sound. Each of us contributes directly or indirectly to the non-point pollution problem and we all need to help in the battle against it.

3. Water in the stormwater system flows directly to lakes, ponds, streams or to the Puget Sound and is not treated by a water treatment plant. In the past, combined sewer systems carried both rainwater and sanitary sewage from households and businesses in one pipe. During rainstorms, this combination often overloads local sewers resulting in overflows designed to discharge into the nearest water body. The stormwater system is now disconnected from the sewer system to prevent these overflows.

4. Any pollutant allowed to enter streets, gutters, parking lots, storm drains, ditches or surface water can degrade water quality, which harms plants and animals that rely on the receiving waterbody to live.

5. Turbid (cloudy) water caused by disturbing soil and sediments can have negative environmental impacts on downstream watercourses, streams and wetlands. These impacts include reduced photosynthesis and plant growth, changes in streambed sediments, elimination of natural food sources for trout and salmon, and suffocating fish eggs and physical alteration of fish habitat.

6. Lawn and garden products such as pesticides and fertilizer can be harmful to fish and aquatic organisms. If applied in excessive or improper amounts, pesticides can be toxic to fish and can contaminate drinking water. Both chemicals and organic fertilizers can cause excessive plant growth in water. When these plants die, they clog the water of oxygen and this can kill fish.

7. Vehicle operation and maintenance are a source of pollutants including partially burnt fuels, leaking automotive, improper disposal of petroleum products and vehicle cleaning or washing.

8. Phosphates/phosphorus from soap and detergents add nutrients to water bodies accelerating and promoting algae growth which depletes oxygen levels.

Ten good ways to keep runoff clean

1. Never discharge pollutants directly into streets, gutters, parking lots, storm drainage systems, ditches, groundwater, surface water or onto the ground.

2. Do not use the storm drains for disposing of motor oil, antifreeze, pesticides, paints, solvents or other materials. Contact the County’s Stormwater Facility (360-337-0777) for information on disposing of extra or unused chemicals.

3. Never pour oil on the ground for dust control. Recycle used motor oil. Contact the Stormwater Facility for information on the nearest collection center.

4. Fix that leaky faucet or transmission. If repair is not possible put a drip tray under the car and recycle the collected fluids.

5. Wash your car on the lawn instead of the driveway and use low phosphate soaps. Soap in limited amounts will not harm your lawn but is extremely harmful to fish and other aquatic life.

6. Follow directions on lawn garden care products and only apply the proper amount of pesticides and fertilizers.

7. Clean up pet waste. Runoff can carry waste into lakes and streams. Bury pet waste one-foot deep, double bag it and put in the garbage or flush it down the toilet.

8. Drain hot tubs and swimming pools away from waterways and storm drains. Chlorinated warm is deadly to fish and aquatic life and should be drained onto the ground or into domestic sewers.

9. When clearing or grading use appropriate erosion control methods to limit sediments leaving your site. Stabilize areas of bare soil with vegetation as soon as possible after grading.

10. Sweep sidewalks and driveways rather than having debris into storm drains.

11. Compost your yard wastes. Keep grass clippings out of rainways and waterways where they will become unwanted fertilizer.

Keep in mind...almost everywhere in Kitsap County, water in gutters, ditches and storm drains flows directly to local creeks, streams and Puget Sound without wastewater treatment.
Captive audience
Please Join Us

STORMWATER SYSTEM PLANNING MEETING
May 30 Olson Road Cul-De-Sac | 5:30-7:00 p.m.

Project Benefits
• Improve drainage along Olson Rd NW, Richardson Rd NW, and Fredrickson Rd NW
• Water quality improvements
• Green street solutions

For additional project information:
www.KitsapGov.com/pw or
call Kitsap1 at 360.337.5777
Jon Carp, Project Manager

Kitsap County Public Works
514 Division St, MS-26
Port Orchard, WA 98366

Sign-up for Alerts on this and other road projects.
Go to www.KitsapGov.com/pw and click on the logo.
Select Public Works-Road Report from the listed options.
The mind tends to go where it finds the most gratifying information.

- Sam H. Ham

\[
\frac{\text{Expectation of reward}}{\text{Effort required}} = \text{How often you'll choose to do it}
\]

- Wilbur Schramm, Fraction of Selection
Who are you talking to?
9 seconds
Average attention of a goldfish

12 seconds
Average attention span - 2000

8 seconds
Average attention span today
WHAT'S THE BIG IDEA?

“So what??”

—— Every human everywhere ——
WHAT'S IN IT FOR ME?

The **HOOK**
"Why should I pay **attention** to this topic?"

The **CONNECTION**
"How is this **meaningful** and **personal** for me?"

**PROVOKE**

**REVEAL**

Your message, filtered through the audience's experiences

**RELATE**

Success

The **MESSAGE**

"What's in it for me?"
A dog makes your life happier. Adopt.
Save an Orca

Plant a Rain Garden

Our Puget Sound orcas depend on clean water. Rain gardens don’t just make your yard beautiful; they help with your home’s drainage and keep polluted runoff out of streams and Puget Sound. Find out how to get your own at www.saveanorca.org

Clean Water

Recipe for a Rain Garden

To learn more about Rain Gardens and how to build one, visit www.CleanWaterKitsap.org/RainGardens.aspx
THE RULE OF 3

3 SECONDS
Earn their interest

30 SECONDS
Sustain it

3 MINUTES
Make your case
Permeable Pavement
Sturdy and Sustainable

Permeable pavement looks like ordinary pavement, and provides environmental benefits by soaking up (infiltrating) and cleaning stormwater runoff. It is just as strong as conventional pavement. When properly installed and maintained, permeable pavement can last for over twenty years. It can be used for roads, sidewalks, trails, parking lots, driveways, and other surfaces.

How much water flows through the permeable pavement?
The amount of water that flows through the permeable pavement (infiltration rate) can vary from 50-300 inches per hour. This surface can easily absorb water from large rainstorms.

How does permeable pavement work?

1. Permeable pavement is porous, which allows water to pass through and soak into the ground.
2. Water is held in a gravel storage area, which slowly releases water into the underlying soil.
3. The cleaner water replenishes the groundwater supply.
4. The clean water eventually flows into Puget Sound.

Can permeable pavement clog?
Maintenance prevents clogging, and includes inspecting, vacuum sweeping, and pressure washing. Over several years, normal clogging may reduce its infiltration rate by up to 30%. Because of its high initial infiltration rate, the pavement will continue to absorb water.

Permeable Pavement Options
- Porous Concrete
- Porous Asphalt
- Permeable Interlocking Pavers
- Permeable-Link System

Permeable Pavement Benefits
- Reduce Flooding
- Remove Pollutants
- Control runoff volume and flows
- Recharge groundwater

Common Pollutants in Stormwater Runoff
- Oil
- Fertilizer
- Pesticides
- Litter
- Animal Waste
- Metals

The Alternative
With conventional pavement, runoff flows directly into storm drains and waterways, carrying pollutants.
Porous on Purpose
Soaking Up The Rain

Permeable pavements look like ordinary pavement, but act like sponges. Beneath the surface they work hard to soak up and clean stormwater. Tiny spaces let water pass through, while the surface is as strong as regular pavement. These hard-working surfaces can be used for roads, sidewalks, parking lots and more.

1. Collect
Runoff collects and flows between pavers

2. Filter
Layers of sand and gravel filter the runoff

3. Break Down
Microbes in the soil break down pollutants

4. Recharge
Clean water infiltrates the soil and recharges the aquifer

5. Flow
Clean water eventually joins the Puget Sound

Facility Benefits
- Reduces flooding
- Reduces pollutants
- Controls runoff volume
- Recharges groundwater
- Helps wildlife habitat
MAGIC NUMBERS

250
Words per minute
What a college student can read

75
Words per element
Maximum

18
Words per sentence
Maximum
Small bites of info

Use your active voice

Mind the (reading) level

Ditch the jargon

Make it EASY to consume
Springtime is a great time to visit a national park, with ideal temperatures, blooming flowers and exciting wildlife. This spring, consider hitting the trails and visit one of your amazing national parks! Where will you explore?

#FindYourPark #ParksInSpring

www.nps.gov
Social Media/Print ads

Print magazine ads/articles

Fact sheets
THANK YOU!

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