Municipal Stormwater Conference
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The Goal

To decrease the threat from vehicle leak pollution into stormwater
The Problem: How Much

Ecology estimates that 7 million quarts of motor oil from drips is released into the Puget Sound basin every year.

EQUAL TO A TANKER TRUCK PER DAY!
The Problem: How Much

Don’t Drip and Drive estimates that about 10% of cars leak.
The Problem: Behavior

**Survey says:** Once people know about their leak, most will fix it within 3 months

**Audience:** Vehicle owners who are financially responsible for their cars and who have adequate income to afford repairs should fix their leaks right away.
Motivators for Fixing Leaks

- Keep car reliable
- Prevent damage to car
- Protect environment
Barriers to Fixing Leaks

- Not worth fixing car
- Can’t afford cost
- Think leak is not a problem
Social Marketing Approach

- Events
- Repair & Quick Lube Shop Partnerships
- Multi-jurisdiction & Non-Profit Partnerships
- English & Spanish Campaign Promotions
- Workshops
Promotions Toolkit

Model Press release
Utility Bill Inserts
How-to Guides
Website tools  Coupons
Brochures     Ads
Display Materials
Newsletter Content
Social Media   Logos

- Free to use!
- Ready for local implementation
- Plug-and-Play
- Customizable
- pugetsoundstorm.weebly.com
English Advertising

Leave no trace doesn't end at the trailhead

Is your car LEAKING?
Come to our free workshops! Get your car inspected for FREE and learn car care basics. Register today.

NOMBDY WOULD WANT TO BE AT THE END OF THIS RAINBOW

Don’t let a CAR LEAK leave you stranded this winter.
Get a free leak inspection and up to $50 off leak repairs.

Don’t Drip & Drive
Fix That Leak!

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Spanish Advertising

1.7 MILLONES DE VEHÍCULOS EN LA REGIÓN DE PUGET SOUND GOTEAN 7 MILLONES CUARTOS DE GALÓN DE ACEITE CADA AÑO
Public Outreach & Leak Testing Events

- Festivals & Fairs
- Leak Check Events at Local Tech Schools
- Leak Check Events at Public Places
Repair & Quick Lube Shop Partnerships

- Shop Recruitment
- 273 Shops Statewide
- 2017 Quick Lube Pilot
- 5 Quick Lube Shops
Workshops

- At Local Tech Schools
- Taught by local instructors
- Lecture
- Free vehicle inspections
- Do it locally!
Program Evaluation

- Plan ahead!
- Evaluate as you go
- Experimental design
Lessons Learned

• We’re still crunching numbers for 2017
• Past numbers:
  – 79% of people visiting shops repaired leaks
  – 39% of people at leak tests repaired leaks
  – 76% of workshop attendees repaired leaks
What’s Next?

- Evaluation
- Long-term funding
- State or national?
- Local implementation
Questions?

Thank you!

Reports & Resources: pugetsoundstorm.weebly.com

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