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City of Bellevue
Statewide E&O Meeting
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From Problem to Program

The development process
of a regional
behavior change program



Identify your issue(s)

Bulky Waste

Open Lids

Hazardous
Waste

Overflow

Leak?

Appliances

Garbage Everywhere

Cooking Oil
Splatter



Initial Research

Bellevue Dumpster Audit

111 Dumpsters

25% Open

13% Leaking or damaged



Is this a good fit?



Behavior Change
Source Control
Water Quality
Regional Scale



Talk to Partners



STORM
STORMWATER OUTREACH
FOR REGIONAL MUNICIPALITIES

Collaborate

- Shared goals
- Shared Leadership & Responsibilities
- Problem Solving
- Time
- Expertise

Dumpster Audits

Bellevue – 111 Businesses

- 25% open
- 13% leaking or damaged

Regional – 373 Businesses

- 34% open
- 12% Leaking or damaged



Get Organized

Planning
Team

Leadership
Direction
Scheduling
Facilitation
Implementation



Planning

time + effort



Dumpster Summit

Workshop - not a training
4 half days (14 hours total)

10 Social Marketing Steps
with Nancy Lee

City of Bellevue
City of Burien
City of Monroe
City of Mukilteo
City of Des Moines
City of Kent
City of King County
City of Kirkland
City of Lacey
City of Lake Forest Park
City of Lakewood
City of Lynnwood
City of Marysville
City of Newcastle
City of Olympia
City of Redmond
City of Renton
City of Sammamish
City of Shoreline
City of Tacoma
City of Tumwater
City of Woodinville
Kitsap County
Snohomish County
Thurston County

Commitment

- ✓ Attend all 4 days
- ✓ Participate fully
- ✓ Do homework



Share the workload

20 Jurisdictions submitted intercept survey results

- 57 Commercial Surveys
- 147 Multi-Family Surveys

Lids - Current Barriers		
Overflowing/Full	13	33%
Regular Use	11	28%
Can't Reach	8	20%
Heavy	7	18%
Blame Others	6	15%
Didn't Know/Didn't Think About It	5	13%
Easier to Leave Open	5	13%

Lids - Benefits		
Reduce Pests	19	48%
Reduce Smell	12	30%
Reduce Illegal Use	11	28%
Cleaner Look	11	28%
Keep Rain Out	9	23%
Not Sure	5	13%

Motivators - "Give"		
Something to Make Easier to Open (Stool - 3, Pole/Hook - 2, Handle - 4)	10	25%
N/A	8	20%
Signage/Sticker	7	18%
Education/Outreach	4	10%
Automatic Lids	3	8%



4 Social Marketing Plans & audience research

Still needed budget, pilot, evaluation, & implementation

DUMPSTER SUMMIT TEAMS Social Marketing Plan Summary:

COMMERCIAL DUMPSTER LIDS	
<p>Team Members: Laurie Devereaux/Bellevue, Kristina Lowthian/Renton, Bradley Wright/Snohomish County, Cameron Coranado/Lynwood, Leah Uhl/Woodinville, Aaron Hussmann/Kirkland, Susan McCleary/Olympia, Jessie Balbiani/Marysville, Emily Watts/Lacey, Meredith Greer/Tumwater, Kelsey Crane/Thurston County, Skyler Specht/Thurston County</p>	
PURPOSE	Reduce stormwater pollution to surface waters
FOCUS	Dumpster Lids
PRIORITY AUDIENCE	Commercial businesses within the NPDES geographic area not closing lids
BEHAVIOR	Close dumpster lids every time something is put in the dumpster
AUDIENCE INSIGHTS	
BARRIERS	<ul style="list-style-type: none"> • Full so can't close • Used so frequently don't bother closing • Can't reach • Others leave it open • Heavy • Didn't think about it/forget • Easier to leave open
BENEFITS	<ul style="list-style-type: none"> • Reduce pests • Reduce smell • Reduce illegal use • Cleaner look • Keep rain out
MOTIVATORS	<ul style="list-style-type: none"> • Reduce pests • It's against the law • Boss/management • Point out pollution • Reminder to close the lid

Budget



Pilot





Dumpster Outreach Group

Results



Lessons Learned

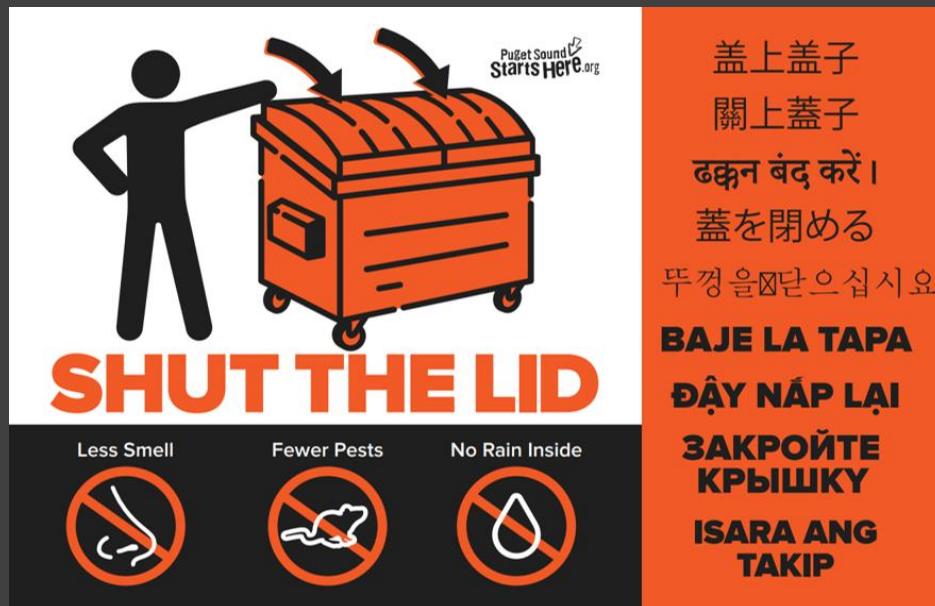
Planning Team essential

Scalable project & budget

Clear timeline and deadlines

Commitment from partners

Staff turnover is challenging



A large school of salmon swimming in a stream. The fish are densely packed, moving in a coordinated fashion. The water is clear, and the fish's silvery scales are visible. The background shows dark rocks and some greenery. The overall scene is dynamic and captures a natural behavior of the fish.

Questions?