***Behavior change***. To affect behavior change, Permittees shall select, at a

minimum, one target audience and one BMP.

(a) *Target Audiences:* Residents, landscapers, property managers/owners,

developers, school age children, or businesses (including home-based or

mobile businesses).

*BMPs:*

• Use and storage of: pesticides, fertilizers, and/or other household

chemicals.

• Use and storage of: automotive chemicals, hazardous cleaning supplies,

carwash soaps, and/or other hazardous materials.

• Prevention of illicit discharges.

• Yard care techniques protective of water quality.

• Carpet cleaning.

• Repair and maintenance BMPs for: vehicles, equipment, and/or

home/buildings.

• Pet waste management and disposal.

• LID Principles and LID BMPs.

• Stormwater facility maintenance, including LID facilities.

• Dumpster and trash compactor maintenance.

• Litter and debris prevention.

• Sediment and erosion control.

• (Audience specific) Source control BMPs (refer to S5.C.8).

• (Audience specific) Locally-important, municipal stormwater-related

subject area.

(b) No later than July 1, 2020, each Permittee shall conduct a new evaluation of

the effectiveness of an ongoing behavior change campaign (required under

S5.C.1.a.ii and S5.C.1.c of the 2013 Permit). Permittees shall document

lessons learned and recommendations for which option to select from

S5.C.2.a.ii.(c).

Permittees that select option S5.C.2.a.ii.(c)3, below, may forgo this

evaluation if it will not add value to the overall behavior change program.

S5.C.3 S5.C.3

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(c) Based on the recommendation from S5.C.2.a.ii.(b), by February 1, 2021,

each Permittee shall follow social marketing practices and methods, similar

to community-based social marketing, and develop a campaign that is

tailored to the community, including development of a program evaluation

plan. Each Permittee shall: 5

1. Develop a strategy and schedule to more effectively implement the

existing campaign; or

2. Develop a strategy and schedule to expand the existing campaign to a

new target audience or BMPs; or

3. Develop a strategy and schedule for a new target audience and BMP

behavior change campaign.

(d) No later than April 1, 2021, begin to implement the strategy developed in

S5.C.2.a.ii.(c).6

(e) No later than March 31, 2024, evaluate and report on:

1. The changes in understanding and adoption of targeted behaviors

resulting from the implementation of the strategy; and

2. Any planned or recommended changes to the campaign in order to be

more effective; describe the strategies and process to achieve the results.

(f) Permittees shall use results of the evaluation to continue to direct effective

methods and implementation of the ongoing behavior change program.