

Final Performance Evaluation

This form contains information essential for administrative closeout of Ecology grants and loans. The financial manager must coordinate completion of this form and forward it to the fiscal office within twenty-six (26) weeks of grant or loan expiration. Other closeout steps required by the specific grant/loan program may be attached to this form. Refer to the program guidelines and the Administrative Requirements for instructions concerning property disposition and closeout procedures.

Part 1: Identifying Information

Grant No: G1000476

Recipient: Snohomish County

Project Name: Storm Integrated Public Education Campaign

Effective Date: 12/01/09

Expiration Date: 06/30/11

Date of Final
Payment: 7/25/11

Date of Final
Report: 7/12/11

Funding Source:

Previously Approved Costs per Project Budget

- Original Agreement
 Amendment No.

Actual Costs Including Final Billing

Final Project Cost \$500,000

Total Project Cost \$500,000

Final Eligible Costs \$500,000

Total Eligible Costs \$500,000

Final Grant Amount \$500,000

Maximum Eligible Costs \$500,000

Amount Paid to Date \$500,000

Fund Share (%) 100 percent

Amount Deobligated \$0

Maximum Total Fund Amount \$500,000

Amount Due to Recipient \$0

Part 2: Property Management

Was any property with an acquisition cost of at least \$5,000 (this includes real property, equipment, and surplus supplies) purchased with grant funds? Yes No

If yes, is the recipient to be permitted to keep ALL such property without further compensation to Ecology?
Yes No

If not, complete the following.

1. Total acquisition cost of property:

2. Total acquisition cost of property to be retained by recipient without further compensation to Ecology:

3. Total compensation due Ecology from sale proceeds or due to recipient retention of property:

4. Amount due recipient upon transfer of property to Ecology or other entity:

\$

\$

\$

\$

Box 1 should equal the sum of boxes 2, 3, and 4.

Additional comments on property disposition:

Part 3: Performance Evaluation

(Attach additional sheets if necessary)

Water Quality Problem:

Stormwater is a leading contributor to water pollution in our urban waterways. The EPA-mandated National Pollutant Discharge Elimination Permit System (NPDES) Phase II Municipal Stormwater Permit for Western Washington went into effect in February of 2007 to address stormwater pollution in small municipal separate storm sewer systems. Snohomish County is subject to the Stormwater Permit.

Purpose of Project:

The goal of the STORM integrated Public Education Campaign project is to improve the quality of stormwater coming from the 81 NPDES permit holders in the Puget Sound Region. The STORM Integrated Public Education Campaign builds on the earlier momentum of the STORM grant (G0800590) by expanding and extending the Puget Sound Starts Here mass media campaign; increasing public awareness and understanding across Puget Sound of stormwater pollution, its residential sources, and the associated best practices to minimize it; using social media channels to disseminate awareness and understanding; and expanding the development of locally-relevant Puget Sound Starts Here branded tools and resources for use by local stormwater outreach groups and individual permit holders.

Project Results: Describe the overall outcomes for the project along with the specific outcomes in the listed categories below.

Water Quality and Environmental Outcomes:

1. Increase by 50% the longevity of mass media addressing stormwater BMPs.
NOTE: In fact, 1 in 4 people surveyed had seen or heard the phrase “Puget Sound Starts Here” even before the Spring Ad campaign.
2. Reach 3.5 million Puget Sound viewers about stormwater pollution and ways to minimize it.
NOTE: During the ad’s five-week run, it was aired 1,412 times. Given that there are 1.875 million TV homes in the Seattle-Tacoma market (per Nielsen), this is a safe assumption.
3. Develop at least two radio advertisements to disseminate the Puget Sound Starts Here brand and BMP messages.
A total of four scripts were developed for the Metro Traffic radio sponsorship. One 15 second script with all four messages (use a car wash, scoop the poop, use compost, fix leaks), two ads were 10 seconds and mentioned 2 of the 4 themes each. The 5 second ad only promoted the PSSH web site.
4. Develop at least one video for distribution on YouTube and other video outlets to promote the Puget Sound Starts Here brand.
The video can be viewed at: <http://www.youtube.com/watch?v=jDh12w-jcfs>
5. Increase by 100% over December 2009 levels the number of Puget Sound Starts Here followers through social media outlets.
Puget Sound Starts Here Page on Facebook
Sep 2009 = 0 likes
Jul 18 2011 = 1017 likes

Puget Sound Starts Here on Twitter
Sep 2009 = 0 followers, 0 lists
Jan 5 2011 = 677 followers, 80 lists
Jul 18 2011 = 1091 followers, 107 lists
6. Promote the formation or extension of seven sub-regional stormwater outreach groups.
A total of seven local Stormwater Outreach Groups were formed.
The Northern SOG was brand new
The Snohomish SOG was new

The Eastside SOG had a core group that had worked together but additional cities joined
the South King SOG was new
The Pierce SOG was new
The Thurston SOG was an existing group
The Kitsap SOG had a core group that had worked together but additional cities were added.

Performance Items and Deliverables: Too numerous to list out, here are a few project highlights:

- Sponsored 514 PSSH ads on broadcast TV over five weeks.
- Sponsored 898 ads on cable TV (new media outlet).
- Introduced four PSSH messages during Metro Traffic sponsorship packages (radio). Sponsored 547 radio ads (AM and FM).
- Launched the “Dog Doogity” YouTube videos. **65,000+** hits on main video in four weeks. Coordinated with new website, www.scoopPoop.org, launch). Video at: <http://www.youtube.com/watch?v=jDh12w-jcfs&feature=youtu.be>
- Established library of stormwater BMP-related content (119 files and counting) accessible to permittees at MyPugetSound.net. (Look under “Resources” tab).
- Supported PSSH-branded outreach efforts by seven sub-regional groups. Products/concepts included: coffee sleeves and coasters with pollution-prevention messages; bus ads; on-line ads; labels; t-shirts; educational display units.
- Advanced the Drain Rangers concept (education program aimed at kids).

Additional Comments:

The addition of radio and bus ads seems to have extended the reach of the PSSH brand, and at a lower cost than television. The viral video has piqued the interest of numerous media outlets and bloggers, including local television, radio, and newspaper journalists. Media inquiries came from Spokane, the Huffington Post, and blogs from as far away as Great Britain and Holland passed along the link to followers. The response, quite simply, has been huge. While not all comments are supportive, the vast majority are.

Perhaps the most important and valuable aspect of this grant was that it encouraged the establishment of smaller sub-regional outreach groups. These groups of permit holders came together to spend small grant monies, and did so in creative ways that were relevant to their local situations. The value of this networking cannot be underemphasized.

Document Distribution

Title:

Type: Final Report Plan Other

Location:

Part 4: Final Payment

1. I certify that the project scope of work has been completed to the satisfaction of Ecology, and I authorize final payment as follows:

All payments have been released. Officially close out project.

An audit is being requested.

Reason for audit:

2. The project has not been satisfactorily completed, and \$[amount] is to be deducted from the final payment.

Reason for dissatisfaction:

Part 5: Program Signatures

Financial Manager: _____ Date: _____

Program Manager: _____ Date: _____

Part 6: Fiscal Office Processing

Place copy with the grant file.