

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: G1000479

Recipient: Kitsap County

Project Name: Grant of Regional or Statewide Significance, Stormwater Business Education Template

Effective Date: 7/01/09

Expiration Date: 6/30/11

Date of Final
Payment: 07/29/11

Date of Final
Report: 07/18/11

Funding Source: Local Toxics Control Account

Previously Approved Costs per Project Budget

- Original Agreement
 Amendment No.

Actual Costs Including Final Billing

Final Project Cost \$87,965.96

Total Project Cost	\$94,895	Final Eligible Costs	\$87,965.96
Total Eligible Costs	\$94,895	Final Grant Amount	\$87,965.96
Maximum Eligible Costs	\$94,895	Amount Paid to Date	\$87,965.96
Fund Share (%)	100 percent	Amount Deobligated	\$0
Maximum Total Fund Amount	\$94,895	Amount Due to Recipient	\$6,929.04

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. Kitsap County is subject to the Stormwater Permit.

Purpose of Project:

Stormwater pollution comes from many sources, including businesses. A survey of local source control programs throughout Washington state revealed that several business practices have been identified as having a higher polluting potential and could benefit from targeted educational material.

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

In this project, Kitsap County, City of Everett, City of Vancouver King County, and Asotin County worked together to develop and test a business outreach tool (graphic poster) designed to raise stormwater awareness and provide a simple behavior change to improve water quality. Project participants:

- Prioritized polluting business practices.
- Utilized social marketing methods to produce clear and simple messages and images of the top three polluting practices.
- Revised sector-targeted outreach materials based upon feedback from businesses through formal focus group sessions.
- Distribute one business poster (targeting one important polluting practice) to multiple business sectors most likely to be at risk of engaging in the polluting practice to communities in Puget Sound, non-Puget Sound Western Washington and Eastern Washington communities.
- Evaluated message presentation and content through an active feedback loop and target audience survey.

Purpose of Project:

The goal of this project was to develop a template product targeted at a polluting business practice that impacts stormwater runoff. The selected polluting practice was automotive fluids management.

The project accomplished the following results:

1. Identified the highest three priority polluting business practices based on input from NPDES Phase I and Phase II jurisdictions.
2. Identified business-perceived barriers and motivators to implement the desired behavior change for three polluting business practices in three different regions of the state.
3. Provided direct outreach to 269 businesses in six jurisdictions.
4. Demonstrated a 20 percent increase in awareness of pilot businesses that stormwater is untreated as compared with businesses in a control group.

NOTE: This metric was unmet because of the high awareness by all automotive businesses that stormwater is untreated and flows to waterbodies.

5. It is expected that at least one-half of target audience contacted will respond to the poster.

In fact, nine in 10 pilot businesses have already displayed the poster and an additional 8% plan to display the poster.

6. Twenty percent of participating businesses will discuss the mailers with others.

A full 85percent of pilot business owners indicate they have talked about the poster, mostly with employees.

7. Fifty percent of NPDES Phase II permit holders will adopt the mailers in their business outreach program by 2012.

This metric will be evaluated on an ongoing basis. Based on early indications, the poster will be used across Washington state, both by local and state governments.

Performance Items and Deliverables: Key deliverables produced through this effort include:

1. **Background Research Report** summarizing a broad-based survey of existing business outreach materials
2. **Focus Group Report** summarizing input collected from focus groups and one-on-one interviews with 18 business owners and managers that typically handle automotive and equipment fluids across Washington state
3. The “**4 Cs Poster**” which directs businesses handling automotive wastes and equipment fluids to Cover, Contain, Clean, and Capture these fluids.
4. **Pilot Campaign Evaluation Report** summarizing business response to the 4 Cs Poster and associated outreach.

Additional Comments:

Statewide response to this project has been significant. Local governments throughout Washington state have indicated they intend to use the 4Cs poster as part of their outreach. The poster design, as well as the background and focus group reports, have also influenced outreach materials development in other communities (e.g., Thurston County governments collaborating on a restaurant waste poster are using the same basic design and approach). Finally, Ecology staff (Air Quality Program) have incorporated the poster into their outreach/business inspection efforts, as may the Hazardous Waste Program. The 4 Cs poster (and underlying research) has clearly laid a new path for business outreach by Washington state governments at all levels.

Kitsap County had hoped to include some sort of promotional item (either during the initial poster drop-off or as an incentive for participants to return their on-line surveys). This was not allowed under the grant rules so the County spent its own resources to provide the promotional item (a spill kit) and conduct follow-up surveys in-person (quite costly).

Project proponents noted that in-person distribution (handing out the posters) by local public works staff provides an excellent opportunity to discuss the benefits of the poster.

Document Distribution Copies of the 4Cs poster, background research report, focus group report, and Pilot campaign evaluation report can be found on Ecology’s website at: http://www.ecy.wa.gov/programs/wq/stormwater/municipal/public_outreach_resources.html and are included, along with the County’s final project report, as hard copy attachments to this closeout memorandum.

Document Distribution

FILE

Title: Grants of Regional or Statewide Significance- Stormwater Business Education Template

Type: Final Report Plan Other

Location: 300 Desmond Dr., Lacey, WA 98501

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.