

# FINAL PROJECT REPORT

FOR

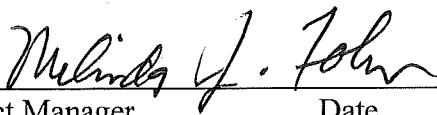
Application #MS-08  
Agreement #G1000479

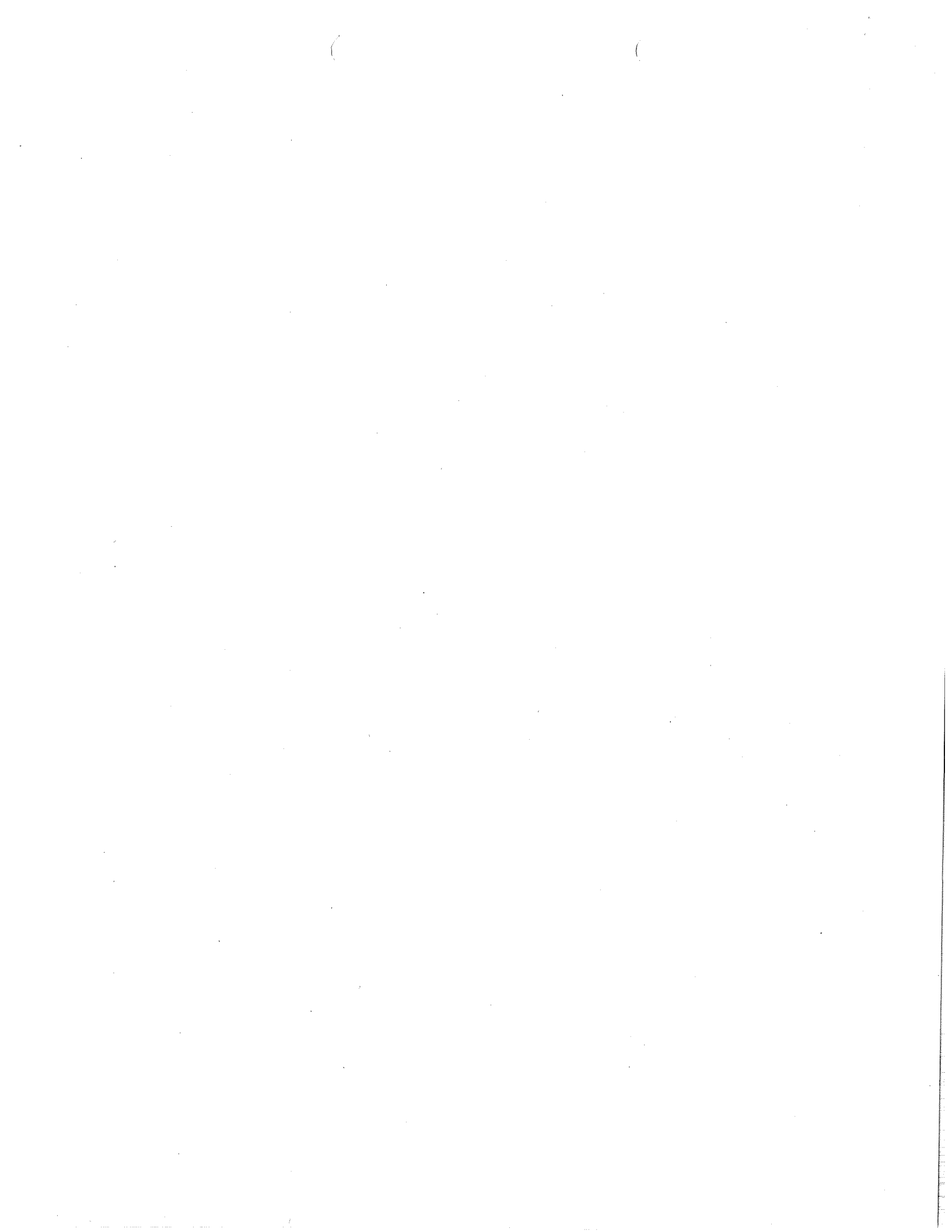
## Stormwater Business Education Template

### Kitsap County Public Works Surface and Stormwater Management Program

Total Cost of Project \$87,965.96  
Grant Amount \$94,895

Project Start Date: March 1, 2010  
End Date: June 30, 2011

  
\_\_\_\_\_  
Project Manager,                      Date



## OVERVIEW DESCRIPTION OF PROJECT

The **Stormwater Business Education Template** project was developed in response to an analysis of business sectors and a survey of regional local source control programs. That information revealed that several business practices have been identified which have a higher polluting potential and could benefit from targeted educational material.

The NPDES Phase I, Phase II eastern Washington and Phase II western Washington municipal stormwater permits target commercial businesses for education about Best Management Practices (BMPs), publicizing the spill hotline and source control inspections. There is a need for evaluated and tested public education materials targeted at businesses. This project aimed to satisfy the first two requirements: educating businesses about BMPs and publicizing the spill hotline.

The goal of this project was to develop a template product targeted at a business practice that impacts stormwater runoff. The project intended to reach that goal through the following steps:

- Convene a core group representing the three areas of the state (eastern Washington – EW, western Washington Puget Sound – WWPS, and western Washington non-Puget Sound – WWnPS) to guide the project from inception to the end.
- Brainstorm the highest priority pollutants and identify the business sectors associated with those pollutants.
- Conduct background research to identify the elements that comprise effective written outreach materials.
- Develop a draft product and test it along with other products, messages and tag lines in focus groups in the three regions.
- Pilot test the selected product in the three regions.

Based on the outcome of the pilot campaign, the modified template product was to be customized and used by other jurisdictions across the State.

## OUTCOME

The outcome of this project aimed at providing an educational outreach product to be used by other jurisdictions. The product promotes BMPs to businesses with automotive fluids. The project outcome cannot be tied to improved water quality since the project did not have a water quality monitoring component.

The products that were focus group tested, revised and distributed in a pilot campaign are a wall poster and spill kits for automotive related businesses. The 4Cs poster and spill kit addressed the

two most common barriers identified by focus group participants: (1) not knowing what to do about managing runoff, and (2) thinking that small amounts of pollution do not matter.

During the focus groups, businesses told us that the local public works departments were seen mostly as supportive of businesses and were viewed as the most credible messengers for stormwater best management practices. For the pilot campaign, the public works staffs of the participating cities and counties hand delivered the 4Cs poster and spill kits to the businesses. The site visit provided an opportunity to educate automotive type businesses about stormwater best management practices.



The 4Cs poster was delivered to 269 automotive businesses in EW (Wenatchee Valley), WWPS (Kitsap County, City of SeaTac), and WWnPS (cities of Vancouver, Kelso, Longview), as shown in the table below. In addition, spill kits were delivered to 50 of the Kitsap County businesses that also received posters.

#### Number of Businesses in Pilot Campaign

Jurisdiction	Received Poster	Received Spill Kit
Wenatchee Valley	85	
City of Vancouver	49	
City of SeaTac	14	
Kelso	20	
Longview	28	
Kitsap County	73	50
<b>Total</b>	<b>269</b>	<b>50</b>

The pilot evaluation was conducted via an online survey for businesses that received the poster. Each business that had provided an email address was sent an email with a hyperlink to the survey. A week later a reminder email was resent. Although the survey response was 25%, the total number of completed surveys was low because only 200 business owners had provided email addresses. We conducted in-person surveys in Wenatchee and Kitsap County to supplement the online survey response. These were conducted as a walk-in to the business without a prior appointment. The interviewer experienced very high cooperation with the in-person survey format.

The evaluation for the 50 control businesses was conducted through short in-person interviews in Kitsap County. These were also conducted as a walk-in site visit.

A total of 103 pilot surveys and 50 control surveys were completed. Caution needs to be taken in interpreting the results of a survey with a relatively small sample. The results should be viewed

as a starting point for understanding automotive businesses in Washington State as they relate to stormwater issues. The margin of error for the pilot business survey is around  $\pm 9$  percentage points at the 95% confidence level. The margin of error for the control business survey is around  $\pm 13$  percentage points at the 95% confidence level.

The project outcomes as part of the grant agreement and pilot campaign results are the following:

- Demonstrate a 20% increase in awareness by pilot businesses that stormwater is untreated as compared with businesses in a control group.

**This metric was unmet because of the high awareness by all automotive businesses that stormwater is untreated and flows to water bodies.** Nine of ten surveyed businesses, both the pilot and control businesses that did not receive the 4Cs poster are aware that stormwater flows to water bodies and is not treated.

- At least one-half of the target audience contacted will respond to the poster and spill kit.

**This metric was met and exceeded.** Nine in 10 pilot businesses have displayed the poster and an additional 8% plan to display the poster. Eight in 10 pilot businesses think the spill kit will be useful.

- 20% of the pilot businesses will discuss the poster and spill kit with others.

**This metric was met and exceeded.** 85% of pilot business owners have talked about the poster, mostly with employees.

- 50% of NPDES Phase II permit holders will adopt the product in their business outreach program by 2012.

**This metric will be evaluated on an on-going basis.** An informal tracking system will be developed to quantify the number of 4Cs posters that have been distributed statewide.

## EVALUATION

The project was successful, as measured by these factors:

- **The 4Cs poster resonated with the targeted audience.**

Pilot businesses responded very positively to the poster when it was delivered by the public works staff, nearly all businesses displayed the poster, and the poster created buzz. When the control businesses were shown the 4C's poster, more than 8 in 10 said they would display it.

- **The 4Cs poster has been posted on the Ecology website for jurisdictions to download and insert their logo.**

In May, Pat Kirschbaum, the Project Coordinator, and Ellen Cunningham, consultant, publicized the poster at the quarterly Storm meeting. Many jurisdictions have inquired about the availability of the poster and plan to use it.

- **The Ecology Air Program is planning to print 500 4Cs posters to distribute during their inspections, trainings, and other outreach.**

Continued cross pollination of agencies and programs will benefit distribution of the poster.

#### **FOLLOW-UP**

There is no continued funding of this project. Interest in the 4Cs poster appears to be gaining momentum, and the poster will continue to be publicized as opportunities arise.