

FINAL PROJECT REPORT

FOR


Application - MS-02
Grant Project - G1000520

**STORMWATER POLLUTION PREVENTION EDUCATION AND OUTREACH
FOR MOBILE BUSINESSES**

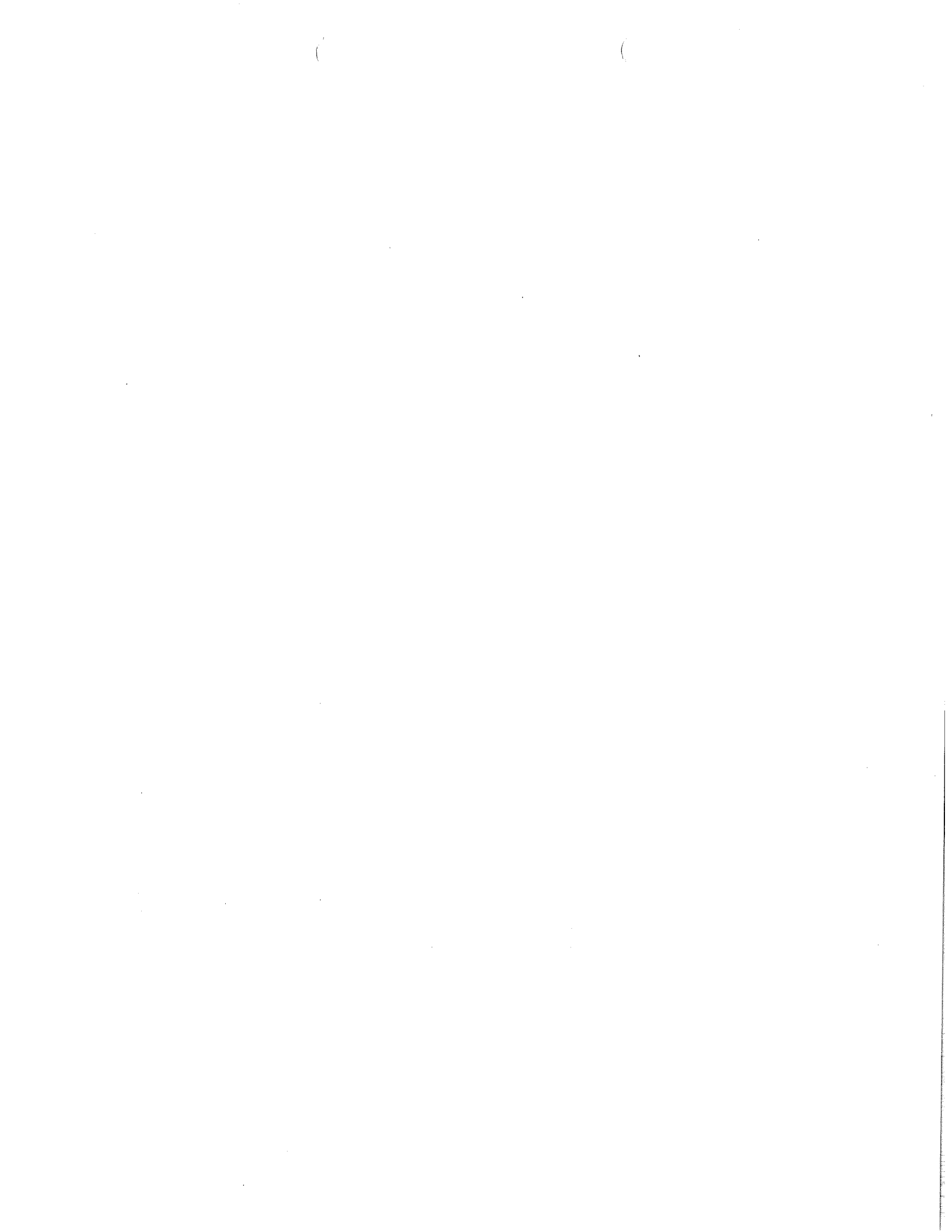
Snohomish County

Total Cost of Project: \$143,341
Grant or Loan Amount: \$159,975

Project Start Date: December 1, 2009
End Date: June 30, 2011

 7-7-11

(PROJECT MANAGER) DATE



I. COVER PAGE

II. OVERVIEW DESCRIPTION OF PROJECT:

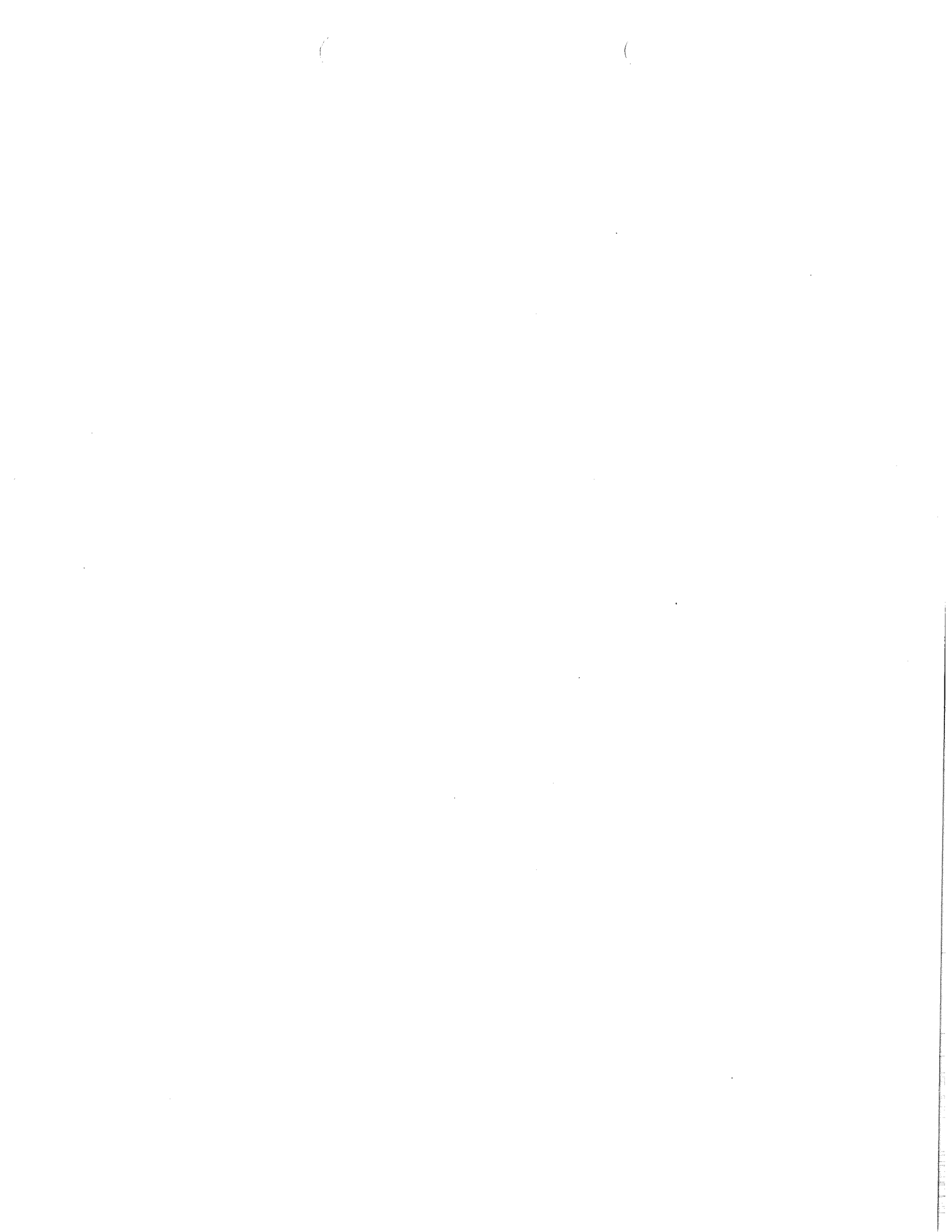
The scope of the project was to develop a pilot program to provide education and outreach to a sector of mobile businesses (carpet cleaners, painters and pressure washers), all of which utilize water as a substantial portion of their operation, about proper use of BMPs for waste water disposal.

The project began by investigating the current business practices of each of these business types through focus group interviews; what did each of these business types know about surface water pollution/BMPs, and what would motivate these types of businesses to develop better practices and BMP implementation to reduce or eliminate water pollution produced by this mobile business sector.

Upon completion of the focus group meetings, a strategy was developed to enlist the cooperation of these businesses through a pledge that they would agree to take, agreeing to properly dispose of their waste water. The pledge provided simple BMPs through the program slogan, "Dump Smart – It's Not Just Water". The project piloted the pledge strategy and program slogan/brand in 26 jurisdictions state-wide. The program slogan and pledge materials are available for municipalities to use in future local public education and outreach campaigns.

III. OUTCOME:

- The project contacted and provided BMP information to three business sectors (carpet cleaners, painters and power washers).
- A total of 3287 businesses were contacted and provided with education materials (3000 required by the grant contract).
- 26 jurisdictions were involved in the project (a minimum of 20 was required).
- We were successful in obtaining signed pledges for 4.5% of the businesses contacted (149), which was well over the industry average of 1.4-3.4%.
- Our follow-up research showed that a majority of the businesses that signed the Dump Smart pledge (68%) felt that the pledge concept was an effective way to increase environmental practices.
- Our follow-up research also showed that the "Dump Smart" slogan and brand caught the attention of 44% of recipients.



WHAT ARE THE WATER QUALITY BENEFITS?

The targeted mobile business sectors were chosen based on local stormwater management experience that points to these sectors as having a history of illicit discharges and illegal dumping of wastewater. Measuring the direct water quality benefits of the program would be difficult. While we know that 4.5% of the businesses agreed to properly dispose of their waste water, how did our outreach stimulate the other 95% to develop proper waste water disposal practices? Further campaign deployment in additional jurisdictions and repeated deployment in the pilot jurisdictions will increase awareness and promote behavior change over time. Name recognition of the "Dump Smart – It's Not Just Water" program will have an impact over time not only by the businesses, but by consumers.

IV. EVALUATION:

The program was successful in showing what can work for a specific business type (i.e. carpet cleaners and painters). It was also equally effective at showing how that same approach may not work for all business types (i.e. power washers).

The project showed how providing education and outreach to specific business sectors can be effectively developed. The project also identified alternative mechanisms for promoting behavior change in these mobile business sectors. For example, a driving force in the equation that was not addressed is the customer. A customer can provide an incentive for a process or product by requiring that it be utilized. Therefore, developing future outreach with the customer in mind would be quite useful.

V. FOLLOW-UP:

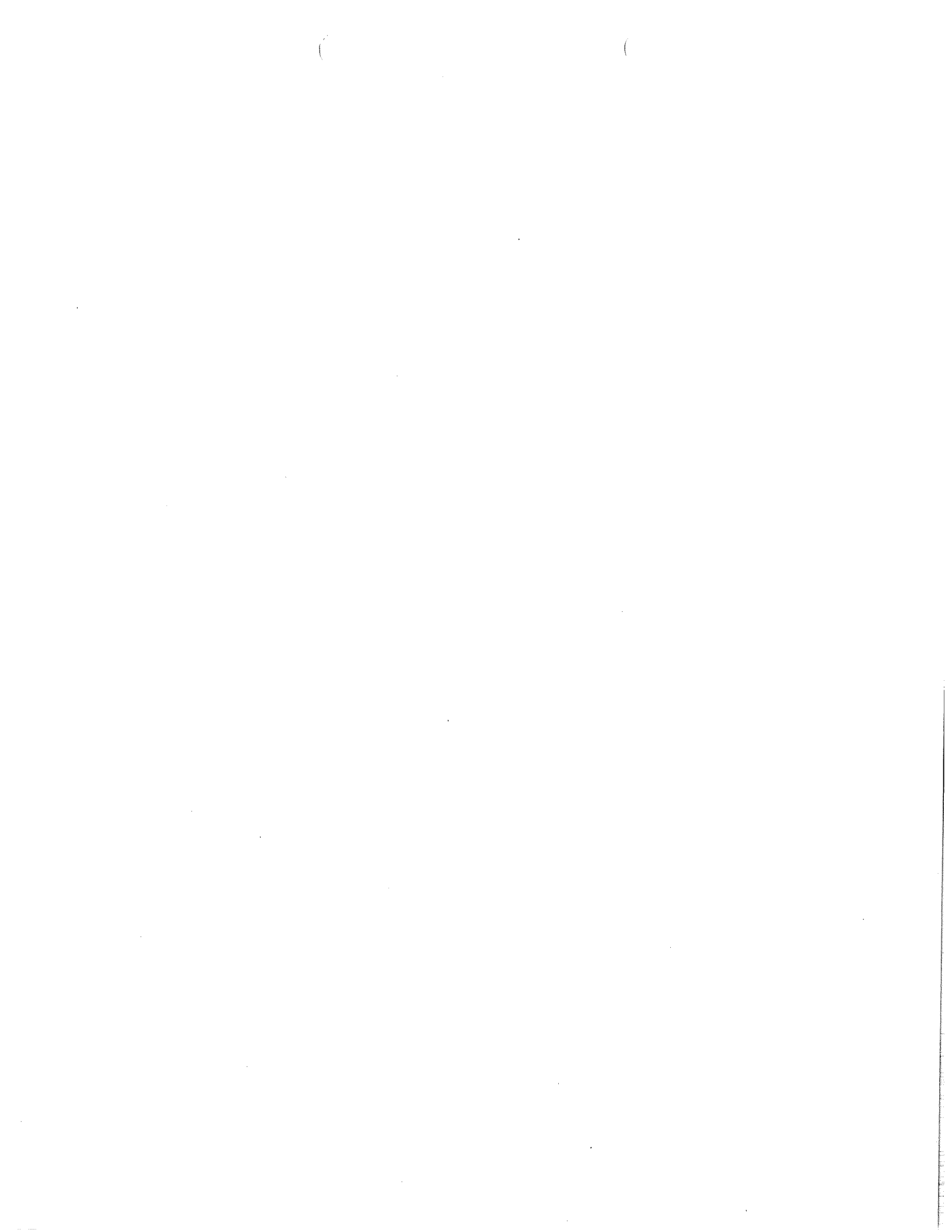
There are many more mobile business types throughout the state that will need to be reached by this or a similar program.

The Washington Stormwater Center has agreed to provide temporary support for the program, to include oversight of the website (www.dumpsmart.org) and continuation of the toll-free phone number. These functions will continue through December 2011. The website and toll-free phone number will continue to be operational through 2011.

Ecology's Municipal Stormwater Permit team will make the Dump Smart campaign description and materials available to municipalities so that the program can be implemented in additional jurisdictions and improved over time.

VI. GENERAL COMMENTS:

- Our investigation into the practices of these businesses found that in their knowledge and utilization of proper waste water disposal techniques varied



- greatly. The businesses unilaterally asked for a more direct contact to properly access regulations.
- Because many of these mobile businesses utilize varying business practices (i.e. janitors may power wash and clean carpets), an overall education plan should be developed and implemented in a forward thinking manner to address these issues.
- The grant was somewhat limited due to the extended time it took (10½ months) to approve the grant and consultant contracts. This in no way should reflect on Ecology, the problem was centered in Snohomish County's administrative processes.

