

West Sound Stormwater Outreach Group

2012 Summary of Activities

Members: Andrea Archer, City of Port Orchard ■ Jonathan Boehme, City of Port Angeles ■ Kathleen Cahall, City of Bremerton ■ Jayna Ericson, Kitsap County ■ Anya Funk, City of Poulsbo ■ Melva Hill, City of Bainbridge Island ■ Wayne Matthews, City of Gig Harbor

HIGHLIGHTS

Pooling Resources to Implement Outreach – Since 2008, Kitsap County and the Cities of Poulsbo, Bremerton, Port Orchard, and Gig Harbor have been working as the Kitsap Peninsula Clean Runoff Collaborative to jointly develop, implement, and fund Permit-required outreach via interlocal agreements. These agreements expired in February 2012, coinciding with the end of the 2007-2012 NPDES Municipal Stormwater Permit (Permit). In order to continue joint activities during the extended permit, interim interlocal agreements were signed by all of the original members through December 2013. Additionally, when the cities of Bainbridge Island and Port Angeles joined and signed interlocal agreements in early 2012, the group assumed the name “West Sound Stormwater Outreach Group” (WSSOG), to better represent the regional scope and to align with other similar groups across Puget Sound under the Stormwater Outreach for Regional Municipalities (STORM) outreach umbrella.

Grant Funds Awarded for Water Pollution Reporting Hotline Promotion – On behalf of the WSSOG, Kitsap County was awarded a Washington Department of Ecology Grant of Regional or Statewide Significance (GROSS Grant) to promote our unique regional water pollution reporting hotline. This work builds on our focus group work conducted in 2008 and the concentrated advertising efforts of 2010. The grant funds, totaling \$114,628, are being used to conduct further research and pilot efforts to determine the most efficient and effective means to keep our reporting hotline information in front of the public eye. Cunningham Environmental Consulting was hired to co-manage the project with Kitsap County, conducting background research, focus groups, and applying a social marketing approach to the project. Much of 2012 was spent gearing up for the pilot outreach campaign and evaluation, which will run March-June, 2013. Specific activities that were accomplished in 2012 included:

- January – Grant application submitted.
- March – Grant awarded, RFP for consultant services published.
- April – Ellen Cunningham selected as consultant, first team meeting held to present the project overview, discuss existing IDDE data, and establish priorities.
- May – Ecology contract signed.
- June – Consultant contract signed with Ellen Cunningham.
- July through September – Ellen conducted background research and prepared a report of findings
- September – Second team meeting to review baseline water quality complaint data, background research report, recap of 2008 focus groups and discuss upcoming Nancy Lee workshop and focus groups.
- October – Social Marketing Workshop with Nancy Lee to refine project purpose and draft key messages, messengers, creative elements, media channels, and next steps.
- November – Continued preparations for focus groups, including drafting graphic concepts to test, recruiting participants, and finalizing discussion guide.
- December – Two focus groups held at the Silverdale YMCA, findings report drafted and finalized, third team meeting held to review results.

Mutt Mitt Program Reaches Nearly 300 Stations! – The Mutt Mitt Program again experienced significant growth in 2012. Rather than advertising the program, the 2012 inventory of stations was distributed directly to the cities and to groups on the waiting list. Port Angeles took advantage of the program by replacing 12 of their existing stations with Mutt Mitt brand equipment. The more economical Mutt Mitt replacement bags resulted in an approximate cost savings for the city of \$4,060 annually. In addition, Kitsap County storm inspectors promoted the program to managers of multi-family housing units over the summer and recruited 10 new apartment complexes to join the program. A total of 81 new stations were adopted and installed by 24 groups, bringing the total up to 294 stations (Figure 1). Citizen groups provided much positive feedback about the program and reported that 286,178 bags were used at community stations. Additionally, Mutt Mitt stations at City and County parks dispensed approximately 254,000 bags. Combined, over *half a million* bags were used. This represents approximately 89 tons of dog waste diverted from surface waters as a result of the Mutt Mitt Program in 2012 (Figure 2).

2012 MUTT MITT PROGRAM QUOTES

"This has been great for our tenants. They love having the ability to pick up and drop off all in one place." – Heather Sanderson, Canade Bay Apartments, Bremerton

"People are now used to doggie bags and we have very few accidents – an improvement!" – Joan Görner, Evergreen Ridge Homeowners Association, Poulsbo

"We installed our new Mutt Mitt station on 7/2/2012 and we used the whole box of 2000 bags by the end of December 2012. We re-ordered a new box on 12/22/2012 and we got it in time for the holidays. Happy 2013!" – Denise Joseph, Griffin Apartments, Bremerton

"We love our ready stations. It's a great idea!" – Holly Vail, Solideau Ridge Apartments

"We are about to re-order another box. Although it's expensive, the Mutt Mitt program has been very positive for my staff that now to no longer worry about dog waste. Our tenants who use the stations they have thanked us on a number of occasions. Our organization is pleased to have you and the opportunity to install more stations, if the program expands." – Jennifer Hall, The Ship to Shore Apartments, Bainbridge Island

"Great program, wonderful sponsor from the public. It's a great idea and it is just too bad the parks do not provide garbage pick-up, so we're sure to be on that list next year. The program coordinator has been a great help. Thank you!" – Judith Brown, The Fishermen, Alsea State, Seaside, Ore. Bremerton

"This is such a great program and helps keep the park and trail clean. Thank you so much!" – Debbie Gray, The Fishermen, Alsea State, Seaside, Ore. Bremerton

"This is an extremely valuable program. Doge Creek has had more than half a million bags so far. We don't run out of mutt mitts. Dog owners tend not to pick up after their dog if there's no easy access to bags. We really appreciate the program." – Kathy Oswald, Rands Dog Park, Park Orchard

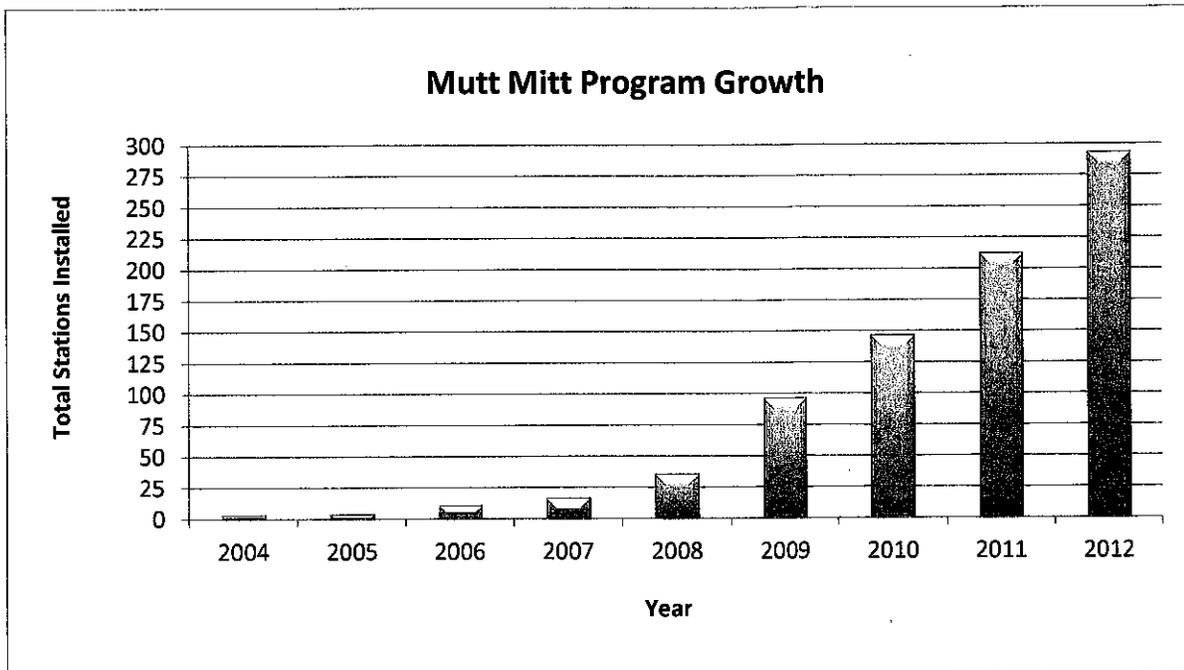


Figure 1. Mutt Mitt Program Growth, 2004 – 2012

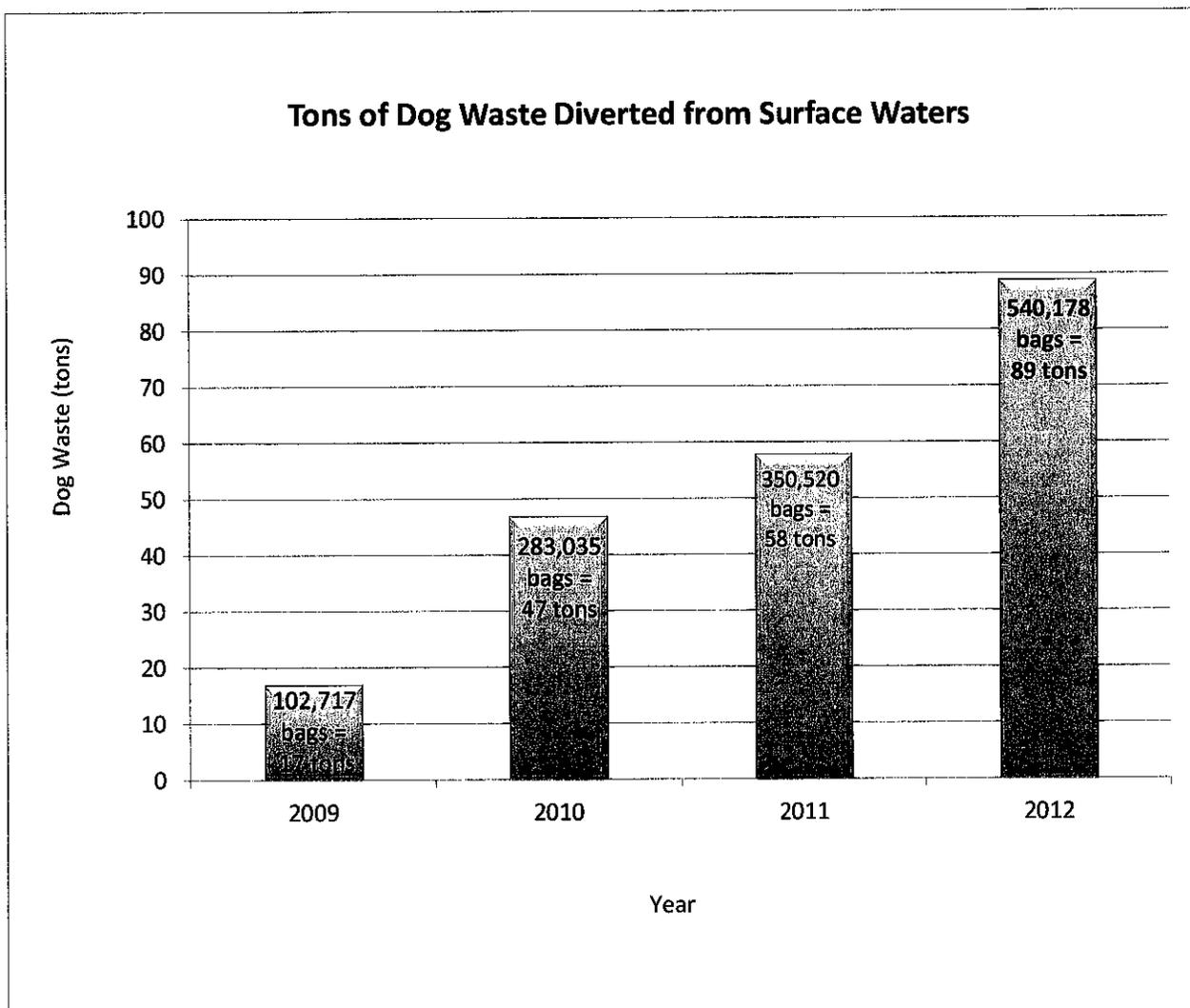


Figure 2. Tons of Dog Waste Diverted, 2009 – 2012

A Funny, Festive Take on Pet Waste Awareness – The Municipal Stormwater Permit requires awareness levels from successful outreach programs to be sustained. Furthermore, the approved Dyes & Sinclair Inlet water quality cleanup plan and pending Liberty Bay water quality cleanup plan specifies that existing pet waste outreach efforts must be maintained. To accomplish this, the Backyard Pet Waste Program was continued as a direct mail campaign targeting an audience based upon previous research, homes on $\leq \frac{1}{2}$ acre. In December, a new mailer was designed and delivered to almost 30,000 homes in Kitsap County, Gig Harbor, and Port Angeles. The holiday-themed mailer took a humorous approach get the message across about proper pet waste management and disposal (Figure 3).

Evaluation is a strong component of the outreach campaigns providing important feedback. Results of the Puget Sound Partnership's 2012 Sound Behavior Index (SBI) survey to residents throughout the Puget Sound Region show that 73% of Kitsap residents usually or always pick up their dog's waste from their yard. This compares to 78% and 64% in Pierce and Clallam counties, respectively. Kitsap ranks 4th among the 12 Puget Sound counties for highest percentage of pickup. Similarly, Kitsap ranks 5th for highest percentage of dog waste disposed in the trash, at 44%.



Over 11 tons of dog poop are dropped on the Kitsap Peninsula every day. That's like an entire city's raw sewage sitting in our backyards.

Pet waste is a health issue for your whole family.

Harmful organisms can be transmitted from dog waste to people. Some can live for weeks in your soil or nearby streams. Rain washes them into the waters where we swim, play and fish.

Landfills are designed to safely handle materials like dog waste. Yards and septic systems are not. Burying or composting pet waste is not safe.

**Scoop the poop, bag it, and place it in the trash
Clean yards. Clean streams. (And clean paws!)**

Learn more about protecting water quality at:

Puget Sound Starts Here.org



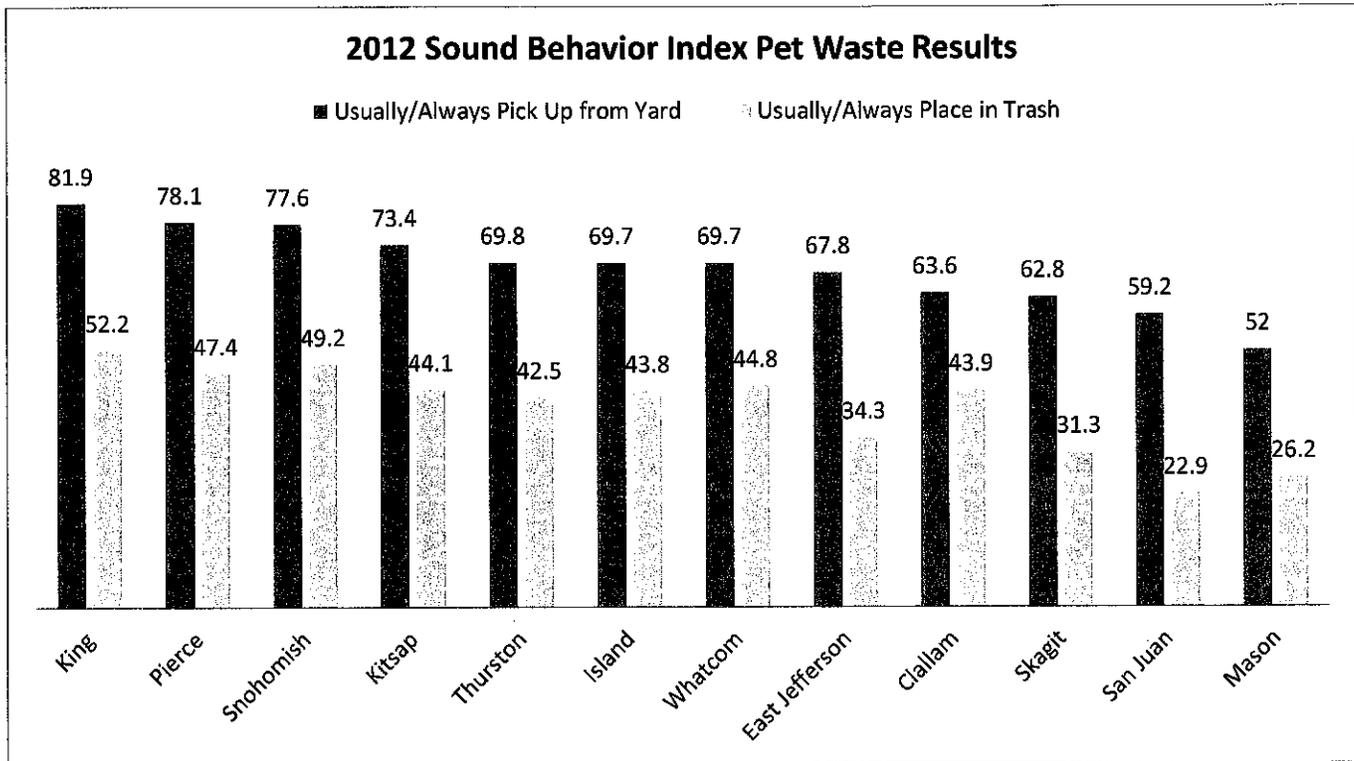


Figure 4. Results of PSP’s 2012 Sound Behavior Index survey for pet waste pickup and disposal.

Puget Sound Starts Here, on the Peninsula – May was the first annual Puget Sound Starts Here month, a regional effort to raise awareness about the harm to Puget Sound from polluted stormwater runoff and simple solutions residents can use to reduce their impact. Local implementation of PSSH month included the distribution of beverage coasters and coffee sleeves to local bars, restaurants, and coffee shops. Additionally, short advertisements originally produced by the City of Seattle were run in local theatres throughout the summer. Collectively, these efforts generated almost 850,000 impressions, or opportunities for people to connect with the campaign and its messages (Tables 1-3).

Table 1. Summary of Puget Sound Starts Here Theatre Advertising

JURISDICTION	THEATRE	# SCREENS	DURATION	PROJECTED IMPRESSIONS*
City of Poulsbo	Poulsbo 10	10	June 8 - September 6	466,184
City of Bremerton	Olympic Cinemas	4		
City of Port Orchard	South Sound Cinema 10	10		
Kitsap County	Silverdale 4 Theatres	4		
Kitsap County	Kitsap 8	8	July & August	220,000
City of Gig Harbor	Galaxy Uptown	10		
City of Port Angeles	Deer Park Cinemas & Lincoln Cinemas	8	July, September & December	150,000
TOTAL		54		836,184

*impressions based on 2 impressions per moviegoer per month

Table 2. Coasters Distributed at Local Restaurants

Coaster Distribution	
BAINBRIDGE ISLAND	
Isla Bonita	250
Doc's Marina Grill	250
Casa Rojas	250
Island Grill	250
Public House	250
POULSBO	
Hare & Hounds	500
The Loft	750
Sheila's Port Side Restaurant & Bar	500
Voodiez Bar & Grill	250
Tizley's Euro Pub	250
Valholl Brewing Co.	250
SILVERDALE	
Hale's Ales	500
Famous Dave's	250
Round Table Pizza	125
Hop Jacks	250
BREMERTON	
Toro Lounge	125
MANCHESTER	
Manchester Pub	125
El Sombrero	125
Manchester Pub	375
Manchester Inn	375
PORT ORCHARD	
Blue Goose Tavern	375
Bethel Saloon	375
McCormick Woods	500
That One Place	250
Moon Dogs II	250
Hare & Hounds	250
TOTAL	8000

Table 3. Coffee Sleeves Distributed at Local Coffee Shops

Coffee Sleeve Distribution	
KINGSTON	
The Cup & Muffin	1300
BAINBRIDGE ISLAND	
Pegasus	75
T & C market	75
Bainbridge Bakers	75
Blackbird Bakery	75
New Rose Café	75
Starbucks	75
Roosters	75
Walt's Market	50
Treehouse	75
POULSBO	
Cups Espresso	100
Poulsbohemian Coffeehouse	100
Liberty Bay Books	50
Caffee Cocina	100
Jak's Café	100
Poulsbo Perk	100
Hot Shots Java	100
Latte On Your Way	100
SILVERDALE	
Express Espresso	260
Coffee stand outside JR Saloon	260
Hot Java Café	130
Java Joint	130
PORT ORCHARD	
Bay Buoy Espresso	100
Stormy Espresso	100
Grinderfest Coffee	100
Second Wind Coffee Co	100
The Barn Espresso	100
Chug-A Tug	125
TOTAL	2805

STORM Remains at the Forefront of Regional Outreach – Kitsap staff continues to represent the County and cities on the STORM Core Team. Significant accomplishments are summarized in the annual STORM report (included as Appendix A). Among the highlights of the year were:

- King County, on behalf of STORM, was awarded an Ecology GROSS grant for development and implementation of a vehicle leaks outreach campaign. Significant progress was made on development of this campaign in 2012 and the pilot will be launched in 2013.
- The first annual Puget Sound Starts Here Month in May, including a PSSH night with the Mariners.
- The annual STORM Symposium in November, where Kitsap County presented local work at nearly all of the breakout sessions.
- STORM remains a strong collaborator with the Puget Sound Partnership in the development of Phase 2 of the PSSH campaign, to go live in spring 2013.

Looking Ahead at 2013 – The first half of 2013 will focus on carrying out the Water Pollution Reporting Hotline Promotion pilot project. This will entail the use of multiple advertising venues to increase calls to the hotline by encouraging residents to report pollution. Methods to be explored will include direct mailers, mass transit advertising, print and online ads, and utility bill inserts. Municipal employee education will also likely be a component of the project.

The WSSOG will continue sustaining the success of our pet waste outreach in 2013 through the addition of 40 more Mutt Mitt stations throughout the County and Cities and an annual mailing to all residents living on $\leq \frac{1}{2}$ acre.

On a regional scale, the WSSOG will take advantage of the work underway by the STORM Vehicle Leaks Committee to see what opportunities arise to encourage our residents to find and fix leaks. We will also participate in the second annual Puget Sound Starts Here month through outreach to local restaurants, bars, and coffee shops. Other opportunities will be pursued as time and resources are available.

Finally, members will work to assess the new Municipal Stormwater Permit education and outreach requirements, and revise our interlocal agreements accordingly. Members will work to have the interlocal agreements signed prior to the end of 2013.