



## Public Education and Outreach General Awareness Efforts 2021

During 2021, the City of Ferndale conducted education and outreach general awareness efforts targeting both the general public and businesses by maintaining information on the City's stormwater web page on the general impacts of stormwater on surface waters. This includes the "What is Stormwater?" and "Information for General Public & Business" pages. The City also shares relevant social media posts from local jurisdictions and organizations, and created two videos "What is Stormwater and Why it Matters" and "What Can Go Down Your Storm Drain (Only Rain Down the Drain)" to educate the general public on stormwater impacts.

Additionally, the City of Ferndale Stormwater Department partnered with the Whatcom County Health Department Source Control staff to conduct outreach and Pollution Prevention Assistance visits to Manufacturing businesses in Ferndale.

### Social Media Posts:

Oct 13 – What Can Go Down Your Storm Drain?

Sep 15 – Whatcom Water Week Poop Fairy

Sep 13 – Whatcom Water Week Activities – Whatcom Watersheds Information Network Share

Sep 13 – Whatcom Water Week Poop Fairy

April 16 – What is Stormwater and Why it Matters

Jan 28 – Pet Waste in Parks