

## Q20 Narrative for City of Enumclaw 2024 Annual Report

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### Q20 Attach description of general awareness efforts conducted including target audiences and subject areas S5.C.2a.i

The following description of public education outreach efforts conducted corresponds with work plan elements outlined in Table 3-1 of the City of Enumclaw 2024 Stormwater Management Plan.

#### EDUC-1

Task Description: Collaborate with other NPDES Permittees through Stormwater Outreach for Regional Municipalities (STORM) and Puget Sound Starts Here (PSSH) efforts to promote regional education and outreach programs with consistent messaging.

- Member of STORM listserv. The STORM website, resource reservoir, and content-rich email updates from the STORM Coordinator provide stormwater education and outreach updates and links to resources that inform outreach efforts and provide consistent messaging that can be used in the region for educating the general public on general impacts of stormwater on surface waters. Involvement with storm also included various survey participation including the STORM annual Survey; all of which are utilized to help direct regional outreach initiatives through STORM.
- Continued using public education outreach literature received from King County Dept. of Natural Resources, Water & Land Resources Division, the Department of Ecology and *Puget Sound Starts Here* regarding educating the general public on impacts of pet waste, drip and drive, and car wash pollution issues. Implemented consistent messaging with the PSSH logo present (social marketing on Facebook, catch basin markers implemented throughout city, flyers and posters on pet waste, spills response, don't wait to inflate, car washing, and don't drip and drive themes), participated in STORM surveys and are part of the email distribution group. City staff also attended STORM meetings when available.
- 2024 Puget Sound Starts Here Month General Awareness Social Media Campaign - The City contributed funds to an online social media campaign with various PSSH ads previously developed and rated based on effectiveness for implementation. The 2024 campaign continued to focus on general awareness of car pollution, specifically with raising awareness around proper tire care to reduce pollution from tire wear dust. Top rated ads were posted on various social media platforms throughout the Puget Sound and directly on the City of Enumclaw Facebook page by City staff. In 2024 there was an increased emphasis in the campaign to reach out to Spanish, Vietnamese, Korean and audiences of other languages. Ultimately, the 2024 campaign generated over 66,000 website visits to PSSH DontWaitToInflate.Org which was established to build further general awareness toward tire care. With these website visits, there was a 99 percent engagement rate of English and Spanish language speakers, 28 percent engagement rate of Vietnamese speakers, and 30 percent engagement rate of Korean speakers. Overall, the campaign performance saw over 43k website users produce over 59k engaged website sessions (page views) with an 88 percent engagement rate; meaning website users went to the website and actively engaged with the tire care content. The campaign also saw over 131,000 total views (full or partial) of PSSH educational videos on YouTube. The campaign was again optimized over a longer 2-month period to create more media efficiency opportunities, providing the case that lengthening the PSSH campaign creates paid media efficiencies for all of the collective jurisdiction dollars. As a part of this regional effort the City was able to provide far more reach and key media performances across the region and our jurisdiction than we could get by doing something similar on our own.

- Regional Dumpster Lid Behavior Change Social Marketing Campaign. The City is part of a regional group consisting of over 30 jurisdictions which implemented a dumpster lid behavior change campaign designed to promote commercial businesses in keeping dumpster lids shut to protect surface water quality. The pilot campaign in 2021 resulted in over a 25% increase in dumpster lid closure up to 77% from the baseline. Also, the final lid closure rate for business participating in the pilot rose 57% over the baseline observations. In 2024, the City again incorporated the dumpster outreach campaign into our business source control inspection program. Through this program, dumpster lid outreach was performed and campaign consistent messaging implemented on dumpsters. Dumpster lid outreach was performed at 12 businesses who had observed dumpster issues at time of the inspection. Of the businesses outreach was performed, only 2 required additional follow-up due to ongoing issues. Results of the campaign in 2024 were overall pretty consistent with what was experienced during the pilot program.

#### EDUC-2

Task Description: Continue implementation of storm drain pollution marker program.

- Implemented consistent messaging with the PSSH logo present on catch basin markers installed throughout the city. Markers inform residents not to pollute in the storm drain because catch basins flow to a stream and ultimately to the Puget Sound. An estimated 13 markers were installed in 2024 at catch basins within new residential subdivisions. The city purchases and supplies the markers to the contractor who is required to install them as a condition of permitting. City staff inspect to confirm proper marker installation prior to closing out of the permit. In 2024, through the source control inspection program, city staff also stenciled pollution markers on 5 catch basins at gas stations in the area which are more susceptible to spills.

#### EDUC-3

Task Description: Use social marketing practices and methods to develop a behavior change campaign that is tailored to our community. Continue working with regional jurisdictions to explore business related behavior change activities that may be implemented as the Source Control Inspection program element of the Permit.

- Regional Dumpster Lid Behavior Change Social Marketing Campaign. The City is part of a regional group consisting of over 30 jurisdictions which implemented a dumpster lid behavior change campaign designed to promote commercial businesses in keeping dumpster lids shut to protect surface water quality. The pilot campaign in 2021 resulted in over a 25% increase in dumpster lid closure up to 77% from the baseline. Also, the final lid closure rate for business participating in the pilot rose 57% over the baseline observations. In 2024, the City again incorporated the dumpster outreach campaign into our business source control inspection program. Through this program, dumpster lid outreach was performed and campaign consistent messaging implemented on keeping dumpster lids closed at 12 of the 38 businesses inspected who utilized a dumpster and had observed dumpster issues at the time of inspection. This included addition of campaign created outreach stickers on dumpsters which were improved from the original pilot stickers (increased graphic size, incorporated universal dumpster image, and showed human participation). Results of the campaign were consistent with that experienced during the pilot program with only 2 businesses requiring additional follow-up due to ongoing issues. In addition to educating businesses on the need to keep dumpster lids closed, staff educated businesses on other dumpster related issues such as illicit discharge and housekeeping issues. The dumpster outreach Campaign information was also incorporated onto the Washington Stormwater Center Website located here: <https://www.wastormwatercenter.org/permit-assistance/municipal/dumpster-outreach-group/>. As a part of this regional general awareness campaign effort, the City was able to provide far more reach around the region and in our jurisdiction.

#### EDUC-4

Task Description: Incorporate business spill kit and pollution prevention behavior change program into source control inspections. Contact ECOSS to assist with businesses who may struggle to fulfill source control requirements when English is not the primary language spoken.

- As a component of the source control inspection program, the City continued to incorporate our previous ECOSS spill outreach program into its source control business inspection program. With this, outreach was performed in-house by city staff. As part of spills outreach, the City source control inspector assists businesses with spill related source control BMP compliance through providing:
  - Site drainage maps to be used by the business (ground truthing as needed).
  - Spill plan templates for businesses to utilize for creation of their site-specific spill plan.
  - Posters with procedures for typical spill clean-up and information on agencies that need to be notified of spills.
  - Information on Spill kit supplies needed on site as well as vendors to contact for re-stock of supplies.
  - Contact list of various vendors in the area who can assist with spill clean-up as well as maintenance of the sites stormwater system.
  - Source control inspection flyer with helpful educational information on typical source control BMPs implemented at most sites.
  - A wall poster noting the 4Cs (Cover, Capture, Clean, Contain) to keeping pollution out of the storm drain.
  - Pollution prevention training participation tracking form.
- In addition to the resources provided above, City staff assisted businesses with application of pollution stencils at high risk catch basins (typically at gas stations) to help educate the general public not to pollute as the facilities drain to surface waters and not the sewer.
- On an as need basis, the City will contract ECOSS to perform spill kit outreach at local businesses for which English is a second language and additional assistance is needed. In 2024 there was not a need for this outside assistance by ECOSS.
- Whether performed by city staff or ECOSS, the pollution prevention outreach engages and educates staff from new and repeat local businesses about spills and potential polluted runoff from their site. Outreach and materials are provided in multiple languages as needed. As part of the project, staff evaluates behavior and level of knowledge before and after training was provided during the post inspection. The results are then used by the City to determine how the campaign may need to be adjusted to improve effectiveness. This outreach activity has a business target audience with a subject area of general impacts of illicit discharges on surface waters.
- This Pollution Prevention Outreach was provided by ECOSS in nearly 40 municipalities in the Puget Sound to over 4,500 businesses. Most of these businesses visited were automotive (20%) and food service industries (35%). Pre and post service surveys by ECOSS indicated that a significant improvement of understanding where polluted stormwater runoff goes was established as part of the outreach effort (increase from 66 to 91%). Outreach efforts also improved business employee training on spill prevention from 14% to 68%. Also, since ECOSS outreach, 84% of businesses have adopted basic spill prevention practices. These results indicate that this regional outreach effort is providing the desired behavior change which should ultimately reduce the quantity of pollutants entering surface waters in the Puget Sound which is a primary reason that the city plans to continue this outreach as a component of the source control inspection program.
- Implementation of this behavior change campaign as a component of the source control inspection program has not only helped businesses comply with operational source control BMP requirements, it has ultimately helped reduce pollutants from entering surface waters in the

Enumclaw and the surrounding region. See the source control inspection recap information for the number of businesses inspected in 2024 and for which this outreach was performed.

#### EDUC-5

Task Description: Continue to educate business owners and general public during IDDE response efforts.

- The city responded to 24 illicit discharge or illicit connection incidents in 2024. As a component of these responses, business owners/employees and/or the general public were provided IDDE education in person or via other correspondence. This education typically resolves around the key concept that “Only Rain is Allowed down the Drain” as well as local spill reporting and the City’s ability to assist with clean-up of spills. In 2024, education was deemed appropriate and provided as a component of illicit discharge response in 12 incidents.

#### EDUC-6

Task Description: Inform public employees, businesses and the general public of hazards associated with illicit discharges and improper disposal of waste through handouts, posters, social media, door knockers, etc.

- Regularly interact/collaborate with colleagues in various City departments (e.g. planning, operations/maintenance, gas and water utilities, building, and administration) to discuss/educate about SWMP and Phase II permit compliance.
- Posted rotating stormwater-related information in a central location at the public works/community development building. Staff often read and discussed/commented on the postings.
- Continued IDDE training for all new field staff and performed refresher training for existing field staff as needed.
- Continued TESC training for all new field operations staff on proper TESC BMP implementation for various public works operations/construction work and provide refresher training on proper TESC BMP implementation for existing operations staff as needed.
- City staff routinely educated the public about stormwater in the course of field work, complaint and illicit discharge investigations, site inspections, preconstruction meetings, plan review, public meetings and other discussion opportunities.
- In the City’s September utility billing, an education and outreach statement was provided on all utility billings regarding importance of removing leaves from storm drain catch basins.
- City staff continued implementation of the “spills happen” digital poster by posting it on the city’s Facebook page and displaying it at the city booth at the Enumclaw Street Fair.
- The City Stormwater Program Manager attended prep classes and passed the examination to become a licensed professional engineer.
- The City Stormwater Program Manager presented training to stormwater line maintenance staff regarding municipal stormwater permit requirements related to catch basin inspections and maintenance, stormwater manual maintenance standards to be evaluated for catch basins, IDDE inspection during catch basin inspections, and the process to properly track inspection/maintenance in the city asset management system Cartegraph/Open Gov.
- The City Engineer Technician/Source Control Inspector completed both an IDDE Spill Response Training Workshop and Source Control Business Inspection Workshop put on by the Washington Stormwater Center.
- The City Stormwater Program Manager attended a training on the 2024 Stormwater Management Manual for Western Washington put on by the Department of Ecology. As the primary reviewer on stormwater site plans for the City, this training was important to ensure that key concepts are not overlooked in reviews which ultimately ensure all redevelopment/development in the city meets the requirements of the Stormwater Management Manual for Western Washington.
- Pet waste clean-up signage and bag dispenses are installed and routinely maintained at all City parks including Boise Creek Park, Dwight Garrett Park, Ellenson Park, the Foothills Trail,

Flensted Park, Holdner Park, Martin Johnson Park, McFarland Park, Montgomery Park, and the Rainier Trails Park. Parks crews are continually evaluating other green space areas throughout the city to determine if additional pet waste stations are warranted.

- Posted *FIT For A King* educational poster regarding the Green/Duwamish and Central Puget Sound Watershed habitat plans at the city's booth at the Enumclaw Street Fair. This poster seemed to draw particular interest from booth visitors at the fair. This poster is also permanently posted within City hall to help educate the various residents who enter the building.
- Hosted an Enumclaw Recycling Event at the City Expo Center which promoted residents to properly recycle and dispose of various universal and dangerous wastes (batteries, florescent bulbs, used oil, etc.) and other recyclables. In 2024, 456 carloads of recyclable material arrived to properly recycle various materials. The event resulted in collection of roughly 28,020 lbs scrap metal, 3,250 lbs of scrap wood, 8 refrigerators/freezers, 95 propane tanks, 605 gallons of used motor oil, 110 gallons of used antifreeze, 15 used oil filters, 167 used tires, 26 lead acid batteries, 6720 household batteries, 19 mattresses, 12 toilets/sinks and much more. Rain barrel's and compost bins were also advertised and sold at the event to residents at a discount rate. While not only promoting sustainable practices, this event helped reduce various household pollutants that may otherwise have been disposed inappropriately, contributing to pollution in the region.
- Routinely posted general stormwater awareness information on the City's Public Works Facebook page. Information was focused on pet waste management, proper car wash techniques, typical household stormwater pollutants, proper tire care, and spills reporting. Postings were also provided in the month of September through October in support of the PSSH general awareness campaign to reduce pollutants associated with car maintenance. All posts included consistent messaging from the Puget Sound Starts Here regional outreach.
- Updates are routinely made to the city's stormwater webpage as needed with new education and outreach material. The webpage includes information on cleaning up spills, washing cars, managing pet waste, spills reporting information, wastewater-stormwater facts, household pollution facts, stormwater pollution educational videos, and much more.
- The city established their own public works booth at the Enumclaw Street Fair in 2024 and provided in-person stormwater educational and outreach information to fair attendees during all two days of this event. Education and outreach material was provided on the difference between storm sewer and sanitary sewer, pet waste facts, IDDE, spills hotline, etc. Lots of visitors commented that they liked the dog waste poster and the many visitors stopped to look at and read the green Duwamish King poster at the booth. The city's booth also includes a large stormwater banner to gain more attention to the stormwater education provided and attract more visitors.
- The city prepared an education and outreach letter on grease management and distributed it to all restaurants in the downtown corridor. The letter emphasized the importance of performing regular maintenance of grease traps, using a licensed grease hauler, educating staff on proper grease management, and keeping alleyways clean and clear of any grease. This letter was sent out to ultimately help mitigate pollution and safety issues related to improper grease management.
- The city prepared and distributed an education and outreach letter which provided general awareness on many of the best management practices which help ensure our streams in our area are not polluted by various activities. The letter was sent to all residential properties who are adjacent to tributaries running through the City and emphasized proper pet waste management, disposal of yard waste/trash, washing of vehicles at a car wash, and not feeding wild animals. The letter also provided a link to the city stormwater webpage which provides more education and outreach material. In total the letter was sent out to 113 properties.

#### EDUC-7

Provide and Advertise stewardship opportunities such as planting native plants and invasive species removal at City parks. Advertise and partner with EPCA to encourage residents to participate in volunteer water quality and other local stewardship opportunities.

- In 2024, the City worked with the Enumclaw Plateau Community Association who provides riparian planting stewardship opportunities to volunteers in Enumclaw. The city coordinated with leaders of this organization to support their ongoing riparian planting project along an unnamed tributary to Boise Creek. Assistance was provided by donating water for the plantings during hot summer months through an extension of the city water system performed in 2023, advising on grant opportunities that they may be eligible for to assist with funding additional plantings, coordination with the drainage district to assist with clean-up along the riparian planting area, and incorporation of the stewardship project in the annual beautify Enumclaw Event. In 2024, the City provided equipment and staff to perform vegetation management in the next phase of the riparian planting area to prepare it for planting of additional native riparian vegetation. City staff also worked with EPCA to help coordinate additional mowing, mulching of the area, and planting by an outside contractor. Staff is currently working to try and get funding to install a temporary irrigation system which would supply water through the full site during the hot winter months to keep the vegetation alive while it establishes.