

2020 Public Education and Outreach Report

Summary

The Education and Outreach (E&O) Plan provides an overview of the activities that were carried out during the 2020 calendar year to meet requirements set forth in the NPDES Phase II Municipal Stormwater General Permit (MSWGP) for Education and Outreach (E&O), Special Requirement 55C.2. Programs and activities were implemented, expanded, or added to, based on available funding, grants, and staffing levels with all minimum requirements of the MSWGP being met. This report provides a summary of those program and activities.

Puyallup's Rain Garden Program

Puyallup's Rain Garden Program marked 13 successful years in 2020. Since inception of the program in 2009 thousands of citizens have been educated on stormwater, pollution prevention, and green stormwater infrastructure. In 2020 the widely-recognized cost-share program continued through word-of-mouth efforts and promotion on the city website.

The program efforts to educate the public on stormwater, pollution prevention and the effects of stormwater pollution and impervious surfaces on our surface waters were communicated in this program through the promotion of rain gardens, rainwater harvesting, and permeable pavements.

The City continued to partner with Pierce Conservation District (PCD) in 2020 to support site evaluations and rain garden design. This year PCD continues to outreach with the local WSU Master Gardeners to continue supportive-partnership. The Master Gardeners were given the details on new rain gardens and allowed to create planting plans using the homeowner's selected plant pallet. The partnership increases capacity in the program and expands the network of organizations working to support our local stream health through impervious surface reduction.

Preliminary site evaluations are conducted by the City when each new application is received. The evaluations determine the suitability of the site for a rain garden, or new permeable pavement, and help the homeowner to understand the purpose of green stormwater infrastructure. The Conservation District then utilizes contributing surface calculations and minimum size requirements to design the rain gardens based on the homeowner's preferences, following the Rain Garden Design Manual for Western Washington.

In addition, with homeowner support the 8th Avenue Raingardens have been revamped using ECC crews and Master Gardener support by evaluating and upgrading plantings that will be more beneficial and appropriate to the raingardens and the amount of maintenance effort required. During this time the PCD and Master Gardeners hosted local informative sessions to continue the instruction to the local owners to ensure the longevity of the Rain Gardens. We

maintain signage and information in the area of the 8th Ave Raingarden to continue the education and to use these as opportunities to inform the public.

2020 Program metrics:

- 4 Program applications received
- 6 Rain garden rehabbed, 1 new installation
- 0 Permeable pavement installations
- 2 Rain barrels installed

Habitat Site Steward Program

In partnership with Pierce Conservation District the 2015-implemented Habitat Site Steward (HSS) Program continued its success with on-going site adoption and new Habitat Site Stewards added to program in Puyallup. The program serves to address multiple needs with the City including: creating opportunities for Public Participation, Public Education and Outreach, management of open space parcels acquired for restoration to support stormwater management.

The Program is led by Pierce Conservation District and covers four of the City's larger stream-based riparian areas: Silver, Meeker, Clarks, and Deer creeks. Once enrolled in the Program, HSS's create annual restoration and management plans for their adopted site as they work with the PCD Program Lead. The Stewards plan monthly work parties on the sites to remove invasive plants, mulch around young native trees and shrubs that they have installed, catalog wildlife found on the site, and give small-group style lessons on environmental stewardship. The Stewards' document their work on site back to PCD, who in turn provides feedback and guidance on the overall site management.

2020 Program metrics:

- 30 Planting events held, led by PCD Partnership & Habitat Site Stewards
- 80+ Volunteers educated on stormwater pollution prevention and riparian planting
- 3200+ New trees, cuttings, and shrubs installed

Stormwater Pollution Prevention Artwork Contest/Calendar Program

Due to the COVID -19 pandemic, this year's calendar distribution and outreach looked a bit different. Having had worked with a couple of schools and several outstanding teachers, compiling of the 2020 calendar has been the best year yet since development of the calendar program. This year outreached to 5th and 6th graders from Maplewood Elementary and Shaw Road Elementary. In the calendar, 12 student-drawn pictures highlighted stormwater BMPs including: don't feed the ducks, scooping dog waste, proper car washing, planting trees and benefits of rain gardens. Along with the Stormwater centric lesson staff lead the young artists to

the Puget Sound Starts Here webpages to learn about stormwater, pollution prevention, and easy ways to reduce our impact on local waterways.

The stormwater calendar was created in the last quarter of 2019 for 2020 distribution. Moving forward the calendar will be available to residents through our webpage and as in the past, at many city facilities. During the pandemic we have had to get a little creative in reaching out to the residents and in the development of the following years calendar and since the shutdown of all facilities we believe that a limited number of calendars actually made it in residents homes.

Each month of the 2020 calendar had a fun fact and question to engage in interaction with more of our residents. Each answer will be an additional educational opportunity for our residents, and are welcomed with an incentive. 2020 stormwater calendar monthly giveaways were mailed out or available to pick up at City Hall (while it was still open) for those who contacted staff through email, each year the program is growing, and we are seeing increasing interest. Since this year everything had to mailed out for distribution and our calendar reached limited number of residents, we decided to do a promotion of car wash coupons on the city's social media sites. We were contacted by 140 residents educating them on what using a commercial car wash can help the environment and distributed 155 car wash coupons.

Promotional Materials Distributed:

- 26 Bareroot native plant bundles
- 167 Fish-friendly car wash vouchers

Pollution Prevention Assistance (previously Local Source Control)

The City's Pollution Prevention Assistance Program continued in the beginning of 2020 to outreach to local businesses and the public on illicit discharge detection and elimination as well as provide focus on small quantity generators of dangerous waste, to identify sources of pollution on business sites and adopt and implement good housekeeping BMPs. Due to the COVID-19 pandemic site visits were placed on hold and the focus shifted to virtual workgroups to improve the program and provide additional resources to other jurisdictions within the Ecology funded program. Updating guidance to better serve the businesses visited once site visits return to normal. Upon the return of site visits, we will be visiting property management and mobile businesses, since most of the visit could be conducted outdoors, providing a safer environment for our specialist. We will add back in other industries as safer protocols are in place. In addition, on-going analysis of the understanding and adoption of these targeted behaviors (use and storage of maintenance materials, hazardous cleaning supplies, restaurant wastes, universal wastes other hazardous materials) supported the continued direction of resources to the selected BMPs and audience.

The Local Source Control Program, as a partnership with Ecology, re-branded the programmatic group in 2016. The program, now called Business Pollution Prevention Assistance Program,

maintains the focus of effecting behavior change through key messages to increase the number of businesses that comply with regulations and implement best practices.

During this time, the development of materials to bring consistency of guidance documents, virtual trainings and voice and zoom site visit protocols. Simplified checklists for over the phone and zoom visits have also been developed. The development of the handout materials will continue into 2021 and 2022.

A virtual new person training was created. This will now allow those entering the program to be able to take the training in a timely manner, as opposed to the once a year training that was previously in place.

2020 Program metrics:

- *Created a slogan for the PPA program*
- *Development of rack card and fact sheet for multi-jurisdictional dissemination*
- *Assisted in the creation of the virtual new person training modules*

Private Catch Basin Marking

Due to the pandemic, there were many barriers to placing catch basin markers by volunteers, as a part of this program. However, markers continued to be placed around new development and redevelopment projects as they were completed. Staff reached out to several business to get them on a list for placement of the markers in the first quarter of 2021 and have an inventory of markers that will need to be replaced once volunteers return for this program.

New catch basin markers installed as part of private development continued to be incorporated into requirements during plan review and permitting phases with the City. Development inspectors notify us of the placement of the markers for the program metrics and tracking.

2020 Program metrics:

- *106 new catch basin markers installed*
- *6 catch basin markers replaced*

Illicit Discharge, Detection, and Elimination (IDDE) Program

Outreach to the public, city employees, businesses, and general audiences is achieved as an integrated part of the programs and efforts listed above. Specifically, IDDE Education and Outreach to businesses is included as part of the Local Source Control Program; city employee education is part of training events provided to staff including Public Works Departments; finally, general audiences and the public receive IDDE education during one-on-one outreach

efforts such as Rain Garden Program site visits, riparian planting events, and during classroom visits to local schools.