

2021 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 2021 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 2021. Since inception of the program in 2009 thousands of citizens have been educated on stormwater, pollution prevention, and green stormwater infrastructure. In 2021 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 2021 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.

2021 Program metrics:

- 3 Program applications received
- 8 Rain garden rehabbed, 1 new installation
- 0 Permeable pavement installations
- 1 Rain barrel 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.

2021 Program metrics:

- 76 Planting events held, led by PCD Partnership & Habitat Site Stewards
- 250+ Volunteers (over 870 hours) educated on stormwater pollution prevention and riparian planting
- 550+ New trees, cuttings, and shrubs installed
- 582635 sqft invasives removed

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 was the best year yet since development of the calendar program. With that said, the 2021 calendar was developed utilizing 12 more outstanding

drawings from the 5th and 6th graders of 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.

The calendar was not printed, but instead provided online on the city's stormwater webpage. The stormwater calendar was created in the last quarter of 2020 for 2021 distribution. Since we did not print the calendar, we did notice a drop in participation from residents in the city. Moving forward the calendar will be available to residents through our webpage and as in the past, and obviously preferred method, print and made available at many of our city facilities, multiple locations at City Hall, the Puyallup Library, Activities Center and the Recreation Center. During the pandemic we 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 made it into resident's homes. Which is why, we made the decision to print the upcoming 2023 calendar.

Each month of the 2021 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. 2021 stormwater calendar monthly giveaways were mailed out and limited to only carwash coupons for those who contacted staff through email. Since this year everything had to be mailed out for distribution and questions needed to be answered by residents to get the incentive, we saw a severe drop in participation.

Promotional Materials Distributed:

- 26 Fish-friendly car wash vouchers

Pollution Prevention Assistance (previously Local Source Control)

The City's Pollution Prevention Assistance Program continued in the beginning of 2021 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. During 2021, there were approximately 73 site visits completed. One of those businesses that was visited was a dry cleaner, which was interested in purchasing a new wet cleaning machine and retiring their Perc dry cleaning machine, as a part of the reimbursement program. The city's PPA specialist facilitated this and assisted Ecology where needed. Several other visits were conducted on a referral basis, due to illicit discharges, along with assisting the Western Washington Fair, Farmers' market and other mobile vendors working in the city. Upon the return of site visits, the city's PPA specialist will return, with caution, to 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.

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.

Since the city's PPA specialist was proactive about working with festivals, special events and farmers' markets, she was asked to present her successes and failures to the rest of the program. Awakened the need to have a statewide training of those specific mobile vendors. She was approached by the city of Vancouver to work on a webinar project they are spearheading- in which she agreed to participate in the training- however, this is not a credit to the PPA program, but a separate program stemmed from the PPA program.

During 2021, our PPA specialist attended several virtual meetings and trainings offering her experience and guidance to newer specialist. Since she has been in the program for 8+ years, our PPA specialist was sought out for mentoring of the new specialist and was assigned three new specialists to mentor. Since there was a virtual new person training created, there was a panel discussion created to help answer question from the new and "seasoned" specialist.

2021 Program metrics:

- *Mentored three new specialists*
- *Conducted 73 site visits*
- *Converted one dry cleaner from PERC DCM to a Wet CM*
- *Participated in bi-monthly panel discussions*

Private Catch Basin Marking

Similar to 2020, in 2021, due to the pandemic, we had limited interest from volunteers to place markers. 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.

2021 Program metrics:

- *102 new catch basin markers installed*
- *13 catch basin markers replaced*

Participation in the Regional Dumpster Outreach Campaign

We have chosen to participate in the regional Dumpster Outreach Campaign in order to meet our behavior change component of the permit requirements. In our many years of PPA and IDDE work we have observed many locations that could benefit from this campaign. Which is why we felt passionate to join. We have started to implement this campaign and look forward to working with this group as the work progresses. In the months during the pilot, regardless of multiple attempts to reach out to businesses, our guidance was not well received. While we do not know if this was due to the pandemic that was in full effect during this time, we continued to send literature to the businesses we chose to proceed with gathering data on. During this time, we noticed that even though we were not getting the participation within the program that we desired, there was a change in the business's best practices. We do believe that the initial hesitation to joining the campaign had a majority to do with COVID and all the uncertainty swarming around it.

2021 Program Analysis:

- *Initial data was gathered from 28 businesses*
- *Four businesses, including a shared dumpster location were chosen to continue monitoring*
- *Baseline data gathered 53% of the time dumpster lids were closed*
- *Final data gathered 67% of the time dumpster lids were closed*

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 Pollution Prevention Assistance 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.

In 2021, city staff restructured the training to make the trainings easily accessible to staff, along with confirmation documentation that training was completed. In 2021 stormwater staff rolled out the first set of trainings, which were successful. At that point additional city staff will be trained by departments to ensure all departments are covered- and any new employees will be trained within the first month of employment, including seasonal workers.

2021 Program metrics:

- *28 city staff successfully completed the training*
- *Training began in November*
- *15% city staff have been trained*