

City of Sequim: Stormwater Stewardship Grant WQC-2015-SequPW-00008

PUBLIC INVOLVEMENT ACTIVITY SUMMARY

Overview

The City of Sequim’s Stormwater Stewardship public engagement program was intended as outreach to persons and entities that have the potential to affect surface water quality within the city limits, and also peripherally in those watersheds that are critical to water quality but are beyond the City’s political boundaries.

The target audiences included essentially everyone, with priority for City decision makers including City Council, Planning Commission, and City staff. Potentially affected interests (PAIs) included city residents, commercial landowners, parking lot owners, development industry (builders, realtors), irrigation companies/districts, school district, Wash. DOT, Clallam County, and environmental interests. Indirectly affected parties include small business owners, consultants to development industry, banks, students, and farmers.

The overall goal of the Public Involvement Program was to change behaviors and practices that cause or contribute to adverse stormwater impacts—first and foremost by successfully adopting a plan for municipal stormwater management. A variety of program elements were developed and implemented to enhance the target audiences’ understanding of what they can do to prevent or reduce their contribution to surface water pollution. Certain outreach activities were conducted with the cooperation of key partners in the community, neighboring jurisdictions and regulatory agencies to expand the number of participants and distribute information more widely.

Public Involvement Program Goals and Behavioral Change Objectives

- A. Increase understanding of how stormwater is generated and how it ultimately affects streams, groundwater, and Sequim Bay.
- B. Demonstrate to the general public and students how stormwater becomes polluted by our actions.
- C. Describe and demonstrate pollution prevention techniques and environmental stewardship actions that can reduce pollution of our surface waters.
- D. Teach proper techniques for storage and disposal of pesticides, fertilizers, and household hazardous wastes.
- E. Describe pollution prevention techniques and best management practices (BMPs) that businesses, contractors, and industrial facility operators can use to properly dispose of waste products, and thereby reduce pollution of storm and surface waters.
- F. Describe benefits of stormwater as an underutilized community resource.
- G. Encourage/facilitate resident involvement in measurement, recording, and/or reporting of stormwater runoff to local streams and other water bodies.
- H. Encourage public participation in the decision-making processes related to adoption of Sequim’s initial Stormwater Management Plan and Program (SWMPP) through public meetings, interpretive center visits, surveys, public review and comment on draft and final policy plan documents.

The City tracked and maintained records of all education and outreach activities and submitted quarterly reports via EAGL. These are summarized in Table 1, keyed to goals listed above. Through these means, the City continually developed and applied methods for assessing whether target audiences were learning about pollution prevention to a degree that resulted in measurable behavioral changes—in particular, acceptance and adoption of a stormwater management plan and program.

Table 1 Public Involvement Activity Summary

Activity	Intended Audience	Completed	Goal and Behavior(s) Encouraged
Initiated in Q3 2014			
Development of Stormwater Stewardship outreach plan - Program branding and tagline - Project flyer	City Residents Businesses Elected Officials Industry Farming and irrigation Policy Advocates	Q1 2015	A, B
Created new Stormwater Stewardship website	City Residents Businesses City Officials	Q3 2014	A, C
Recruited 10 Stormwater Stewardship volunteers - City newsletter and press releases	City Residents	Q3 2014	A, C, G
Initiated in Q4 2014			
Opened and staffed Stormwater Stewardship Interpretive Center - Displayed SWMPP development process - Displayed LID resource table - Displayed Bell Creek natural and human history	City Residents Students	Ongoing	A, B, F, H
Maintained Stormwater Stewardship website - Initiated monthly updates to subscribers - Tribal fishery management video	City Residents Businesses City Officials	On-going	A, C
Delivered Presentations - North Olympic Senior Coalition - Dungeness River Management Team	Policy Advocates City and other Officials	Q4 2014	A, C
Initiated in Q1 2015			
Delivered Presentations - Sequim Education Foundation - Science Café	City Residents Policy Advocates	Q1 2015	A, C, E
Maintained Stormwater Stewardship website - Initiated monthly updates to subscribers - Posted <i>Sequim Water Cycle - a Story Map</i> video produced by project volunteer	City Residents Students City Officials	Q1 2015	A, C
Launched Creek Awareness campaign - Designed and Installed creek name signs	City Residents City Officials	Q2 2015	A, B
Initiated in Q2 2015			
Launched “Bell Creek Discovery Tour” on Earth Day - 37 educational tour sheets submitted for prize drawing - Tour elements adapted for on-going public use	City Residents Students	Q2 2015	A, C
Produced four new posters on SWMPP background issues and elements	City Residents Businesses Industry/Farmers Irrigators	Q2 2015	D, E

Activity	Intended Audience	Completed	Goal and Behavior(s) Encouraged
Delivered Presentations - Highland and Sequim Prairie Irrigation District Boards - Sequim Association of Realtors - Sequim Dungeness Valley Chamber of Commerce - Sequim Noon Rotary Club - Dominion Terrace Home Owners Association	Policy Advocates City and other Officials Businesses	Q2 2015	A, B, D, E
Stormwater Stewardship Interpretative Center - Hosted Open House hours on draft SWMPP document	City Residents Students	Ongoing	A, B, F, H
Stormwater Stewardship booth at Sequim Irrigation Fest - Distributed SWMPP materials, informal discussion with visitors	City Residents	Q2 2015	A, C, D
Prepared press release materials - Series of articles on draft Stormwater plan - Series of articles on Bell Creek Discovery Tour			A, H • <i>Increased traffic to Interpretive Center</i>
Maintained Stormwater Stewardship website - Continued monthly updates to subscribers - Used for notification of draft SWMPP availability and hearing schedule	City Residents Students City Officials	Ongoing	A, H
Initiated in Q3 2015			
Maintained Stormwater Stewardship website - Continued monthly updates to subscribers - Added new subscribers	City Residents Students City Officials	Ongoing	A, H
Prepared press release materials - Single article on Plan in general terms	City Residents	Q3 2015	E, H
Delivered Presentations - Sequim Sunrise Rotary Club - Strait ERN LIO - "Coffee with the Mayor" series	Policy Advocates City and other Officials Businesses	Q3 2015	A, B, D, E, F
SWMPP Hearings - Staff reports to Planning Commission and City Council study sessions	City Officials	Q3 2015	H
Initiated in Q4 2015			
Maintained Stormwater Stewardship website - Sent notice of content updates to subscribers	City Residents Students City Officials	Ongoing	A, H
Prepared media materials - Began regular (4 week interval) column in Sequim Gazette "Water Matters"	City Residents City Officials	Ongoing	A, C
Delivered Presentations - Clean Water Work Group of Dungeness River Management Team	Policy Advocates City and other Officials	Q4 2015	A, B, D, E
Stormwater Stewardship Interpretative Center - Continued regular but reduced weekly hours	City Residents Students	Ongoing	A, B, F, H
Initiated in Q1 2016			
Maintained Stormwater Stewardship website - Sent notice of content updates to subscribers	City Residents Students City Officials	Ongoing	A, H
Prepared media materials - Continued "Water Matters" column in Sequim Gazette - Press releases on final SWMPP availability	City Residents City Officials	Q1 2016	A, C, H
Stormwater Stewardship Interpretative Center - Continued regular but reduced weekly hours	City Residents Students	Ongoing	A, B, F, H
Initiated in Q2 2016			
Maintained Stormwater Stewardship website - Sent notice to subscribers in support of final SWMPP adoption	City Residents Students City Officials	Ongoing	A, H

Activity	Intended Audience	Completed	Goal and Behavior(s) Encouraged
Prepared media materials - Continued “Water Matters” column in Sequim Gazette - Press releases on final SWMPP adoption	City Residents City Officials	Q2 2016	A, C, H
Pet Waste Educational Material - Joined regional effort to produce and distribute brochure and rack card	City Residents	Q2 2016	B, C, D
Initiated in Q3 + October 2016			
Supported code changes and manual compliance - Designed and prepared outreach materials and guidance for drainage permit applicants re: construction, permanent facilities, ongoing maintenance - Prepared outreach materials on maintenance for stormwater facility owners related to code updates	City Residents Building Permit Applicants City Staff	Q3 and October 2016	C, E, G
Supported monitoring project results - Prepared illustrations of monitoring results to complement narrative report; used on website for general educational purposes	Local Water Managers General Public Students	Q3 2016	A, F, G
Maintained Stormwater Stewardship website - Sent notices of content updates to subscribers - Sent final notification about end of grant project and closure of Interpretive Center for regular operating hours	City Residents Students City Officials News Media	Q3 and October 2016	A, H
Pet Waste Educational Material - Finalized regional effort to produce rack cards	City Residents	October 2016	B, C, D
Final Closeout Reporting	City/Ecology staff Legislature	October 2016	A, B, C, F

Measurement of Success:

In order to maximize the likelihood of success as measured by the adoption of the City’s first ever stormwater plan, City staff utilized methods and techniques obtained from the Institute for Participatory Management & Planning’s 2013 workshop entitled “Strategic Development of Informed Consent,” or SDIC. These methods included defining basic objectives, key messages, best citizen participation techniques for delivery of each message, primary audience, and ability to quantify success for individual activities—summarized for the project in Table 2.

Table 2 Citizen Participation Techniques with Measures of Success

(See attached)

Table 2 - Citizen Participation Techniques with Measures of Success

CP Technique	Category	Potential Activity	Primary Audience	Quantifiable? (other than "completed")	Achieved
	Event	Prizes for events to encourage public engagement/ participation	(general public)	Media coverage	News stories on winners of Bell Creek contests
10 Illustrate solutions in lay terms	Education	Prize or other attention given to entities featuring good LID or other stormwater management	Commercial landowners	At least 1 announcement	<i>Not completed</i>
38A Phone/fax/email, 13 Facilitate internal communications	Education	Listserv for project updates and other news (via email to subscribers)	(general public)	Increasing number of subscribers	Gradual increase to 120+ subscribers
4A Disseminate mat'l to PAIs and media	Outreach	Booth at local festival – use City canopy, laptop/large monitor for videos: Dungeness River Fest (Sept.)	(general public)	All ages participation	2014 Festival only
4A Disseminate mat'l to PAIs and media	Outreach	Booth at local festival – use City canopy, laptop/large monitor for videos: Irrigation Festival (May)	(general public)	All ages participation	2015 Festival only
4A Disseminate mat'l to PAIs and media, 15A Store front/drop-in center	Outreach	Staff interpretive center 2x/week from October 2014 through July 2015	(general public)	Open to public twice/week	Open twice/week thru Oct. 2015; once/week thru June 2016
1F Open house	Event	Interp. Center grand opening	(general public)	Media coverage	One article, Fall 2014
13 Facilitate internal communications, 10 Illustrate solutions in lay terms, 15A Store front/drop-in center	Education	Interp. Center: technical assistance, demos on LID	Partners	Open to public at least once/week	Open twice/week thru Oct. 2015; once/week thru June 2016
13 Facilitate internal communications, 22B Focus groups, 17 Open channel with each PAI	Involvement	One-on-one or small group meetings	Any PAI	At least 5 such meetings	2-3 small group meetings in 2015
	Event	Contest: Guess the date Bell Creek starts running for the season (schools, community)	(general public)	Media coverage	News stories on winners of Bell Creek contests
25 Conduct background study, 13 Facilitate internal communications	Involvement	Volunteer stormwater system inventory field work	Partners	At least 2 volunteers	3-4 volunteers for this activity
	Involvement	Volunteer stormwater system inventory data entry	Partners	At least 1 volunteer	1 volunteer
25 Conduct background study	Involvement	Volunteer storm flow monitoring	Partners	At least 3 volunteers	8 volunteers
	Outreach	Order/install rain gage in town (find location where we already have telemetry)	Partners	Gage installed	<i>Not completed</i>
1B Open meeting, 1C Forum, 1F Open house, 1G Town meeting, 22B Focus groups, 22A Be a participant observer, 37A Responsiveness summary	Involvement	Focus or working groups with stakeholders, get input, disseminate to community	Any PAI	At least 2 such meetings	Multiple study sessions with Planning Commission and Council

Table 2 - Citizen Participation Techniques with Measures of Success

CP Technique	Category	Potential Activity	Primary Audience	Quantifiable? (other than "completed")	Achieved
1F Open house, 9B Fish-bowl planning, 13 Facilitate internal communications	Involvement	Open house with City attorney, engineer, other experts to cover different types of questions	City residents	At least 1 such meeting	Multiple study sessions
22B Focus groups, 17 Open channel with each PAI, 21A Experience empathy, 22A Be a participant observer	Involvement	House meetings, door to door, lead tours, make video to review plan, solicit input	City residents	At least 2 such meetings	<i>None requested</i>
22A Be a participant observer	Involvement	Get indication of support from people involved since most are unlikely to come to a hearing	City residents	Interview residents	Discussed plan/program at Interpretive Center
9B Fish-bowl planning	Involvement	Identify everyone possibly against project, consider and address their concerns	Any PAI	Reach out to development community	2 presentations
	Education	Volunteer project: Virtual and/or walking-driving tour of the watershed	(general public)	At least 1 volunteer	Bell Creek Discovery Tour, Sequim Water Resources story maps
4A Disseminate mat'l to PAIs and media; 16A Use existing clubs, orgs, civic, etc.	Education	Sequim School District (including OPA homeschoolers), private schools; clubs, sport teams, science classes	Partners	At least 1 involved class or group	SHS Be the Change Club
16A Use existing clubs, orgs, civic, etc.	Education	Scouts - individuals or troops	Partners	At least 1 volunteer	Scouts did Discovery Tour to earn badge
7 Educate PAIs re: PS/DM processes; 38A Phone/fax/email; 38C website; 17 Open channel with each PAI	Outreach	Direct phone calls, emails, etc., especially to key representatives of PAIs	Any PAI	At least 5 such contacts made	Direct contact with County, irrigators, realtors, parking lot owners
	Involvement	Survey of public knowledge of stormwater and local streams, etc.	(general public)	At least 20 surveys completed	At least 20 completed
35A Hotline	Outreach	Dedicated phone line for input	Any PAI	At least 5 messages on Hotline	Only 2-3 messages
37A Responsiveness summary	Outreach	Ongoing catalog of input received	Any PAI	Responsiveness Summary	Included with final package for Council approval
16B Use existing newsletters, media, etc.	Outreach	Disseminate announcements to other groups for their newsletters, etc.	Partners	At least 2 such announcements	<i>Not known</i>
32 Monitor actual impacts, 18 Monitor media	Education	Track related media stories	Any PAI	At least 2 stories	At least 3 stories