

Community and Youth Programs

This program educates the general public as well as youth and school-age children about the impacts of stormwater flows into surface waters and the impacts associated with impervious surfaces. The program includes teacher training, curriculum resources, field trips and community service/service-learning activities as well as general public outreach.

Working with Seattle Public Schools provides an opportunity to reach a diverse geographic audience and engage students with direct, applied learning. The virtual programs and learning resources link closely with current school science curriculum to reinforce target messages and illustrate concepts with real, local examples.

In 2020, the COVID-19 pandemic impacted SPU’s ability to provide in-person learning opportunities to Seattle Public Schools (SPS) students, as well as professional development to participating teachers. As



part of the Urban Stormwater Education program, 11 field trips, 1 teacher professional development workshop, and 6 Duwamish River Program field trips were cancelled in Spring 2020 when schools were closed to in person learning. In Fall 2020 SPU pivoted to a digital learning format. Twenty-five classes, totaling 581 students, participated in the “When It Rains It Pours” program, which consisted of a series of three synchronous stormwater-

focused classes taught online by Islandwood educators. SPU also developed the concept for a series of virtual video tours of the City’s local creeks. Each “Creek of the Week” video focuses on a different creek and the stormwater issues facing that watershed. The first in the series, focused on Piper’s Creek, was filmed and edited in 2020.

The Salmon in the Schools (SIS) program was also impacted by ongoing COVID-19 pandemic. The leadership team supported 22 modified salmon releases in May and June. Seven teachers attended the online new teacher training in October, and 26 teachers are rearing salmon eggs in 2021. The SIS website was updated to include at-home learning resources that teachers can use to engage students in learning about their salmon tank.



In 2020, due to the ongoing COVID-19 pandemic, programs that promote best practices to the general public pivoted to online and virtual strategies. The messages and tactics posted on social media and targeted online ads encouraged personal stewardship and behaviors to improve water quality and watershed health. Our outreach aligns with the Puget Sound Starts Here brand. In September, as part of Puget Sound Starts Here month, SPU sponsored the Sound Off Quiz online to highlight the importance of keeping our waters clean, and 1000 people participated.

Many of the traditional ways that SPU engages with the public, such as public tours, volunteer events, and staffing large events were not possible. Staff were able to continue to promote stewardship through storm drain stenciling, which was adapted to meet social distancing requirements and local health guidelines.

Automotive Maintenance Program (AMP)

In 2020, three Don't Drip and Drive (in person auto workshops) were held with 14 participants prior to the onset of the ongoing COVID-19 pandemic and the closure of South Seattle College where workshops take place; 31 vehicle maintenance kits were distributed.



Car Washing

In 2020, SPU aligned messages and branding through our regional partnership with Puget Sound Starts Here. During the month of July SPU promoted BMPs directed to do-it yourself (DIY), and those who prefer using carwash bays and tunnels. Posts reached of 8,726 people with 1,299 engagements.

This post of a past ad from the Clean Water Campaign generated a lot of interest. SPU continue to maintain a webpage on the City's website with information about BMPs and alternatives to carwash fundraisers.

STORM/Puget Sound Starts Here (PSSH)

In 2020, the City continued to participate in STORM (Stormwater Outreach for Regional Municipalities) strategic planning and program activities. SPU supports STORM as an active member of the Steering Committee and the Puget Sound Starts Here (PSSH) Steering Committee.

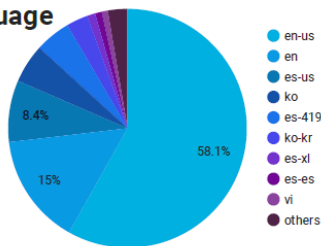


In 2020, SPU participated in the Puget Sound Starts Here digital campaign. The multi-language campaign promoted existing BMP videos from 2019. Overall, the ad campaign secured 1.4 million video completions and generated 10,683 new PSSH website users

who engaged in 12,100 sessions. A total of 541,322 residents in Seattle watched the BMP videos according to the Rich Marketing report.

Line item		Impressions	Video completions	Clicks
1.	Display & Video Spanish/Vietnamese/Korean/English (:30s Creative) :: Geo - Puget Sound Counties (Facebook/Instagram)	1,787,194	118,544	2,431
2.	VIDEO KOREAN - Browser Language Targeting; DT(Low Income/HHI less than \$30K/Unemployed/No HS Diploma...)	527,233	366,101	1,289
3.	VIDEO SPANISH - Browser Language Targeting; DT(Low Income/HHI less than \$30K/Unemployed/No HS Diploma...)	330,328	195,071	1,968
4.	DISPLAY SPANISH - Browser Language Targeting; DT(Low Income/HHI less than \$30K/Unemployed/No HS Diploma...)	1,182,882	0	1,607
5.	DISPLAY ENGLISH - BT(Vehicle Age 10+/DIY Auto Maintenance/Auto Enthusiasts); CT(Dog); CT(Home Owners/Ga...)	5,450,661	0	3,058
6.	VIDEO VIETNAMESE - Browser Language Targeting; DT(Low Income/HHI less than \$30K/Unemployed/No HS Diploma...)	690,965	547,241	470
7.	Video Spanish/Vietnamese/Korean/English (:30s Creative) :: Geo - Puget Sound Counties (YouTube)	1,025,374	16,683	1,167
8.	VIDEO ENGLISH - BT(Dog Owners); BT(Home Owners/Gardeners); BT(Vehicle Age 10+/DIY Auto Maintenance/Aut...)	478,976	321,648	896
Grand total		11,473,613	1,565,288	12,886

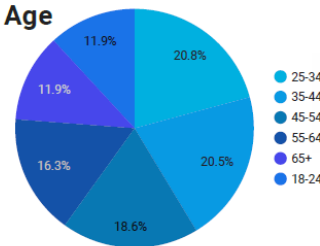
Language



Language Codes

en = English (All)
 en-us = English (United States)
 es = Spanish (All)
 es-es = Spanish (Spain)
 es-us = Spanish (United States)
 es-xl = Spanish (Latin America)
 es-419 = Spanish (Latin America/Caribbean)
 ko = Korean
 ko-kr = Korean (Korea)
 vi = Vietnamese
 Other = Classified as other language

Age



In collaboration with the Central Sound SOG, SPU also participated in a regional King County Metro and Sound Transit bus advertising campaign highlighting the connection between stormwater inlets and receiving surface waters. A monthlong campaign reached 43% of Intersection Media’s estimated audience at a frequency rate of 4.2x for a total of roughly 6.4 million impressions.

SPU staff also regularly shared examples of programs and materials with other municipalities (both Phase I and Phase II permittees) through STORM, and the City continued to include the PSSH brand and website address on many related outreach materials. SPU co-leads and manages the popular PSSH Facebook page which focuses on stormwater BMPs for cars, pets, yard care and home cleaning.

In 2020, SPU continued to support the National Estuary Program (NEP) award granted to STORM via King County by housing the STORM Coordinator position in a Term-Limited Assignment. SPU actively worked with STORM to identify mechanisms for extending this important regional function beyond its projected, initial sunset. This includes adapting the STORM Coordinator role to meet the needs of a subsequent NEP grant award. SPU staff actively participate in the subcommittee for this second NEP grant as well: one intended to identify a pollutant(s) that will shape the next significant regional social marketing behavior change campaign.

Pet Waste Program

The Pet Waste Program is a city-wide outreach program that promotes Best Management Practices and educates the public about the impacts of pet waste on water quality.



In 2020, the program paid for advertising in Pet Connections magazine, distributed 154,600 mutt-mitt baggies, worked with volunteers to maintain 96 pet waste dispenser location sites, and distributed 926 pet waste brochures. We have a city-wide map of dispenser locations posted on the utility's website.

The program continues its strong partnerships with Seattle Animal Control, Seattle Parks, Neighborhood Community Groups, Apartment Building Managers, King County, Pet Stores and Animal Clinics.

Trees for Seattle

Trees for Seattle is a citywide interdepartmental program that focuses on increasing and maintaining healthy tree cover. Trees for Seattle has four focus areas: Tree Ambassador volunteer work, Trees for Neighborhoods tree planting, public communications, and interdepartmental and community partnerships. Trees for Seattle is an appropriate BMP for educating the public about landscaping and buffers, and it engages residents in the stewardship and restoration of the urban forest canopy. In 2020, the COVID-19 pandemic impacted Trees for Seattle's capacity to engage people in person and to hold volunteer events. COVID-19 pandemic gathering restrictions reduced the number of volunteer events we were able to hold to three events and the number of volunteer hours to 279. SPU was able to pivot to virtual engagement, holding nine webinars and launching a new Tree Walk mobile app that allowed the public to explore Seattle's trees on their own. We also maintained our monthly e-newsletter with a distribution list of 3,500 people, engaged the community through social media, and answered 488 technical support inquiries via phone and email.

The Trees for Neighborhoods program builds a healthier, greener Seattle by engaging residents in planting trees on private residential property. The 2020 program adapted to the COVID-19 pandemic social distancing requirements by delivering 1,000 trees directly to 520 households rather than holding in person pickups. Trees included evergreens, Pacific Northwest natives, and power line friendly trees. All participants attended a virtual tree planting and care workshop —83% reported learning something new about tree planting or care and 100% said that they would recommend us to others. Planting assistance was provided to 5 elderly and disabled residents not physically able to plant trees on their own. Regular



watering reminders were sent via email and postal mail to all past participants during the dry summer months to increase tree survival. Past participants were also offered workshops on proper structural pruning of young trees. In 2020, field crews surveyed all 659 street trees planted by program participants in 2014 (surveyed every year), 2018, and 2019. Collected data showed a 92% survival rate for 2014 trees, a 98% survival rate for 2018 trees, and a 98% survival rate for 2019 trees. 87% of surveyed trees were reported in good condition, 12% in fair condition, and 1% in poor condition. 19% of trees showed signs of water stress. The field crew provided each surveyed household feedback on their tree care practices, leaving each resident a tree health report with individualized notes and care instructions. Overall, since 2009, Trees for Neighborhoods has helped residents' plant over 11,300 trees across the city.

In 2020, SPU continued to incorporate results from the 2014 planting workshop effectiveness evaluation into the Trees for Neighborhoods project through our workshops, watering and care email reminders, and providing direct, individualized feedback on care practices to past participants during field evaluation data collection.

RainWise

The RainWise program provides education to the general public, homeowners, landscapers and property managers about low impact development techniques, with a focus on the installation of rain gardens and cisterns. In 2020, the program implemented the following educational/technical elements to raise awareness about Green Stormwater Infrastructure (GSI), including stormwater treatment and flow control:

- Posted rain garden designs, plant lists, maintenance guidelines, and other information and brochures on various GSI techniques on the City of Seattle and King County's website, <http://www.700milliongallons.org/>. This website explains the City's goal to manage 700 million gallons of polluted runoff per year with green stormwater infrastructure (GSI) by 2025. It also educates property owners about GSI techniques they can use on their property and explains the RainWise rebate program.

- Outreach included:
 - Workshops
 - 4 total and 40 people attending (number greatly reduced due to COVID)
 - Webinars
 - 23 with 250 people attending (greatly increased due to COVID)
 - Postcards
 - 4 mailings sent to about 50K customers
 - Contractor Orientations
 - 2 sessions, 64 individuals
 - Contractor Academy
 - 8-week program with 20 attendees
 - 30 Multi Cultural small business owners were engaged; 10 trained (14 remain active)
 - Interpretation services provided in Spanish, Vietnamese and Chinese



- Contractor Events
 - 5 “Meet-ups” and 60 people attending

Sustainable Yard and Home Education Program

The Sustainable Yard and Home Education Program (SYH) is supported by SPU Solid Waste and Water Supply funding as well as SPU Drainage funding and the Local Hazardous Waste Management Program in King County. The SYH Program has two components: The Master Composter Sustainability Steward (MCSS) volunteer training and outreach program, and the Garden Hotline, which answers questions via phone, email, and in person tabling events. The Garden Hotline program also conducts classes, especially targeted for traditionally underserved populations. The SYH program provides outreach and education on Natural Yard Care (including pesticide and fertilizer reduction) and on RainWise techniques (low impact development and green stormwater infrastructure) for the general public, residents, property owners, and landscape professionals.

In 2020, the Master Composter Sustainability Steward program conducted 2 separate multi-day trainings for volunteers: one in the Spring for a diverse group of English-speaking MCSS volunteers, and one in the fall for a racially and gender diverse alternative high school within Seattle Public Schools that serves many special needs and historically underserved teens. Due to social distancing requirements associated with the COVID-19 pandemic, both trainings were conducted primarily via video conference, however, some in person training was conducted via small groups in an outdoor setting, and utilizing many safety precautions. The newly trained volunteers joined the existing volunteer cadre in completing 669 volunteer hours and 3,878 public contacts on natural yard care, RainWise, and waste prevention topics. These numbers are likely underreported due to volunteers not reporting their efforts through an online process. With the closure of most festivals and other in person events, the MC/SS volunteers did not have the same opportunities to engage the community as they have in past years.



MCSS trainees build hot compost piles in small, COVID-safe groups, fall 2020.

The Garden Hotline serves all of King County through additional funding from the county-wide Saving Water Partnership and the Local Hazardous Waste Management Program in King County. The Garden Hotline responded to 4,681 public requests for information on Integrated Pest Management (IPM), plant selection, soil building, RainWise, and other resource conservation issues. 67% percent of the Garden Hotline contacts were with residents within the City of Seattle, and 33% in King County outside Seattle.

Besides phone and email contacts, the Hotline conducted 272 classes and outreach events, 67% of which were specifically targeted for communities of color, immigrant, and economically disadvantaged

populations. Hotline staff also wrote articles for community media, and they started a newsletter. In an 2020 survey of Hotline customers, 72% said that the information provided by the Garden Hotline helped them to change their yard and garden practices, and 93% said that the information they found the Garden Hotline information to be helpful.

Seattle Green Business Program

SPU funds the Green Business Program, a free technical assistance program that provides targeted outreach to Seattle businesses. SPU has a five-year contract to deliver site-specific technical assistance to businesses, including remote assistance where needed. Through this program, SPU develops, and updates targeted outreach materials in multiple languages and implements SPU's Spill Kit Incentive Program, which provides spill kits and assistance in developing a spill plan to participating businesses. In 2020, SPU distributed and developed spill management plans for 49 businesses (down considerably from past years due to the pandemic). SPU also contributes to EnviroStars, a regional green business recognition program that rewards businesses that implement wastewater, stormwater, and Fats, Oils and Grease (FOG) best management practices (BMPs), along with other green business BMPs.

Sustainable Landscaping Professional Development

This program is a series of well attended professional workshops (and supporting guides and web content) which target the specified behaviors and practices in the permit (low impact development (LID) techniques: including sustainable site design, soil BMPs and retention of native vegetation, plant selection and maintenance options that reduce pesticide and fertilizer use, and Natural Drainage/LID strategies for on-site stormwater management, and stormwater treatment and flow control). These workshops target permit audiences including engineers, design professionals, landscape contractors (including non-English speakers), developers, builders, permitting and inspection staff, and land use planners. The program is built on survey and focus group work with these professionals and customers. Professionals who attend the workshops incorporate LID techniques into their designs and pass on information to the homeowners, landscapers, and property managers that they work with.

In 2020 the program conducted 21 training events, in collaboration with professional organizations and local governments, which were attended by a total of 1,457 professionals: landscape and building contractors, developers, landscape architects and designers, engineers, architects, inspection and permitting staff, and outreach trainers. While the funding comes from several sources, most training events focused on LID and Green Stormwater Infrastructure design, construction, and maintenance, IPM and other chemical-reduction maintenance practices, soil best practices, and construction site erosion and sediment control. In 2020 two Spanish-language professional classes were developed in webinar format to make them available for remote learning by professionals around the region, and to comply with social distancing requirements.

Due to the COVID-19 pandemic, one goal for landscape professionals development was not met. Washington's ecoPRO Sustainable Landscape Professional (ecoprocertified.org) certification program entered its sixth year, however, the scheduled week long training was cancelled due to COVID-19 pandemic group gathering restrictions ordered by public health authorities. As a result, no new ecoPROs were trained and certified in 2020. The program plans to shift to an online training format in 2021. Other planned programs, however, were able either to continue as planned or to shift to an online format. The Soils for Salmon website (soilsforsalmon.org) was overhauled and relaunched, the City of Seattle IPM/pesticide license recertification seminar shifted to a COVID-safe webinar format, and the Certified Erosion and Sediment Control Lead training also shifted to an online format. Despite the challenges of the ongoing COVID-19 pandemic, SPU was able to carry out the majority of the landscape professional training originally planned, pre-pandemic.