



City of Redmond: 2020 Stormwater Outreach Effort Highlights

Regional Dumpster Outreach Group: City of Redmond staff has been highly involved in this group and completed the following in 2020.

- Helped organize and coordinate the four Dumpster Summits
- Actively participate and coordinate the Dumpster Core steering committee (ongoing weekly meetings) between members and consultant
- Participated in all four Dumpster Summits (two staff members)
 - Collected barriers and benefits information from 140+ multi-family residents between the second and third Summits
- Helped develop and participated in the Toolkit Survey
- Contributed campaign funds to project consultant for toolkit design and message testing.

The next steps to the dumpster community based social marketing campaign are to pilot in mid-2021 and broad-scale implementation in 2022.

Some additional key outreach and education activities sponsored by the City in 2020 include:

(1) The City re-wrote its code to require new multi-family complexes to install and maintain pet waste stations. This code will be presented to our City Council in the upcoming months and should get adopted.

Target audience: Dog owners who live in multi-family housing.
Subject area: Pet waste cleanup.

(2) In collaboration with SOGgies, Redmond contributed to a Puget Sound Starts Here bus ad fund. The ads ran for at least four weeks on Metro busses for several months in the greater Seattle area, raising awareness of the connection between a storm drain and healthy receiving waters (see attached writeup).

Target audience: The general public.
Subject area: Where stormwater drains to (rivers, Puget Sound).

- (2) The City updated its stormwater pond signs (see below) in 2020 because our stormwater crew were getting multiple questions about stormwater ponds. These signs are being placed at stormwater ponds throughout the City.



Target audience: Redmond residents.
Subject area.

- (3) In September, Redmond ran an E-News blast reminding residents to keep storm drains clear to prevent flooding and a reminder that only rain is allowed down the drain. The article discussed BMP's to keep storm drains in your neighborhood clear.

Target audience: Redmond residents.
Subject area: How to keep your neighborhood storm drains clear to prevent flooding.

- (4) In December, Redmond ran an E-News blast reminding pet owners to pick up pet waste and how it can affect water quality.

Target Audience: Redmond pet owners.
Subject area: Pet waste.

- (5) Redmond distributed spill stickers (see below) to the City's auto shop. These stickers are being placed in every City vehicle to prompt employees to call the spill hotline when they encounter spills.



Target audience: City employees.
Subject area: Report spills.

- (6) Redmond translated its paint disposal rack card and mop water disposal documents to Spanish.



Target audience: Spanish employees in Redmond.
Subject area: Proper disposal of paint and mop water.



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- (7) The City worked with its internal Communications department and developed messaging and graphics for the City's maintenance trucks, including a stormwater system maintenance truck and the IDDE spill response truck. The graphics offered best management practices on what can be done to protect stormwater (see picture below).



Target Audience: The general public.
Subject area: Only rain down the storm drain.

- (8) Working with NatureVision, the City provided stormwater curriculum to 1000+ Lake Washington School District students in Redmond. Following school closures in March, NatureVision created seven remote learning packets customized for four grade levels in May 2020. Any student was able to download course packets free-of-charge. (NOTE: We cannot quantify how many Redmond students (or classrooms) downloaded the remote learning packets.)

Target audience: K-12 students
Subject area: various, stormwater pollution prevention

- (9) Under a contract with Cascade Water Alliance, the City co-hosted three "Cascade Gardener" sessions in Redmond January to March 2020. After that time, classes transitioned to virtual learning.

Target audience: City of Redmond residents (gardeners)
Subject area: minimize water use, minimize application of harmful chemicals.