

## City of Redmond: 2022 Stormwater Outreach Effort Highlights

### General Awareness-

(1) Redmond collaborated with SOGgies and contributed to the Puget Sound Starts Here bus ad fund. The ads ran for at least four weeks on Metro buses in the greater Seattle area, raising awareness of the connection between a storm drain and healthy receiving waters.



Target audience: The general public

Subject area: Where stormwater drains to (rivers, Puget Sound)

(2) Redmond contributed funding to a digital ad campaign focused on proper vehicle maintenance in collaboration with STORM. This collaboration ran for five weeks on Facebook, Instagram, and Youtube platforms. Through ad placement, the campaign also targeted overburdened communities using factors such as income, education, people of color, or those who speak limited English. Ads were translated into several languages, including Korean, Vietnamese, and Spanish, and also included subtitles.

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15670 NE 85th Street  
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Redmond, WA  
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Target audience: The general public, including non-native speakers.  
Subject area: Proper vehicle maintenance.

(3) Redmond promoted several behaviors through its e-news community newsletter, including (1) pet waste management; (2) Don't Drip and Drive (vehicle maintenance); (3) closing dumpster lids (to prevent rainwater from entering); (4) reporting spills via the City's spills hotline; and (5) natural yardcare. Redmond e-news reaches 10,700 subscribers.

Target audience: Redmond residents.  
Subject area: various

(4) Redmond continued to distribute spill stickers (see below) to the City's auto repair shop. These stickers are 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



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Environmental Sustainability

(5) The City promoted simple BMPs that residents can do through its social media channels (Instagram and Facebook), including (1) cleaning around your storm drain, (2) proper car maintenance, and (3) picking up your pet's waste.



(6) City staff developed Filterra markers with simple messaging of this box filters rainwater (stormwater). These markers were placed at every City-owned Filterra box.





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Target audience: The general public

Subject area: Simple explanation of a bioretention system

(7) FOCUS magazine is a quarterly mailer sent to every resident and business in Redmond, more than 34,000 addresses. In our spring 2022 newsletter, we ran a story on how closing your dumpster lid can help prevent water pollution.

Target audience: Redmond residents and businesses.

Subject area: Stormwater pollution prevention

(8) Working with NatureVision, the City provided stormwater curriculum to 100+ Lake Washington School District elementary, middle school, and high school classrooms in Redmond.

Target audience: K-12 students

Subject area: various, stormwater pollution prevention

(6) Under a contract with Cascade Water Alliance, the City co-hosted 12 virtual "Cascade Gardener" sessions in 2022. Cascade also hosted two garden walking tours.

Target audience: City of Redmond residents (gardeners)

Subject area: minimize water use, minimize the application of harmful chemicals

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