

2019 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 2019 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 S5C.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 12 successful years in 2019. Since inception of the program in 2009 thousands of citizens have been educated on stormwater, pollution prevention, and green stormwater infrastructure. In 2019 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 2019 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.

2019 Program metrics:

- 5 Program applications received
- 6 Rain garden rehabbed, no new installations
- 3 Permeable pavement installations
- 0 Rain barrels 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.

2019 Program metrics:

- 69 Planting events held, led by PCD Partnership & Habitat Site Stewards
- 340+ Volunteers educated on stormwater pollution prevention and riparian planting
- 6,500+ New trees, cuttings, and shrubs installed

Stormwater Pollution Prevention Artwork Contest/Calendar Program

Working with a couple of schools and a number of outstanding teachers, this year has been the best year yet since development of the calendar program. This year outreached to 5th and 6th graders from 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. Along with the Stormwater centric lesson staff lead the young artists to the Puget Sound Starts Here webpages

to learn about stormwater, pollution prevention, and easy ways to reduce our impact on local waterways.

The stormwater calendar was created in the last quarter of 2019 for 2020 distribution. Moving forward the calendar will be available to residents through our webpage and as in the past, at many city facilities.

As we will do for the 2021 calendar, each month of the 2020 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. 2019 stormwater calendar monthly giveaways were mailed out or available to pick up at City Hall for those who contacted staff, each year the program is growing and we are seeing increasing interest.

Promotional Materials Distributed:

- 23 Bareroot native plant bundles
- 20 Fish-friendly car wash vouchers
- 30+ PSSH-branded items such as: pan scrapers, drink tumblers, umbrellas, drink coasters, ice scrapers, grocery tote bags and carabiners.

Local Source Control

The City's Local Source Control Program continued in 2019 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. Based on the high turnover rates in the restaurant industry, it was determined that our resources would be best served in this industry. Along with the continuation of visiting property management and mobile businesses. 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.

The Local Source Control Program, as a partnership with Ecology, re-branded the programmatic group in 2016. The program, now called Business Pollution Prevention Assistance Program, maintains the focus of effecting behavior change through key messages to increase the number of businesses that comply with regulations and implement best practices.

During visits to selected businesses Staff discussed appropriate and relevant BMPs which could be implemented to improve day-to-day practices. Summary letters were sent to the businesses within two weeks of the site visits outlining the BMPs recommended and giving information on how to implement them as well as suggested timelines. Follow-up visits were made within two months of the summary letter to review with the business the actions they had taken and record their adopted behaviors that resulted from the LSC program site visits, information, and outreach.

2019 Program metrics:

- 65 Site Visits
- 54 BMPs recommended
- 41 BMPs adopted/implemented
- 2 Spill kits were provided at no-cost to businesses
- 150+ business owners and staff educated on IDDE, stormwater, and pollution prevention

Private Catch Basin Marking

During this reporting year, an increased interest was received from volunteers to complete catch basin marking – There were two groups that volunteered to place catch basin markings along with continued cooperation with the city’s development inspectors to notify stormwater staff how many markers were put into place at the completion of a private development project. Prior to Puyallup Main Street’s Farmers Market and Meeker Days festival, staff inspect the area to ensure all markers are in place. The effort was aimed at increasing education to vendors during local community events such as Meeker Days, Wine Walks, and the Farmer’s Market. Staff replaced missing catch basin markers around the typical event areas in the downtown core including parking lots and streets.

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.

2019 Program metrics:

- 800+ new catch basin markers installed
- 15+ catch basin markers replaced

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 Local Source Control 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, The Fair events, riparian planting events, and during classroom visits to local schools.