

2018 Public Education and Outreach Summary

	TOTAL	Action / Stewardship	Education /Class /Workshop	Education / Schools	Public Education/ Partnership	Salmon Stewards
# of events	210	106	24	79	1	
# of attendees	2,049	531	884	452	100	82
# of volunteers	399	235	27	130		7
# of volunteer hours	1,237	682	202	333		20
# of citizens reached (+ newsletters)	4,223		56	1,842		

Definitions

Action/stewardship	Includes water quality and sense of place related citizen monitoring (Macro, Amphibian, Purple Martin, Forage Fish, Phytoplankton etc.) invasive plant removal and restoration planting of native trees and plants.
Education / Class/Workshops	Adult/family programming concerning WQ and backyard habitat restoration including: wildlife - habitat related workshops, Marine Creature Mondays, natural yard care beach seining, rain gardens lectures, bat lectures, stormwater facility maintenance, etc.
Education/Schools	Water Quality and Habitat Focused environmental education for Olympia School District incorporating South Sound GREEN program. ORLA Schoolyard Water Quality Curriculum.

Other Outreach

Natural Yard Care	Promoted natural lawn care videos on TCTV and City and StreamTeam websites and publications. Sent quarterly natural lawn care tip emails to 211 residents. Partnered with STORM jurisdictions to create Comcast Spotlight Natural Yard Care BMP ad reaching 80,000 viewers in Thurston County.
Stream Team Newsletter/ Website/Facebook	In collaboration with other Stream Team jurisdictions co-produce a quarterly newsletter that is electronically delivered to @2000 people. 10,450 paper copies are distributed region wide (approximately 2325 in Olympia). Co-developed and maintain a website and Facebook page for Stream Team.
Car Wash Program	Can Clean Cars Clean Streams article in the Stream Team Newsletter Summer Edition. Partnered with STORM jurisdictions to create Comcast Spotlight car washing BMP ad reaching 80,000 viewers in Thurston County.
Rain Garden Incentives	Provide cost share incentives to Olympia residents to encourage the installation of rain gardens.

Other Outreach (continued)

Pet Waste Program	Distributed 7 neighborhood pet waste stations. Distributed 62 on leash pet waste bag dispensers to Olympia residents through multifamily housing and front counter. Distributed 3,000 pet waste brochure inserts through Joint Animal Services to licensed pet owners. Distributed 100 pet waste brochures to utility bill quiz respondents. Distributed 500 Water Resources Stewardship Through Art 2018 Calendars with pet waste messaging month. Published pet waste BMP posts on Stream Team Facebook during Puget Sound Starts Here Month Campaign. Distributed 10,000 bar coasters to local restaurants and bars with pet waste messaging during Puget Sound Starts Here Month (May) and June. Partnered with STORM jurisdictions to create Comcast Spotlight pet waste BMP ad reaching 80,000 viewers in Thurston County. Reached 390 residents through Waterwise Quiz (utility bill insert). All neighborhood pet waste stations were mapped on GIS.
Construction Stormwater Pollution Prevention Program	CSWPP workgroup met monthly during 2018. Consultant conducted target audience research and completed a final report in May. Group developed outreach plan using social marketing strategies for 2019. Developed collector app for tracking baseline track-out data through 2019.
Don't Drip and Drive Campaign	Promoted DD&D campaign through utility bill insert, press releases, social media, street banner, Stream Team Newsletter. Collaborated with STORM jurisdictions to create Comcast Spotlight fix leaks BMP ad reaching 80,000 viewers in Thurston County.
Storm Drains	Created rake a drain article for Stream Team Newsletter.
Utility Insert (<i>Five Things</i>)	Articles regarding pet waste, car washing, keeping storm drains clear, natural lawn care, street sweeping and private stormwater facility maintenance.
Puget Sound Starts Here Month	Distributed 10,000 stormwater pollution prevention trivia drink coasters to local restaurants and bars during Puget Sound Starts Here (PSSH) month. Participated in Thurston Stream Team Facebook month long promotion with weekly prizes for posts and grand prize drawing for 2 tickets to Mariner's PSSH night. City Proclamation-Puget Sound Starts Here Month and PSSH Facebook video.