



City Council

Special Recognition - Proclamation Recognizing 2022 Puget Sound Starts Here Month

Agenda Date: 8/23/2022
Agenda Item Number: 2.B
File Number:22-0781

Type: recognition **Version:** 1 **Status:** Filed

Title

Special Recognition - Proclamation Recognizing 2022 Puget Sound Starts Here Month

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Proclaim the month of September as Puget Sound Starts Here month.

Report

Issue:

Whether to r Proclaim the month of September as Puget Sound Starts Here month.

Staff Contact:

Susan McCleary, Senior Outreach Specialist, Public Works Water Resources, 360.570.3794

Presenters:

Susan McCleary

Kris Peters, Council Chairman, Squaxin Island Tribe

Background and Analysis:

Puget Sound Starts Here month proclamation is about honoring the life-giving waters of Puget Sound and the Salish Sea. During September we acknowledge the connection between the health of our beloved estuary and our collective wellbeing by supporting the Puget Sound Starts Here region-wide campaign.

In doing so we demonstrate our commitment to the Squaxin Island Tribe to the recovery of Budd inlet, the Deschutes River and salmon populations. While creating opportunities for community education, action and service.

The *Puget Sound Starts Here* campaign began in 2009. It connects hundreds of organizations across the Puget Sound region. The campaign builds a sense of place and raises awareness of the threats

facing Puget Sound and the harmful impacts of stormwater pollution. The campaign is a call-to-action, highlighting simple things we can all do to be better stewards of our shared watershed.

“Here” is where each of us live, work and play. It’s our backyards, driveways, neighborhoods, homes and businesses. Pollutants from fertilizer, spills, oil leaks, vehicle tires, pet waste, pesticides and sediment enter stormwater, which eventually flows into the Sound. As a campaign partner and local government, we can lead by example in our City operations and ask Olympia residents to participate in everyday actions to reduce our cumulative impacts on Puget Sound.

2022 Outreach Activities:

- In collaboration with our local Stream Team partners, City staff developed the Instagram Reel Challenge. We are inviting the Thurston community to submit a reel showing what Puget Sound means to them, and what actions they will take to protect it. The reel should be a 30-90 second video that can be created on a cell phone. A grand prize and runner-up prize for best reels will be awarded. Reels will be shared on Stream Team’s and our partner jurisdiction’s social media platforms.
- Olympia will again contribute funding to the STORM regional education and awareness digital ad campaign focused on car care behaviors. During 2021, the ad garnered 76,000 video starts and 46,000 completed video views from Olympia community members! In 2021, the videos were subtitled in Spanish, Korean and Vietnamese, and this year funding will support in-language voice-over for the videos.
- Staff distributed 14,000 coffee sleeves to Olympia coffee shops last September and will distribute them again this year. We had great feedback from our local coffee shops! The sleeves were designed by local artists and depict actions people can take to help prevent water pollution, such as practice natural yard care, use a commercial car wash, report spills, and bag and trash pet waste. Each sleeve has a QR code with a link to the Stream Team website for more information.

Neighborhood/Community Interests (if known):

The Olympia community has a history of caring about healthy environments and clean waters; they expect the City to play an active role in their protection.

Options:

1. Proclaim the month of September as Puget Sound Starts Here month.
2. Do not proclaim the month of September as Puget Sound Starts Here month.
3. Proclaim the month of September as Puget Sound Starts Here month at another time.

Financial Impact:

There is no financial impact related to the proclamation.

Attachments:

Proclamation

Website link: Puget Sound Starts Here

Website Link: Car Care Videos - *Puget Sound Starts Here* digital media ad campaign