

## **Appendix B**

Public Education and Outreach  
And  
Public Involvement and Participation

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## Public Involvement, Education and Outreach Plan

In compliance with S5.B.1, S5.B.2, S6.D.1 and S6.D.2 of the Eastern Washington Phase II Municipal Stormwater Permit, the City of Wenatchee, City of East Wenatchee, Douglas County, Chelan County, and Wenatchee Valley College have developed this public involvement, education and outreach plan. This plan is an important element of the local and regional efforts to implement a stormwater management program (SWMP). The purpose of this plan is to outline the public education and involvement process and actions to distribute educational materials to the community about the impacts of stormwater discharges to local water bodies and the steps the public can take to reduce pollutants in stormwater. The permit recommends a multimedia approach and requires that, at a minimum, certain target audiences (e.g., school-age children, general public, and engineers) are informed about various impacts associated with improper stormwater discharges.

### 1.0 Public Involvement and Participation Plan

The components of the regional public involvement and participation plan are described in this section. Pursuant to the permit, the program requires a process for obtaining and considering public comments on the SWMP, including required ordinances and regulatory mechanisms. The permit requires that the latest updated version of the SWMP plan be made available to the public no later than May 31 each year.

The SWMP public involvement plan has the following general public involvement goals:

- Build understanding of the program and credibility for the process leading to decisions
- Establish and maintain productive partnerships with citizens, agencies, and organizations that have stake in or have shown interest in the program
- Promote early involvement with stakeholders in identifying issues and opportunities
- Provide information to the public, businesses, and the media
- Maintain a record of public involvement in the decision-making process

The public involvement and participation plan complies with applicable State, Tribal, and local public notice requirements for implementing a public involvement and participation program. The SWMP update process will include public involvement opportunities including public hearings, open houses, and the establishment of a steering committee.

The following principles will guide public involvement throughout the SWMP implementation:

- All major public policy decisions or large implementation projects will affect many people
- Good solutions can come from a variety of sources including professionals, elected officials, agencies, citizens, and community organizations
- Even if a project or policy decision is sensible and beneficial, it must be arrived at properly and fairly, involving the community at all appropriate levels to be acceptable
- People are much more willing to support a decision if the decision-making process is open, objective, and considers all viewpoints
- Effective public notification and participation is essential to sound decision-making
- Financial constraints should be reasonably considered in designing public participation programs

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## 1.1 Public Involvement Approach

The SWMP's public involvement goals will be met through a focus on working with the public to build consensus on the program elements and identifying solutions that meet the requirements of the permit and meet the needs of the Wenatchee Valley.

- **Steering Committee:** The WVSTAC will continue to organize the steering committee representing different community interests to provide comments and suggestions during program implementation. This steering committee will provide input into ordinance revisions that will take place throughout the permit period. It is anticipated that members of the steering committee will represent the following interests/organizations:
  - Legislative body members or Planning Commission
  - Home Builders Association
  - Chamber of Commerce
  - Environmental organization
  - Land trust
  - Professional engineers
  - Developers/contractors
  - Citizens or local business (at large)
  - Recreation

The WVSTAC will meet with the steering committee to discuss the updates to the SWMP plan and to provide an opportunity for comments and suggestions. Exhibit 1 shows an organizational chart of the groups involved in the SWMP plan update and implementation process.

- **Public Open House:** An open house may be held to provide information to the public about the SWMP plan updates and as a mechanism to receive public comments.
- **Public Meetings:** Information regarding ordinance revisions will be presented at public meetings such as city council meetings, planning commission meetings, city council workshops, and county commissioner meetings.
- **Public Hearings:** Public hearings will be held prior to the adoption of ordinances and revisions to ordinances required by the permit.

### 1.1.1 Public Notice

Public notice of open houses and public hearings will be made through local radio stations, newspaper notices (legal and feature articles), news releases, the jurisdiction websites, or other venues as established in existing policies and notification procedures and state and local regulations. Notices may also target specific population sectors, including neighborhood and community groups, outdoor recreation groups, and business and industry groups, as appropriate. Notices will include the date, time, location, and purpose of the event.

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## **1.12 Process for Consideration of Public Comments**

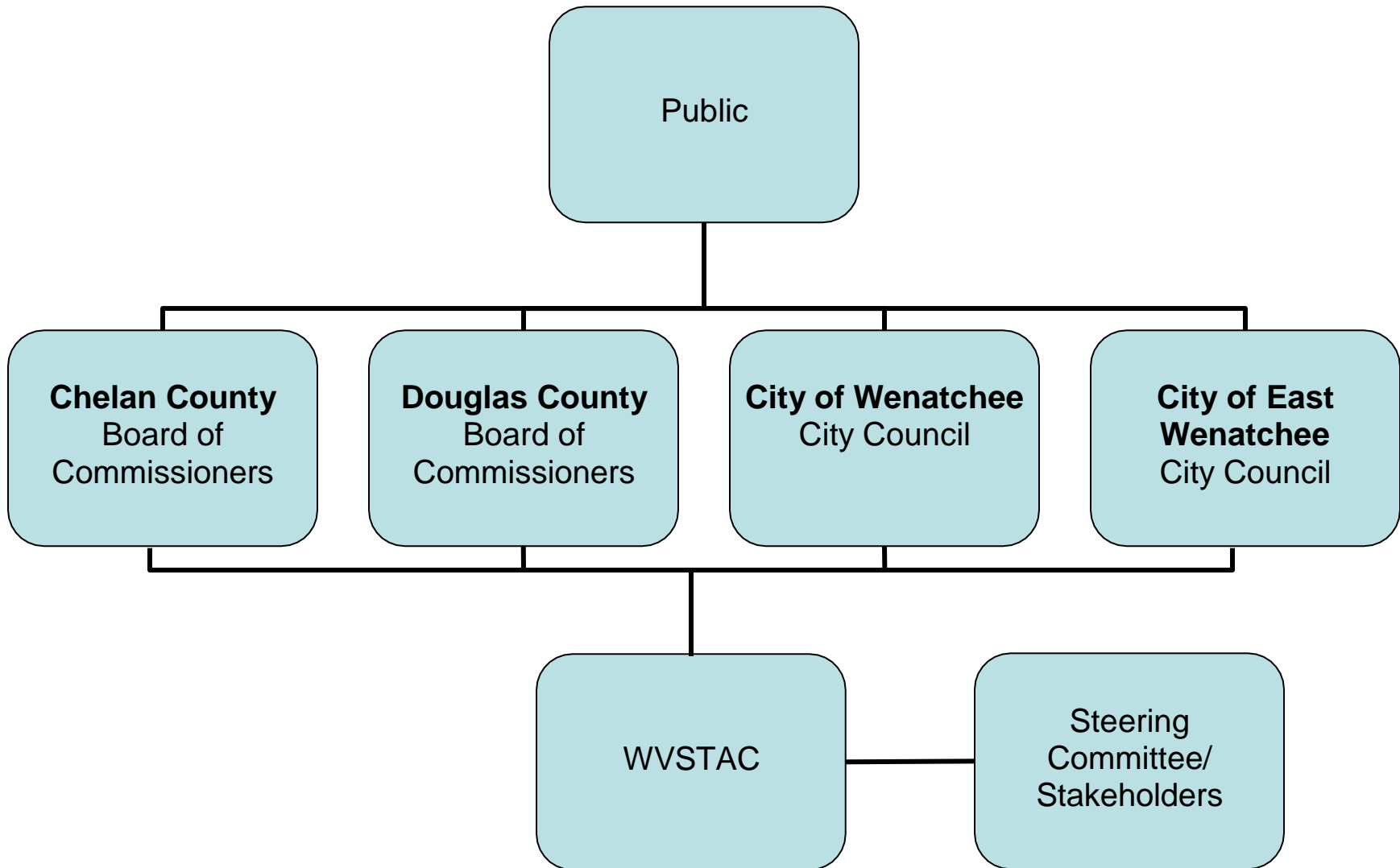
The public will be able to provide comments on the SWMP plan and ordinances at open houses and public hearings, as well as in writing and online through the regional stormwater website: [www.wenatcheewa.gov/WVSTAC](http://www.wenatcheewa.gov/WVSTAC). All public comments will be considered by the WVSTAC and decision-makers throughout the process.

## **1.13 Public Involvement Schedule**

The Cities and Counties will aim to complete the necessary public involvement opportunities for ordinance revisions and SWMP plan updates. The permit requires that the updated SWMP be provided by May 31 every year thereafter throughout the duration of the permit. The process for the annual review and update will consist of an evaluation of the program and opportunities for public input:

- Public input on stormwater in the Wenatchee Valley will be solicited through an annual survey provided at community events and/or on the website
- The WVSTAC will annually review the SWMP and prepare a SWMP plan for the next calendar year. The WVSTAC will present their revisions and recommendations to the steering committee
- The WVSTAC will present their recommendations and updates to their respective commissions and councils as required by the local jurisdiction
- Any proposed SWMP updates will be prepared and made available to the public through the website and at government offices
- The updates will be adopted by each jurisdiction

**Exhibit 1  
Stormwater Management Program Organizational Chart**



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## 2.0 Public Education and Outreach Plan

The objective of the stormwater public education plan is to distribute educational materials to the community or conduct equivalent outreach activities on the impacts of stormwater discharges to water bodies and steps the public can take to reduce pollutants in stormwater. Outreach and educational efforts include a multimedia approach and are targeted to specific audiences for increased effectiveness.

### 2.1 Components of the Public Education and Outreach Program

The components of the regional public outreach and education program are described in this section. The program will include:

- General public, including school age children: Importance of improving water quality and protecting beneficial uses of waters of the state; potential impacts from stormwater discharges; methods for avoiding, minimizing, reducing and/or eliminating the adverse impacts of stormwater discharges; and actions individuals can take to improve water quality, including encouraging participation in local environmental stewardship activities and programs. Target audiences: General Public, including home owners, teachers, school-age children, or overburdened communities.
  - Information provided may include:
    - The importance of improving water quality and protecting waters of the State
    - The potential impacts from stormwater discharges
    - Methods for avoiding, minimizing, and/or eliminating the adverse impacts of stormwater discharges
    - Actions individuals can take to improve water quality, including encouraging participation in local environmental stewardship activities and programs
- Businesses and the general public: Preventing illicit discharges, preventing illicit discharges, including what constitutes illicit discharges, the impacts of illicit discharges, and promoting the proper management and disposal of waste. Target audiences: Businesses
  - Provide-Provide information, appropriate to the type of business about:
    - Preventing illicit discharges, including what constitutes illicit discharges (e.g., Source Control BMPs to prevent illicit discharges
    - The impacts of illicit discharges
    - Management of dumpsters and washwater
    - The use and storage of automotive chemicals, hazardous cleaning supplies, carwash soaps, and other hazardous materials
- Engineers, construction contractors, developers, development review staff, and land use planners: Technical standards, the development of stormwater site plans and erosion control plans, low impact development when it becomes available, and stormwater best management practices for reducing adverse impacts from stormwater runoff from development sites. Target audiences: Engineers, construction contractors, developers, development review staff and land use planners.
  - Provide information about:
    - Technical standards, and the development of stormwater site plans and

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erosion control plans

- Infiltration and underground injection control criteria
- Low Impact Development (LID)
- Stormwater Best Management Practices (BMPs) for reducing adverse impacts from stormwater runoff from development sites
- Target Audiences: Tenants and residents of Wenatchee Valley College: ~~Impact of stormwater discharges on receiving waters, and steps that can be taken to reduce pollutants in stormwater runoff.~~ Appropriate topics may include:
  - How stormwater runoff affects local water bodies
  - Proper use and application of pesticides and fertilizer
  - Benefits of using well-adapted vegetation
  - Alternative equipment washing practices including cars and trucks that minimize pollutants in stormwater
  - Benefits of proper vehicle maintenance and alternative transportation choices; proper handling and disposal of wastes including the location of hazardous waste collection facilities in the area
  - Hazards associated with illicit connections and illicit discharges
  - Benefits of litter control and proper disposal of pet waste

## **2.1.1 Identify and Characterize Target Audiences**

The NPDES Phase II municipal stormwater permit requires permittees to identify and provide outreach to target audiences. The WVSTAC has developed a list of target audiences, including residents, school-age children, public employees, businesses, industries, construction contractors, ~~and developers, and municipal employees.~~ Each City and County will be responsible for communicating to their respective target audiences, except for shared contacts which will be contacted at the regional or semi-regional level to avoid duplicative efforts. The permit requires that subject area information be provided to target audience on an ongoing or strategic schedule. ~~The list of target audiences and topics.~~ The schedule for education and outreach implementation for each target audience can be found in Attachment A.

## **2.1.2 WVSTAC Website**

The regional website to support public education and outreach efforts will be hosted and maintained by the City of Wenatchee. The website will provide a description of the SWMP, downloadable educational materials such as brochures and information on program activities. Each City and County will have a link to the regional stormwater website on their individual websites, and will be responsible for maintaining these sites. Web address: [www.wenatcheewa.gov/WVSTAC](http://www.wenatcheewa.gov/WVSTAC).

## 2.13 Logo

The Cities and Counties will use the following logo on outreach and education materials:



## 2.14 Media Involvement

The media will be contacted with news stories about the development and implementation of the SWMP. Public access television, public service announcements, and advertisements may also be utilized, as appropriate.

## 2.15 Storm Drain Labeling

The Cities and Counties stencil or imprint “Drains to River” on new and replacement storm drain inlets draining to local water bodies, as applicable. Wenatchee Valley College, as a secondary permittee, is required by the permit label all storm drain inlets owned or operated by the college. The City of Wenatchee may also work with local volunteer groups to install storm drain inlet markers with more specific information.

## 2.16 Educational and Outreach Materials

The Cities and Counties will prepare educational and outreach materials to distribute to target audiences that will accomplish three main goals:

- Educate the public about general stormwater issues
- Educate the public about illicit discharges and best management practices that can prevent them
- Educate the public about what they can do to help reduce stormwater runoff and reduce water pollution

The permittees will be required to measure the understanding and adoption of targeted behaviors for at least one target audience. By December 31, 2021, permittees will be required to use the resulting measurements to direct ongoing education and outreach efforts most effectively, as well as to evaluate changes in adoption of the desired behaviors. -

### 2.1.6.1 General Stormwater Educational and Outreach Materials

Education and outreach materials related to personal stewardship are targeted to all affected Bi-County residents. The intent is to provide the public and businesses with general stormwater information and best management practices that can be implemented to lessen impacts on stormwater runoff. All of the educational materials will be developed regionally and semi-regionally. Materials will be posted on the regional website and also distributed as hard copies, as appropriate. ~~Some~~ Most educational and outreach materials will ~~also~~ be made available in Spanish.

General Information/Frequently Asked Questions

*Target Audience:* All adults

*Content of Message:* Explanation of what stormwater is, why stormwater can be a problem, practices



that can protect water quality, and practices that should be avoided.

**Delivery Mechanism(s):** [KG1] The brochures will be available at City and County offices, at appropriate public events, and as a billing insert. Brochures may also be mailed to customers or available at public events as funding permits. On-hold messages may be another option for providing education.

#### **Stormwater Education for Construction Sites** [KG2]

*Target Audience:* Construction contractors and developers

*Content of Message:* Storm drains discharge to water bodies, stormwater treatment requirements prior to discharge, and control of stormwater runoff from construction sites, explanation of the impacts to surface water from stormwater, understanding of stormwater drainage in the regional area.

*Delivery Mechanism(s):* The brochure will be available on the website and a through the following departments:

- Douglas County Transportation and Land Services Department
- City of East Wenatchee Community Development Department
- Chelan County Community Development Department
- City of Wenatchee Public Works Department

In addition, construction site stormwater runoff information could be provided through direct mailings or at the time construction permits are issued by the local jurisdiction

#### **Map of the Coverage Area**

*Target Audience:* All adults

*Content of Message:* A map showing the Eastern Washington Phase II permit coverage area *Delivery Mechanism(s):* In addition to the regional website, the map will be available at City and County offices and appropriate public events.

#### **Stormwater Education Programs for School-age Children**

The WVSTAC may participate in local events for school-age children, such as Camp Columbia, Kids in the Creek, and the 21<sup>st</sup> Century Community Learning Center Program. The WVSTAC may also provide educational materials or presentations to schools as funding and staff are available.

*Target Audience:* Students, Grades K-12

*Content of Message:* Explanation of what stormwater is, why stormwater can be a problem, practices that can protect water quality, and practices that should be avoided.

*Delivery Mechanism(s):* Options for curriculum include an updated “Kids in the Creek” curriculum that was previously used in area schools, an interactive presentation, and EPA Water Sourcebooks. Field trips may be planned to view stormwater systems, drainages, and outfalls (if accessible).

Posters showing the link between homes, stormwater runoff, and water bodies may be provided to schools for display.

#### **Discharge Education and Outreach Materials**

Education and outreach materials related to illicit discharges will be available for all residents within the permit coverage area, and specific materials will be made to target homeowners and commercial businesses. The intent is to educate the public about illicit discharges and provide them with a mechanism to report such discharges. For more details on the target audiences and topics, please refer to Attachment A.

#### **Best Management Practices for Illicit Discharges – Residential Activities**

*Target Audience:* Adult community residents, particularly homeowners

*Content of Message:* Definition of illicit discharge, typical homeowner actions that result in illicit discharges, best management practices for illicit discharges, especially for washing cars and draining

pools; and actions and precautions for those who live along drainage areas. The brochures will provide the regional call numbers for residents to report illicit discharges.

Delivery Mechanism(s)[KG3]: Brochures and other educational materials may be distributed as a utility bill insert as well as at appropriate public events. Direct mailings and on-hold messages may also be used.

### **Commercial Business addressing Illicit Discharges**

Target Audience: Commercial businesses

Content of Message: What illicit discharges are, general best management practices for illicit discharges, and how to report discharges. Specific best management practices for commercial properties and industrial operations will also be provided in the brochure.

Delivery Mechanism(s)[KG4]: Brochure will be delivered to businesses along with their renewal license information, and during site visits. The brochures will also be available at City and County offices.

### **Timelines listed in this section of the permit:**

- December 31, 2021: Measure understanding and adoption of targeted behaviors for one target audience

**Best Management Practices for Illicit Discharges—Residential Activities**

*Target Audience:* Adult community residents, particularly homeowners

*Content of Message:* Definition of illicit discharge, typical homeowner actions that result in illicit discharges, best management practices for illicit discharges, especially for washing cars and draining pools; and actions and precautions for those who live along drainage areas. The brochures will provide the regional call numbers for residents to report illicit discharges.

*Delivery Mechanism(s) (K65):* Brochures and other educational materials may be distributed as a utility bill insert as well as at appropriate public events. Direct mailings and on hold messages may also be used.

**Commercial Business addressing Illicit Discharges**

*Target Audience:* Commercial businesses

*Content of Message:* What illicit discharges are, general best management practices for illicit discharges, and how to report discharges. Specific best management practices for commercial properties and industrial operations will also be provided in the brochure.

*Delivery Mechanism(s) (K66):* Brochure will be delivered to businesses along with their renewal license information, and during site visits. The brochures will also be available at City and County offices.

*Timelines listed in this section of the permit:—*

- December 31, 2021: Measure understanding and adoption of targeted behaviors for one target audience

**Attachment A  
Target Audiences & Topics Covered**

	<b>Residential</b>	<b>Restaurants &amp; Commercial Business</b>	<b>Landscape &amp; Yard Maintenance</b>	<b>Specialty Contractors</b>	<b>Mobile Cleaning</b>	<b>Construction Services</b>	<b>Pool &amp; Spa</b>	<b>Transportation</b>	<b>General Public</b>	<b>Municipal Employees</b>	<b>WVC</b>	<b>School Age Children</b>
<b>2007</b>						<b>-Erosion &amp; Sediment Management Flyer</b>						
<b>2010</b>	<b>-Winter Stormwater -Car Washing -WA Waters -Lawn Watering</b>	<b>-SWPP for Restaurants -Winter SWPP -BMP Flyer</b>				<b>-Construction SWPP -Post-Construction Stormwater</b>						
<b>2011</b>	<b>-Storm Drains Flyer</b>	<b>-Stormwater Mgt. &amp; Pollution Prevention</b>			<b>-Dump Smart</b>			<b>-4 Cs Poster</b>				
<b>2012</b>	<b>-Car Wash Kit Flyer -Pool Brochure</b>	<b>-Car Wash Kit Flyer</b>					<b>-Pool Brochure</b>					
<b>2013</b>	<b>-Dog Waste Mgt. Brochure</b>								<b>-Dog Waste Receptacle Signs</b>			
<b>2014</b>									<b>-Fall/Winter BMPs</b>			
<b>2015</b>	<b>-Vehicle Washing</b>	<b>-Portable Toilet BMPs</b>	<b>-Landscaping Brochure</b>		<b>-Carpet Cleaning Water Disposal</b>				<b>-New Dog Owner Kits (Humane Society)</b>			
<b>2016</b>												

<b>2017</b>			<b>-Concrete &amp; Mortar Projects</b>	<b>-Concrete &amp; Mortar Projects</b>		<b>-Concrete &amp; Mortar Projects</b>		<b>-Vehicle Accident Clean Up</b>	<b>-Hope Show</b>		<b>-Don't Drip &amp; Drive</b>	<b>-Storm Drain Markers</b>
<b>2018</b>		<b>-Apple Blossom SWPP</b>				<b>-CESCL Training -ECOSS Storm School</b>			<b>-Home Show -New Dog Owner Kits</b>	<b>-ECOSS Storm School</b>		<b>-Kids in the Creek -WSD After School Program</b>
<b>2019</b>	<b>-Smart Irrigation Month -Leaves</b>	<b>-Apple Blossom Stormwater Pollution Prevention</b>	<b>-Irrigation &amp; Sprinklers</b>			<b>-SWMMEW Update Training</b>			<b>-Home Show -New Dog Owner Kits -Sustainable Wenatchee (Earth Day Fair)</b>	<b>-Spill Kit Training -Permit &amp; SWMMEW Training</b>	<b>-Earth Day Fair</b>	<b>Kids in the Creek -WSD After School Program</b>

**Attachment B**  
**Target Audience Education & Outreach Implementation Schedule 2020-2030**

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
<b>Residential</b>	-Seasonal Stormwater	- Car washing									
<b>Landscape &amp; Yard Maintenance</b>			-Seasonal Stormwater -Supply & debris handling								
<b>Specialty Contractors: Plumbing, Electrical, Heating/Cooling. Pool/Spa</b>			-Spill Response								
<b>Mobile Contractors</b>		-Wastewater Disposal	-Spill Response								
<b>Construction Services</b>		-CESCL Training/Re-cert class									
<b>General Public</b>	-Home Show -Earth Day Fair	-Public Events	-Public Events	-Public Events	-Public Events	-Public Events	-Public Events	-Public Events	-Public Events	-Public Events	-Public Events
<b>Commercial Businesses &amp; Restaurants</b>	-Dumpsters & Stormwater		-Spill Response								
<b>WVC</b>	-Litter & Stormwater										
<b>School Age-Children</b>	-After School Program' -Kids in the Creek	-After School Program -Kids In the Creek									
<b>Municipal Employees</b>		-CESCL Training/ Re-cert Class									

