Education & Outreach Programs
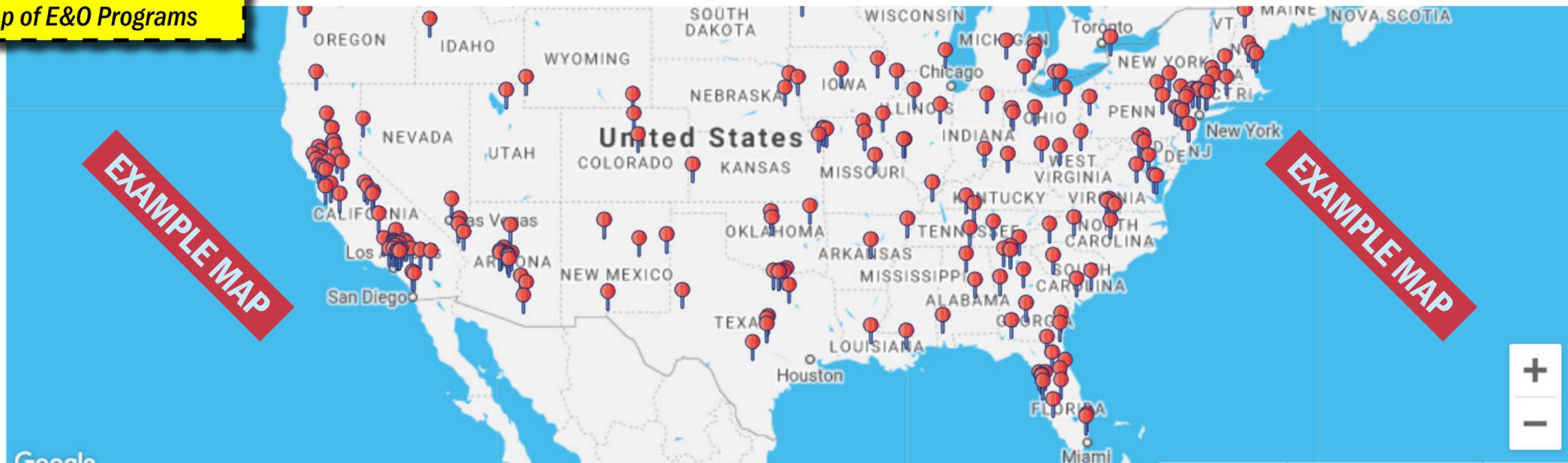## TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

Public Education and Outreach (E&O) strives to increase awareness of stormwater impacts and encourage behavior changes contributing to water quality and quantity problems within a watershed. Ecology recognizes the potential benefits of these programs on our states water bodies and includes E&O as a required component of Stormwater Management Programs (SWMP). More recent NPDES permits require permittees to develop targeted programs using Social Marketing methods, evaluate the effectiveness of these programs, and apply results to improve E&O programs.

The purpose of this database is to provide jurisdictions with tools to identify and select which stormwater problems and behaviors to focus on, including guidance on how to conduct and report effectiveness evaluations to inform and improve future E&O efforts in a positive feedback loop of doing and learning.
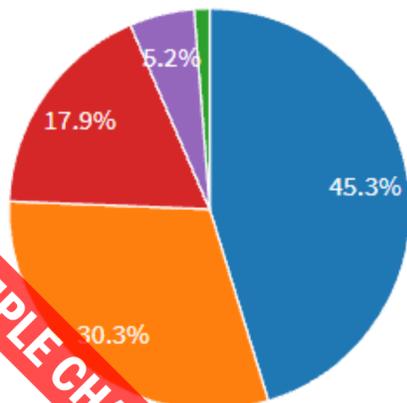
E&O PROGRAMS
Select a program from the map to learn more.

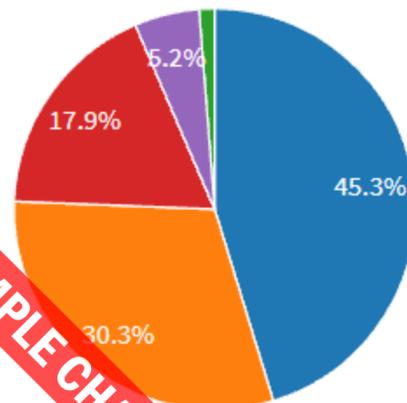*Once populated, this front page will show a map of E&O Programs*

EXAMPLE MAP

PROGRAMS BY AUDIENCE

- General Public — 45.3%
- School Age Children — 30.3%
- Businesses — 17.9%
- Engineers — 5.2%
- Contractors

EXAMPLE CHART

PROGRAMS BY POLLUTANT

- Pathogens — 45.3%
- Nutrients — 30.3%
- Metals — 17.9%
- Oils — 5.2%
- Sediment

EXAMPLE CHART

Education & Outreach Programs

TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

SUBMIT DATA

If you know of E&O programs that we do not have listed, please help us by inputting the details through this form. We will follow up to verify information before publicly posting. If you have any questions or would like to suggest corrections to existing entries in the data please contact us at EMAIL.

To begin, select step one below.

DATA USAGE

The data collected here is reviewed by our team and added to the working database. This database is used to create tools to inform the public.

SECURITY

All data is held within a secured database. Contact information is not shared publicly in any capacity.

HELPFUL LINKS

🔗 How to Submit

🔗 Types of Programs

🔗 Target Pollutants

🔗 Ask a Question

Links to PDFs to be Developed

Link to Contact Us

1 General Background	2 Study Information	3 Data Collection	4 Data Verification	5 Campaign Materials & Instruments

Education & Outreach Programs
TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

1 General Background	2 Study Information	3 Data Collection	4 Data Verification	5 Campaign Materials & Instruments

Click here to view our working list of fields for data entry.

GENERAL BACKGROUND

Jurisdiction Name & Department:

Jurisdiction Contact:

Agencies Involved:

Agency Contact(s):

Study Name:

Report Author(s):

Year Study Started/Completed:

Year Started   *Year Completed*

Report:

📄 *Select File to Upload*

Abstract:

📄 *Select File to Upload*

Forms like this will be built for each of the steps

NEXT

Once done with step one, users will click "Next" to move to second step

Education & Outreach Programs
TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

Add Program   **Search Programs**   Program Comparison   Evaluation Tools   Other Resources   About

Select a program below to view associated items such as evaluation reports and implementation materials.

FILTER BY:

TARGET AUDIENCE:
- ☐ General Public
- ☐ School-Age Children
- ☐ Businesses
- ☐ Engineers
- ☐ Contractors
- ☐ Developers
- ☐ Planners
- ☐ Residents
- ☐ Landscapers
- ☐ Property Managers
- ☐ Development Review Staff

TARGET POLLUTANT:
- ☐ Pathogens (Fecal Coliforms, Bacteria, E. Coli)
- ☐ Nutrients
- ☐ Metals
- ☐ Oils
- ☐ Sediment
- ☐ Trash
- ☐ Toxic Chemicals (Pesticide, Household Cleaner, etc.)

RESEARCH INSTRUMENTS:
- ☐ Surveys
- ☐ Observations
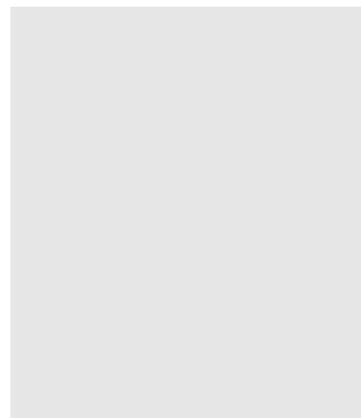- ☐ Interviews
- ☐ Focus Groups
- ☐ Pictures/Videos
- ☐ Other

RESEARCH QUALITY RANKING:
- ☐ High
- ☐ Medium
- ☐ Low
- ☐ N/A (not yet ranked)

PROGRAM LOCATION:

This will be a drop down of states

Programs will be assigned a research quality ranking by reviewers
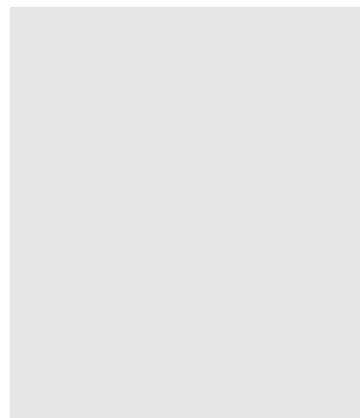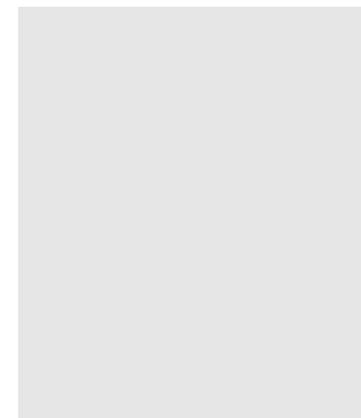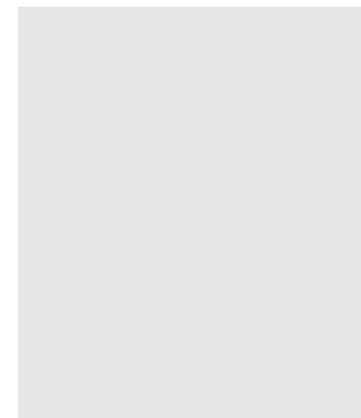
Filter results will appear here with option to click to learn more

Program Name
Agency

Program Name
Agency

Program Name
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Program Name
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Program Name
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Program Name
Agency

Education & Outreach Programs

TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

From previous page, once a program is selected, a summary page like this will provide further details about the program

CAR WASH EDUCATION & OUTREACH PROGRAM

Date of Upload: October 1, 2021
Program Location: Yakima, WA
Lead Agency Name: City of Yakima
Lead Agency Location: Yakima, WA

PROGRAM OVERVIEW:

Target Audience:
 General Public

Target Pollutant:
 Oils

Instrument Type:
 Survey

Data requested in the "Add Program" page will populate here for each program

Education & Outreach Programs

TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

Add Program Search Programs **Program Comparison** Evaluation Tools Other Resources About

It's time to select an E&O program that is right for you! The tool below allows you to compare E&O programs based on your jursdiction's needs.

Begin by selecting Step 1 below and work through each of the sections for your program(s). At the end, you will have the option to download your responses to an Excel spreadsheet for future reference. Please note that your information is not saved on this site, so you must complete the steps and download your report before closing your browser window, or else your responses will be lost.

1 Program Purpose & Problem	2 Target Behavior	3 Target Audience	4 Water Quality	5 Situational Analysis	6 Community Impact	7 Resources

Education & Outreach Programs
TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

Add Program   Search Programs   **Program Comparison**   Evaluation Tools   Other Resources   About

| 1 Program Purpose & Problem | 2 Target Behavior | 3 Target Audience | 4 Water Quality | 5 Situational Analysis | 6 Community Impact | 7 Resources |

STEP ONE: PROGRAM PURPOSE & PROBLEM

Intro text

Click here to view our working list of fields for the Program Comparison tool.

PROGRAM #1	PROGRAM #2	PROGRAM #3
1. Program Title		
2. Problem Addressed		

Once done with step one, users will click "Next" to move to second step

Forms like this will be built for each of the steps

NEXT

Education & Outreach Programs
TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

COMPARISON RESULTS

The results of your program comparison are shown below.

PROGRAM #1 TITLE	PROGRAM #2 TITLE	PROGRAM #3 TITLE
Problem Addressed:		
Populated response	Populated response	Populated response
Target Behavior:		
Populated response	Populated response	Populated response
Target Behavior Category		
Populated response	Populated response	Populated response
Is the Behavior an "End-State" Behavior?		
Populated response	Populated response	Populated response
Can the Behavior be Measured?		
Populated response	Populated response	Populated response

Responses will continue down the page

Placeholder page for evaluation resources developed as part of tasks 5 & 6

Education & Outreach Programs
TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

Add Program   Search Programs   Program Comparison   Evaluation Tools   **Other Resources**   About

EPA NONPOINT SOURCE (NPS) OUTREACH TOOLBOX

The Nonpoint Source (NPS) Outreach Toolbox is intended for use by state and local agencies and other organizations interested in educating the public on nonpoint source pollution or stormwater runoff. The Toolbox contains a variety of resources to help develop an effective and targeted outreach campaign.

https://cfpub.epa.gov/npstbx/index.html

RESOURCE

Description

Link

RESOURCE

Description

Link

RESOURCE

Description

Link

RESOURCE

Description

Link

MORE RESOURCES TO BE ADDED

Education & Outreach Programs
TOOLS & RESOURCES FOR EFFECTING BEHAVIOR CHANGE

Add Program   Search Programs   Program Comparison   Evaluation Tools   Other Resources   About

ABOUT US

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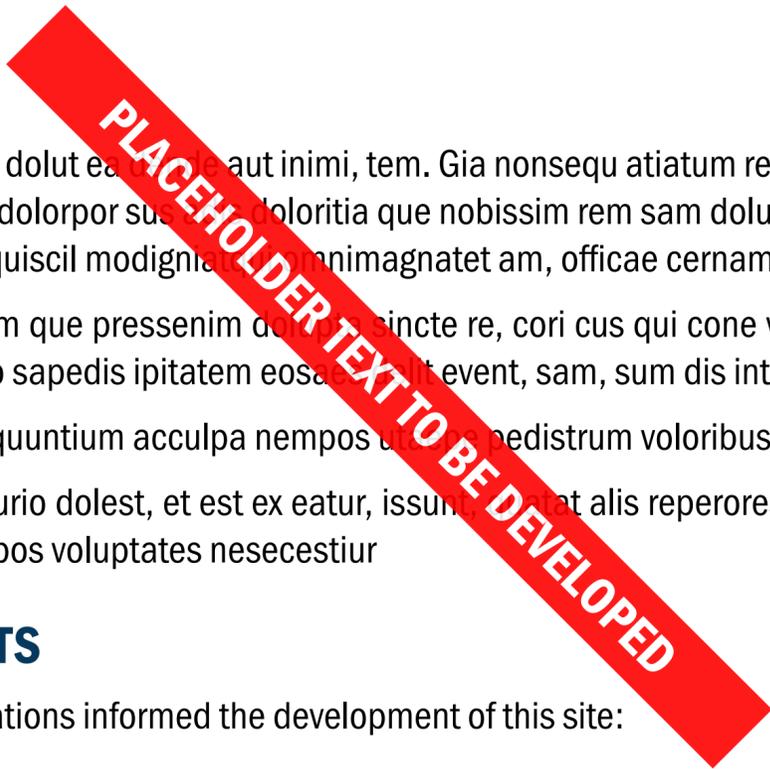
ACKNOWLEDGEMENTS

Work by the following organizations informed the development of this site:

CITY OF SHORELINE

Description

Link

TOOLS OF CHANGE

Description

Link

INTERNATIONAL STORMWATER BMP DATABASE

Description

Link

WASHINGTON STATE UNIVERSITY

OSBORN CONSULTING INCORPORATED

SAM Stormwater Action Monitoring

PLACEHOLDER TEXT TO BE DEVELOPED