

2018 Summary Report

Public Education and Outreach Program



Prepared by



City of Bothell™

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Introduction

Stormwater runoff is rain or snowmelt that falls on streets, parking areas, sports fields, gravel lots, lawns, rooftops or other developed land and flows directly into nearby streams, lakes, rivers, and Puget Sound. Stormwater pollution happens when rain picks up contaminants after it falls, like soil, pesticides, litter, oil, grass clippings, tree leaves, dirt, and bacteria, then carries them into nearby streams.

Polluted stormwater runoff is the single largest source of pollution in our local streams. Water pollution affects the health of aquatic life, wild animals, pets, and people, and it impacts industrial and recreational activities like fishing and swimming. As water pollution clearly became a health risk, the Environmental Protection Agency (EPA) introduced the Clean Water Act (CWA) nearly 50 years ago. Under the CWA, the EPA implemented pollution control programs and developed national water quality criteria recommendations for pollutants in surface waters.

Most polluted stormwater runoff is caused by the everyday actions of people just like us that live, work, travel through, or visit our area. While often challenging, changing peoples' daily habits costs much less than attempting to clean up these pollutants after they have reached our streams.

Goal

The education and outreach program's goal is to reduce or eliminate behaviors and practices that cause or contribute to polluted stormwater runoff.

Overview

Social marketing – using marketing to change behaviors for the good of the individual and community – has been used for over forty years in the realms of social services, public safety, and disease prevention (e.g., *Give 'em a Brake*, *This is Your Brain on Drugs*, and *Empty, Clean, and Dry Recyclables*). Social marketing combines standard marketing techniques with social science and other practices to help determine the best way to motivate someone to change a regular habit. City of Bothell has chosen to use various social marketing strategies, including Community-Based Social Marketing techniques, to change individual behaviors that pollute our local waterways.



Community volunteers planting native species in residential rain gardens

The number of people you reach combined with the number of times you reach them plays a key role in establishing and maintaining the change in individual behaviors. In Bothell, we began implementing broad outreach strategies in 2008 to provide education about several different water pollution issues. We wanted our target audiences to have

a clear view of the water pollution issues facing our community, and we wanted to teach them how they can help solve the problem.

In 2018, we provided broad education to local target audiences through a variety of outreach media. Types of outreach included:

- Banners and stationary signs
- BMP-related games
- Bothell Bridge
- Bothell Cable News (BCTV)
- Bothell/Kenmore Reporter
- City e-news
- City Facebook and Twitter
- City staff events
- City website
- City-sponsored events
- Comcast Spotlight
- Hands-on demonstrations
- Pledges
- Private events
- Surface Water e-news
- Surveys
- Utility vehicle signs
- Volunteer events
- Workshops
- YouTube videos

The City of Bothell will continue using most of these outreach media sources in 2019 to ensure our audience receives our messaging repeatedly through a variety of means.

Regional Partnering and Awareness

We conducted broad regional awareness messaging in 2018 together with the Stormwater Outreach for Regional Municipalities (STORM) coalition and the Puget Sound Starts Here (PSSH) campaign at www.pugetsoundstartshere.org. This allowed the City to align messaging with 90+ surrounding county and city governments, 100+ businesses, and 400+ non-profits, and provide more effective outreach through combined and consistent regional messages.

The Stormwater Outreach Group (known as the SOGgies) conducted sub-regional outreach. The SOGgies includes the cities of Bellevue, Bothell, Clyde Hill, Issaquah, Kenmore, Kirkland, Lake Forest Park, Mercer Island, Newcastle, Redmond, Renton,

Sammamish, Seattle, and Shoreline. These cities often choose to pool funding for sub-regional messaging efforts and evaluation to reduce production costs and leverage larger jurisdictional resources.



Regional stormwater messaging ad courtesy of Bellevue Stream Team

City of Bothell will continue to be an active participant in STORM and SOGgies in 2019 to provide essential input and direction on the region's future outreach efforts, and to help meet requirements of the upcoming 2019-2024 NPDES permit.

We will continue to promote the PSSH campaign to help raise awareness of individual impacts to Puget Sound and our local streams. As in the past, we will participate in May's Puget Sound Starts Here

Month by promoting behaviors that protect local streams, offering a stormwater pledge to encourage behavior change, and by preparing a proclamation for our City Council to read publicly.

Targeted Outreach Programs

Natural Yard Care

Target audience: Bothell residents in King County and Snohomish County who purchased a home with a yard between May 2015 and May 2018.

Goals for success: To reduce and potentially eliminate the use of chemical fertilizers and pesticides on residential lawns and gardens and provide information on native plants and protective yard care techniques.



Natural yard care lecture-based workshop presented by Tilth Alliance



Natural yard care sheet-mulching hands-on demonstration

We evaluated the various models of natural yard care workshops we offered as far back as 2009, including partnerships with King County and Snohomish County, and found that a hybrid of workshops and demonstrations generates the highest rate of behavior change.

In October 2018, we worked with Tilth Alliance to offer a series of two indoor lecture-based workshops and one outdoor hands-on demonstration. We held the indoor workshops at the Bothell Operations Center on Tuesday evenings, and the outdoor demonstration at Centennial Park on a Saturday morning. Our workshops were Healthy Lawns and Gardens from the Ground Up, Smart Plant Choices for Northwest Gardens, and Hands-on Natural Yard Care Basics.

Our target audience included new single-family homeowners with a yard. Because Bothell is in two counties, our GIS Division worked with King County and Snohomish County to compile a list of any single-family homes in Bothell that had changed ownership in the last three years, which totaled over 1,400 homes. Our list excluded apartments, condominiums, and townhomes.

We advertised the program using these methods:

- Introduction letter and workshop schedule sent to target audience via direct mail one month prior to first workshop.
- Postcard sent to target audience via direct mail two weeks prior to first workshop.
- Full-page workshop descriptions, schedule, and registration link provided in fall edition of Bothell Bridge, a quarterly citywide printed publication mailed to all Bothell residents.
- Workshop descriptions and registration links added to City's website calendar, homepage banner, and Natural Yard Care webpage.
- Facebook events created for each workshop and advertised via BothellCool, City of Bothell, and Tilth Alliance Facebook pages.
- Eventbrite events created for each workshop to simplify and track number of registrants.
- Workshops added to Events section of Puget Sound Starts Here website.
- Flyers distributed at City-sponsored public events in August.
- Workshops announced at City Council meetings during weeks prior to the events.
- Registrants received a reminder email two days before each workshop.

The classes and hands-on demonstration were well attended, with a 5.71% rate of response, which is higher than the national average of 2.9% for targeted direct mailing (www.thedma.org, 2016). Out of 1436 direct mailers, we received 199 total RSVPs for the programs, with 82 people actually participating. We surveyed participants before and after the workshops to

determine what new information they learned and what techniques they planned to implement on their own lawns and gardens. We also asked what topics participants would be most interested in learning about at our next series of workshops. The 2018 Natural Yard Care program evaluation report is available at www.bothellwa.gov/2018nycevaluation.

Bothell is part of a natural yard care workgroup of interested regional jurisdictions, formed out of STORM. This group will continue to meet in 2019 to share resources and determine the best ways for each of us to develop effective programs for our respective jurisdictions.

Pet Waste

Target audiences: 1) Bothell residents that own at least one dog, and 2) Pet-friendly apartments, condominiums, and townhomes in downtown Bothell built in 2017 and later.

Goal for success: To reduce the amount of pet waste left on public and private property, particularly in Bothell's downtown core.

Within Bothell, the North and Swamp Creek watersheds have been listed on the 303 (d) list of impaired water bodies for fecal coliform bacteria and dissolved oxygen by the Department of Ecology (Ecology) since 1996. Because of this, Bothell focuses heavily on programs to reduce and eliminate sources of fecal coliform such as pet waste, failing septic systems, sewage, and bird feeding.

In 2018, we began a new program with Bothell residents that own at least one dog as our target audience. The City has one Animal Control Officer who is, so far, the only staff person designated to issue a fine to someone for not picking up after their dog. Because the officer cannot be everywhere at once, we began increasing our signage about Bothell's scooping law not only in public spaces, but also in residential areas.

We redesigned our scooping law signs to include larger text and some humor, and gave residents the option of requesting up to three signs for their

neighborhood if people were not picking up after their dog in certain areas. When residents filled out the request for a sign, we also asked them for information such as whether there was a pet waste station near the problem area, what the exact problem was (e.g., pet waste left on a sidewalk, pet waste area left near an area where kids play, pet waste left on private property, etc.), and whether they belonged to a Home Owners Association. In 2019, we will follow up with each resident who requested signage to determine whether the pet waste problem decreased, increased, or remained the same.



24" x 12" Corex pet waste H-frame sign for display in public spaces

For our second target audience, in 2018 Bothell Police and Public Works began teaming up to deliver pet-related outreach to newer multi-family units in the downtown Bothell area. The City's downtown is undergoing a major revitalization effort, and a number of multi-family apartments and townhomes have recently been built in the area. With less green space and more dog owners in a condensed area, we focused our efforts on connecting with property managers and leasing offices for these newer buildings.

During each visit with a property manager or leasing office manager, we provided:

- Information about Bothell’s scooping and pet licensing laws.
- Several H-frame signs to place near their building reminding tenants and passersby of the scooping law.
- “Welcome packets” for dog-owning tenants that contained a brochure about pet licensing, a handout explaining the proper pet waste BMPs and the harmfulness of dog poop, and a clip-on pet waste bag dispenser for the dog’s leash.

On each visit, we obtained information about each building’s designated pet waste areas and pet waste stations. We provided our contact information if they had any questions and offered to replenish the “welcome packets” if they ran low. In 2019, we will unobtrusively observe the sidewalks and green spaces at the buildings we visited in 2018. We will follow up with the leasing office managers if pet waste appears to be a problem at their facilities.

In 2019, we will continue to promote the appropriate best management practices among both of the target audiences we selected in 2018. We will also work with Parks staff to determine the best way to encourage dog

owners to scoop the poop, bag it, and place it in the trash on public property. This may include purchasing several new pet waste stations for our larger, more popular parks where dog owners often allow their dogs to run off-leash despite Bothell’s leash laws.



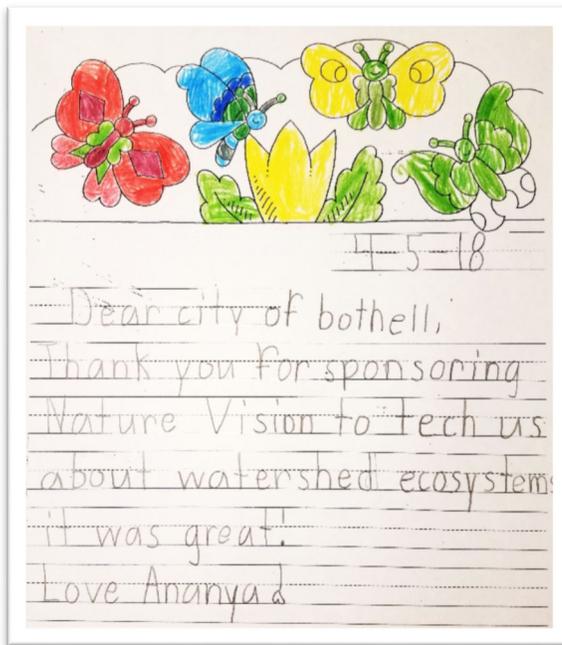
Pet owner showing proper BMP by disposing of bagged pet waste in a trash can

Youth Stormwater Education

Target audience: All K-12 grade children attending public school within Bothell's city limits.

Goal for success: To educate our Bothell students about their individual impacts on their local water, direct storm drain connections to local waterways, and basic knowledge concerning polluted stormwater runoff and the water cycle.

In 2009, City of Bothell began contracting with Nature Vision, Inc., a non-profit organization, to administer water education courses to all service area schools. These classes are tailored to provide water education courses that



Letter from student that received Nature Vision's Watershed Ecosystems program at school

meet our state's common core and next generation science standards (NGSS). Nature Vision solicits teachers electronically using a water education flyer, and a number of classrooms sign up for programs each year. In order to be sure the stormwater messages are reaching the students' parents, a stormwater flyer with links to stormwater education activities are given to all students and teachers (in both hard copy and electronic formats). The flyer provides an opportunity for parents to work with their children to understand and quantify their individual stormwater impacts.

In 2014-15, the City also worked with the Puget Sound Partnership (PSP) and the Pacific Education Institute (PEI) to create new stormwater classroom curriculum that meets the common core and NGSS requirements and helps students prepare for state testing requirements. This allows teachers to incorporate stormwater education into the general education requirements,

ensuring more students receive stormwater messaging at a more in-depth level.

Nature Vision conducts a three-tiered evaluation strategy each year to determine student retention of information, understanding, and teacher satisfaction over time. In 2018, Nature Vision delivered its programs to over 1200 students through City of Bothell sponsorship. They received positive feedback from all teachers who signed up for programs. The 2018 program evaluation is available at www.bothellwa.gov/2018stormwatereducation.

For 2019, the City will again work with Nature Vision to continue offering stormwater presentations in the classroom. We used budget in 2018 to purchase a replacement watershed model for Nature Vision to use in its classroom programs, as the previous watershed model had deteriorated significantly. We plan to again work with PEI and IslandWood to offer teacher trainings and in-classroom assistance for curriculum adaptation, and to develop additional learning tools as necessary for the various modules to encourage adoption of the new regional curriculum.

"[Our presenter] did a fantastic job engaging the students in her presentation and being patient with the students during the project. She responded well to student questions and comments, adding to students' current knowledge and corrected some misunderstandings. I appreciated her efficiency as well."

Kirsten Jackson, Woodin Elementary

Environmental Stewardship Opportunities

Target audiences: Volunteers and residents interested in learning about native plants and stream ecology, preserving wildlife habitat, and maintaining streambanks to improve habitat function.

Goals for success: To engage residents in taking care of our local streams, soils, and native plants and increase the amount of riparian structure, input, and shading along Bothell rivers, creeks, streams, lakes, and wetlands.

The City partnered with King Conservation District from 2012 to 2017 to conduct a riparian enhancement project with a Rose Foundation grant. The project allowed students, teachers, businesses, and the general public to learn about stream planting and participate in planting native trees and shrubs around Parr Creek in the North Creek Business Park. Because the trees and shrubs were considered well established, in 2018 volunteers spread mulch around the young plants before King Conservation District removed the protective blue tubes from the plants.

Other stewardship opportunities we offered this year included a workshop for residents about how to care for streamside properties, a residential rain garden planting event, and hands-on natural yard care demonstrations where residents planted native species, sheet-mulched, aerated, and top-dressed an area in one of our local parks.



[Volunteers filling buckets with mulch to spread around young plants alongside Parr Creek](#)

The Salmon Watcher program lost its WRIA-8 funding in 2016, but our community is still interested in looking for and learning about salmon. One of our past Salmon Watchers, a local salmon expert, offered a tour of North Creek during Salmon “SEEsion” this year. The turnout surpassed our expectations with nearly 100 adults and children participating, even though



"Thank you" message to past Salmon Watcher volunteers

salmon numbers were uncharacteristically low this season. We asked our past Salmon Watchers to monitor streams and submit salmon counts if they wanted to, despite staff not having a feasible way to track and share any collected data. We received data from only one participant. Without regional funding or enough participation, in 2019 we will discontinue the Salmon Watcher program. We will continue promoting Salmon "SEEs on" and other outreach opportunities through coordination with King County.

In 2019, City of Bothell plans to hire a citywide Volunteer and Special Event Coordinator. This is a new position that will help develop, promote, and oversee volunteer opportunities throughout the City. Surface Water staff look forward to collaborating with this new position to help promote events, recruit volunteers, and increase the amount of inclusive stewardship opportunities we are able to provide each year.

Vehicle Leaks

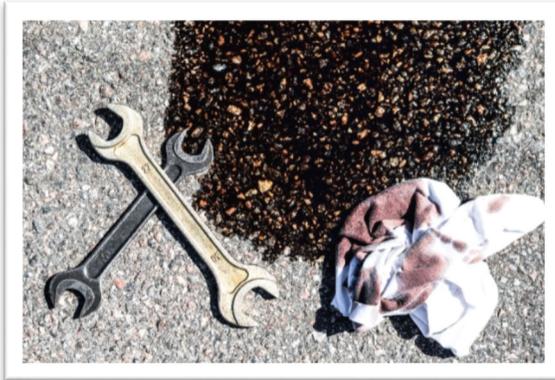
Target audience: The general public who live in or drive through Bothell.

Goal for success: Reduce the amount of oil and mechanical fluids released on Bothell roads due to vehicle leaks

This program originated through a regional effort by the STORM group known as the Don't Drip & Drive campaign. STORM conducted regional advertising through a grant, and our staff met with every auto body shop in Bothell to personally ask them to participate in the program. Participating shops agreed to honor coupons for repair discounts through 2017.



The repair coupons were no longer valid in 2018, but we promoted other aspects of the Don't Drip & Drive campaign featured on www.fixcarleaks.org.



Motor oil left on ground during vehicle maintenance

This included free leak inspections with certified mechanics, leak identification tips, and free vehicle maintenance workshops and videos.

We will continue to promote these aspects of the Don't Drip & Drive campaign in 2019 through social media, our website, Bothell Bridge articles, and posted flyers.

Spill Hotline Awareness

Target audiences: City of Bothell residents, businesses, and the general public in areas where a spill could occur or has already occurred.

Goals for success: Increased number of spills reported directly through the spill hotline, and quicker staff deployment for spill response.

In 2009, City of Bothell established a local spill hotline for businesses and residents to report spills. We publicize the spill hotline number on our utility trucks, on City of Bothell's website, on our printed outreach materials, in local publications like The Bridge, at events like Sustainamania, during internal events like the Safety Rodeo, and in City Hall's lobby. We also provide the number to businesses during outreach visits and during spill response to try to prevent the same party from having another spill.

In 2017, to spread awareness throughout the business community and encourage use of the hotline, we partnered with Blue Environmental Associates (BEA) to conduct a survey of small quantity hazardous waste-generating businesses located in Bothell. We wanted to understand businesses' knowledge of the spill hotline number, their spill response preparedness, their barriers to reporting a spill, and how the City could improve its outreach about spill response. BEA worked with 53

different businesses to conduct in-person interviews. They mainly focused on automotive, mobile construction, food service, industrial, and warehouse businesses. Survey results indicated that about half of the businesses knew it was



Spill hotline banner on City of Bothell's website homepage

their responsibility to address outdoor spills, and they knew they had materials on-site to clean up spills. However, about one-third of the businesses were not aware of their responsibilities about spill response. These results made us realize we need to look more closely at our outreach efforts for businesses. At the same time, we also wanted to find a way to encourage the public to report spills whether they caused them or not.

In 2018, we began using a third party to answer any calls to the spill hotline, day or night. Our vendor has protocols in place for ensuring staff receives the information quickly to expedite our response. We also added an online non-emergent spill reporting option that interfaces with our asset management software, called Lucity. This notifies appropriate staff through email whenever someone fills out



Social media graphic with examples of when to call the spill hotline

the online form, and automatically populates our tracking software with a work request.

In 2019, we will continue publicizing our spill hotline to the general public through social media, staff training, printed publications, magnets, website, and events, and by making it a more prominent discussion point at our technical assistance visits. We will continue using our asset management tracking system, Lucity, to accurately track how many spills are being reported through the hotline versus through other methods. We will also encourage internal staff to use the hotline number to report spills rather than seeking out an individual staff person.

Hazardous Materials Use, Storage, and Disposal

Target audience: All Bothell residents that use hazardous products.

Goals for success: To increase the awareness of proper use, storage, and disposal of household hazardous materials, and to reduce the amount of hazardous materials entering Bothell's storm drains and streams.

The City has participated in hazardous waste outreach through funding from the Local Hazardous Waste Management Program (LHWMP) for a number of years. We offer hazardous waste collection events throughout the year, and we provide in-person outreach at every Bothell festival. Our goal is to encourage proper use, storage, and disposal of indoor and outdoor hazardous household chemicals and materials. We offered free vouchers to residents to drop off hazardous materials at the Shoreline Transfer Station. The Household Hazardous Wastemobile visited Bothell six times during 2018 to collect similar items. Residents can also dispose of items like CFL bulbs, tubes, and batteries at The Recology Store, established locally by one of our garbage and recycling haulers, Recology CleanScapes.

Garbage and recycling service is mandatory for Bothell residents. Both of our haulers (Recology CleanScapes and Waste Management) provide annual printed service guides to their customers with information about how to properly dispose of hazardous items. They both also offer curbside collection for certain hazardous materials.

Our additional hazardous materials education resources include:

- A checklist of Wastemobile eligible items by room where the products would typically be found in a home.
- Bothell Bridge articles about the Wastemobile schedule, hazardous waste, and curbside recycling.
- Wastemobile flyers for the Northshore Senior Center to encourage participation among seniors.
- Broadcast videos demonstrating how to use the Wastemobile.
- Social media posts providing tips for safer outdoor use, storage, and disposal of hazardous materials.
- Annual Sustainamania event highlighting sustainable tools and resources for the community, including greener alternatives to using household and lawn hazardous chemicals.

In 2019, we will continue providing education on outdoor use, storage, and disposal of hazardous materials through mailers, articles, social media, website, and grant-funded vouchers and workshops. We will also continue offering free disposal opportunities through the Wastemobile, curbside collection, and The Recology Store.

For business outreach, in 2017 Public Works focused on companies in Bothell that are considered hazardous waste small quantities generators (SQG).

In 2018, we offered technical assistance and on-site training to

ensure proper application, handling, safety, and disposal of hazardous



Wastemobile advertisement in Bothell Bridge, spring 2018

products. We also sent a mailer to all SQG businesses that contained best management practices for hazardous waste safety.

In 2019, Public Works will focus less on indoor hazardous materials storage and more on outdoor stormwater pollution prevention at businesses. This requirement is a component of the new NPDES permit, scheduled to go into effect in August 2019. Indoor hazardous materials education for SQGs will likely transition from Surface Water to our Sustainability / Administrative Division.

Illicit Discharge Identification, Education, and Reporting

Target audiences: Bothell businesses most likely to have a spill occurrence (restaurants, landscaping companies, auto repair and maintenance) and the general public.

Goal for success: To reduce the amount of pollutants entering our stormwater system from spills and illicit discharges.

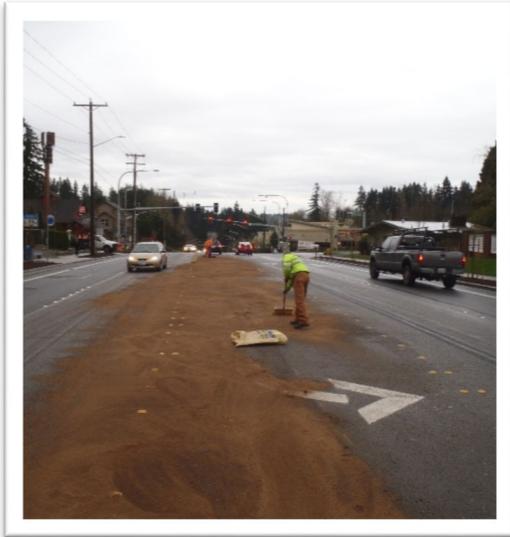
In 2018, this program was administered with funding from an Ecology grant. This program was designed to encourage the use of proper BMPs to reduce the amount of materials improperly disposed of by small quantity hazardous material generators through direct outreach and technical assistance.

We educated our target audiences through social media, printed materials, e-news, workshop presentations, and incentive items highlighting the spill hotline number. Staff will continue publicizing the spill hotline number through new and existing channels.



Reviewing BMPs at Bothell Operations Center

City of Bothell adopted a Stormwater Policy in our staff personnel policies in 2018. It emphasizes each employee's responsibility to report spills and use



Surface Water staff responding to a vehicle fluid spill

proper BMPs to reduce stormwater pollution. Our Human Resources Department presents this information to every new employee during orientation. We also provide annual IDDE training to field staff, including Police and Fire.

Public Works responds to all reported spills, no matter the cause or severity. We use a maintenance management program called Lucity to track our spill response and maintenance activities, and to provide annual data to Ecology.

Low Impact Development (LID)

Target audiences: City staff, private and commercial land developers, and the general public.

Goal for success: To increase the awareness, understanding and acceptance of LID techniques among key staff, developers, and the general public.

Low impact development (LID) techniques involve educating several different groups, including City staff and elected officials. The techniques add an element of complication due to lack of clear and consistent language, individual site conditions, maintenance concerns, and the fact that each technique requires extensive education and expertise to ensure successful design, installation, and maintenance. Further complications occur because most techniques require using a professional contracting company or consulting group for design review, site review, and proper installation.

We have several books available for the public from Washington State University (WSU) Extension that provide helpful information on all aspects of building a rain garden, including detail design, placement, size, planting zones, and a list of native plants to suit each type of yard constraints.

Here are the highlights of our efforts dating back to when we first began promoting LID techniques:



- **2011 to 2013:** Held fall and spring LID workshops at demonstration rain garden (Bothell Regional Library); created “LID Techniques in Bothell” guide for residents. [Rain garden maintenance guide offered to residents and community organizations](#)
- **2014:** Received Ecology grant to create a demonstration neighborhood within Queensborough watershed, but project was infeasible because of high groundwater tables, liability concerns, and site constraints.
- **2015:** Worked with Stewardship Partners to review and purchase a maintenance manual for new homeowners with LID facilities on their property.
- **2016:** Assessed community’s wants and needs concerning LID; adopted code revisions and design standards that incorporate LID techniques into requirements.
- **2017:** Reviewed our literature and conducted research regionally to determine a common set of LID terms and definitions to use.

In 2018, we worked with both Snohomish Conservation District (SCD) and King Conservation District (KCD) to offer LID assistance to interested residents. In August, SCD’s Veteran Crew dug out space and installed materials and educational signage for rain gardens at four private residents’ homes near Bothell High School. In October, the districts and City of Bothell

held a volunteer rain garden planting party for those homes. We worked in partnership with the residents, using grants and jurisdictional funds to pay for the labor and supplies, while the residents themselves paid for the plants.



One of the City-owned rain gardens alongside the Multiway Boulevard in downtown Bothell

This year Crystal Springs Elementary, one of our local elementary schools, expressed interest in low impact development techniques on school grounds. SCD worked with school staff and students to install cisterns and provide related curriculum. The school requested that SCD and City of Bothell provide a small sustainable landscape demonstration, interpretive signage, and a rain barrel sale on site in early 2019.

In addition, this year, several of our Public Works staff attended Home Owners Association meetings for one of our newer private developments that contained individual and community rain gardens. Staff's goal was to help the residents understand how to properly care for their rain gardens, explain the gardens' function, provide a list of appropriate plants to use when replacements are necessary, and answer any other questions about the gardens.



New rain garden installation by Moon Construction for residential private development

Because of development code and design standards revisions that went into effect in 2016, we are seeing more public and private development incorporating low impact development techniques into their projects. We expect to see this trend continue in 2019 as Bothell’s private development keeps expanding. If needed, we will update our LID outreach materials to make terminology, benefits, and implementation easier to understand.

Conclusion

City of Bothell has an active education and outreach program designed to reduce and eliminate behaviors and practices that cause or contribute to adverse stormwater impacts. Our City Council added “Environmental Stewardship and Sustainability” to its 2019 Council Goals, which reiterates Public Works’ existing practice of encouraging the public to participate in stewardship activities, both locally and regionally.

Staff track our outreach efforts and maintain records of current public education and outreach activities and budgets in accordance with State requirements. Refer to Appendix A for outreach materials developed and distributed in 2018.

Appendix A

City of Bothell Surface Water outreach materials distributed in 2018