

Eastern WA Stormwater Education

Climate Resilience and Sustainability Board

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Stormwater Education & Outreach Grant Background

What

- WA Department of Ecology **Grants of Regional or Statewide Significance (GROSS)**
- Education and Outreach Project for **Eastern Washington National Pollutant Discharge Elimination System Permit II**
Deliverable: Regional **Education and Outreach Toolkit** for NPDES Permit II municipalities with 3-5 year shelf life

Why

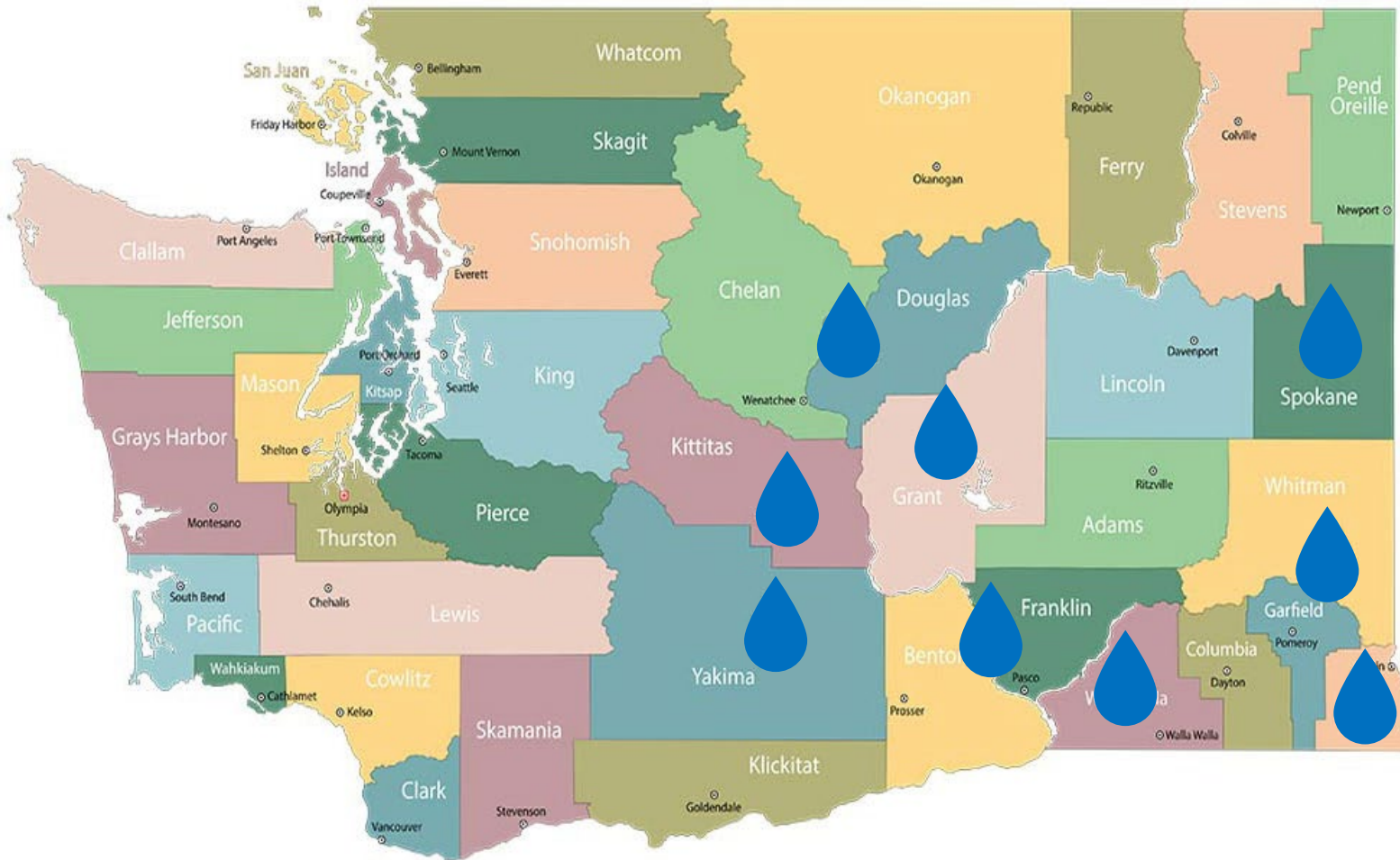
- Stormwater management **systems and communities are unique**
- This resource **supports compliance for NPDES Permit II municipalities**

How & Who

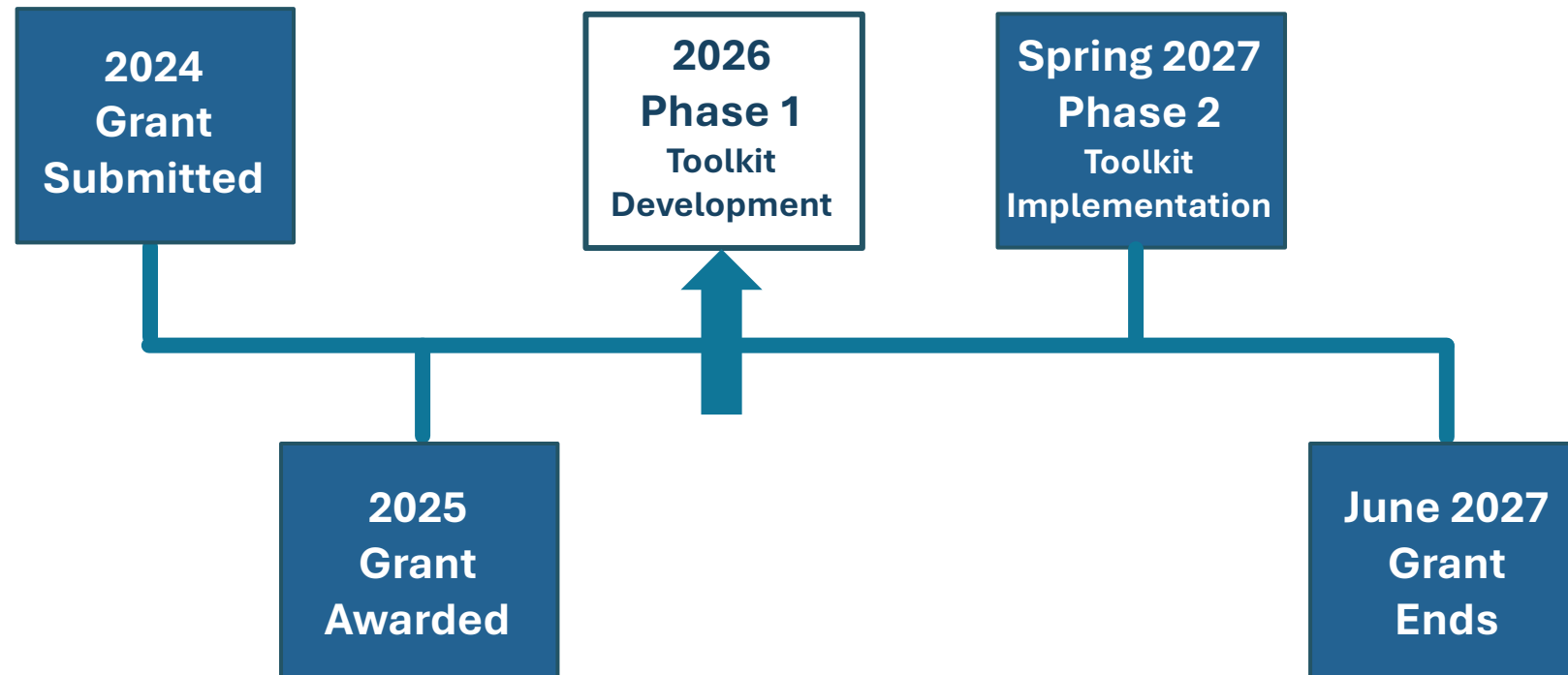
- City of Spokane, City of Spokane Valley and Spokane County form **Steering Committee**
- Phase 1 and Phase 2 **Consultants**
- Eastern Washington **Stormwater Group**
- Climate Resilience and Sustainability Board **Advisory Group**



Eastern Washington Stormwater Group



Education & Outreach Grant Timeline



Phase 1 – Campaign Development

Discovery & Alignment

- Confirm **objectives** and define **purpose** and **outcomes**.
- Facilitated **Eastern WA Stormwater Group** engagement for **technical feedback**, to **define audiences, assess** existing **tools, understand** effective **messaging**.

Strategy Definition & Planning

- **Develop regional messaging** with voice, tone, visual direction based on feedback discovery process.
- **Finalize website framework** and **toolkit** resources and priorities.

Website and Toolkit

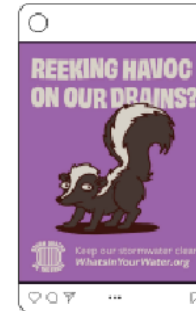
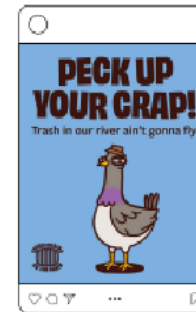
- **Build partner ready-toolkit and website** with **language access** and **ADA compliance**.
- **Create** regional **branding system** that is consistent and allows for customization for various communities.

Launch Support and Reporting

- Provide **toolkit** use **training** and best **practices**.
- **Monitor** effectiveness and **adjust** when needed.



The Drain Gang



What's Next?

Phase 2 - Implementation

- City's **procurement process for Phase 2** consultant contract
- **Deployment** of Resource **Website** and **Toolkit**
- Paid **media campaign** to kick-off messaging
- **Update** to Climate Resilience and Sustainability Board

How can CRSB help?

- Provide **support** and **networking**
- Ask for **clarification**
- **Amplify** messaging

Grant Administration Wrap Up

- **Final contract** deliverables to Department of Ecology
- **Recap** for Climate Resilience and Sustainability Board



Questions?

