

COMMUNICATION PLAN

DEVELOPING AND REFINING SOURCE CONTROL INSPECTION PROGRAMS FOR BUSINESSES

Last updated: August 9, 2021

INTRODUCTION

The goal of this project is to develop an online source control program guidance manual and trainings to assist Western Washington Phase II permittees with implementing new business inspection source control programs that comply with 2019-2024 NPDES Municipal Stormwater Permit requirements (S5.C.8). Materials and training information will be based on best management practices (BMPs) and lessons learned from existing Phase I and Phase II jurisdiction business inspection programs.

This communication plan (plan) was designed to raise awareness of the project through sharing updates as the guidance manual develops, advertising key project deliverables, and advertising training dates and registration. This plan is intended to be a working draft that is updated throughout the course of the project.

PROJECT TEAM MEMBERS

The project team consists of Washington Stormwater Center Municipal Program staff, a Technical Advisory Committee (TAC), and a consultant team led by Herrera Environmental Consultants. Table 1 lists the members of the TAC.

Table 1. Technical Advisory Committee Members.		
Name	Jurisdiction	Permittee Type
Jeremy Graham	City of Olympia	Western WA Phase II
Nikki Guillot	City of Vancouver	Western WA Phase II
Emily Watts	City of Lacey	Western WA Phase II
Rachel Konrady	City of Kirkland	Western WA Phase II representing the Pollution Prevention Alliance (PPA) subgroup
Ken Waldo	City of Kirkland	Western WA Phase II
Ann Bustamante	City of Sumner	Western WA Phase II
Vince McIntyre	City of Port Angeles	Western WA Phase II

Name	Jurisdiction	Permittee Type
Todd Smith	City of University Place	Western WA Phase II
Andy Wargo	Skagit County	Western WA Phase II
Mark Joyner	City of Bellingham	Western WA Phase II
Martin Shoemaker	Snohomish County	Western WA Phase I
Angela Peterson	City of Seattle	Western WA Phase I
Kelsey Grover	City of Wenatchee	Eastern WA Phase II
Brian Morgenroth	City of Walla Walla	Eastern WA Phase II
Business Inspection Group (BIG)	Multiple	Multiple

Table 2 summarizes the roles and responsibilities of all project team members in communication activities.

Project Team Members	Roles and Responsibilities
Washington Stormwater Center Project Manager (Laurie Larson-Pugh)	<ul style="list-style-type: none"> Review and provide comments on draft listserv language Distribute project updates to the Washington Stormwater Center listserv and regional stormwater coordinator groups Send listserv language to other contacts on the distribution list (see Table 3) for dissemination Review and provide comments on the Communication Plan drafts
Technical Advisory Committee members (see list in Table 1)	<ul style="list-style-type: none"> Review and provide comments on specific deliverables Share resources and tools with jurisdiction staff and administration
Business Inspection Group members	<ul style="list-style-type: none"> Review and provide comments on specific deliverables
Consultant Project Manager (Rebecca Dugopolski)	<ul style="list-style-type: none"> Develop draft listserv language Develop Communication Plan drafts

TARGET AUDIENCE AND DISTRIBUTION LIST

The target audience for this project is Phase II permittees. Coordination with Phase II permittees and other interested parties will primarily be performed through e-mail distribution lists (listservs). Updates will also be posted on the Washington Stormwater Center Municipal Source Control web page. An initial summary of groups that are anticipated to be interested in the deliverables and trainings prepared for this project is provided in Table 3. This list will be updated throughout the project as appropriate.

Table 3. Distribution List.		
Group/Listserv Name	Contact(s)	E-mail Address(es)
Washington Stormwater Center (Municipal Source Control web page updates and listserv)	Laurie Larson-Pugh, Washington Stormwater Center	laurie.larson-pugh@wsu.edu
Central NPDES Permit Coordinators Forum	Laurie Larson-Pugh, Washington Stormwater Center	laurie.larson-pugh@wsu.edu
West Sound Stormwater Managers Coordination Group	To be determined	To be determined
South Sound Phase II Coordinators Group	Kurt Fremont, City of Tacoma Paul Marrinan, City of Puyallup	KFremont@ci.tacoma.wa.us PMarrinan@ci.puyallup.wa.us
North Sound Coordinators Forum	Brooke Ensor, City of Marysville	BEnsor@marysvillewa.gov
Eastern Region Stormwater Coordinators Group	Brian Morgenroth, City of Walla Walla	bmorgenroth@wallawallawa.gov
Ecology regional permit coordinators list serves	Mak Kaufman, Ecology Colleen Griffith, Ecology Danielle Devoe, Ecology Angela Vincent, Ecology Noosheen Pouya, Ecology	mak.kaufman@ecy.wa.gov colleen.griffith@ecy.wa.gov danielle.devoe@ecy.wa.gov angela.vincent@ecy.wa.gov Noosheen.Pouya@ecy.wa.gov
Pollution Prevention Assistance (PPA) program	Rachel Konrady, City of Kirkland	RKonrady@kirklandwa.gov

DISSEMINATION ACTIVITIES AND TIMELINE

Dissemination activities and proposed timelines are summarized in Table 4.

Table 4. Dissemination Activities and Proposed Timeline.		
Dissemination Activity	Timeline Notes	Timeline for Web Page and Listserv Updates
Advertise the Priority Manual sections prior to rollout		Early November 2021
Advertise the Priority Manual sections when they are posted online	Deadline for posting the Priority Manual sections is Nov. 30, 2021	November-December 2021
Advertise the full Manual prior to rollout		April 2022
Advertise the full Manual when it has been posted online	Deadline for posting the full Manual is Apr. 30, 2022	April-May 2022
Advertise the final education and outreach materials when they have been posted online	Deadline for posting the final education and outreach materials is June 30, 2022	June-July 2022
Advertise the in-person/virtual trainings	Trainings are anticipated to occur in Sept-Oct 2022	July-August 2022
Advertise the online trainings	Online training will be completed by Oct. 31, 2022	October-November 2022
Advertise the project videos	Videos will be completed by Dec. 30, 2022	November-December 2022

COMMUNICATION PLAN UPDATES

This plan will be updated periodically throughout the project, including prior to the final Manual rollout and the training rollout to incorporate project updates, update listserv contacts as needed, and update dissemination activities and timelines as needed.