

# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

- [Add Program](#)
- [Search Programs](#)
- [Program Comparison](#)
- [Evaluation Tools](#)
- [Other Resources](#)
- [About](#)

Public Behavior Change Programs strive to increase awareness of stormwater impacts and encourage changes to actions that contribute to water quality and quantity problems within a watershed. Ecology recognizes the potential benefits of these programs on our state's water bodies and includes behavior change programs 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 their 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 efforts in a positive feedback loop of doing and learning.

## BEHAVIOR CHANGE PROGRAMS

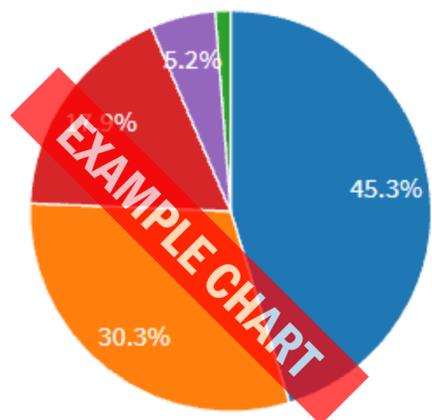
Select a program from the map to learn more.

Once populated, this front page will show a map of Programs



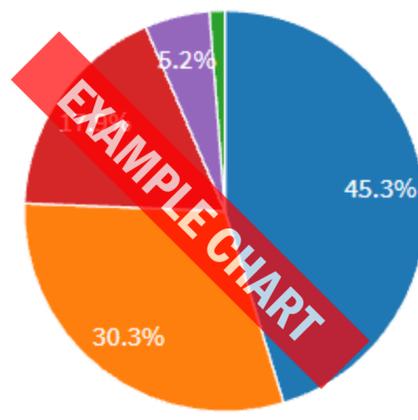
PROGRAMS BY AUDIENCI

- General Public
- School Age Children
- Businesses
- Engineers
- Contractors



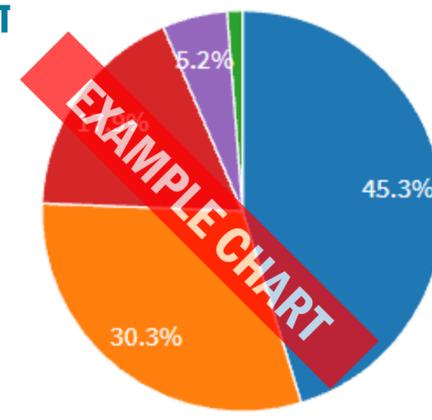
PROGRAMS BY POLLUTANT

- Pathogens
- Nutrients
- Metals
- Oils
- Sediment



PROGRAMS BY TYPE

- Lawn Care
- Pet Waste
- xxx
- xxx
- xxx



# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

**Add Program**

Search Programs

Program Comparison

Evaluation Tools

Other Resources

About

## SUBMIT DATA

If you know of stormwater and/or water quality behavior change 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

# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

**Add Program**

Search Programs

Program Comparison

Evaluation Tools

Other Resources

About



*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:

Report:



Select File to Upload

Abstract:



Select File to Upload

**NEXT**

*Forms like this will be built for each of the steps*

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

# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

[Add Program](#)

**[Search Programs](#)**

[Program Comparison](#)

[Evaluation Tools](#)

[Other Resources](#)

[About](#)

SEARCH BY KEYWORD

SEARCH

## 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.)
- LID
- Infiltration

### RESEARCH INSTRUMENTS:

- Surveys
- Observations
- Interviews
- Focus Groups
- Pictures/Videos
- Other

### RESEARCH QUALITY RANKING:

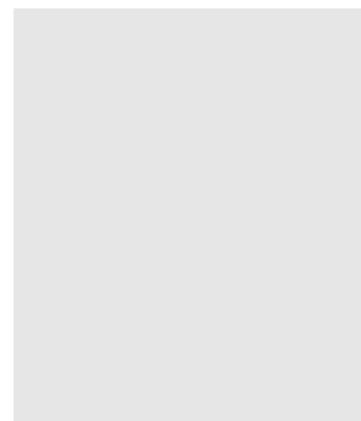
- High
- Medium
- Low
- N/A (not yet ranked)

### PROGRAM LOCATION:

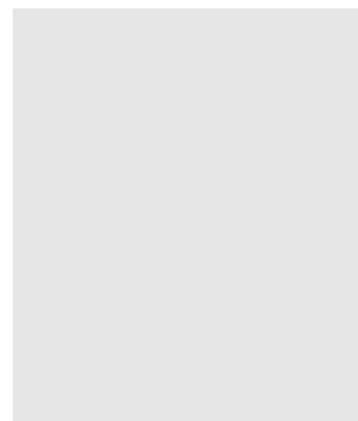
*This will be a drop down of states*

***Programs will be assigned a research quality ranking by reviewers***

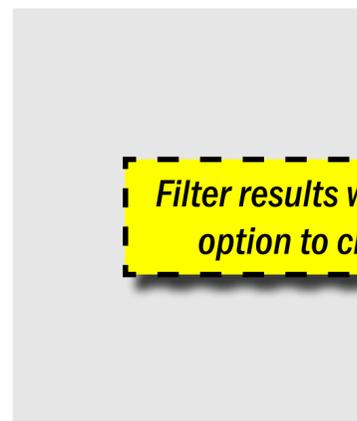
Select a program below to view associated items such as evaluation reports and implementation materials.



**Program Name**  
Agency



**Program Name**  
Agency

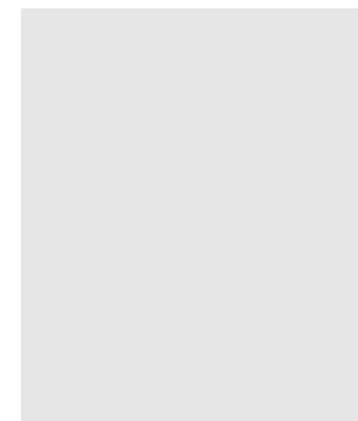


**Program Name**  
Agency

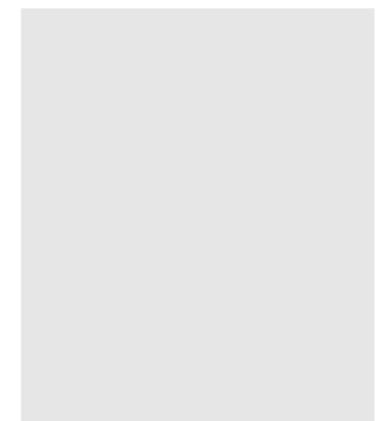
***Filter results will appear here with option to click to learn more***



**Program Name**  
Agency



**Program Name**  
Agency



**Program Name**  
Agency

# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

[Add Program](#)

[Search Programs](#)

[Program Comparison](#)

[Evaluation Tools](#)

[Other Resources](#)

[About](#)

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



## CAR WASH BEHAVIOR CHANGE 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*

# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

[Add Program](#)

[Search Programs](#)

[Program Comparison](#)

[Evaluation Tools](#)

[Other Resources](#)

[About](#)

It's time to select an Behavior Change program that is right for you! The tool below allows you to compare Behavior Change programs based on your jurisdiction'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.

## HELPFUL LINKS

-  [Types of Programs](#)
-  [Target Pollutants](#)
-  [Ask a Question](#)



# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

Add Program

Search Programs

**Program Comparison**

Evaluation Tools

Other Resources

About



## 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
<b>1. Program Title</b>		
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>2. Problem Addressed</b>		
<input type="text"/>	<input type="text"/>	<input type="text"/>

*Forms like this will be built for each of the steps*

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

**NEXT**

# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

[Add Program](#)

[Search Programs](#)

**[Program Comparison](#)**

[Evaluation Tools](#)

[Other Resources](#)

[About](#)

## COMPARISON RESULTS

The results of your program comparison are shown below.

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

*Responses will continue down the page*

# Tools & Resources for Behavior Change Programs

## IN STORMWATER & WATER QUALITY

[Add Program](#)

[Search Programs](#)

[Program Comparison](#)

[Evaluation Tools](#)

[Other Resources](#)

[About](#)

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

# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

[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**

# Tools & Resources for Behavior Change Programs IN STORMWATER & WATER QUALITY

[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



PLACEHOLDER TEXT TO BE DEVELOPED