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.
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.
## General Background

<table>
<thead>
<tr>
<th>Jurisdiction Name &amp; Department:</th>
<th>Study Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jurisdiction Contact:</td>
<td>Report Author(s):</td>
</tr>
<tr>
<td>Agencies Involved:</td>
<td>Year Study Started/Completed:</td>
</tr>
<tr>
<td>Agency Contact(s):</td>
<td>Year Started</td>
</tr>
</tbody>
</table>

### Study Information

- **Select File to Upload**

### Data Collection

- **Select File to Upload**

### Data Verification

### Campaign Materials & Instruments

- **Select File to Upload**

---

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

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

**Once done with step one, users will click “Next” to move to second step**
Tools & Resources for Behavior Change Programs
IN STORMWATER & WATER QUALITY

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

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

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

Select a program below to view associated items such as evaluation reports and implementation materials.
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
It’s time to select a 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.

<table>
<thead>
<tr>
<th>1</th>
<th>Program Purpose &amp; Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Target Behavior</td>
</tr>
<tr>
<td>3</td>
<td>Target Audience</td>
</tr>
<tr>
<td>4</td>
<td>Water Quality</td>
</tr>
<tr>
<td>5</td>
<td>Situational Analysis</td>
</tr>
<tr>
<td>6</td>
<td>Community Impact</td>
</tr>
<tr>
<td>7</td>
<td>Resources</td>
</tr>
</tbody>
</table>

**HELPFUL LINKS**
- Types of Programs
- Target Pollutants
- Ask a Question
### STEP ONE: PROGRAM PURPOSE & PROBLEM

**Intro text**

<table>
<thead>
<tr>
<th>PROGRAM #1</th>
<th>PROGRAM #2</th>
<th>PROGRAM #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program Title</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Problem Addressed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[Forms like this will be built for each of the steps]

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

[Once done with step one, users will click “Next” to move to second step]
## COMPARISON RESULTS

The results of your program comparison are shown below.

<table>
<thead>
<tr>
<th>PROGRAM #1 TITLE</th>
<th>PROGRAM #2 TITLE</th>
<th>PROGRAM #3 TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Problem Addressed:</strong></td>
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<td></td>
</tr>
<tr>
<td>Populated response</td>
<td>Populated response</td>
<td>Populated response</td>
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<tr>
<td><strong>Target Behavior:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Populated response</td>
<td>Populated response</td>
<td>Populated response</td>
</tr>
<tr>
<td><strong>Target Behavior Category</strong></td>
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<td></td>
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<tr>
<td>Populated response</td>
<td>Populated response</td>
<td>Populated response</td>
</tr>
<tr>
<td><strong>Is the Behavior an “End-State” Behavior?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Populated response</td>
<td>Populated response</td>
<td>Populated response</td>
</tr>
<tr>
<td><strong>Can the Behavior be Measured?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Populated response</td>
<td>Populated response</td>
<td>Populated response</td>
</tr>
</tbody>
</table>
Placeholder page for evaluation resources developed as part of tasks 5 & 6
### 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

<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>Description</th>
<th>Link</th>
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<tr>
<td>MORE RESOURCES TO BE ADDED</td>
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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 STORM WATeR BM P DATABASE
Description
Link