

# SAM E&O Behavior Change Effectiveness Study

## Kick Off Meeting Notes

Date: August 16, 2021

Time: 1:00-2:30 pm

### ATTENDEES

- Aislin Gallagher - Monitoring and outreach IDDE program Manager for Kitsap County.
- Cammy Mills - E&O Coordinator for Kitsap County
- Andrea Jedel - Municipal Permit Manager for Central Regional at Ecology
- Amanda Mars - Municipal Permit Manager for Eastern Region at Ecology
- Andrea Logue - E&O at Clark County Public Works Clean Water Division
- Ann Marie Pearce - E&O Specialist at Thurston County
- Jessica Shaw - City of Wenatchee
- Laura Haren - Permit Coordinator at the City of Kent
- Peggy Campbell - Senior Planner in Surface Water Management at Snohomish County
- Trey George - Permit Coordinator at City of Spokane

### WELCOME & INTRODUCTIONS

- Questions hoping to be answered during this meeting?
  - What are the expectations of TAC members? What are the To Dos?
  - What can TAC members do to help?
  - What is the schedule?
- What people are hoping to get out of being on TAC?
  - Interested in outcomes of the group to enhance permit compliance and to connect with other regional jurisdictions to see how they can better their programs.
  - Learn about challenges people are facing and how they relate to the permittees they manage.
  - Be a resource to provide input on tools that will be developed and enhance E&O programs.
  - Learn how to implement successful programs.
  - Learn what can be done with limited resources and staff.
- Outcomes/deliverables from this project that would help support permit compliance?
  - Tools to make this process more 'turn-key' by finding solutions for scaling programs and support. Scale-ability to take work done by other jurisdictions and make it fit local needs will be a challenge.
  - Tools to determine if behavioral campaigns are effective.

### TASK 2: MATCHING STORMWATER PROBLEMS TO EFFECTIVE BEHAVIOR CHANGE TOOLS

- Action Items:
  - TAC input on draft survey Sept. 1 – 15.
  - Looking for advice on who should take the survey.
- Questions/Comments:
  - Need to be clear about what is knowable and unknowable. (PC)

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- Need to think beyond what instruments are out there to what instruments will actually measure the behavior. For example, will we really know if someone self-reports or do we need observational data, and if so, how do we document the observation? (PC)

### TASK 3: ASSESS THE EFFECTIVENESS OF BEHAVIOR CHANGE TOOLS NATIONWIDE

- Action Items:
  - TAC input on draft report and bibliography Oct. 15 – 31.
- Questions/Comments:
  - Most jurisdictions will not have the resources to publish peer reviewed papers. (CM)

### TASK 4: CREATE A WEBSITE DECISION SUPPORT TOOL

- Action Items:
  - TAC review of "mockup" website and decision support tool Oct. 1 – 15.
- Questions/Comments:
  - Is there was a way to indicate an ongoing status of programs you are looking to for example? (CM)
    - Possible solution is to include length of review. (JC)
  - Who is the program audience? Residents? Developers? Businesses? (PC)
    - Examples of items that will be recorded/uploaded when submitting to E&O database will be provided. (ANB)

### TASK 5: DEVELOPING GUIDANCE FOR E&O EFFECTIVENESS EVALUATION AND REPORTING

- Action Items:
  - TAC to review and comment on Discussion Questions & Guidance Concepts
- Question/Comments:
  - Wording should be "Behavior change effectiveness," not "E&O effectiveness." (PC)
  - Need to make sure it is scale-able. (CM)
  - Make sure to use common language. (PC)

### TASK 6: REPORT STUDY FINDINGS AND DEVELOP TRAINING MANUAL

- Action Items:
  - TAC to review and comment on Draft Documents.
- Questions/Comments: Nil

### TASK 7: COORDINATE WITH TAC AND E&O COORDINATION GROUPS

#### FINAL QUESTIONS OR REQUESTS:

- Peggy was not surveyed - happy to address questions. (PC)
- Will Trey and Amanda have access to read documents? (AM)
  - Yes, as part of the TAC you can still provide input. (LLP)
- Those who did not receive Aimee's email:
  - Aislin
  - Possibly Ann Marie

## SAM E&O Behavior Change Effectiveness Study

- Security code is required to access OneDrive. Aimee will talk with OCI department to see if that can be changed.
- "Tools of Change" website is a great resource for studies and successful programs. (CM)

Recorded by Francesca White, OCI and Laurie Larson-Pugh, WSC