

SAM Education & Outreach TAC Meeting # 2 Agenda

Date: Oct. 15, 2021

Time: 1:00-2:30 PM

Attendees: Laurie Larson-Pugh, Aimee Navickis-Brasch, Andrea Jedel, Andrea Logue, Cammy Mills, Jessica Shaw, Joe Cook, Laura Haren, Wiz Sugiarto, Aislin Gallagher, Peggy Campbell, Francesca White, Amanda Mars

Meeting Notes:

Task 5 Guidance E&O effectiveness evaluation – Aimee

- Ultimate goal of this task is to develop tools to support the permittees to meet permit requirements S5.C.11/S5.C.2.
- Previous requirements
 - Conduct effectiveness of ongoing behavior change program.
 - Follow social marketing practices to develop campaign for community.
- New requirement by March 2024
 - Understanding behavior change
- Guidance documents
 - Report template
 - Evaluation checklist
 - GOAL – Streamline report writing and evaluation process

Questions/Comments:

- Use "Behavior Change Programs" instead of "E&O Programs"
 - 4 other people support this change
- Cammy to provide comments on CBSM flow charts
- Instrument validation – including this in the report feels like providing instruction without providing tools.
 - Is this a barrier?
 - Why is it included?
- Comment period to extend to next Friday Oct. 22, 2021.
- How do you get people to take surveys and to show up to focus groups?
 - Providing sources or guidance for recruiting.
 - Options for limited budgets.
- Joe suggested the work on improving survey response by WSU faculty Don Dillman. The basics of his approach, and its history are at: The Tailored Design Method | Social & Economic Sciences Research Center at WSU www.sesrc.wsu.edu/dillman
- Guidance on how to target the right audience would be helpful
- List of trainings would be useful.
 - NOAA has a training for meaningful evaluation in planning phase.
- Annual Reports are due the end of March. Ps might want that month of April to work on the Pilot test

Next steps

Comment period extended to Oct. 22, 2021

Synthesize TAC & Ecology Comments- 10/31/21

Develop draft documents – 12/31/2021

Pilot Testing – Jan 1. to Mar. 31, 2021, suggested to push out timeline

Develop Final Guidance Documents – 6/30/2021

Task 4 Website decision tool - Joe & Francesca

SAM Education & Outreach TAC Meeting # 2 Agenda

The group reviewed the draft decision tool mockup, including the spreadsheets showing input and comparison categories. The team thanked Christie Lovelace for sharing her decision-making tool, which heavily informed our comparison tool. The TAC had questions and comments on target pollutants (particularly, how LID and infiltration type programs will be characterized), characterizing audience motivators/barriers, and the long-term viability of the website to encourage continuing submissions into the future. Any additional comments on the mockup are due by October 22. The team will revise the mockup and begin building the website in November.

Questions/Comments:

- How are studies that do not target pollutants considered?
 - I.e. Reduce infiltration
 - Need to update website to include this.
- How do you plan to continue to encourage people to upload studies long term?
- Provide instructions to fill out form.
- It would be useful to include information on audience motivators/barriers.
- How do you plan to keep the tool current?
- Ranking scale from 1-5 is preferred.
- This is a comparison tool, not a decision tool.
- prefer the focus on the contaminant the program addresses. Too often we try to start with the behavior (lawn care) instead of the pollutant (nutrients, pesticides or herbicides).

Next steps

TAC Comments on the draft decision tool mock-up are due by Oct. 22, 2021.

Task lead will follow up with individual TAC members suggestions.

Task 2 Stormwater problems & behavior change tools - Joe

The revised interview summary was submitted and approved by Ecology and is posted in the TAC review folder for September's meeting.

The survey was also revised based on feedback from TAC and others. This is also in the TAC review folder for September. The survey will be launched statewide and nationally the week of Oct 25. Please help distribute the survey invitation in your networks. The deadline for submissions is November 20 and we anticipate presenting survey results at the next TAC meeting.

Next steps

Week of Oct. 25, Ecology will send the survey for comment to all Phase I and II permittees through the SAM and STORMWATER listservs.

Laurie will send survey and input instructions to municipal program TAC and in the municipal Bulletin.

Wiz will send survey to national contact list.

Survey comment period will close November 20, 2021.

Survey response summary will be shared at December 15 TAC meeting.

Task 3 Behavior change tools nationwide – Joe

Task is in progress.

- We expect to ask for TAC input in early Nov. 2021 on this task.

Next TAC meeting: Dec. 15, 2021 at 1:00 – 2:30 PM

SAM Education & Outreach TAC Meeting # 2 Agenda