

SAM Education & Outreach TAC Meeting # 5 Minutes

Date: Oct. 6, 2022

Time: 10 – 11 AM

Attendees: Aimee Navickis-Brasch, Cammy Mills, Jessica Shaw, Joe Cook, Laura Haren, Ani Jayakaran, Peggy Campbell, Trey George, Eric Lambert

We informed the TAC that the team was given a no-cost extension on the project, changing the deadline from Sept 30, 2022 to Feb 28, 2023. All project deliverables will be complete, however, by December 31, 2022.

Task 5: Develop report template

Dr. Navickis-Brasch described changes made to the report template in response to TAC feedback. One piece of additional feedback raised was to add the years to the description of the permit requirement, to avoid potential confusion across permit cycles. The plan moving forward is to now pilot test the template with TAC members, either by using an existing evaluation, one downloaded from the website, or for a potential campaign. Dr. Navickis-Brasch walked through the rubric that members can use to structure their feedback on how the evaluation report template might be further improved.

Task 2: Studies linking stormwater to water quality

The annotated bibliography (Task 2.5) was revised in response to TAC feedback and submitted as final.

Task 4: Website

The website was revamped and revised over the summer based on feedback from the TAC as well as broader feedback from permittees across Washington. In particular, the search function was edited substantially. Dr. Cook proposed removing the “campaign selection” website functionality and replace it with a downloadable spreadsheet. Attending TAC members were supportive of the change. One suggested also adding clearer instructions on how the tool might be used, and another again suggested changing some of the “high-medium-low” to numerical ratings which could then possibly be used to aggregate into scores. The group discussed the quality of the Chesapeake Behavior Change site, and how continuing support for future rounds of the Puget Sound Behavior Index could enable our WA-focused site to provide similar functionality.

Next steps:

- Please pilot test the Task 5 report template and send a copy of the completed rubric to Dr. Navickis-Brasch by **Thursday November 4**.
- The team will pull together the Task 6 summary documents (a whitepaper, factsheet, and training manual) and provide those in draft form to the TAC by **November 30**. We will ask for feedback by **December 15**, in time to finalize these by the end of the year.

This is the final TAC Meeting for the project, though we will be in touch by email as we ask for comments on Task 6 and wrap up the project at the end of December.

Stormwater Education & Outreach:

*Addressing Challenges Through Behavior Change & Incentives, and
Permittee Guidance for Evaluating the Effectiveness*

TAC MEETING #5

OCTOBER 6, 2022



Agenda

- Welcome/Meeting Overview
- Task 5 Develop Report Template
 - Changes since last TAC meeting & comments
 - Pilot Testing Instructions
- Task 2.5 Studies linking stormwater to water quality
 - Summary of Work Complete
- Task 4 Website
 - request for feedback on proposed change
- Work Remaining

Task 5

Report Template Changes

- Addressed TAC comments
- Changed colors to be color blind accessible
- Reduced the number of colors
 - **Blue text** MS4 Permit required items
 - **Bold** text defined in the glossary
 - **Red** text denotes beginning of example
- Changed brown colored text to black
- Removed guidance for EWA MS4 Permittees

Responses to TAC comments are in the pilot testing rubric worksheet

Task 5

Report Tem

- Don't have a completed behavior change evaluation to use?
- Use an evaluation completed for another jurisdiction
 - Use one that has been uploaded to the new website
 - Think of study you are planning or would like to do and review the report template considering that potential study.

Goal: verify the template provides sufficient information to streamline reporting process for different types of behavior change evaluations .

How: compare the report template to a completed evaluation to assess if information is missing or needs revision to make the document more useful.

Pilot Testing Steps

1. Select a report that documents a completed behavior change evaluation
2. Compare the report template to the completed report
3. Fill out the D5.4 Report Template Rubric
4. Send a copy of the completed rubric to me by **Thursday 11/4**
5. Final template will address comments from pilot testing

Task 5

Report Template Pilot Testing

- Review Rubric
- Review Report Template

Task 2.5: Annotated Bibliography

Final submitted to Brandi Lubliner on 9/23, should be posted to the SAM site soon.

Tasks 4 Website

- Waterbehaviorchange.org
- Changes based on feedback from you and other permittees
 - Updated search function
 - Built separate pages for each study (like Chesapeake site)
 - Edits and additional resources
- Proposed change to "campaign selection" function (run-through).
Avoid duplicating Chesapeake Bay site.

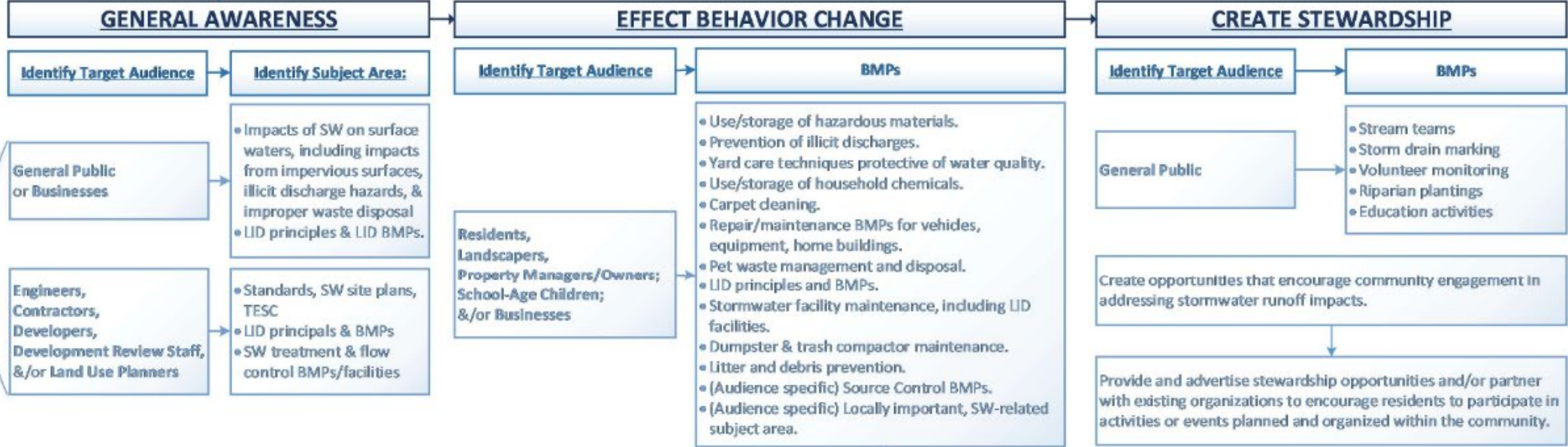
Work Remaining

- 10/6 to 11/4 - Pilot Testing TAC Review Period
- 10/20-11/4 - Evaluation Guidance Manual TAC Review Period
- 12/1-12/15 - Draft Whitepaper TAC Review Period
- 12/31/22 - Final Project Documents Complete

WWA PHASE I & II: THE SWMP SHALL INCLUDE AN EDUCATION AND OUTREACH PROGRAM DESIGNED TO DO ALL THREE OF THE FOLLOWING CATEGORIES:

MINIMUM PERFORMANCE MEASURES

- Implement E&O program for the area served by the MS4.
- Program shall be based on local WQ information & target audiences characteristics to identify high priority target audiences, subject areas, and/or BMPs.
- Based on target audiences demographic, consider delivering selected messages in language(s) other than English, as appropriate for the target audience.



Phase I – Address all Target Audiences
Phase II – Select one Target Audience

