

Stormwater Action Monitoring (SAM) Communications Products Survey February 2020

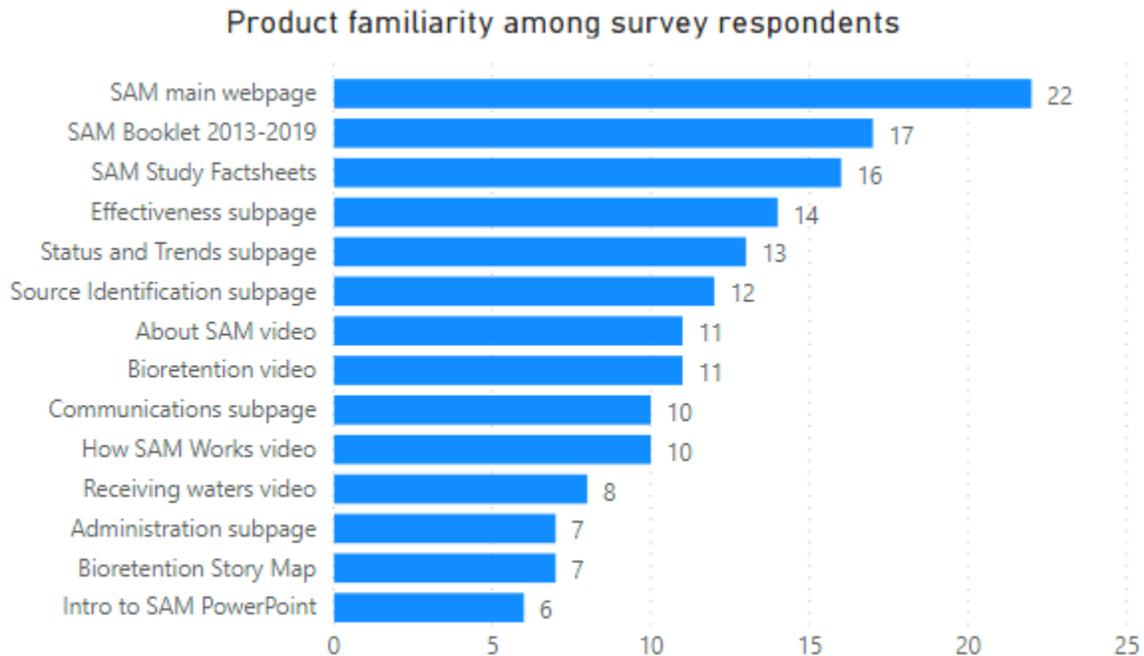
Background

This report summarizes the results of a survey conducted in November 2019 designed to gauge the effectiveness of 14 existing Stormwater Action Monitoring (SAM) communication products, to learn how those products could be improved, and discover any additional communication needs that are not currently being met.

The 14 existing communication products included six webpages, four videos, a set of fifteen SAM study factsheets and a booklet compiling them, one story map, and one PowerPoint presentation. The survey panel consisted of 27 respondents – 13 Stormwater Management Program (SWMP) staff, 11 SWMP managers, two Public Works directors, and one respondent who did not specify their role.

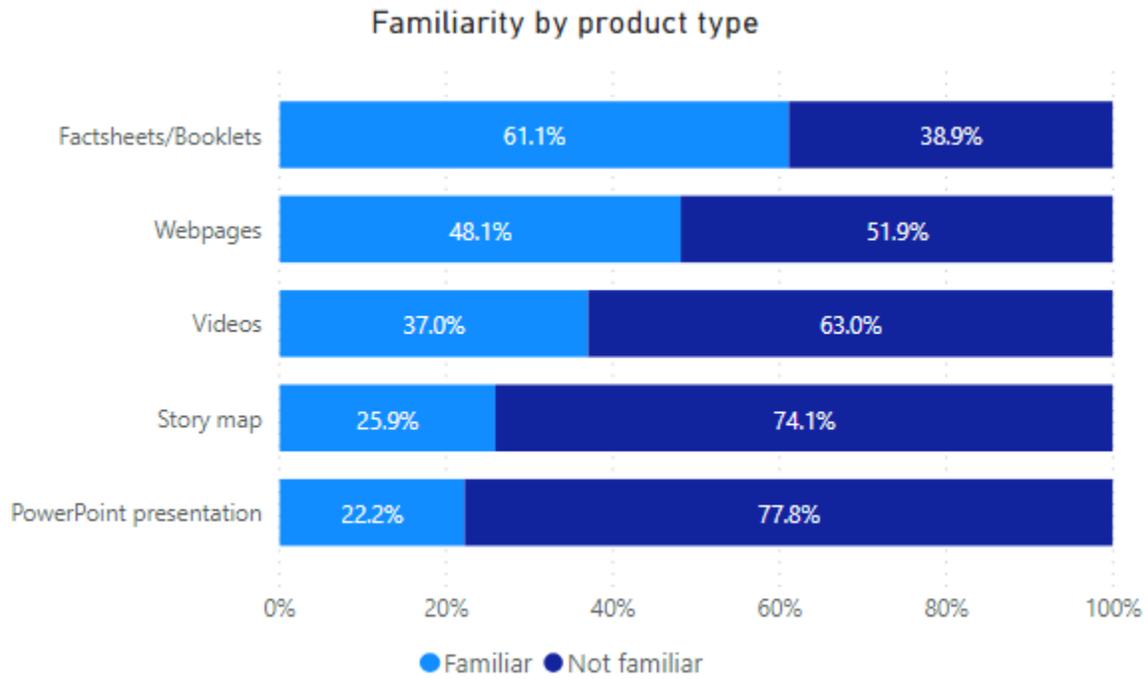
Familiarity with existing products

The first question was intended to gauge the respondents' familiarity with existing communication products. The product with the highest level of familiarity among respondents was the Stormwater Action Monitoring main webpage (22/27, 81%), followed by SAM Study factsheets (17/27, 63%) and the SAM Booklet for 2013-2019 (16/27, 59%). The products with the lowest levels of familiarity were the Intro to SAM PowerPoint (6/27, 22%), the Bioretention story map (7/27, 26%), and the sub webpage on Administration (7/27, 26%).



Results indicated that respondents were more likely to be familiar with certain types of products than others. On average, 61% of survey respondents were familiar with SAM factsheets/booklet, while the average level of familiarity for the surveyed webpages was 48%. Videos had a lower level of familiarity

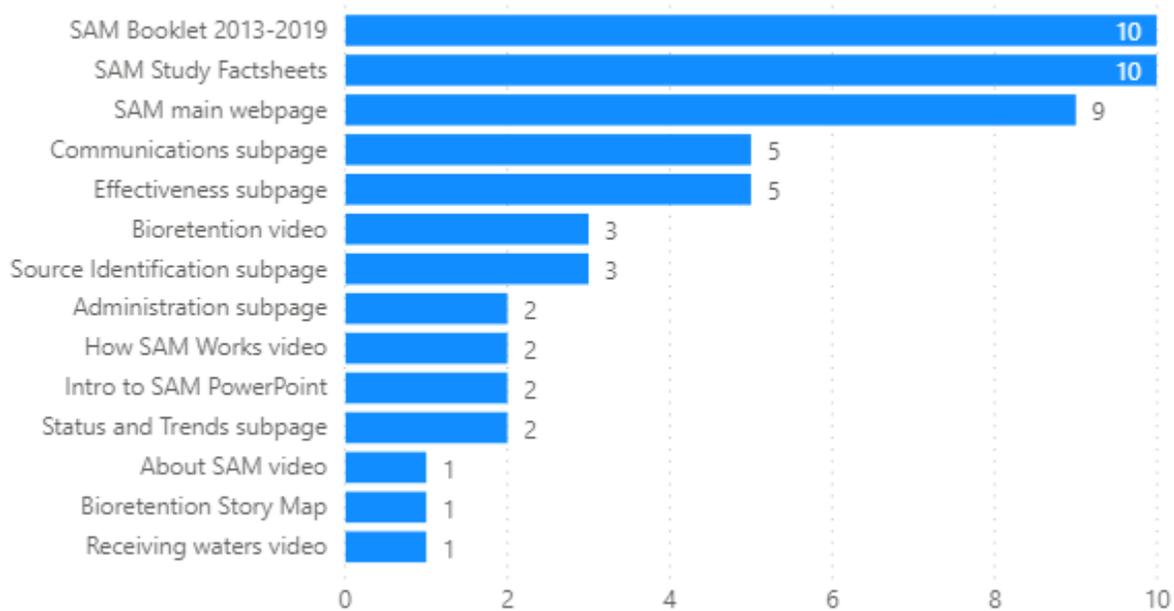
at 37%, and while only one story map and one PowerPoint presentation were surveyed, they had the lowest levels of familiarity of all products.



Use of products to inform program

The products most commonly used to inform the programs of survey respondents were the SAM study factsheets and the SAM booklet (10/27, 37%), followed by the Stormwater Action Monitoring main webpage (9/27, 33%). No other product has been used by more than 19% of survey respondents to inform their program.

Has product been used to inform your program?



Considering usage only among those who indicated they were familiar with a product further highlights the fact that the SAM booklet and SAM study factsheets were the products most likely to be used by survey respondents. Approximately three of every five respondents who were familiar with the factsheets and booklet had used these products to inform their program (62.5% and 58.8% respectively), while the main Stormwater Action Monitoring webpage had been used by 41% of respondents familiar with the product. Additionally, while only 37% of respondents had indicated they were familiar with the Communications sub webpage, fully half of those had used the product to inform their program, indicating the potential for increased use with greater familiarity.

Which audiences have communication products been shared with, and how helpful have they been?

The survey asked respondents to indicate whether they had shared products with three different audiences associated with their organization – staff, elected officials, and public stakeholders – and if so, how helpful the products had been.

Generally, the products with the highest level of familiarity were also the products most likely to be shared, though there was some variation between audiences. The product most frequently shared with staff was the SAM booklet, followed by the SAM study factsheets and the Stormwater Action Monitoring main webpage. For both public stakeholders and elected officials, the Stormwater Action Monitoring main webpage was the most commonly shared item.

Staff were the audience most likely to have products shared with them, and staff also derived greater value from products than other audiences. The average product was shared with staff by 3.6 survey respondents, and it was considered either “very valuable” or “somewhat valuable” in 75% of cases. In contrast, the average product was shared with elected officials by 1.6 survey respondents and was very

or somewhat valuable in 39% of cases, while the average product was shared with public stakeholders by 1.5 respondents and was very or somewhat valuable in only 33% of instances.

How frequently was an average product shared with audience?



When product was shared, how valuable was it to audience?



Additional products that would be useful to inform program and serve audiences

Survey respondents were asked to indicate whether there were any additional types of products that they would find useful and to provide examples of products they would find valuable. Nine survey respondents indicated that additional videos would be helpful, eight respondents requested additional story maps, and five requested additional webinars.

While it’s difficult to draw firm conclusions due to the small number of product suggestions provided, a few patterns did start to emerge. Multiple respondents requested videos and story maps that would provide basic introductory information to the general public – “Stormwater management 101,” in the words of one survey respondent. Additionally, multiple respondents requested brief videos and story maps specific to individual SAM studies, providing much of the same information as the factsheets but in a more interactive, engaging format. A table summarizing complete results is available below.

Are there other products that would be useful to your audiences?	Total respondents
Videos	9
Describing proper benthic sample collection	1
It would be good to go deeper in the Status and Trends results to explain how local entities can use Puget Sound-wide data to inform their local efforts.	1
Please provide a very basic video, less than 1 minute long, without jargon, that explains the program to the general public.	1
Short and specific to individual SAM studies	1
Short and to the point	1
Stormwater management 101 for general public	1
No specific suggestion provided	3

Story maps	8
About the work on the benthic data	1
Short and specific to individual SAM studies. Easy to navigate	1
Stormwater management 101 for general public	1
The bioretention story map didn't really address the issues as well as I would have liked. I think the format is potentially useful, though.	1
No specific suggestion provided	4
Webinars	5
Easier access to meetings and workgroups	1
I use on-line webinars from my professional organizations all the time. Having a library of webinars that goes into the effectiveness studies, status and trends results, and other efforts would be like having a conference at your fingertips.	1
No specific suggestion provided	3
Other types of products	4
A chart showing all the committees and their working relationships!	1
I enjoyed attending the in-person presentations last year in Tacoma. Very informative presentation of the outcomes in the first year(s) of data collection and analysis.	1
PowerPoint update elected officials on SAM program. A brief talking points document (meant for staff, not elected officials) would also be helpful to use as a guide for presenting information to elected officials.	1
Symposium / conference	1