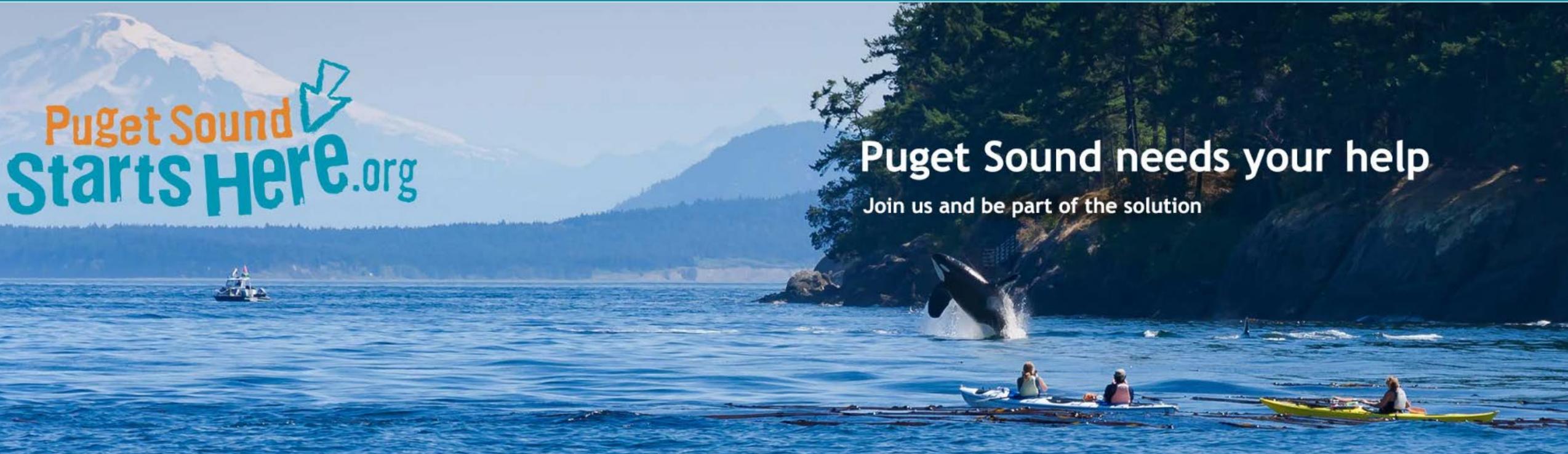


# DON'T WAIT TO INFLATE

Stay safer. Save money. Save salmon.

[LEARN HOW](#)



Puget Sound  
Starts Here.org

## Puget Sound needs your help

Join us and be part of the solution

Communities working together to protect Puget Sound.

[Español \(Spanish\)](#)



FACTS



TAKE  
ACTION



CLASSROOM  
TOOLS



ABOUT



# UW NEWS

[ENGINEERING](#) | [NEWS RELEASES](#) | [RESEARCH](#) | [SCIENCE](#) | [VIDEO](#)

December 3, 2020

## Tire-related chemical is largely responsible for adult coho salmon deaths in urban streams

## 2021 Review

# Stormwater Literature and Behavior Change Review



June 2021

Cory Owsen and Julia Zmuda

## 2022 Review

**Strategic Program Review and Recommendations for Puget Sound Starts Here**

To: Mary Rabourn; Katherine Straus  
Stormwater Outreach for Regional Municipalities (STORM)

From: Jennifer Tabanico, President

Date: April 6, 2022

**Background**

STORM (Stormwater Outreach for Regional Municipalities) is a network of over 80 Puget Sound jurisdictions working together to meet the public education and outreach requirements of their National Pollutant Discharge Elimination System (NPDES) permit. STORM provides capacity-building opportunities for jurisdictions by coordinating networking opportunities and workgroups, facilitating grants, developing and organizing trainings, and providing opportunities for collaboration on outreach. To meet the current permit outreach requirements, programs must utilize a social marketing or community-based social marketing (CBSM) approach to target specific audiences and behaviors that impact storm water quality. *Puget Sound Starts Here* is a regional program designed to promote broad awareness and to ensure effective and consistent messaging about stormwater pollution prevention in the region. The program includes a website ([pugetsoundstartshere.org](http://pugetsoundstartshere.org)) that houses broad information as well as sub-campaigns on pet waste, rain gardens, natural yard care, automotive leaks. The program also hosts a *Puget Sound Starts Here* month with intensive and focused outreach on specific behavior change topics.



# Long term goal

Reduce 6PPD-q from polluting our waterways  
by keeping vehicle tires inflated properly





# Audience research

## **WHAT**

Audience insights of messages, benefits and visual appeal for the tire pressure campaign.

Verbal and visual cues that move audiences to desired actions.

## **WHO**

Spanish – Vietnamese – Korean – English with 80 participants from counties around Puget Sound.

# Audience research results

## APPEAL

61% liked seeing a human

The gender or ethnicity was not an issue

Over 1/3 preferred “***Check tire pressure monthly and add air as soon as possible.***”

## BENEFITS

***Safety and Savings to You***, greatly outpaced Tire Benefits or Environmental Impact.

And *improving driving safety* and *saving money* were clear winners

*CHECK TIRE PRESSURE MONTHLY AND ADD AIR AS SOON  
AS POSSIBLE*



*DRIVE SAFER AND SAVE MONEY*

# RESPONSES TO ACTION CHOICES

80%

SAFETY

Improve driving safety 32%  
Prevent tire blowout 19%  
Prevent driving hazards 16%  
Improve handling 10%  
Improve ride 3%

68%

SAVINGS

Save \$\$ 29%  
Improve fuel economy 19%  
Save gas 13%  
Improve handling  
Improve mileage 6%

# RESPONSES TO ACTION CHOICES

29%

TIRE BENEFITS

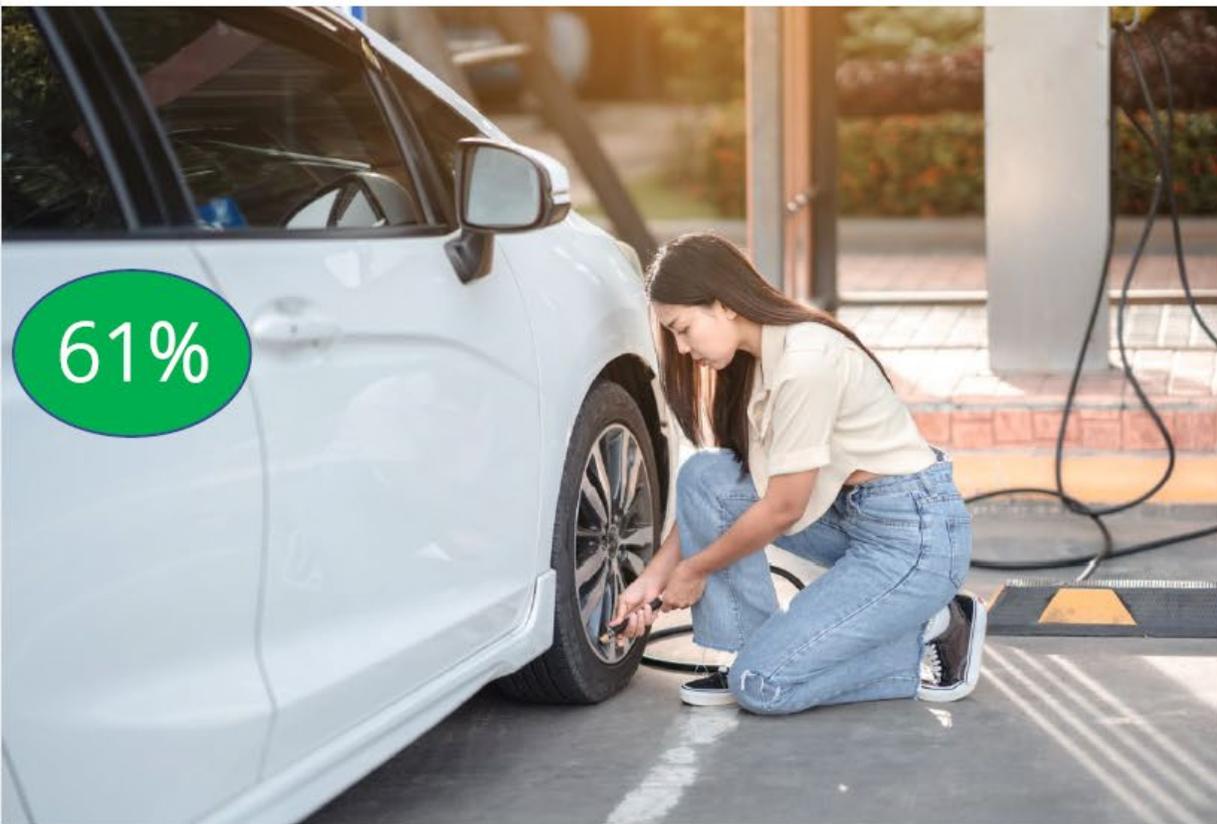
Extend life of tires 13%  
Prolong life of tires 6%  
Slow wear and tear 6%  
Improve life of tires 3%  
Optimize tire performance 0%

23%

ENVIRONMENTAL

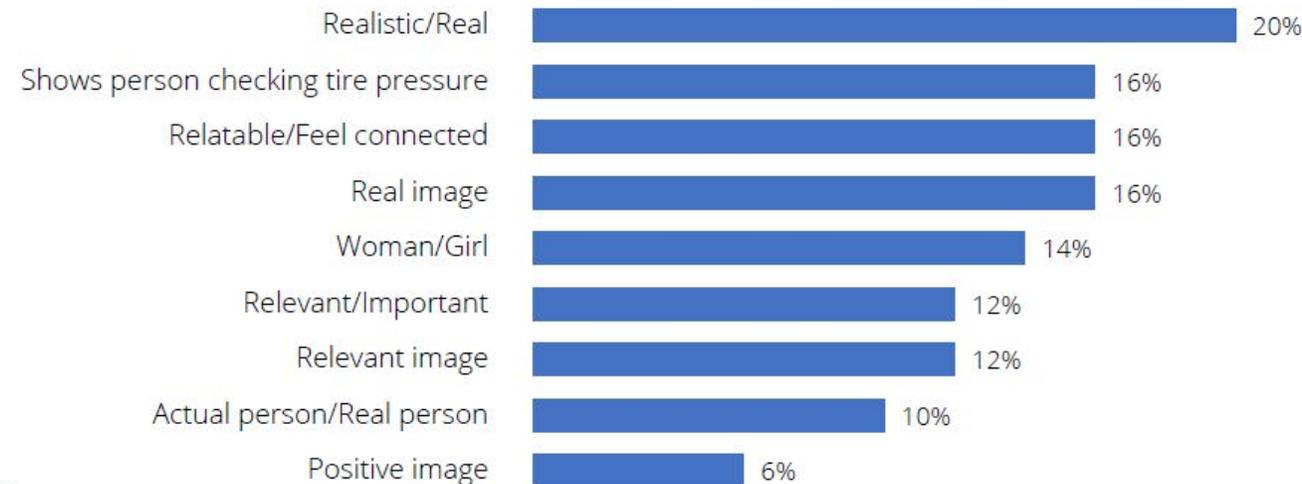
Prevent tires from going to landfill too soon 10%  
Save the environment 7%  
Reduce tire waste in waterbodies 3%  
Protect salmon 3%  
For the health of the environment,  
Reduce pollution in waterways,  
Protect the environment,  
Save salmon 0%

# OPTIMAL VISUAL . . . IS THE HUMAN VISUAL



## 49 OUT OF 80 AGREED THIS IS BEST VISUAL - WHY?

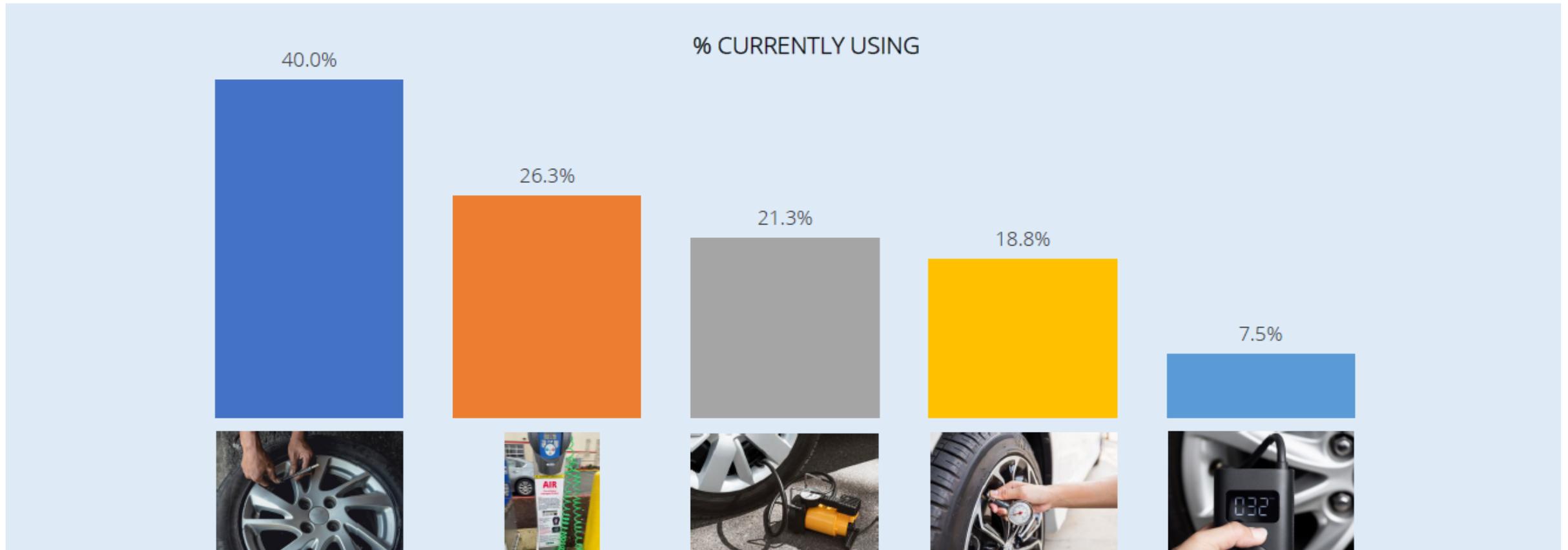
- “
- I like the fact that it's an actual person inflating their tires, and also, real images appeal more to me because I feel more connected compared to a drawing.
  - Because it actually shows a person checking their pressure and adding, showing people how to do it
  - Because she's checking the tire pressure on her car.
  - It actually shows someone checking their tires
  - Because it's more realistic, encouraging, educative and expressive.
  - It's real, not cartoons or childish characters
  - It's a good visual that shows a girl testing the pressure of her tires
  - Its a real situation and is the most realistic
  - It's more relevant than a cartoon.
  - It's the most realistic and relatable
- ”



Q: Think back to the message [pipe: FinalLine] and benefit [pipe: m16] that most moved you to check your tire pressure. Now, looking at these different choices for an image, pick the one you like best.

# TIRE GAUGE AND AIR COMPRESSOR USAGE

Overall, a wide range of tire gauges and air compressors usage patterns exists with 40% the highest reported current usage, with the low coming in at 7.5%.



## Creative strategy 2: Draw attention to message & enhance recall

- Draw attention: “funny” “makes me smile” “good way to get people to inflate regularly”
- “Tells me its time to check my tires” – which is the primary action we want people to take
- Enhance recall by getting people to sign up for monthly reminders





# Campaign objectives

Create awareness to encourage people to learn more about proper tire pressure and key benefits:

**Drive safer**

**Save money**

**Save Coho salmon**

Primary Call to Action: Check tire pressure monthly & add air as soon as possible. When tire pressure is low, people:

Fill tires immediately (at least half)

Within a few days (one-third)



# Key Audiences

## **Primary**

“Help me” & “Show me” segments somewhat likely to very likely to check tire pressure in future = 58%

Adults 25+ - vehicle owners - lean females (digital is all genders)  
English & Spanish (King County provided additional Vietnamese & Korean)

## **Secondary**

Sensitive audience segments - Low income - Limited English  
BIPOC - identified ethnicity





### WHY KEEP MY TIRES PROPERLY INFLATED?



**STAY SAFER ON THE ROAD**  
Improve vehicle handling and safety and avoid blowouts.



**SAVE MONEY**  
Improve your gas mileage by up to 3% and get more life out of your tires.



**HELP SAVE OUR SALMON**  
Help protect our local coho salmon from tire particles that shed 6PPD-q pollutants.

### HOW DO I CHECK MY TIRE PRESSURE?

Checking your tire pressure is quick and easy. It's best to check your tire pressure when your car is "cold" and hasn't been driven long or far. No matter where you check your tire pressure, add air right away if needed.



**CHECK AT A GAS STATION**  
Watch this video to see how



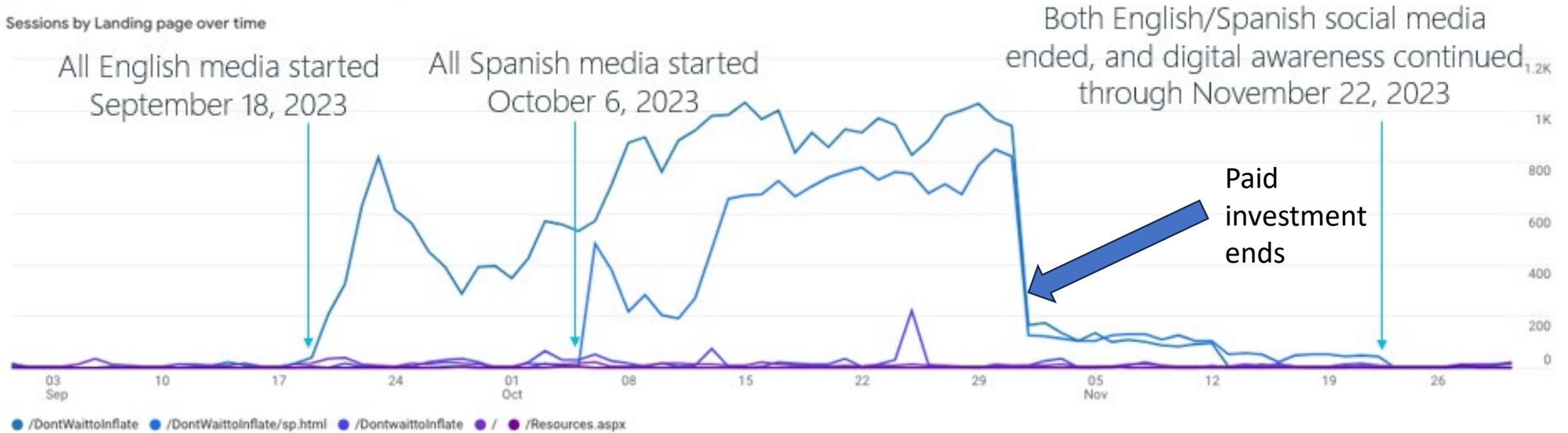
**ASK A LOCAL EXPERT FOR HELP**  
[Show me where](#)

### WHAT'S THE IDEAL TIRE PRESSURE?

Tires have different ideal pressures. There are two places you can find the recommended tire pressure for your vehicle.

# Website traffic overview

Sessions by Landing page over time



Search...

Rows per page: 10

Go to: 1

1-10 of 11

Landing page	Sessions	Users	New users	Engagement rate	Scrolled users	Events per session	Conversions
	100% of total	100% of total	100% of total	Avg 0%	100% of total	Avg 0%	100% of total
1 /DontWaittoInflate	32,152	27,582	27,430	99.22%	980	4.47	37,530.00
2 /DontWaittoInflate/sp.html	17,269	15,151	14,705	99.64%	459	4.47	20,261.00

# Website action

Traffic & engagement is up across DontWaitToInflate.org

Paid digital and social media drive most traffic



# Organic social media action

**Puget Sound Starts Here** is feeling optimistic. Published by Lori Poogooder · October 3 ·

It's October & #TireTipTuesday! Have you checked the air pressure in your vehicle tires yet? This is your monthly reminder to check your tires & add air ASAP if needed to drive safer, save money & help save local coho salmon. Terry the Tire at [DontWaitToInflate.org](http://DontWaitToInflate.org) can show you how fast & easy it is to keep your tires properly inflated & make a difference.

Visit [DontWaitToInflate.org](http://DontWaitToInflate.org) from [pugetsoundstartshere](https://www.pugetsoundstartshere.com) to learn more & share.

Special thanks to:

[See more](#)

**Puget Sound Starts Here** Published by Lori Poogooder · September 1 ·

September is #PugetSoundStartsHereMonth, the perfect time to get inspired & take action! It kicks off a season focused on simple ways we all can do our part for clean & healthy water. Many orgs across the region will be celebrating with events & volunteer opportunities. There's something for everyone!

If you'd like your event or message shared, please DM us and/or include @pugetsoundstartshere & #PugetSoundStartsHere in your posts & we'll do our best to amplify it!

Earlie... See more



**Puget Sound Starts Here** Published by Lori Poogooder · October 24 at 12:00 PM ·

#TireTipTuesday! Save money & stay safe: Don't wait for a tire to be visibly low. Check your tire pressure monthly & add air ASAP if needed to improve your gas mileage by up to 3% & get more life out of your tires. Visit [DontWaitToInflate.org](http://DontWaitToInflate.org) for a how-to video & map of nearby air stations.

#DontWaitToInflate #CheckTirePressureMonthly #CheckTiresMonthly #PugetSoundStartsHere #TireTuesday @PugetSoundStartsHere



**Puget Sound Starts Here** Published by Lori Poogooder · October 31 at 10:00 AM ·

#TireTipTuesday! What's scary & glows orange in your car? A low tire alert symbol! Stay safer on the road: Don't wait for bad things to happen. Most tire pressure monitoring system alerts only kick in when there's a critical problem. Check your tire pressure monthly & add air ASAP if needed to improve vehicle handling & avoid blowouts.

#DontWaitToInflate #CheckTirePressureMonthly #CheckTiresMonthly #PugetSoundStartsHere #TireTuesday @PugetSoundStartsHere



See insights and ads

7

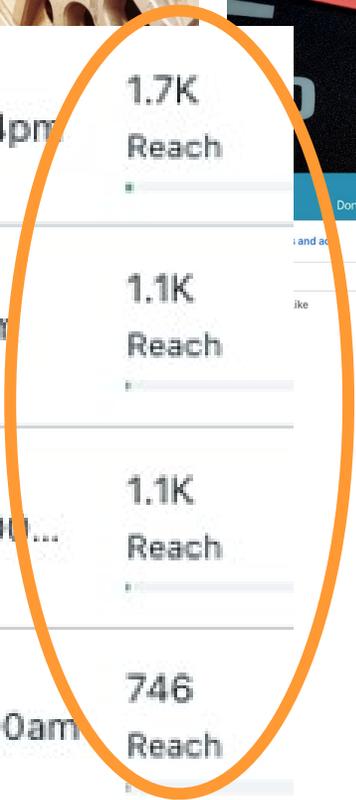
Like Comment Share

It's October & #TireTipTuesday! Hav...  
Puget Sound Starts Here Post Tue Oct 3, 12:54pm 1.7K Reach

23 Ways to Start – Small steps to cleaner, hea...  
Puget Sound Starts Here Post Fri Sep 1, 1:04pm 1.1K Reach

#TireTipTuesday! Save money & sta...  
Puget Sound Starts Here Post Tue Oct 24, 12:00... 1.1K Reach

#TireTipTuesday! What's scary & gl...  
Puget Sound Starts Here Post Tue Oct 31, 10:00am 746 Reach



# Blog stats

Almost all traffic from the website

Page Views **1,654**

**April 21, 2023** Best Day - with **12%** of all visits for the year.

Popular Countries **United States, China & Ireland**

Don't wait to inflate! Checking tire pressure monthly helps drivers stay safer, save money – and save salmon

Posted on [September 27, 2023](#)

A recently discovered stormwater pollutant from cars is killing local coho salmon at an alarming rate, but the source might not be what you expect. Fuel emissions? Oil leaks? Dirty car wash water flowing down storm drains into our waters? Worse: a highly toxic rubber preservative in tire wear particles called 6PPD-q.

Local researchers, Washington Department of Ecology and tire manufacturers are working on new formulations to address the issue, but solutions will take time – and coho can't wait. What can we all do now to help save the salmon? A new tire care campaign sponsored by the [Puget Sound Starts Here](#) team of local cities, counties, local nonprofit partners and Washington State Department of Ecology shows the answer is simple: "Don't wait to inflate".



# Future Facebook & Instagram

## Strategy

Target socially active 'sharing' PNWers around Puget Sound; continue to include all Spanish audiences

## Discoveries:

- English winners – 'Save money' Terry animation & 'Drive safer' videos
- Spanish winners – 'Coho salmon' Real photography & 'Coho salmon' videos

## Recommendation:

- Continue website traffic with seasonal creative and future custom audiences with paid ads
- Continue organic posts and paid ads posts to drive engagement and followers
- **Promote Meta Events showcasing how-to online webinars/pre-recorded videos or in-person events**
- Continue to refine messaging/social images

English winner

**Puget Sound Starts Here**  
Sponsored · 🌐

You can improve gas mileage by up to 3% and extend the life of your tires by keeping them properly inflated. So, check your ...See more

**Don't Wait to INFLATE**

Check tires MONTHLY

**Verde que te quiero Verde Puget Sound**  
Sponsored · 🌐

Mantener las llantas infladas ayuda a proteger nuestro salmón Coho de la contaminación. Revisalas mensualmente e inflalas ...See more

www.dontwaittoinflate.org  
**Check your tires month add air ASAP**

47

Like Com

pugetsoundstartshere.org  
**Revisa tus llantas e inflalas ahora** Learn more

6

Like Comment Share

Spanish winner



**Thank you!**

[Mary.Rabourn@kingcounty.gov](mailto:Mary.Rabourn@kingcounty.gov)

Don't Wait to Inflate  
communications plan and great  
team members:

[www.pugetsoundstormgroup.org.docx](http://www.pugetsoundstormgroup.org.docx)  
([live.com](http://live.com))

[Don'tWaittoInflate.org](http://Don'tWaittoInflate.org)  
([pugetsoundstartshere.org](http://pugetsoundstartshere.org))

[STORM | Public Library](http://STORM | Public Library)  
([pugetsoundstormgroup.org](http://pugetsoundstormgroup.org))