

Puget Sound Partnership's ECO Net Grant Summary For Leadership Council – January 2010

The Puget Sound Partnership has provided two grant opportunities to the twelve Local ECO Networks in Puget Sound below is a very brief description of each grant and some of the projects and deliverable developed in response to it.

Puget Sound Starts Here Toolkit Grant

A grant of \$5,000 was awarded to each Local ECO Network to decide how best to promote and locally disseminate the message and brand of the Puget Sound Starts Here campaign to raise awareness and recognition. The final approved proposals are still coming in from Whidbey, King, Whatcom and Thurston Counties.

San Juan

- A series of weekly newspaper ads with the theme A Short Run to the Sea to provide a general introduction to the hydrology of the islands showing how runoff delivers pollutants to fresh and marine waters
- Ads in local newspapers
- Work with a variety of community groups and organizations, such as yacht clubs, homeowners associations, schools, and charities, to utilize their outreach activities, such as newsletters, to engage their members and others they reach.
- Poster to complement the ongoing ads.
- Getting the *Puget Sound Starts Here* PSAs distributed for use in movie theaters, on local websites, etc.
- *At Home* ad and article on Car Washing, the deleterious effects of surfactants and alternatives and options to reduce this stormwater pollution source.

Skagit

- Show the 30 sec. PSSH ads at the Skagit Cinema. The ads would be inserted during movie previews. They would run for 13 weeks and be shown 392 times a week to an audience of some 40,000 viewers per month.
- Pursue the option of showing advertisements on the Local TV 21 channel.
- Translating some of the PSSH posters into Spanish, printing and posting them in appropriate places.
- Disseminate at least 75 of the existing 11x17" posters in appropriate places around Skagit County

Snohomish-Camano

- Engage over 1000 Snohomish / Camano residents in a minimum of 5 locally offered events or lectures in a three week period (dates to be determined). Each event will have an integrated water quality connection / lesson that will reinforce the message that our local Puget Sound resources are in trouble.

- Reach over 20,000 radio listeners with 5 – 10 paid radio ads on stations like KOMO AM, KING FM, Spirit FM and KSER to reinforce the campaign message and opportunity to get involved locally.
- Produce and distribute small posters and handbills to local project hosts to publicize campaign and local PSSH events to be placed in community gathering locations (libraries, coffee shops, places of faith, city halls, etc.).

Pierce

- Facebook campaign
 - Should net us about 1,700 actual clicks, and an even greater number of impression
 - Have countywide FB campaign coincide with the launch of the Spring PSSH campaign
- Posters - 8-1/2 x 11 size posters – print posters and distribute through local members and/or poster distribution location
- The News Tribune – Home & Garden section ads, four 4-inch ads that would run in the Saturday Home & Garden section during the spring PSSH advertising blitz.
- Presentations to community groups

Kitsap

- Geocaching – Over 100 geocache sites developed on the Kitsap Peninsula
- Each of the sites will be described in detail on the Official Global GPS Cache Hunt website and linked to the PSSH website.
- Detailed site information will include: why the site is important to the health of the sound, the impacts of humans, and how the individual can help make a difference.
- Promotion will be done through advertising & poster and working with local scouting groups and the 4-H Geocache club to get youth engaged.

Mason

- Design, purchase and placement of storm drain markers in 600 locations in the City of Shelton. These will display the PSSH logo likely in both Spanish and English and be installed with volunteer support
- Purchase advertisement space within the Shelton Mason Journal and with KMAS AM Radio Station in Shelton and use already designed PSSH advertisements.

Hood Canal

- Create a Hood Canal specific poster that can also be printed as a large postcard.
- Members will create links to PSSH on our member websites
- Print smaller sized Hood Canal specific posters, rack cards, and place the poster/card as an advertisement in local newspapers.
- Identify, approach, schedule and present Partnership/PSSH presentations to community groups such as rotaries, chambers of commerce, and associations.
- Bus advertising will be purchased in Jefferson and Mason counties as budget allows.

Straits

- Advertisement/PSA's in movie theater
- Advertisement on buses in Clallam and Jefferson Counties
- Ad space in various utility and city newsletters

Block Grant for Communication, Awareness & Behavior Change

Grants of up to 10, 15 and 25 thousand (depending on population size) are being awarded to Local ECO Networks for a total of \$185,000. Targets of the grant were to raise public awareness of Puget Sound issues, promote stewardship behaviors and develop vetted facts and messages that help to communicate locally about the problems facing Puget Sound. The final approved proposals are still coming in from Whidbey, King, Pierce, Whatcom and the Straits.

San Juan – 10k

- Work with school groups, their counselors and local businesses to:
 - Build awareness of the stormwater-polluting side effect of charity car washes
 - Develop solutions to the problem
 - Use the awareness-building and solution-finding to develop and implement a public campaign to build general awareness and change the public's behavior (to washing vehicles with proper products in proper locations, including the local car washes that use recycled water.)
- Ad and article on Boat Maintenance - placed in a variety of publications (likely marina newsletters, yacht club bulletins, boating guidebooks, etc.).
- Work with one or more marinas, and/or one or more boating groups to:
 - Build a greater awareness of the water polluting side effects of various boat maintenance activities.
 - Develop solutions and publicize existing solutions to the problem.
 - A campaign focused on boat owners to build general awareness and change their behavior. The campaign will likely include ads, information, group training sessions and extensive one-on-one training and follow up by staff and volunteers from one or many Network organizations.

Skagit – 15k

- Clean Waters Workshop and Source Control
 - A Stormwater Prevention workshop, Checklists of “Best Management Practices” for Local Source Control, and on-site visits to local small businesses.
- “Healthy Watershed” signs in the Samish watershed
 - Signs posted in the Samish Watershed (10-12).
- Septics 101 Workshops
 - Two Septics 101 classes held and summarized.
- Local Vetted Statements
 - A student contractor will work with a contracted social scientist and a new Work Group to create collection of statements, backed by science and research. ECO Network members will use these statements to help Skagitonians feel included in the problems and solutions for Puget Sound.

Snohomish-Camano – 25k

- WSU Beach Watcher Naturalist Training & School Engagement (Beach Watchers):
 - Coordinate at least 20 classes of youth and adult in field based Puget Sound learning.
 - Develop and implement a pre and post evaluation to determine student's knowledge gain and changed behavior, to be implemented by teachers.
- Underwater Neighborhoods (Stillhope Productions): On the Big Screen

- Three presentations and dialogue sessions, hosted by local groups in Mukilteo, Monroe and Camano Island.
- Provide videos to six teachers to use in their classroom.
- Snohomish Camano Water Quality Education Project (Puget Soundkeeper Alliance)
 - Revised mapping tool: Integrate local data sets and make some improvements to usability
 - The tool tested at three venues.
- Create Local Vetted Statements

Thurston – 15k

- Free admission to the 2010 Sea Cinema.
 - Frontline Program, *Poisoned Waters*, about the problems in Puget Sound followed with a panel discussion about toxics in Puget Sound and outline specific ways that people can help.
 - Show an Arctic Tale and a shadow puppet performance entitled SHARKspeare
 - “Live and Learn” educational area
 - “*Puget Sound Starts Here*” film contest.
- Clear Choices for Clean Water booklet and program will be given to attendees
- Green Congress for students will produce a new workshop to make short environmental films using a digital camera to help in communicating the message, “Puget Sound is sick and you can help” to the public using film as a vehicle for inspiring change. Interested students will submit a short film to the *Puget Sound Starts Here* film contest, the winners of which will be screened at Sea Cinema.
- Vetted Local Facts about the health of South Puget Sound
- Shoreline Living workshop The workshop will train key volunteers who can act as liaisons to shoreline landowners who require assistance with re-vegetation projects.

Kitsap – 15k

- Marine & Water Education Months
 - 1 kayak tour with naturalist guide,
 - 4 boat trips with naturalist guides,
 - 1 beach seining or seining from the boat,
 - 1 day at the Market with a broad array of water-based education information
 - 1 low tide beach walk on the same day as the Market booth, and
 - 1 septic system maintenance class.
- Critical Saltwater Habitats, a Video Overview
 - Three public educational events, one in each of North, Central, and South Kitsap
 - DVDs for teachers
- Puget Sound Starts Here – on the Great Peninsula
 - Advertising/promotional material
 - 20 local public awareness events
 - 4 hands-on public-participation restoration, stewardship and/or citizen science activities
- Rain Garden Mentor Training
 - Two rain gardens constructed by volunteers
- WSU Beach Watchers Beach Walk Kits
 - Two beach walk kits

Mason – 10k

- Pet Waste campaign - Implementation of a consistent public outreach campaign to raise awareness in the community of the problem
 - Installation of pet waste stations in Mason County parks and public spaces
 - Involve the public directly in the campaign through service projects and pet waste station maintenance and sponsorship.

Hood Canal – 10k

- Develop a strategy and plan for PSSH Volunteer Week in February to help identify issues and create a communication strategy.
- Hood Canal PSSH Volunteer Week(s) in May of 2010.
 - Over 20 volunteer events.
 - Recruitment at Earth Day events, and through newly approached hiking clubs, book clubs, community associations, trade associations, 4H, and other small groups.
 - Tap into new audiences
 - Use existing volunteers to create and manage events