



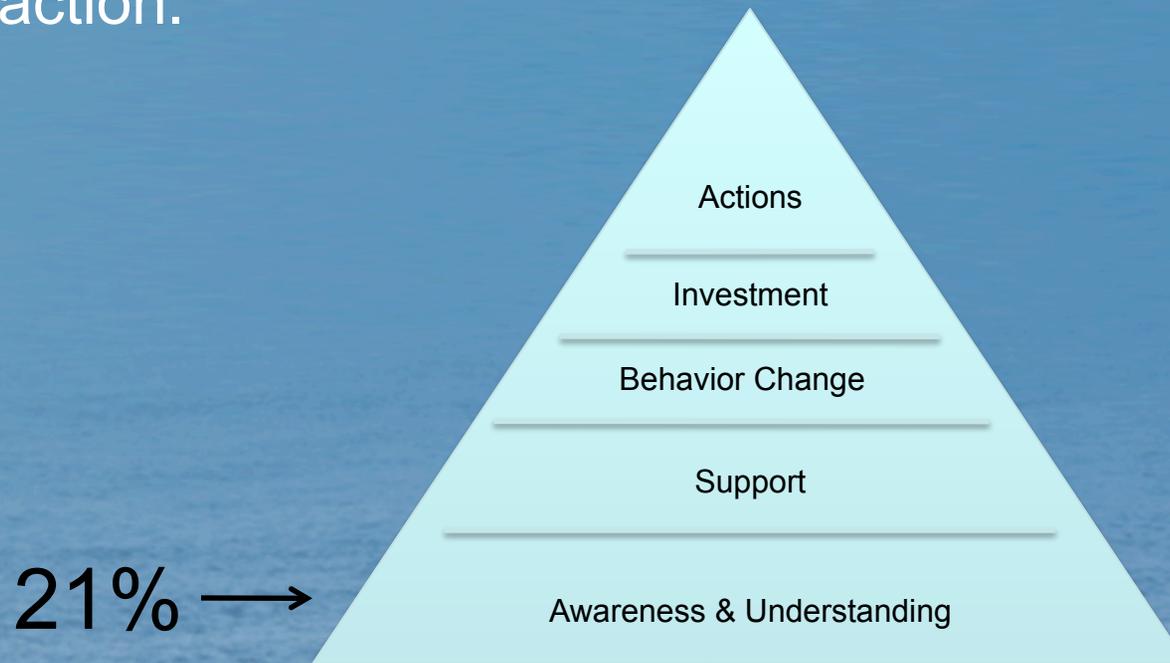
Public Awareness & Involvement

Campaign Overview

PugetSoundPartnership
our sound, our community, our chance

Our Guiding Belief

To successfully implement the Action Agenda, the public must share our sense of urgency about the increasing threats facing Puget Sound – and take action.



Our Goals

- Raise and sustain public awareness about the increasing threats facing Puget Sound
- Build and sustain a diverse coalition to advance implementation of the Action Agenda
- Focus attention on tangible actions individuals, communities can take to clean up the Sound
- Help drive measurable results in each of the four priority areas: **1) Protect, 2) Stop Pollution, 3) Restore, and 4) Work together**

Our Challenge

- Low public awareness of threats
- Other highly visible issues: economy, transportation, health care, etc.
- Multi-year effort needed
- Sustaining momentum and resources over time
- The good news: public movement of support possible



Survey Methodology

- **Survey conducted July 18th-July 30th, 2008**
- **Interviews with 2,000 residents in the 12-county Puget Sound Region**
- **Margin of error +/- 2.2%**

Serious Problems

The cost of gasoline

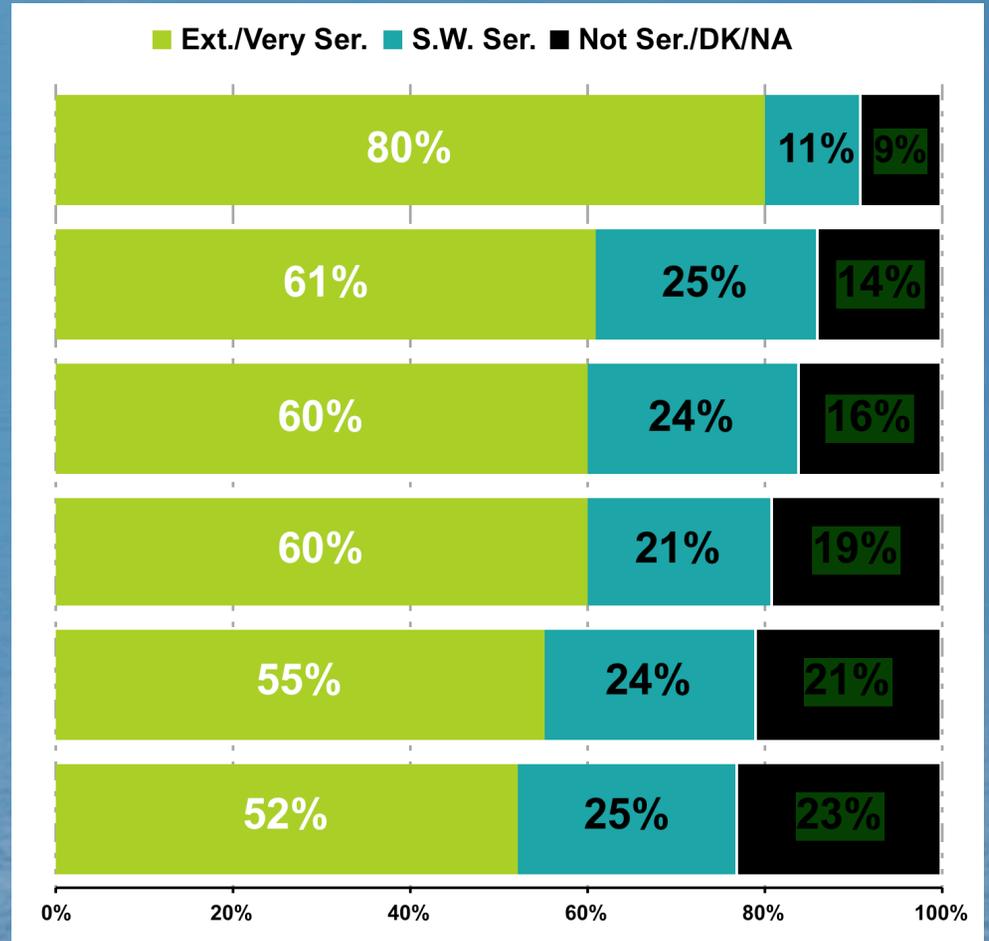
Traffic congestion

The cost of living

The cost and availability of healthcare

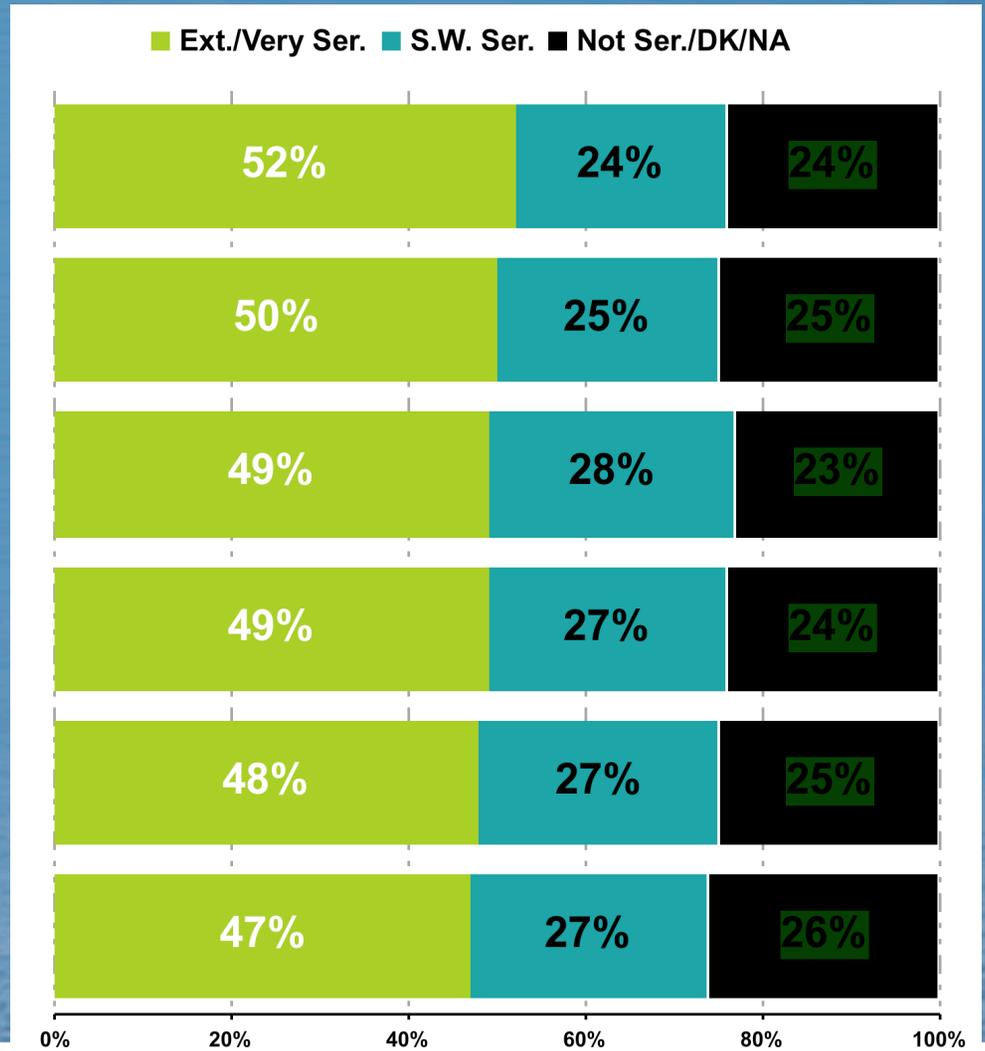
Global warming and climate change

Polluted storm water runoff that flows into our rivers, creeks and the Sound



Serious Problems (cont)

- The amount you pay in taxes
- The amount you pay in local taxes
- Too much growth and development
- The condition of the local economy
- The impact of pollution on our health
- Water pollution**



Serious Problems (cont)

A lack of good-paying jobs in our local area

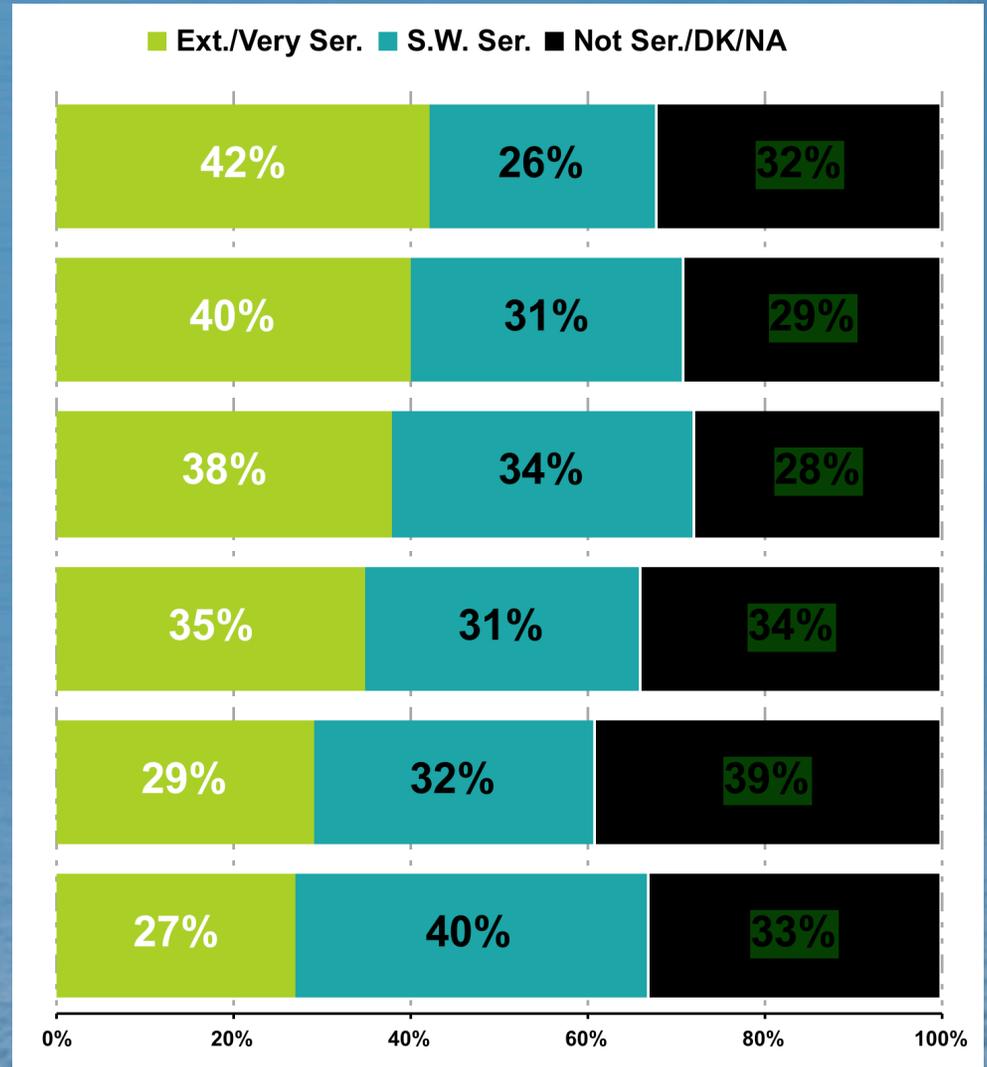
The impact of water pollution on our health

Crime in general

Polluted storm water runoff

Unemployment in our local area

Air pollution and smog

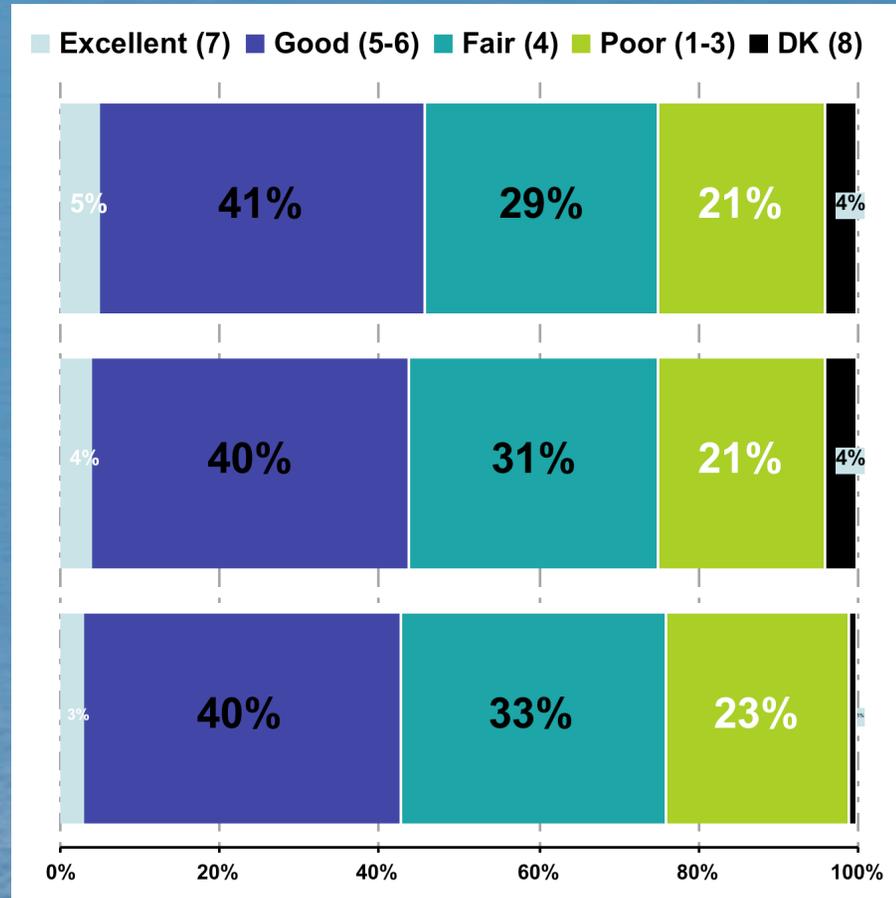


Health of Puget Sound

Health and condition of waters in and around Puget Sound.

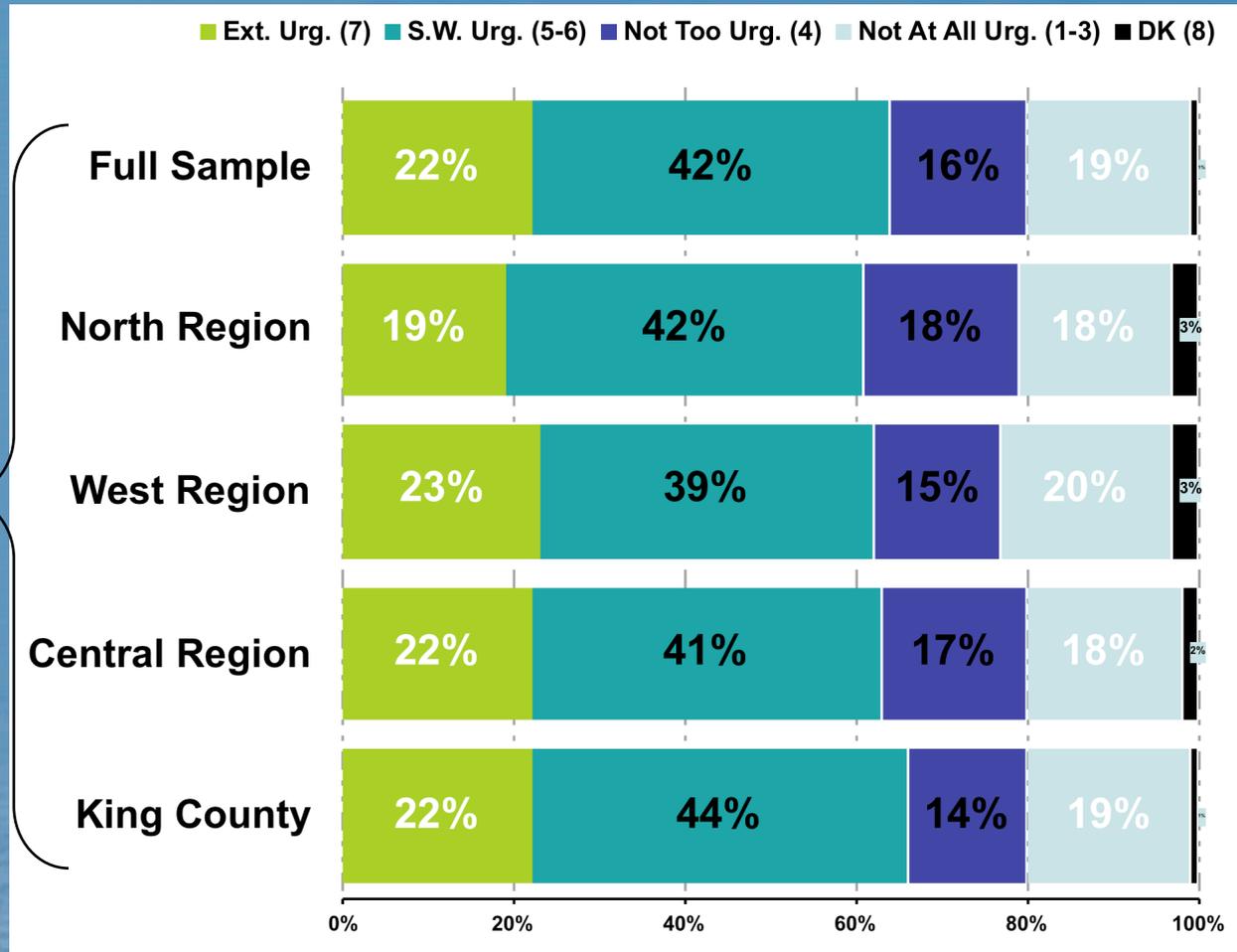
Combined

Health and condition of the waters in and around Puget Sound which includes the salt water, the shoreline, beaches, bays, lakes, and the rivers, creeks, and streams that flow into it.



Urgency to Cleanup and Protect

Need to clean-up and protect waters in and around Puget Sound



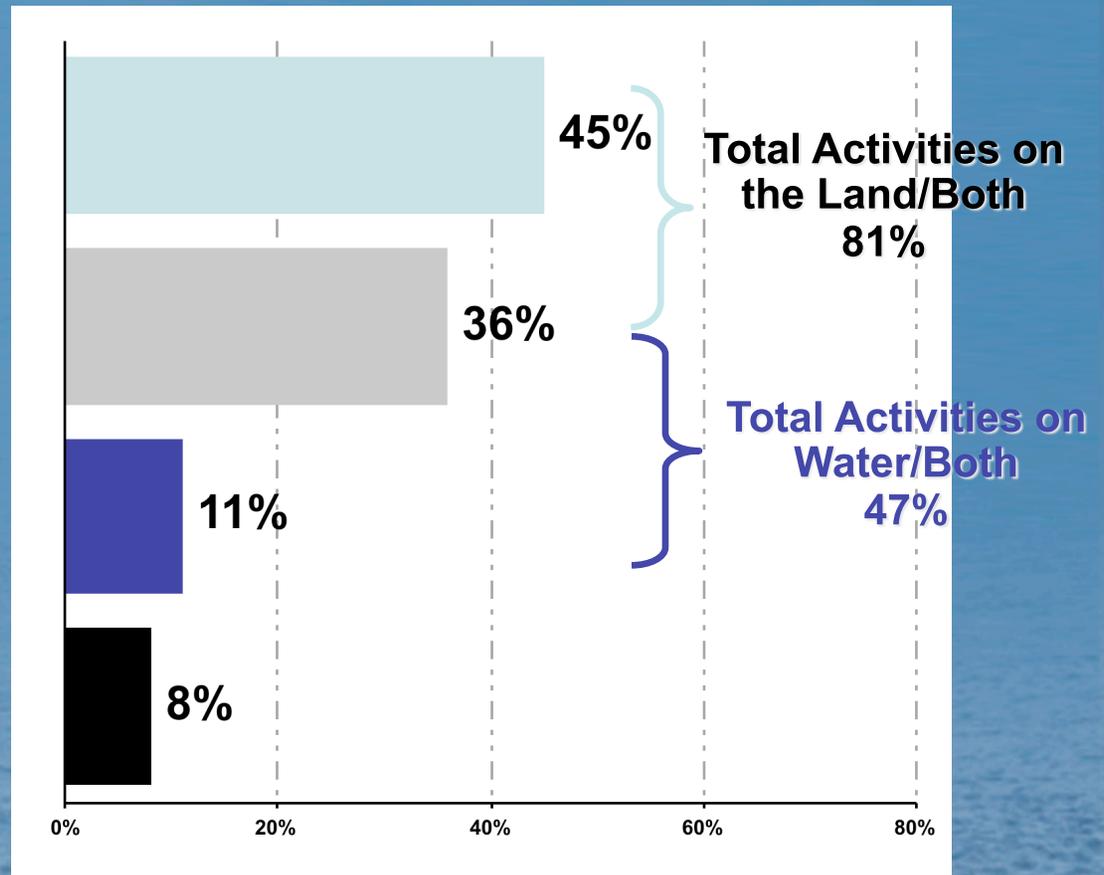
What's Causing the Problem?

Activities on the land that flow into the waters, such as pollution caused by businesses, industry and residents

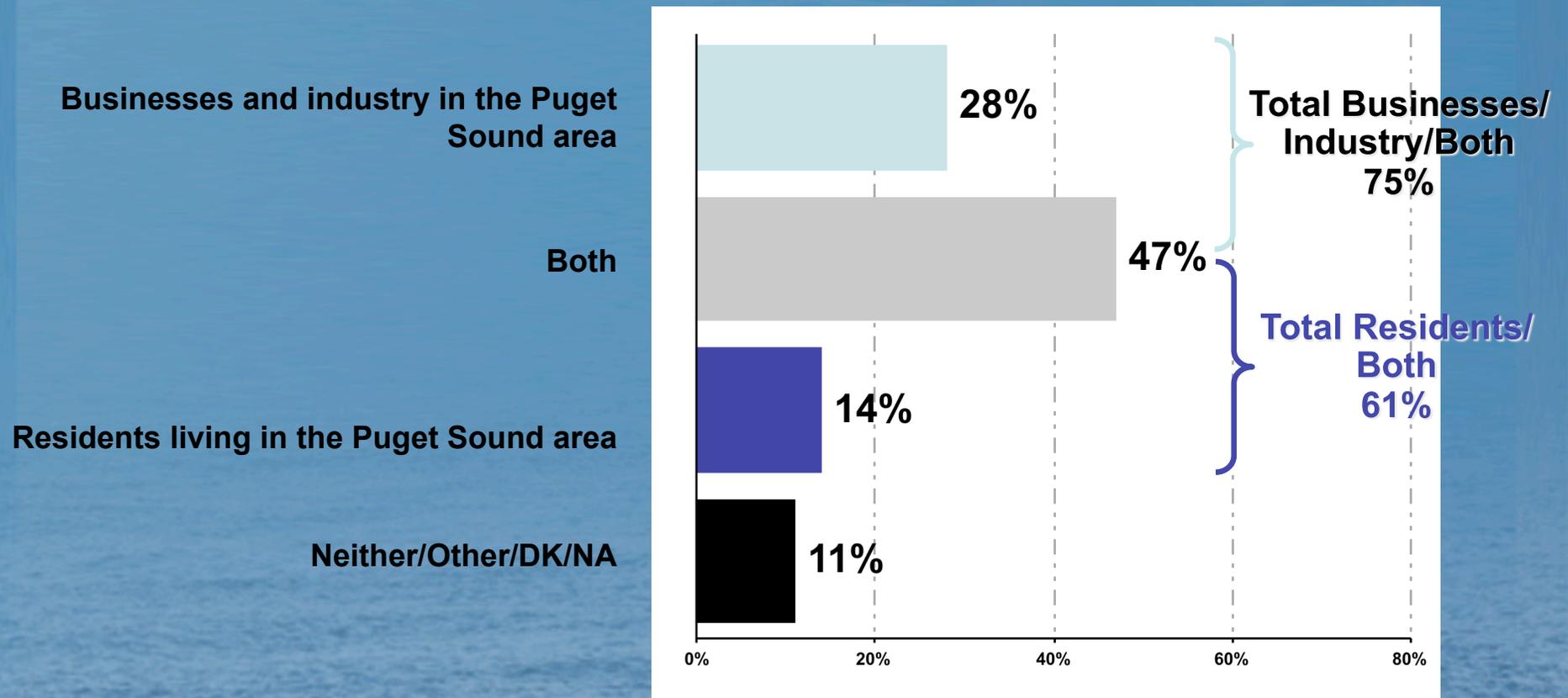
Both

Activities on the water, including fishing, cargo shipping, oil tankers, and recreational use

Neither/Other/DK/NA

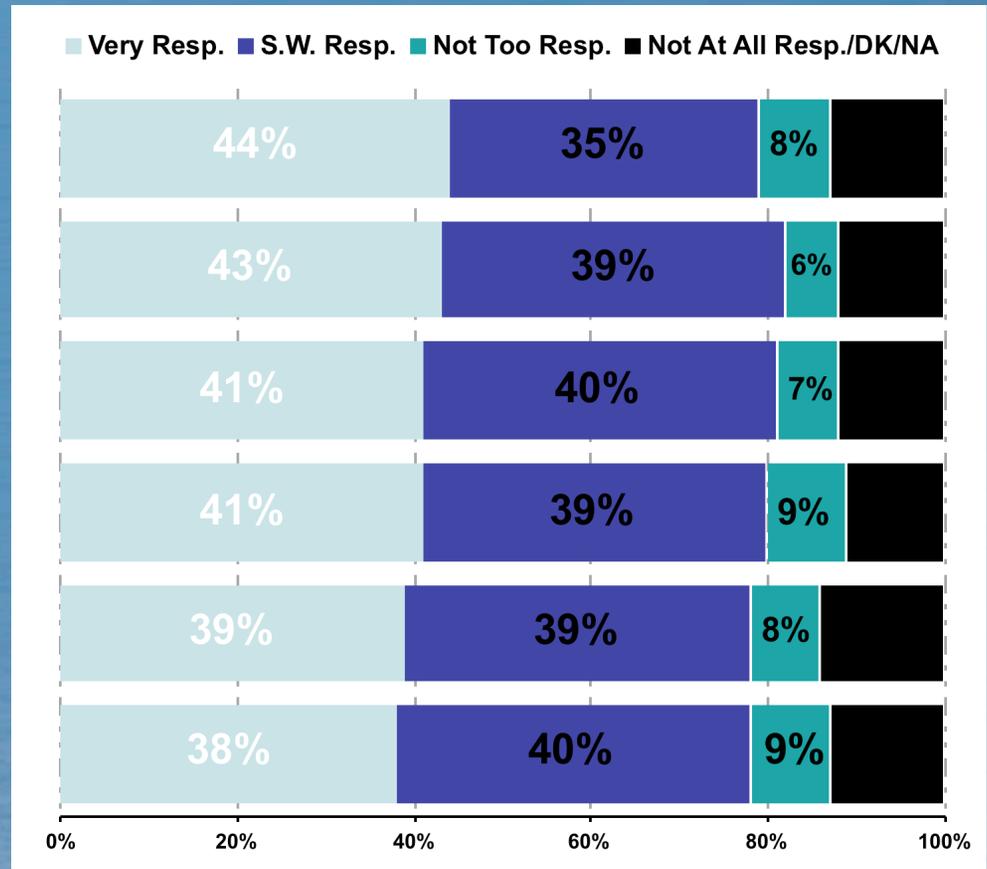


Who is Most Responsible?



What is Responsible?

- Oil spills
- Industrial pollutants that flow into Puget Sound waters, rivers, lakes, and streams
- Too much development
- The loss of forest and wetlands to development
- Pollution from cargo ships and tankers
- Polluted storm water run-off



What is Responsible (cont)

Reductions in funding for programs to protect and clean-up local waters

Leaking septic tanks that allow sewage to flow into Puget Sound waters

Population growth

The amount of untreated human waste and sewage that flows into Puget Sound waters

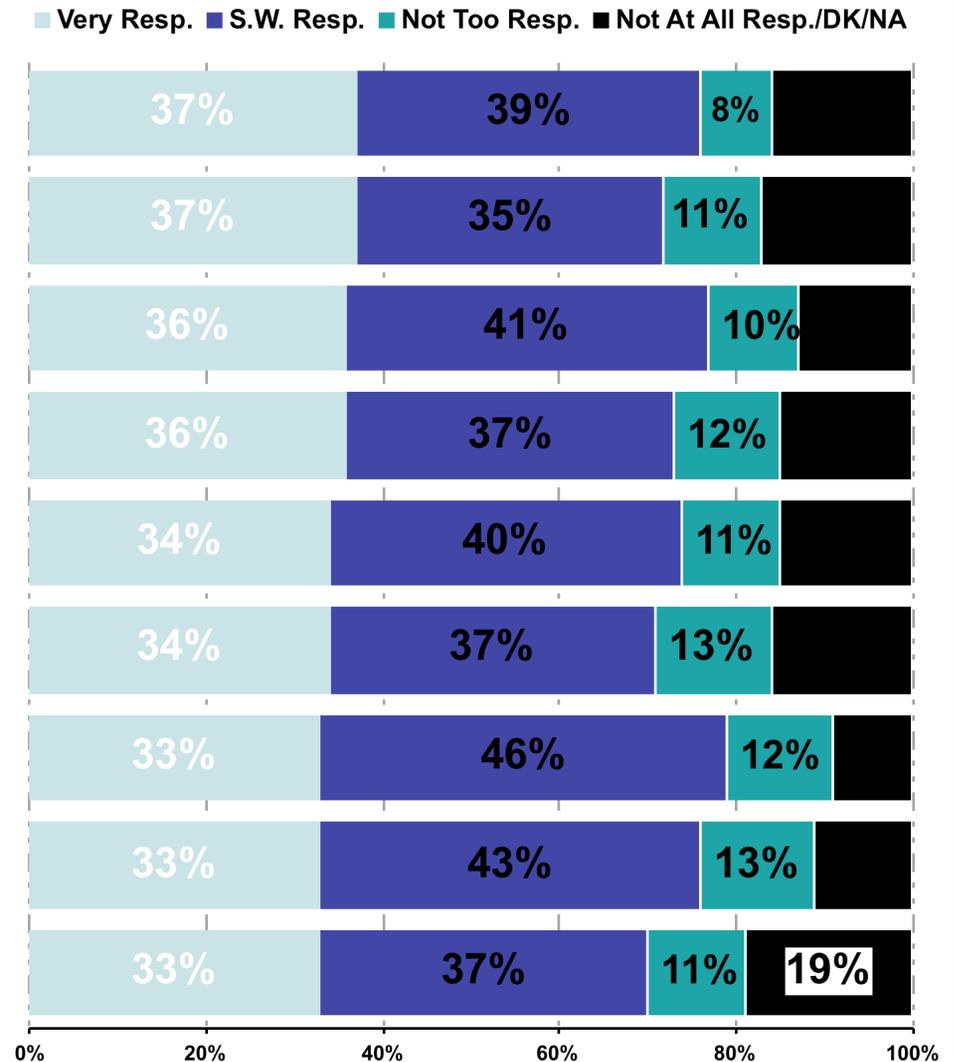
Air pollution from cars and industry that accumulates in Puget Sound waters

Storm water run-off

Run-off from pesticides and fertilizers used by residents

Polluted runoff from roads, parking lots and sidewalks that flows into Puget Sound waters

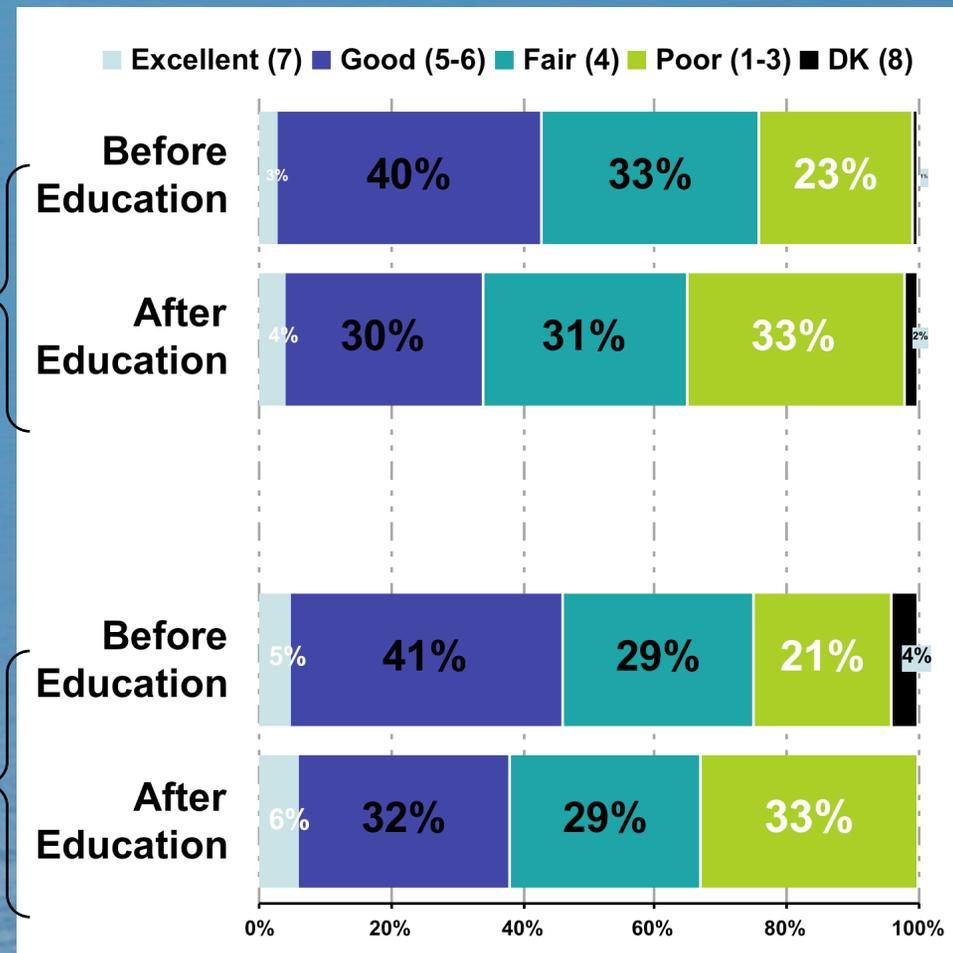
Lack of enforcement of current environmental and water protection rules and regulations



Rating Puget Sound Health Before and After Education

Health and condition of the waters in and around Puget Sound which includes the salt water, the shoreline, beaches, bays, lakes, and the rivers, creeks, and streams that flow into it.

Health and condition of waters in and around Puget Sound.



Who's Responsible for Paying?

Oil companies

The government

Industrial and manufacturing businesses

Cargo and tanker shipping businesses

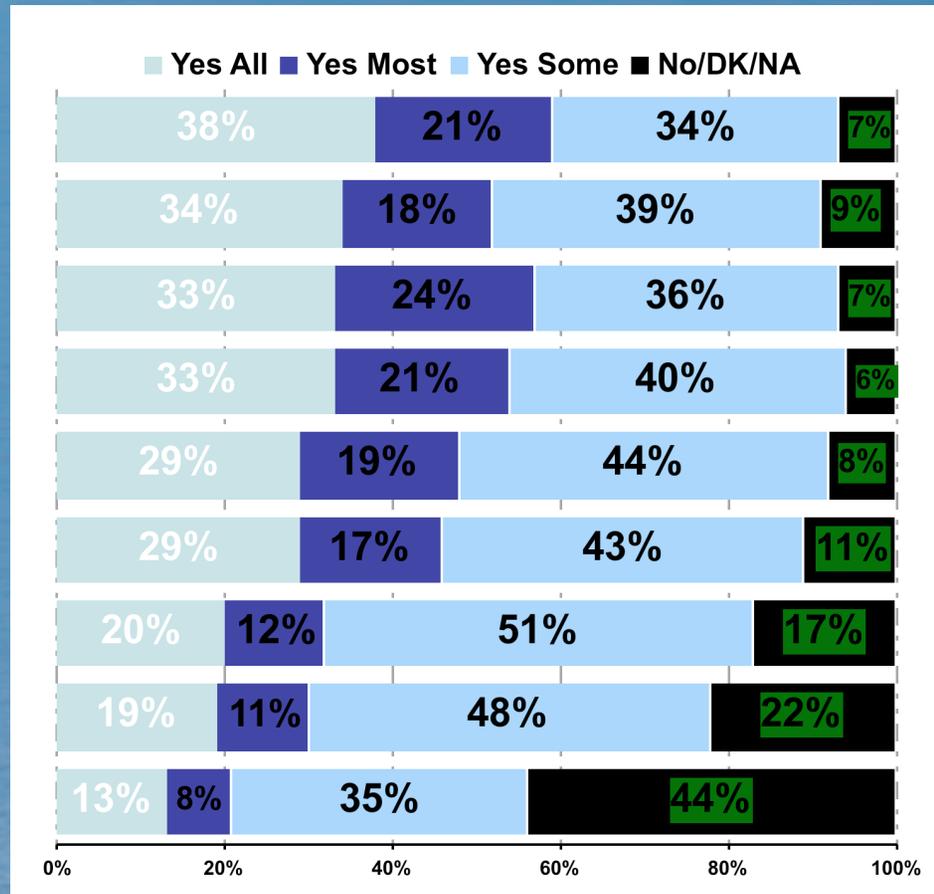
Developers

Cruise ship lines

Residents of the Sound Region

Waterfront homeowners

Non-profit groups



What Did We Learn?

- Focus on the threats rather than the existing conditions
- Water, water, water
- Be specific: **“Polluted stormwater runoff that flows into our rivers, creeks and the Sound”**
- Strong land/water connection
- Shared responsibility

Approach

- Raise and sustain public awareness of the declining health of Puget Sound through media campaign (TV, radio, Internet)
- Work at the grass roots level to increase citizen engagement in Puget Sound stewardship

Media Campaign

- Determine which messages and images convey urgency and depth of need in addressing problems facing Sound most dramatically.
- Engage in a coordinated ad campaign that changes the way key persuadable targets see Puget Sound.
- Air targeted television, internet, print and radio ads that engage the community on an emotional level.
- Use direct communications such as mail and internet
- Support paid communications with strong earned media component.

Citizen Engagement

- ECO Net (Education, Communication, and Outreach Network: 200+ volunteer/education groups on board
- Volunteer Initiative
- K -12 Initiative
- Citizen Science Initiative





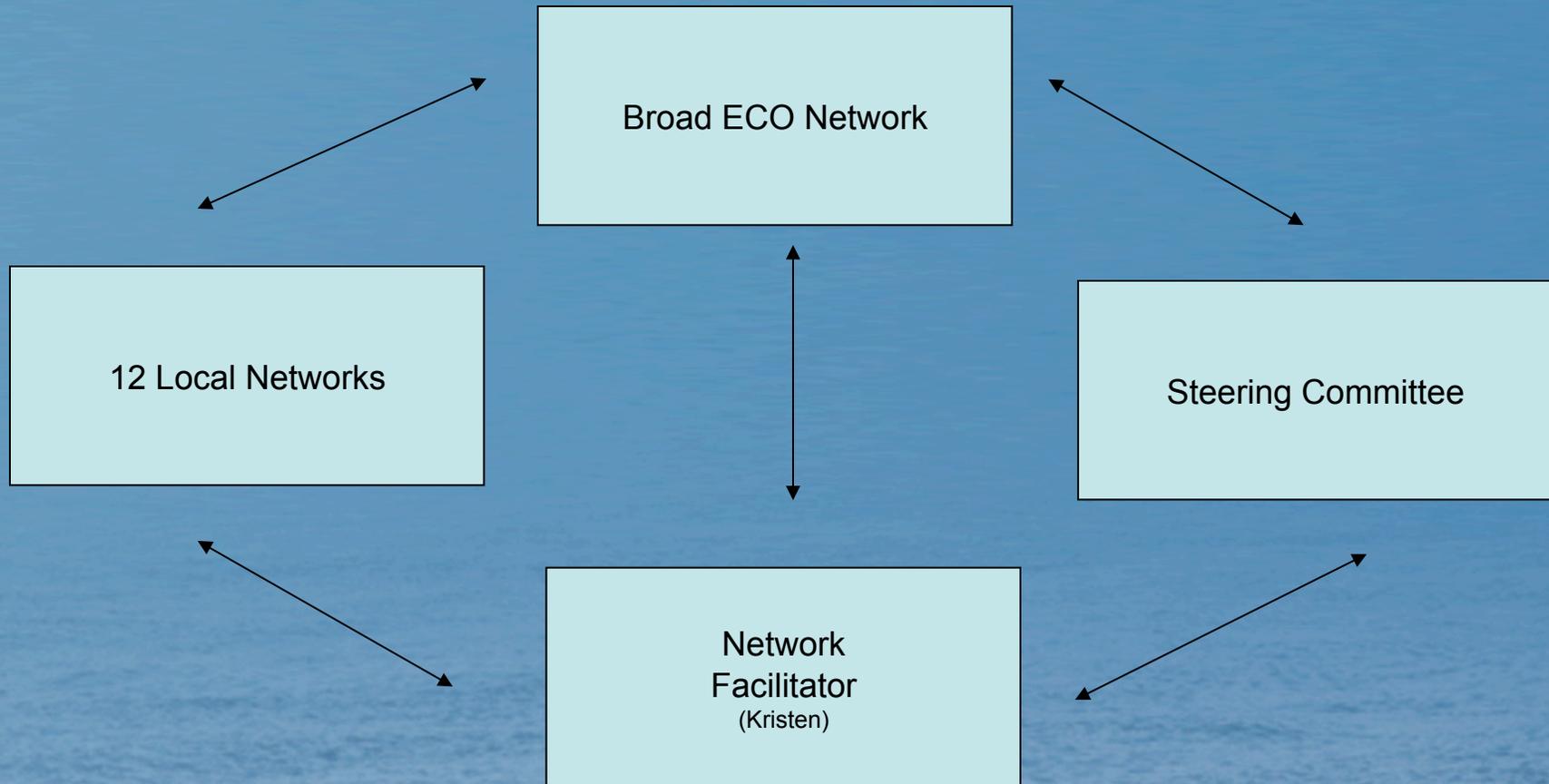
Education, Communication and Outreach Network

- 250 organizations
- 400 members
- Online database
- Summit on January 28th
- Coordination Day
 - Local networks



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Eco Net Structure



Steering Committee

- Subset of the ECO Net participants who provide regular guidance and direction and bring resources to the Network.
- 15 members, 3 year terms, quarterly meetings and phone conferences.
- 2009 Steering Committee online voting COMING SOON.

Volunteer Initiative

- Volunteers - The “Workforce” in Puget Sound
- WSU Beach Watchers - University trained
- Online Search Engine connecting public to organizations they can get involved.



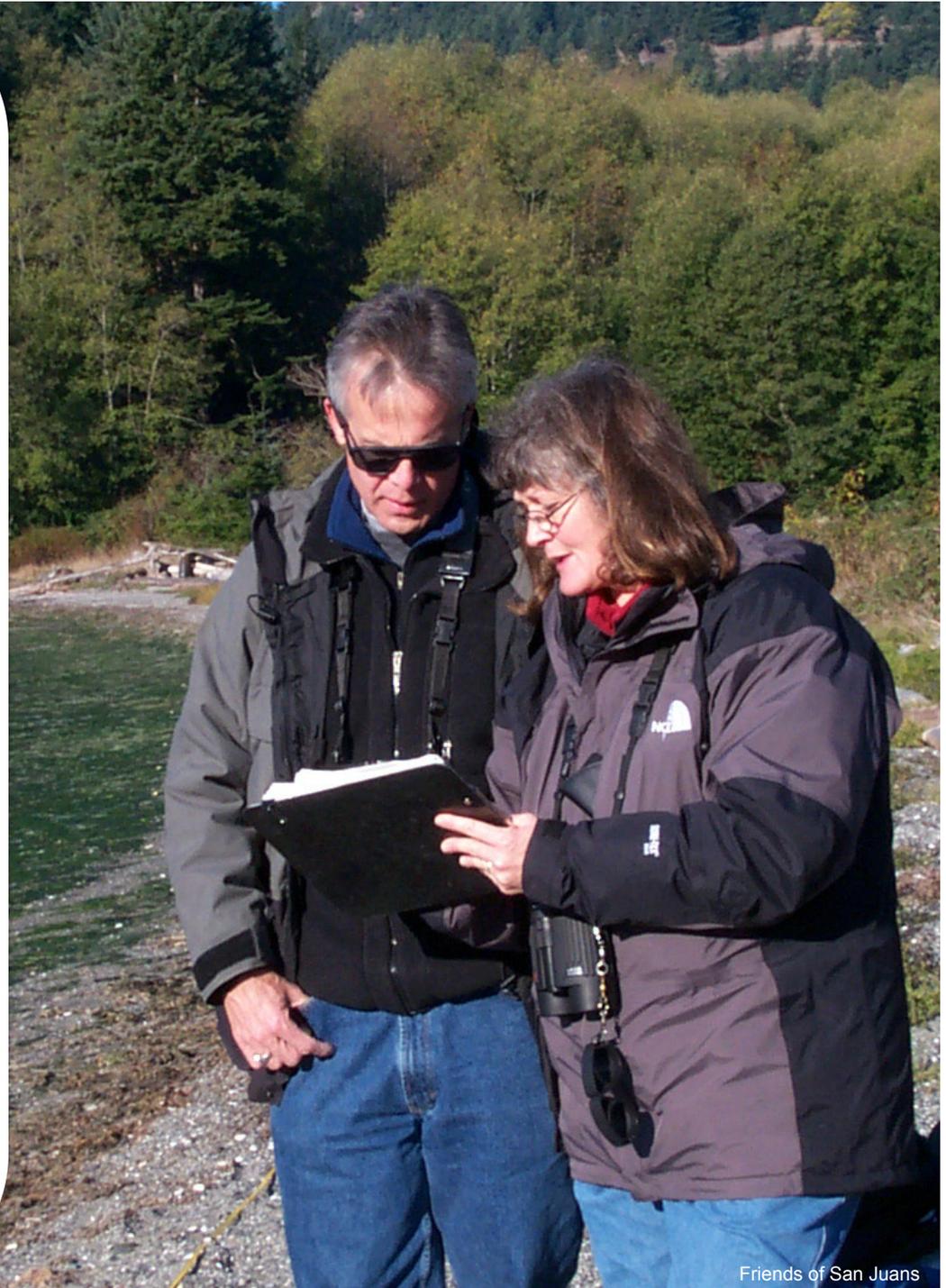
K-12 Initiative

- MWEE's - Meaningful Watershed Education Experiences
- Puget Sound curriculum
- Senior Culminating Pilot Project



Citizen Science Initiative

- Defining citizen science
 - Puget Sound Georgia Basin Ecosystem Conference
 - Online discussion group
- Making data accessible
 - UW Capstone Intern
 - Catalogue of citizen science
- Provide technical assistance
 - C-SAW, Consortium for Scientific Assistance to Watersheds

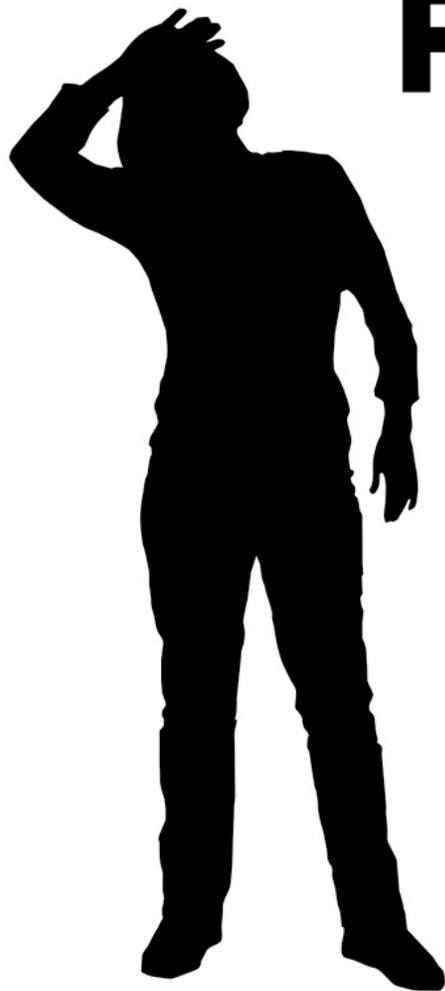


Shifting the “Way Things Work”

- Working Together
- One Plan, One Message
- Elevate the Workforce
- Funding Fundamentals



PHEW!



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Next Steps

Winter 2009

- Finalize plan and budget
- Advertising development and testing
- Foundation fundraising
- Identify and confirm citizen behaviors
- Initiate planning for citizen engagement initiatives

Spring 2009

- Initial fundraising completed
- Launch media and earned media campaign
- Coordination days around Sound