

### 2010 Summary of Activities

#### HIGHLIGHTS

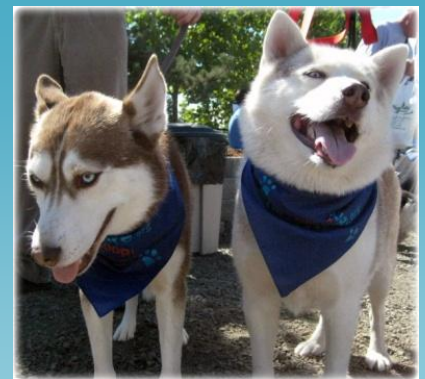
**Pet Waste Outreach Goes Peninsula-Wide** – Based on the success of our 2009 Pilot Backyard Pet Waste Campaign, mailers were sent to almost 30,000 homes in Kitsap County and the cities of Poulsbo, Bremerton, Port Orchard, and Gig Harbor from September through November. Increased efficiencies brought the cost of the direct mail campaign down to \$0.44 per household. The mailers were very well received, with only two citizen comments – both of which were requesting more information on how to deal with other types of animal waste.

**Picking Up Promoted at the Fair and New Silverdale Dog Park** – Nearly 650 residents were reminded that pet waste goes in the trash by an eye-catching display at this year’s Kitsap County Fair. Also in August, many happy dogs sported their new “We Scoop” bandanas while running freely at the grand opening of the Silverdale Dog Park.

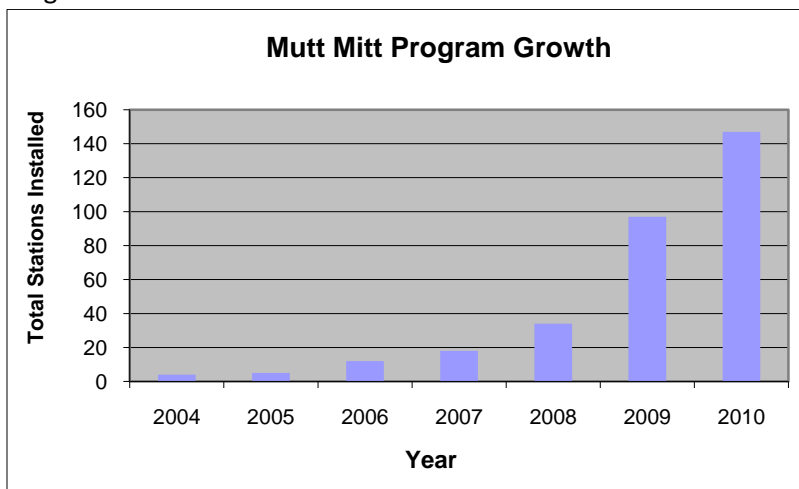
**Mutt Mitts Continue Having a Big Impact** – 50 new stations were adopted and installed by 22 community groups in 2010, bringing the total up to 147 stations. Citizen groups provided much positive feedback about the program and reported that 103,635 bags were used at community stations. Additionally, Mutt Mitt stations at City and County parks dispensed approximately 179,400 bags. Combined, this represents almost **47 tons** of dog waste diverted from surface waters as a result of the Mutt Mitt Program in 2010.



*Pet waste outreach at the Fair*



*Grand Opening of the Silverdale Dog Park*



**Water Pollution Reporting Hotline Gets Noticed** – The hotline was heavily promoted through a saturated online and print advertising effort from August through December. This was shown to be highly effective through website analytics. The County’s hotline webpage had over 1000 hits, while the average year to date total of all other pages was only 200 hits. Furthermore, calls to the hotline rose from 20 in 2009 to 70 in 2010, a **350%** increase.

#### 2010 MUTT MITT PROGRAM QUOTES:

*“Our neighbors really appreciate this service” – Stephen Kersten, Bainbridge Island*

*“Our neighborhood has responded well and there are a lot less dog waste piles in the boulevards.” – Cathy Carson, Poulsbo*

*“Amazing” [in reference to 10,000 bags used] – Shana Smith, Port Gamble*

*“Thank you so much for this program!” – Norene Reeves, Bremerton*

*“We trash about 10 pounds of dog-poo per week” – Joan Gorner, Silverdale*

**Over 700 More Storm Drains Marked** – The hotline was further promoted along with general stormwater awareness messaging through the application of storm drain markers throughout unincorporated Kitsap County, as well as additional markers in the cities of Poulsbo, Bremerton, and Naval bases Bangor and Keyport.

**Stormwater Messaging Training** – Internationally recognized social marketing expert Nancy Lee provided an introductory training to KPCRC members in September. This professional development opportunity increased the capacity of our group to apply social marketing concepts in our outreach programs. Members expressed that they found the training extremely valuable.



**KPCRC becomes a "SOG"** – The GROSS grant facilitated by Snohomish County requires the formation of sub-regional collaborations within STORM – which have been nicknamed "SOGs" (Stormwater Outreach Groups) – to implement local projects using grant funds. Having worked together for several years now, the KPCRC was one step ahead and welcomed Port Angeles and Bainbridge Island to this project. Our "West Sound SOG" came to consensus to purchase bus ads with our \$7,100 in funding.

**Leading the Puget Sound Starts Here (PSSH) Campaign Evaluation Effort** – Kitsap is taking the lead, along with Redmond and Seattle, on developing and implementing a strategy to evaluate the PSSH campaign and associated on-the-ground projects. Results of this effort will determine the market saturation of the message, as well as the most effective use of funds and best approaches for campaign delivery both regionally and locally.

**Exemplary Work** – The KPCRC's work has been regularly featured at STORM's Show & Tell sessions, during which jurisdictions share what they've done with the PSSH brand and talk about effective NPDES-related outreach programs. Our items included pet waste outreach materials, reporting hotline ads, and a presentation on the Rain Garden Cost Share Program at the August Quarterly.

#### **2010 PUGET SOUND STARTS HERE (PSSH) CAMPAIGN NUMBERS**

- The PSSH.org website had 13,048 unique visitors and 32% of them returned to the site.
- The spring 2010 PSSH TV ads were seen by 3.2 million people throughout the Puget Sound region. The average viewer saw the ads 19.5 times.
- PSSH ads aired on 17 television stations and cable networks during the 6-week campaign (April 5 through May 16, 2010).
- During the 2010 advertising campaign, PSSH banner ads were placed on 29 media websites (primarily print dailies such as the Seattle Times, the Herald, News Tribune, and many weekly newspapers).
- Initial survey results from January 2011 show that **22%** of Puget Sound residents recognize the PSSH brand. This will be measured again after the spring television advertising flight.

#### **COMING TO THE KPCRC IN 2011**

- 40 additional Mutt Mitt stations
- PSSH bus ads in Kitsap, Gig Harbor, and Port Angeles
- Pet waste outreach at veterinary offices
- 2011 Kitsap Peninsula Awareness and Behavior Benchmarking Survey (follow up to 2008 survey)
- Spring 2011 flight of PSSH television ads
- Puget Sound regional survey results for PSSH campaign evaluation
- Outreach to partner cities' Public Works Departments or City Councils about KPCRC accomplishments and future goals

