Water Pollution Reporting Hotline Promotion

Pilot Campaign Report

Prepared for
Kitsap County Surface & Stormwater Management

And the West Sound Stormwater Outreach Group
Cities of Bainbridge Island, Bremerton, Gig Harbor, Port Angeles, Port Orchard, and Poulsbo

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Bainbridge Island, WA

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1. Project Overview

Introduction

The Regional Water Pollution Reporting Hotline is one of 12 projects funded by the Washington Department of Ecology under the grant program, Municipal Stormwater Grants of Regional or Statewide Significance. The overall goal of the project was to develop a strategy for promoting reporting hotlines based on background research, focus groups, and a pilot campaign.

Kitsap County was the lead agency on this project. The project partners, called the West Sound Stormwater Outreach Group, represented the cities of Bainbridge Island, Bremerton, Port Orchard and Poulsbo in Kitsap County, and the cities of Gig Harbor (Pierce County), and Port Angeles (Jefferson County). Their perspective on how stormwater is impacted and public outreach helped guide the project.

Background

The NPDES Phase I and II municipal stormwater permits require jurisdictions to publicize a local telephone number for public reporting of spills and other illicit discharges. The public, however, regularly travels across jurisdictional boundaries, which requires knowing and finding phone numbers for each individual jurisdiction. Kitsap County, in partnership with the cities of Poulsbo, Bainbridge Island, Bremerton, and Port Orchard, decided to utilize the County live call center (Kitsap 1) for the centralized regional water pollution reporting hotline number to serve all residents of the county, including the cities.

While the main intent of the project was to encourage residents to call Kitsap 1 to report water pollution, the project team also wanted to educate residents about spills and discharges and the effect of polluted stormwater on water bodies. Although not all of the individual cities have water pollution hotlines, jurisdictions handle spills that occur within their boundaries. The ads targeted for Port Angeles and Gig Harbor would be customized to include their respective water pollution reporting numbers.

The project team took a social marketing approach in developing a strategy for promoting Kitsap 1. The process included four tasks to inform the hotline pilot campaign, as shown in the diagram below.
The first step of the project was to document existing hotline call data. The project team reviewed the water quality complaint logs compiled for the county and each city to understand the types of spills and discharges being reported. Based on the phone logs, the project team developed a comprehensive list of spill categories to provide consistency in reporting the baseline data across jurisdictions. A template was made and each jurisdiction provided hotline call data for 2009-2011 according to the categories.

A background research report was prepared to document methods used by other Phase I and II jurisdictions across the country to publicize their reporting hotlines. The research revealed that websites are the primary method for jurisdictions to advertise their reporting hotline. Some jurisdictions are only meeting the minimum requirement to post the hotline number, while others have more detailed information about types of spills to report, online reporting forms, and, in some cases, a downloadable app that can be used to take a picture of the spill with a smartphone and send it to appropriate staff. The results of this background research are documented in Water Pollution Reporting Hotline Promotion: Background Research Report, October 2012, and were used to inform the discussion guide for the focus groups.

A social marketing workshop was conducted by Nancy Lee with the project team in October 2012. The purpose of the half-day workshop was to develop promotional strategies to be tested with the focus groups. The results of the workshop informed the focus group discussion guide.
about key messages, taglines, positioning statement, creative elements, and media channels. One of the important outcomes of the workshop was the decision to focus on four key pollutants through our ads: oil, paint, suds, and sewage. The project team also developed a central message to use throughout our campaign, “Keep pollution out of ditches, drains, and waterways”, and the tagline “It’s Your Call”.

Two focus groups were held in December 2012 in Silverdale, Washington. Valuable feedback was received on a number of issues including messaging, graphic design, website features, and outreach methods. During those sessions we learned that participants reacted most favorably to promotional ads with bold graphics and minimal text, a prominent display of the hotline number, picture of a cell phone, and the ability to download an app for reporting. They also liked the idea of a memorable phone number such as 311. The most popular methods and products to inform the public about the reporting hotline were utility bill inserts, bus ads, ferry ads, storm drain markers, magnets, and a direct mail postcard. The detailed results of the focus groups are documented in the report, Water Pollution Reporting Hotline Promotion: Focus Groups, December 2012.

The Pilot Campaign Report is one of the final steps taken to reach our goal. This report documents the template for promoting Kitsap 1, including the look and feel of the graphics, tagline and text, and how this template was interpreted to a suite of products and promotional ads.

Pilot Campaign Objectives
The project team began strategizing hotline promotional ideas in early 2013 and developed a pilot campaign plan that included a variety of promotional products, their cost, reach, and lead time to produce. This suite of products is summarized in Section 4. The products were rolled out during the spring.

The following performance standards were incorporated in the grant agreement with the Department of Ecology.

- Produce a suite of effective messages and communication materials to promote the reporting hotline.

- Provide education and outreach to the 275,200 residents in the project area.
- Demonstrate an increase in awareness and use of the hotline compared with pre-project baseline data.

- Provide a report summarizing recommended messaging, materials, and advertising strategies that are transferrable both regionally and statewide.
2. Baseline Hotline Reporting Data

Data Collected Prior to the Pilot Campaign

The project team reviewed the hotline call data in each of their jurisdictions to understand the types of spills and discharges that were being reported. In addition to the reported spills, the project team identified illicit discharges that tend to not be reported. The long list of water quality issues that have both been reported by the public and identified by city and county staff as issues of concern were grouped into six categories.

Types of Water Quality Issues Reported to Kitsap 1 & Jurisdictions

<table>
<thead>
<tr>
<th>Erosion/Site Runoff</th>
<th>Washwater</th>
<th>Sewage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sediment</td>
<td>Car washing</td>
<td>Septic failures</td>
</tr>
<tr>
<td>Unstable soils</td>
<td>Drywall mud</td>
<td>Pump station overflow</td>
</tr>
<tr>
<td>Muddy water</td>
<td>Pressure washing</td>
<td>Sewer line breaks</td>
</tr>
<tr>
<td>Dewatering</td>
<td>Roof cleaning</td>
<td>Grey water illicit connection</td>
</tr>
<tr>
<td>Water line break</td>
<td>Suds/foam</td>
<td>Livestock runoff</td>
</tr>
<tr>
<td>Irrigation runoff (e.g. fertilizer)</td>
<td>Exhaust hoods</td>
<td>Dog poop</td>
</tr>
<tr>
<td>Overspray (e.g. herbicides)</td>
<td>Saw cutting</td>
<td>Manure</td>
</tr>
<tr>
<td></td>
<td>Aggregate washdown</td>
<td>Iron bacteria</td>
</tr>
<tr>
<td></td>
<td>Paint</td>
<td>Algae blooms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grease/Food</th>
<th>Vehicle Fluids</th>
<th>Dumping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dumpster housekeeping problems</td>
<td>Auto/boat leaks</td>
<td>Trash</td>
</tr>
<tr>
<td>Dumpster “drool”</td>
<td>Heating oil discharge</td>
<td>Yard waste</td>
</tr>
<tr>
<td>Leaked/spilled grease</td>
<td>Diesel spills</td>
<td>Paint cans</td>
</tr>
<tr>
<td>Mat/equipment washing (restaurants)</td>
<td>Sheens</td>
<td>Furniture</td>
</tr>
<tr>
<td></td>
<td>Hydraulic leaks</td>
<td>Old vehicles</td>
</tr>
<tr>
<td></td>
<td>Gas</td>
<td>Chemicals</td>
</tr>
<tr>
<td></td>
<td>Anti-freeze</td>
<td></td>
</tr>
</tbody>
</table>

An excel worksheet template was designed to provide a consistent format for Kitsap County and the partner cities to record the water quality complaint baseline data. The template included these categories:

- Year
- Month
- Reported by 1) internal staff, 2) outside agency, 3) public
- Major category – e.g. erosion/site runoff, washwater, etc.
- Subcategory – e.g. sediment, unstable soils, etc.
Data from the 3 year period, 2009-2011, were entered into this template to provide baseline data for this project. Collecting baseline water quality complaint data in a consistent format served two purposes: 1) the baseline data helped the project team to understand use of the hotline prior to launching a pilot campaign; and 2) the template set the stage for how water quality complaint data would be collected and tabulated in the future. The data collection and analysis would help staff understand changes attributed to an increased awareness among the public of water quality issues and the reporting hotline. The effectiveness of hotline promotional efforts launched during the pilot campaign could be measured by collecting similar data for the year following the campaign and comparing those data to the baseline data.

Lessons Learned from the Baseline Data

The water quality complaint baseline data revealed a number of insights that helped shape the pilot campaign. The project area has an estimated 2012 population size of 277,000. The project area received about 500 calls over a 3-year period. The data presented in the following charts includes calls to Kitsap 1 and to the individual cities.

Lesson #1: The number of calls to the hotlines had gradually increased each year. Although the total number of calls was fairly low, the number had increased during the reporting period.

Number of Calls by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>145</td>
</tr>
<tr>
<td>2010</td>
<td>159</td>
</tr>
<tr>
<td>2011</td>
<td>182</td>
</tr>
</tbody>
</table>
Lesson #2: In the context of population, the most calls were made to the cities of Port Orchard, Bainbridge Island, and Poulsbo. Although Kitsap County received the highest number of calls overall, it has a significantly larger population than the cities, so that on a per 10,000 population basis, unincorporated Kitsap County had the lowest number of calls. This may be due to the more rural setting of unincorporated Kitsap County compared to the cities, which are more densely populated and urbanized.

Number of Calls per 10,000 Population, 2009 - 2011

Lesson #3: Nearly 4 in 10 of all calls came from internal staff. Slightly more than half all calls came from the public and 1 in 10 of the calls came from external agency staff.

Percent of Calls by Type of Caller, 2009 - 2011
Lesson #4: The majority of calls were about vehicle fluids, erosion/site runoff, and sewage. Calls about these 3 categories represented 2/3 of all calls. Very few calls were made about food grease (3%).

Percent of Calls by Category, 2009 - 2011

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Fluids</td>
<td>27%</td>
</tr>
<tr>
<td>Erosion/Site Runoff</td>
<td>21%</td>
</tr>
<tr>
<td>Sewage</td>
<td>20%</td>
</tr>
<tr>
<td>Dumping</td>
<td>15%</td>
</tr>
<tr>
<td>Washwater</td>
<td>14%</td>
</tr>
<tr>
<td>Grease/Food</td>
<td>3%</td>
</tr>
</tbody>
</table>

Lesson #5: Calls to the hotline did not indicate any seasonal patterns. There was no clear pattern of calls by season. The highest number of calls was in March and September. As expected, the number of calls was low in November and December. The main reason for the absence of any seasonal call pattern is probably due to the low number of calls overall (182) spread over 12 months.

Number of Calls to Hotline – 2011, All Jurisdictions
3. Pilot Campaign

Summary of Focus Group Findings

Key findings from the 21 participants in the two focus groups are summarized below. Their opinions and reaction to test messages and concepts were used to inform the pilot campaign.

Awareness of the Storm Drain System and Spills

- Participants could identify the storm drain system correctly. The majority knew that stormwater flows to water bodies without being treated.

- Participants would be more likely to report if they saw someone dumping a suspicious looking fluid down a storm drain rather than seeing something in a waterway where it is obscure and diluted. They were also more likely to report spills with foul odors and oil and other fluids from vehicles.

- Suds in the street were not a large cause for concern. Participants thought they should not report vehicle washing since “it’s not illegal”, occurs on private property, and some perceived that safe soaps are used and cause no harm.

- Participants were very reluctant to report a neighbor’s activity. Being able to report anonymously was an important feature of the hotline.

- No one recalled or could correctly identify “Kitsap 1” and the name was confusing to them.

Website Features

- Most of the participants had used the County website and it was a familiar place to search for information.

- Participants reacted favorably to all 11 website features. The features that received the highest average ratings were: 1) providing examples of spills, 2) live hotline operator, 3) ability to remain anonymous, 4) simple phone number, 5) clickable online report, and 6) positioning the hotline number on the County home page rather than burying in departmental pages.
Participants liked the idea of using 311 as a reporting hotline number since it is memorable and therefore more likely to be used.

A downloadable smart phone app that allows the public to take a photo of a spill, fill out some information and send it electronically appealed to the participants because it is immediate and convenient, and does not require memorization of a hotline number.

The Kitsap County website was the preferred choice to learn more about spills and water quality. Participants would not intuitively go to the Department of Ecology or Puget Sound Starts Here websites to learn more about spills.

**Terminology and Messages**

- *Help Protect Our Waterways* as a tagline for the reporting hotline generated the most discussion and positive comments.

- *Only Rain Down the Drain* also received positive comments.

- Participants did not like the term “Report”.

- *It’s Your Call* was the least popular tagline when shown as a stand-alone tagline. The tagline had more meaning when used in the context of a photo showing pollution and the reporting hotline number.

**Messengers and Graphic Concepts**

- Ads that have strong photos related to spills and waterways and bold graphics were preferred over ads that have a lot of text and white space.

- Participants reacted favorably to the ad showing the cell phone and hotline number. Many thought a downloadable app for smartphones was a good idea.

- Participants had a mixed reaction to the testimonials of Hotline Heroes. Some liked the ad featuring the inspector but were less positive about the ad featuring a teacher and her students.
Outreach Methods and Products

- The most popular methods and products to inform the public about the reporting hotline were utility bill inserts, bus ads, ferry ads, magnets, storm drain markers, and a direct mail postcard.

Launching the Pilot

The project team began the pilot campaign by thinking about a promotional ad that could be adapted for a variety of products, but would have a consistent message, tagline, and look and feel to the graphics. We understood that any message would need to have eye-catching graphics and minimal text. But most important, the ad would need to be memorable so that residents would remember that there was a water pollution reporting hotline. If they did an internet search of “Kitsap water pollution hotline”, the Kitsap 1 phone number would appear at the top of page 1.

Developing a template ad that could be used across various media serves the purpose of sending a consistent message and being economical. However, we did not start the pilot campaign with a template ad. The annual Waste Wise Communities newsletter that is produced by Kitsap County Public Works and mailed to all County residents each Spring had an upcoming deadline and we needed to develop an ad quickly.

The full page ad shows one of Kitsap County Health District’s water quality inspectors in the field and included the elements tested and favorably received in the social marketing workshop:

- The ad is based on the concept of a testimonial from a trusted expert.
- The tagline “It’s Your Call” and Kitsap 1 number appear in large typeface.
- Photos of three of the targeted pollutants.
- The message, “Keep pollution out of ditches, drains, and waterways”.

Waste Wise Communities Newsletter Ad
The text of the body of the ad reads:

**Calling Kitsap 1 to report water pollution really makes a difference.**
I’m a water quality investigator because I want the places we swim, fish, and play to be clean and safe. Fortunately, healthy waterways are also very important to Kitsap residents. When people report accidental spills and dumping to Kitsap 1, our team responds to prevent damage to the environment. We also provide education about easy ways to properly dispose of unwanted materials. Just one simple call can save hundreds of gallons of pollution from entering our waterways.

*Remember, ditches and storm drains are not connected to a water treatment plant – they flow directly to our creeks and bays.*

**Please call or email Kitsap 1 if you see oil, paint, suds, or sewage in ditches, drains, or waterways. Your call helps prevent harm to our streams and Puget Sound.**

**Early Course Correction to Develop a Unifying Concept**

Once we met our deadline for the Waste Wise Communities Newsletter ad, we hired a graphics designer, Newman Design Illustration, to assist with developing a promotional ad template that could be used as a ferry ad. The graphics designer, Leslie Newman, was instrumental in shaping our message into a cohesive, eye-catching ad. In the process of developing the template ad, we made several changes.

**Taglines**

The tagline “**It’s Your Call**” was developed during the social marketing workshop, but it did not test well in the focus groups or with graphic designers. Considering some of the negative response, that tagline was dropped and the tagline “**Spills happen. Help us find them**” was developed. “**Only Rain Down the Drain**” was used as a secondary tagline. This tagline had been tested in the recent focus group, as well as earlier focus groups, and was received well by the participants.

**Graphics**

Newman Design Illustration uses vector (computer) graphics to develop promotional ads. Her style is playful and she uses bright, eye-catching colors. After showing her the Waste Wise ad and discussing our intended messages, she developed a template ad that incorporates the new
tagline and central message of calling Kitsap 1 if someone sees oil, paint, suds or sewage in ditches, drains or waterways. The ad also lets people know they can report online.

Promotional Ad Template

Suite of Promotional Ads and Products

In developing the list of possible ads, we referred back to the most popular outreach methods and products that emerged from the focus groups.

- **Utility bill inserts** – Participants thought this was a relatively inexpensive way to reach all households (except those on auto bill pay). Some thought it would be important to fold the insert inside the bill in order to be seen, versus a separate piece of paper that falls out of the envelope and gets recycled without being examined.

- **Storm drain markers** – Most of the participants recalled seeing storm drain markers with the fish symbol and message saying it drains to the bay (or other water body). They thought the hotline phone number on the markers would be effective in getting the message out to the public.

- **Downloadable app for smartphones** – Participants noted that the cameras in smartphones make reporting pollution simple and convenient.
• **311** – Participants thought they would be more likely to call if the phone number was easy to remember.

• **Bus ads** – Most thought bus ads are an effective media tool. This would be most effective with a prominently displayed hotline number that was memorable. They did not think that people would write the phone number down, but would become aware of the hotline after multiple exposures to the ad, and would then be able to do an internet search to locate the number.

• **Ferry ads** – Most people in Kitsap County use the cross-Sound ferry service. They thought the ads on the ferry were effective in messaging to the public.

• **Magnets** – Participants liked the idea of receiving a magnet in the mail or on the phone book with the hotline number and reason to call. Some wanted something useful on the magnet, like a calendar, rather than just the hotline number.

• **School education programs** – Those with kids understood how effective it is to educate the kids who then educate their parents. This could be combined with booths at public events where magnets or flyers are distributed, such as Kids Day and the Water Festival.

• **Direct mailer** – This large postcard on heavy cardstock could be mailed to all households with information on the reporting hotline.

• **Signage on docks in marinas and parks** – They thought this was a good idea as long as the message was brief and the phone number displayed prominently. A few people suggested putting posters in public restrooms.

• **Ads in newspapers** – Ads in newspapers and online media was suggested by several participants.

The project team compiled a list of potential ads, cost and the number of people the ad was projected to reach. With this information, a cost per impression could be calculated to allow us to make an informed decision about which methods and venues were most cost-effective.
## Reporting Hotline Pilot Campaign Products

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Reach</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target Audience - Public</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WasteWise Communities Newsletter</td>
<td>Full-page ad in annual newsletter</td>
<td>All 110,000 Kitsap County households = 253,000 impressions</td>
<td>$3,383</td>
</tr>
<tr>
<td><strong>Direct Mailing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ferry</strong></td>
<td>A large format postcard mailer to Kitsap County, Port Angeles and Gig Harbor residents that live in higher density areas near waterways.</td>
<td>37,034 households = 85,180 impressions</td>
<td>$17,370</td>
</tr>
<tr>
<td><strong>Port Angeles bus ad</strong></td>
<td>Taillight ad runs on 1 bus with a route dedicated within the city limits</td>
<td></td>
<td>$300</td>
</tr>
<tr>
<td><strong>Utility Bill Message</strong></td>
<td>Silverdale Water District printed a message on the bill</td>
<td>6,000 households/businesses = 13,800 impressions</td>
<td>No cost</td>
</tr>
<tr>
<td><strong>Utility Bill Insert</strong></td>
<td>Kitsap Public Utility District 2 page newsletter</td>
<td>13,000 households/businesses = 29,900</td>
<td>No cost</td>
</tr>
<tr>
<td><strong>Storm Drain Markers</strong></td>
<td>2500 storm drain markers</td>
<td>Estimated minimum impressions = 25,000</td>
<td>$7,150</td>
</tr>
<tr>
<td><strong>Kitsap Sun Print, Online, Yahoo, Facebook banner ads</strong></td>
<td>Online ads through Kitsapsun.com, yahoo.com, and facebook.com; yahoo mobile ads, and Kitsap Sun Sunday paper print ads</td>
<td>Digital impressions: 1,280,360</td>
<td>$3,350</td>
</tr>
<tr>
<td></td>
<td>Estimated minimum impressions = 10,000</td>
<td>Print Impressions: 88,000</td>
<td></td>
</tr>
<tr>
<td><strong>Portable banner displays</strong></td>
<td>Five 6.5 ft (H) x 1 ft (W) Spills Happen banners</td>
<td>Estimated minimum impressions = 10,000</td>
<td>$2,460</td>
</tr>
<tr>
<td><strong>Dump Smart cards</strong></td>
<td>Three informational cards on proper wash water disposal with Kitsap 1 phone number</td>
<td>Painting - 1,400 Pressure washing - 900 Carpet cleaning - 400</td>
<td>$975</td>
</tr>
<tr>
<td><strong>West Sound Home and Garden Magazine</strong></td>
<td>Small color ad in quarterly lifestyle magazine</td>
<td>Publishes 28,000 quarterly</td>
<td>$1,100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>6,902,940 impressions</td>
<td></td>
<td>$46,088</td>
</tr>
</tbody>
</table>

As shown in the table above, the cumulative total of these advertising efforts were nearly 7 million impressions during the pilot campaign. At a total cost of $46,088, this averages less than $0.007 per impression.
Hotline Promotional Products and Venues

**Ferry Ad**
The Washington State Ferries is the largest ferry system in the U.S. with 23 million riders per year. Kitsap County is the terminus for four ferry routes that cross Puget Sound and the ferries play a large role in the County’s economic and cultural identity. Each run has two ferries that make each crossing for a total of eight ferries. The ferries provide a unique opportunity to place a high profile ad since most Kitsap County residents use the ferry, and many use the ferry to commute to work. The project team placed an ad on one ferry on all four runs. Because the ferry runs have different passenger volumes and vessel sizes, two of the ferries could accommodate a large format graphic while a poster sized graphic was used on the other two ferries.

The large format wall graphics and posters were placed mid-vessel on the Wenatchee Ferry on the Bainbridge Island – Seattle run and on the Puyallup Ferry on the Kingston – Edmonds run. This area receives high visibility since all passengers walk from front to back on either the port or starboard side of the ferry to disembark.

The ferry poster appeared on the Kitsap Ferry on the Bremerton – Seattle route, and on the Issaquah Ferry on the Southworth/Vashon/ Fauntleroy route.
Shortly after the ferry ads were posted, Kitsap 1 received a call from a resident to report that he had seen suds in street gutters on multiple occasions. The resident was calling because he saw the ad on the ferry.

**Bus Ad**

Bus ads are another form of mobile advertising. Within our project area there are three bus transit systems. Kitsap Transit was on a hiatus with its bus advertising as they were reevaluating their program. Pierce Transit, which serves Gig Harbor, was also not an option because they do not dedicate buses to specific routes. If we placed an ad on one of their buses, it would most likely be serving other areas of Pierce County and not benefit the promotion of Gig Harbor’s reporting hotline. Luckily, Clallam Transit has buses dedicated to specific routes, one of which serves the City of Port Angeles.

The project team decided to place a tail ad on a bus with a route dedicated to the city limits of Port Angeles. A tail ad is considered to be “unavoidable advertising” in which a driver behind the bus will read the ad since it is in their line of sight. The template was modified for the bus ad to have less text and to include the Port Angeles reporting hotline number.
Online Reporting Form
During the background research, we learned that more than 1/3 of the 71 websites evaluated had an online complaint form which allowed citizens to report water pollution 24/7. We also learned from the focus group participants that hotlines that operate during business hours are less desirable than online reporting forms. As a result of these findings, Kitsap County developed an online clickable form, where the citizen can remain anonymous if they so choose. The ferry ad has a QR code so that someone using a Smart Phone can access the complaint form.

Direct Mailer
An 11.5” x 6” direct mail card was sent to a total of 37,034 residents in Kitsap County, Port Angeles and Gig Harbor. They were mailed to residents living in higher density neighborhoods, where there are more impervious surfaces that can pose a higher risk of stormwater pollution.
Thank You.

*We are working hard to keep our waterways safe places to swim, fish, and play. And we know that you are, too. Residents here care about keeping water quality healthy for people and fish. But sometimes accidents happen. We need your help finding them so our experts can minimize the damage to our creeks, lakes, and Puget Sound.*

*Please keep an eye out and call us if you see pollution in our waterways. You can also report online.*

**Print and Online Ads**

West Sound Home and Garden is a lifestyle magazine covering Kitsap County and Gig Harbor and publishes and distributes 28,000 quarterly. The hotline ad was included in the June issue.

An online advertising campaign was coordinated through the Kitsap Sun. Through the month of June, 36,363 impressions were served on Kitsapsun.com, 50,000 on Yahoo mobile, 20,000 on Yahoo desktop, and 1,1740,000 impressions on Facebook with 272 clicks through to the website. In addition, 4 black and white print ads were run in the Kitsap Sun Sunday paper.
**Utility Bills**

Promoting the hotline through the water utility bills was used in this pilot campaign because it reaches a large audience and is a low-cost, or in this case, a no cost option. This option was mentioned in the focus groups. Since few participants noted that some people glance at bill inserts and toss them, we used two different methods other than the standard “insert”.

Our project area has around 10 water purveyors. The Silverdale Water District sends bills to about 6,000 households. The June bill included a message about the hotline on the bill itself, underneath the amount owed.

**Enlarged Message**

Did you know that spills of paint, suds, oil and septic leaks flow into our waterways and ground water? Help protect our drinking water.

Spills happen. Help us find them.

Call Kitsap 1 (360) 337-5777 or visit us online at: pollution.kitsapgov.com

The 2012 annual water quality report is now available to view at: http://www.swd16.org/waterquality/2012_WQR-SilverdaleWA-Final-small.pdf. The Districts has opted for electronic delivery of the report. You will not receive one in the mail. If you would like a copy, please contact our office.

The Kitsap Public Utility District serves approximately 13,000 households. The May bill included a message about the hotline in its two page color flyer that was sent with the bill.

**Kitsap Public Utility District Newsletter**

KITSAP COUNTY WATER POLLUTION HOTLINE

Did you know that spills of paint, suds, oil, and septic leaks flow into our waterways and ground water? Kitsap County has 230 miles of shoreline and numerous creeks and streams that flow into Puget Sound and Hood Canal. If you see a suspicious substance in the water or flowing in drainage ditches or towards a storm drain, it could easily be washed into the waters where we swim, fish, and play. Call or click if you see oil, paint, suds, or sewage in ditches, drains or waterways.

Kitsap 1 (360) 337-5777 www.kitsapgov.com/sswm/reportpollution
Storm Drain Markers
Storm drain markers are durable and have proven to be effective in educating residents about the linkage between storm drains and waterways. A total of 2,500 storm drain markers will be installed throughout Kitsap County and the cities therein. This is in addition to the 4,200 markers of the same design that have been installed throughout the county since 2009.

Banner Displays
Five portable banner displays were created for each jurisdiction within Kitsap County to take to public outreach events. The Spills Happen graphic measures 34” (W) x 78” (H). The banners provide a simple yet eye catching display that can be easily transported and used at events such as fairs and festivals, or they can be used semi-permanently in municipal buildings, libraries, or other public venues.

Dump Smart Cards
The concept of Dump Smart cards was created under a separate Ecology GROSS grant on mobile businesses. As part of our grant, we recreated the Dump Smart cards on paints, pressure washing, and carpet cleaning with the Spills Happen logo and graphic on the back of each card. These cards will be distributed through paint retailers and equipment rental businesses.
Painting Card Front

**PAINTING**

Waste Water Pollutes

ONLY rain down the drain

Allowing paint or painting waste water to enter the storm system is illegal (RCW 90.36.020)

It's your job to prevent waste water from entering storm drains.

**Smart Paint Clean Up**

- Dispose of waste water in a toilet, utility sink, or sewer drain.
- Never wash out equipment or dump waste water on the street, down storm drains or ditches.
- Recycle, return or donate unwanted water-based (latex) paint.
- Please empty or shred latex paint cans in the trash.
- Recycle leftover oil-based paint, and paint thinner, or take it to the Household Hazardous Waste facility: (503) 337-0777

Card Backs

**Smart Pressure Washing Practices**

- When pressure washing try to use only water
- Place a filter over your garden or surrounding nearby storm drains

**If You Spill...It's your responsibility to:**

- Promptly clean up.
- If the spill reaches a storm drain, ditch, or street, contact (503) 337-0777

- Keep a spill kit on hand to deal with spills. Train your employees to use the kit and keep records of employee training.

- Have questions about the proper disposal of waste water? Contact the city or county where your job is located. In Klamath County, call (503) 337-0777.
**Pressure Washing Card Front**

**Carpet Cleaning Card Front**

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**Regional Water Pollution Reporting Hotline Promotion**

**Pilot Campaign Report**
4. Conclusions

- Using a template graphic and tagline contributes to an effective branding of the campaign. The intent is that residents will begin to recognize the graphic and remember the Kitsap 1 hotline and reasons to call.

- We found in the focus groups that photos of pollution were not effective in depicting the pollutant or setting. The decision to use a bold illustration rather than photos resulted in a clearer depiction of the message we wanted to convey – call Kitsap 1 if you see spills of oil, suds, paint or sewage.

- The project uncovered that the existing photos of pollution examples were not sufficiently clear or of high quality to use in a promotional campaign. In the future, we will let field staff know that we are interested in high quality photos of spills, e.g. no shadows, sharp image, proper context. These photos, labeled with the pollutant, can be used on the website to educate the public about which types of spills to report.

- We learned that it’s best to target a few water quality issues rather than try to cover all the pollutants. This approach lends itself to effectively communicating messages about simple behaviors that residents can adopt to make a difference for water quality.

- Evaluation of the baseline water quality complaint data showed that 38% of reports were made by county and city staff. Many agency staff work in the field where they may encounter spills. It was deemed important to regularly train staff to call Kitsap 1 and offer a prompt to remind them of who to call. Some ideas for consideration were vehicle trash bags with the hotline number and tagline, coffee mugs, and vehicle magnets on municipal vehicles. Stainless steel travel coffee mugs were decidedly the best option since most staff would use them in their vehicle. The lifespan of the stainless mugs is significantly higher than trash bags, which would need to be continually replenished.
5. Recommendations

- Continue to tabulate water quality complaints using the excel worksheet template developed for this project. The effects of the pilot campaign promotions can be measured by comparing the baseline data to July 2013 – June 2014 data.

- Hotline staff should continue to ask and record how people heard about the reporting hotline.

- Future residential water quality surveys should include a question about awareness of Kitsap 1 and what types of water quality issues they would be most likely to report.

- Encourage hotline staff to collect anecdotal information about reaction to promotional ads.

- Pursue the option of adopting 311 as the County hotline number and a downloadable app for smartphones to make it easier for residents to report spills and other water quality issues.

- Develop a template graphic that shows the freshwater environment that can be used by jurisdictions that are not on Puget Sound. Include a recreational component, e.g. kayak or standup paddle boarder.

- In future phone surveys, ask where stormwater goes and see if we have been successful in getting an increase over the 50% of residents who have the correct information. Also ask about awareness of Kitsap 1.

- Consider purchasing travel coffee mugs with the Spills Happen logo for the agency field staff, and posters for their break rooms and municipal maintenance shops.