

## Program Area: 4. Community Outreach

### Goal:

Increase lake stewardship and reduce urban impacts through the provision of educational programs and materials to watershed residents, the general public and decision makers on topics related to water quality, source control, and land use and development regulations.

The Community Outreach Program Area aims to protect water quality by encouraging watershed residents and visitors to become stewards of the lake. The focus of this program is to provide stewardship tools that each individual can use to help protect Lake Whatcom. These tools range from lake-friendly gardening practices to picking up pet waste and encouraging people to engage in lake-friendly car washing and maintenance practices.

### Notable Accomplishments:

In 2008, the Lake Whatcom Education Team, comprising staff from the City, County, Sudden Valley Community Association, and WSU Cooperative Extension, was re-established to coordinate and implement community outreach and education programs as part of the Lake Whatcom Management Program.

In 2009, the Lake Whatcom Education Team initiated work on the *Silver Beach Creek Pilot Project* (SBCP). Residents of the Silver Beach Creek watershed were engaged in mail and telephone surveys, focus groups, and community meetings. Results from these activities provided information on existing behaviors, attitudes, barriers, and possible incentives to be used to further develop the SBCP outreach/education program in coordination with members from the community.

For the past few years, the City has engaged in a very successful dog waste disposal campaign using education materials and incentives to encourage pet owners to pick up after their pets and engage in watershed-friendly pet waste disposal practices.

In 2009, WSU Extension conducted two successful pilot Sustainable Landscaping classes in the watershed. Participants in the class received training on a variety of watershed-friendly practices that can be implemented on their properties. In exchange for the free training, participants all implemented on-the-ground changes to improve water quality on their properties and provided various types of outreach to the broader community on water-friendly gardening.

### Reference Documents:

Lake Whatcom Management Program

<http://www.lakewhatcom.whatcomcounty.org/>

City of Bellingham Lake Whatcom website

<http://www.cob.org/services/environment/water-quality/lake-whatcom.aspx>

Puget Sound Partnership Eco Net

<http://www.psp.wa.gov/econet.php>

Watershed Friendly Gardening website

[http://www.lakewhatcom.whatcomcounty.org/asub\\_fldr/gardenkit/INDEX.HTML](http://www.lakewhatcom.whatcomcounty.org/asub_fldr/gardenkit/INDEX.HTML)

**Program Area: 4. Community Outreach**

**Task: 4.1 Improve outreach and participation strategies through staff collaboration**

Period	Responsible Party	Cost Estimate	Status	P Reduction
2010 - 2014	Education Team	\$30,000	Active	None

**Task Objective:** Improve lake stewardship by coordinating staff to deliver accurate and cohesive regional messaging, while increasing participation effectiveness through the sharing of information and resources

**Actions:**

- Coordinate with all partners on new programs to be implemented
- Share information and expertise about existing and new education programs
- Reduce conflicting program messaging to enhance outreach effectiveness
- Serve as a link to larger regional education efforts and resources
- Coordinate and implement education and outreach needs for all Program Areas with related staff and provide resources and materials as needed

**Intended Lake Benefits:** Phosphorus Reduction  Fecal Coliform Reduction  Sediment Reduction  Other

**If other, please describe:** Indirect pollution reduction through an improvement in program implementation, leading to more effective behavior change

**Performance Measures:** Annual report to include:

- 1) Activities/programs created or modified
- 2) Qualitative assessment of Program Area coordination efforts

**Cost Estimates:**

Year	Party	FTEs (\$)	Other	Total
2010	City	0.02 (\$2,000)		\$2,000
	County	0.02 (\$2,000)		\$2,000
	SVCA/WSU	0.02 (\$2,000)		\$2,000
2011	City	0.02 (\$2,000)		\$2,000
	County	0.02 (\$2,000)		\$2,000
	SVCA/WSU	0.02 (\$2,000)		\$2,000
2012	City	0.02 (\$2,000)		\$2,000
	County	0.02 (\$2,000)		\$2,000
	SVCA/WSU	0.02 (\$2,000)		\$2,000
2013	City	0.02 (\$2,000)		\$2,000
	County	0.02 (\$2,000)		\$2,000
	SVCA/WSU	0.02 (\$2,000)		\$2,000
2014	City	0.02 (\$2,000)		\$2,000
	County	0.02 (\$2,000)		\$2,000
	SVCA/WSU	0.02 (\$2,000)		\$2,000
<b>Total</b>		<b>0.3 (\$30,000)</b>		<b>\$30,000</b>

**Program Area: 4. Community Outreach**  
**Task: 4.2 Educate and engage watershed residents and visitors**

Period	Responsible Party	Cost Estimate	Status	P Reduction
2010 - 2014	Education Team	\$150,000	Active/Hold	Indirect

**Task Objective:** Improve lake stewardship by educating and engaging watershed residents and visitors

**Actions:**

- Maintain and improve Lake Whatcom Management Program website
- Provide opportunities for community engagement in program development
- Develop and disseminate quarterly e-newsletter with key messages about lake protection
- Produce and distribute Welcome Packet for new watershed residents
- Update informational signage throughout the watershed
- Identify effective ways to inform and engage watershed visitors
- Review and select applicable programs and materials from the Puget Sound Partnership Eco Net
- Participate in interjurisdictional community events
- Coordinate with local organizations to create appropriate public outreach materials

**Intended Lake Benefits:** Phosphorus Reduction  Fecal Coliform Reduction  Sediment Reduction  Other

**If other, please describe:** Improved lake stewardship by watershed residents and visitors

**Performance Measures:** 1) Timely and accurate information posted on Lake Whatcom Management website  
 2) Annual report to include:  
 Number of subscribers to e-newsletter, responses to surveys, focus group participants, participants in interjurisdictional community events, number of citizens involved in stewardship programs, type and number of education materials produced and disseminated.

**Cost Estimates:**

Year	Party	FTEs (\$)	Other	Total
2010	City	0.1 (\$10,000)		\$10,000
	County	0.1 (\$10,000)		\$10,000
	SVCA/WSU	0.05 (\$5,000)/ 0.05 (\$5,000)		\$10,000
2011	City	0.1 (\$10,000)		\$10,000
	County	0.1 (\$10,000)		\$10,000
	SVCA/WSU	0.05 (\$5,000)/ 0.05 (\$5,000)		\$10,000
2012	City	0.1 (\$10,000)		\$10,000
	County	0.1 (\$10,000)		\$10,000
	SVCA/WSU	0.05 (\$5,000)/ 0.05 (\$5,000)		\$10,000
2013	City	0.1 (\$10,000)		\$10,000
	County	0.1 (\$10,000)		\$10,000
	SVCA/WSU	0.05 (\$5,000)/ 0.05 (\$5,000)		\$10,000
2014	City	0.1 (\$10,000)		\$10,000
	County	0.1 (\$10,000)		\$10,000
	SVCA/WSU	0.05 (\$5,000)/ 0.05 (\$5,000)		\$10,000
<b>Total</b>		<b>1.5 (\$150,000)</b>		<b>\$150,000</b>

**Program Area: 4. Community Outreach**  
**Task: 4.3 Reduce pollution from animal waste**

Period	Responsible Party	Cost Estimate	Status	P Reduction
2010 - 2014	City/County/District	\$30,200	Active/Hold	Direct

**Task Objective:** Reduce pollution resulting from improper disposal of animal waste in the watershed with particular emphasis on proper disposal of dog waste

**Actions:**

- Install additional dog waste bag dispensers in the Silver Beach Creek Watershed area to provide tools for proper handling of dog waste. Stations maintained by City staff and volunteer residents. Site selection will be determined by the results of water quality testing and resident support.
- Encourage proper pet waste disposal and reward behavior changes by offering incentives to dog owners
- Update information and resources for dog owners on the Lake Whatcom website
- Make video presentations available for interested residents
- Create and distribute informational packets to licensed dog owners (when renewing or new)
- Evaluate Bloedel-Donovan’s off-leash dog program
- Explore options to reduce waste from waterfowl and hobby farms

**Intended Lake Benefits:** Phosphorus Reduction  Fecal Coliform Reduction  Sediment Reduction  Other

**If other, please describe:** Increased resident involvement in lake stewardship actions

**Performance Measures:** Annual report to include:

- 1) Number of packets distributed, videos watched, information updated, stations installed and maintained
- 2) Monitor lawns and public spaces for changes in the presence/absence of waste
- 3) Conduct survey of residents to gauge changes in waste disposal practices
- 4) Report on evaluation of off-leash program
- 5) Report on options to reduce waste from waterfowl and hobby farms

**Cost Estimates:**

Year	Party	FTEs (\$)	Capital Costs	Other	Total
2010	City	0.02 (\$2,000)	\$1,000	\$3,200	\$6,200
	County	0.01 (\$1,000)		\$1,200	\$2,200
	District/Other	0.01 (\$1,000)			\$1,000
2011	City	0.02 (\$2,000)			\$2,000
	County	0.01 (\$1,000)		\$1,200	\$2,200
	District/Other	0.01 (\$1,000)			\$1,000
2012	City	0.02 (\$2,000)			\$2,000
	County	0.01 (\$1,000)		\$1,200	\$2,200
	District/Other	0.01 (\$1,000)			\$1,000
2013	City	0.02 (\$2,000)			\$2,000
	County	0.01 (\$1,000)		\$1,200	\$2,200
	District/Other	0.01 (\$1,000)			\$1,000
2014	City	0.02 (\$2,000)			\$2,000
	County	0.01 (\$1,000)		\$1,200	\$2,200
	District/Other	0.01 (\$1,000)			\$1,000
<b>Total</b>		<b>0.2 (\$20,000)</b>	<b>\$1,000</b>	<b>\$9,200</b>	<b>\$30,200</b>

**Program Area: 4. Community Outreach**

**Task: 4.4 Reduce pollution from vehicle washing and maintenance practices**

Period	Responsible Party	Cost Estimate	Status	P Reduction
2010 - 2014	City	\$18,400	Active/Hold	Indirect

**Task Objective:** Reduce the pollution from improper car washing and vehicle maintenance practices

**Actions:**

- Distribute 100 car wash coupons to residents who want to change their car washing habits
- Provide car washing workshop, in the watershed, to model pollution-reducing car washing and water conservation techniques
- Distribute video and follow up discussion questions to high school clubs, science classes and sports teams
- Publish spring newspaper advertisements for watershed friendly car washing and regulation reminder
- Update information and resources on the Lake Whatcom Management Program website
- Conduct survey to measure knowledge and behavior changes
- Explore opportunities for setting up a permanent vehicle washing station in watershed

**Intended Lake Benefits:** Phosphorus Reduction  Fecal Coliform Reduction  Sediment Reduction  Other

**If other, please describe:** Reduce toxins entering lake as a result of improper car washing and maintenance practices

**Performance Measures:** Annual report to include:  
 1) Number of coupons redeemed at car washing facilities  
 2) Number of people attending car washing workshops  
 3) Surveys to identify a reduction in at home car washes using improper car washing techniques, an increase in residents using environmentally preferable commercial car washes, and an increase in residential knowledge of proper car washing techniques  
 4) Results of effort to site a permanent vehicle washing station in the watershed

**Cost Estimates:**

Year	Party	FTEs (\$)	Other	Total
2010	City	0.02 (\$2,000)	\$2,500	\$4,500
	County	0.01 (\$1,000)		\$1,000
	District/Other		PSP Grant (2009) – Coupons purchased \$900	\$900
2011	City	0.02 (\$2,000)		\$2,000
	County	0.01 (\$1,000)		\$1,000
	District/Other			
2012	City	0.02 (\$2,000)		\$2,000
	County	0.01 (\$1,000)		\$1,000
	District/Other			
2013	City	0.02 (\$2,000)		\$2,000
	County	0.01 (\$1,000)		\$1,000
	District/Other			
2014	City	0.02 (\$2,000)		\$2,000
	County	0.01 (\$1,000)		\$1,000
	District/Other			
<b>Total</b>		<b>0.15 (\$15,000)</b>	<b>\$3,400</b>	<b>\$18,400</b>

**Program Area: 4. Community Outreach**  
**Task: 4.5 Reduce pollution associated with landscape practices**

Period	Responsible Party	Cost Estimate	Status	P Reduction
2010 - 2014	WSU Extension	\$15,900	Active/Hold*	Direct and Indirect

**Task Objective:** Increase community, elected officials, and managers' knowledge and use of sustainable landscape practices associated with runoff and phosphorus load reduction on properties.

**Actions:**

- Training: Expand existing and provide various training/education opportunities to residents, businesses and landscapers on sustainable landscape practices including follow-up and support to ensure on-ground changes (e.g. workshops, site visits).
- Demonstration Sites: Use various approaches to enable residents and businesses to see and share examples of sustainable practices (e.g. tours, demonstration sites, movable displays).
- Incentives/Resources: Encourage sustainable practices by promotion of existing and new incentives and resources to encourage use of sustainable practices.

**Intended Lake Benefits:** Phosphorus Reduction  Fecal Coliform Reduction  Sediment Reduction  Other

**If other, please describe:** Community- and environmental health-related benefits

**Performance Measures:** Annual report to include: 1) Results of all measures used to determine the success of the above actions. Measurement techniques will include: post event surveys, participant use of coupons and other incentives, attendance/participation in events, and observation. Not all measurement techniques will be used for all actions.

Criteria used to determine an action's success will include: 1) knowledge about how landscape practices can impact runoff and phosphorus loading to streams and Lake Whatcom and other benefits associated with sustainable landscape practices, 2) on-the-ground changes in landscape practices designed to reduce runoff and phosphorus loading to water bodies, and 3) awareness of and evaluation of the extent to which targeted programs have been implemented and possible changes that may increase program success.

**Cost Estimates:**

Year	Party	FTEs (\$)	Other	Total
2010	City			
	County	0.01 (\$1,000)		\$1,000
	District/Other	0.05 (\$5,000) (WSU Extension)	PSP Grant (2009) coupons \$900	\$5,900
2011	City			
	County	0.01 (\$1,000)		\$1,000
	District/Other	0.05 (\$5,000) (WSU Extension)	undetermined*	\$5,000
2012	City			
	County	0.01 (\$1,000)		\$1,000
	District/Other	undetermined*	undetermined*	
2013	City			
	County	0.01 (\$1,000)		\$1,000
	District/Other	undetermined*	undetermined*	
2014	City			
	County	0.01 (\$1,000)		\$1,000
	District/Other	undetermined*	undetermined*	
<b>Total</b>		<b>0.15 (\$15,000)</b>	<b>\$900</b>	<b>\$15,900</b>

**Program Area: 4. Community Outreach**  
**Task: 4.6 Continue Residential Stormwater Retrofit Program**

Period	Responsible Party	Cost Estimate	Status	P Reduction
2010 - 2011	City/DOE	\$338,471	Active	Direct

**Task Objective:** Decrease stormwater runoff from residential properties in the Lake Whatcom watershed by providing stormwater education and incentives to watershed residents as part of the Residential Stormwater Retrofit Program (RSRP)

**Actions:**

- Conduct stormwater education workshops for watershed residents as part of the Residential Stormwater Retrofit Program (RSRP)
- Eligible residents attending the workshops will qualify for free installation of 95-gallon rain barrels
- Create an informational video on program for advertising on BTV10 and at other events
- Update resources and information on stormwater incentives, codes, and regulations for residents

**Intended Lake Benefits:**      Phosphorus Reduction       Fecal Coliform Reduction       Sediment Reduction       Other

**If other, please describe:** Water conservation

**Performance Measures:** Annual report to include:  
 1) Number of rain barrels installed on number of RSRP project area properties  
 2) Number of gallons of stormwater managed per year using rain barrels

**Cost Estimates:**

Year	Party	FTEs (\$)	Other	Total
2010	City	1.15 (\$115,000)	DOE Grant Funding \$50,286	\$165,286
	County		Grant dependent	
	District/Other			
2011	City	1.15 (\$115,000)	DOE Grant Funding \$58,185	\$173,185
	County		Grant dependent	
	District/Other			
<b>Total</b>		<b>2.3 (\$230,000)</b>	<b>\$108,471</b>	<b>\$338,471</b>

**Program Area: 4. Community Outreach**  
**Task: 4.7 Continue Water Conservation Outreach**

Period	Responsible Party	Cost Estimate	Status	P Reduction
2010 - 2011	City/District	\$170,400	Active	None

**Task Objective:** Decrease city-wide water consumption through water conservation outreach program

**Actions:**

- Develop and implement water conservation education program
- Continue existing public outreach measures including: rain barrel program (workshops and general sales), voluntary metering program, water conservation kit distribution, video and public service announcements, and events.

**Intended Lake Benefits:** Phosphorus Reduction  Fecal Coliform Reduction  Sediment Reduction  Other

**If other, please describe:** Water conservation

**Performance Measures:** Annual report to include:  
 1) Number of rain barrels and water conservation kits distributed  
 2) Number of participants in voluntary metering program

**Cost Estimates:**

Year	Party	FTEs (\$)	Other	Total
2010	City	0.62 (\$62,000)	\$19,700	\$81,700
	County			
	District/Other	0.01 (\$1,000)	\$2,500	\$3,500
2011	City	0.62 (\$62,000)	\$19,700	\$81,700
	County			
	District/Other	0.01 (\$1,000)	\$2,500	\$3,500
<b>Total</b>		<b>1.26 (\$126,000)</b>	<b>\$44,400</b>	<b>\$170,400</b>



**Program Area: 4. Community Outreach**  
**Task: 4.8 Report Toxic Algal Blooms**

Period	Responsible Party	Cost Estimate	Status	P Reduction
2010 - 2014	Data & Educ. Teams	\$15,000	Active	None

**Task Objective:** Alert the public to the presence of toxic algal blooms to avoid harm to recreational users

**Actions: As needed**

- Relay information from LWMP monitoring programs, water treatment plant staff or other sources to the general public regarding toxic algal blooms that are potential health hazards

**Intended Lake Benefits:** Phosphorus Reduction  Fecal Coliform Reduction  Sediment Reduction  Other

**If other, please describe:** Improved tracking and reporting of toxic algal blooms reduces harm to recreational users of the lake

**Performance Measures:** Annual report to include (as needed):

- 1) Timeliness of public information announcements
- 2) Number of algae related health incidents reported

**Cost Estimates:**

Year	Party	FTEs (\$)	Capital Costs	Other	Total
2010	City	0.01 (\$1,000)			\$1,000
	County	0.01 (\$1,000)			\$1,000
	District/Other	0.01 (\$1,000)			\$1,000
2011	City	0.01 (\$1,000)			\$1,000
	County	0.01 (\$1,000)			\$1,000
	District/Other	0.01 (\$1,000)			\$1,000
2012	City	0.01 (\$1,000)			\$1,000
	County	0.01 (\$1,000)			\$1,000
	District/Other	0.01 (\$1,000)			\$1,000
2013	City	0.01 (\$1,000)			\$1,000
	County	0.01 (\$1,000)			\$1,000
	District/Other	0.01 (\$1,000)			\$1,000
2014	City	0.01 (\$1,000)			\$1,000
	County	0.01 (\$1,000)			\$1,000
	District/Other	0.01 (\$1,000)			\$1,000
<b>Total</b>		<b>0.15 (\$15,000)</b>			<b>\$15,000</b>