

# Building Partnerships to Affect Change

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*on behalf of Stormwater Outreach for Regional Municipalities (STORM)*



# STORM Network

- Stormwater Outreach for Regional Municipalities
- Western WA municipal stormwater permittees
- Quarterly meetings
- Annual free symposium
- Website



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# Why network?

- Municipal Stormwater Permit – outreach requirements
- Consistent messaging for mobile population
- “Many hands make light work”
- Collective genius
- Credibility



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# How to organize

- No formal agreements
- Steering committee
- Funding from Ecology + match from jurisdictions
- Engage potential partners
- Focus – strategic plan + work plan



# Working together

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- Don't Drip and Drive
- Natural Yard Care
- Drain Rangers
- Pet Waste
- Mobile Business
- Low Impact Development
- Dumpster Maintenance
- Library of excellent programs
- Permit language



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- Permit requirement
- Awareness campaign
- Regional message to share
- Jurisdictions, non-profits, businesses, state and federal agencies
- Toolkit, open source



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# K-12 Education Resources



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# Behavior Change

- Permit requirement – new in 2013
- Evaluate for effectiveness
- Difference between Phase 1 and Phase 2



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# Fix Vehicle Leaks

## Don't Drip & Drive



### Fix That Leak!

# STORM



Use fewer chemicals in your yard



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# Pick up pet waste

**DOG DOOGITY**  
Propped: Puget Sound: pick up after your dog.

Watch the "Dog Doogity" Video

Default Line  
Names of Dog Doogity

Dog Doogity  
Poop Pickup  
Dance!

Watch Luther and Lola

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**LEARN THE DOG DOOGITY**  
The official dog poop pick up song!

**LYRICS**

LEARN MORE... DOO MORE

Download the "Dog Doogity" video

Download the "Dog Doogity" song!

It's FREE  
We cover  
Stickers!

SHARE

f t

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# What we've accomplished

- 8 years
- Training
- Boosted collective knowledge
- Consistent messaging across jurisdictions
- Credibility
- Shared programs, networking

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# Challenges we face

- Consistent funding and staffing
- Supporting so many required programs
- Outreach isn't a priority
- Coordinating with so many groups doing similar work

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# Where we're going

- STORM Coordinator
- Library of successful programs
- Website
- Working with diverse funders
- Plain language initiatives
- New permit

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# Questions?

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**Thank you!**

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