

**Letter of Intent to  
Submit an NPDES Effectiveness Study Proposal**

*All fields must be completed*

1. Proposed Study Title: WSSOG Education/Outreach Effectiveness Study

2. Short Description of Proposed Study:

The West Sound Stormwater Outreach Group (WSSOG) is pursuing funding to conduct a regional education/outreach effectiveness assessment to determine the effectiveness of targeted BMP marketing campaigns within local communities.

2. What specific Stormwater Management Program condition(s) or other permit condition(s) in the NPDES W. WA. Phase I and/or Phase II Municipal Stormwater Permit does your study address?

Phase I Permit:

Phase II Permit: S5.C.1 and S5.C.2

3. How will this study inform, assess effectiveness and/or support implementation of the specified NPDES permit conditions (e.g., project goal) and future permit conditions?

The study will focus on those BMPs currently being implemented by WSSOG and use social marketing best practices to assess the effectiveness of current E&O efforts. These efforts will advance regional understanding of E&O program effectiveness, guide the next steps for the new permit, and give the public an opportunity to weigh in on outreach efforts. Ultimately the outcomes from this study will influence the next selected BMP for this group and help to define the best outreach plan, tasks and goals to achieve behavior change with the greatest utilization of time, resources and partnership assets.

4. What are the anticipated measurable outcomes or deliverables of this proposed study?

Deliverables include a market assessment of current methods and their effectiveness at promoting behavior change, as well as suggested alternate marketing methods to inform the next phase of campaign development.

5. How does this study advance regional understanding for stormwater management?

This study will identify effective outreach methods and help to identify ways to better inform the public about stormwater issues. Results of this study will inform permittees on ways to improve their outreach efforts for future permit cycles.

6. Applicant(s) Contact Information:

Name: Michelle Perdue

Organization: Kitsap County Public Works

Phone: 360-337-5659

Email: mperdue@co.kitsap.wa.us

7. Permittees you are coordinating with (Provide contact information):

WSSOG is a partnership of municipalities with regional interests in stormwater education and outreach. (Kitsap County, City of Bainbridge Island, City of Bremerton, City of Gig Harbor, City of Port Angeles, City of Port Orchard, City of Poulsbo)

8. Select Stormwater Work Group study category (select all that apply):

- |   |                                    |  |
|---|------------------------------------|--|
| <input type="checkbox"/> Source Control | <input type="checkbox"/> Retrofits | <input checked="" type="checkbox"/> Education & Outreach |
| <input type="checkbox"/> LID            | <input type="checkbox"/> O&M       | <input type="checkbox"/> Other:                          |

Submit LOI to Brandi Lubliner (WA Department of Ecology) via email at [Brandi.Lubliner@ecy.wa.gov](mailto:Brandi.Lubliner@ecy.wa.gov)