

Stormwater Management: Public Education and Outreach

Best Practices White Paper Summary

- People in the Puget Sound area are very aware of stormwater issues and how they relate to the health of Puget Sound. Many are willing to do more and pay more to protect Puget Sound.
- Public education and behavior change programs work: behaviors can be changed and pollutant-inputs to stormwater can be reduced over time.
- Education programs are more successful when they focus on the barriers to specific behavior changes rather than campaigns to increase public awareness. People want to be told what they can do and how to do it, not just made aware of the problem.
- Behavior change programs are more successful when they target specific behaviors and audiences.
- Connecting a change in human behavior with a reduction in pollutants or an increase in stream health is difficult to do.
- The Puget Sound Partnership and King County have developed and implemented indexes that help to identify target audiences and measure behavior change.

Summary prepared by AWC staff, June 2013