

Forming, Storming, and Norming

The creation of STORM:
a Puget Sound regional stormwater consortium to
foster awareness and behavior change

Forming

STORM Drivers

- NPDES Stormwater Permit compliance
- Washington State Department of Ecology Grant
- Build on previous Phase 1 and Phase 2 successes
- Regional coordination: messages, methods
- Permit encouraged regional coordination

STORM Geography

- Puget Sound Focus
- Over fifty-five member jurisdictions:
Stormwater permittees from the Puget Sound Region
- Support other jurisdictions statewide

STORM Structure

| | |
|---------------------------------|-------------------|
| Steering Committee | Core Group |
| Best Practices Committee | BMP Task Force |
| Campaign Committee | Creative Team |

STORM Goals & Objectives

1. **Coordinate regional outreach initiatives**
 - Regional resource sharing
 - Collaborative programming
 - Coordinate with state and regional efforts
2. **Create messages and means**
 - Regional awareness building campaign
 - Foundation for municipal behavior change programs
3. **Promote targeted, measurable actions**
 - Member capacity
 - Program effectiveness
 - Best education practices

Storming

STORM Grant-Funding

1. Washington State Department of Ecology
Centennial Clean Water Fund Grant
2. \$980,000 over three years
3. Scope:
 - Integrated communications plan
 - Social marketing capacity building
 - Awareness campaign
 - Menu of programs
 - Effectiveness measurement

STORM Campaign Elements

- 1. Regional Media Campaign**
 - September launch
 - STORM and Frause consultant team hard at work
- 2. Website**
 - STORM members collaborating on shared website
 - Further BMP messages of media campaign
 - Direct individuals to member programs
- 3. Communications Plan**
 - Integrated communications strategy
 - Frames how STORM, member jurisdictions, and partners will implement ongoing collaborative efforts

Norming

Member Capacity Building & Program Effectiveness

Program Strategy Support

- Evaluation
- Shared Experiences
- Opportunities for Collaboration

Applied Social Marketing

- Group consultation sessions
- Support, collaboration, & technical assistance
- Apply social marketing principles to local programs

Best Education Practices

- Social Marketing and awareness
- Programs
- Message Development
- Evaluation
- Media toolkit

BMP Prioritization & Justification

- Science/social science basis for best management practices
- Ongoing effort

Challenges

1. Rural/urban/suburban audiences
2. Multiple jurisdictions (and bureaucracies)
3. Varied size and scale of jurisdictions
4. Regional reach
5. Non-permittee involvement
6. Multiple BMPs
7. Science foundation for BMPs
8. Funding
9. Group facilitation/dynamics

Achievements

1. Growth as a group - Esprit de corps
2. Convergence on BMPs
3. Funding opportunities
4. Speed of implementation – Momentum
5. Consistent messaging
6. Members thinking in broader geographic terms – part of a larger whole
7. Strength in numbers – critical mass, wisdom of the team
8. Confidence with permit authority

STORM

Stormwater Outreach for Regional Municipalities

