

City of Snoqualmie Stormwater Public Education and Outreach Campaign Plan: Phase 2

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Project background

The City of Snoqualmie initiated a public education and outreach campaign in March 2020 as part of its Stormwater Management Program required by the National Pollution Discharge Elimination System (NPDES) Phase II Municipal Stormwater Permit (Phase II permit).

The campaign began with an online survey to learn about residents' baseline environmental awareness and understanding of stormwater runoff issues. Results from the online survey helped the city identify lawn care as a key issue to focus on in their stormwater public education and outreach campaign. A subsequent behavior change campaign addressed specific lawn care behaviors that could reduce use of fertilizers and pesticides. The evaluation of this campaign showed that education and engagement methods were effective, however the community survey received a low response rate, limiting the significance of the results. The next phase of social marketing campaign strategy builds on previous successful campaign elements, while introducing new methods aimed at boosting participation and generating further valid results.

Campaign plan overview

The purpose of this plan is to continue engagement using the recommendations and findings from the 2020 campaign to identify informational materials and outreach activities that will elevate community awareness and increase engagement around stormwater impacts in their community. This plan includes a strategy, tactics, and schedule for the city to implement a behavior change campaign through a city-led demonstration lawn, a 'pledge' commitment campaign, and seasonally appropriate education materials.

Goals

- Continue to build general awareness about key pollution sources and methods to address and reduce impacts from stormwater runoff.
- Use recommendations and findings from the 2020 community survey to develop education and outreach activities that help reduce behaviors and practices that contribute to adverse stormwater impacts.
- Create stewardship opportunities that encourage greater community engagement in addressing the impacts from stormwater runoff.
- Utilize Community-Based Social Marketing strategies, namely commitments and shifting of social norms.
- Evaluate the effectiveness of campaign measures.

Key issues

Several key issues were identified from the 2020 community survey, listed below. Outreach goals and approaches for each issue are summarized in the following tables. A range of tools and tactics will enable the city to engage with community members around these issues, which are detailed in the *Outreach approaches to address key issues* section that follows.

- Clearly communicate the connection between stormwater pollution and Puget Sound health.
- Reengage community champions to be early pledge adopters.
- Develop tactics that support individual behavior change.
- Create opportunities for residents to choose environmentally-friendly products.
- Work with the ROA to reach majority of City residents
- Leverage a range of communication methods.

Community Based Social Marketing strategy

To support the city's efforts to promote future behavior change among all residents, this plan proposes a combination of outreach efforts:

Central demonstration lawn with signage

The demo lawn will be a tangible example for residents to see what a natural lawn looks like, act as an advertisement from its central location and signage, and show initiative on the city's side. Additionally, the demo lawn could be used for an educational demonstration event.

Falls to Sound Pledge including a displayed yard sign

A 'pledge' to stop using pesticides and fertilizer, or using natural alternatives, along with education on how these individual actions can help water quality on a larger scale. This can create a sense of accomplishment and pride. The yard sign will declare that commitment and act as a prompt within the neighborhoods and ongoing marketing tool of the campaign.

Basin-vs-basin or neighborhood/node "competition"

A low-stakes competition between sections of the neighborhood will create more interest and investment in the campaign and will reflect the communal nature of water quality work, as opposed to a competition between individual households. If possible, the actual sub-basins of the watershed could be used as delineators, providing another chance for education. An incentive for winning can be an 'aerator day' where the City rents an aerator and a Grandpa's Weeder for the neighbors to use, acting as another demonstration opportunity.

Outreach approaches to address key issues

Clearly communicate the connection between stormwater pollution and Puget Sound health.

Survey finding: Stormwater pollution emerged as the environmental issue of most interest (73%) to survey takers, followed by waste disposal, land development, climate change and Puget Sound marine health.

Campaign objective	Approach
• The community considers stormwater pollution an important issue. • The community understands the connection between their individual actions, stormwater, and Snoqualmie River/Puget Sound marine health. • A larger number of community members choose alternatives to toxic products.	• Highlight the interrelation of these issues to bolster the success of educational efforts. • Build off the strong cultural bond community members have to Puget Sound and its animal life (e.g., salmon, orcas, etc.). • Develop a graphic sub-basin map to show “Where does your water go”. • Develop a graphic with a table to show recommended alternatives to lawn practices “Do this not that”.

Reengage community champions to be early pledge adopters.

Survey finding: Eighty-five percent of respondents categorized themselves as somewhat to very informed about stormwater issues, and 98% of respondents noted they are somewhat to very informed about toxins in household and outdoor products.

Campaign objective	Approach
• Community champions are early adopters to the Falls to Sound pledge and display a yard sign.	• Send an email to this group personally to acknowledge their past participation, ask how they have continued their lawn practices, and pitch the pledge. • If possible, community champions give testimony and have their photo taken to act as testimonials in outreach materials.

Develop tactics that support individual behavior change.

Survey finding: The vast majority (92%) of respondents indicated they believe their individual behaviors can improve the health of streams, rivers and Puget Sound.

Campaign objective	Approach
Community members are inspired to take action in their own yard and request a pledge sign.	Provide Falls to Sound Pledge signs that are small, durable, and aesthetically pleasing. Should be minimalist design to create intrigue and curiosity.

Create opportunities for residents to choose environmentally-friendly products.

Survey finding: Over half of respondents noted they use pesticides, fungicides, or algacides on lawn or garden beds at their home or business. In addition, survey participants indicated an interest to have more resources about environmentally friendly products.

Campaign objective	Approach
A larger number of community members report switching to environmentally friendly products.	- Provide education about environmentally-friendly products. - Post signage at demo lawn to bring awareness to where maintenance crews are using safer products. - Offer incentives for natural products in partnership with local hardware store.

Work with the ROA to reach majority of City residents

Interview finding: Multiple interview participants expressed interest in natural lawncare but were hesitant about what the Snoqualmie ROA, a type of homeowner's association, allowed.

Campaign objective	Approach
- Work with ROA leader to allow Falls to Sound pledge signs - Clarify ROA allowances for natural lawn care: - Mowing less (bylaws say 2-week maximum) - Leaving aeration plugs on lawn - Leaving clippings on lawn	- Make initial contact with leadership about the campaign. - Demonstrate to the board what a natural lawn looks like if necessary. - Find where we can meet them; if they won't allow natural lawn care, focus on promoting natural fertilizer only. - Ask for outreach support by sharing campaign in ROA newsletters and social media.

Leverage a range of communication methods.

Survey finding: Respondents in the 35 to 49-year old range noted a preference for electronic communication methods. Older residents often prefer more mailed flyers and communications.

Campaign objective	Approach
• Increase readership of electronic communication methods.	• Outreach will use digital, print, and direct communications tools to reach audiences of various ages and backgrounds.

Audiences

The primary audience for this work includes Snoqualmie residents; specifically Snoqualmie Ridge residents where 75% of city residents live, and the ROA. Content across all activities will focus on aligning the community toward behavior change through building awareness and education. To ensure outreach is accessible to the entire community and encourages engagement from households of all income and age levels, various tool and tactics will be implemented, detailed in the outreach strategy section below. We recommend asking the ROA and/or local schools if they are aware of language needs other than English and translate materials if the need arises.

Demographics snapshot¹

Population: 14,121

Race and Hispanic origin

- White alone: 72%
- Black or African American alone: 1.2%
- American Indian and Alaska Native alone: 0.6%
- Asian alone: 13.4%
- Native Hawaiian and Other Pacific Islander alone: 0.1%
- Two or More Races: 10.9%
- Hispanic or Latino: 1.6%
- White alone, not Hispanic or Latino: 70.2%

Housing

- Homeownership rate: 84.4%
- Median gross rent: \$3,090

Families and Living Arrangements

- Average Household size: 3.35

¹ As of August 8, 2025. Source:

https://data.census.gov/profile/Snoqualmie_city,_Washington?g=160XX00US5365205

- Language other than English spoken at home: 16.1%
- Spanish: 0.9%
- Asian and Pacific Island languages: 8.7%
- Other Indo European: 6.0%

Education

- High school graduate or higher: 98.3%
- Bachelor's degree or higher: 67.1%

Income and poverty

- Median household income: \$197,531
- Persons in poverty: 0.4%

Outreach tools/tactics feedback mechanisms

The impact and efficacy of outreach will ultimately be reflected in increased awareness and behavior change among Snoqualmie residents around stormwater issues. During and after the outreach process, the impact of outreach tools and tactics can be measured by collecting digital analytics, tracking notifications, gathering comments. In addition, pre- and post-campaign surveys will allow the city to strategically assess behavior change and gather qualitative feedback. Outreach tools and tactics are listed below.

Online engagement tools	Feedback mechanisms
• Website including pledge sign-up form • Opt-in City e-newsletters/emails • Snoqualmie Ridge ROA newsletter • Social media (including co-promotion/partnerships with ROA, community organizations, local businesses) • Videos (focus on developing a video on the community's role in reducing stormwater pollution to the Public Works videos.) • Blog posts • Media outlet ads • Radio PSAs or media interviews	• Number of website/blog visits; newsletters/ emails opened • Number of posts and views (social media/video) • Digital analytics for media ads
Direct engagement	Feedback mechanisms
• Outreach at community events such as Snoqualmie Days, 4th of July, any ROA events • In-person pop-up event "Aerator Day" for pledge winners • Partnerships with local hardware/gardening/equipment rental	• Number of and participation in activities • Number of and types of questions/comments collected during outreach campaign

Print materials	Feedback mechanisms
• Mailed flyer or utility bill insert • Project flyer or poster • Demo lawn site & signage • Falls to Sound Pledge yard signs	• Number of and frequency of mailer • Number of QR scans from signs and flyers • Number of signs requested • Number of and analytics for amount of pledge adoptees

Resources
• Small City park demonstration area; labor, material, and equipment for maintenance of demonstration lawn

Anticipated project schedule

This plan covers outreach during a four-year cycle from 2025 to 2029 as required by the Phase II permit. Outreach planning will continue throughout July & August to enable city staff to begin to implement the plan no later than September 1, 2025.

Information and feedback about outreach activities will be collected throughout the outreach process, but the final outreach phase will focus on collecting and synthesizing feedback to understand the impact and measure success of outreach efforts.

Dates	Outreach phase	Activities
Summer- Fall 2025	Phase 2: Outreach Planning	• Develop, review Campaign Plan • Finalize Campaign Plan
September 1, 2025	Implementation Begins	• Submit final Campaign Plan to City, begin campaign implementation
Fall 2025	General Outreach	• Reengage with trial participants with reminders around best practices, and to gauge interest in continued participation (potential testimonial) • Engage Snoqualmie Ridge ROA on policy, planned campaign, and partnership • Update general pollution prevention education materials and create specific campaign materials • Launch webpage with general education info • Message fall lawn care through City channels • Begin layout, signage, and construction of demo natural lawn patch at Snoqualmie Community Park
Spring 2026	Pledge Kickoff	• Announce “Falls to Sound” pledge and neighborhood competition

Dates	Outreach phase	Activities
		Message spring lawn care
Fall 2026	Pledge Winners	- Announce competition winner and host 'Aeration Day' for them - Message fall lawn care
Winter 2026-2027	Evaluation Period	Compile data and measure success
Spring 2027	Pledge Kickoff	- Repeat Falls to Sound pledge and competition - Message spring lawn care
Fall 2027	Pledge Winners	- Announce competition winner and host 'Aeration Day' for them - Message fall lawn care
2028	Collect, assess, measure outreach impacts	Develop evaluation report of outreach activities
March 31, 2029	Permit II ending	Submit final evaluation of Phase 2 campaign

Roles and responsibilities

The following describes a division of general implementation roles and responsibilities to support the campaign strategy.

City of Snoqualmie

- Contact community champions, ROA, and community organization contacts for partnership
- Manage and implement outreach activities, including scheduling outreach activities and coordinating digital media and events
- Send all notifications for outreach
- Track reporting on public education and outreach campaign following templates and practices established by the evaluation team

Consultant team

- Finalize Community Involvement Plan and Behavior Change Campaign materials
- Develop community surveys (as needed, determined in coordination with the city)
- Provide city with outreach planning documents and campaign materials copy
- Design and coordinate production of campaign materials
- Assist with outreach activities as needed