



July 7th, 2020

City Council Presentation

Kim Jones
Surface Water Specialist

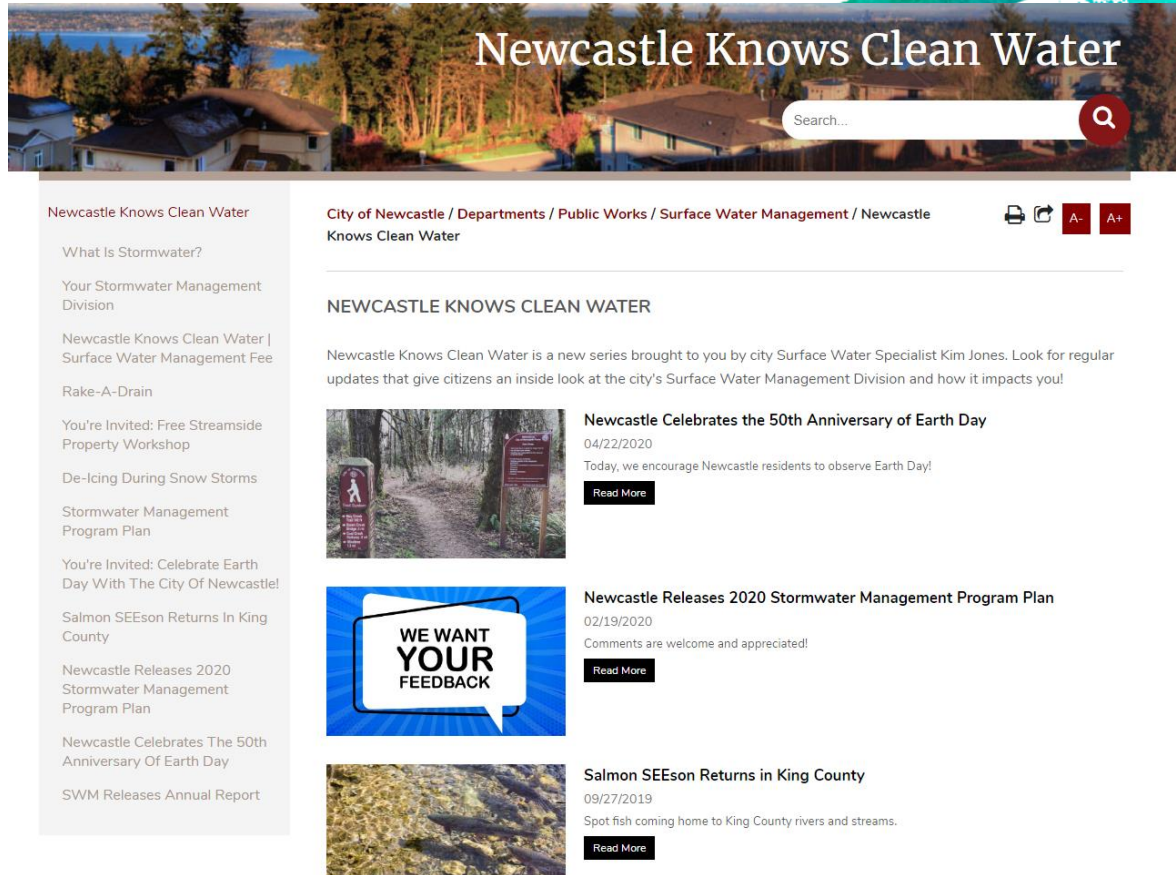


Presentation Outline:

- × Education and Outreach Requirements**
 - × 2019 Survey**
- × Upcoming Source Control Requirements**
- × Other Upcoming Requirements**

Education and Outreach- General Awareness

- Education and outreach program designed to:
 - Build general awareness about how to address and reduce stormwater pollution
 - Effect behavior change to reduce or eliminate behaviors or practices that cause stormwater impacts or pollution
 - Create stewardship opportunities for citizens
- Newcastle targets the general public and we focus outreach on general impacts of stormwater on surface water.



Newcastle Knows Clean Water

City of Newcastle / Departments / Public Works / Surface Water Management / Newcastle Knows Clean Water

NEWCASTLE KNOWS CLEAN WATER

Newcastle Knows Clean Water is a new series brought to you by city Surface Water Specialist Kim Jones. Look for regular updates that give citizens an inside look at the city's Surface Water Management Division and how it impacts you!

Newcastle Celebrates the 50th Anniversary of Earth Day
04/22/2020
Today, we encourage Newcastle residents to observe Earth Day!
[Read More](#)

Newcastle Releases 2020 Stormwater Management Program Plan
02/19/2020
Comments are welcome and appreciated!
[Read More](#)

Salmon SEEs Returns in King County
09/27/2019
Spot fish coming home to King County rivers and streams.
[Read More](#)

What Is Stormwater?

Your Stormwater Management Division

Newcastle Knows Clean Water | Surface Water Management Fee

Rake-A-Drain

You're Invited: Free Streamside Property Workshop

De-Icing During Snow Storms

Stormwater Management Program Plan

You're Invited: Celebrate Earth Day With The City Of Newcastle!

Salmon SEEs Returns In King County

Newcastle Releases 2020 Stormwater Management Program Plan

Newcastle Celebrates The 50th Anniversary Of Earth Day

SWM Releases Annual Report

WE WANT YOUR FEEDBACK

Education and Outreach- Behavior Change

NEW
REQUIREMENT

- No later than February 1, 2021 we must follow social marketing practices and methods to develop a campaign, tailored to the community, for a new target audience and BMP behavior change strategy
 - Implement campaign by April 1, 2021
 - Evaluate and report on campaign by March 31, 2024
 - Use the results of the evaluation to continue directing effective methods and implementation of the ongoing behavior change program.

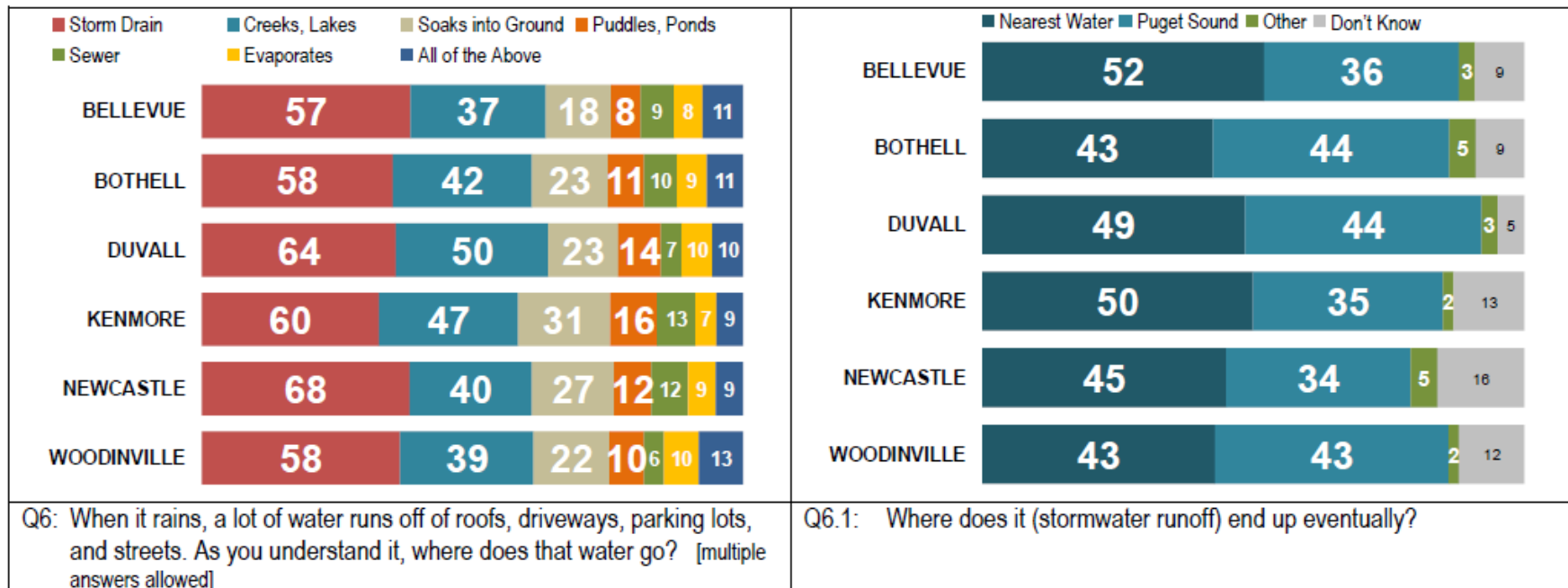


2019 Stormwater Awareness, Attitudes & Behavior Survey of Residents

- Worked with the cities of Bellevue, Bothell, Duvall, Kenmore and Woodinville to conduct a telephone and online survey of residents
- Many participating cities conducted this survey in 2012
- Although Newcastle did not conduct survey in 2012, we can use historical data from our neighbors to see how regional knowledge has changed over the last 9 years
- Survey consultant used a mixture of telephone interviews and online questionnaires to collect data
- **Newcastle received a King Conservation District Member Jurisdiction Grant to pay for the survey!**
- Topics included: Awareness and concern about water pollution and awareness of contributors to local water pollution; Yard care practices; Vehicle maintenance; Pet waste; Perceived efficacy of various mitigation strategies

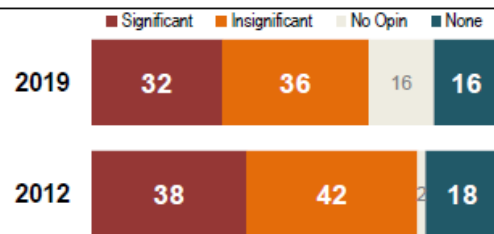
Stormwater Awareness

4: Where Does Runoff Water Go?



Overall, more respondents said the runoff ended up in the nearest water than in Puget Sound.

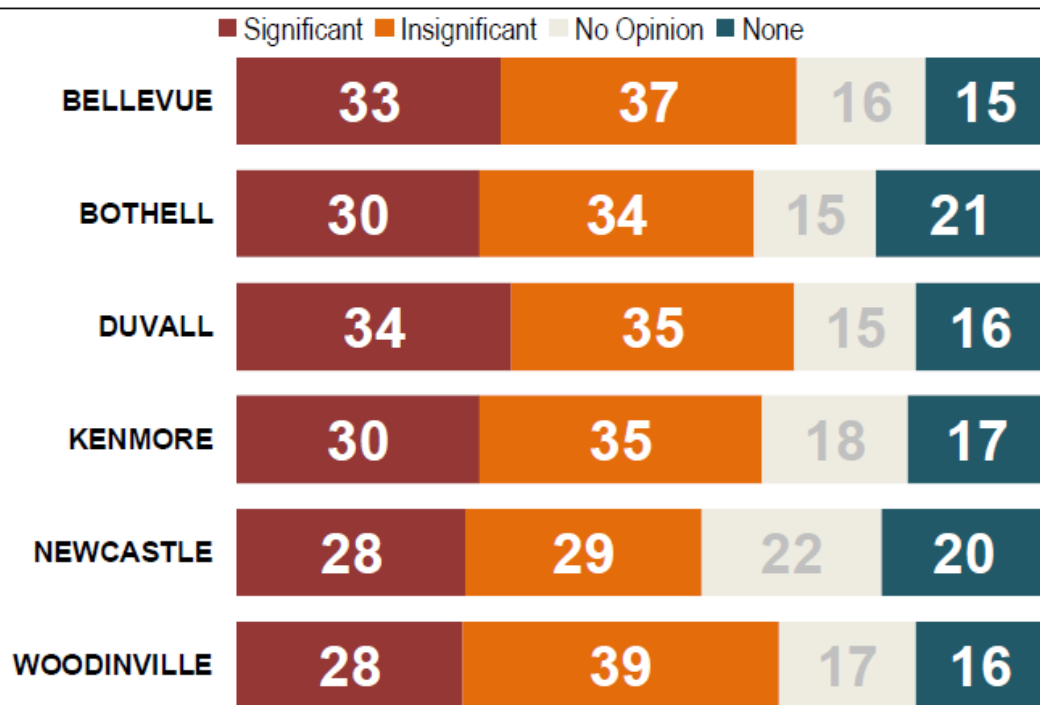
- There is some ambiguity in the wording (“eventually”) and structure of this question, so these results should not be taken as definitive.

*Stormwater Awareness***3: Can Personal Actions Affect Health of Local Waterways?**

Somewhat fewer believe their actions can affect health of local waters, compared to 6 years ago.

Most likely to say they had a significant impact were:

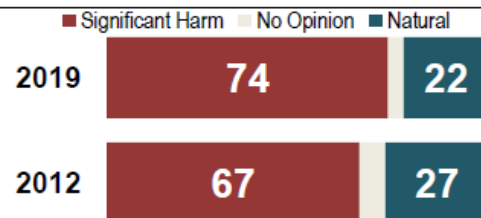
- Residents in single family homes (32%) and condos (33%) compared to townhouse (23%) or apartment dwellers (25%);
- Those age 36-50 (33%) and 51-64 (39%) compared to those under 35 (25%) and over 65 (20%);
- Women (34%) v. men (28%);
- Those with incomes over \$100,000 (33%).



Q5: To what degree do you believe that actions you and your family take affect the health of local streams, lakes, and rivers? Would you say your household has...

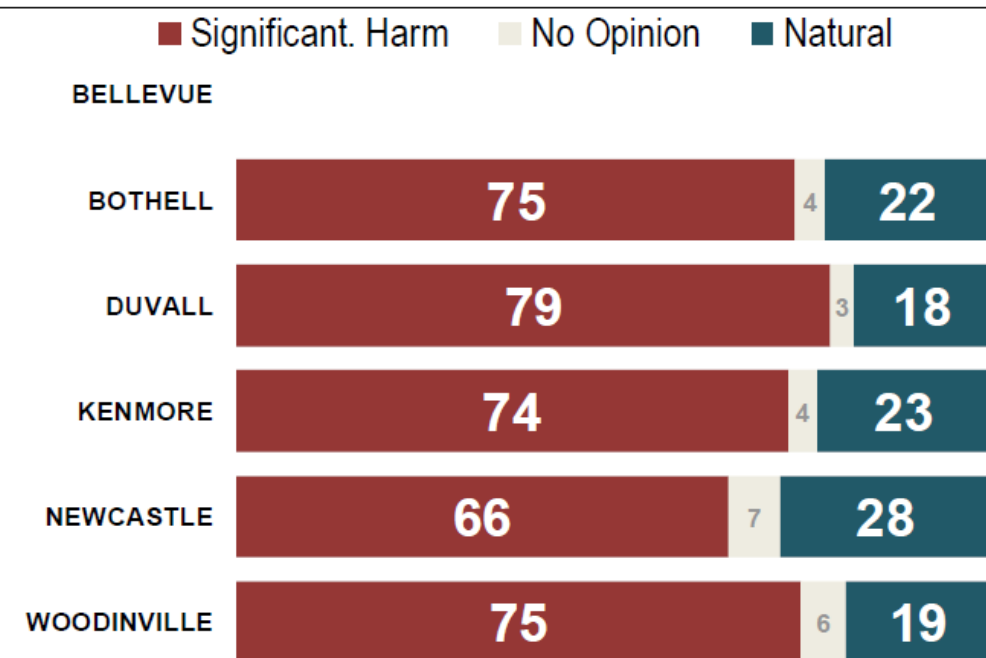
Stormwater Awareness

5: Level of Harm Caused by Runoff



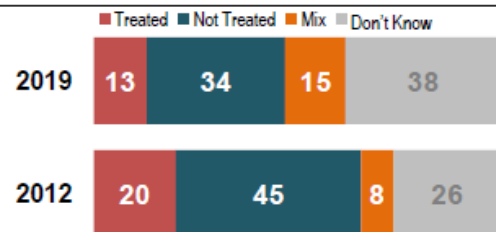
3 in 4 believed that runoff has "significant harmful effect" on local waters.

- The likelihood of saying "significant harm" went up with education, from 63% of those with no college, to 72% of those with some college and 78% of those with a college degree.
- Most likely to say "significant harm" were those with incomes of \$100-125,000 (79%).



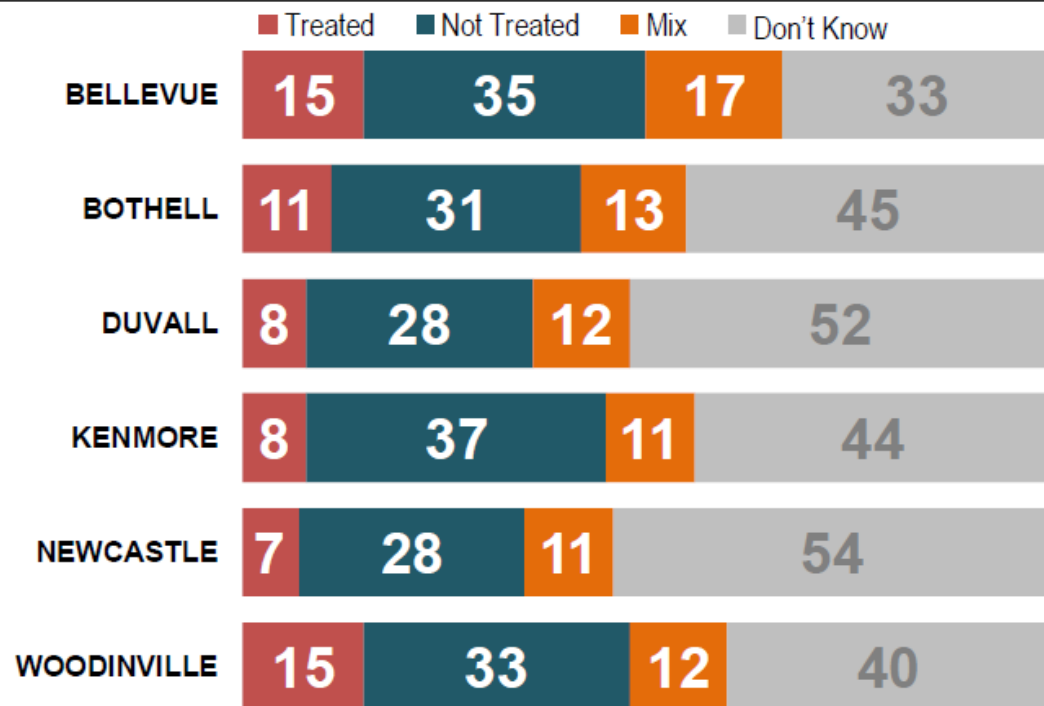
Q7: Which of the following views is closest to your own opinion about the impact of stormwater.

- Stormwater runoff has a significant harmful effect on water quality in local streams, lakes and rivers.
- Stormwater runoff is part of the natural way of things. Any harm to water quality from stormwater is not enough to worry about.

*Stormwater Awareness***6: Is Stormwater Treated?**

More uncertainly about whether or not stormwater is treated compared to 6 years ago.

- Beyond the differences by city, the other significant difference was that those with a high school education were more likely than those who had gone to college to say that stormwater was treated (22% v. 8%).



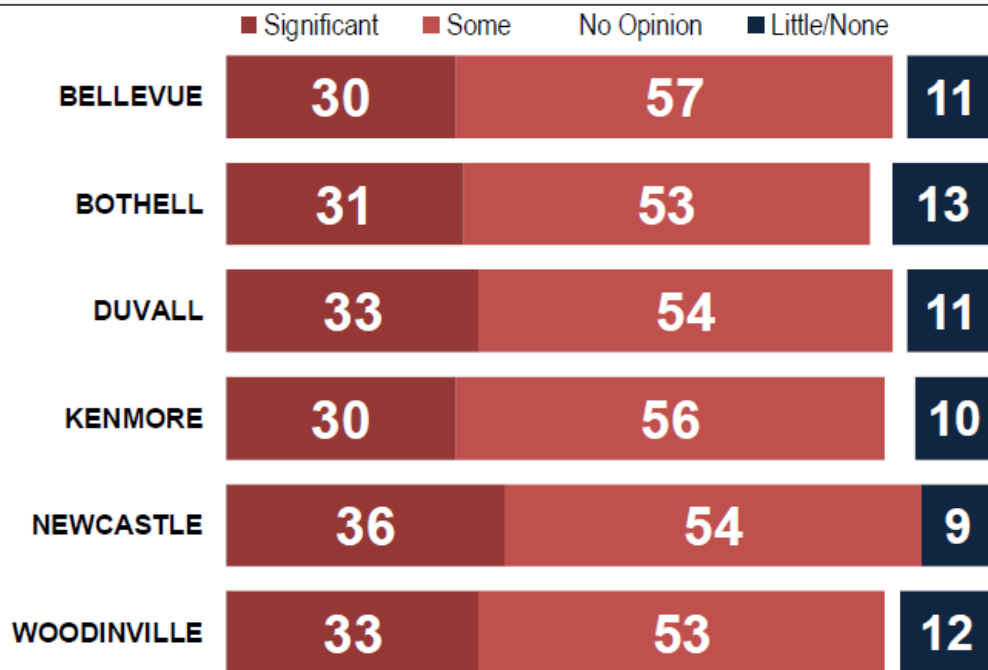
Q8: To the best of your knowledge, is runoff water in <CITY> treated before it goes back into local waters? Or is runoff water not treated?

*Sources of Water Pollution***17: Do Leaking Dumpsters Contribute to Local Water Pollution?**

No comparative data

1 in 3 believed that leaking dumpsters contribute significantly to water pollution.

- Residents in townhouses (44%) and apartments (37%) were more likely to say "significant" than those in single-family houses (29%).



Q9i Now I'm going to read you a list of things that can get washed from towns and neighborhoods into lakes, streams and Puget Sound. As I read each one, tell me whether you think that is: 1) a significant source of local water pollution; it may contribute some small amount; or 3) Does not contribute enough local water pollution to worry about.

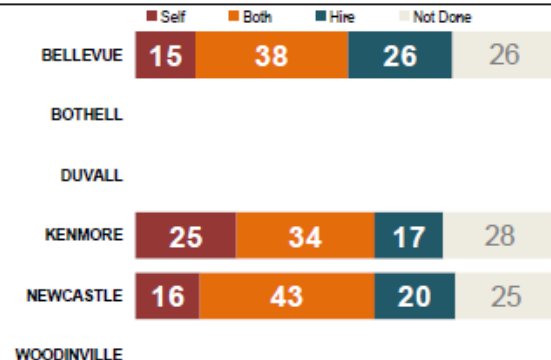
Leaking liquid from dumpsters

Household Tasks

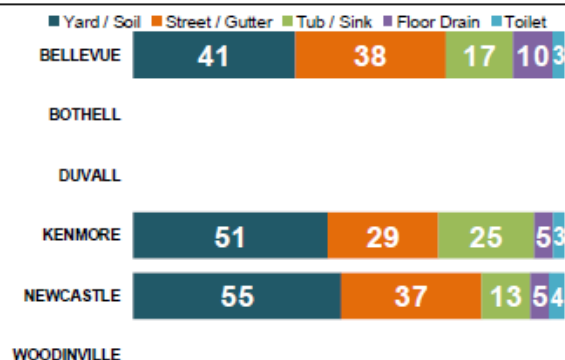
Who Performs the Task?

Q10e: Exterior painting.

- Most of those who did exterior painting did at least some of it themselves.
- They were equally divided over whether the wastewater went into the yard or into the street and gutter.

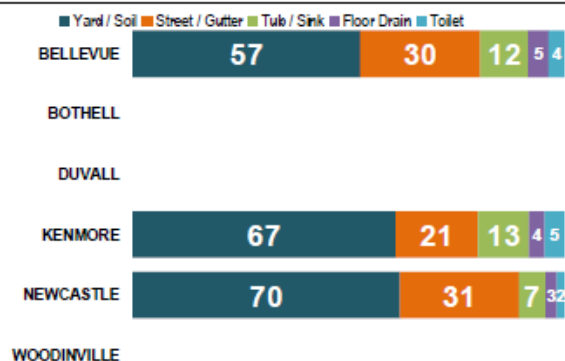
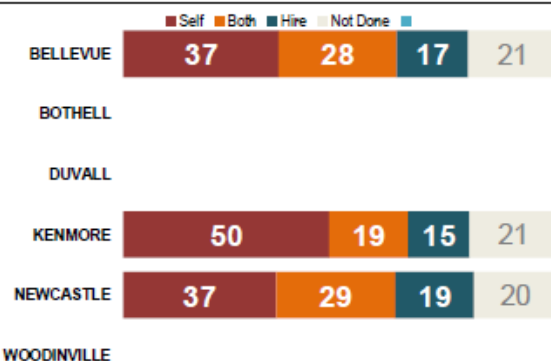


Where Does the Water Go?



Q10h: Exterior window washing.

- Most of those who did exterior window washing did at least some of it themselves.
- Most said the water went into their yard.



2019 Stormwater Awareness, Attitudes & Behavior Survey of Residents

- Data helps us tailor our programs to meet Newcastle residents where they are at and address residents' knowledge gaps
- Thank you partner cities Bellevue, Bothell, Duvall, Kenmore and Woodinville!
- **Thank You KCD Member Jurisdiction Grant!**

Source Control Program for Existing Development

NEW
REQUIREMENT

- Implement a program to prevent and reduce pollutants in runoff from areas that discharge to the stormwater system:
 - Conduct inspections of businesses
 - Require businesses to implement **operational source control BMPs**, and if necessary, **structural source control BMPs** and/or **treatment BMPs/facilities** to eliminate existing pollution sources and prevent new pollution
 - Practices to reduce polluted runoff from pesticides, herbicides, and fertilizers used at sites identified in the inventory



Source Control Implementation Timeline

NEW
REQUIREMENT

- **August 1, 2022**
 - New city ordinances
 - Inventory of businesses that have the potential to generate pollutants and other pollutant generating sources, based on complaint response, such as: home businesses and multi-family.
- **January 1, 2023**
 - Implement a program for inventoried sites
 - Inspect 20% of the inventory each year
 - Inspect 100% of sites that we receive complaints about
 - Provide all sites with a business address information about pollution prevention sources BMPs
 - Require sites to comply, implement a progressive enforcement policy Train inspection staff and establish an ongoing training program

Businesses & Activities that are Potential Sources of Pollutants

Group Description	SIC Major Group	SIC Industry Group No.	NAICS Major Group
Support Activities for Animal Production		074, 075	1152xx,
Construction of Buildings	15		236
Heavy and Civil Engineering Construction	16		237
Specialty Trade Contractors	17		238
Beverage, Food, and Tobacco Manufacturing	20		311, 312
Wood Product Manufacturing	24		321
Paper Manufacturing	26		3221xx, 3222xx
Printing and Related Support Activities	27		323
Chemical Manufacturing	28		325
Petroleum and Coal Products Manufacturing	29		3241xx
Plastics and Rubber Product Manufacturing	30		326
Leather and Allied Product Manufacturing	31		316
Nonmetallic Mineral Product Manufacturing	32		327
Primary Metal Manufacturing	33		331
Fabricated Metal Product Manufacturing	34		332
Machinery, Computer, and Electronic Product manufacturing	35		333, 334
Electrical Equipment, Appliance, and Component Manufacturing	36		335
Transportation Equipment Manufacturing	37		336
Rail Transportation	40		482

Example Inspections



How will we accomplish this?

- Learn from other cities that have existing source control programs
- Participate in regional networks: Business Inspection Group “BIG”; Regional Study to Develop and Refine Source Control Inspection Programs
- Take an education and outreach approach
- Let them be a part of the process to reach compliance
 - Allow businesses to develop innovative solutions



Additional Upcoming Requirements

- Stormwater Planning
 - Convene inter-disciplinary team to inform and assist in the development of program
 - Coordinate with long-range planning updates
 - Assess and document barriers to Low Impact Development, update codes as needed
- Stormwater Management Action Planning
 - Assess receiving waters and create a watershed inventory
 - Prioritize and rank watersheds
 - By March 31, 2023, create a Stormwater Management Action Plan for at least one high priority watershed that includes:
 - A description of stormwater retrofits needed
 - Land management strategies or actions needed for water quality management
 - Targeted, enhanced or customized implementation of stormwater management actions
 - Proposed implementation schedule and budget



Questions?

Kim Jones

KimJ@newcastlewa.gov