

80a – Behavior Change Campaign Strategy and Schedule

Strategy

Program: Adopt a Storm Drain

Developed by Hamline University using Community Based Social Marketing (CBSM) methodology and tested in the Minneapolis/St. Paul area, the Adopt a Storm Drain (AAD) program is designed to change the behavior around storm drain care by the nearby resident. The action is to clean up leaves, sediment and debris around the drain and report the amount back to the utility through a web-based portal.

Hamline University designed the program over five years using many CBSM tools and strategies. The program is successfully implemented in the Minnesota area. Hamline University's intention is to share this program with other utilities across the country. New Jersey and the Puget Sound area of Washington are both participating.

Seattle's strategy is to modify the Hamline AAD program outreach tactics and supporting materials to focus our engagement on historically underserved communities. Seattle intends to translate materials and adapt tactics for our focus audience.

Seattle conducted a preliminary review of the program with the Department of Neighborhoods' Community Liaisons (CLs). This cohort of professionals represent diverse communities including Spanish, Vietnamese, and Somali. This cohort will be consulted as we translate the materials and modify engagement strategies before the program is rolled out in Seattle.

Evaluation Metrics

- Number of people who sign up
- Number of storm drains adopted
- Percent reporting rate
- Pounds of debris removed
- Participant feedback / engagement through survey and communication (what do we want to track over time?)
- Demographic / geographic metrics (how do we get this?)
- Drain work orders trends

Schedule

Activity Overview	Milestones	Timeframe
Approval to move forward with Hamline Adopt A Storm Drain Program Membership	<ul style="list-style-type: none"> Presentations to LOB leadership resulted in confirmation for program need and budget 	Q3 2020
Review Hamline Program Design with DON Community Liaisons	<ul style="list-style-type: none"> Conducted meetings, captured feedback, and produced final report 	Q3 2020
Seattle IT Review	<ul style="list-style-type: none"> Privacy and security review approved 	Q4 2020
2021		
Adopt A Storm Drain Membership Contract	<ul style="list-style-type: none"> Three-year Agreement Signed 	Q1
Coordinate with Seattle IT to provide storm drain GIS data	<ul style="list-style-type: none"> Adopt A Drain Website is updated with Seattle drains 	Q1
Review program design with Community Liaisons and identify if/how	<ul style="list-style-type: none"> Decide focus audience Translate / transcreate outreach materials and strategy for pilot 	Q1 2021
Confirm strategy for launching program and pilot with focus audience and past adopters	<ul style="list-style-type: none"> Design strategy centered on focus audience Include appx 125 adopters from the past program Do a “pilot launch” and evaluate results 	Q2
Update strategy as informed by evaluation of “pilot launch” and confirm strategy to promote program on a wider scale	<ul style="list-style-type: none"> Evaluate and adapt program as needed Promote program during Sept. Puget Sound Starts Here month 	Q3
Program is fully operational	<ul style="list-style-type: none"> Support Leaf Free Drains message Collect Adopter reports Evaluate program and adaptively manage 	Q4

2021 Roll out details by month:

February/March – Update the website with Seattle GIS drains to be adopted (do not include arterial drains); start CL review of materials to prep for transcreation/translation.

March – Identify focus audience for pilot launch in April; work with CL from focus community to set goals and prepare outreach materials and strategy to launch pilot.

April – Launch pilot (track performance based on the goals set at beginning of pilot).

May – Evaluate pilot.

June – Review pilot findings and adapt strategy and outreach materials based on the findings.

July – Transcreate/translate into other languages based on CL review and recommendations.

August – Prepare materials and launch to rest of Seattle.

September – Launch program City-wide as part of Puget Sound Starts Here month.