

Outreach & Education Services DWW Strategy and Governmental Affairs Division

Presentation to SPU Creeks, Drainage and Wastewater
Advisory Committee
May 23, 2018

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DWW Education & Outreach Services

- E&O Program Overview
- 2018 Program Assessment



What we do

We engage utility customers in volunteer, education, and financial assistance programs that leverage community resources to achieve business goals.



Why we do it

- Regulatory and City policy mandates
- Effective public actions
- Utility operating and capital costs



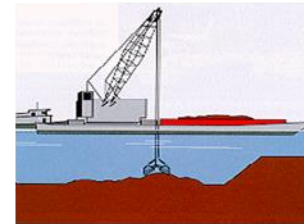
Flow



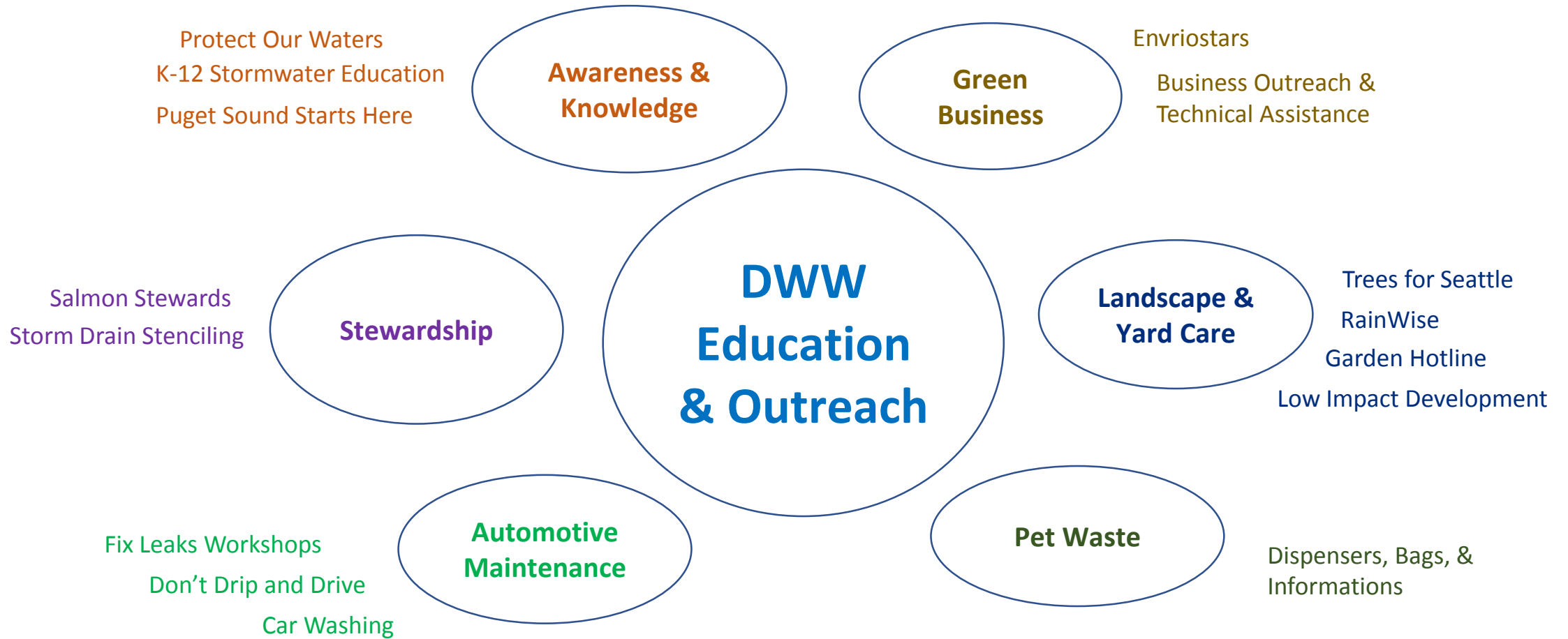
Water
Quality



Habitat



Sediment
Quality



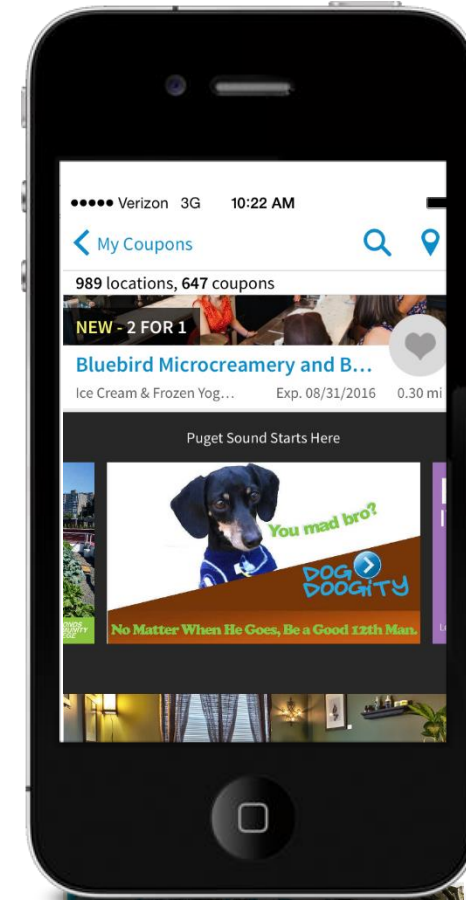
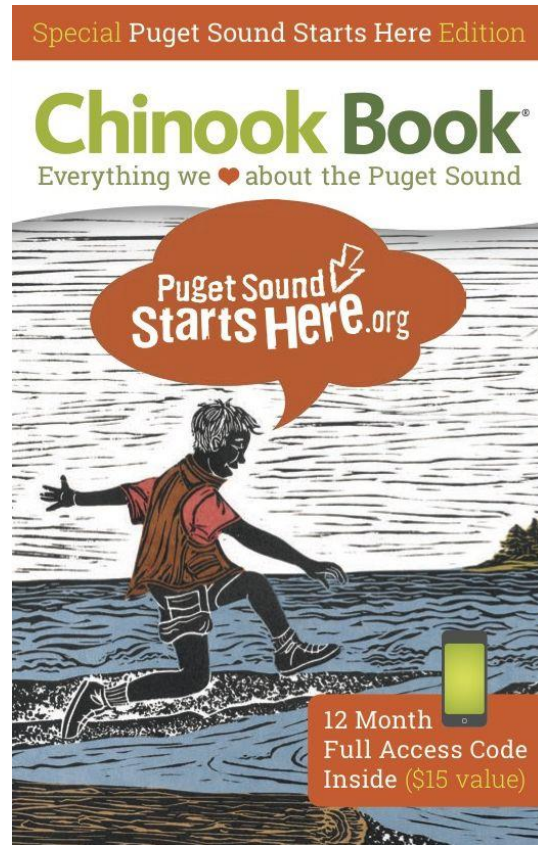


Youth Education: Raising awareness to promote behavior change



Protect our Waters: Waterway Protection Pledge and Chinook Book Incentive

**PROTECT OUR
WATERS**



**Storm Drain Stenciling:
engaging communities to
reinforce only rainwater goes
down storm drains**



Automotive maintenance: local engagement and regional collaboration



Pet Waste: Dispensers and Education





Garden Hotline: Free expert advice

Trees for Seattle: Growing Seattle's trees for a livable, healthy City



RainWise

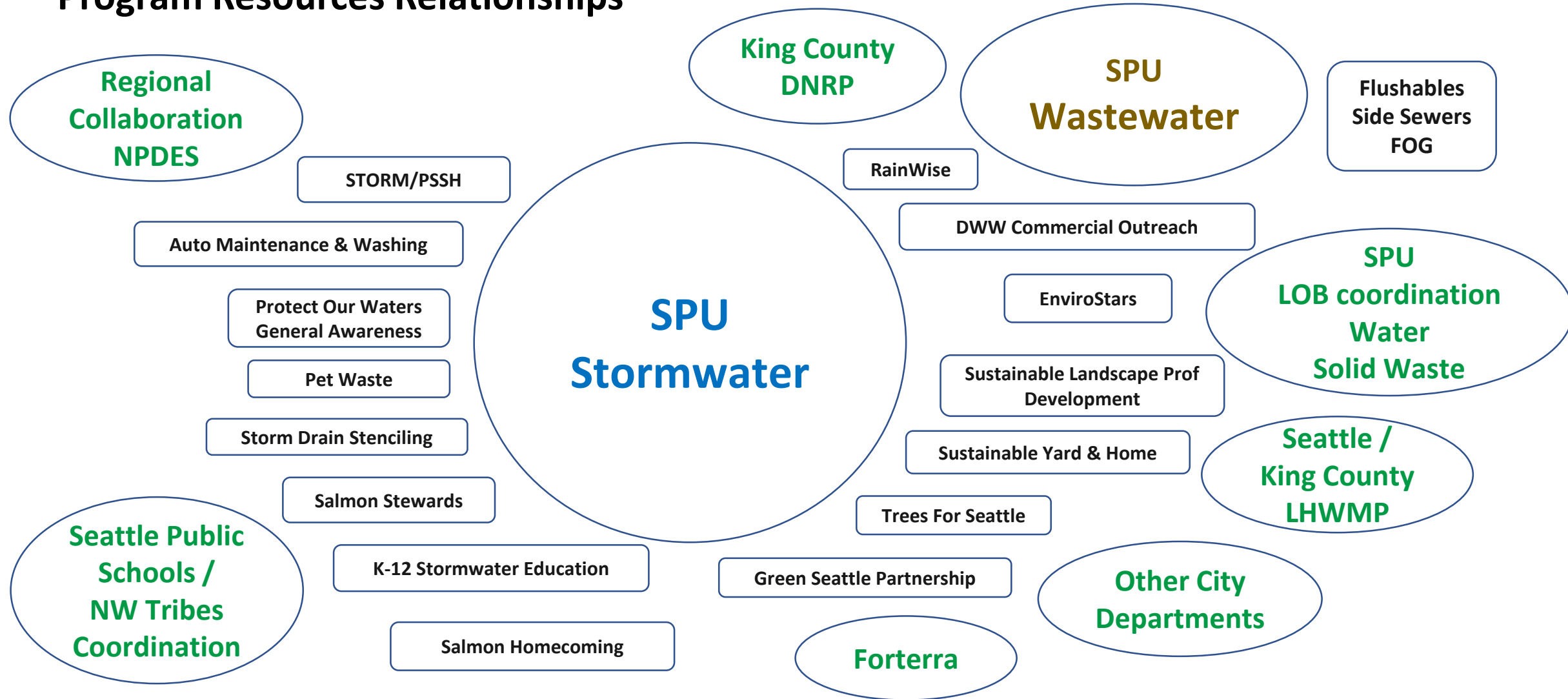
Customer installed rain gardens and cisterns



Envirostars Regional Green Business Program: One Name, One Door, One Pitch



Program Resources Relationships



Education & Outreach Programs Assessment Project



Assessment Project Objectives

- Provide a description of current programs and answer key questions
- Analyze service delivery methods – identify areas for improvement
- Look at programs using a race and equity lens
- Benchmark our work with peer jurisdictions



Key Assessment Questions

For each E&O program:

- What are we doing?
- Why do we do it?
- Who does it serve?
- How much do we invest?
- How do we measure success?
- How successful are we?
- What are peer Utilities doing to accomplish the same purpose?

Process & Tools

- Logic Model
- Engagement Ladder
- Geographic Mapping
- Demographic Information



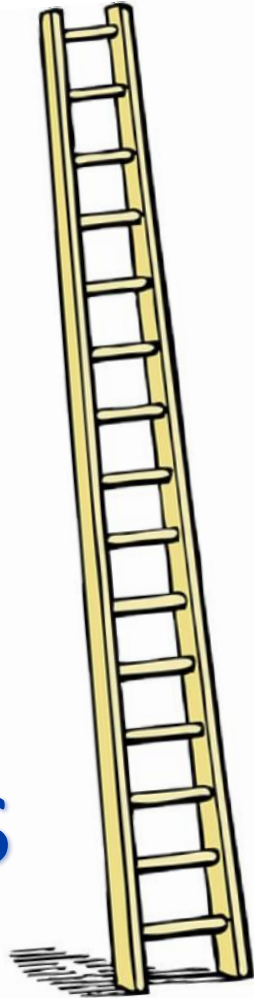
Logic Model

Goal/Objectives	Resources	Activities	Outputs	Outcomes/impacts
What is program aiming to achieve	What resources go into a program	What activities the program undertakes	What is produced through those activities	The changes or benefits that result from the program



Engagement Ladder

Owning
Acting
Following
Awareness



Seattle.gov
Mayor Jenny A. Durkan

Seattle Public Utilities
Mami Hara, General Manager/CEO

SERVICES | ENVIRONMENT & CONSERVATION | CONSTRUCTION & DEVELOPMENT | BUSINESS & KEY ACCOUNTS

MANAGEMENT | STRATEGIC BUSINESS PLAN | SPU & THE ENVIRONMENT | CAREERS | SPU & THE COMMUNITY | MEDIA | CONTACT US

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Creeks, Drainage and Wastewater Advisory Committee

The Creeks, Drainage and Wastewater Advisory Committee (CDWAC) members provide input on SPU's programs, policies and projects related to water and wastewater utilities, stormwater, combined sewer overflow, urban streams, and habitat.

ADVISORY COMMITTEES

- CREEKS DRAINAGE/WASTEWATER
- MEMBERS
- MEETING SCHEDULE & NOTES

12,000 RAIN GARDENS in Puget Sound

About Rain Gardens | Build a Rain Garden | Resources | Habitats

Resource Library

- GSI Maps
- Incentives
- RainWise Access Grant
- RainWise Pilot Access Loan (RPAL)
- GSI Mini Grants
- RainWise Rebates

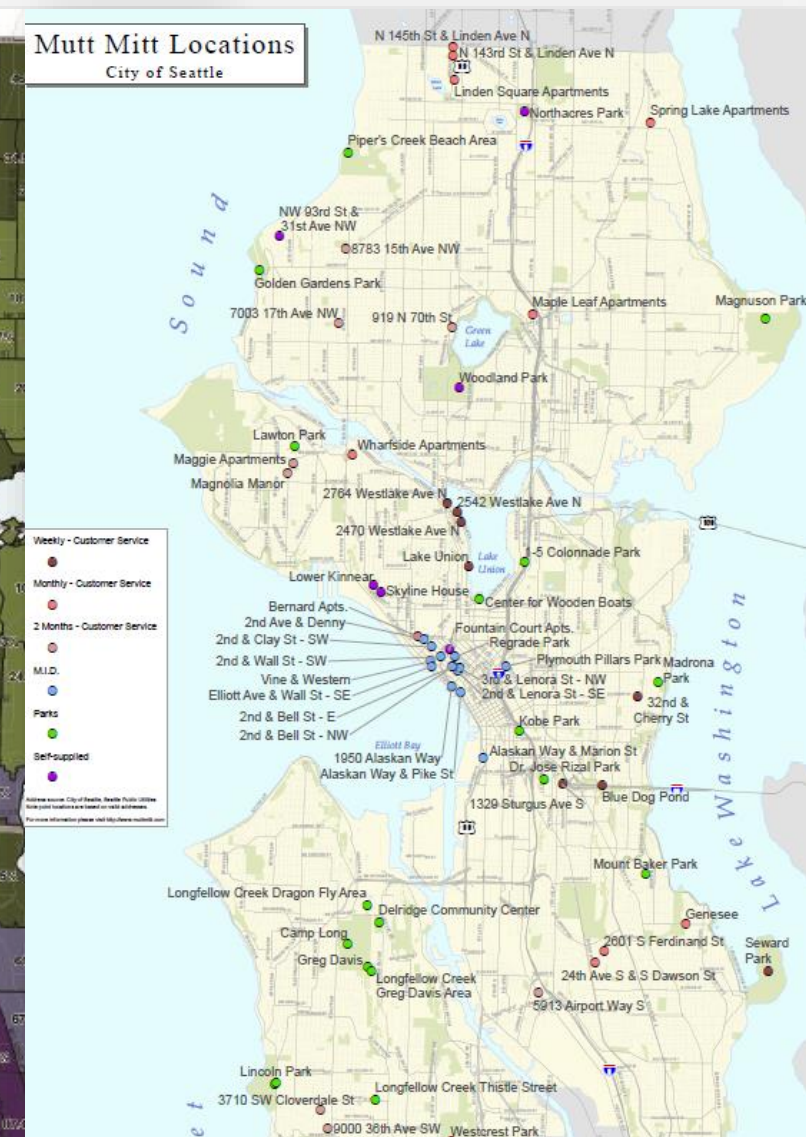
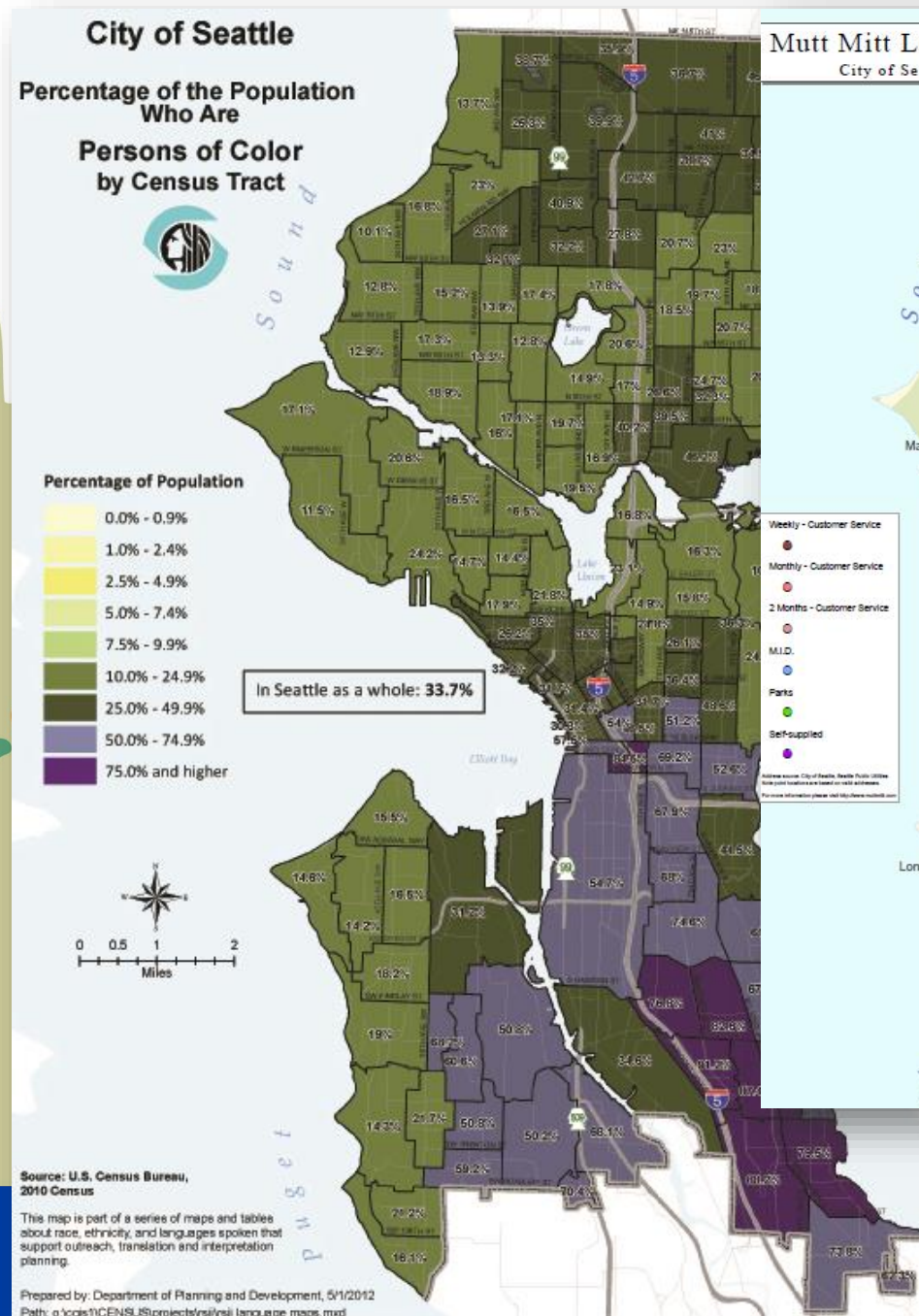
"[My rain garden has solved] a flooding problem...and given me a chance to meet my neighbors"

STEFANIE Burien, WA

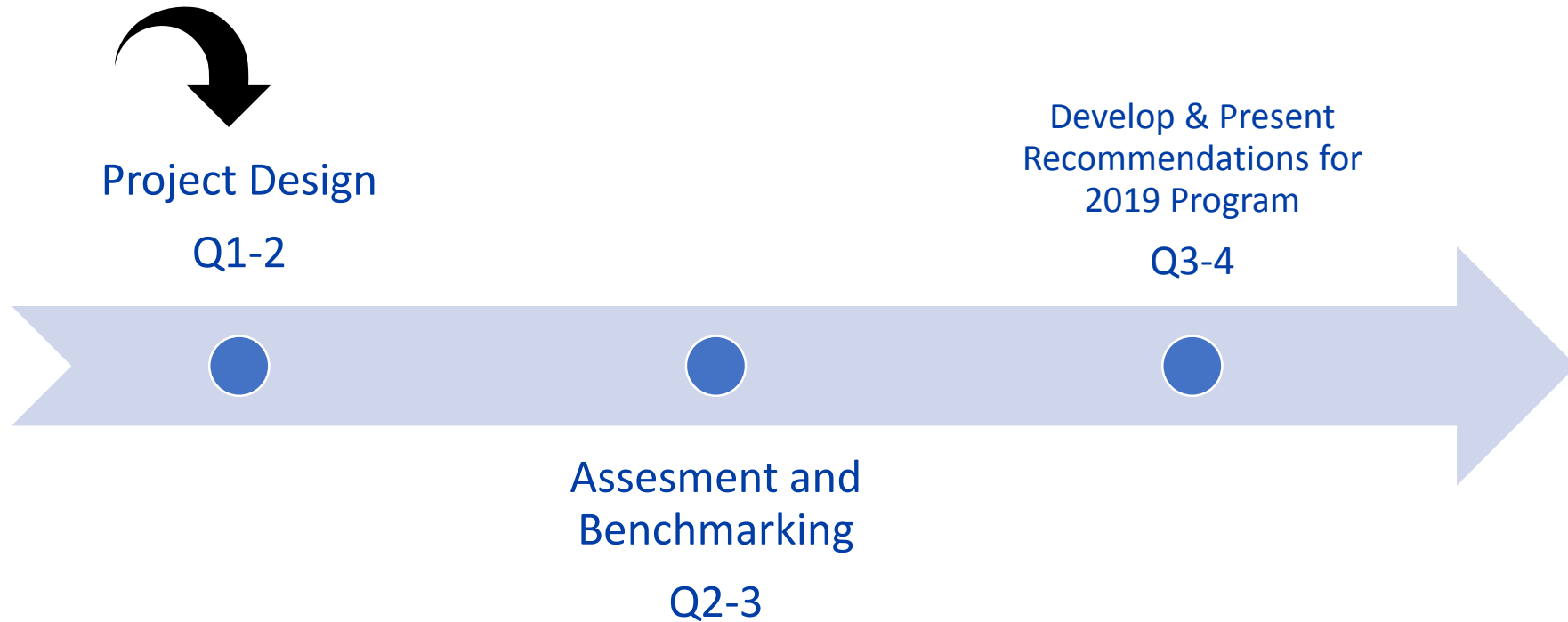
This NGO has a link to the RainWise Site & they offer access loans for contractors and grants for customers.




Geographic Mapping & Demographic Information



Project Milestones



- 
- **What stands out to you as being important in the assessment?**
 - **What are your thoughts on the key questions we are asking? Are we missing something?**
 - **Are there any peer utilities we should look at to benchmark our work?**

Discussion



Key Assessment Questions

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