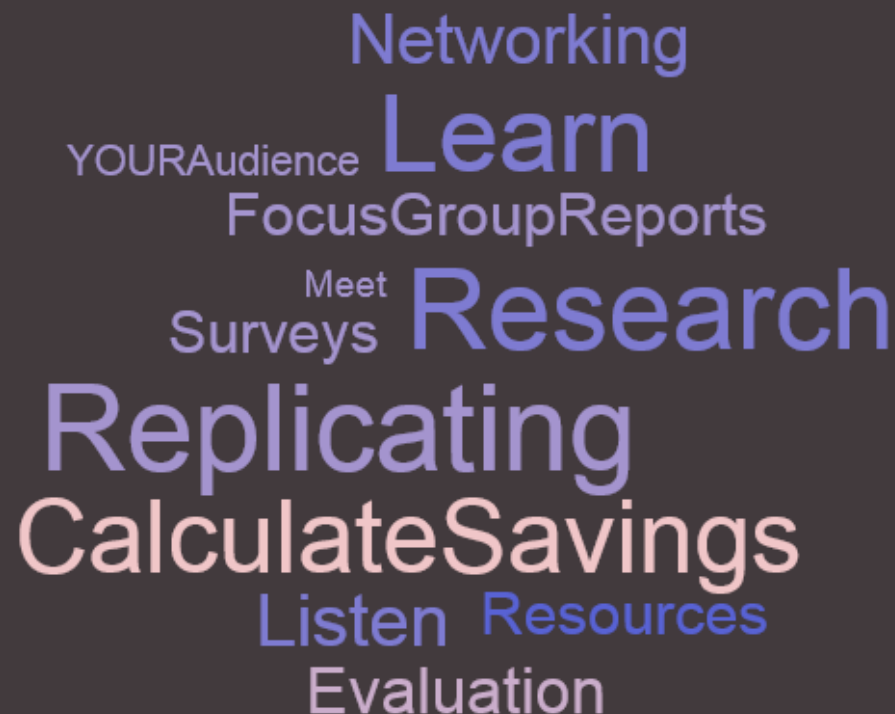


Transferring a Successful Program to Your Jurisdiction



A word cloud on a dark grey background containing the following terms: Networking, Learn, YOUR Audience, Focus Group Reports, Meet, Surveys, Research, Replicating, Calculate Savings, Listen Resources, and Evaluation. The words are arranged in a vertical stack, with 'Learn' and 'Research' being the largest and most prominent.

Networking
YOUR Audience **Learn**
Focus Group Reports
Meet **Research**
Surveys
Replicating
Calculate Savings
Listen Resources
Evaluation

Posters

WE DO IT RIGHT



MATS
Wash in a utility sink
or near a floor drain.

HOOD FILTERS
Wash in a utility sink or
near a floor drain.

GREASE
Pour grease into
covered containers.

TRASH BINS
Soak up spills and sweep
around trash bins daily.



We Keep Pollution out of Puget Sound
Only rain down the storm drain!



For more information, call
Kitsap1 360.337.5777

No Soap - No Grease - No Chemicals or Disinfectants - No Garbage
Adapted from material provide by by the Cities of Lacey, Olympia, and Tumwater, Thurston County and the WA Department of Ecology

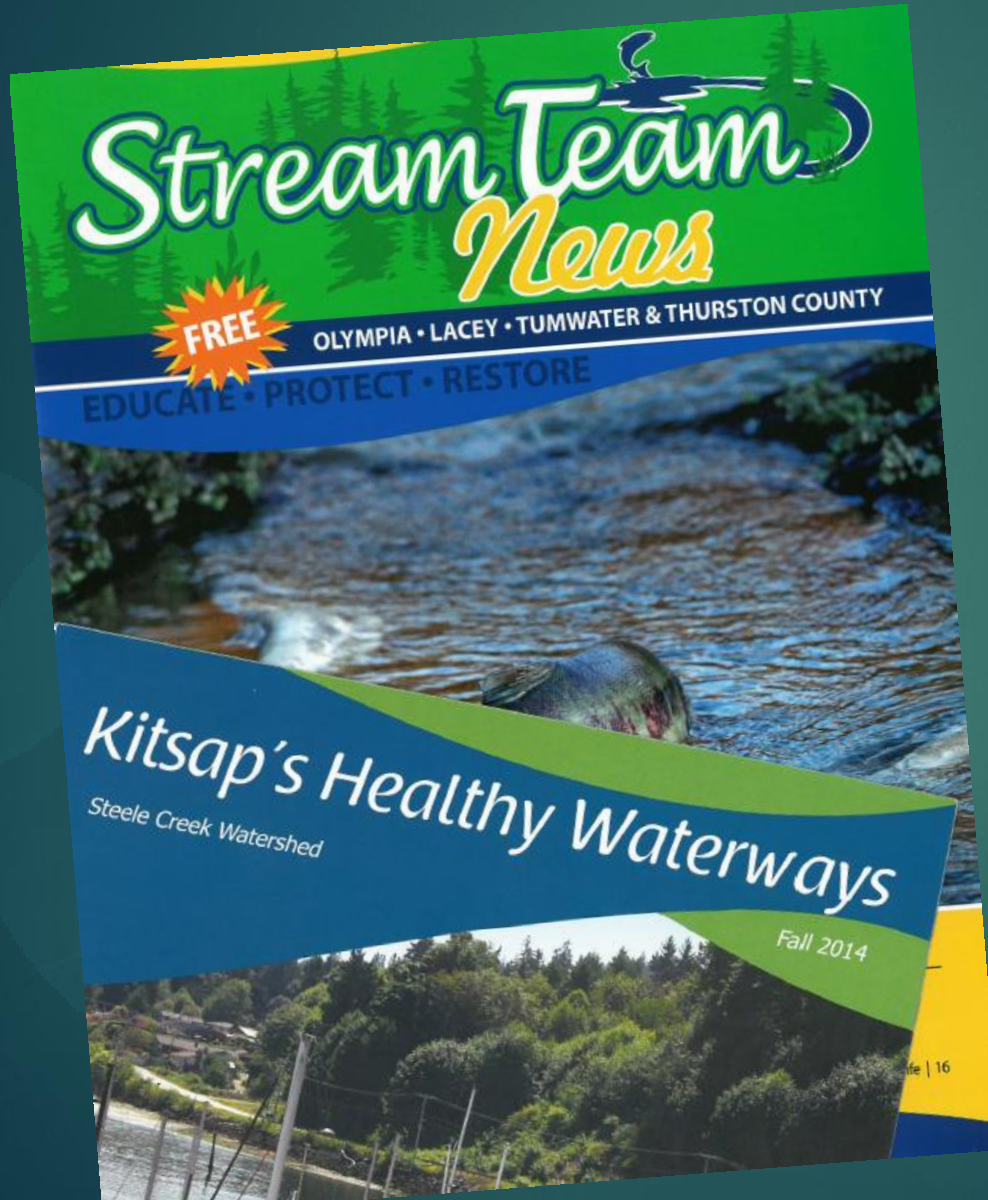
All storm drains flow to waterways

Publications

A close-up photograph of a dog with long, white and black fur lying in a field of green grass. The dog's head is resting on the grass, and its eyes are closed.

Over 11 tons of dog waste are dropped on the Kitsap Peninsula every day!

Strategies



Our Best Resources

- ▶ Survey Reports
- ▶ Focus Group Reports
- ▶ People
 - ▶ Experiences
 - ▶ Failures
 - ▶ Successes
 - ▶ Expertise

Tips for Replicating Programs

- ▶ Read their research, focus group reports
- ▶ Final approach or materials tested?
- ▶ Don't be afraid to adapt it to your area or audience – semi-rural vs. urban, environmental drivers, etc.
- ▶ Evaluation Methods
- ▶ How do you calculate the savings?

Kitsap 2011 Cost Savings Calculation

From Annual Report

\$1,115,000

- ▶ **DumpSmart** Campaign \$300,000 grant project to develop messaging and implement, staff time only.
- ▶ **STORM PSSH campaign.** \$500,000 grant project to develop messaging and implement, staff time only.
- ▶ **Under the Hood newsletter**-assisted WRIA 14 \$15,000 grant project to develop messaging, staff time only.
- ▶ **4C's poster and spill kit project.** \$100,000 grant project to develop messaging and pilot, staff time only.
- ▶ **Utilize Snohomish County pet waste messaging** so no formative research for message development needed \$100,000 savings