



# LATINO STORMWATER & LID OUTREACH

## In Snohomish County

Improve water quality conditions in Stillaguamish and Snohomish Watershed streams and lakes by engaging underserved local Latinos in awareness raising and behavior change activities focused on stormwater pollution efforts. Supports the B-IBI and Shellfish Implementation Strategy pathways for increased use of LID performance standards and reductions in bacterial and viral pathogens.

Reach 10,000 + Latinos in up to four communities to introduce the topic of stormwater pollution with the intention of shifting practices towards those have reduced water quality impacts. Outreach will include event engagement in Latino-specific venues, paid advertising in radio, social media and print outlets, and six workshops on two Low Impact Development strategies. Primary traditional outreach messengers will be WSU Promotores de Medio Ambiente volunteers and LETI Interns.

Project Timeline: April 2018 – May 2020.

Vital Signs  
Improved

—  
Toxics in Fish,  
Freshwater  
Quality, Sound  
Stewardship

—  
Outreach for  
stormwater  
stewardship,  
Stormwater  
Retrofit and LID

—  
\$100,000

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Partner Organizations  
Latino Education and  
Training Institute (LETI)  
Snohomish Conservation  
District