

Mobile Contractor Illicit Discharge Education *Dump Smart Program Effectiveness Study*

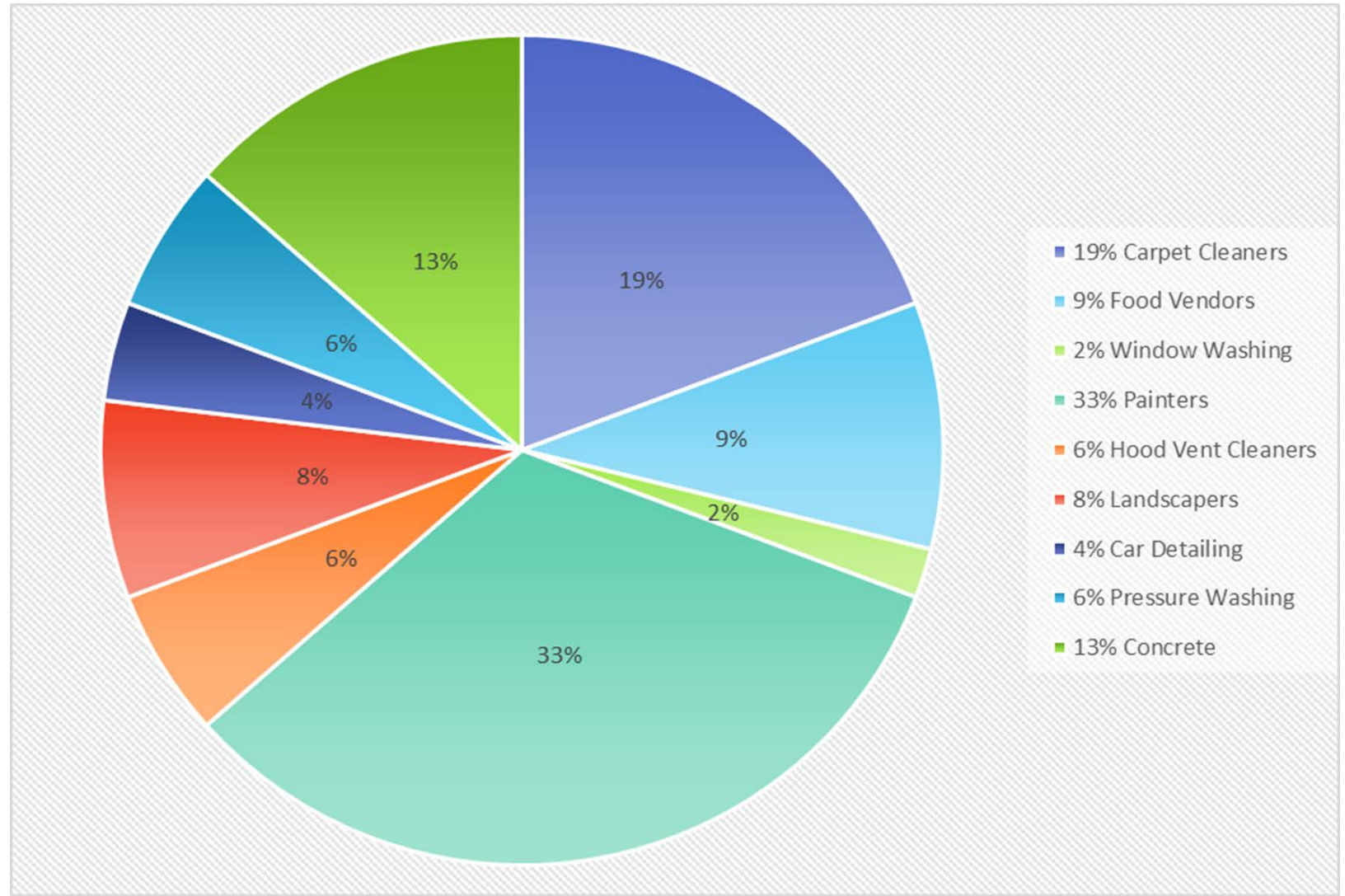
Jessica Shaw



May 16, 2017

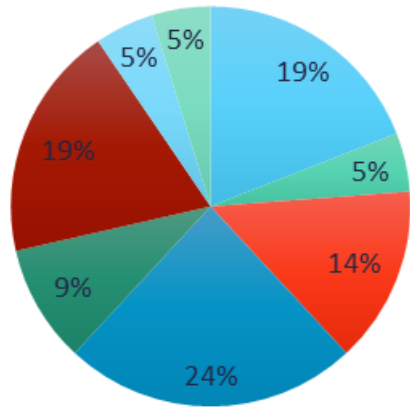


Mobile Contractors of Concern in Eastern WA



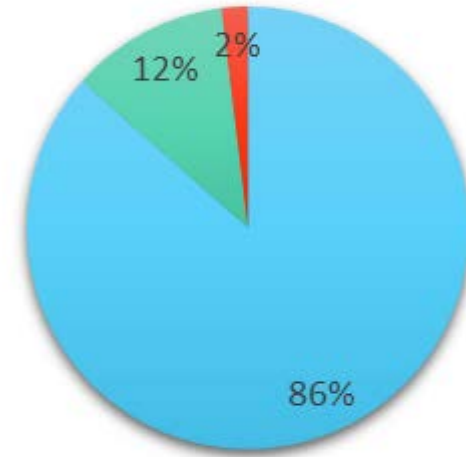
Confirmed illicit discharges in 7 jurisdictions from 2011-2016.

MS4 No. 1



- Food Vendors
- Landscapers
- Car Detailing
- Carpet Cleaners
- Window Washing
- Painters
- Hood Vent Cleaners
- Pressure Washing

MS4 No. 2



- Food Vendors
- Landscapers
- Car Detailing

Community Based Social Marketing

- Select behaviors
- Uncover Barriers & Benefits
- Develop Strategy
 - Pilot Test & Evaluate
 - Implement Broadly & Evaluate





WASHINGTON STATE
DEPARTMENT OF
E C O L O G Y

- Funded by Ecology through the Municipal Stormwater Grants of Regional or Statewide Significance program in 2010. Lead agency: Snohomish County.
- Included a survey of experts from Eastern and Western WA and focus groups to assess barriers and benefits for carpet cleaners, pressure washers, painters, and hood cleaners in Puget Sound and Spokane.
- Target behaviors: Discharge mobile contractor wastewater to sewer and cleaning up spills.
- Outreach strategies included a website, a pledge, a window cling, informational letter/handout, and free ad in the local paper.
- Dump Smart pilot program was launched in the following E. WA communities: Moses Lake, Spokane, Spokane Valley, Wenatchee, East Wenatchee, Douglas County, and Chelan County.

www.wastormwatercenter.org/dump-smart



Businesses that provide carpet cleaning, pressure washing, painting, janitorial and other services share one thing in common: the work they do requires water.

Dump Smart – It's Not Just Water is here to help companies understand how to properly dispose of waste water resulting from their business practices.

WASTE WATER TIPS ▲

LEARN MORE

Click on the city or county where your business is located:

[City of Kent](#)

[City of Moses Lake](#)

[City of Seattle](#)

[City of Wenatchee](#)

[Kitsap County](#)

[Snohomish County](#)

[Spokane County](#)

Contact us:



1-877-257-7499



info@dumpsmart.org

Carpet Cleaner

Barriers & Benefits

Barriers	Benefits
Small wastewater holding tank	Reputation of the business
Drive time to wastewater disposal site	Customer service
Misunderstanding of local regulations	Avoid fines
Confusion about disposal of "green" products	



Study Goal and Regulatory Requirement

Goal: Determine the effectiveness of the Dump Smart mobile business education and outreach.

➤ *A5.B.1.a, page 12*

All Permittees shall continue to implement a public education and outreach program designed to achieve improvements in the target audience's understanding of the problem and what they can do to solve it. The program shall, at a minimum, including the following based on the land uses and target audiences found within the community:

➤ *S5.B.1.a.ii, page 12*

Information for businesses and the general public about: preventing illicit discharges, including what constitutes illicit discharges, the impacts of illicit discharges, and promoting proper management and disposal of waste.

Study Objectives

- Gauge carpet cleaning contractor's understanding of proper disposal options for wastewater and local regulations.
- Determine whether carpet cleaning contractors are cleaning up spills and disposing of wastewater properly.
- Compare the knowledge and practices of carpet cleaning businesses that participated in the program and those businesses that did not participate.



Experimental Design Overview

Overview of Study Approach

Focus Groups



- Conduct phone survey of carpet cleaning contractors:
 - Evaluate whether the target audience understands the target behaviors and what they can do to solve it.
 - Verify the barriers to best management practice implementation from the focus groups.
- Collect illicit discharge data and program implementation information from the participating permittees.
- Analyze data and prepare the final report.



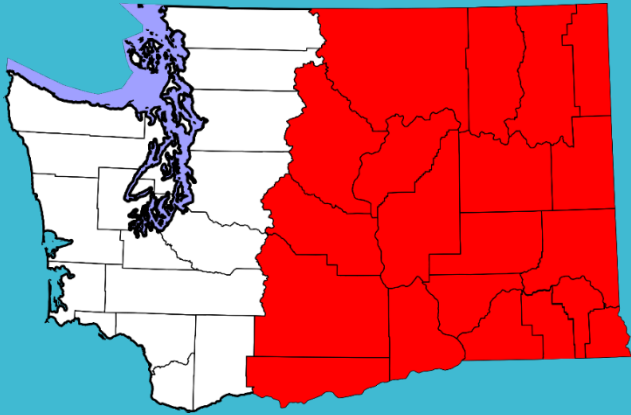
Strongly Agree
 Agree
 Somewhat Agree
 Somewhat Disagree
 Disagree
 Strongly Disagree

A survey form with a pen resting on it. The form has a list of response options with checkboxes. The first option, 'Strongly Agree', is checked. The other options are 'Agree', 'Somewhat Agree', 'Somewhat Disagree', 'Disagree', and 'Strongly Disagree'. The pen is a black and gold ballpoint pen.

Estimated Study Duration: 24 months – 36 months

Experimental Design Overview

Study Location & Target Population



Study Location Selection

1. Communities that implemented a program for the target audience/behavior.
2. Communities that did not implement a program for the target audience/behavior.

Target Population Selection:

- Carpet Cleaning Contractors



Anticipated Results & Program Modifications

- How effective was the Dump Smart program for carpet cleaning contractors in Eastern WA?
 - Broader implementation of Dump Smart
 - New strategies and revisions

Dissemination of Study Documents

The Wenatchee Valley regional stormwater webpage will be used to post final study documents.

- Detailed Study Design
- QAPP
- Final Report
- Fact sheet (short summary of study and study findings)

www.wenatcheewa.gov/WVSTAC

Wenatchee Valley Stormwater Program



Chelan County · Wenatchee · Douglas County · East Wenatchee

Participating Agencies

Cities: East Wenatchee, Ellensburg, Kennewick, Pasco, Pullman, Selah, Spokane Valley, Sunnyside, Union Gap, Wenatchee, and Yakima.

Counties: Chelan, Douglas, and Yakima.

- Participation expectations:
 - Review study & provide input
 - Provide IDDE data & local program inform
 - Assist with gathering information on local



Budget

Task	Estimated Cost
Study Administration	\$5,000
Data Collection Preparation	\$2,500
Data Collection	\$15,000
Analysis and Reporting	\$2,500
Total Estimated Study Cost	\$25,000

Opportunity for more Effectiveness Studies

- Implement a revised Dump Smart pilot program and conduct a follow-up evaluation.
- Evaluate effectiveness of Dump Smart for other target audiences.



ANY
QUESTIONS
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