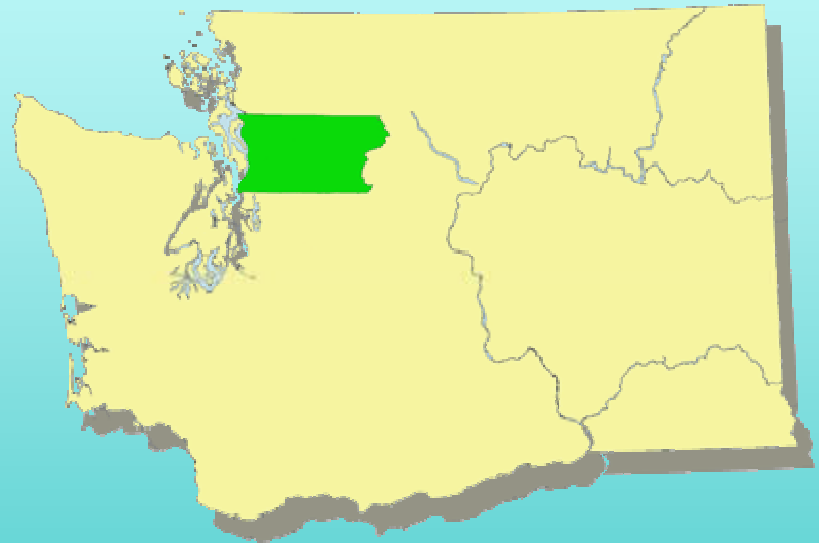


# *Snohomish County, Washington* **Surface Water Management**

- **Water Quality**
- **Aquatic Habitat**
- **Drainage**
- **Flood Hazard Management**



# **Diffusion of Landscape-Level Best Management Practices**

*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*





Photo: Snohomish County

# Best Management Practices for streamside landowners

Minimize impervious surfaces

Mulch

Install rain gardens

Cover bare soil

Install rain barrels

Plant native plants

Plant trees and shrubs

Maintain existing native plants

Minimize fertilizer use

Minimize garden chemical use

Minimize pesticide use

Control invasive plants

Don't garden in protected areas

Minimize lawn area

Install terraces

Install infiltration swales

Keep pets out of streams

Pick-up pet waste

Keep livestock out of streams

Control livestock waste

Maintain vehicles

Wash vehicles at a carwash

Leave banks natural - No riprap  
or armoring

Leave it to beavers – don't  
remove beavers or dams

Leave streams alone

Remove trash and garbage

Don't dump yard waste along  
streams

Don't dredge streams

Don't allow yards to expand  
into protected areas

Allow woody debris and fallen  
trees to remain

Install native plant buffers along  
protected areas

Maintain existing native plants

Control invasive plants

Don't touch protected areas

Let vegetation get messy

No fertilizer use

No lawn chemical use

No pesticide use

No yard waste dumping

Don't locate buildings near  
streams

Replace driveways with  
pervious materials

Remove buildings near streams

Minimize use of household  
chemicals and soaps

Maintain septic systems

*Diffusion of Landscape-Level Best Management Practices*

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# Social Marketing



**Education helps people to know things**

**Social Marketing helps people to do things**

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*Snohomish County Surface Water Management*



# Streamside Landowners



*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*



# Fun with Pet Waste

*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

# Yikes!

**Everett** receives about 36 inches rain per year

Each acre receives about 1 million gallons of rain

**Monroe** receives about 53 inches of rain per year

Each acre receives about 1.5 million gallons of rain

**Index** receives about 110 inches rain per year

Each acre receives about 3 million gallons of rain









# Fecal coliform bacteria machine



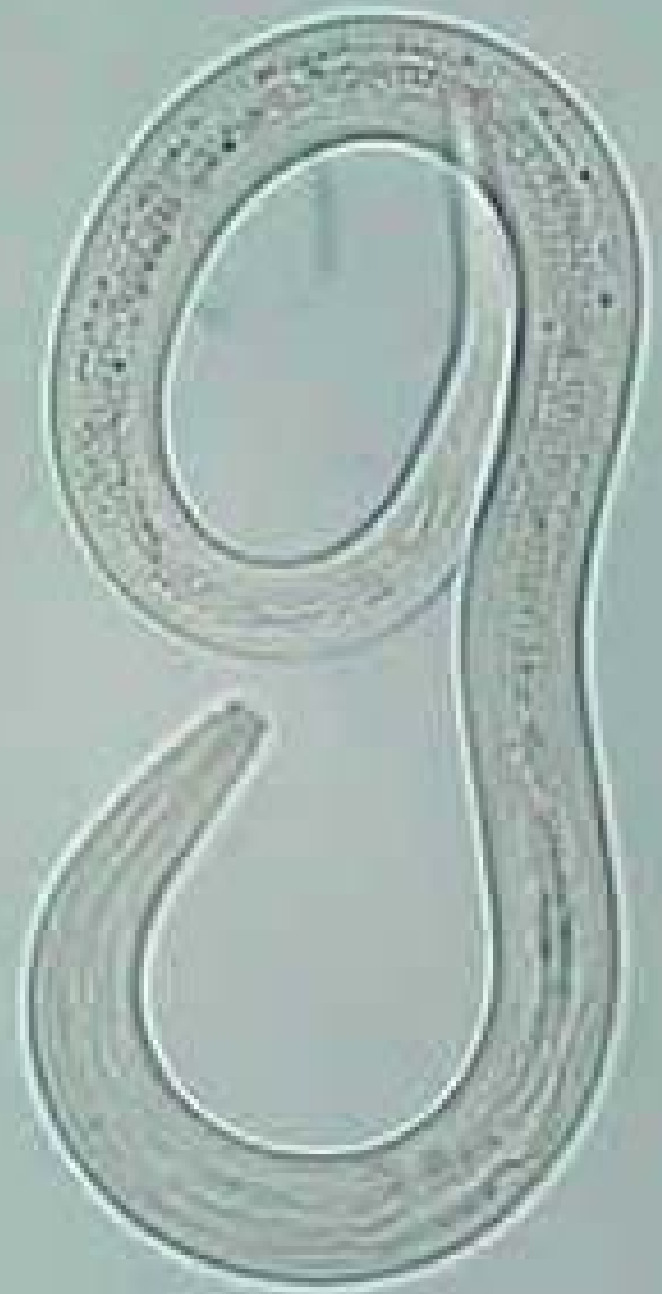
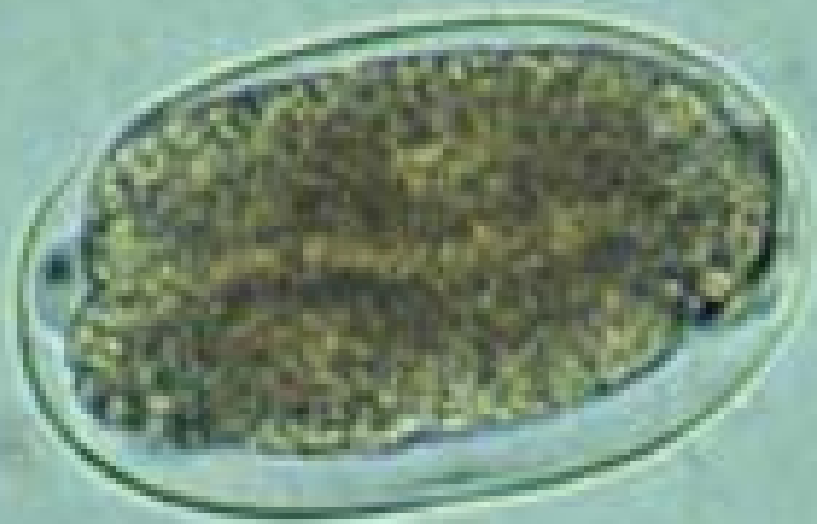


Photo: Dave Ward, Snohomish County

## *Ancylostoma* sp. egg and larva

Can survive outside host 3-4 weeks in larval stage.

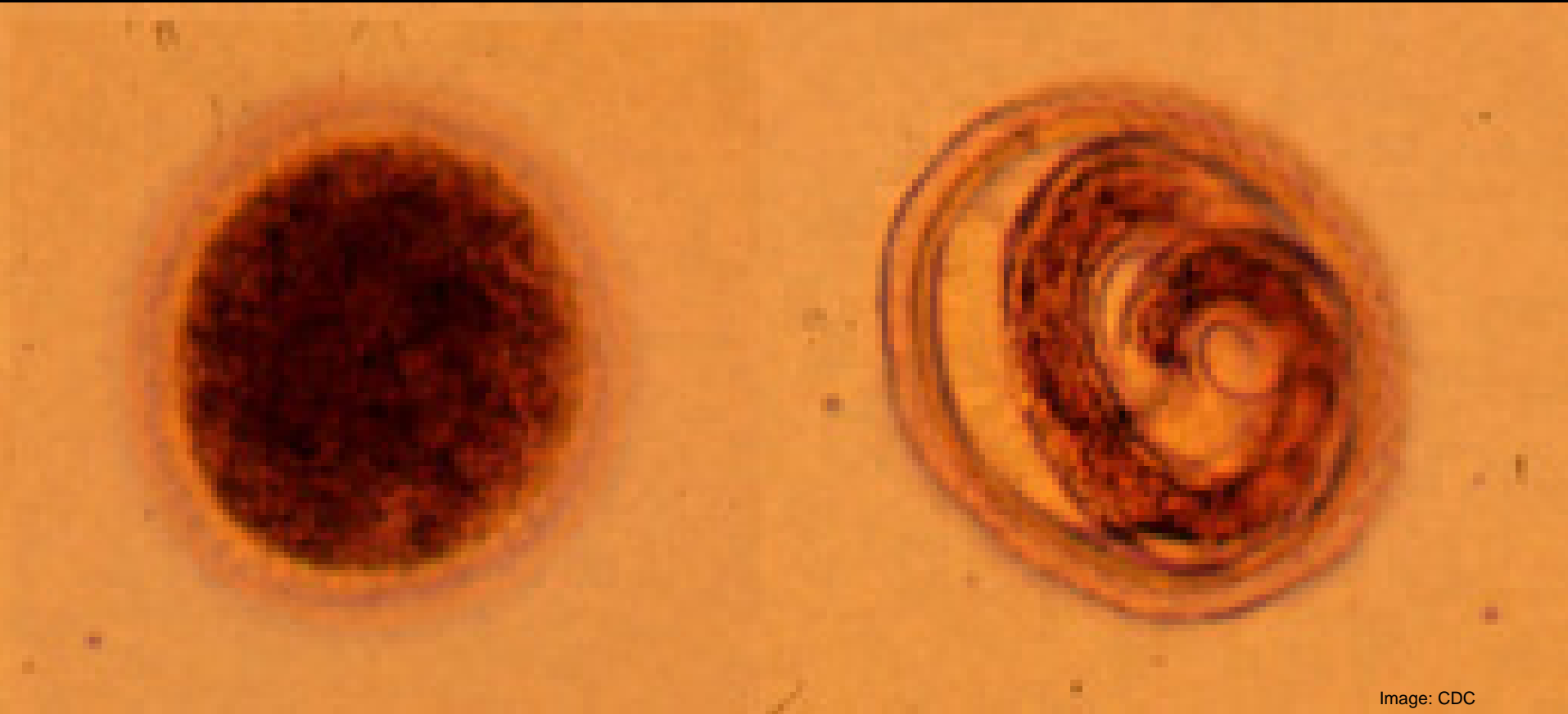
Puppies are a significant source of infection. Prompt removal of dog and cat feces greatly reduces risk of human infection.



## *Toxocara canis* eggs

CDC reports 300,000 human cases annually, 90% of waterborne origin.

Survival outside a host can exceed 6 months – up to four years in soil.



# *Giardia lamblia* cysts

a.k.a. *Giardia duodenalis*

a.k.a. *Giardia intestinalis*

CDC reports 2 million human cases annually, 90% of waterborne origin.

Survival outside is indeterminate. Resistant to drying, chlorination, and temperature extremes. Can survive for months in water.

10  $\mu\text{m}$

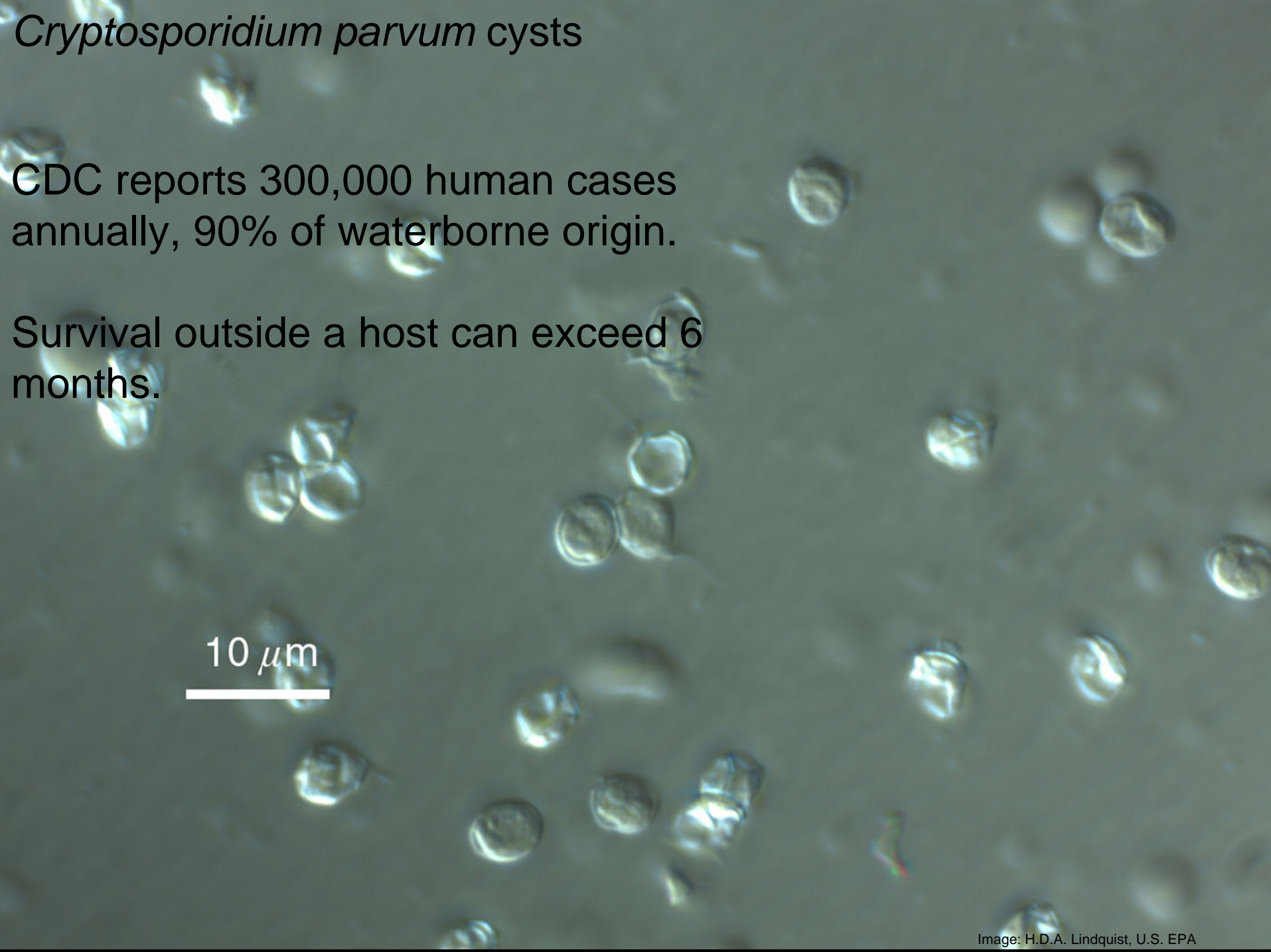
A microscopic image showing several Giardia lamblia cysts. The cysts are oval-shaped with a distinct outer shell and a textured internal structure. A white scale bar is located in the lower-left quadrant of the image.

# *Cryptosporidium parvum* cysts

CDC reports 300,000 human cases annually, 90% of waterborne origin.

Survival outside a host can exceed 6 months.

10  $\mu\text{m}$

A microscopic image showing numerous small, oval-shaped, clear cysts of Cryptosporidium parvum. The cysts are scattered across the field of view. A white horizontal scale bar is located in the lower-left quadrant, labeled '10 μm'. The background is a light, slightly textured grey.



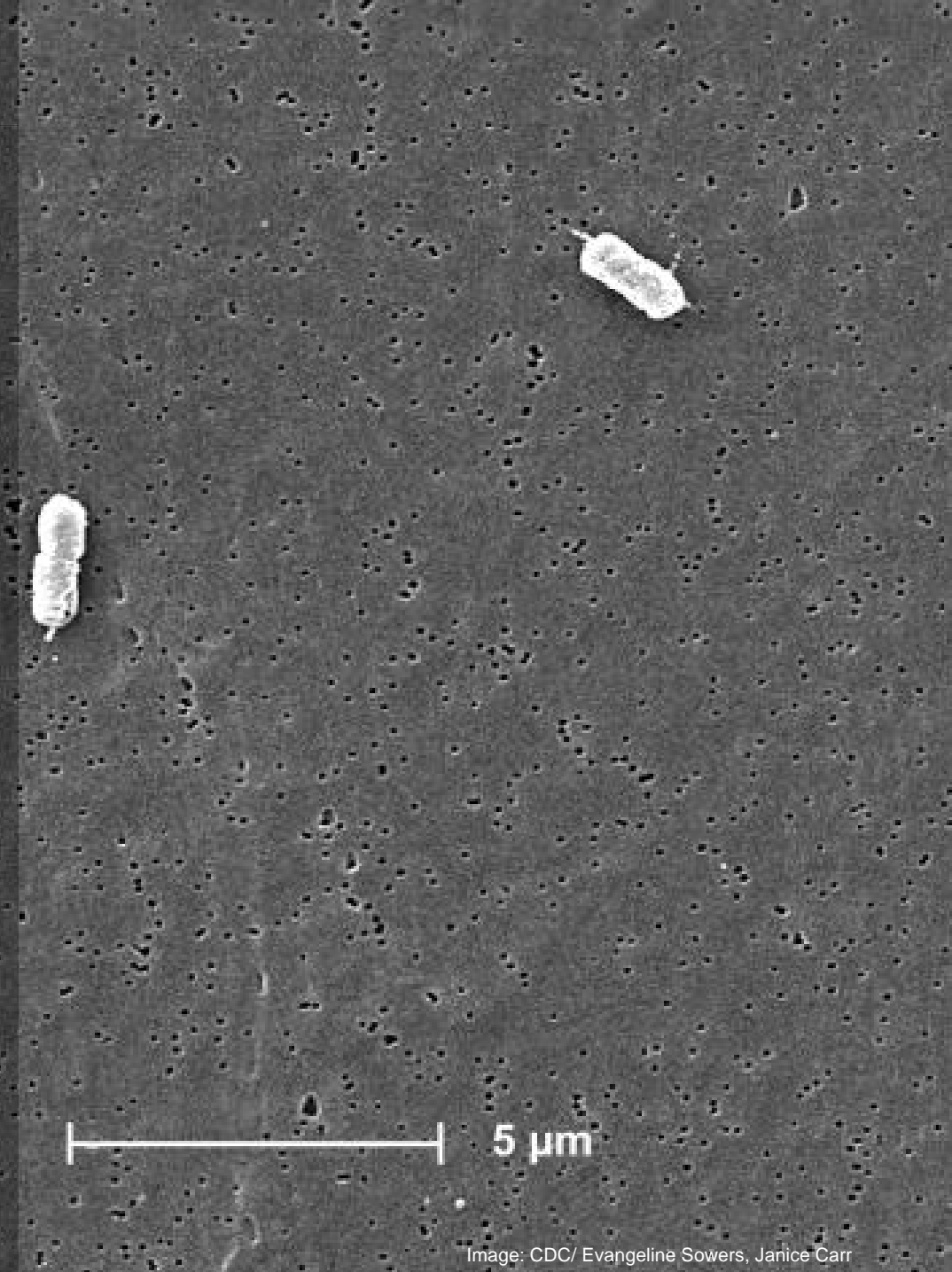
# *Escherichia coli*

Can survive up to four months in feces.

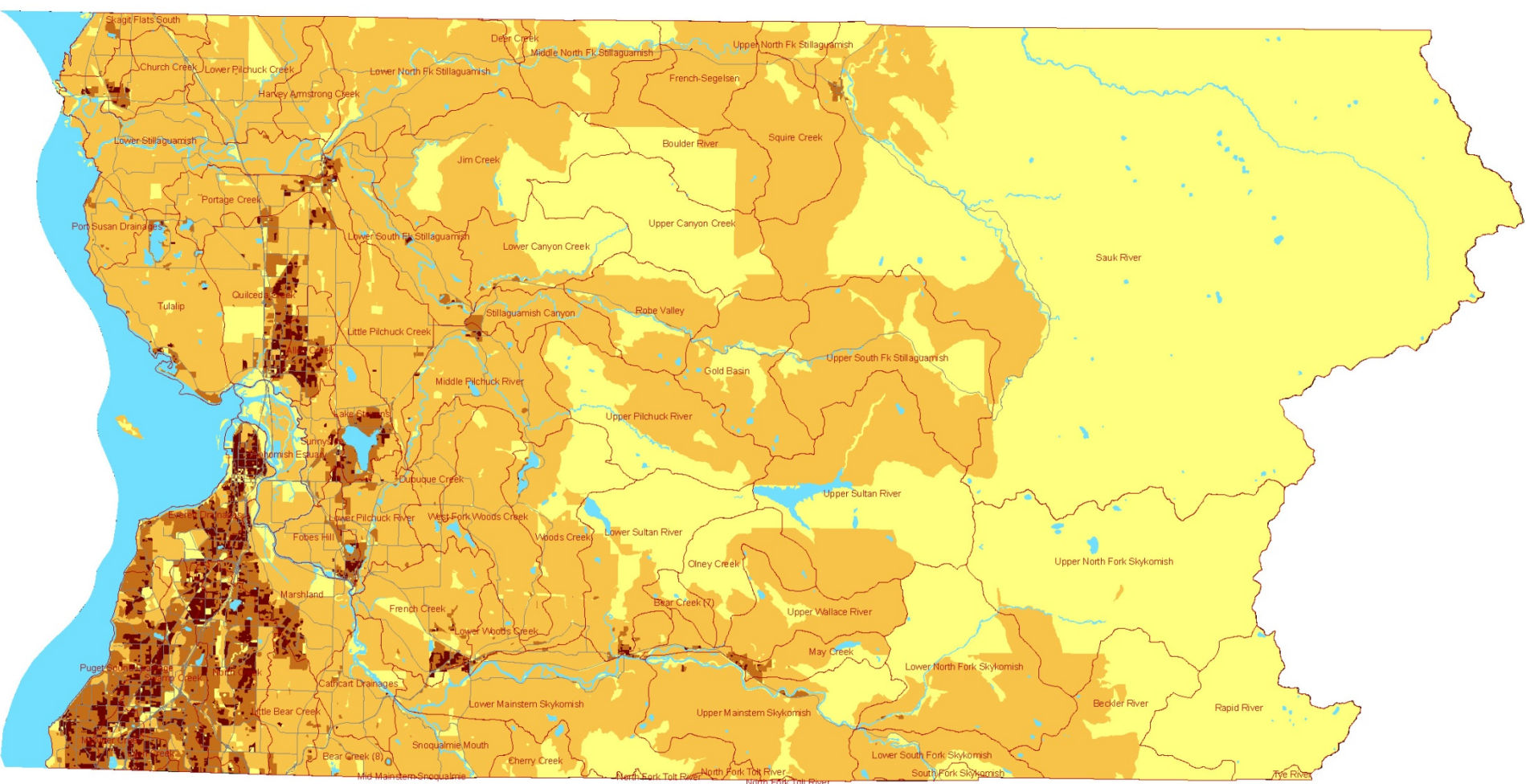
One strain, O157:H7, causes an estimated 73,000 human cases of infection, and 61 deaths in the United States annually.

Most cases are associated with contaminated food, however infection can occur after swimming in or drinking contaminated surface water.

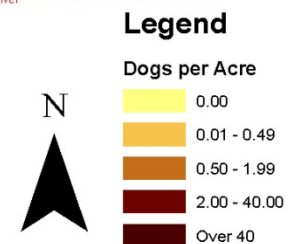
|      |      |       |     |      |     |
|------|------|-------|-----|------|-----|
| c.V  | Spot | Magn  | Det | WD   | Exp |
| 0 kV | 3.0  | 4890x | SE  | 11.1 | 3   |



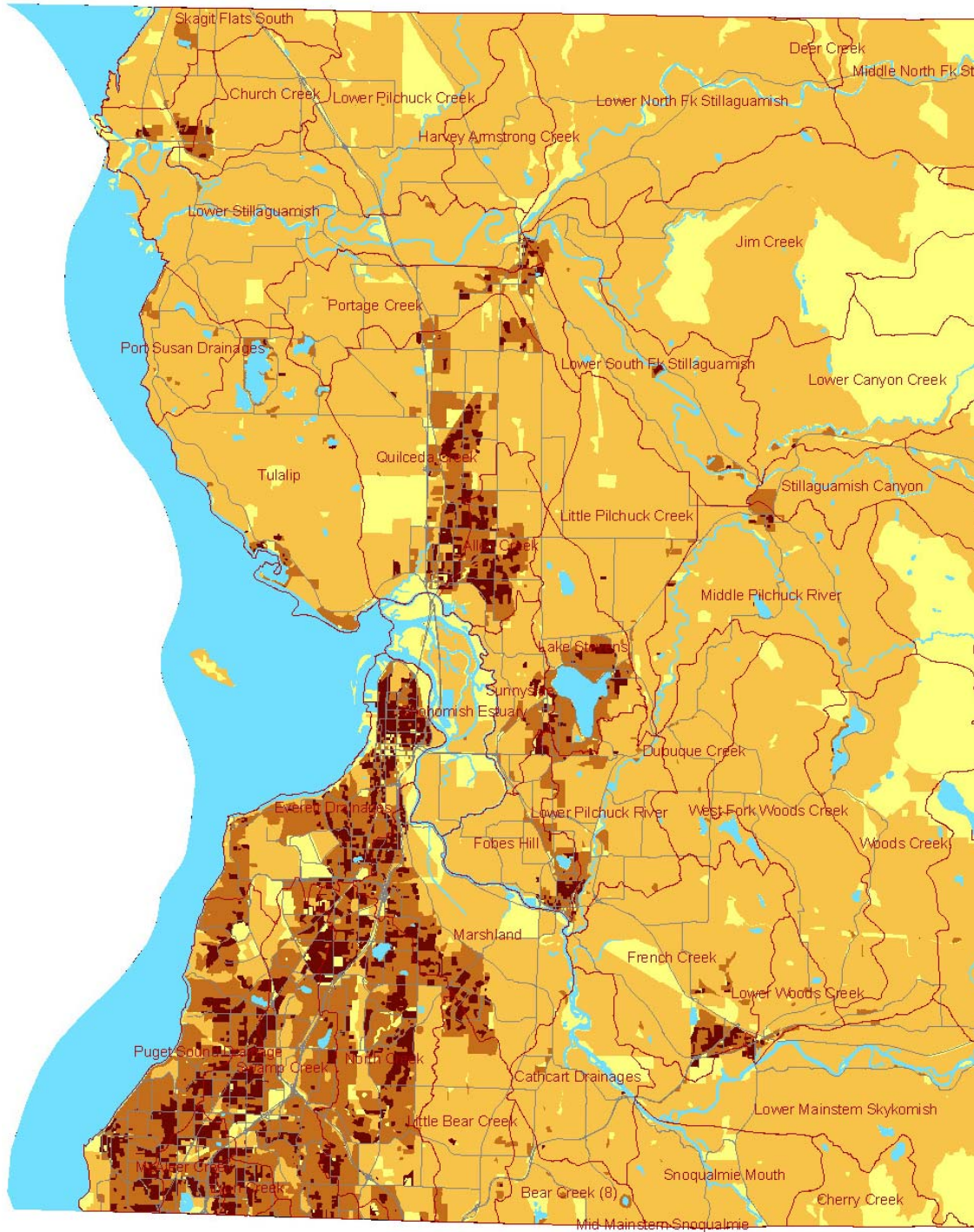


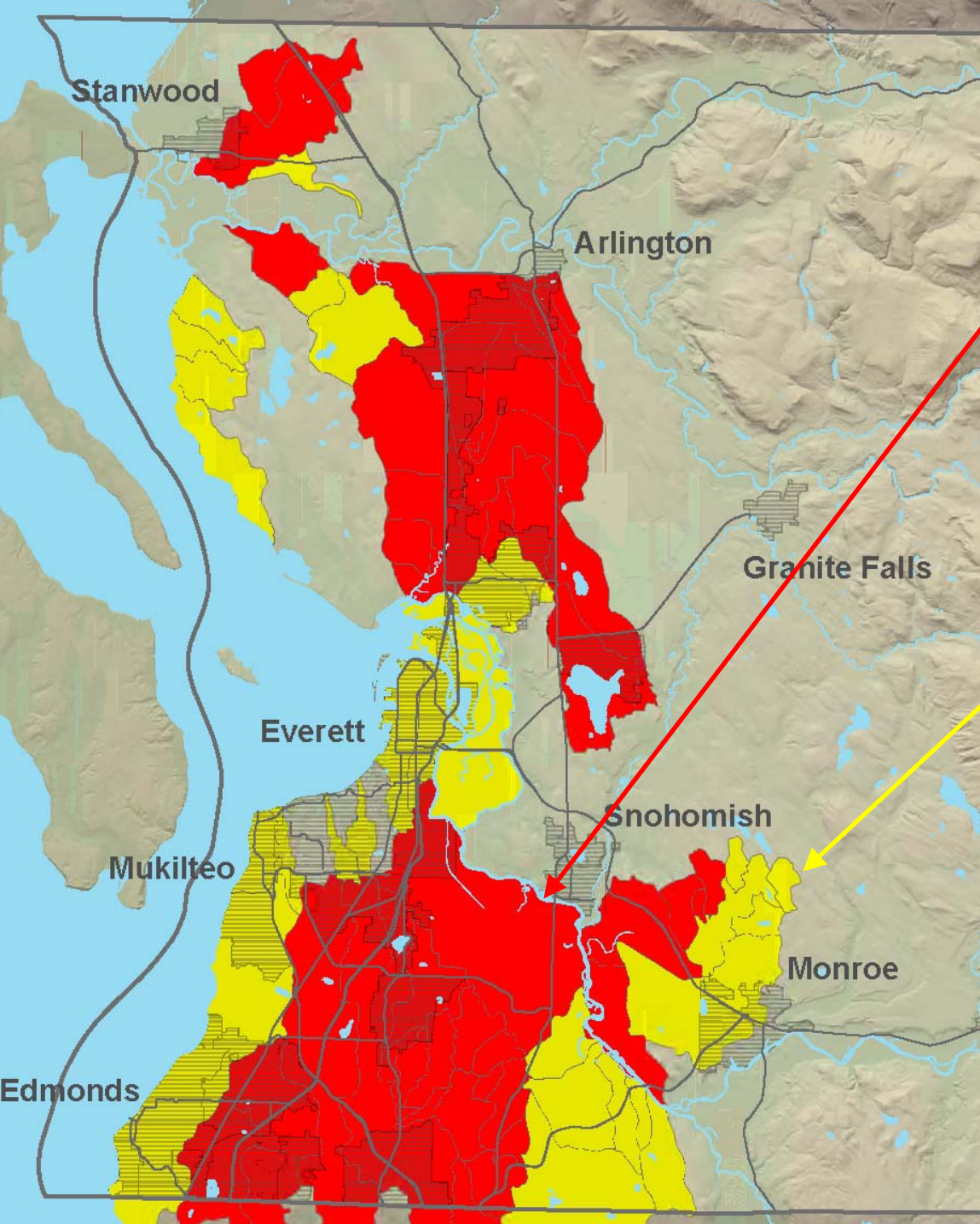


**Snohomish County Dog Population**  
**Dogs per Acre**  
 Based on INSOURCE 2004 Data



*Diffusion of Landscape-Level Best Management Practices*  
*Snohomish County Surface Water Management*





**Not suitable for swimming or wading**

**Not suitable for swimming**

# Formative Research

1. Reviewed pet waste programs in North America, Europe, Australia, New Zealand
2. Reviewed pet waste management research
3. Inventoried pet-oriented businesses
4. Inventoried pet waste cleanup and disposal products
5. Inventoried off-leash areas
6. Conducted focus groups of County residents
7. Conducted a public opinion survey of County residents
8. Analyzed Snohomish County's pet and human demographics
9. Identified problem areas using demographic and water quality data

# 37.4% of Washington households have dogs

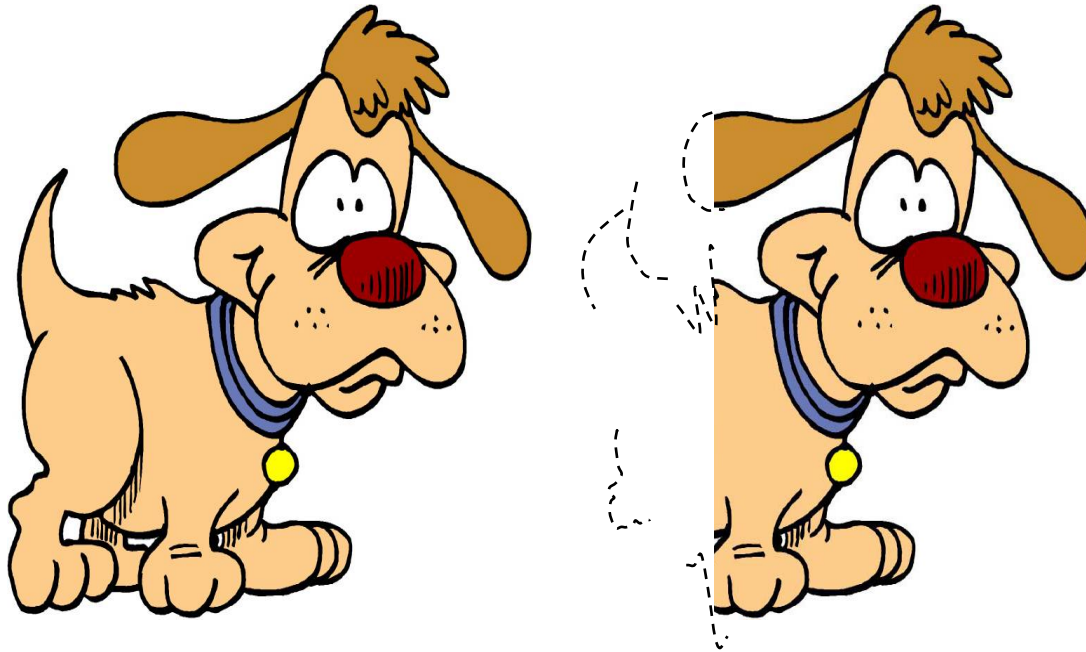


American Veterinary Medical Association 2002 data

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# 1.5 dogs per dog-owning household in Washington



American Veterinary Medical Association 2002 data

*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

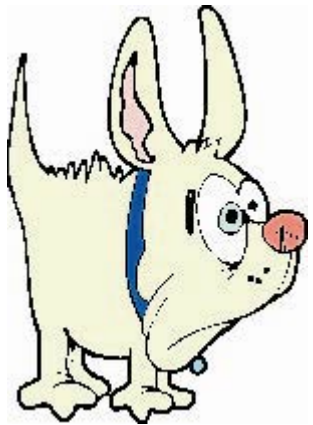
# Estimated Countywide Dog Population

**224,852**    **Snohomish County households**

**0.374**    **Households with dogs**

**X**    **1.5**    **Dogs per dog-owning household**

**126,141**    **Dogs in Snohomish County**



U.S. Census Bureau 2000 data  
American Veterinary Medical Association 2002 data

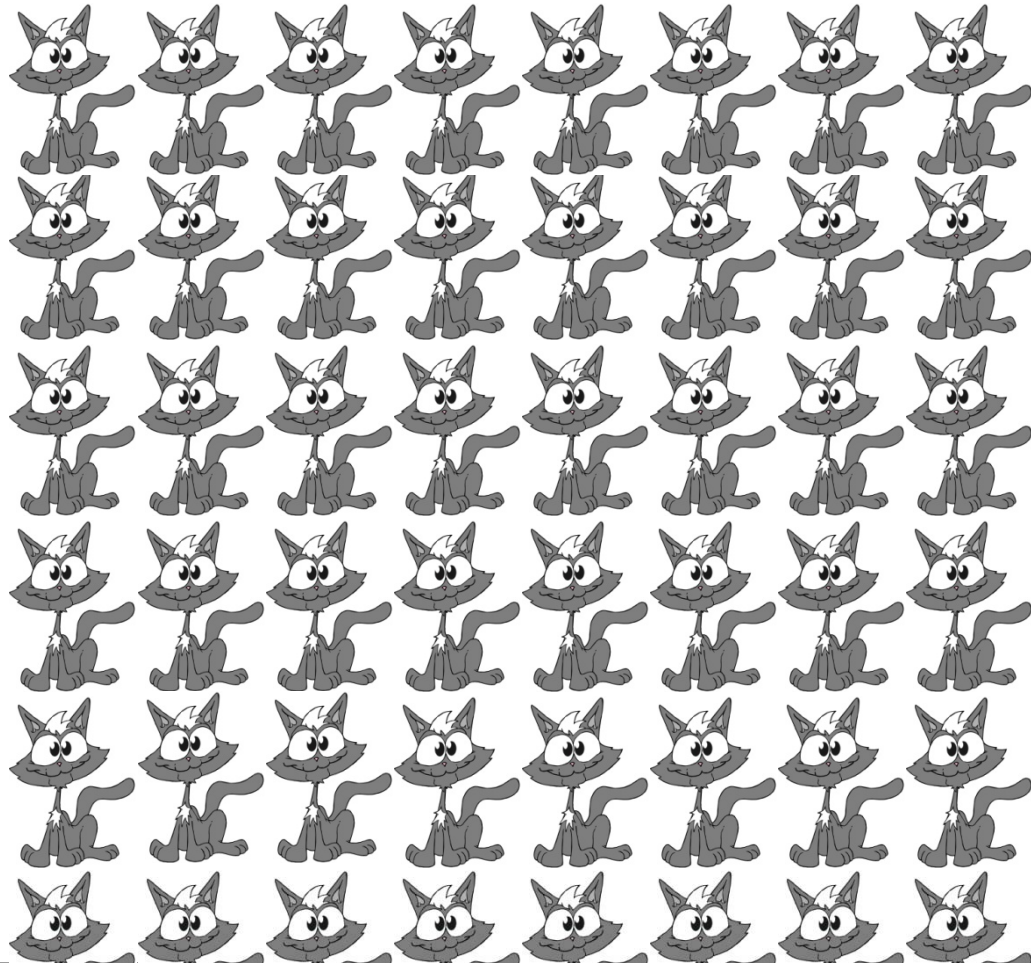
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# Estimated Countywide Pet Population

126,141 Dogs

206,773 Cats



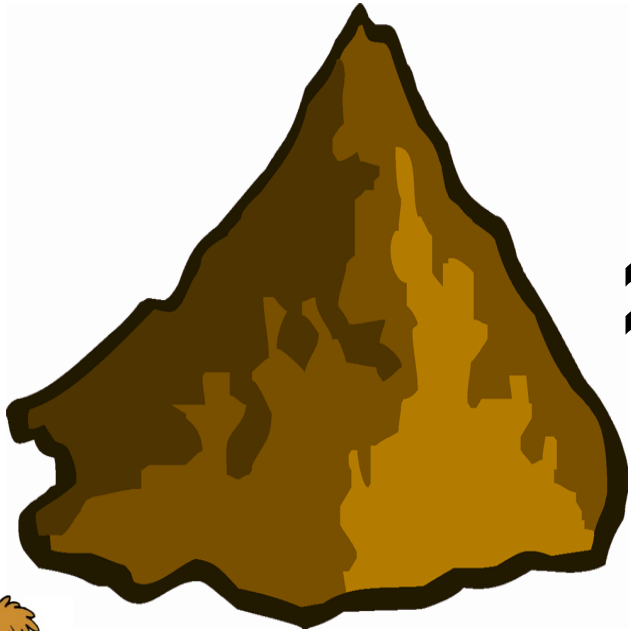
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# Estimated Waste Production

126,000 Dogs

32,000 People



Snohomish County 2005 data

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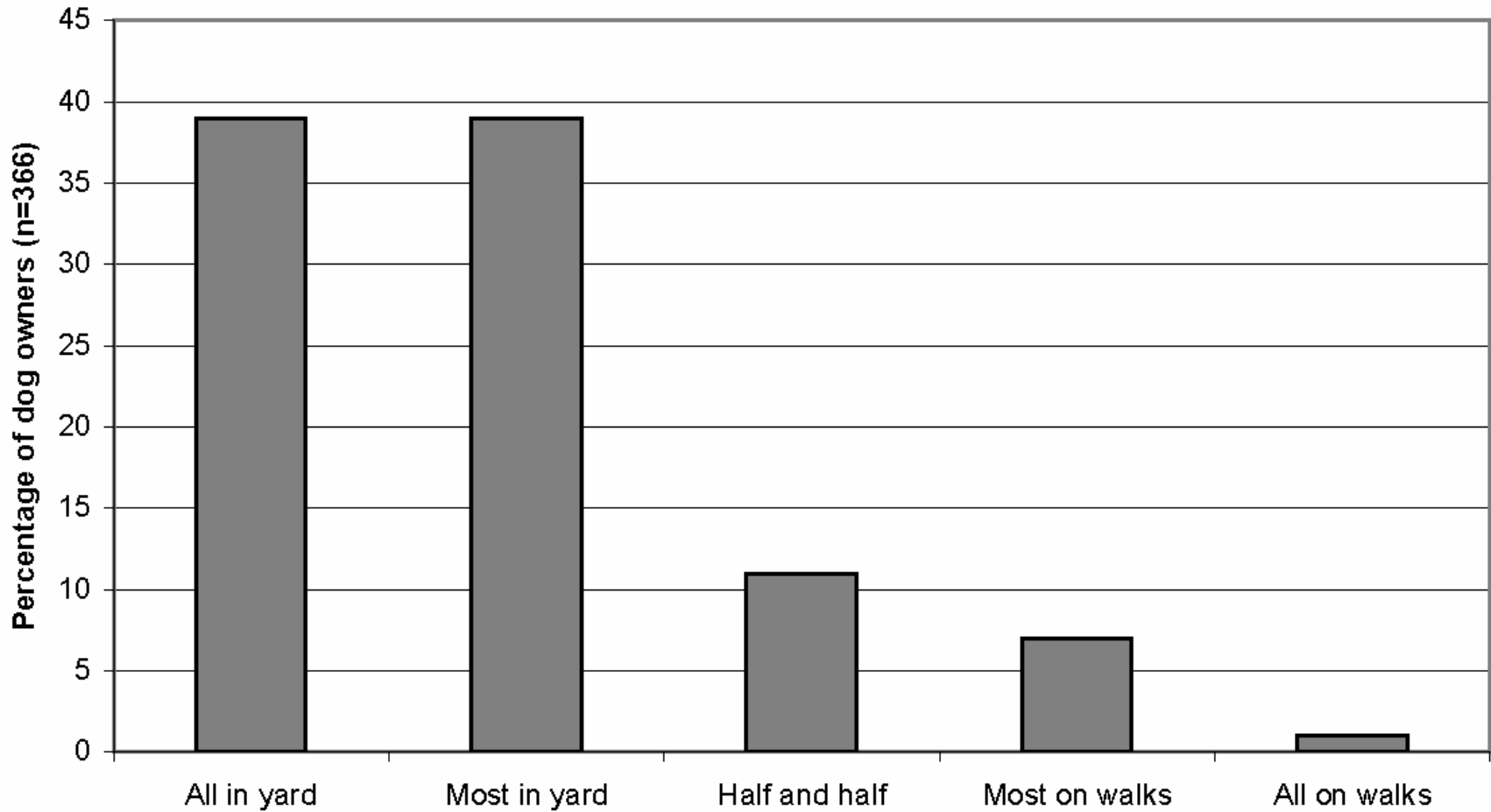
# PROGRAM EMPHASIS

## Nearly all pet waste programs:

- Are based on primary sanitation program models (not water quality models)
- Emphasize pet waste management in public places – parks, sidewalks, parkways, etc.

# Portion of Dog Waste Dropped in Yards and On Walks

Snohomish County Public Works 2004 Data



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# PROGRAM EMPHASIS

Nearly all pet waste programs

- Are based on primary program models (not secondary models)
- Focus on waste management in public parks, sidewalks, parkways, etc.

**FOCUS ON BACKYARDS**

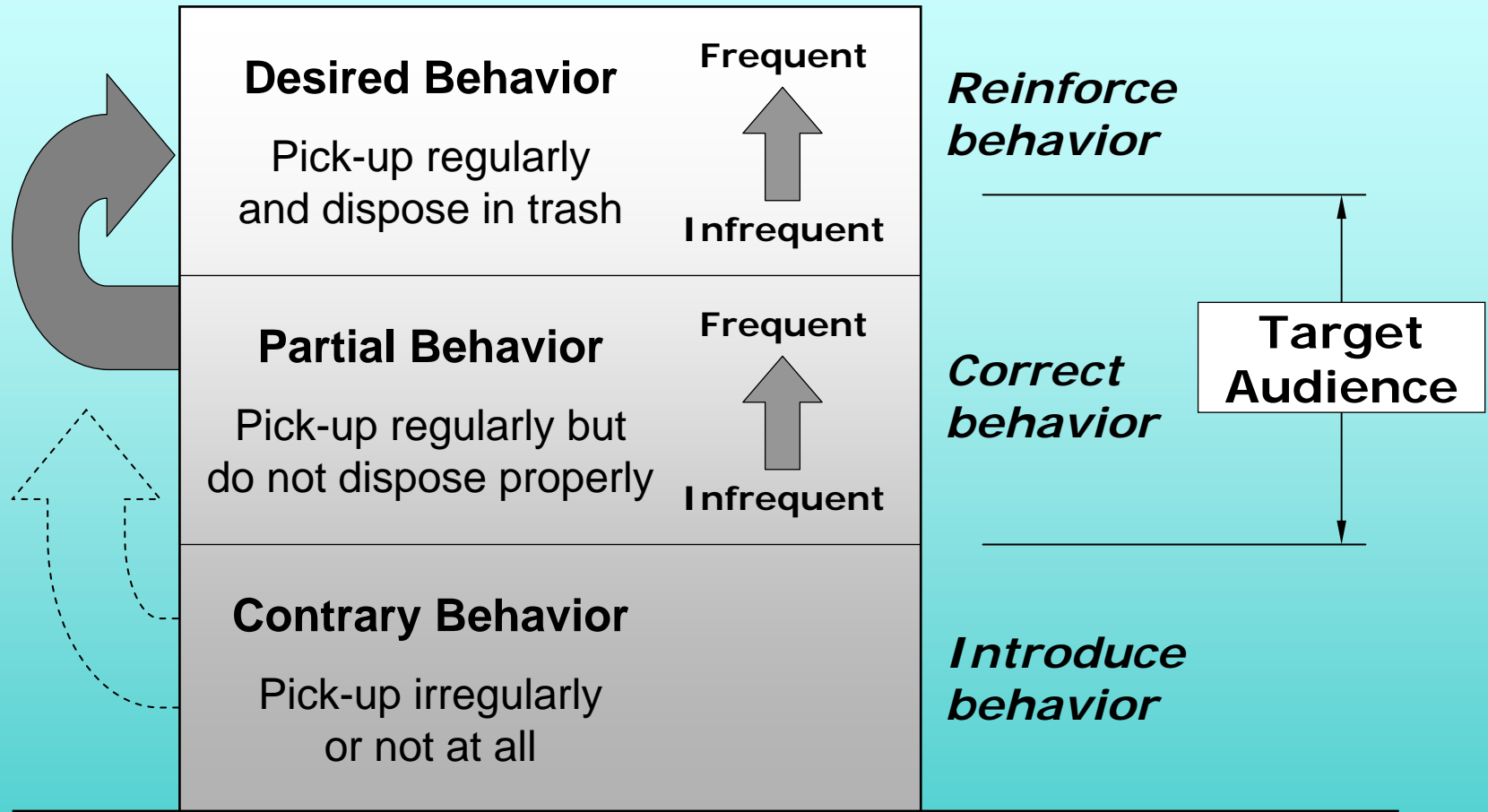
# Focus Groups



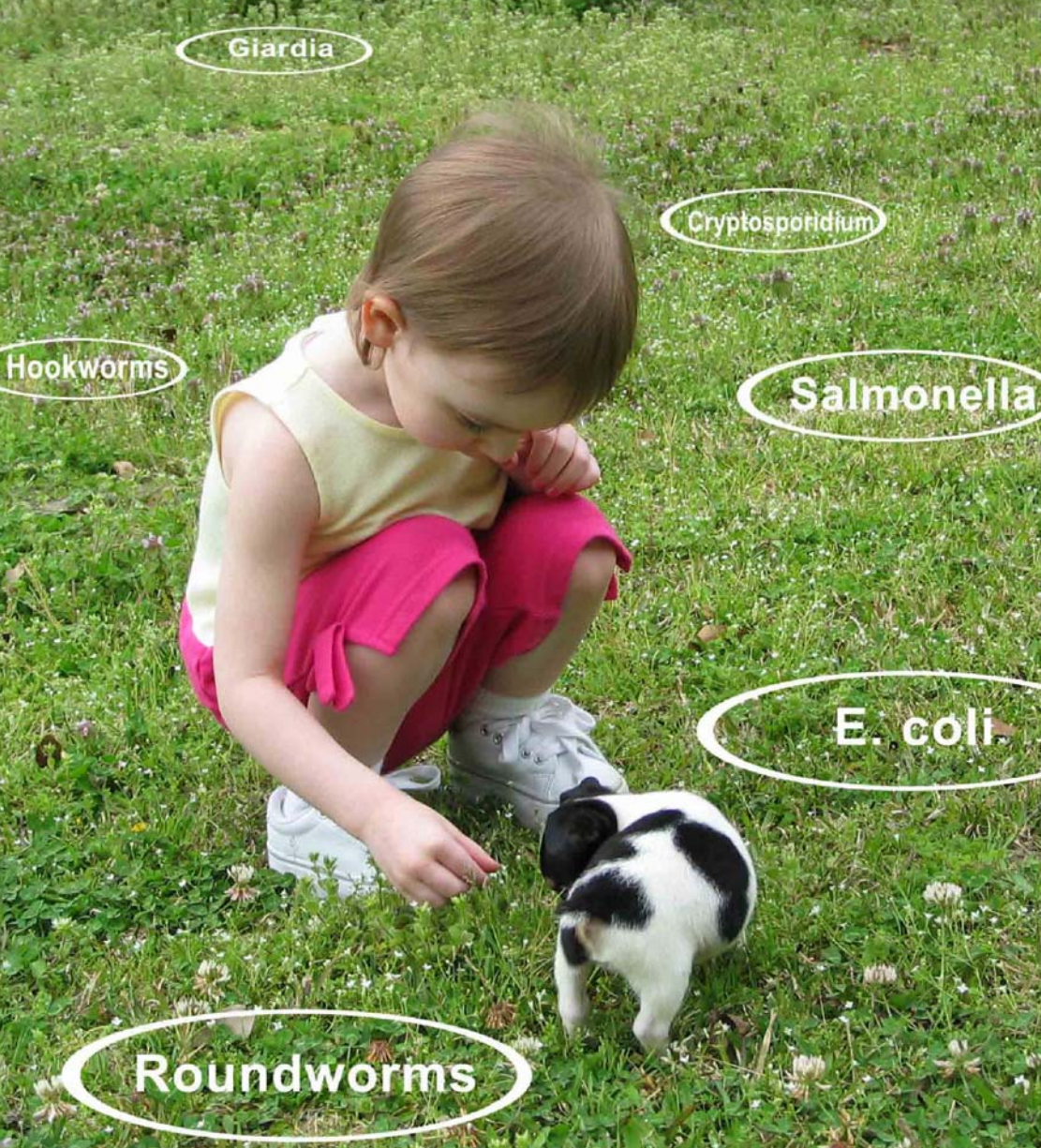
# Telephone Survey



# Target Audience Analysis



|                      |                     |                      |                       |
|----------------------|---------------------|----------------------|-----------------------|
| <b>bomb</b>          | <b>droppings</b>    | <b>lawn sausages</b> | <b>poodle paddies</b> |
| <b>boo-boo</b>       | <b>dump</b>         | <b>lincoln logs</b>  | <b>poop</b>           |
| <b>brownie</b>       | <b>dung</b>         | <b>load</b>          | <b>poopie</b>         |
| <b>caca</b>          | <b>effluvium</b>    | <b>looloo</b>        | <b>poopoo</b>         |
| <b>calling card</b>  | <b>evacuation</b>   | <b>manure</b>        | <b>presents</b>       |
| <b>chocolates</b>    | <b>excrement</b>    | <b>mess</b>          | <b>pungies</b>        |
| <b>crap</b>          | <b>excreta</b>      | <b>muck</b>          | <b>scat</b>           |
| <b>crapola</b>       | <b>exudation</b>    | <b>mud</b>           | <b>s#&amp;%</b>       |
| <b>dirt</b>          | <b>exuviae</b>      | <b>night soil</b>    | <b>soil</b>           |
| <b>do-do</b>         | <b>fecal matter</b> | <b>nuggets</b>       | <b>souvenirs</b>      |
| <b>doggy sausage</b> | <b>feces</b>        | <b>number two</b>    | <b>stool</b>          |
| <b>doo</b>           | <b>feculence</b>    | <b>ordure</b>        | <b>stuff</b>          |
| <b>doodie</b>        | <b>jobbers</b>      | <b>package</b>       | <b>tootsie rolls</b>  |
| <b>dookie</b>        | <b>kisses</b>       | <b>pile</b>          | <b>turd</b>           |
| <b>doolie</b>        | <b>land mines</b>   | <b>poo</b>           | <b>waste</b>          |



**Safe kids**

**Safe pets**

**Clean yards**

**Clean shoes**

*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

# Dog Waste is Raw Sewage



Scoop the poop,  
bag it,  
place it in the trash





# It's the American Way



Pet waste is a leading cause of bacterial pollution in Snohomish County's streams and rivers.

## Scoop the poop, bag it, and place it in the trash

Clean yards. Clean streams. (And clean shoes!)

**101 REASONS TO PICK UP PET WASTE:  
NUMBER 85**

# No matter what you call it, it's still sewage

calling card \* poop \* pile \* package \* dirt \* muck \* doo \* dump \* soil  
boo-boo \* excrement \* crap \* dookie \* s#\$% \* bomb \* caca \* load  
poodle paddies \* doolie \* lawn sausages \* chocolates \* poopoo \* doodie  
tootsie rolls \* mess \* ordure \* souvenirs \* land mines \* feculence  
do-do \* night soil \* feces \* waste \* kisses \* exudation \* poopie \* scat  
mud \* droppings \* excreta \* manure \* nuggets \* turd \* dirt \* load  
mine \* package \* evacuation \* dung \* night soil \* ordure \* doodie  
number two \* loloo \* kisses \* exudation \* do-do \* poopie  
nuggets \* land mines \* crap \* loloo \* mess \* droppings \* caca  
exudation \* dookie \* stuff \* s#\$% \* exuviae  
pile \* dung \* droppings \* waste \* surprise  
exudation \* poopie \* ordure \* caca  
poo \* pile \* stool \* excrement  
patties \* kisses \* land mines  
pungies \* doolie \* do-do \* mess  
feces \* bomb \* caca \* poo  
poop \* doo \* load \* waste  
boo-boo \* chocolates  
souvenirs \* feces \* jobbers  
crapola \* poop \* lawn sausages  
dump \* poopoo \* muck \* excreta  
lincoln logs \* crap \* effluvium \* pile  
excrement \* traps \* doo \* tootsie rolls  
doogie \* bomb \* waste \* feculence \* doodie  
lawn sausages \* nugget \* exuviae \* boo-boo  
poopoo \* droppings \* dirt \* surprise \* night soil  
poopie \* fecal matter \* excreta \* souvenirs \* do-do  
pungies \* brownie \* crapola \* pile \* scat \* doolie \* doodie \* crap  
dung \* tootsie roll \* stool \* loloo \* mess \* ordure \* number two  
patties \* muck \* lincoln logs \* mud \* number two \* dump \* poop \* doo  
chocolates \* bomb \* s#\$% \* soil \* land mines \* jobbers \* feces  
manure \* doggy sausage \* caca \* dookie \* effluvium \* surprise \* doo  
doolie \* lawn sausages \* chocolates \* poopoo \* doodie \* land mines



More than 126,000 dogs live in Snohomish County.  
That's an entire city's worth of untreated raw sewage sitting in our backyards.

## Scoop the poop, bag it, and place it in the trash.

Clean yards. Clean streams. (And clean shoes!)

**101 REASONS TO PICK UP PET WASTE:  
NUMBER 9**

# Some things last longer than you think



Harmful organisms that can be transmitted from pet waste to children can persist for weeks.

## Scoop the poop, bag it, and place it in the trash

Clean yards. Clean streams. (And clean shoes!)

**101 REASONS TO PICK UP PET WASTE:  
NUMBER 79**



An important  
message for  
dogs and  
their owners

# IT'S OKAY!

Scoop the poop, bag it,  
and place it in the trash

More than 126,000 dogs live  
in Snohomish County.  
That's an entire city's worth  
of raw sewage sitting in our  
backyards.

Landfills are designed to  
safely handle substances  
such as dog waste and cat  
litter. Yards are not.



Some  
things  
last  
longer  
than  
you  
think

Harmful organisms can be transmitted from dog waste to children.  
Some can persist for weeks in yards and streams, waiting for a host.

Roundworms, *E. coli*, and *Giardia* are just a few of the  
harmful organisms that can be transmitted  
from dog waste to people.

The solution is easy:

**Scoop the poop, bag it,  
and place it in the trash**

Clean yards. Clean streams. (And clean shoes!)



**Surface Water Management**  
[www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

Snohomish County  
Public Works

detach along perforation

Summer is here!

Return this card to  
receive a free  
Scooper Water Bottle.

Perfect for staying  
hydrated while  
scooping your yard!

Quantities are limited. Don't delay!



Yes! I'm a Scooper!  
Please send me a  
free water bottle!

Please call me,  
I have questions!

Put me on your  
mailing list for  
classes and  
workshops!

detach along perforation

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**It's the American Way**

**Scoop the poop, bag it, and place it in the trash**

**Enjoy your holiday the healthy way!**

Use these handy blue bags to pick up your dog's waste with less mess!

Harmful organisms in pet waste can persist for weeks in your yard, posing serious health risks to your family and pets.

Eliminate this foul problem by scooping dog poop from your yard at least once a week.

Enjoy a fun, safe, disease-free holiday. Happy scooping!

If you don't own a dog, please give this bag to a neighbor who does. Thank you!

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

**Happy Thanksgiving**

**Don't let your dog be a turkey**

**Pet waste is not just an embarrassment for your dog. It's a health issue for your whole family.**

Roundworms, E. coli, and Giardia are just a few of the harmful organisms that can be transmitted from dog waste to people.

Use this magnet as a reminder to scoop the poop at least once a week.

Protect your family. They'll thank you for it!

**Scoop the poop, bag it, and place it in the trash**

Clean yards. Clean streams. (And clean shoes!)

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

**IT'S OKAY!**

**Scoop the poop, bag it, and place it in the trash**

More than 126,000 dogs live in Snohomish County. That's an entire city's worth of raw sewage sitting in our backyards.

Landfills are designed to safely handle substances such as dog waste and cat litter. Yards are not.

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

**Some things last longer than you think**

Harmful organisms can be transmitted from dog waste to children. Some can persist for weeks in yards and streams, waiting for a host.

Roundworms, E. coli, and Giardia are just a few of the harmful organisms that can be transmitted from dog waste to people.

The solution is easy:

**Scoop the poop, bag it, and place it in the trash**

Clean yards. Clean streams. (And clean shoes!)

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

**Dogs can't flush!**

Roundworms, E. coli, and Giardia are just a few of the harmful organisms that can be transmitted from dog waste to people. Some can live for weeks in your soil.

Landfills are designed to safely handle substances like dog waste and cat litter. Yards are not.

So until your pup learns to use the toilet, please:

**Scoop the poop, bag it, and place it in the trash**

Clean yards. Clean streams. (And clean paws!)

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

**What's the problem with 20 tons of dog poop?**

That's like an entire city's raw sewage sitting in our backyards!

Harmful organisms can be transmitted from dog waste to children. Some can persist for weeks in your yard, waiting for a host.

Landfills are designed to safely handle substances such as dog waste and cat litter. Yards are not. Burying or composting pet waste allows harmful organisms into groundwater.

**Scoop the poop, bag it, and place it in the trash**

Clean yards. Clean streams. (And clean paws!)

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

**Surface Water Management**  
[www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

Summer is here! Return this card to receive a free Scooper Water Bottle. Perfect for staying hydrated while scooping in your yard!

Quantities are limited. So don't delay!

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Yes! I'm a Scooper! Please send me a free water bottle!

Please call me. I have questions!

Put me on your mailing list for classes and workshops!

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

**School days are here!**

But some things dogs will never learn...

The school year is here! Equip the students in your household. Return this card for a FREE pet waste pen! (and other fun trinkets for school!)

Quantities are limited so don't delay!

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Yes! I'm a Scooper! Please send me a free pet waste pen!

Please call me. I have questions!

Put me on your mailing list for classes and workshops!

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)

**Over 20 tons of dog waste are dropped in Snohomish County every day!**

Daylight savings time is coming to an end. You'll need light to scoop at night!

Return this card for a FREE scooper light!

Quantities are limited, so don't delay!

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Yes! I'm a Scooper! Please send me a free scooper light!

Please call me. I have questions!

Put me on your mailing list for classes and workshops!

Learn more at: [www.petwaste.surfacewater.info](http://www.petwaste.surfacewater.info)



# Proxy measures



*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

**This is a  
BEHAVIOR CHANGE  
program,**

**not an education program**

# Foundation

**Diffusion of Innovations** (Everett Rogers)

**Program Design/Evaluation Hierarchy** (Claude Bennett)

**Social Capital** (Robert Putnam)

**Social Marketing** (Philip Kotler, Nancy Lee)

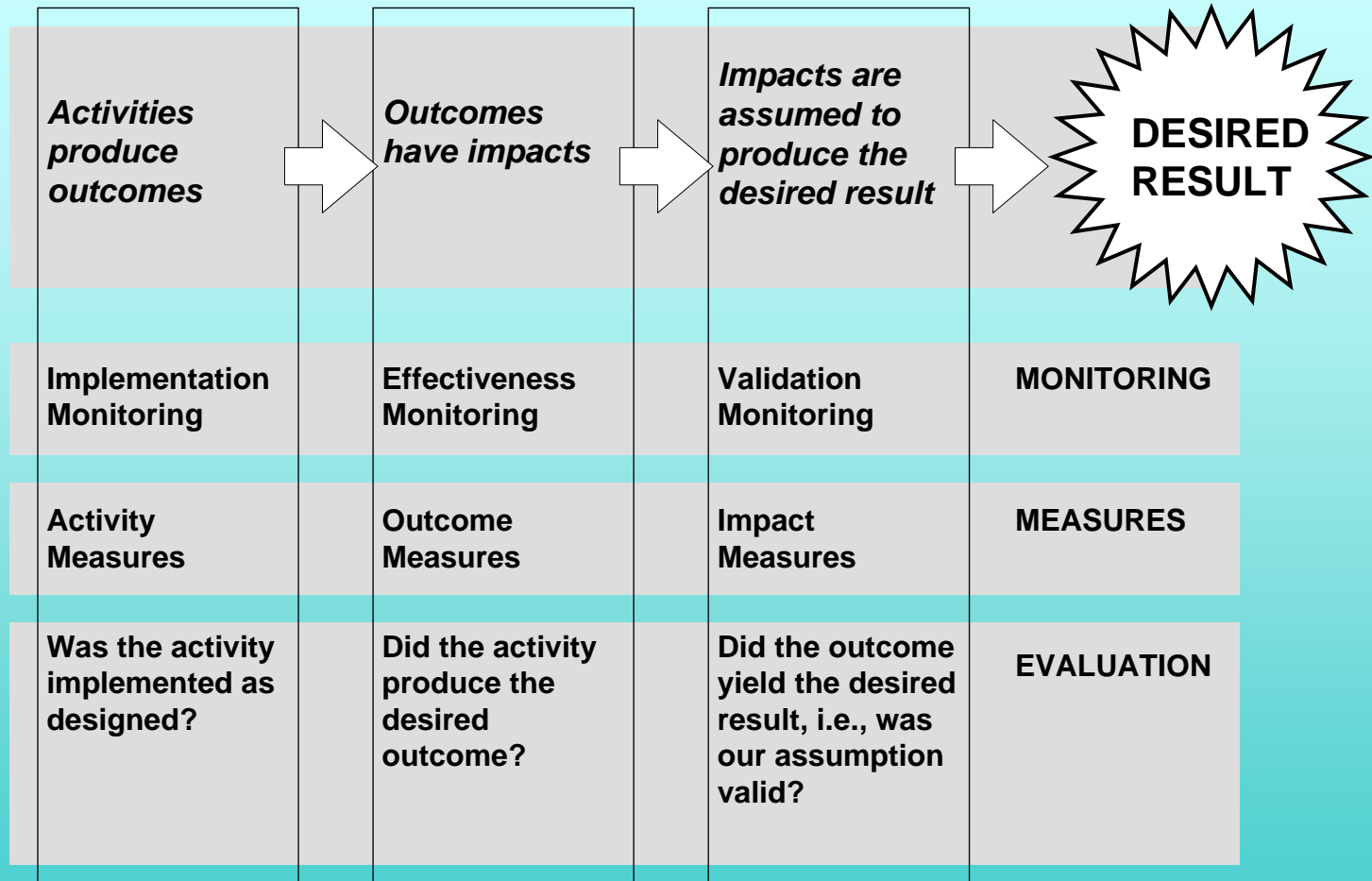
**Psycho-demographic segmentation** (VALS)

**Buzz Marketing** (Mark Hughes)

**Cause Marketing** (Andy Goodman)

etc., etc., etc.

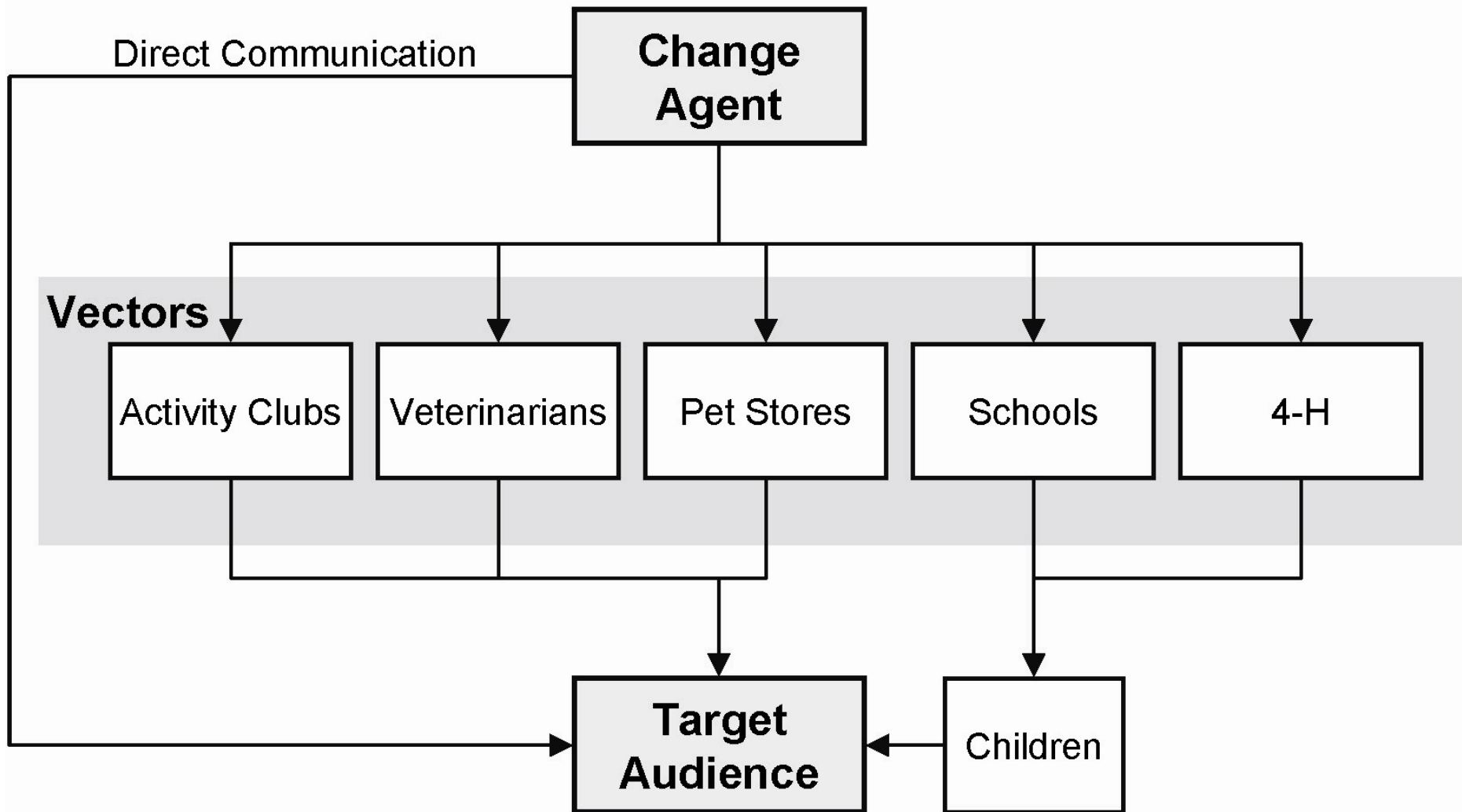
# Program Evaluation and Monitoring



*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

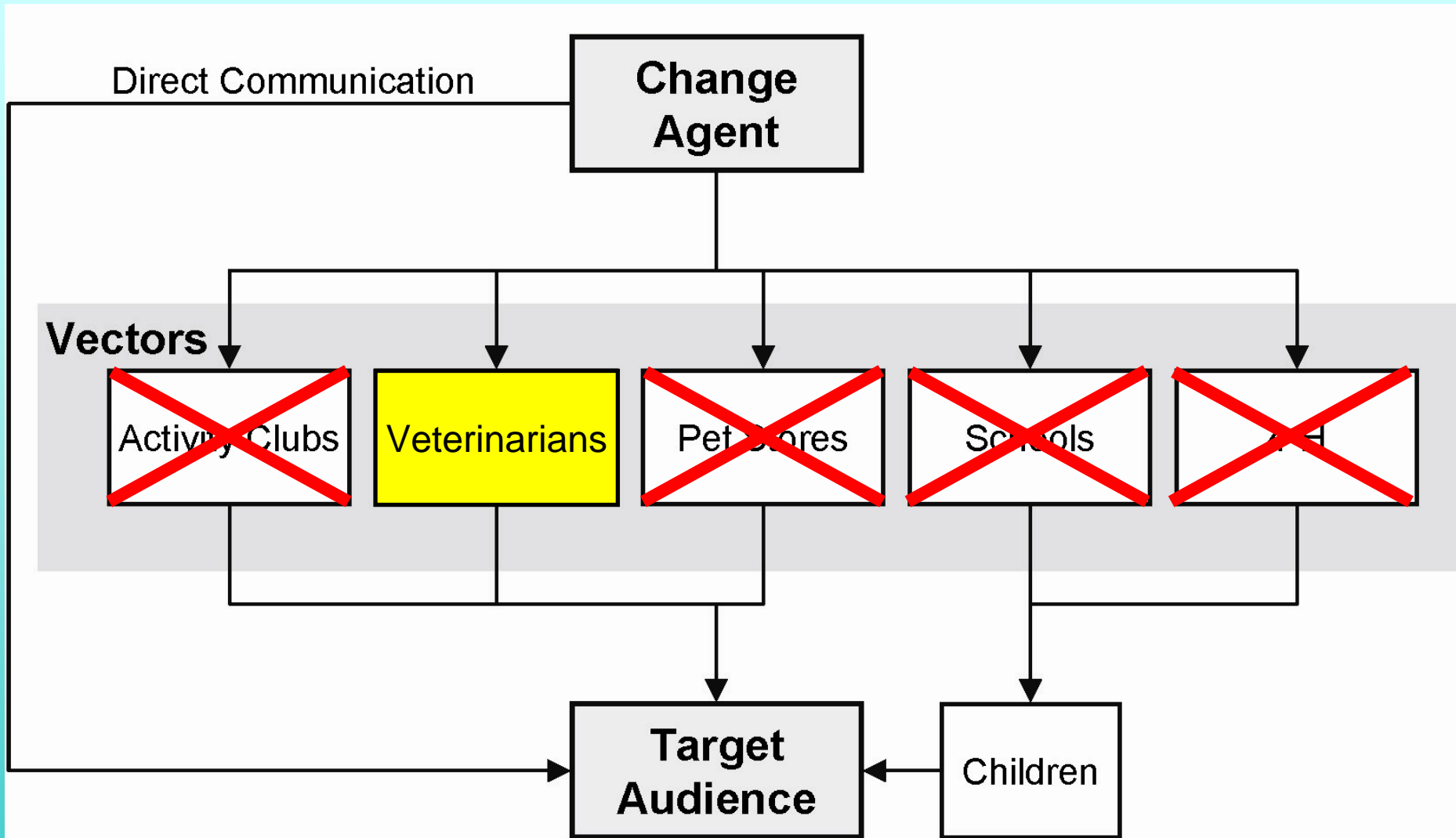
# Communications Strategy



*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

# Communications Strategy



*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

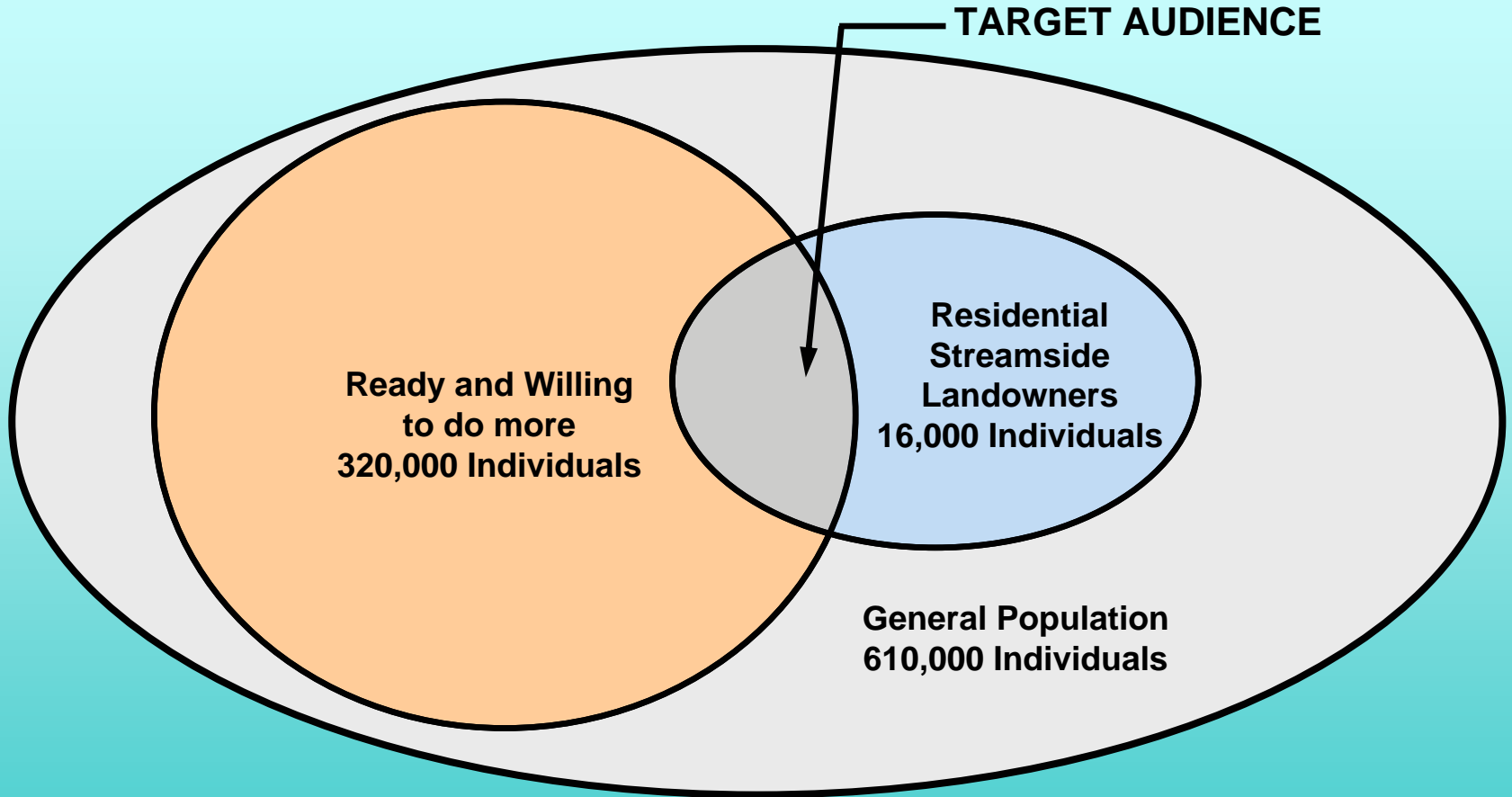
# Streamside Landowners



*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

# Streamside Landowners



*Diffusion of Landscape-Level Best Management Practices*

*Snohomish County Surface Water Management*

# Best Management Practices for streamside landowners

Minimize impervious surfaces

Mulch

Install rain gardens

Cover bare soil

Install rain barrels

Plant native plants

Plant trees and shrubs

Maintain existing native plants

Minimize fertilizer use

Minimize garden chemical use

Minimize pesticide use

Control invasive plants

Don't garden in protected areas

Minimize lawn area

Install terraces

Install infiltration swales

Keep pets out of streams

Pick-up pet waste

Keep livestock out of streams

Control livestock waste

Maintain vehicles

Wash vehicles at a carwash

Leave banks natural - No riprap  
or armoring

Leave it to beavers – don't  
remove beavers or dams

Leave streams alone

Remove trash and garbage

Don't dump yard waste along  
streams

Don't dredge streams

Don't allow yards to expand  
into protected areas

Allow woody debris and fallen  
trees to remain

Install native plant buffers along  
protected areas

Maintain existing native plants

Control invasive plants

Don't touch protected areas

Let vegetation get messy

No fertilizer use

No lawn chemical use

No pesticide use

No yard waste dumping

Don't locate buildings near  
streams

Replace driveways with  
pervious materials

Remove buildings near streams

Minimize use of household  
chemicals and soaps

Maintain septic systems

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*Snohomish County Surface Water Management*

# Top Ten Streamside Landowner BMPs

## KEEP THE WONDER ALIVE

1. Plant lots of trees
2. Wash your vehicle at a car wash
3. Stop using pesticides and herbicides
4. Don't fertilize your lawn
5. Pick up your pet waste (put it in the trash)
6. Leave your streambanks natural
7. Learn to love beavers (they're good for salmon)
8. Keep pets and livestock out of streams
9. Plant native plants
10. Walk your stream with a Watershed Steward

LEAVING A LEGACY IS EASY. WE'RE HERE TO HELP.



**Surface Water Management**

**425-388-3464 [www.surfacewater.info](http://www.surfacewater.info)**



**Snohomish County  
Public Works**

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# Motivators

- Responsibility to future generations, children and grandchildren
- Responsibility to be good stewards
- Sense of place
- Don't go negative – offer hope!
- What can residents do *at home*?
- Don't ask for too much



# Workshops for Streamside Landowners

- **Market workshops directly to streamside landowners**
- **Apply research findings: motivators, barriers, messages**
- **Bring workshops to convenient neighborhood locations**
- **Give assistance a friendly face**
- **Speak in plain English**



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# Logic Model

1. Formative research
  2. Message development
  3. Trial mailings
  4. Workshops for Target Audience
  5. Personal visits to Target Audience properties
  6. Measure, evaluate and refine
  7. Mailings to full Target Audience
- 



## Wet Feet & Dirty Water

### A Landowner's Guide to Working in Streams

If you want to ...

- Plan a project in or near your stream
- Clear brush or trees
- Build a pond or bridge
- Expand your yard or garden
- Leave healthy streams and clean water for your children and grandchildren

... then this workshop is for you!

**Saturday, May 11**

9 a.m. to 12 p.m.

Salem Woods

Elementary School

12802 Wagner Rd

MONROE

**Saturday, May 18**

9 a.m. to 12 p.m.

Martha Lake

Elementary School

7500 Larch Way

LYNNWOOD

**Saturday, June 1**

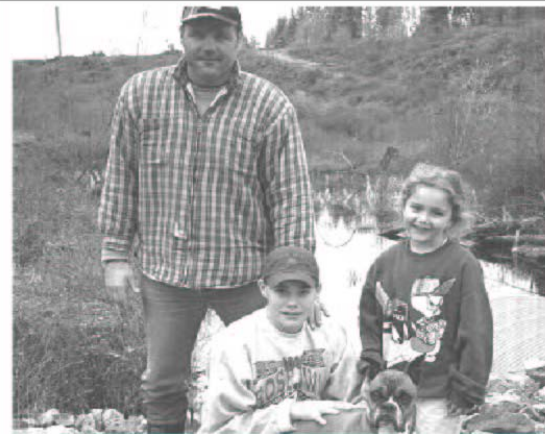
9 a.m. to 12 p.m.

Mount Pilchuck

Elementary School

2806 20th ST NE

LAKE STEVENS



## Flora and Fauna

### A Landowner's Guide to Home Wildlife Habitat

If you want to ...

- Improve wildlife habitat in or near your stream
- Attract birds and other wildlife
- Create habitat for trout and salmon
- Plant trees or landscape near a stream
- Leave healthy streams and clean water for your children and grandchildren

... then this workshop is for you!

**Saturday, June 8**

9 a.m. to 12 p.m.

Salem Woods

Elementary School

2802 Wagner Rd

MONROE

**Saturday, June 15**

9 a.m. to 12 p.m.

Mount Pilchuck

Elementary School

2806 20th ST NE

LAKE STEVENS

**Saturday, June 22**

9 a.m. to 12 p.m.

Martha Lake

Elementary School

7500 Larch Way

LYNNWOOD

Photos courtesy: Stilly-Snohomish Task Force and Snohomish County

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# Participant Response

- “It is rare these days to see such caring on the part of government.”
- “... a touch of empathy toward the many issues that can bewilder streamside landowners.”
- “It was evident that you were there to help serve as a source of information and a contact, and that you were not there to judge current individuals practices or viewpoints.”
- “The depth of information presented was surprising given the variety of topics – there was definitely something for everyone.”
- “The knowledge I gained influenced what I would do with my property. I also learned I have a whole lot more to learn before I make major decisions.”

# Workshop Alumni Focus Group

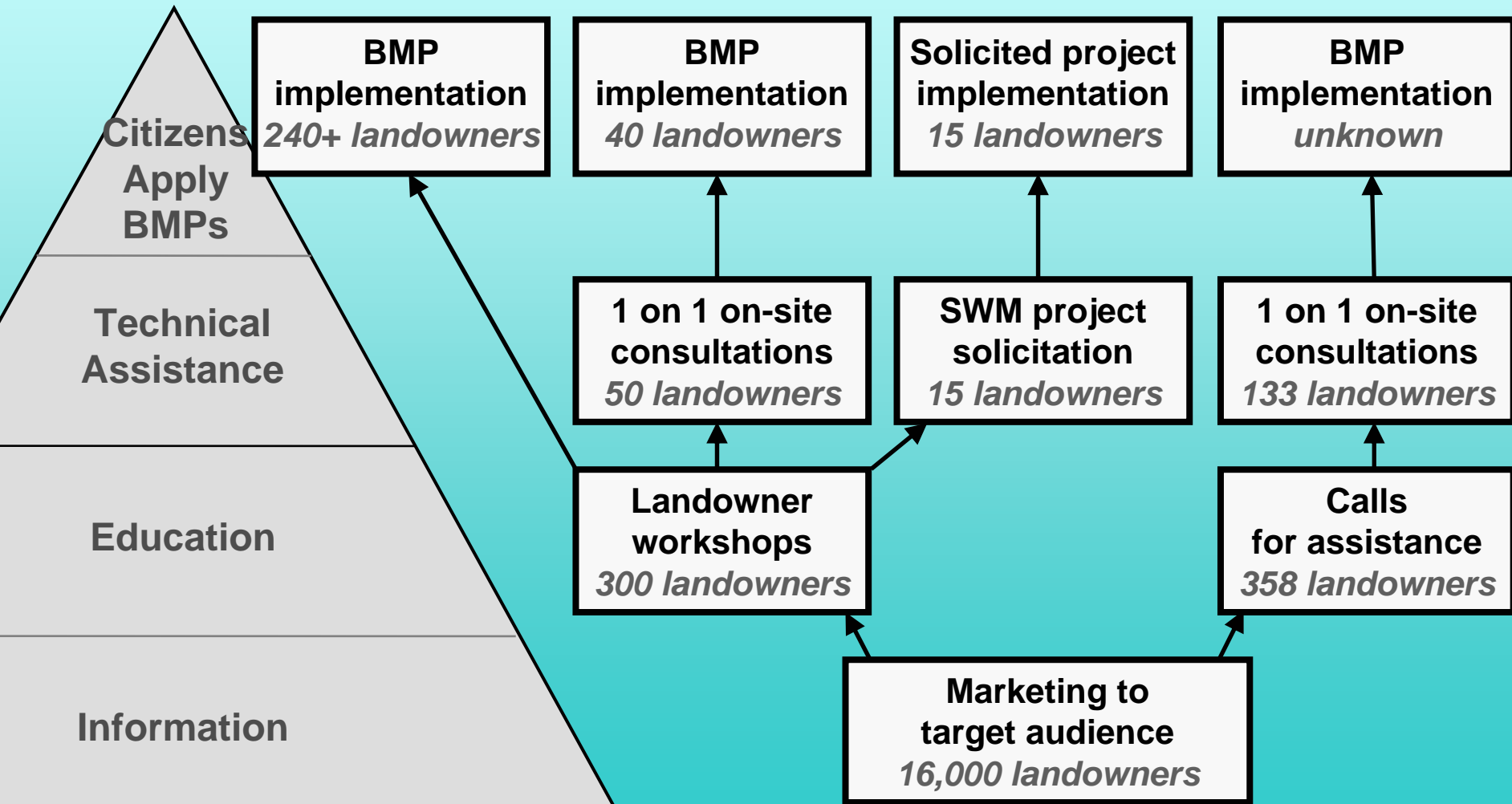
**Every focus group participant  
identified best management  
practices they implemented  
*as a direct result of the workshops***



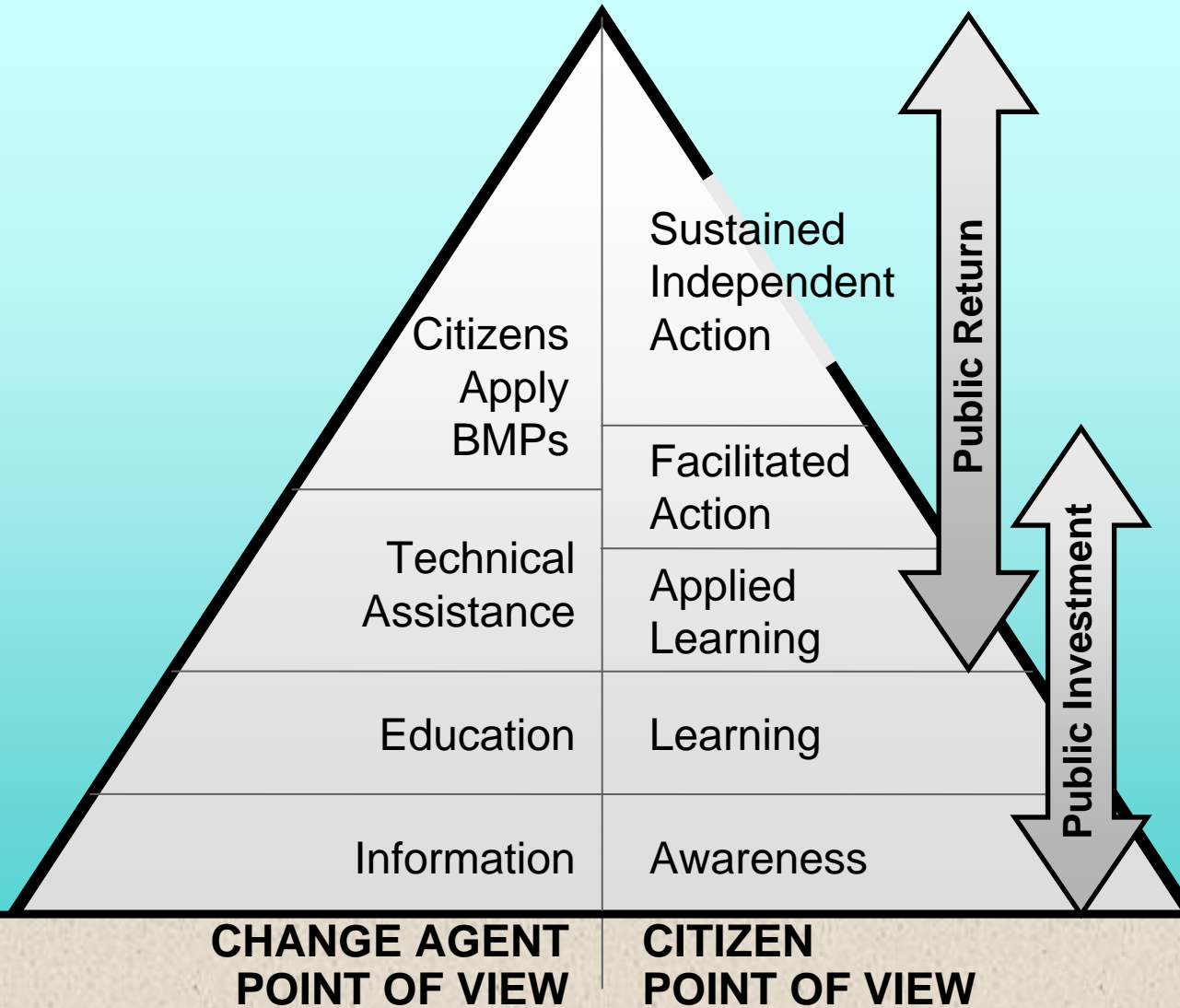
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# What did the program produce?



# Public Involvement Continuum



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# BEHAVIOR CHANGE

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