

Question 21

Attach a description of general awareness efforts conducted, including your target audiences and subject areas, per S5.C.2.a.i

Target Audience	General Awareness Effort
General public in the Puget Sound region	Participated in the Stormwater Outreach for Regional Municipalities (STORM) regional bus advertisement program during Puget Sound Starts Here (PSSH) month. Interior bus ads promoted picking up pet waste and putting it in the trash. Pet owners that use public transportation were the target audience.
English, Vietnamese, Korean and Spanish speaking adults in the Puget Sound region	Participated in the Puget Sound Starts Here (PSSH) month digital and social media advertising “Don’t Wait to Inflate” campaign. This campaign promoted regular checking of car tire pressure, and proper inflation of car tires, to reduce tire wear and thereby reduce tire wear particles which have been shown to be a significant source of stormwater pollution. In addition, the City distributed “Don’t Wait to Inflate” reminder stickers to a few targeted tire businesses to aide in promoting the event.
School age children in the Auburn School District	The Storm and Water Utilities contracted with Nature Vision to provide educational programs to Auburn School District students. Programs covered topics such as watersheds, wetlands, aquatic insects, pollution sources, and the importance of protecting the health of natural waters. Actions that students can take to protect surface water quality were emphasized.
General public	The City’s Storm Drainage Utility website provides general information on the City’s storm drainage program, links to the City’s SWMP, annual reports, to the Puget Sound Starts Here website, and lists the Spill Reporting number.
Auburn residents	The fall Auburn Magazine included an article on keeping catch basins clear of leaves, which included information on how residents shouldn’t blow leaves from their property into the street, and how to properly dispose of leaves.
Auburn residents	The fall Auburn Magazine included information that residents could use to find our Street Sweeping Information & Schedule. This includes an interactive map informing them when they should move vehicles parked on the street to allow for thorough sweeping.
Auburn residents	The fall Auburn Magazine included an article on litter and illegal solid waste dumping, which included information on how residents can report illegal dumping to the City.
Auburn residents	The Auburn Solid Waste Utility mailed a household hazardous waste flier to addresses in Auburn, which provided tips for reducing the use of hazardous products around the home.
Private storm facility owners and managers	The City’s Storm Drainage Utility web page provides information on private storm drainage system maintenance.
Auburn business owners and managers	The City Storm Drainage Utility web page provides information on business best management practices and general information about stormwater pollution prevention for businesses.

