



Shelton City Council
Study Session Agenda
November 9, 2021 – 6:00 p.m.
Virtual Platform

A. Call to Order

B. Roll Call

C. Study Agenda

1. Legislative Priorities – Presented by City Manager Jeff Niten & Troy Nichols of Phillips Burgess Government Relations, LLC
2. NPDES Education and Outreach – Presented by City Engineer Ken Gill

D. New Items for Discussion

E. Adjourn



2021-2022 Looking Ahead

(Items and dates are subject to change)

Tues. 11/16 5:00 p.m.	Special Meeting	Executive Session <ul style="list-style-type: none"> Performance of a Public Employee 	N/A
Tues. 11/16 5:45 p.m.	Special SMPD Meeting	Consent Agenda <ul style="list-style-type: none"> Vouchers/Meeting Minutes Business Agenda <ul style="list-style-type: none"> Action Agenda <ul style="list-style-type: none"> Resolution No. SMPD 34-1021 2022 Ad Valorem Taxes Resolution No. SMPD 35-1021 2022 Preliminary Budget Administration Report <ul style="list-style-type: none"> 	Packet Items Due: 11/5 – 5:00 p.m.
Tues. 11/16 6:00 p.m.	Regular Meeting	Consent Agenda <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes September Financial Status Report Business Agenda <ul style="list-style-type: none"> Water Meter Boxes and Lids Purchase Public Hearing Ordinance No. 1981-1021 2021 Budget Supplemental #2 Action Agenda <ul style="list-style-type: none"> Public Hearing Ordinance No. 1078-1021 2022 Regular & Ad Valorem Taxes Public Hearing Ordinance No. 1079-1021 2022 Budget Res. No. 1216-1021 and 1217-1021 Local Programs Project Administration Agreements for Pedestrian Safety Improvements (Safe Routes to School) and Brockdale Rd. Resurfacing Project Res. No. 1218-1021 Transpo Group Contract and Work Order Amendments No. 2 Civic Center Rotating Art Gallery LTAC Grant Recommendations Administration Report <ul style="list-style-type: none"> 	Packet Items Due: 11/5 – 5:00 p.m.
Tues. 11/23 6:00 p.m.	Study Session	Study Agenda <ul style="list-style-type: none"> Noise Ordinance 	Packet Items Due: Fri. 11/19 @ noon
Tues. 12/7 6:00 p.m.	Regular Meeting	Consent Agenda <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes Business Agenda	Packet Items Due: 11/24 – 5:00 p.m.

		<ul style="list-style-type: none"> Resolution No. 1219-1121 Approving Mason Conservation District's Proposal for NPDES Education & Outreach Activities Public Hearing Ordinance No. 1980-1021 Amending SMC Illicit Stormwater Discharge Resolution No. xxxx-xxxx Contract with Aspect Consulting for C Street Landfill Environmental Cleanup Construction Planning <p>Action Agenda</p> <ul style="list-style-type: none"> Resolution No. 1213-1021 Water Meter Boxes and Lids Purchase Ordinance No. 1981-1021 2021 Budget Supplemental #2 Resolution No. xxxx-xxxx EM&R Vehicle Purchase <p>Administration Report</p> <ul style="list-style-type: none"> 	
Tues. 12/14 6:00 p.m.	Study Session	<p>Study Agenda</p> <ul style="list-style-type: none"> Logo Discussion 	Packet Items Due: Fri. 12/10 @ noon
Tues. 12/21 5:45 p.m.	SMPD Meeting	<p>Consent Agenda</p> <ul style="list-style-type: none"> Vouchers/Meeting Minutes <p>Business Agenda</p> <ul style="list-style-type: none"> <p>Action Agenda</p> <ul style="list-style-type: none"> <p>Administration Report</p> <ul style="list-style-type: none"> 	Packet Items Due: 12/10 – 5:00 p.m.
Tues. 12/21 6:00 p.m.	Regular Meeting	<p>Consent Agenda</p> <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes <p>Business Agenda</p> <ul style="list-style-type: none"> <p>Action Agenda</p> <ul style="list-style-type: none"> <p>Administration Report</p> <ul style="list-style-type: none"> 	Packet Items Due: 12/10 – 5:00 p.m.
Tues. 1/4 6:00 p.m.	Regular Meeting	<p>Consent Agenda</p> <ul style="list-style-type: none"> Vouchers/Payroll Warrants/Meeting Minutes October Financial Status Report <p>Business Agenda</p> <ul style="list-style-type: none"> Local Road Safety Plan <p>Action Agenda</p> <ul style="list-style-type: none"> Resolution No. 1219-1121 Approving Mason Conservation District's Proposal for NPDES Education & Outreach Activities Ordinance No. 1980-1021 Amending SMC Illicit Stormwater Discharge Resolution No. xxxx-xxxx Contract with Aspect Consulting for C Street Landfill Environmental Cleanup Construction Planning Council Committee Assignments 	Packet Items Due: 12/24 – 5:00 p.m.

		Administration Report •	
Tues. 1/11 6:00 p.m.	Study Session	Study Agenda •	Packet Items Due: 1/7 @ noon
Tues. 1/18 6:00 p.m.	Regular Meeting	Consent Agenda • Vouchers/Payroll Warrants/Meeting Minutes Business Agenda • Resolution No. 1186-1220 Surplus Computer Equipment Action Agenda • Local Road Safety Plan Administration Report •	Packet Items Due: 1/7 – 5:00 p.m.
Tues. 1/25 6:00 p.m.	Study Session	Study Agenda	Packet Items Due: 1/21 @ noon
Tues. 2/1 6:00 p.m.	Regular Meeting	Consent Agenda • Vouchers/Payroll Warrants/Meeting Minutes Business Agenda • Public Hearing Ordinance No. 1968-0321 Water Comp Plan Adoption Action Agenda • Resolution No. 1186-1220 Surplus Computer Equipment Administration Report •	Packet Items Due: 1/21 – 5:00 p.m.
Tues. 2/8 6:00 p.m.	Study Session	Study Agenda	Packet Items Due: 2/4 @ noon
Tues. 2/15 6:00 p.m.	Regular Meeting	Consent Agenda • Vouchers/Payroll Warrants/Meeting Minutes Business Agenda • Action Agenda • Ordinance No. 1968-0321 Water Comp Plan Adoption Administration Report •	Packet Items Due: 2/4 – 5:00 p.m.

Other – TBD

- UGA/Annexation Policy (Water/Sewer Extensions)
- More Standing Committees by the Council
- Surplus Property
- December 7, 2021 – C Street Update
- Downtown Street Trees
- Transportation Benefit District (TBD) Public Hearing by Council per SMC 12.40
- Resolution No. 1214-1021 Park St. Overlay Final Acceptance
- Resolution No. 1215-1021 2021 Chip Seal Final Acceptance
-

SHELTON NPDES STORMWATER PERMIT OUTREACH AND EDUCATION PLAN

City Council Study Session
November 9th, 2021

SCOPE OF WORK

- Build General Awareness of Local Water Quality – general public and youth
- Focus annually on Best Management Practices to Change Behavior – tree retention/natural landscaping
- Implement Methods to Evaluate Effectiveness of Behavior Change Efforts
- Promote Opportunities for Shelton residents to get involved in stewardship activities and the decision making process



TREE RETENTION AND TREE PLANTING

Behavior Change Metrics:

- Baseline of Trees Planted in Prior Events
- Number of Tree Planting Events
- Number of Trees Planted
- Number of Tree Applicants
- Number of Student Surveys



NATURAL YARD CARE

Behavior Change Metrics:

- Number of Residents Participating in Prior Native Plant Sales
- Native and Natural Landscape Campaign – Feature New Plant Selection in Plant Sales
- Number of Residents Participating Post Campaign



COMMUNITY-BASED SOCIAL MARKETING

Five Steps:

1. Select Behavior to Change
2. ID barriers/benefits to Behavior
3. Strategy to Reduce Barriers/Increase Benefits
4. Pilot the Strategy
5. Monitor Strategy Effectiveness



OPPORTUNITIES TO PARTICIPATE



Instagram

OTHER MCD STORMWATER PROJECTS



Projects funded wholly or in part by the United States Environmental Protection Agency under assistance Agreement PC-01J18101 to Department of Ecology. The contents of this document do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does mention of trade names or commercial products constitute endorsement or recommendation for use.

SEVEN RAIN GARDENS IN MT. VIEW NEIGHBORHOOD



DE-PAVING & RE-VEGETATION AT TMBHO CENTER



Planting Plan - Depave Project
THURSTON MASON BEHAVIORAL HEALTH ORG



Location	Plant	Number	Spacing
1	Tall Oregon Grape	12	2
2	Tall Oregon Grape	10	2
3	Rhododendron macrophyllum- Pacific Rhododendron	1	0
4	safari-goldstrike-yellow-conebush	1	0
5	safari-goldstrike-yellow-conebush	1	0
6	Juniperus scopulorum rocky mountain juniper	1	0
7	Juniperus scopulorum rocky mountain juniper	3	3
8	Pinus contorta contorta- Shore Pine	1	0
9	Pinus contorta contorta- Shore Pine	1	0
10	winter-bee-spanish-lavender	3	3
11	Juniperus chinensis 'Sea Green'	1	0
12	Juniperus chinensis 'Hetzi Columnaris'	1	0
13	Pacific Wax Myrtle	1	0
14	Pinus contorta contorta- Shore Pine	1	0
15	bush honeysuckle (Diervilla rivularis)	12	3
16	Picea orientalis	1	0
17	Quercus chrysolepis - canyon live oak	1	0

0 10 20 40 Feet



BUDGET & SCHEDULE

<i>Task</i>	<i>Dates</i>	<i>Costs</i>
<i>Implement an Education and Outreach Program Building General Awareness Based On Local Water Quality Information And A Selected Target Audience.</i>	<i>Dec 2021 – Jan 2022</i> <i>Dec 2022 – Jan 2023</i> <i>Dec 2023 – Jan 2024</i>	<i>\$7,788.99</i>
<i>Select [at a minimum] One Target Audience and One Best Management Practice (BMP) to Focus on for Behavior Change (including Native Tree Voucher events up to \$3,000)</i>	<i>Dec 2021 – May 2022</i> } <i>Dec 2022 – May 2023</i> } <i>Tree Events</i> <i>Dec 2023 – May 2024</i> } <i>Feb 2022 – Feb 2023</i> } <i>Feb 2023 – Feb 2024</i> } <i>Natural Yard Campaign</i>	<i>\$15,403.99</i>
<i>Conduct an Evaluation of the effectiveness of the Behavior Change Campaign in their Permit Efforts</i>	<i>Jun 2022, 2023, 2024</i> <i>(evaluate tree events)</i> <i>Mar 2023, 2024</i> <i>(evaluate Natural Yard campaign)</i>	<i>\$2,859.45</i>
<i>Follow Social Marketing Practices and Methods, Similar To Community Based Social Marketing to Develop a Behavior Change Program That Is Tailored To Shelton</i>	<i>Dec 2021 – Jan 2022</i> <i>Dec 2022 – Jan 2023</i> <i>Dec 2023 – Jan 2024</i>	<i>\$10,442.08</i>
<i>Provide and Advertise Stewardship Opportunities and/or Partner With Existing Organizations to Encourage Residents To Participate In Activities or Events Planned and Organized Within The Community.</i>	<i>Dec 2021 – July 2024 (continuous)</i>	<i>\$2,112.66</i>
<i>Public Involvement and Participation</i>	<i>Dec 2021 – July 2024 (continuous)</i>	<i>\$3,521.10</i>
<i>Project Management</i>	<i>Dec 2021 – July 2024 (continuous)</i>	<i>\$5,980.92</i>
CONTRACT TOTAL		<i>\$48,109.19</i>

Scope of Work – Public Education and Outreach

CITY OF SHELTON STORMWATER PHASE II MUNICIPAL STORMWATER PERMIT

Mason Conservation District (“District”) would propose the following Scope of Work in providing assistance to the City of Shelton with public education and outreach efforts to implement its Western Washington Phase II Municipal Stormwater Permit. Each Task described below aligns with the City’s required responsibilities under Subsection S5.C.2 of the Permit, followed by a description of activities intended to achieve compliance.

S5.C.2.a.i Implement An Education And Outreach Program Building General Awareness Based On Local Water Quality Information And A Selected Target Audience.

The District will target the general public including Shelton School District’s 5th and 6th Grade classes as the City’s initial audience. Subject areas would be suitable for all audiences, and could include: promotion of pet waste management, the role of trees in stormwater management (urban forestry), choosing fish-friendly car washing options, benefits of natural yard care (xeriscape, rain gardens, etc.) and the what-where-when-how-and-why of safer household cleaners.

The District will also provide information and educational materials for the City to upload to their Stormwater webpage, and coordinate joint events as appropriate. Several District activities align with the mission of Puget Sound Starts Here.org (PSSH) surrounding Green Stormwater Infrastructure (GSI) projects and Department of Ecology’s Stormwater Strategic Initiative. The District will provide the City with information and educational stormwater materials, as available, for the City to utilize on their website, including:

- Information on the role of trees in stormwater mitigation, and any opportunities for residents to obtain free or discounted trees
- Information on how rain gardens can effectively manage stormwater, including videos and instructions for residents to construct their own gardens
- Native plants available at the District’s annual Native Plant Sale that can help establish more natural yards that are lower maintenance and drought resistant (require less water)
- Provide links to stormwater focused groups, organizations, and events, such as Puget Sound Starts Here, as the District becomes aware of them

The District may also be able to assist the City with visual aids illustrating the City’s stormwater system in a way that shows its connection to streams, fish and people.

S5.C.2.a.ii(a) Select [at a minimum] One Target Audience and One Best Management Practice (BMP) to Focus on for Behavior Change

The District works with hundreds of students in the 5th and 6th grade classes within the Shelton School District providing environmental education lectures, videos and field trips. The type and timing of

MASON CONSERVATION DISTRICT

Better Backyards

Better Farming

Better Water

Better Forests

educational opportunities within the schools is dependent on the School District’s curriculum requirements, age of students, classroom time and availability, virtual access to students, and off campus events. Topics covered with students will be narrower than the general public, and will include introducing stormwater connections within the District’s forestry and shellfish educational programs. As for the general public, there are more opportunities to implement BMPs as suggested in the Permit, and a greater opportunity to measure change. The following lists BMP as suggested in the [permit](#) together a corresponding BMP taken from Ecology’s 2019 [Stormwater Manual](#). Also listed are possible metrics for measuring any resulting behavioral changes based on implementing the BMPs. These metrics are not an exhaustive list, nor do they all need to be included.

BMP	METRICS
<p>Tree Retention and Tree Planting LID Principles and LID BMPs</p> <p>The District has held two annual tree giveaway events, and the City could sponsor additional events for one or two more years. The number of trees previously distributed to Shelton residents under District’s current stormwater grant may be used to demonstrate the City’s behavioral change metrics. Establishing a baseline of trees distributed during the prior two events would be measured against future events after several months of intensive outreach on the role of trees in stormwater mitigation utilizing media outlets. The District would hold another tree voucher event, sponsored by the City, to promote trees in stormwater mitigation. City would purchase trees (up to \$3,000) for annual tree voucher events. This effort could yield behavior change data as early as May 2022, and each May thereafter as events are held based on available funds.</p>	<ul style="list-style-type: none"> ➤ # of trees distributed baseline ➤ # of tree Planting events ➤ # of trees distributed in future events ➤ # of applicants for trees ➤ # of student surveys, post school outreach event
<p>Landscaping and Lawn/Vegetation Management LID Principles and LID BMPs</p> <p>The District will begin by conducting a survey of plant sale participants to determine the baseline for participation among city residents. This would occur during the February 2022 plant sale.</p> <p>The annual native plant sales in 2023 & 2024 would be complemented by a Natural Yard Care program to promote native plants by bundling “starter kits” of drought tolerant, low water use, and pest resistant plants for purchase. Focused</p>	<ul style="list-style-type: none"> ➤ # of native vegetation starter kits distributed ➤ Annual native plant sale participation among city residents (baseline and post outreach efforts.) ➤ Creation of promotional materials designed and distributed

outreach and education would occur on this topic in summer and fall of 2022 and 2023. Surveys would be conducted during the February 2023 and 2024 plants sale to determine if participation in the native plant sale among city residents has increased to demonstrate behavior change.

S5.C.2.a.ii(b) Conduct an Evaluation of the Effectiveness of the Behavior Change Campaign in their Permit Efforts

District will work with City to evaluate stormwater management practices implemented by measuring and documenting changes in behavior utilizing the prescribed metrics to determine what was effective, what was not, and why; and suggested adaptive management for the City moving forward.

S5.C.2.a.ii(c) Follow Social Marketing Practices and Methods, Similar To Community Based Social Marketing to Develop a Behavior Change Program That Is Tailored To Shelton

Community-based social marketing (CBSM)¹ is based on behavioral change at the community level through initiatives that remove barriers to a certain activity, while simultaneously enhancing the activity’s benefits. CBSM involves five steps:

STEPS	EXAMPLE
1. Selecting which behavior to target	Natural yard care
2. Identifying the barriers and benefits to the selected behavior	Barrier: unfamiliar with types of vegetation; access to proper vegetation
	Benefit: more climate and pest resistant plants, less need of watering and fertilizers
3. Developing a strategy that reduces barriers to the behavior to be promoted, while simultaneously increasing the behavior’s perceived benefits	Barrier: availability of plants locally; knowing which to buy
	Benefits: promotional campaign on benefits of natural yard care reducing water usage, stormwater erosion, and fertilizers into streams
4. Piloting the strategy	Determine types of plants best suited for urban areas and soil composition; offer Shelton friendly natural yard care plants at District’s annual native plant sale in addition to other native plants already sold; create starter kits to bundle climate and pest

¹ McKenzie-More, D. (2011) *Fostering sustainable behavior: An introduction to community-based social marketing*. New Society Publishers.

	resistant plants to start a trend; continue sales annually; consider highlighting successful lawns in social media
5. Broad scale implementation and ongoing evaluation once the strategy has been broadly implemented.	Develop system for monitoring the number of plants and kits sold to City residents, and number of homeowners will success stories; adaptively manage if little or no interest is generated to revise marketing techniques and/or plants being offered.

The District can work with the City to work through each of the steps for the behavior or behaviors the City is targeting for change. The targeted audiences and BMPs discussed earlier in this scope outline the City’s strategy and approach for change that effectively meet the social marketing methods of CBSM.

S5.2.A.iii Provide And Advertise Stewardship Opportunities and/or Partner With Existing Organizations To Encourage Residents To Participate In Activities Or Events Planned and Organized Within The Community.

The City and the District will coordinate regular and routine exchange of information to include upcoming events and educational opportunities, and determine media outlets most likely to reach target audiences.

- Facebook, Twitter, Instagram
- Reader Boards at city entrance points
- Electronic Mailers – brochures, email blasts, newsletters
- Provide information and links for stewardship opportunities such as:
 - Forest Festival Field Day (September 2022, 2023)
 - Orca recovery Day (October 2022,2023)
 - Pier Peer (October 2022, 2023)
 - Earth Day Events (April 2022, 2023, 2024)

Public Involvement and Participation

The City’s permit has a required Public Involvement and Participation element under Section S5.3. The performance measures under this requirement are the creation of public meetings wherein citizens can participate in the City’s decision making process. The District cannot organize such meetings, however it can utilize established outreach methods that have shown to be effective throughout the education and outreach strategies to promote them. Social media and electronic mailers containing stormwater information as well as any opportunities to participate in the City’s decision making process can be provided directly to those who have expressed an interest or may be impacted by proposed changes and updates.

Budget & Schedule

<i>Task</i>	<i>Dates</i>	<i>Costs</i>
<i>Implement an Education and Outreach Program Building General Awareness Based On Local Water Quality Information And A Selected Target Audience.</i>	<i>Dec 2021 – Jan 2022 Dec 2022 – Jan 2023 Dec 2023 – Jan 2024</i>	<i>\$7,788.99</i>
<i>Select [at a minimum] One Target Audience and One Best Management Practice (BMP) to Focus on for Behavior Change (including Native Tree Voucher events up to \$3,000)</i>	<i>Dec 2021 – May 2022 Dec 2022 – May 2023 Dec 2023 – May 2024</i> } <i>Tree Events</i> <i>Feb 2022 – Feb 2023 Feb 2023 – Feb 2024</i> } <i>Natural Yard Campaign</i>	<i>\$15,403.99</i>
<i>Conduct an Evaluation of the effectiveness of the Behavior Change Campaign in their Permit Efforts</i>	<i>Jun 2022, 2023, 2024 (evaluate tree events) Mar 2023, 2024 (evaluate Natural Yard campaign)</i>	<i>\$2,859.45</i>
<i>Follow Social Marketing Practices and Methods, Similar To Community Based Social Marketing to Develop a Behavior Change Program That Is Tailored To Shelton</i>	<i>Dec 2021 – Jan 2022 Dec 2022 – Jan 2023 Dec 2023 – Jan 2024</i>	<i>\$10,442.08</i>
<i>Provide and Advertise Stewardship Opportunities and/or Partner With Existing Organizations to Encourage Residents To Participate In Activities or Events Planned and Organized Within The Community.</i>	<i>Dec 2021 – July 2024 (continuous)</i>	<i>\$2,112.66</i>
<i>Public Involvement and Participation</i>	<i>Dec 2021 – July 2024 (continuous)</i>	<i>\$3,521.10</i>
<i>Project Management</i>	<i>Dec 2021 – July 2024 (continuous)</i>	<i>\$5,980.92</i>
CONTRACT TOTAL		<i>\$48,109.19</i>