

Community Engagement Guide for Pollution Identification and Correction Program

March, 2023

National Estuary Program Pollution Identification and Correction Program

Public Health—Seattle and King County

King County Department of Natural Resources and Parks

Prepared by:

Eunbi Lee

Alison Schweitzer

This project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement PC-01J18001 to the Washington State Department of Health. 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.

Table of Contents

Introduction	4
Pollution Identification and Correction Programs	4
Use of this PIC guide	4
Guiding Principles for Community Relations (from One DNRP Community Resource Guide)	5
Action 1. Define the purpose	6
Questions to consider	6
Resources	6
Action 2. Identify and research your audience	7
Strategies	7
Questions to consider	8
Resources	8
Action 3: Remove Barriers to Engagement.....	9
Strategies	9
Questions to consider	11
Resources	11
Action 4: Engage with Communities	12
Strategies	12
Questions to consider	14
Resources	14
Action 5: Create and Build Meaningful Relationships	15
Strategies	15
Questions to consider	15
Resources	15
Additional resources	17
Appendix A Template of Logic Models for Community Engagement Planning	18
Appendix B. Examples of Postcards	19

Introduction

Pollution Identification and Correction Programs

Pollution Identification and Correction (PIC) programs are centered on cleaning pollution sources in a region in partnership with the local community. More specifically, these programs are designed to prioritize work focusing on the worst pollution first, promote collaboration, efficiently find and fix pollution, and give residents an opportunity to influence actions.

These are the basic steps of a PIC program¹:

1. **Focus on the highest risk areas.** Our PIC program focuses on areas where poor water quality is a high risk to public health. Using ongoing water quality monitoring, source tracing, and feedback from partners, the program prioritizes “the worst first” and chooses areas where it is unsafe to swim and collect shellfish or where the community may be exposed to sewage.
2. **Perform rapid assessment.** We use existing data about the condition of our water, land use, and present property characteristics to identify likely sources of fecal contamination.
3. **Find and fix sources.** Each partner of the PIC program also uses their agency-specific tools and approaches to efficiently locate the pollution sources in the focus area. With this multi-pronged approach, the PIC program discovers the best solutions to stop pollution and end health risks. There are several tools that the PIC program uses to find and fix pollution sources:
 - a. Community engagement
 - b. Water quality sampling
 - c. Inspections and enforcement
 - d. Long-term planning
4. **Reduce future pollution.** By partnering with community members to provide training and technical assistance, we help residents know how to manage livestock waste, maintain their septic systems, pick up pet waste, and perform other activities to make sure that our wastewater isn’t getting into our lakes and streams.

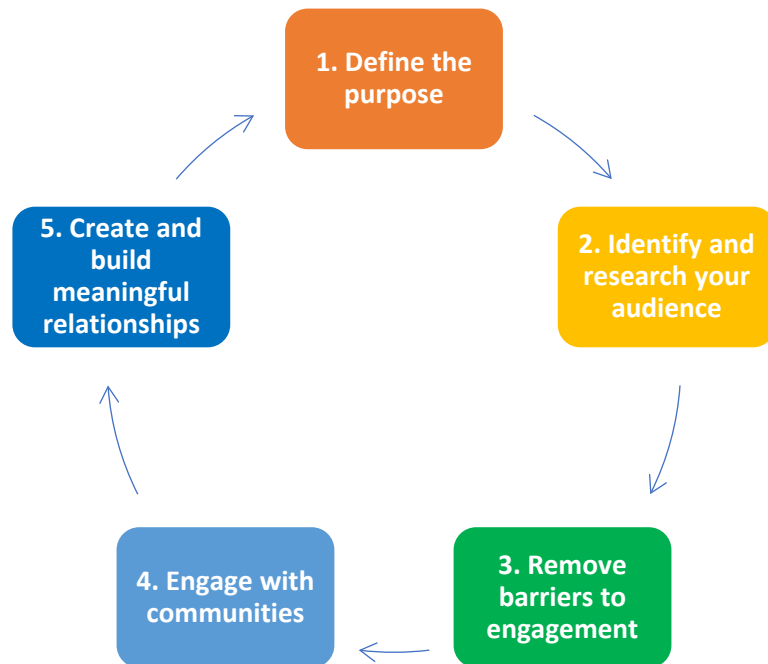
Use of this PIC guide

This guide can be used as a starting point for PIC community engagement and outreach work. The potential audience for the guidebook includes staff in governmental agencies or contracting bodies who are involved in a PIC program. Each section outlines a component of PIC community engagement work and includes strategies, questions to consider, and resource links for more information.

This guide considers equity and inclusion in community engagement and outreach to ensure the message is not confined to a few select community members or groups. It provides strategies and resources to help planners and managers strategically, authentically, and effectively engage with their audiences. Through the lens of a PIC program, this guidebook will share tools and strategies for how to:

- Define the purpose
- Identify and research your audience
- Remove barriers to engagement
- Engage with communities
- Create and build meaningful relationships

¹ King County PIC Program, [Pollution Identification and Correction Program Update \(arcgis.com\)](https://arcgis.com).



Most importantly, the PIC community engagement work is rather reciprocal and interactive than linear and “one-time”. After you complete the cycle, use the feedback from the community to loop back to address barriers, incorporate enhanced strategies, and continue to engage with communities. This cycle will strengthen the communities to be the leader of behavioral changes and increased awareness.

Guiding Principles for Community Relations (from One DNRP Community Resource Guide)

- **Equitable and Fair** - Address the root causes of inequities to provide for equal access to opportunities for all. Equity is the full and equal access to opportunities, power, and resources so that all people achieve their full potential and thrive. Equity is an ardent journey toward well-being as defined by those most negatively affected.
- **Financially Sustainable** - Align funding, policy and operational goals of King County government. Provide compensation to community members for their contributions to King County government and DNRP work.
- **Regionally Collaborative** - Engage with partners, stakeholders, and public and private organizations to achieve goals.
- **Quality Local Government** - Provide effective, efficient local governance and services to unincorporated areas.
- **Targeted Universalism** – Identify obstacles faced by specific groups, and tailor strategies to address the barriers in those situations
- **Co-Creation with Priority Communities and Community Members** – Engage public organizations and community members in development of programs
- **Invest in community**- Think of community engagement as a long-term commitment and not as a transaction. Community engagement can serve as an effective bridge and investment to building community capacity.
- **Accessible** – Remove barriers that impact community engagement

Action 1. Define the purpose

Before you begin engaging with the community, it's important to be clear on what your goals are for your PIC program. Community engagement is a two-way exchange of information, ideas, and resources. Engagement activities include a range of approaches from information sharing, to focus group interviews, to co-design planning (*see the Engaging with Communities section*). It's important to be clear upfront on what your reasons are for engaging with the community for your PIC program.

Questions to consider

PIC program:

- *What pollutants are you seeking to reduce?*
- *Why do you want to target those pollutants?*
- *What waterbodies do you wish to improve water quality in?*
- *What geographical area are you working in? What are the boundaries? Land use?*
- *What nonpoint and/or point source pollution sources are contributing the pollutant(s) of concern? Will you focus on all pollution sources or just a single source?*
- *What was the focus of previous PIC programs, if there were any?*

Community engagement:

- *What do you hope to achieve through engaging with the community?*
- *What is your main purpose for involving community members?*
- *Who needs to hear the key messages or make the desired behavior changes to achieve the goals of the PIC program?*
- *Where does your engagement fit best on the Community engagement [continuum](#) (table 1)? What level of impact will community members have on your activities?*

Table 1. Community engagement continuum. Adopted from "Community Engagement Guide: A tool to advance Equity & Social Justice in King County" by King County.

Levels of Engagement				
County Informs	County Consults	County engages in dialogue	County and community work together	Community directs action
King County initiates an effort, coordinates with departments and uses a variety of channels to inform community to take action	King County gathers information from the community to inform county-led interventions	King County engages community members to shape county priorities and plans	Community and King County share in decision-making to co-create solutions together	Community initiates and directs strategy and action with participation and technical assistance from King County
Characteristics of Engagement				
<ul style="list-style-type: none"> • Primarily one-way channel of communication • One interaction • Term-limited to event • Addresses immediate need of county and community 	<ul style="list-style-type: none"> • Primarily one-way channel of communication • One to multiple interactions • Short to medium-term • Shapes and informs county programs 	<ul style="list-style-type: none"> • Two-way channel of communication • Multiple interactions • Medium to long-term • Advancement of solutions to complex problems 	<ul style="list-style-type: none"> • Two-way channel of communication • Multiple interactions • Medium to long-term • Advancement of solutions to complex problems 	<ul style="list-style-type: none"> • Two-way channel of communication • Multiple interactions • Medium to long-term • Advancement of solutions to complex problems
Strategies				
Media releases, brochures, pamphlets, outreach to vulnerable populations, ethnic media contacts, translated information, staff outreach to residents, new and social media	Focus groups, interviews, community surveys	Forums, advisory boards, stakeholder involvement, coalitions, policy development and advocacy, including legislative briefings and testimony, workshops, community-wide events	Co-led community meetings, advisory boards, coalitions, and partnerships, policy development and advocacy, including legislative briefings and testimony	Community-led planning efforts, community-hosted forums, collaborative partnerships, coalitions, policy development and advocacy including legislative briefings and testimony

Resources

- [Washington State Department of Health Community Engagement Guide](#)

Action 2. Identify and research your audience

The next step is to identify the specific audience(s) or communities you seek to engage with to help reduce the priority pollutant(s) in your PIC area. It's important to make sure you are effectively reaching all of your audiences, but first, you have to know what those audience groups are.

Rarely does community engagement happen with just the "general public." Often there are groups of people within a broad area that may have greater influence on your PIC goals. For example, if the goal of a PIC program is to reduce fecal pollution, it is important to research the types of pollution sources in a smaller-scale location to build the outreach programs that fit to community's interests.

Strategies

Conduct audience research to fully understand your audience. The success of a PIC program's outreach and engagement work heavily relies on an understanding of the audience you will work with. This could include collecting data with surveys, interviews, focus groups, and more to fully understand your audiences' preferences, values, barriers, and motivators.

Understand the demographic characteristics of the region in your PIC program. Identify different regions of your PIC area by distinguishing characteristics, such as geography, ethnicity/race, language, median household income, rural vs urban, owner vs renters, residential/business, industrial, agricultural, etc. The demographic data informs the level and direction of actions for PIC community engagement. For example, methods of audience research, ways to interact with the community, messaging, and decision-making processes can be widely different based on the demographic data in your community.

Understand the community's culture, norms, values, power and political structures, economic conditions, social networks, demographic trends, and history. Become familiar with characteristics and priorities of rural versus urban communities before strategizing an outreach plan. Examples of characteristics and tactics that resonate more on the rural and urban communities could include, but not be limited to:

Table 2. Observed dynamics of different rural and urban communities

	Rural community	Urban community
Aspects to consider	<ul style="list-style-type: none">• Involve Conservation Districts and agricultural organizations• Be aware of regulations on property	<ul style="list-style-type: none">• Involve both sewer and septic system users• Be aware of city's regulations or practices on property
Trusted messengers	<ul style="list-style-type: none">• Neighbors• Local communication tools (Newsletter, radio station)• Local community-based organizations (CBOs)• Social networking system (SNS)	<ul style="list-style-type: none">• Local CBOs• Schools• Library• Residential group (e.g., Home Owner's Association)• Local government (e.g., city office)• Social networking system (SNS)

Identify community leaders or groups that you wish to collaborate with, including those that your agency already has partnerships with.

Questions to consider

- *What are the demographics of your PIC area?*
- *Which communities are most impacted by this pollution?*
- *How can you differentiate regions based on the demographic characteristics? Are there any communities or population groups that are experiencing disparities related to housing, jobs, transportation, education, healthcare, etc.?*
- *Who needs to hear the key messages or make the desired behavior changes?*
- *What data do you need to identify and better understand your priority community?*
- *Is your organization considered a trusted messenger on this topic, and if not, what organizations/community leaders can you partner with? Are there community leaders or community groups you can collaborate with?*
 - *What past experiences does the population have regarding governmental work or related work? What partnerships already exist or existed in the past?*
 - *Start with local governmental agency's community outreach and education program. Find organizations that are being or have been in partnership with governmental messages or campaigns.*
 - **Examples** of who to contact to search for community leaders/groups: volunteer associations, clubs, faith groups, schools, businesses, non-profits, coalition groups, jurisdiction's community engagement staff
 - **Examples** of characteristics of community leaders or groups: art, social changes, youth, environmental action, business coalition, media, ethnic groups, neighbors (e.g., Homeowner's Association)

Resources

- [PSRC Opportunity Mapping Tool](#)
- [PSRC Displacement Risk Mapping Tool](#)
- [Washington Environmental Health Disparities Map](#)
- [King County Map Hub > Map of King County Demographics](#)
- [King County Map Hub > Community Health Indicators](#)
- [Poverty Bay Targeted Universalism for OSS failure](#)
- [Community Toolbox—information about how to share power on the decision-making table](#)
- [Washington State Department of Health Community Engagement Guide](#)

Action 3: Remove Barriers to Engagement

There can be many reasons why the community does not or will not engage with governmental agencies. To successfully engage with your community, work to address, reduce, or eliminate as barriers to engagement as possible. Some common barriers include:

- **Language**- community members may communicate in a language other than English or have a vision or hearing impairments that need additional assistance.
- **Culture**- certain cultural values may need to be accommodated to ensure all members can participate.
- **Geography**- it may be difficult to attend in-person engagements if they are too far from a person’s home or place of work, for example.
- **Technology**- some people may not know how to use technological tools used in remote and online engagement strategies.
- **Distrust of government**- communities may not trust governments because of past historical injustices or poor customer service.
- **Time**- it takes time to build trusting relationships. In addition, community members likely have other competing priorities and responsibilities that take priority.
- **Cost**- if best management practices (BMPs) are expensive and no assistance is offered, residents can avoid engaging in conversations about topics that cause stress without any offered solution.

Strategies

Here are some strategies that can be used to address these common barriers to engagement.

Language barrier strategy: Translate/transcreate information as necessary

Translating documents into the languages that apply to your community should always be considered a necessary step; it is not optional. To take it a step further, transcreating information involves tactics that allow the information to “speak to the community”, authentically creating graphics, messages, or ways that the information is being disseminated. Identify the linguistic and graphic needs of your community and transcreate all materials and information into the top languages spoken by the community. Also, consider using a translator at outreach events if you do not speak the language of the community members you seek to engage with.

Tips on measuring current project serving communities with diverse language groups?

Settings	Metrics
Public Event—planning phase	<ul style="list-style-type: none">• What are the top 3 languages other than English in the intended area for the public event?• Is there a general “coversheet” type of instruction translated into the top 3 languages? What are the languages?• How many resources do we have translated into different languages?• How many resources do we have that are culturally transcreated or relevant?• What events are we participating in that are serving culturally relevant audiences?

	<ul style="list-style-type: none"> • What languages do the participating staff speak at the event?
Public Event—at the event	<ul style="list-style-type: none"> • (direct contact) Number of interaction with audiences whose first language is not English or preferred language is not English? • What are the languages spoken? • What resources in which language have been distributed? • What resources in which language are we lacking and in need of production?
Social Media, printed materials	<ul style="list-style-type: none"> • (indirect contact) Number of likes/share • What resources are translated in which languages?

Cultural barrier strategy: Tailor outreach strategies and methods to the preferences of identified communities.

Be mindful of cultural and religious observances and events when choosing meeting dates and times. Ask community leaders about the most culturally appropriate way to engage with community members. Make sure you understand what speaks to the community that you are reaching out and connecting with to build a relationship. Ensure you are not only relying on conventional outreach strategies that can lead to a lack of diversity of thought and experience. Examples of outreach mediums include:

- Online (social media, blog, advertisement, email subscription—e.g., GovDelivery)
- Radio (public announcement service, advertisement)
- Offline (flyers or posters, advertisements, newspapers, newsletters, mailers, letters)
- Television (advertisements)
- Streaming services (advertisement)
- Ethnic media (television channels, radion stations)

Geographical and technological barrier strategy: Provide multiple ways for participation.

Meet people where they are, physically. Consider hosting in-person events at locations where the community regularly gathers. Choose locations that are accessible by public transportation. Consider hosting in-person, virtual, or hybrid meetings. Provide a safe space for community members to share feedback.

Examples include discussion forums, 1:1 conversations, Q&A sessions, an online platform for polls, anonymous surveys, etc. If hosting online events, choose a platform that your participants are familiar with and ensure technical support is available before and during the event. Consider partnering with local organizations to help plan events.

Distrust of government barrier strategy: Understand trust issues within the community.

Building trust can sometimes take more time and resources than we think. Trust issues may stem from a variety of challenges that are embedded in systematic gaps or biases. It is important to listen to the community and their concerns, value their time and insights and prioritize unheard perspectives. Such mutual understanding of the challenges and triggering factors can help build trust and work to create potential allyship with the community.

Strategies to understand trust issues include surveys, conversations at meetings or events, hearing from community leaders or organizations that can represent the community, and doing your own research into past injustices to the community.

Overcoming distrust will often involve making changes to the way you had planned on doing things, but making changes to the outreach plan based on community feedback can help to overcome issues of trust.

Time barrier strategy: Make public meetings accessible.

Public meetings are not accessible to certain people or groups because of many reasons—scheduling, family obligations, location, transportation, or accessibility of the meeting space (both virtual and offline). Address the accessibility of your public meetings by considering providing:

- Meeting time in consensus with people’s schedule (after work, not on holidays, etc.)
- Food
- Childcare
- Meeting space is in an “easy to get to” location by both cars and public transportation

Cost strategy: Provide financial assistance and easily accessible information

Questions to consider

- *Are you providing accessible information and marketing materials in multiple languages and through a diverse array of sources?*
- *Are you holding meetings/open houses in a variety of accessible locations and at different times of the day?*
- *Are you providing amenities like childcare at public meetings?*
- *Are you facilitating different methods of providing input to account for social, economic, and cultural differences?*
- *How are you working to reduce as many barriers as possible to engagement?*

Resources

- [City of Seattle Ethnic Media](#)
- DRAFT One DNRP Community Resource Guide
- [Mobility for All-Inclusive Planning Toolkit](#) – Guidance on planning for accessible meetings.
- [PSRC’s Coordinated Mobility Plan \(CMP\) outreach](#)
- [Washington State Department of Health Community Engagement Guide](#)
- King County [Language Access for Limited English-Speaking Populations](#) – Includes guidance and tools for accessible communication to individuals with Limited English Proficiency and barriers to communication.

Action 4: Engage with Communities

There are many different ways to engage and collaborate with a community. The strategies you use will depend on time, budget, resources, staff availability, community culture, and what outcomes you are seeking. Meeting with communities in-person is often best, if time and resources allow, in order to establish and build trusting relationships. However, there are many virtual and other options for connecting with communities and partners.

Strategies

Findings from the community research phase should inform your specific strategy, some possible ideas to consider could include:

Use multiple channels and opportunities for engagement. Consider a mix of in-person and online engagement.

Use the right tools (such as open houses, surveys, focus groups, interviews, public events, etc.) to collect community feedback about what works best for the community groups you are working with. Ensure the selected tools are accessible to your priority audience(s), and occur in locations community members are familiar with and feel comfortable attending.

If you decide to host a community meeting, consider:

- Asking community members where to host the meeting
- Providing amenities like childcare, ADA access, food/snacks
- Inviting community members to public meetings to share their views
- Inviting decision-makers to community events
- Having a facilitator who has good communication skills
- Being prepared for emotionally charged sentiments

Consider providing technical assistance. Depending on what your goal is for your PIC program, you could provide technical assistance to community members to help them achieve an action that will help reduce fecal pollution. This could include hosting workshops on how to install best management practices on farms or fix a septic system, or the regular maintenance of septic systems

Consider the progression of messaging: broad and general to narrow and focused. PIC information should be prepared at various levels at different stages of the program. Initially, PIC programs should be communicated to the general public to share a broad, abstract, and inviting message that talks about the vision and direction of the program. Then, the messages should be carefully diverted to capture specific actions and measures for the focused groups that will implement deliverables.

Depending on the audience group, whether it's the general public or focused group, there are outreach tactics that can be used more powerfully to deliver the messages. Note that the individual outreach tactics provided are not exclusively for the specified groups; they can be more effective at different groups for varied stages of the program.

Table 3. Outreach tactics for different audience groups²

	Initial phase	Needs-assessment phase	Implementation phase
Audience	<ul style="list-style-type: none"> • General public 	<ul style="list-style-type: none"> • General public, Focus group 	<ul style="list-style-type: none"> • Focus group
Purpose	<ul style="list-style-type: none"> • Introducing the PIC program • Inviting the public to such an introductory event (e.g., “Meet us at the “Poop-up booth” and learn about the poo issue” 	<ul style="list-style-type: none"> • Understanding the needs and wants of the community • Finding the gaps of service • Connecting with local CBOs or community leaders to understand the community • Preparing for connecting the needs assessment to future action items 	<ul style="list-style-type: none"> • Creating messages, action items, measures, and tactics with the CBOs • Providing a guide and resources • Engage with the CBOs with a bottom-up approach
Materials for outreach and engagement	<ul style="list-style-type: none"> • Website • Map for demographic analysis • Postcard • Street signs • Open house • Advertisement (virtual, media) 	<ul style="list-style-type: none"> • Survey (online, paper) • Feedback loop (e.g., letters about takeaway messages) • Presentation on the result of the survey • Earned media (e.g., interviews) • Open house 	<ul style="list-style-type: none"> • Committee (work group) • Letter • Mailer³ • Event with related local CBOs • Advertisement (visual, media) • Earned media (e.g., interviews)
Methods of involvement	<ul style="list-style-type: none"> • Virtual push through creating websites, maps as referential spaces • In-person public event 	<ul style="list-style-type: none"> • Virtually distributing surveys • In-person public event to provide a feedback on the survey 	<ul style="list-style-type: none"> • Contracts with CBOs • Continue to facilitate or provide resources • Delegate the power to the leading focus groups about delivering the messages

² Use Appendix A: Template of Logic Models for Community Engagement Planning to sketch out your community engagement and outreach work over the grant period.

³ See Appendix C: Examples of Postcards

Questions to consider

- *What level of engagement are you seeking with the community? See King County Community Resource Guide's Level of Engagement Table below.*
- *How will you make sure you are effectively reaching all of your audiences?*
 - *How do you plan to address language and literacy needs including translations, interpretations, and reading levels?*
- *Does your intended audience have their own engagement practices that should be considered? Alternatively, does your audience or community use news sources and social media (e.g., web videos, texting), and could this be an effective way of reaching them?*
- *Are you facilitating different methods of providing input to account for social, economic, and cultural differences? How do you plan to follow up with the community you have connected with? What results are you planning to share? How will you celebrate success with your communities?*

Resources

- [Community Engagement Recipe Book](#) (Metropolitan Area Planning Council)
- [King County Language Access for Limited English-Speaking Populations](#)
- [Groundwork USA Best Practices for Meaningful Community Engagement](#) (2018) – Includes tips for engaging historically underrepresented populations in vision and planning.
- [IAP2 Public Participation Toolbox](#) – Information on various techniques for public participation.
- [Washington State Department of Health Community Engagement Guide](#)
- Appendix B: Examples of Postcards

Action 5: Create and Build Meaningful Relationships

Engaging with communities and local partners is not a one-time task with a start and finish. Successful engagement starts with a foundation of trust and grows with ongoing collaboration. It means valuing the time people give and making it clear how community input will influence or shape decision-making. It's important to take meaningful steps to help establish long-term relationships with communities so they can be a cheerleader and champions for your PIC program.

Strategies

Create community advisory committees. Identify voices of community members who represent historically marginalized communities, and who are most impacted by planning decisions.

Compensate people for time for participating in your PIC work. Providing financial compensation honors people's time and expertise and removes barriers to participation. Be respectful of people's willingness to spend time understanding and taking actions related to the PIC program and prepare a compensation plan. The compensation could be given in various forms, including checks, gift cards, free giveaway items, or coupons.

Contract with community-based organizations. Work with partners that the community trusts. Search for community-based organizations that are not only focused on environmental issues but also social services that reach a wide range of populations, including black, indigenous, and people of color (BIPOC) communities.

Identify and participate in existing community meetings or informal spaces. Rather than asking people to come to you, sometimes it works better if you go to where people are already gathering. You could look for existing community meetings at places like libraries, hospitals' community outreach programs (e.g., youth groups, violence-prevention programs), school districts, social services, cultural groups, and other community networks. Also, you can consider informal spaces, such as local eatery or popular venues, can be effective places to expose the topic at a more natural setting. This way, people that don't attend a formal meeting have the opportunity to share their thoughts. Be sure to remain respectful of existing courtesy of the community meetings and networks

Questions to consider

- *In what ways are you dedicating funding and staff time toward establishing relationships with community groups?*
- *How are you valuing people's time, effort, and expertise?*
- *What are the community's needs, challenges, and opportunities that local governments and organizations may not address in current policy?*

Resources

- [PSRC VISION 2050 Youth Engagement](#) (Spring 2019).
- PSRC TOOLBOX Peer Networking Series: [Equitable Engagement in Comprehensive Plans](#) (Oct 29, 2021).

- City of Seattle Comprehensive Plan: [Partnerships with Community-Based Organizations, Community Liaisons](#)
- [MRSC Advisory Boards and Commissions](#) – Provides a basic overview of local government advisory boards, task forces, commissions, and committees in Washington state, including relevant statutes and local examples
- [PSRC Equity Advisory Committee](#) – a cross-sector working group composed of residents as well as governmental and community-based organizations representing BIPOC communities. Cocreates products with staff and the Executive Board and advises PSRC committees and policy boards on policies and programs with an equity lens.

Additional resources

- [King County Community Engagement Guide](#)
- [Community Engagement Worksheet](#)
- [Plain Language Style Guide](#)
- [PIC Program Update \(story map\)](#)
- [PSRC Equitable Engagement for Comprehensive Plans](#)
- [KC Flood Hazard Management Equity Research Excerpt: Community Engagement and Communications](#)

Appendix A Template of Logic Models for Community Engagement Planning
[See the Logic Model Tip to understand how to use it for planning](#)

Overall Purpose of Program:

Context/Conditions:

Process ⇒ ⇒ ⇒ ⇒ **Outcome**

Phase	Resources	Activities	Description	Outputs	Outcomes	Goal(s)
<i>Plan for outreach programs by seasons or timing that makes sense to your program design</i>	<i>Program inputs. Elements or ingredients that constitute the program.</i>	<i>Methods for providing the program. Specific processes or events undertaken.</i>	<i>Detailed information about planned activities including, messages, method of outreach, partners, links, etc.</i>	<i>Units of service or product units. How many, how often, over what duration?</i>	<i>Measurable changes anticipated in participants' lives and/or in organization or community conditions.</i>	<i>Ultimate results expected, usually beyond what one program alone can achieve.</i>

Appendix B. Examples of Postcards

1. Postcard to introduce the PIC program as an initial and broad outreach

(front)

You live in the Poverty Bay Shellfish Protection District!

The rainwater that falls on your house and yard flows into creeks, streams, and Poverty Bay. People enjoy the water while walking on the beach, swimming, or fishing. But the water in Poverty Bay is dirty with poop from humans and animals!

We are working to keep the water in Poverty Bay clean for the health of your community.

- Sampling water to track pollution in the water
- Providing **free technical assistance and rebates** to property owners for their septic systems
- Working with community to reduce pollution from human and animal poop

Join us in keeping our water clean for shellfish, orcas, and your family!

- Complete your Community Survey at www.kingcounty.gov/povertybay.
- Find out if you are eligible for septic system rebate at www.kingcounty.gov/povertybay. The rebate is first-come first-served basis until 12/1/2022.

This project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement PC-0115001 to the Washington State Department of Health. 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.

(back)

En la bahía la gente disfruta del agua mientras camina por la playa, nada o pesca. ¡Pero sus aguas están contaminadas con excrementos de humanos y animales!
Estamos trabajando para mantener limpia el agua de Poverty Bay, por la salud de tu comunidad. Mediante la toma de muestras de agua para rastrear contaminación. ¡Únete a nosotros para mantener el agua limpia para animales marinos y tu familia!

- Completa la encuesta comunitaria haciendo clic www.kingcounty.gov/povertybay.
- Averigua si eres elegible para ayuda gratis o el descuento de mantenimiento séptico: www.kingcounty.gov/povertybay.

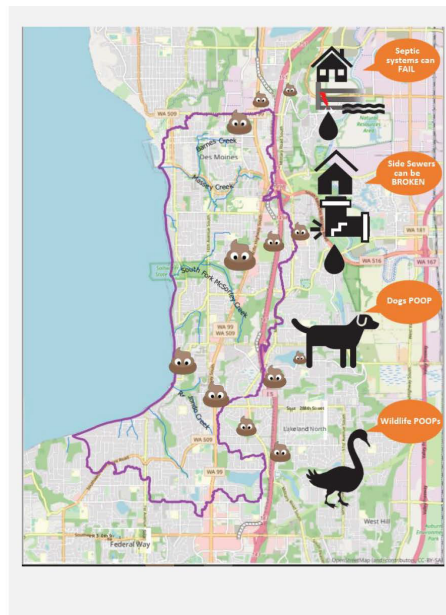
Poverty Bay는 모두가 산책, 수영, 낚시를 하며 즐기는 곳입니다. 이 물은 사람들과 해양동물의 분뇨로 오염되고 있습니다.
킹 카운티는 지역사회의 공중보건위생을 위해 수질검사 및 오염원인을 추적합니다. 깨끗한 물, 건강한 어패류, 생물, 그리고 가족의 건강을 위해 참여하세요.

- 지역사회 설문조사 참여: www.kingcounty.gov/povertybay
- 정화조 무료 리베이트 이용자격이 있는지 아래 QR코드로 알아보세요.

Nước mưa rơi vào nhà và sân vườn của quý vị sẽ chảy vào các con lạch, suối và vịnh Poverty Bay. Nhiễm u người thích vui chơi dưới nước như dạo trên bãi biển, bơi lội hoặc câu cá. Nhưng những nguồn nước ở vịnh Poverty Bay bị ô nhiễm do phân người và động vật!
 Chúng tôi đang nỗ lực để giữ cho nước ở Poverty Bay trong sạch. Chúng tôi đang lấy mẫu nước để theo dõi ô nhiễm và hỗ trợ kỹ thuật miễn phí. Tham gia cùng chúng tôi trong việc giữ gìn nước sạch cho động vật có vỏ cũng, cá voi và gia đình của quý vị!

- Hoàn thành Khảo Sát Cộng Đồng của quý vị tại url www.kingcounty.gov/povertybay.
- Kiểm tra xem quý vị có đủ điều kiện để được giảm giá Bảo trì bể phốt hay không!

Public Health
 Seattle & King County



2. Postcard to remind qualifying residents about the septic system maintenance rebate program

(front)

HAVE YOU HAD YOUR SEPTIC SYSTEM CHECKED?

PUBLIC HEALTH CAN HELP YOU!
REGULAR SEPTIC CHECK (INSPECTION, PUMPING) SAVES MONEY AND PROPERTY VALUE!
GET UP TO \$450 IN FREE REBATES!

SEPTIC TANK **DISTRIBUTION BOX** **DRAINFIELD** **SOIL**

VISIT KINGCD.ORG/OSS TO APPLY FOR YOUR REBATE

(back)

¿HA REVISADO SU SISTEMA SÉPTICO?
SALUD PÚBLICA PUEDE AYUDARLE
 ¡LA REVISIÓN SÉPTICA REGULAR (INSPECCIÓN, BOMBEO) AHORRA DINERO Y EL VALOR DE LA PROPIEDAD!
 ¡RECIBA HASTA \$450 EN REBAJAS GRATUITAS!
 VISITE KINGCD.ORG/OSS PARA SOLICITAR SU REBAJA

정화조 점검을 받아보신 적이 있습니까?
 공중보건국이 힘이 되어 드리겠습니다!
 정기적인 정화조 점검 및 탱크 펌핑은
 돈을 아끼고 주택가치를 지키는 일입니다.
 최대 \$450 의 무료 리베이트를 신청하세요.

KINGCD.ORG/OSS 를 방문해 신청하실 수 있습니다.

QUÝ VỊ ĐÃ KIỂM TRA HỆ THỐNG TỰ HOẠI CỦA MÌNH CHƯA?
SỞ Y TẾ CÔNG CỘNG CÓ THỂ GIÚP QUÝ VỊ!
 KIỂM TRA HỆ THỐNG TỰ HOẠI THƯỜNG XUYÊN (KIỂM TRA, BƠM) GIÚP TIẾT KIỆM TIỀN VÀ GIÁ TRỊ TÀI SẢN!
 NHẬN GIẢM GIÁ MIỄN PHÍ LÊN ĐẾN \$450!
 TRUY CẬP KINGCD.ORG/OSS ĐỂ ĐĂNG KÝ KHOẢN GIẢM GIÁ CỦA QUÝ VỊ!

Public Health **Seattle & King County**

KCD **King Conservation District**

THIS PROJECT HAS BEEN FUNDED WHOLLY OR IN PART BY THE UNITED STATES ENVIRONMENTAL PROTECTION AGENCY UNDER ASSISTANCE AGREEMENT PC-01J58001 TO THE WASHINGTON STATE DEPARTMENT OF HEALTH. 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.

3. Postcard to remind qualifying residents about the septic system maintenance rebate program around New Year's Day

(front)

LOOKING FOR A NEW YEAR'S RESOLUTION?
CONSIDER GETTING YOUR SEPTIC CHECKED!

SEPTIC TANK DISTRIBUTION BOX SOIL DRAINFIELD

TREATMENT HAPPENS HERE

JUST A FEW MONTHS LEFT TO APPLY FOR A SEPTIC MAINTENANCE REBATE!

GET YOUR SEPTIC PUMPED OR INSPECTED BETWEEN 7/1/2021 & 3/15/2023 TO QUALIFY

GET UP TO \$450 IN FREE REBATES!
VISIT KINGCD.ORG/OSS TO APPLY

Public Health
Seattle & King County

KCD
King Conservation District

(back)

KING CONSERVATION DISTRICT
800 SW 38TH ST, SUITE 150
RENTON, WA 98057

¿BUSCAS UNA RESOLUCIÓN DE AÑO NUEVO?
¡CONSIDERE REVISAR SU SISTEMA SÉPTICO!
¡SOLO QUEDAN UNOS MESES PARA SOLICITAR UN REEMBOLSO DE MANTENIMIENTO SÉPTICO!
HAGA QUE SU FOSA SÉPTICA SEA BOMBEADA O INSPECCIONADA ENTRE EL 1 DE JULIO DE 2021 Y EL 15 DE MARZO DE 2023 PARA CALIFICAR
¡OBTENGA HASTA \$450 EN REEMBOLSOS GRATIS!
PARA APLICAR VISITE KINGCD.ORG/OSS

새로운 신년계획이 있으십니까?
정확조 점검을 받아보시는 건 어떠십니까!
정확조 무료 리베이트가 곧 만료됩니다!
귀하께서 2021년 7월 1일부터 2023년 3월 15일까지 정확조 점검이나 펌핑 서비스를 받으시면
최대 450불의 리베이트를 받으실 수 있습니다.
KINGCD.ORG/OSS 에서 신청하세요!

TÌM KIẾM MỘT KẾ HOẠCH CHO NĂM MỚI?
CÂN NHẮC VIỆC KIỂM TRA HỆ THỐNG TỰ HOẠI CỦA QUÝ VỊ!
CHỈ CÒN VÀI THÁNG NỮA ĐỂ ĐĂNG KÝ GIẢM GIÁ CHO VIỆC BẢO TRÌ HẦM TỰ HOẠI!
HÃY BƠM HOẶC KIỂM TRA HẦM TỰ HOẠI CỦA QUÝ VỊ TRONG KHOẢNG THỜI GIAN TỪ NGÀY 1/7/2021 ĐẾN NGÀY 15/3/2023 ĐỂ ĐÚ ĐIỀU KIỆN NHẬN KHOẢN TIỀN ĐƯỢC HOÀN TRẢ
NHẬN GIẢM GIÁ MIỄN PHÍ LÊN TỚI \$450!
TRUY CẬP KINGCD.ORG/OSS ĐỂ ĐĂNG KÝ

THIS PROJECT HAS BEEN FUNDED WHOLLY OR IN PART BY THE UNITED STATES ENVIRONMENTAL PROTECTION AGENCY UNDER ASSISTANCE AGREEMENT PC-0918601 TO THE WASHINGTON STATE DEPARTMENT OF HEALTH. 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.