

## Annual Report Question 20 – General Awareness Efforts:



The Stormwater General Awareness Program aims to reduce or eliminate behaviors that contribute to adverse stormwater impacts by providing education to priority audiences in Kent. The following table outlines the general awareness efforts, priority audiences, and subject areas:

Approach	Priority Audience	Subject Area	Description
Planet Protectors Summit	General public (including overburdened communities and school aged children).	General impacts of stormwater on surface water	Annual educational event designed to inspire 4th-grade students to become environmental stewards through hands-on learning and live demonstrations. Provides students an opportunity to engage with experts from environmental agencies to explore topics like water conservation, pollution, and natural resource protection. Featuring interactive tools like the City's Enviroscope model, the Summit reinforces key environmental concepts while encouraging long-term awareness and responsibility.
Direct Outreach/Tabling at Community Events	General public (including overburdened communities, school age children, college students, and businesses).	General impacts of stormwater on surface water	Enviroscope presentations, environmental games, event specific BMP giveaways (when applicable), multilingual educational materials distribution. Attended 12+ events in 2025 (see list below).
City Webpages	General public (including overburdened communities, school age children, college students and businesses).	General impacts of stormwater on surface water	NPDES Permit information, BMPs, Spill Hotline, stewardship opportunities, private drainage education, facility inspection information and maintenance standards, stormwater FAQs, proper household and hazardous waste disposal, natural yard care.
"Keep It Clean Kent" (K.I.C.K) Campaign	General public (including overburdened communities, school age children, college students and businesses).	General impacts of stormwater on surface water	Regular posts to city social media accounts including Facebook, Instagram, YouTube, and X. "Keep It Clean Kent" branded material handouts at direct outreach events.
Personal Interactions with Customers	General public (including overburdened communities, school age children, college students and businesses). Engineers, contractors, developers, property owners/managers	General impacts of stormwater on surface water; LID principles and BMPs. Stormwater treatment and flow control BMPs/facilities; Source control BMPs for building materials to reduce pollution to stormwater, including but not limited to PCB-containing materials.	Phone, email, and in person interactions with the public, not limited to those that take place during Source Control inspections, TESC inspections, Private Stormwater/O&M Inspections, and spill and drainage complaint response. We have informative discussions and provide educational materials and resources with customers throughout the regular course of business and program implementation.
City Webpage and printed materials in Permit Center	Engineers, contractors, developers, property owners/managers	Technical standards for stormwater site and erosion control plans; LID principles and BMPs; Stormwater treatment and flow control BMPs/facilities; Source control BMPs for building materials to reduce pollution to stormwater.	<i>City of Kent Drainage Master Plan, City of Kent Surface Water Design Manual, City of Kent Design and Construction Standards, Protecting LID Development During Construction brochure.</i>
Stormwater Awareness Week 2025	General public (including overburdened communities, school age children, college students and businesses).	General impacts of stormwater on surface water; LID principles and BMPs.	Stormwater Awareness Week proclamation, social media campaign/sponsored ads to promote general awareness, Adopt a Drain, participation in Storm Drain Cleanout Day, Multimedia <a href="#">video tutorial on how to clean a storm drain</a> , and free training available through the WA Stormwater Center.
<a href="#">KentNow Podcast</a>	General public (including overburdened communities and school aged children).	General impacts of stormwater on surface water	Discussed stormwater, Adopt a Drain, and the Shut the Lid program.

### Direct outreach events attended in 2025:

- Puget Sound Regional Fire Teddy Bear Clinic
- Kent International Festival
- Francis Fest
- Paw Fest
- Kent Cornucopia Days
- Kent Summer Concert Series (multiple events)
- Kent Farmers Market (multiple days)
- Drinks in the Driveway (multiple neighborhoods)
- National Night Out (multiple neighborhoods)
- Cruisin' Kent Car Show
- Street of Treats
- Winterfest Tree Lighting Festival
- Career Fair at accesso ShoWare Center - for Hearing Impaired

