

Kelsey Creek Outreach Campaign

A watershed approach
to behavior change



Take the
Pledge to
Prevent
Pollution




Measurable Objectives

- Reach every residence within the Kelsey Creek Watershed with pollution prevention messages
- Promote behavior changes that apply to the majority
- Achieve at least 5% return of pledge cards.

**Take the Pledge
and Get Something
In Return**
{Besides Clean Water That Is}

Complete and return this card for
your pollution prevention reward.

**Take the
Pledge to
Prevent
Pollution**



**I pledge to do my part to keep Kelsey Creek clean. Please
send me (check all that apply):**

A car wash coupon to prevent pollution.

A pet waste dispenser with bags to properly dispose of waste.

A compost coupon to build healthy soil.


A chocolate fish for sharing this information with family
and friends.

PLEASE PRINT CLEARLY


Name _____

Address _____


Bellevue, WA ZIP _____



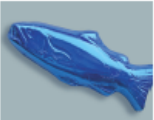
Car wash coupon



Pet waste
dispenser with bags






Compost coupon



Chocolate fish

*Offer is for Bellevue
residents only, while
supplies last.



Research – Surveys & Focus Groups



3 Easy Ways to Keep Kelsey Creek Clean

Your actions make a difference! Make these simple choices to help protect Kelsey Creek from pollution.

Kelsey Creek Watershed is unique. It may be one of the most densely populated watersheds in Bellevue, but it has almost 9.5 miles of open stream. Kelsey Creek is also home to chinook, coho, and sockeye salmon, as well as numerous other wildlife, including the Giant Pacific Salamander and river otter.

- Current beliefs
- Current behaviors
- Barriers to change
- Motivators
- Word testing
- Message testing
- Image testing

Research cont.



Pick Up After Your Dog



Dog poop should be scooped, bagged, and placed in the trash.

About 5,600 dogs live in the Kelsey Creek Watershed!

Pet waste is raw sewage that poses a health risk for pets, wildlife, and people, especially children. It can contain harmful microorganisms such as:

- fecal coliform
- salmonella
- roundworms
- Giardia

Some of these organisms can exist in your yard for a long time.

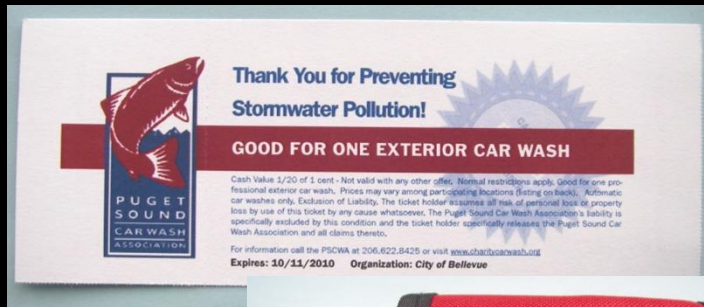
Do not put pet waste in your yard waste or compost bins.

Pledge to pick up after your dog and you will receive a FREE roll of pet waste bags in a convenient dispenser!

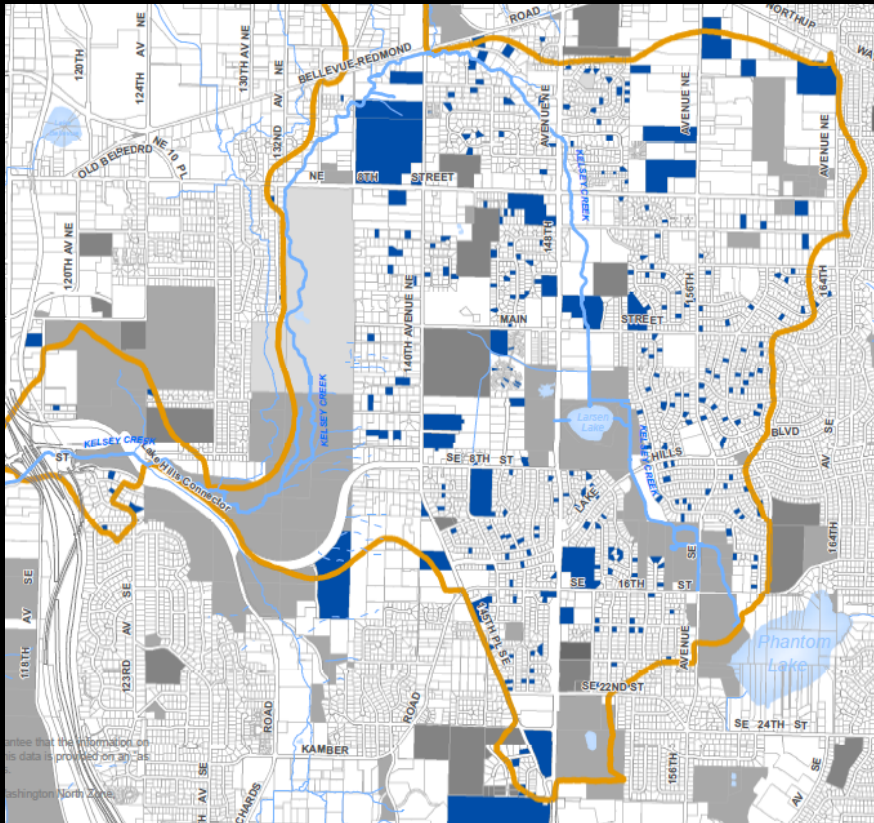
- GIS
- Census
- Surveys from other jurisdictions
- American Veterinary Medical Association
- USGS

Implementation

- Acquire Mailing List
- Careful message crafting
- Layout & design
- Incentive Items
- Website
- Process for mailing and tracking



What next?



- We reached 5%!!!
- PRSA Totem Award in February
- Start planning for Coal Creek this spring

Kelsey Creek Watershed Outreach

Pledge Returns

Questions?

