

CLARK COUNTY STAFF REPORT

DEPARTMENT: Public Works / Clean Water Division / Outreach and Education

DATE: October 3, 2017

REQUESTED ACTION: Authorize application for a \$100,000 Clark County Clean Water Fund grant for a stormwater education and outreach campaign on preventing oil and other vehicle fluids from polluting water resources.

Consent Hearing County Manager

BACKGROUND

The Clean Water Division is a member of Stormwater Partners of SW Washington, along with the cities of Battle Ground, Camas, La Center, Ridgefield, Vancouver and Washougal.

The county is required to provide education and outreach on auto maintenance to residents as part of the County's National Pollution Discharge Elimination Permit. Clark County currently meets the minimum requirement for this section of the permit.

Clean Water proposes to apply for a Clark County Clean Water Fund grant from the Lower Columbia Fish Recovery Board to implement "Don't Drip and Drive," a social marketing campaign aimed at raising awareness of nonpoint source water pollution and encouraging drivers to maintain vehicles to prevent leakage of harmful fluids. These grants are awarded on a competitive basis. Clark County, if it receives the grant, will contribute \$5,000 as a one-time cash match.

A partnership of Puget Sound jurisdictions developed Don't Drip and Drive with a state grant. The general message and materials are applicable in Southwest Washington, but they will need minor rebranding to our region. The application will seek grant funding for campaign materials, staff expenses and planning costs, as well as to add a toolkit for sustaining the campaign by engaging private partnerships.

Expected results and outcomes include raising awareness of stormwater issues, reducing automotive fluids entering storm systems and building effective partnerships with Southwest Washington jurisdictions and businesses.

If this request is not approved, potential funding will be greatly reduced and Clark County may not be able to implement this program.

COUNCIL POLICY IMPLICATIONS

This proposal will not affect or require changes to existing policy. A work group from Stormwater Partners of SW Washington will manage the grant.

ADMINISTRATIVE POLICY IMPLICATIONS

This proposal will not affect or require changes to existing policy.

PW17-109

COMMUNITY OUTREACH

This proposal is, by nature, a community outreach campaign. Community outreach is planned for:

- Residents
- Local auto shops
- Local businesses

BUDGET IMPLICATIONS

YES	NO	
X		Action falls within existing budget capacity.
	X	Action falls within existing budget capacity but requires a change of purpose within existing appropriation
	X	Additional budget capacity is necessary and will be requested at the next supplemental. If YES, please complete the budget impact statement. If YES, this action will be referred to the county council with a recommendation from the county manager.

BUDGET DETAILS

Local Fund Dollar Amount	\$5000
Grant Fund Dollar Amount	\$100,000
Account	4420 Clean Water Fund
Company Name	N/A

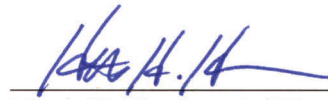
DISTRIBUTION:

Board staff will post all staff reports to The Grid. <http://www.clark.wa.gov/thegrid/>

Attachments:

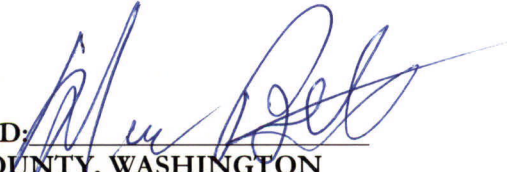


 Dean Boening
 Clean Water Division Manager



 Heath H. Henderson, PE
 Public Works Director/County Engineer

Primary Staff Contact: Eric Lambert, ext.4536



APPROVED:
CLARK COUNTY, WASHINGTON
BOARD OF COUNTY COUNCILORS
 DATE: Oct 3, 2017
 SR# 200-17

