



Restaurant Outreach Project

Final Report

Prepared for the City of Oak Harbor, Washington



The gold standard of utility outreach

January 2016

Final Report

Summary/Permit Requirements

Community Based Social Marketing was utilized to the maximum extent possible within the identified budget. Community Based Social Marketing, by definition is “to influence behavior for the greater social good.” In this case, the greater good is water quality. To reach local restaurants in the Oak Harbor area, an education and outreach program was developed to increase the use of best management practices occurring in the outdoor spaces used by restaurants for disposal, cleaning and vendor activity to improve overall water quality.

Specific Minimum Performance Measures Addressed:

1) General Awareness (S5.C.1.a.i(a))

Target Audiences and Associated Subject Areas Addressed:

- General Public-School Aged Children
 - General impacts of stormwater on surface waters
 - Impacts from impervious surfaces
- Businesses
 - General impacts of stormwater on surface waters
 - Impacts from impervious surfaces
 - Impacts of illicit discharges and how to report them

2) Behavior Change (S5.C.1.a.ii(a))

Target Audiences and Associated Subject Areas Addressed:

- General Public-School Aged Children
 - Prevention of Illicit Discharges
- Businesses
 - Prevention of Illicit Discharges

3) S5.C.1.c

Each Permittee shall measure the understanding and adoption of the targeted behaviors for at least one target audience in at least one subject area. No later than February 2, 2016, Permittees shall use the resulting measurements to direct education and outreach resources most effectively, as well as to evaluate changes in adoption of the targeted behaviors.

- “...measure the understanding and adoption of the targeted behaviors...”
 - In August 2015, Oak Harbor Staff conducted a written survey of 20 restaurant staff employed by restaurants located within the City’s NPDES permit coverage boundaries. The survey asked questions regarding general stormwater awareness, stormwater pollution sources, and current restaurant best practice-related behavior.
- “No later than February 2, 2016, Permittees shall use the resulting measurements to direct education and outreach resources most effectively...”

- The survey results were evaluated and utilized to develop a marketing strategy focused on behavior change. The following products were developed and distributed to all restaurants in Oak Harbor in December 2015:
 - Multi-purpose brochure targeting managers, which folds out into a poster, designed to be hung on the back door of restaurants, to inspire the desired change in behavior. (Appendix A)
 - Large dumpster sticker, to serve as a reminder of proper dumpster related best practices and who to call in the event of an overflow. (Appendix A)
- As of January 2016, a PowerPoint presentation is under development that will be given to all high school students enrolled in the Culinary Program at Oak Harbor High School. It will also be used by Oak Harbor Staff during various presentations to school-aged children annually.
- A partnership has been formed between the City of Oak Harbor and ECOSS (Environmental Coalition of South Seattle) to provide professional training and spill kits to all 50 restaurants and associated restaurant staff in the City of Oak Harbor. This program is expected to be completed in early 2016. A separate evaluation process will be completed for this part of the program.
- *"...evaluate changes in adoption of the targeted behaviors."*
 - An initial and 30-day observational survey (Appendix B) was completed of the restaurants in Oak Harbor to record behavior related to the specific best practices addressed in the multi-purpose brochure and large dumpster sticker. The initial survey was completed in September and repeated in December, both prior to the distribution of the materials. The 30-day survey was completed in January 2016, 30 days after distribution.

Program Evaluation Results

The objectives identified for this project from the planning phase were as follows:

The Dumpster and Grease Rendering Containers

Increase the instances of closed dumpster lids during monthly evaluations by 25%.

Increase the instances of closed grease rendering containers during monthly inspections by 25%.

Decrease the instances of overflowing dumpsters or garbage receptacles by 25%.

Loose Garbage and Cardboard

Decrease the amount of garbage left on the ground during monthly inspections by 25%.

Decrease the amount of cardboard left out in the open during monthly inspections by 25%.

Spill Kits

Increase the number of restaurants in Oak Harbor who have spill kits by 25%.

30 days following distribution of the restaurant poster and dumpster sticker to restaurants in Oak Harbor, the following changes in behavior were observed:

- The occurrence of open dumpster lids was reduced by 76%
- The occurrence of garbage on the ground around the dumpster was reduced by 51%
- The occurrence of uncovered cardboard outdoors was reduced by 30%

The occurrence of the grease rendering containers closed was inconclusive, therefore removed from this evaluation. In comparing the two initial surveys, there was a 11% difference, from 89% of the containers being closed to 100% of the containers being closed. There are likely other factors that were affecting the occurrence of closed containers during this survey. This could include the surveys being completed on or near container pick-up day, for example. However, because shutting the dumpster lid is a similar behavior, and saw a 75% increase in the desired behavior to keep the lid shut, it is expected that if measured again, you would likely see a similar increase.

The presence of spill kits was not measured during the evaluation process as a separate organization (ECOSS) will be providing the spill kits and employee training. This is expected to occur in early 2016.

	Dumpster Lid CLOSED	Grease container CLOSED	Garbage PRESENT	Uncovered Cardboard PRESENT
ROUND 1: INITIAL #1 (Sept '15)				
% YES	90.20%	88.57%	29.41%	25.49%
% NO	9.80%	11.43%	70.59%	74.51%
ROUND 2: INITIAL #2 (Dec '15)				
% YES	90.91%	100.00%	26.19%	25.00%
% NO	9.09%	0.00%	73.81%	75.00%
ROUND 1/ROUND 2: AVERAGE	9.45%	N/A	27.80%	25.25%
ROUND 3: PRODUCT EVALUATION				
% YES	97.73%	N/A	13.73%	17.65%
% NO	2.27%	N/A	86.27%	82.35%
CHANGE IN BEHAVIOR	75.94%	N/A	50.63%	30.10%

Future Recommendations

- Though the behaviors that could be conclusively measured all exceeded the project objectives (see table above) the behavior with the lowest measured result, the occurrence of uncovered cardboard at 30%, could be explored to increase the instances of covered cardboard behind local restaurants. Because covered areas for cardboard typically require a structure, one could expect that this lower achieved result could be due to a monetary barrier from the management side. Though completing a social marketing plan would provide the best chance for results, by drawing from what we know about restaurant staff and managers, recommendations to improve this behavior include:
 - Implement a rebate program or other similar cost share program to offset the cost of purchasing/constructing a cardboard container
 - Consider requiring all cardboard to be covered through local City Municipal Codes.
- Continue to pursue the Spill Kit Program with ECOSS which will provide each Oak Harbor restaurant with professional training and a spill kit.

Appendix A

Multi-Purpose Brochure/Poster and Dumpster Sticker

Regulations and Penalties

In 2009, the City of Oak Harbor passed a stormwater ordinance that prohibits pollutants entering storm drains. This ordinance gives the City local legal authority to enforce the National Pollutant Discharge Elimination System (NPDES) Permit and take corrective actions with serious offenders. Food establishments (restaurants, cafeterias, bakeries, coffee shops and grocery stores) that allow wastewater, grease and other materials into storm drains, violate the State's NPDES stormwater permit and the City of Oak Harbor's Stormwater Ordinance (2.50.010).

Any commercial business found allowing waste or wastewater into the storm drain system may be subject to legal penalties. You may find a copy of the City's Stormwater Ordinance at oakharbor.org.

Protecting Your Business

To reduce potential legal consequences, you can implement the proper maintenance and pollution prevention techniques described in this publication, in and around your restaurant.

Implementing these simple practices also has a few additional benefits:



Reduce pests around your restaurant, such as rats, mice and birds



Improve the overall image of your restaurant with your customers



Improve local water quality and wildlife habitat



Oak Harbor Public Works
805 SE Barrington Drive
Oak Harbor, WA 98277

RESTAURANT STORM DRAINS



Do you know where
the water goes?

(We bet you'll be surprised)

Protect Your Restaurant From
Stormwater Fines and Penalties

Best Practices for a Clean Puget Sound



Only RAIN Down the Storm Drain!

Whether you know it or not, your restaurant drains to a storm drain that ultimately leads to local streams, Puget Sound and even ground water supplies. The actions you take at your restaurant can have a big impact on the environment. There are small changes that you and your staff can make to help keep pollution out of our waterways.

Even taking all precautions, spills still happen! If a large spill occurs outside your restaurant, please contact the spill response hotline.

Monday-Friday 8 a.m. - 5 p.m. call 360-279-4500

After hours and holidays call 360-679-9567



Purchase a Spill Kit

Any wet spill outdoors should be cleaned up using a spill kit to prevent pollution from entering the storm drain, which will end up in Puget Sound. Spill kits can be purchased from online suppliers or from most local industrial supply businesses.

Maintain your spill kit

Your spill kit is meant to be used for all wet spills and messes outdoors, so it is important to make sure the supplies are replenished often for your employees to use.



Kitty Litter



Zip ties*



Disposal bags



Absorbent Pads and Socks*



Disposable
Gloves



Dispose of ice and other liquids in the sink; avoid dumping into the garbage.



Replace leaking dumpsters for free by calling the City at (360) 279-4500.



Upgrade your dumpster to a larger size if it is consistently overflowing before pick up day.



Clean all floor mats indoors, using an indoor sink, or hire a contractor.



Clean hood vent filters indoors, using an indoor sink, or hire a contractor.



Provide a covered area for the storage of used cardboard. Ensure the cardboard is flattened and stacked neatly.



Educate employees on the importance of keeping pollution out of the storm drains. Hang the poster on the reverse side on the back door or in a location visible to all your employees.

*These materials can be purchased from online suppliers or from most local industrial supply businesses.

What We Do Outside Matters!

Keep dumpster areas clean and lids closed.

(Keep grease containers separated from dumpsters to avoid spills.)



Use a broom to sweep up trash.



Immediately use the spill kit to clean up wet messes and spills outside.



Keep cardboard flattened and stacked under a covered area.



We are the solution to pollution!



CITY OF
Oak Harbor
WHISKEY ISLAND, WASHINGTON

Keep Puget Sound Clean.

Report Spills: 360-279-4500 ▪ M-F, 8am-5pm ▪ 360-679-9567 after hours and holidays

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Appendix B

Initial and 30-day Observational Surveys

Restaurant:

Date:

YES NO

Is the dumpster lid closed? <i>Notes:</i>		
Is the grease rendering container closed? <i>Notes:</i>		
How many pieces of garbage is on the ground within 50 feet of the dumpster? <i>Notes:</i>		
How many pieces of cardboard are on the ground within 100 feet of the restaurant? <i>Notes:</i>		
Does the restaurant have a spill kit? <i>Notes:</i>		

Restaurant:

Date:

YES NO

Is the dumpster lid closed? <i>Notes:</i>		
Is the grease rendering container closed? <i>Notes:</i>		
How many pieces of garbage is on the ground within 50 feet of the dumpster? <i>Notes:</i>		
How many pieces of cardboard are on the ground within 100 feet of the restaurant? <i>Notes:</i>		
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