



PARKS & PUBLIC WORKS COMMITTEE & COMMITTEE OF THE WHOLE MEETING

Tuesday, October 21, 2025, at 5:00 PM

Snoqualmie City Hall, 38624 SE River Street & Zoom

COMMITTEE MEMBERS

Chair: Ethan Benson

Councilmembers: Bryan Holloway and Catherine Cotton

This meeting will be conducted in person at Snoqualmie City Hall and remotely using by Zoom.

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CALL TO ORDER & ROLL CALL

AGENDA APPROVAL

PUBLIC COMMENTS (online public comments will not be taken).

MINUTES

1. Approval of minutes dated October 7, 2025.

AGENDA BILLS

2. **AB25-099:** Agreement for Consultant Services with Herrera for Community Based Social Marketing Campaign - National Pollutant Discharge Elimination System (NPDES)

DISCUSSION

3. Snoqualmie Valley Health Lift Station Update
4. King County Aquatics Grant Update
5. Director Reports:
 - a. Staffing
 - b. Project status

ADJOURNMENT



PARKS & PUBLIC WORKS COMMITTEE & COMMITTEE OF THE WHOLE MEETING MINUTES OCTOBER 7, 2025

This meeting was conducted in person at Snoqualmie City Hall and remotely using Zoom.

CALL TO ORDER – CM Cotton called the meeting to order at 5:00 pm.

Committee Members: Councilmembers Ethan Benson, Bryan Holloway (remote) and Catherine Cotton were present.

City Staff:

Mike Chambless, City Administrator; Dena Burke, City Attorney (remote); Jeff Hamlin, Parks & Public Works Director; Deana Dean, City Clerk; Patrick Fry, Project Engineer; Robert Thrall, Legal Assistant; Jen Hughes, Deputy Finance Director; Janna Walker, Budget Manager; Drew Bouta, Finance Director; and Andrew Jongekryg, IT Support.

AGENDA APPROVAL – The agenda was approved as presented.

PUBLIC COMMENTS – There were no public comments.

MINUTES

1. The minutes dated September 16, 2025, were approved as presented.

AGENDA BILLS

2. **AB25-074:** Compost Use & Procurement Ordinance. Presentation by Project Engineer Patrick Fry. Topics covered included summary of ordinance contents, reasoning and purpose, and implementation. Committee comments and questions followed. Additional information provided by Parks & Public Works Director Jeff Hamlin and City Administrator Mike Chambless. This item is approved to move forward at the October 13, 2025, City Council meeting for first reading of Ordinance 1307.

DISCUSSION

3. Snoqualmie Valley Health Lift Station Update provided by Project Engineer Patrick Fry. The survey has been completed and the data loggers installed for the first of two weeks. Staff is waiting for data and working with consultant. Timeline is as expected.
4. Sidewalk Update provided by Project Engineer Patrick Fry. Handout provided – 2025 Sidewalk Grind and Replace locations map. It was noted this is a biannual project.

ADJOURNMENT - The meeting was adjourned at 5:24 pm.

Minutes prepared by Deana Dean, City Clerk.

Recorded meeting audio is available on the city website after the meeting.

Minutes approved at the _____, 2025, Parks & Public Works Committee Meeting.

Council Agenda Bill

AB Number

AB25-099

Agenda Bill Information

Title*

Agreement for Consultant Services with Herrera for Community Based Social Marketing Campaign - National Pollutant Discharge Elimination System (NPDES)

Action*

Motion

Council Agenda Section

Committee Report

Council Meeting Date*

10/27/2025

Staff Member

Patrick Fry

Department*

Public Works

Committee

Parks and Public Works

Committee Date

10/21/2025

Exhibits

Packet Attachments - if any

Herrera 25 CBSM_Contract.docx	65.83KB
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Exhibit A_SoW.docx	62.74KB
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Exhibit B_Budget.pdf	48.06KB
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Summary

Introduction*

Brief summary.

This agenda bill seeks council approval to select Herrera Consulting for professional support services of the National Pollutant Discharge Elimination System (NPDES) Stormwater permit. The proposed Phase II scope of work is a continuation and expansion of the contract that council approved in May, 2025. This scope of work is to run the community based social marketing campaign through 2026, completing the education and outreach requirement of the NPDES stormwater permit.

Proposed Motion

Move to approve Agreement for Consultant Services with Herrera Environmental Consultants for the Community Based Social Marketing Campaign

Background/Overview*

What was done (legislative history, previous actions, ability to hyperlink)

The NPDES is a national program established by the Clean Water Act that requires municipalities to manage

stormwater discharges, educate the public, and rehabilitate impaired watersheds.

The stormwater permit is an evolving document, with requirements that build upon previous years' submittals. For this reason, it is imperative that the City stay on top of the yearly requirements to avoid falling behind from compounding issues.

Council approved an on-call contract with Herrera in 2017 for NPDES Permit Support and related fields. Herrera was contracted in September 2021 by the City to bring the City into compliance with the 2019- 2024 NPDES stormwater permit and again in May of 2025 to assist in maintaining compliance with the permit, specifically fields that staff are lacking expertise in. As part of the 2024-2029 permit, the effectiveness of the previous behavior change campaign must be evaluated as well as continuing the existing campaign, or implementing a new behavior change campaign.

During Summer of 2025, the previous behavior change campaign was evaluated, and a new plan was drafted based on the shortcomings of the previous campaign. This contract is to fulfill the NPDES Education & Outreach requirement of the 2024-2029 permit cycle.

Analysis*

A requirement of the 2024-2029 NPDES Stormwater permit is to complete a behavior change campaign within the community to improve the stormwater awareness and practices within the jurisdiction. As part of the 2019-2024 permit cycle, the City ran a campaign on natural lawn care with the intent on reducing pollutants used in lawn care resulting in less chemicals ending up in the local watershed.

The 2024-2029 campaign intends on building upon the natural lawn care campaign. The purpose of this plan is to continue engagement using the recommendations and findings from the 2020 campaign to identify informational materials and outreach activities that will elevate community awareness and increase engagement around stormwater impacts in their community. This plan includes a strategy, tactics, and schedule for the city to implement a behavior change campaign through a city-led demonstration lawn, a 'pledge' commitment campaign, and seasonally appropriate education materials.

Budgetary Status*

Funds have already been authorized in the current biennial budget.

Budget Summary

Administration recommends approving a contract with Herrera Consulting for professional support services in the amount of \$81,663 related to the City's NPDES permit. The City budgeted \$2,546,682 for Stormwater Operations (#403) services in the 2025-2026 Biennial Budget. With \$889,123 currently expended and \$147,156 in outstanding contract value, the City has \$1,510,403 remaining for the biennium. After incorporating the \$81,663 contract into the forecast, \$1,428,740 remains for services expenditures. See the table below or on the next page. Therefore, sufficient appropriation exists within the 2025-2026 Biennial Budget (Stormwater Operations Services #403) to fund the contract.

This contract will be funded in part by a \$130,000 biennial grant from the Department of Ecology for the administration of the NPDES contract, which was not incorporated into the budget and will be added in a future amendment. Considering the \$130,000 grant, the proposed contract of \$81,663, a preexisting contract of

\$68,600, and \$10,151 in current related spending, the City will be responsible for paying \$30,414 from City resources to meet the terms of the NPDES permit.

Fiscal Impact

Amount of Expenditure	Amount Budgeted	Appropriation Requested
\$81,663.00	\$2,546,682.00	\$0.00

Fiscal Impact Screenshot

Stormwater Operations Services (#403)

2025-26 Biennial Budget	
Beginning Budget	\$ 2,546,682
Expenditures	\$ (889,123)
Outstanding Contract Value <i>(Previously Approved)</i>	\$ (147,156)
Current Available Budget	\$ 1,510,403
 Cost of AB25-099	 \$ (81,663)
Available Budget after AB25-099	\$ 1,428,740

CITY OF SNOQUALMIE
AGREEMENT FOR CONSULTANT SERVICES
Contract Title: Public Education & Outreach Campaign – Phase II

THIS AGREEMENT made and entered into by and between the CITY OF SNOQUALMIE, a Washington municipal corporation (the "City"), and Herrera Environmental Consultants an S corporation ("Consultant") is dated this ____ day of _____ 2025.

Consultant Business: Herrera Environmental Consultants, Inc.

Consultant Address: 2200 6th Ave Ste 1100
 Seattle, WA 98121

Consultant Phone: 206.441.9080

Consultant Fax: N/A

Contact Name: Rebecca Dugopolski

Contact e-mail: rdugopolski@herrerainc.com

Federal Employee ID No.: 91-1329346

WHEREAS, the City of Snoqualmie (City) entered into an agreement with Herrera Environmental Consultants, Inc. (Herrera) on January 23, 2017; and

WHEREAS, the City requires assistance from qualified experts in NPDES permitting to, develop a public education and outreach program, complete outfall mapping, and assist in overburdened community mapping; and

WHEREAS, the City has requested Herrera to perform consulting services to support the City's efforts with several items related to the 2025-2029 National Pollutant Discharge Elimination System (NPDES) Phase II Stormwater Permit; and

WHEREAS, Herrera has the resources and capability to perform this work; Herrera has been chosen by a qualifications-based selection (QBS) in 2017 to provide consultant work on a task order, scope and budget basis.

NOW, THEREFORE, the parties herein do mutually agree as follows:

1. Employment of Consultant.

A. The City retains the Consultant to provide the services described in "Exhibit A" (the "Work"). Any inconsistency between this Agreement and the Scope of Work shall be resolved in favor of this Agreement. The Consultant shall perform the Work according to the terms and conditions of this Agreement.

B. The City may revise the Work and the compensation only by a written Change Order signed by the authorized City representative that shall become a part of this Agreement.

C. The project manager(s) of the Work shall be Rebecca Dugopolski The project manager(s) shall not be replaced without the prior written consent of the City.

D. Work shall commence when the City issues a notice to proceed and it shall be completed

no later than December 31, 2026 , unless the completion date is extended in writing by the City.

2. Compensation.

A. The total compensation to be paid to Consultant, including all services and expenses, shall not exceed \$ 81,663 as shown on Exhibit B, which shall be full compensation for the Work. Consultant shall notify the City when its requests for payment reach eighty-five percent of the total compensation.

B. The Consultant shall be paid in such amounts and in such manner as described in Exhibit B.

C. Consultant shall be reimbursed for Eligible Expenses actually incurred. “Eligible Expenses” means those types and amounts of expenses that are approved for reimbursement by the City in writing before the expense is incurred. If travel and/or overnight lodging is authorized, Consultant shall lodge within the corporate limits of City.

3. Request for Payment.

A. Not more than once every thirty days the Consultant shall file its request for payment, accompanied by evidence satisfactory to the City justifying the request for payment, including a report of Work accomplished and tasks completed, and an itemization of Eligible Expenses with copies of receipts and invoices.

B. All requests for payment should be sent to

City of Snoqualmie
Attn: Patrick Fry
38624 SE River Street
P.O. Box 987
Snoqualmie, WA 98065

4. Work Product.

A. The Consultant shall submit all reports and other documents specified in Exhibit A according to the schedule established in Exhibit A. If, after review by the City, the information is found to be unacceptable, Consultant, at its expense, shall expeditiously correct such unacceptable work. If Consultant fails to correct unacceptable work, the City may withhold from any payment due an amount that the City reasonably believes will equal the cost of correcting the work.

B. All reports, drawings, plans, specifications, and intangible property created in furtherance of the Work, and any intellectual property in such documents, are property of the City and may be used by the City for any purpose; provided that re-use without Consultant’s permission shall be at the City’s sole risk.

5. Termination of Contract. City may terminate this Agreement by sending a written notice of termination to Consultant (“Notice”) that specifies a termination date (“Termination Date”) at least fourteen (14) days after the date of the Notice; provided, however, that in the event of a material breach of this Agreement, termination may be effective immediately or upon such date as determined by the City in its sole discretion. For purposes of this Agreement, “material breach” is defined as misfeasance, malfeasance or violation of any criminal law, ordinance or regulation.. Upon receipt of the Notice, the Consultant shall acknowledge receipt to the City in writing and immediately commence to end the Work in a reasonable and orderly manner. Unless terminated for Consultant’s material breach, the Consultant shall be paid or reimbursed for all hours worked and Eligible Expenses incurred up to the Termination date, less all payments previously made; provided that work performed after date of the

Notice is reasonably necessary to terminate the Work in an orderly manner. The Notice may be sent by any method reasonably believed to provide Consultant actual notice in a timely manner

6. Assignment of Contract – Subcontractors. Consultant shall not assign this contract or sub-contract or assign any of the Work without the prior written consent of the City.

7. Indemnification.

A. To the extent provided by law and irrespective of any insurance required of the Consultant, the Consultant shall defend and indemnify the City from any and all Claims arising out of or in any way relating to this Agreement; provided, however, the requirements of this paragraph shall not apply to that portion of such Claim that reflects the percentage of negligence of the City compared to the total negligence of all persons, firms or corporations that resulted in the Claim.

B. Consultant agrees that the provisions of this paragraph 7 apply to any claim of injury or damage to the persons or property of consultant's employees. As to such claims and with respect to the City only, consultant waives any right of immunity, which it may have under industrial insurance (Title 51 RCW and any amendment thereof or substitution therefore). THIS WAIVER IS SPECIFICALLY NEGOTIATED BY THE PARTIES AND IS SOLELY FOR THE BENEFIT OF THE CITY AND CONSULTANT.

C. As used in this paragraph: (1) "City" includes the City's officers, employees, agents, and representatives; (2) "Consultant" includes employees, agents, representatives sub-consultants; and (3) "Claims" include, but is not limited to, any and all losses, claims, causes of action, demands, expenses, attorney's fees and litigation expenses, suits, judgments, or damage arising from injury to persons or property.

D. Consultant shall ensure that each sub-consultant shall agree to defend and indemnify the City to the extent and on the same terms and conditions as the Consultant pursuant to this paragraph.

8. Insurance.

A. Consultant shall comply with the following conditions and procure and keep in force at all times during the term of this Agreement, at Consultant's expense, the following policies of insurance with companies authorized to do business in the State of Washington. The Consultant's insurance shall be rated by A. M. Best Company at least "A" or better with a numerical rating of no less than seven (7) and otherwise acceptable to the City.

1. Workers' Compensation Insurance as required by Washington law and Employer's Liability Insurance with limits not less than \$1,000,000 per occurrence. If the City authorizes sublet work, the Consultant shall require each sub-consultant to provide Workers' Compensation Insurance for its employees, unless the Consultant covers such employees.
2. Commercial General Liability Insurance on an occurrence basis in an amount not less than \$1,000,000 per occurrence and at least \$2,000,000 in the annual aggregate, including but not limited to: premises/operations (including off-site operations), blanket contractual liability and broad form property damage.
3. Business Automobile Liability Insurance in an amount not less than \$1,000,000 per occurrence, extending to any automobile used by Consultant in the course of the Work. A statement by Consultant and approved by the City Administrator,

certifying that no vehicle will be used in accomplishing this Agreement, may be substituted for this insurance requirement.

4. Professional Errors and Omissions Insurance in an amount not less than \$1,000,000 per occurrence and \$1,000,000 in the annual aggregate. Coverage may be written on a claims made basis; provided that the retroactive date on the policy or any renewal policy shall be the effective date of this Agreement or prior, and that the extended reporting or discovery period shall not be less than 36 months following expiration of the policy. The City may waive the requirement for Professional Errors and Omissions Insurance whenever the Work does not warrant such coverage or the coverage is not available.
5. Each policy shall contain a provision that the policy shall not be canceled or materially changed without 30 days prior written notice to the City.

Upon written request to the City, the insurer will furnish, before or during performance of any Work, a copy of any policy cited above, certified to be a true and complete copy of the original.

B. Before the Consultant performs any Work, Consultant shall provide the City with a Certificate of Insurance acceptable to the City Attorney evidencing the above-required insurance and naming the City of Snoqualmie, its officers, employees and agents as Additional Insured on the Commercial General Liability Insurance policy and the Business Automobile Liability Insurance policy with respect to the operations performed and services provided under this Agreement and that such insurance shall apply as primary insurance on behalf of such Additional Insured. Receipt by the City of any certificate showing less coverage than required is not a waiver of the Consultant's obligations to fulfill the requirements.

C. Consultant shall comply with the provisions of Title 51 of the Revised Code of Washington before commencing the performance of the Work. Consultant shall provide the City with evidence of Workers' Compensation Insurance (or evidence of qualified self-insurance) before any Work is commenced.

D. In case of the breach of any provision of this section, the City may provide and maintain at the expense of Consultant insurance in the name of the Consultant and deduct the cost of providing and maintaining such insurance from any sums due to Consultant under this Agreement, or the City may demand Consultant to promptly reimburse the City for such cost.

9. Independent Contractor. The Consultant is an independent Contractor responsible for complying with all obligations of an employer imposed under federal or state law. Personnel employed by Consultant shall not acquire any rights or status regarding the City.

10. Employment. The Consultant warrants that it did not employ or retain any company or person, other than a bona fide employee working solely for the Consultant, to solicit or secure this Agreement or pay or agree to pay any such company or person any consideration, contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, the City shall have the right either to terminate this Agreement without liability or to deduct from the Agreement price or consideration or to otherwise recover, the full amount of such consideration.

11. Audits and Inspections. The Consultant shall make available to the City during normal business hours and as the City deems necessary for audit and copying all of the Consultant's records and documents with respect to all matters covered by this Agreement.

12. City of Snoqualmie Business License. Consultant shall obtain a City of Snoqualmie business license before performing any Work.

13. Compliance with Federal, State and Local Laws. Consultant shall comply with and obey all federal, state and local laws, regulations, and ordinances applicable to the operation of its business and to its performance of the Work.

14. Waiver. Any waiver by the Consultant or the City of the breach of any provision of this Agreement by the other party will not operate, or be construed, as a waiver of any subsequent breach by either party or prevent either party from thereafter enforcing any such provisions.

15. Complete Agreement. This Agreement contains the complete and integrated understanding and agreement between the parties and supersedes any understanding, agreement or negotiation whether oral or written not set forth herein.

16. Modification of Agreement. This Agreement may be modified by a Change Order as provided in Paragraph 1, or by a writing that is signed by authorized representatives of the City and the Consultant.

17. Severability. If any part of this Agreement is found to be in conflict with applicable laws, such part shall be inoperative, null and void, insofar as it is in conflict with said laws, the remainder of the Agreement shall remain in full force and effect.

18. Notices.

A. Notices to the City of Snoqualmie shall be sent to the following address:

City of Snoqualmie
Attn: Patrick Fry
38624 SE River Street
P.O. Box 987
Snoqualmie, WA 98065

B. Notices to the Consultant shall be sent to the following address:

Herrera Environmental Consultants
Attn: Rebecca Dugopolski
2200 Sixth Avenue
Suite 1100
Seattle, WA 98121

19. Venue. This Agreement shall be governed by the law of the State of Washington and venue for any lawsuit arising out of this Agreement shall be in King County.

IN WITNESS WHEREOF, the City and Consultant have executed this Agreement as of the date first above written.

CITY OF SNOQUALMIE,
WASHINGTON

By: _____
Its: Mayor
Date: _____

Herrera Environmental Consultants, Inc

By: _____
Typed/Printed Name: _____
Its: _____
Date: _____

ATTEST:

Deana Dean, City Clerk
Date: _____

APPROVED AS TO FORM:

Dena Burke, City Attorney
Date: _____

City of Snoqualmie Stormwater Public Education and Outreach Campaign Plan: Phase 2

Draft updated: 8/29/25

Project background

The City of Snoqualmie initiated a public education and outreach campaign in March 2020 as part of its Stormwater Management Program required by the National Pollution Discharge Elimination System (NPDES) Phase II Municipal Stormwater Permit (Phase II permit).

The campaign began with an online survey to learn about residents' baseline environmental awareness and understanding of stormwater runoff issues. Results from the online survey helped the city in identify lawn care as a key issue to focus on in their stormwater public education and outreach campaign. A subsequent behavior change campaign addressed specific lawn care behaviors that could reduce use of fertilizers and pesticides. The evaluation of this campaign showed that education and engagement methods were effective, however the community survey received a low response rate, limiting the significance of the results. The next phase of social marketing campaign strategy builds on previous successful campaign elements, while introducing new methods aimed at boosting participation and generating further valid results.

Campaign plan overview

The purpose of this plan is to continue engagement using the recommendations and findings from the 2020 campaign to identify informational materials and outreach activities that will elevate community awareness and increase engagement around stormwater impacts in their community. This plan includes a strategy, tactics, and schedule for the city to implement a behavior change campaign through a city-led demonstration lawn, a 'pledge' commitment campaign, and seasonally appropriate education materials.

Goals

- Continue to build general awareness about key pollution sources and methods to address and reduce impacts from stormwater runoff.
- Use recommendations and findings from the 2020 community survey to develop education and outreach activities that help reduce behaviors and practices that contribute to adverse stormwater impacts.
- Create stewardship opportunities that encourage greater community engagement in addressing the impacts from stormwater runoff.
- Utilize Community-Based Social Marketing strategies, namely commitments and shifting of social norms.
- Evaluate the effectiveness of campaign measures.

Key issues

Several key issues were identified from the 2020 community survey, listed below. Outreach goals and approaches for each issue are summarized in the following tables. A range of tools and tactics will enable the city to engage with community members around these issues, which are detailed in the *Outreach approaches to address key issues* section that follows.

- Clearly communicate the connection between stormwater pollution and Puget Sound health.
- Reengage community champions to be early pledge adopters.
- Develop tactics that support individual behavior change.
- Create opportunities for residents to choose environmentally-friendly products.
- Work with the ROA to reach majority of City residents
- Leverage a range of communication methods.

Community Based Social Marketing strategy

To support the city's efforts to promote future behavior change among all residents, this plan proposes a combination of outreach efforts:

Central demonstration lawn with signage

The demo lawn will be a tangible example for residents to see what a natural lawn looks like, act as an advertisement from its central location and signage, and show initiative on the city's side. Additionally, the demo lawn could be used for an educational demonstration event.

Falls to Sound Pledge including a displayed yard sign

A 'pledge' to stop using pesticides and fertilizer, or using natural alternatives, along with education on how these individual actions can help water quality on a larger scale. This can create a sense of accomplishment and pride. The yard sign will declare that commitment and act as a prompt within the neighborhoods and ongoing marketing tool of the campaign.

Basin-vs-basin or neighborhood/node "competition"

A low-stakes competition between sections of the neighborhood will create more interest and investment in the campaign and will reflect the communal nature of water quality work, as opposed to a competition between individual households. If possible, the actual sub-basins of the watershed could be used as delineators, providing another chance for education. An incentive for winning can be an 'aerator day' where the City rents an aerator and a Grandpa's Weeder for the neighbors to use, acting as another demonstration opportunity.

Outreach approaches to address key issues

Clearly communicate the connection between stormwater pollution and Puget Sound health.

Survey finding: Stormwater pollution emerged as the environmental issue of most interest (73%) to survey takers, followed by waste disposal, land development, climate change and Puget Sound marine health.

Campaign objective	Approach
- The community considers stormwater pollution an important issue. - The community understands the connection between their individual actions, stormwater, and Snoqualmie River/Puget Sound marine health. - A larger number of community members choose alternatives to toxic products.	- Highlight the interrelation of these issues to bolster the success of educational efforts. - Build off the strong cultural bond community members have to Puget Sound and its animal life (e.g., salmon, orcas, etc.). - Develop a graphic sub-basin map to show “Where does your water go”. - Develop a graphic with a table to show recommended alternatives to lawn practices “Do this not that”.

Reengage community champions to be early pledge adopters.

Survey finding: Eighty-five percent of respondents categorized themselves as somewhat to very informed about stormwater issues, and 98% of respondents noted they are somewhat to very informed about toxins in household and outdoor products.

Campaign objective	Approach
Community champions are early adopters to the Falls to Sound pledge and display a yard sign.	- Send an email to this group personally to acknowledge their past participation, ask how they have continued their lawn practices, and pitch the pledge. - If possible, community champions give testimony and have their photo taken to act as testimonials in outreach materials.

Develop tactics that support individual behavior change.

Survey finding: The vast majority (92%) of respondents indicated they believe their individual behaviors can improve the health of streams, rivers and Puget Sound.

Campaign objective	Approach
Community members are inspired to take action in their own yard and request a pledge sign.	Provide Falls to Sound Pledge signs that are small, durable, and aesthetically pleasing. Should be minimalist design to create intrigue and curiosity.

Create opportunities for residents to choose environmentally-friendly products.

Survey finding: Over half of respondents noted they use pesticides, fungicides, or algacides on lawn or garden beds at their home or business. In addition, survey participants indicated an interest to have more resources about environmentally friendly products.

Campaign objective	Approach
A larger number of community members report switching to environmentally friendly products.	- Provide education about environmentally-friendly products. - Post signage at demo lawn to bring awareness to where maintenance crews are using safer products. - Offer incentives for natural products in partnership with local hardware store.

Work with the ROA to reach majority of City residents

Interview finding: Multiple interview participants expressed interest in natural lawncare but were hesitant about what the Snoqualmie ROA, a type of homeowner's association, allowed.

Campaign objective	Approach
- Work with ROA leader to allow Falls to Sound pledge signs - Clarify ROA allowances for natural lawn care: - Mowing less (bylaws say 2-week maximum) - Leaving aeration plugs on lawn - Leaving clippings on lawn	- Make initial contact with leadership about the campaign. - Demonstrate to the board what a natural lawn looks like if necessary. - Find where we can meet them; if they won't allow natural lawn care, focus on promoting natural fertilizer only. - Ask for outreach support by sharing campaign in ROA newsletters and social media.

Leverage a range of communication methods.

Survey finding: Respondents in the 35 to 49-year old range noted a preference for electronic communication methods. Older residents often prefer more mailed flyers and communications.

Campaign objective	Approach
Increase readership of electronic communication methods.	Outreach will use digital, print, and direct communications tools to reach audiences of various ages and backgrounds.

Audiences

The primary audience for this work includes Snoqualmie residents; specifically Snoqualmie Ridge residents where 75% of city residents live, and the ROA. Content across all activities will focus on aligning the community toward behavior change through building awareness and education. To ensure outreach is accessible to the entire community and encourages engagement from households of all income and age levels, various tool and tactics will be implemented, detailed in the outreach strategy section below. We recommend asking the ROA and/or local schools if they are aware of language needs other than English and translate materials if the need arises.

Demographics snapshot¹

Population: 14,121

Race and Hispanic origin

- White alone: 72%
- Black or African American alone: 1.2%
- American Indian and Alaska Native alone: 0.6%
- Asian alone: 13.4%
- Native Hawaiian and Other Pacific Islander alone: 0.1%
- Two or More Races: 10.9%
- Hispanic or Latino: 1.6%
- White alone, not Hispanic or Latino: 70.2%

Housing

- Homeownership rate: 84.4%
- Median gross rent: \$3,090

Families and Living Arrangements

- Average Household size: 3.35

¹ As of August 8, 2025. Source:

https://data.census.gov/profile/Snoqualmie_city,_Washington?g=160XX00US5365205

- Language other than English spoken at home: 16.1%
- Spanish: 0.9%
- Asian and Pacific Island languages: 8.7%
- Other Indo European: 6.0%

Education

- High school graduate or higher: 98.3%
- Bachelor's degree or higher: 67.1%

Income and poverty

- Median household income: \$197,531
- Persons in poverty: 0.4%

Outreach tools/tactics feedback mechanisms

The impact and efficacy of outreach will ultimately be reflected in increased awareness and behavior change among Snoqualmie residents around stormwater issues. During and after the outreach process, the impact of outreach tools and tactics can be measured by collecting digital analytics, tracking notifications, gathering comments. In addition, pre- and post-campaign surveys will allow the city to strategically assess behavior change and gather qualitative feedback. Outreach tools and tactics are listed below.

Online engagement tools	Feedback mechanisms
• Website including pledge sign-up form • Opt-in City e-newsletters/emails • Snoqualmie Ridge ROA newsletter • Social media (including co-promotion/partnerships with ROA, community organizations, local businesses) • Videos (focus on developing a video on the community's role in reducing stormwater pollution to the Public Works videos.) • Blog posts • Media outlet ads • Radio PSAs or media interviews	• Number of website/blog visits; newsletters/ emails opened • Number of posts and views (social media/video) • Digital analytics for media ads
Direct engagement	Feedback mechanisms
• Outreach at community events such as Snoqualmie Days, 4th of July, any ROA events • In-person pop-up event "Aerator Day" for pledge winners • Partnerships with local hardware/gardening/equipment rental	• Number of and participation in activities • Number of and types of questions/comments collected during outreach campaign

Print materials	Feedback mechanisms
- Mailed flyer or utility bill insert - Project flyer or poster - Demo lawn site & signage - Falls to Sound Pledge yard signs	- Number of and frequency of mailer - Number of QR scans from signs and flyers - Number of signs requested - Number of and analytics for amount of pledge adoptees

Resources
Small City park demonstration area; labor, material, and equipment for maintenance of demonstration lawn

Anticipated project schedule

This plan covers outreach during a four-year cycle from 2025 to 2029 as required by the Phase II permit. Outreach planning will continue throughout July & August to enable city staff to begin to implement the plan no later than September 1, 2025.

Information and feedback about outreach activities will be collected throughout the outreach process, but the final outreach phase will focus on collecting and synthesizing feedback to understand the impact and measure success of outreach efforts.

Dates	Outreach phase	Activities
Summer- Fall 2025	Phase 2: Outreach Planning	- Develop, review Campaign Plan - Finalize Campaign Plan
September 1, 2025	Implementation Begins	Submit final Campaign Plan to City, begin campaign implementation
Fall 2025	General Outreach	- Reengage with trial participants with reminders around best practices, and to gauge interest in continued participation (potential testimonial) - Engage Snoqualmie Ridge ROA on policy, planned campaign, and partnership - Update general pollution prevention education materials and create specific campaign materials - Launch webpage with general education info - Message fall lawn care through City channels - Begin layout, signage, and construction of demo natural lawn patch at Snoqualmie Community Park
Spring 2026	Pledge Kickoff	Announce “Falls to Sound” pledge and neighborhood competition

Dates	Outreach phase	Activities
		Message spring lawn care
Fall 2026	Pledge Winners	- Announce competition winner and host 'Aeration Day' for them - Message fall lawn care
Winter 2026-2027	Evaluation Period	Compile data and measure success
Spring 2027	Pledge Kickoff	- Repeat Falls to Sound pledge and competition - Message spring lawn care
Fall 2027	Pledge Winners	- Announce competition winner and host 'Aeration Day' for them - Message fall lawn care
2028	Collect, assess, measure outreach impacts	Develop evaluation report of outreach activities
March 31, 2029	Permit II ending	Submit final evaluation of Phase 2 campaign

Roles and responsibilities

The following describes a division of general implementation roles and responsibilities to support the campaign strategy.

City of Snoqualmie

- Contact community champions, ROA, and community organization contacts for partnership
- Manage and implement outreach activities, including scheduling outreach activities and coordinating digital media and events
- Send all notifications for outreach
- Track reporting on public education and outreach campaign following templates and practices established by the evaluation team

Consultant team

- Finalize Community Involvement Plan and Behavior Change Campaign materials
- Develop community surveys (as needed, determined in coordination with the city)
- Provide city with outreach planning documents and campaign materials copy
- Design and coordinate production of campaign materials
- Assist with outreach activities as needed



Cost Estimate for
Herrera Project No.

City of Snoqualmie CBSM Campaign Implementation
25-08831-001

8/28/2025

Task No.

			1	2	3	Total
			Project Management	CBSM Campaign Implementation	Management Reserve	
			9/1/2025	9/1/2025	9/1/2025	
Schedule			Task Start Date	Task End Date	Task End Date	
			12/31/2026	12/31/2026	12/31/2026	
Staff	Labor Category	2025 Burdened Labor Rates				
Dugopolski, Rebecca	Engineer VI	\$288.44	24	10	4	38
Johnson, Rachel	Engineer IV	\$195.64	20	10	4	34
Malooof, Charles	Project Accountant III	\$141.91	10	0	0	10
Total Hours per Task			54	20	8	82
Subtotal Labor			\$12,255	\$4,841	\$1,936	\$19,032
Subtotal Herrera Labor			\$12,255	\$4,841	\$1,936	\$19,032
5% Escalation on Herrera Labor in 2026			\$613	\$242	\$97	\$952
Escalated Subtotal Herrera Labor			\$12,867	\$5,083	\$2,033	\$19,983

Subconsultants

Subconsultant				
EnviroIssues		\$0	\$48,000	\$8,000
	3% Fee on Subconsultants	\$0	\$1,440	\$240
Subtotal Subconsultant Cost		\$0	\$49,440	\$8,240

Other Direct Costs (ODCs)

Item	Unit	Unit Cost				
Display ads, promoted posts	Unit	\$600.00	0	1	0	1
Demonstration lawn signage	Unit	\$400.00	0	1	0	1
Pledge signs	Unit	\$15.00	0	200	0	200
Subtotal ODCs			\$0	\$4,000	\$0	\$4,000

Subtotal Per Diem, Lab Costs, and ODCs

\$0	\$4,000	\$0	\$4,000
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Grand Subtotal

\$12,867	\$58,523	\$10,273	\$81,663
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Grand Total

\$81,663

Note: Herrera adjusts labor rates annually in January unless contract specifies otherwise.