



Don't Drip & Drive: Phase 2

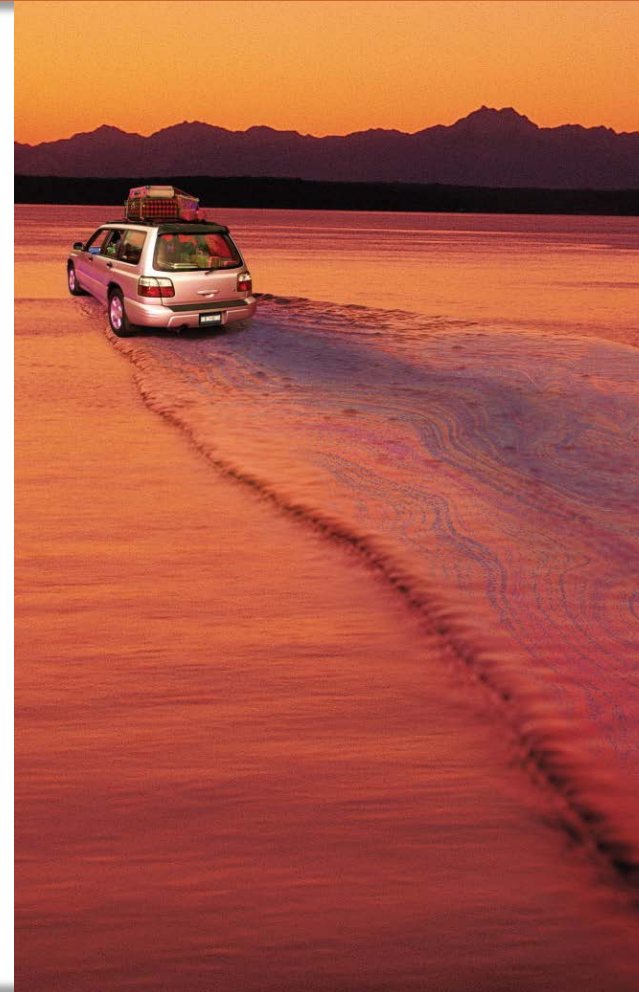
STORM Quarterly Meeting 5-8-14

Tiffany O'Dell, Pierce County

2014 GROSS Grant

Pierce County – grant manager

- Regional campaign
- Local events
- Evaluation & funding plan



Join the advisory committee

- **Steering Committee: Tiffany O'Dell, Stef Frenzl, Doug Rice, Heather Trim, PRR (consultant)**
- **Advisory Committee: STORM & ECO Net members**
- **Monthly conference calls**
- **2nd Tuesday 2:30 – 4:30**
- **Strategy, Messaging, Evaluation, Event Planning**

Event Planning Contracts

- \$100,000 = 12,000 vehicle tested by 7 organizations
- Puget Soundkeeper Alliance, ECOSS, Re Sources, Federal Way, Pierce Conservation District, WSU-Snohomish County Extension, Cascadia Environmental Science Center
- Whatcom, Snohomish, King, Pierce and Thurston counties
- Still looking for locations – do you have one?

Regional Campaign

- Online advertising
- Partner with repair shops
 - ASA, AAA, EnviroStars
 - Free visual leak inspection + 10% leak repair discount (up to \$50)
 - Can you help us recruit repair shops?

Toolkit for you to use

What tools will help your jurisdiction promote Don't Drip and Drive?

- Press release
- Utility bill insert
- Newsletter text
- What else?

www.piercecountywa.org/dontdripanddrive



Tiffany O'Dell

Pierce County

Surface Water Management

todell@co.pierce.wa.us

253-798-2468

Fix that leak!