

Public Involvement and Education (PIE)

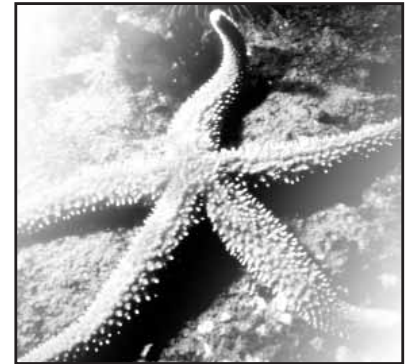
Bringing People Together to Protect Puget Sound

One of the most powerful tools available for protecting and improving Puget Sound's water quality and marine resources is the Public Involvement and Education (PIE) Fund.

From restoring salmon habitat to preventing water pollution from on-site sewage systems, the PIE Fund program has engaged millions of people in protecting and preserving Puget Sound's unique natural resources. Since 1987 the program has enabled local and tribal governments, communities and businesses to create on-the ground projects to solve local environmental problems.

On-the-ground work equals on-the-ground results. PIE dollars pay for projects around the Sound that prevent pollution, improve water quality, restore and preserve habitat and protect water resources. For example:

- Forming "human chains" along a local streambank, more than 60 middle school and high school students deposited 10 yards of spawning gravel in an area almost devoid of gravel. The creek restoration project was one element of **South Sound GREEN's** PIE contract, *Salmon Come Home*. One week after gravel placement, Chinook salmon were seen at the site. A nearby landowner noted he had "only seen one salmon before" in his 20 years of residence along the creek. Students also distributed salmon "care kits" at a local grocery store with information about ways to get involved in salmon protection and enhancement activities in South Sound.
- **Coastal Geologic Services** hosted workshops and related site visits in Whatcom, Skagit, San Juan and Island counties to educate landowners on coastal processes. The events sparked landowner interest in beach restoration projects to enhance fish and shellfish habitat and inspired improved personal stewardship of Puget Sound's coastal resources.
- The **Economic Development Association of Skagit County** brought together environmental representatives from 11 organizations to develop a strategic plan for preserving wetlands in Skagit County. The group, which also included builders, real estate professionals, local and state government representatives and economic developers, helped to identify wetlands in Skagit County, create maps and develop a strategic plan for wetlands preservation.
- Eight portable pumpout stations called *Honey Wagons* offered boaters in King County an alternative to improper waste disposal—a real pollution concern in Puget Sound. The **Northwest Yacht Brokers Association** created the prototype, set up the pumpout stations, produced a brochure (*Don't Flush Here*) and presented educational programs on how and why to use the *Honey Wagons*. Encouraged by the numbers of boaters using these pumpouts, larger commercial companies are now installing portable pumpout stations in other areas of the Sound.



ENGAGING 2 MILLION PEOPLE

The Puget Sound Water Quality Action Team has provided more than \$5 million for over 280 public involvement and education projects since 1987. An additional \$2.5 million has been leveraged through matching funds. Two million people have been directly involved and countless others have been reached indirectly.

BENEFITS TO COMMUNITIES

- Encourages public participation in decision making
- Builds partnerships
- Motivates people to protect and restore Puget Sound
- Directly improves and preserves Puget Sound's resources

BENEFITS FOR LOCAL GOVERNMENT

- Initiates well managed, carefully planned pilot programs
- Educates and involves citizens in finding solutions to local environmental issues
- Leverages local dollars
- Provides a high degree of accountability for local projects

In 1997, the PIE Fund received the "Community Catalyst" Award from the Environmental Education Association of Washington for its effectiveness in engaging people in efforts to protect and restore Puget Sound. PIE is a model for other estuaries and programs across the country. Many PIE projects are being replicated.

Leveraging Continued Success

People from across the Sound are enthusiastic about PIE-funded projects. The success and tangible results of many PIE contracts has led to replicating and continuing the projects with new and ongoing funding sources. Enthusiasm spreads. In estuaries throughout the United States, environmental projects modeled after PIE contracts are encouraging citizen stewardship of key natural resources. Here are some highlights:

The **Bay Watcher** program, initially piloted in 1987 by Washington State University in Clallam County, is now going strong in many areas around the state through other funding sources. Bay Watchers are trained and certified to do water quality monitoring and other environmental projects to meet local needs. The Dungeness Bay Watchers, Island County Beach Watchers, Kitsap Water Watchers and others are all modeled after the original Bay Watcher program.

The City of Bellevue is using its own resources to continue sponsoring its "**Business Partners for Clean Water**" program originally developed with PIE funds. The program informs local business owners of the connections between their

business practices and water quality. Targeted businesses include the automotive, landscaping, food-related, and building maintenance industries. King, Thurston, and Clallam counties have modeled similar programs after this successful PIE contract.

Using other funding sources, the YMCA: Office for Asia turned a successful local PIE contract into a national and international success. The **YMCA Earth Services Corps**, created in 1989, now operates around the world to develop future leaders who are well informed and committed to making a positive contribution to the environment.

The **American Institute of Graphic Artists** is replicating an innovative PIE project and associated products for members of its national institute. Originally created by the group's Washington Chapter, the program demonstrates the effects of production, disposal and recycling practices of the print and photographic industry on the environment. Successful tools of the original project, including the *Sound Design* guidebook and posters, demonstrate environmentally safe printing methods and encourage the use of products like soy-based inks and recycled paper.



WHO'S HAD A SLICE OF THE PIE?

PIE contractors come from all walks of life — from citizen and environmental groups to statewide business and trade associations. Here's a sampling:

- School districts, teachers and students
- Washington Dairy Association
- Master Builders
- Association of General Contractors
- Washington Dry Cleaners Association
- Puget Sound Ship Builders
- Northwest Marine Trade Association
- Economic Development Councils
- Chambers of Commerce
- Washington Tribal Governments
- Audubon Society
- Seattle Tith
- Woodland Park Zoo
- Washington Environmental Council
- Colleges and Universities
- Washington State Horse Council

THE MANY FLAVORS OF PIE

PIE contracts provide environmental education that suits everyone's tastes including:

- Restoration and enhancement activities
- Technical assistance
- Best management practices
- Beach and water quality monitoring
- Field workshops and site visits
- Volunteer and teacher training
- Environmental product prototypes
- Day camps and family outings
- Interpretive signs and displays
- Experiential learning (theater, music, games)
- Public meetings and events
- Telephone hotlines
- Science-based reports and studies
- Promotional and educational materials

FOR MORE INFORMATION

To learn more about PIE projects and the Public Involvement and Education fund, visit our website at <http://www.psat.wa.gov>

Getting a Slice of the PIE

People who live, work and play in the Puget Sound area are connected by a sense of place to the unique natural environment of the Sound. Empowering people to be stewards of the resources they value is the best way to protect the environment for future generations. The PIE Fund program is one way the Puget Sound Water Quality Action Team enables people through education and involvement to make a personal contribution in protecting one of Washington's richest natural resources.

Getting a slice of the PIE Fund means having these success elements in a contract proposal:

- Uses good science and seeks innovative solutions
- Motivates and educates people to care for Puget Sound
- Promotes on-the-ground efforts
- Builds partnerships which lead to continued action.

PIE contracts are awarded every two years. There have been 12 rounds of PIE since 1987. For each cycle of PIE funding the following occurs:

- A Request for Proposals (RFP) is developed and distributed.
- A Citizen Advisory Committee reviews each proposal, interviews contract applicants, and then selects the most appropriate projects to receive funding.
- Each contractor documents progress and results through monthly and final reports.

For more information, check out the complete text of the Puget Sound plan, additional fact sheets about the update process, and information about the Action Team at www.psat.wa.gov or call the Action Team at (360) 725-5444 or 1 (800) 54-SOUND. If you need these materials in an alternative format, call our TDD number 1-800-833-6388.