



2026 BEHAVIOR CHANGE CAMPAIGN STRATEGY & SCHEDULE SUMMARY

Campaign Background, Purpose, and Focus

To learn more about how our local waterways are being impacted physically, chemically and biologically by human activity, the City monitors the health of our 12 watersheds. This monitoring has informed the creation of our current behavior change campaign, which hopes to protect the water quality of Kirkland waterways and Lake Washington by supporting people in making positive adjustments to their actions.

Our campaign's focus is on increasing the adoption of natural yard care practices, thus reducing the amount of nitrogen and phosphorus in our water - contributing to polluted runoff. This campaign will be a pilot program, focusing on a subbasin of Juanita Creek.

Timeline

This Behavior Change Campaign coincides with the 2024 - 2029 National Pollutant Discharge Elimination System (NPDES) Permit cycle. More information about the permit can be found at [KirklandWA.gov/Public-Works-Department/Storm-Surface-Water/Stormwater-Policies-and-Regulations](https://www.kirklandwa.gov/Public-Works-Department/Storm-Surface-Water/Stormwater-Policies-and-Regulations)

Situation Analysis

The City has completed a comprehensive internal strengths, internal weaknesses, external opportunities, and external threats (SWOT) analysis. The following is a brief summary of what was found.

Strengths (Internal):

- Existing natural yard care program at the City
- Robust funding and staffing
- Recent success with regional and local behavior change campaigns

Weaknesses (Internal):

- Current natural yard care program has not been utilized in the last year

Opportunities (External):

- Previous public surveys indicate that water quality is a top priority for the Kirkland community
- Cultivating a sense of community through outdoor activities
- Creating a strong group of ambassadors that will encourage the community

Threats (External):

- Residents have not been well informed of the ingredients used in their products
- Linguistic and cultural considerations
- Change requires a financial investment

Priority Audience

This campaign is focused in on a subset of the Kirkland population that have autonomy over their yard care, and live within the south mainstem subbasin of the Juanita Creek basin. The following psychographic and demographic traits represent the anticipated audience that is interested in making changes to their yard care routines. Should future research show that this isn't the case, these traits will be adjusted.

Audience Psychographic Traits:

- Value the look and feel of a maintained yard
- Are interested in being environmentally friendly
- Are responsible for the care and maintenance of their yard

Audience Demographic Traits:

- Age: 30 - 45
- Juanita and Finn Hill neighborhoods of Kirkland

Objectives & Goals

The overarching objective of this behavior change campaign is to encourage long-term behaviors that positively impact our local waterways and reduce incoming pollution via runoff. This will be achieved through the promotion of natural yard care behaviors. Specific objectives and goals will be determined after the upcoming focus groups better inform us of what our community is interested in.

Learn More

<https://www.kirklandwa.gov/Government/Departments/Public-Works-Department/Storm-Surface-Water/What-You-Can-Do-For-Clean-Water/Natural-Yard-Care>