

2.Scope

Task 1. Develop Evaluation Goals, Objectives, and Plan

To accommodate the quick start-up schedule, Task 1 is divided into two stages. The first stage focuses on planning for baseline and immediate post-outreach data collection. The second stage addresses 6- to 8-month post-outreach data collection and additional evaluation options that would meet project goals within the total project budget and timeline.

Subtask 1.1. Develop the Evaluation Plan-Part 1 (funded by Snohomish Conservation District)

Charged to Grant: **\$0.00** | 0.00%

In this work, funded by the Snohomish Conservation District, Cascadia will work with Snohomish County and the NYC Evaluation Team to develop part 1 of the evaluation plan. Part 1 will define:

- Project goals, objectives, and research questions
- Schedule and data collection approaches needed for:
 - Baseline surveys for both participants and nonparticipants
 - Immediate post-outreach surveys for participants
- NYC behaviors the evaluation will measure including understanding and adoption by each audience
- Survey respondent demographics and characteristics to be measured

This task will involve review of project documents and information provided by Snohomish County and the NYC Evaluation Team as well as existing natural yard care program evaluations and related documents in Cascadia’s company library. Part 1 of the plan will be developed through outcomes from a kick-off meeting (including an agenda before the meeting and a summary following the meeting) and a standard review series including three document reviews and one review meeting:

STANDARD REVIEW SERIES

- Draft document (version 1) sent by email at least two business days before document review meeting
- Document review meeting or conference call, including agenda, revised document responding to written comments (version 2), and meeting summary
- Revised document (version 3), responding to decisions about version 2 made during the review meeting
- Final document (version 4), responding to written comments on version 3

DELIVERABLES

- Facilitation of meeting with NYC Evaluation Team; agenda (with meeting preparation documents, at least two business days before meeting) and meeting summary (two to five business days after meeting)
- Draft of part 1 of the evaluation plan (version 1) and two revised drafts (versions 2 and 3)
- Review meeting with NYC Evaluation Team
- Final version of part 1 of the evaluation plan

ASSUMPTIONS

- Along with Cascadia, the Snohomish County project manager will also review and provide guidance on resolving any problematic comments provided by then NYC Evaluation Team. In order to meet the project schedule, the Snohomish County project manager will also make prompt decisions on what changes Cascadia should make, if any, to address unresolvable conflicting comments from the NYC Evaluation Team.
- In-person meetings will primarily occur at Cascadia offices. Cascadia will provide conference call, screen sharing, and video conference support.

Subtask 1.2. Develop Evaluation Plan-Part 2

Charged to Grant: **\$1,337.45** | 1.95% | Aug 2014-Jan 2015

Cascadia will work with Snohomish County and the NYC Evaluation Team to develop part 2 of the evaluation plan that defines:

- Schedule and data collection approaches needed for:
 - 6- to 8-month post-outreach data collection for both participants and nonparticipants
 - Data collection to obtain input from program staff and instructors
 - Program cost and activity data collection
 - Potential additional evaluation activities to consider if additional evaluation budget is available
- Level of detail at which North Sound and South Sound area staff are able and interested in tracking program costs and activities; North and South Sound area staff will develop tracking templates and conduct these data collection activities
- Expected analysis methods
- Outlines for the interim and final reports

As part of this task, depending on available time and funding, Cascadia will conduct background research on evaluation methods used by natural yard care programs elsewhere in the United States, with a particular emphasis on identifying whether programs elsewhere have used observed data (as opposed to self-reported data from survey). If appropriate, findings will be included to support the development of evaluation tasks or in the final report as recommendations for future project improvements.

Similar to part 1 of the plan, part 2 of the evaluation plan will be developed through a planning meeting (including an agenda before the meeting and a summary following the meeting) and a standard review series including three document reviews and one review meeting:

STANDARD REVIEW SERIES

- Draft document (version 1) sent by email at least two business days before document review meeting
- Document review meeting or conference call, including agenda, revised document responding to written comments (version 2), and meeting summary
- Revised document (version 3), responding to decisions about version 2 made during the review meeting
- Final document (version 4), responding to written comments on version 3

DELIVERABLES

- Planning meeting with NYC Evaluation Team; agenda and meeting summary
- Draft of part 2 of the evaluation plan (version 1) and two revised drafts (versions 2 and 3)
- Review meeting with NYC Evaluation Team
- Final version of part 2 of the evaluation plan

ASSUMPTIONS

- Along with Cascadia, the Snohomish County project manager will also review and provide guidance on resolving any problematic comments provided by then NYC Evaluation Team. In order to meet the project schedule, the Snohomish County project manager will also make prompt decisions on what changes Cascadia should make, if any, to address unresolvable conflicting comments from the NYC Evaluation Team.
- The budget for this task assumes that Snohomish County and the NYC Evaluation Team can agree on the evaluation plan within the document review and review meetings described above; the contingency budget would be needed if additional versions and rounds of review are required.
- In-person meetings will primarily occur at Cascadia offices. Cascadia will provide conference call, screen sharing, and video conference support.

Task 2. Develop Study Design and Instruments

Based on the Evaluation Plan (Task 1), Cascadia will develop detailed study designs for each of the 4 groups listed below under Subtask 2.1; each study design will include the following:

- Survey or other data collection instruments (Survey and data collection instruments for the North Sound area will follow Snohomish County guidelines for Title 6 notification compliance, where applicable)
- Sampling plans detailing how surveys will be administered or data collected
- Analysis plans identifying key hypotheses to test along with expected statistical analysis methods

The sampling plans will identify the specific sample population selected for surveying with directions for how the jurisdictions will provide addresses for the mailing, the methodology used to select the sample population, contingency plan if not enough survey responses are received, and the expected confidence interval and sampling error based on expected response rates.

Study designs are expected to address the following data collection methods, or other methods as agreed on by Cascadia and Snohomish County in the Evaluation Plan:

	Non-Participants	Lecture Participants	Home Visit Participants	Program Staff
Baseline	Mail-based paper with URL for web-based responses	Web-based	Web-based	N/A
Immediate Post	N/A	Paper forms	Paper forms	N/A
Post (survey)	Mail-based paper with URL for web-based responses	Web-based	Web-based	N/A
Post (interview)	N/A	Phone interview	Phone interview	N/A
Staff survey	N/A	N/A	N/A	Web-based

Subtask 2.1. Baseline Study Design

Charged to Grant: **\$9,141.97** | 13.34% | Apr 2014-Jul 2014

Cascadia will develop study designs to collect baseline data for up to three audiences, as described in this scope or as agreed on by Cascadia and Snohomish County in the Evaluation Plan:

- Non-participants in the North Sound and South Sound areas (target sample size=400 in each county)
- Recruited home visit participants in the South Sound area (target sample size = all participants)
- Recruited lecture participants in the North Sound area (target sample size = all participants)

The non-participant survey instrument is expected to be between 40 and 60 questions and fit on six pages (three sheets of paper, double sided) and consist mainly of multiple-choice and/or closed-ended questions (to enable statistical analysis). The baseline study designs will be developed through the standard review series described in Subtask 1.2 including a first draft, two revised drafts, and a final version. The document review meeting will cover all three baseline study designs in one meeting. Before

implementation, the survey instrument will be informally tested to ensure questions have been written clearly; test results and recommended revisions will be sent to the evaluation team for one final review, if needed.

If needed and as the budget and schedule allows, Cascadia will make one set of revisions to the survey instruments for participants after the first season of outreach or lecture series.

DELIVERABLES

- Draft of baseline study designs for each of the three audiences (version 1) and two revised drafts (versions 2 and 3) including:
 - Sample selection and data collection plan
 - Survey instrument
 - Analysis plan
- Review meeting with NYC Evaluation Team
- Final version of baseline study designs for each of the three audiences
- As budget and schedule allows: revisions to survey instruments after the first season of outreach

Subtask 2.2. Immediate Post-Outreach Study Design

Charged to Grant: **\$2,062.14** | 3.01% | Apr 2014-Jun 2014

Cascadia will develop study designs, as described above under Task 2, to collect data immediately following education sessions for up to three audiences:

- Home visit participants in the South Sound area (up to two survey instruments; 2014 & 2015 cohort)
- Lecture participants in the North Sound area (up to three survey instruments; 2014 and 2015 cohorts)

Each lecture participant survey instrument is expected to fit on one sheet of paper, double-sided and consist mainly of multiple-choice and/or closed-ended questions (to enable statistical analysis). The home visit participant survey instrument is expected to be web-based and also consist mainly of multiple-choice questions.

The immediate post-participant study designs will be developed through the standard review series described in Subtask 1.2 including a first draft, two revised drafts, and a final version. The document review meeting will cover both immediate post-outreach study designs in one meeting.

If needed and as the budget allows, Cascadia will make one set of revisions to the survey instruments for participants after the first season of outreach.

DELIVERABLES

- Draft of immediate post-outreach study designs for each audience (version 1) and two revised drafts (versions 2 and 3) including:
 - Sample selection and data collection plan
 - Survey instrument
 - Analysis plan
- Review meeting with NYC Evaluation Team
- Final version of immediate post-outreach study designs for each audiences
- As budget and schedule allows: revisions to survey instruments after the first season of outreach

Subtask 2.3. Post-Outreach Study Design

Charged to Grant: **\$396.28** | 0.58% | Nov 2014-Jan 2015 (and post-grant)

Cascadia will develop study designs, as described above under Task 2, for collecting data 6 to 8 months after education for up to four audiences, or as agreed on in the Evaluation Plan. Audiences will include:

- Non-participants in the North Sound area and, if appropriate and agreed upon in the evaluation plan, non-participants in the South Sound area (data collection details to be determined)
- Home visit participants in the South Sound area
- Lecture participants in the North Sound area

The 6- to 8-month post-outreach study designs for participants is expected to include two data collection methods: written surveys and phone-based interviews. The non-participant survey instrument is expected to be between 40 and 60 questions and fit on six pages (three sheets of paper, double sided) and consist mainly of multiple-choice and/or closed-ended questions (to enable statistical analysis). The study designs will include an interview script for phone-based interviews.

The 6- to 8-month post-participant study designs will be developed through the standard review series described in Subtask 1.2 including a first draft, two revised drafts, and a final version. The document review meeting will cover all four 6- to 8-month post-outreach study designs in one meeting.

If needed and as the budget allows, Cascadia will make one set of revisions to the survey instruments for participants after the first season of outreach.

DELIVERABLES

- Draft of 6- to 8-month post-outreach study designs for up to four audiences (version 1) and two revised drafts (versions 2 and 3) including:
 - Sample selection and data collection plan
 - Survey instrument

- Analysis plan
- Review meeting with NYC Evaluation Team
- Final version of 6- to 8-month post-outreach study designs for each of the four audiences
- As budget and schedule allows: revisions to survey instruments after the first season of outreach

Subtask 2.4. Program Staff & Instructors Input Study Design

Charged to Grant: **\$1,750.00** | 2.55% | Oct 2014-Dec 2014

Cascadia will develop a study design for a web-based survey of program implementation and evaluation for staff, the evaluation team members and the instructors and lawn care consultants to obtain their input on program strengths and opportunities for improvement. The web-based survey will be implemented twice: once in 2014 and again in 2015. The program staff input study design will be developed through the standard review series described in Subtask 1.2 including a first draft, two revised drafts, and a final version.

If needed and as the budget allows, Cascadia will make one set of revisions to the survey instruments after the first season of outreach.

DELIVERABLES

- Draft of program staff and instructors input study designs for each of the four audiences (version 1) and two revised drafts (versions 2 and 3) including:
 - Data collection plan
 - Survey instrument (one version for program staff and one for instructors)
 - Analysis plan
- Review meeting with NYC Evaluation Team
- Final version of program staff and instructors input study designs
- As budget and schedule allows: revisions to survey instruments after the first season of outreach

Subtask 2.5. Additional Study Design

Charged to Grant: **\$0.00** | 0.00%

As contingency funding allows, Cascadia will develop additional study designs as agreed on in the evaluation plan (Task 1).

ASSUMPTIONS

- Along with Cascadia, the Snohomish County project manager will also review and provide guidance on resolving any problematic comments provided by then NYC Evaluation Team. In order to meet the project schedule, the Snohomish County project manager will also make

prompt decisions on what changes Cascadia should make, if any, to address unresolvable conflicting comments from the NYC Evaluation Team.

- In-person meetings will primarily occur at Cascadia offices. Cascadia will provide conference call, screen sharing, and video conference support.

Task 3. Collect & Enter Baseline Data

Subtask 3.1. Collect & Enter Baseline Data for Non-Participants

Charged to Grant: **\$20,905.64** | 30.51% | Jun 2014-Dec 2014

Cascadia will implement a web- and mail-based survey sent to up to 2,000 residents in the North Sound area and up to 2,000 residents in the South Sound area following the sampling plan within the study design plans for each jurisdiction. If the response rate is 20%, these total mailing figures are expected to achieve more than 400 completed responses from each county, which would result in a sampling error of less than 5% with a 95% confidence interval for the survey as a whole. A shorter mail-only survey that Cascadia implemented for the Dirt Alert Program achieved a response rate of 22%–25%. If a sufficient number of responses is not received, contingency funding may be required to mail the survey or reminder postcards an additional time.

Cascadia will also format the survey into Survey Monkey and set up web-based data collection.

The mail-based survey is expected to involve three mailings:

- Postcard notifying residents that they will receive a survey from their jurisdiction (one version for the North Sound and one version for the South Sound) and including a URL for responding by web-based format
- Survey packet including:
 - Introduction letter with URL for responding by web-based format
 - Survey instrument (three sheets, double-sided)
 - Pre-addressed, pre-stamped return envelope
 - Enclosing mail-out envelope
- Postcard reminding residents to return the survey (one version for the North Sound and one version for the South Sound) and including a URL for responding by web-based format

Cascadia will use software to format the survey for semi-automated scanning, coordinate the printing and mailing, and enter data from returned surveys. The budget includes entering data from approximately 550 returned paper surveys; contingency funds may be required if more paper forms than expected are received.

DELIVERABLES

- Design and formatting of:

- Notification postcard (one version for the North Sound and one version for the South Sound)
- Survey introduction letter, survey instrument, and mail-out and return envelopes
- Reminder postcard (one version for the North Sound and one version for the South Sound)
- Mailing of up to 4,000 notification postcards; 4,000 survey packets, and 4,000 reminder postcards
- Formatting of survey instrument into SurveyMonkey
- Data entry of up to 550 returned paper surveys

ASSUMPTIONS:

- North Sound and South Sound coordinators will provide accurate names and addresses for survey recipients to reach a sufficient number of non-participants with guidance from the survey design plans, following the guidelines from Cascadia for selecting addresses within the jurisdictions.
- North Sound and South Sound partners will provide high-quality versions (such as EPS format or vector files) for any images or logos to be included in the documents.
- To the extent possible, partners will avoid providing information on this natural yard care education project aside from direct mail or the education itself.
- The budget for this subtask includes data entry for up to 550 paper forms (assuming approximately 20% of respondents will use the web-based form); if substantially more paper forms than expected are returned, contingency budget may be required (with approval from the Snohomish County project manager).

Subtask 3.2. Collect & Enter Baseline Data for Participants

Charged to Grant: **\$5,568.54** | 8.13% | Apr 2014-Jan 2015

Cascadia will implement a web-based survey for program participants as they are recruited. Cascadia will format the survey instruments for implementation using Cascadia's SurveyMonkey account or a SurveyMonkey account owned by Snohomish and Thurston counties.

If desired, Cascadia will email program participants survey invitations and up to two reminders using contact information provided by Snohomish and Thurston counties. For efficiency, Cascadia will email survey invitations in batches—one batch per lecture series and one batch per approximately 50 home visit participants.

For up to 30 program participants who may lack internet access, Cascadia would mail them a paper survey to complete or provide Snohomish and Thurston County staff members paper survey forms to mail to participants.

DELIVERABLES

- Formatting in SurveyMonkey of the survey instrument. (One version for North Sound and one version for South Sound)

- Facilitation of survey distribution to participants either by:
 - Providing assistance for North Sound coordinators and South Sound coordinators to use the survey as the registration form
 - Emailing survey invitations and up to two reminders in batches
 - Providing survey links, instructions, and assistance for North Sound coordinators and South Sound coordinators to email survey links to participants individually as they register
- Design, printing, mailing, and data entry using paper forms for up to 30 participants

ASSUMPTIONS:

- North Sound coordinators and South Sound coordinators will either:
 - Direct participants to the web-based survey during or after registration.
 - Provide Cascadia with accurate contact information (full name, email address, home address) for Cascadia to distribute batched email invitations.
 - Use survey links and instructions provided by Cascadia to email participants survey invitations.
- North Sound and South Sound partners will provide high-quality versions (such as EPS format or vector files) for any images or logos to be included in the surveys.
- The budget for this subtask includes coordinating email survey invitations in up to 20 batches to program participants. If Snohomish or Thurston counties want invitations sent on an ongoing basis or more frequently—resulting in more invitation batches—contingency budget would be required (with approval from the Snohomish County project manager).
- If more than 30 program participants require paper baseline survey forms, additional funding may be required for this task from the contingency budget.

Task 4. Collect & Enter Immediate Post-Outreach Data

Subtask 4.1 Collect & Enter Immediate Post-Outreach Data for Participants

Charged to Grant: **\$7,040.74** | 10.27% | Apr 2014-Dec 2014

Cascadia will implement a paper-based survey for project participants to be administered and collected by educators at the end of each education session. Each home visit participant would receive up to two surveys; each lecture participant would receive up to three surveys (one per lecture). Each paper survey form will have a unique identification number associated with each participant; Cascadia will also provide a list of number and names to enable Snohomish and Thurston County staff members or consultants to place the correct form in the correct materials packet provided to each participant.

For paper-based forms Cascadia will use software to format the survey for semi-automated scanning of paper forms and will scan and enter data from returned surveys.

DELIVERABLES

- Design, formatting, and printing (unless able to be performed by North or South Sound coordinators or data are collected by web-based survey) of up to five survey form versions:
 - North Sound Lecture #1 (paper form)
 - North Sound Lecture #2 (paper form)
 - North Sound Lecture #3 (paper form)
 - South Sound Home Visit (web-based survey)
 - South Sound Demonstration (web-based survey)
- List of participant names and corresponding survey codes
- Data entry of up to 2,100 forms

ASSUMPTIONS:

- Survey forms for lectures will be up to one sheet, double-sided
- Survey forms for home visits will be up to two sheets, double-sided
- Snohomish and Thurston counties will distribute and collect paper forms and mail or deliver them to Cascadia.
- Snohomish and Thurston counties will provide high-quality vector files for any images or logos to be included in the documents.
- The budget for this subtask includes data entry for up to 2,100 forms; if substantially more forms than expected are returned, contingency budget may be required (with approval from the Snohomish County project manager).

Task 5. Collect & Enter Post-Outreach Data

Subtask 5.1. Collect & Enter Post-Outreach Data for Non-Participants

Charged to Grant: **\$0.00** | 0.00% | (surveys to be fielded in late May 2015)

Cascadia will implement a web- and mail-based survey sent to up to 2,000 residents in the North Sound areas and, if appropriate, up to 2,000 residents in evaluation plan and study design plan. Data collection will follow the sampling plan within the study design plans for each jurisdiction. If Snohomish County and Cascadia agree in the Evaluation Plan (Task 1) that alternative evaluation activities are more appropriate for the South Sound area, Cascadia will implement those agreed-on alternative data collection activities. If the response rate to the survey is 20%, these total mailing figures are expected to achieve more than 400 completed responses from each county, which would result in a sampling error of less than 5% with a 95% confidence interval for the survey as a whole. A shorter mail-only survey that Cascadia implemented for the Dirt Alert Program achieved a response rate of 22%–25%. If a sufficient number of responses is not received, contingency funding may be required to mail the survey or reminder postcards an additional time.

Cascadia will also format the survey into Survey Monkey and set up web-based data collection.

The mail-based survey is expected to involve three mailings:

- Postcard notifying residents that they will receive a survey from their jurisdiction (one version for the North Sound and one version for the South Sound) and including a URL for responding by web-based format
- Survey packet including:
 - Introduction letter with URL for responding by web-based format
 - Survey instrument (three sheets, double-sided)
 - Pre-addressed, pre-stamped return envelope
 - Enclosing mail-out envelope
- Postcard reminding residents to return the survey (one version for the North Sound and one version for the South Sound) and including a URL for responding by web-based format

Cascadia will use software to format the survey for semi-automated scanning, coordinate the printing and mailing, and enter data from returned surveys. The budget includes entering data from up to 550 returned paper surveys; contingency funds may be required if more paper forms than expected are received.

DELIVERABLES

- Design and formatting of:
 - Notification postcard (no more than one version for the North Sound and one version for the South Sound)
 - Survey introduction letter, survey instrument, and mail-out and return envelopes
 - Reminder postcard (no more than one version for the North Sound and one version for the South Sound)
- Mailing of up to 4,000 notification postcards; 4,000 survey packets, and 4,000 reminder postcards
- Formatting of survey instrument into SurveyMonkey
- Data entry of up to 550 returned paper surveys

ASSUMPTIONS:

- North Sound and South Sound coordinators will provide accurate names and addresses for survey recipients to reach a sufficient number of non-participants, using guidance from the survey design plans.
- North Sound and South Sound partners will provide high-quality versions (such as EPS format or vector files) for any images or logos to be included in the documents.
- To the extent possible, project partners will avoid providing information on this natural yard care education project aside from direct mail or the education itself.

- The budget for this subtask includes data entry for up to 550 paper forms; if substantially more paper forms than expected are returned, contingency budget may be required (with approval from the Snohomish County project manager).

Subtask 5.2. Collect & Enter Post-Outreach Data for Participants

Charged to Grant: **\$0.00** | 0.00% | (surveys to be fielded in late May 2015)

Cascadia will implement a web-based survey of program participants 6 to 8 months after they receive education. Cascadia will format the survey instruments for implementation using Cascadia's SurveyMonkey account and will email survey invitations and up to two reminders to participants using contact information provided by Snohomish and Thurston counties. For efficiency, Cascadia will email survey invitations in up to 20 batches, similar to the baseline participant surveys.

For up to 30 program participants who may lack internet access but provided postal addresses, Cascadia would mail them a paper survey to complete or provide North Sound and South Sound coordinators with paper survey forms to mail to participants.

If needed and phone numbers are available, Cascadia would place phone calls to up to 30 participants to remind them to complete the survey. These calls could also be conducted by North Sound and South Sound coordinators.

DELIVERABLES

- Formatting in SurveyMonkey of the survey instrument. (One version for North Sound and one version for South Sound)
- Facilitation of survey distribution to participants by emailing survey invitations and up to two reminders in batches
- Design, printing, mailing, and data entry using paper forms for up to 30 participants.
- Reminder call to up to 30 participants

ASSUMPTIONS:

- During outreach, North Sound and South Sound coordinators will notify and request participants to participate in a follow-up survey six to eight months after their involvement.
- North Sound and South Sound coordinators will provide Cascadia with accurate contact information (full name, email address, phone number, and mailing address) for Cascadia to distribute email invitations, mail supplemental paper forms, and conduct reminder phone calls.
- North Sound and South Sound partners will provide high-quality versions (such as EPS format or vector files) for any images or logos to be included in the documents.
- The budget for this subtask includes coordinating email survey invitations in up to 20 batches to program participants. If additional invitation batches are needed—contingency budget would be required (with approval from the Snohomish County project manager).

- If more than 30 program participants need paper follow-up survey forms or if phone calls to more than 30 participants are needed to remind participants to complete the survey, North Sound coordinators and South Sound coordinators will conduct those activities.

Subtask 5.3. Collect & Enter Post-Outreach Data of Interviewed Participants

Charged to Grant: **\$0.00** | 0.00% | (interviews to be conducted Jul 2015)

Cascadia will conduct phone interviews with up to 40 participants to obtain in-depth information on topics such as the challenges they faced making changes, what helped them make changes, what additional education or assistance they would like, and other recommended program changes. Cascadia will format the interview instrument using Cascadia's SurveyMonkey account, an easy way to record interview data. Phone interviews are expected to last approximately 15 to 20 minutes.

Cascadia recommends interviewing six to ten participants in each of four groups:

- Lecture participants who made substantial changes
- Lecture participants who made very few or no changes
- Workshop participants who made substantial changes
- Workshop participants who made very few or no changes

DELIVERABLES

- Formatting of survey instrument into SurveyMonkey to facilitate data entry of phone interview responses
- Completion of up to 40 phone interviews

ASSUMPTIONS

- North Sound coordinators and South Sound coordinators will provide Cascadia with accurate contact information (at a minimum full name and phone number) as well as information on which education they received for Cascadia to conduct the phone survey.

Task 6. Conduct Other Data Collection

Subtask 6.1. Surveys of Program Staff and Cost and Activity Data Collection

Charged to Grant: **\$594.42** | 0.87% | Jan 2015 (and post-grant)

As agreed on in the Evaluation Plan (Task 1), Cascadia will conduct a web-based survey of program implementation and evaluation staff and consultants to obtain their input on program strengths and opportunities for improvement. Cascadia will format the survey instruments for implementation using Cascadia's SurveyMonkey account and will email survey invitations and up to two reminders to program staff. The survey will be conducted up to four times to obtain input from after each season out outreach.

Cascadia will work with program staff to obtain completed cost and activity tracking forms as well as to enter collected data into a compiled database.

DELIVERABLES

- Formatting in SurveyMonkey of up to two survey instruments: one for program staff and one for instructors
- Facilitation of survey distribution to program staff and instructors by emailing survey invitations and up to two reminders in batches

Subtask 6.2. Additional Data Collection

Charged to Grant: **\$0.00** | 0.00%

As contingency funding or unused budget from other tasks allows, Cascadia will conduct other data collection activities as agreed on in the evaluation plan (Task 1) and additional study designs (Subtask 2.6). In particular, these activities may include alternative data collection activities if the 6- to 8-month post-outreach mail- and web-based survey is for non-participants is determined by Snohomish County not to be a wise use of funds for the South Sound area.

Task 7. Data Analysis

Cascadia will analyze collected data, information provided by Snohomish County, North Sound and South Sound coordinators and the NYC Evaluation Team on program activities and costs, and other available sources of relevant information to support an interim and a project-end report.

Subtask 7.1. Analysis of Baseline Data

Charged to Grant: **\$14,041.75** | 20.49% | Jul 2014-Jan 2015 (and post-grant)

Cascadia will analyze data from up to four audiences:

- Non-participants in the North Sound and South Sound areas
- Recruited home visit participants in the South Sound area
- Recruited lecture participants in the North Sound area

This analysis will result in tabulations and cross-tabulations. Data for participants will be analyzed twice—once for the interim reporting and again for project-end reporting.

DELIVERABLES

- Tables summarizing results from baseline surveys for all respondents and up to two cross-tabulations for:
 - Non-participants in the North Sound and South Sound areas

- Recruited home visit participants in the South Sound area
- Recruited lecture participants in the North Sound area

Subtask 7.2. Analysis of Immediate Post-Outreach Data

Charged to Grant: **\$2,598.80** | 3.79% | Aug 2014-Dec 2014 (and post-grant)

Cascadia will analyze data from up to three audiences:

- Recruited home visit participants in the South Sound area
- Recruited lecture participants in the North Sound area

This analysis will result in tabulations and cross-tabulations. Data for participants will be analyzed twice—once for the interim reporting and again for project-end reporting.

DELIVERABLES

- Tables summarizing results from immediate post-outreach surveys for all respondents and up to two cross-tabulations for:
 - Recruited home visit participants in the South Sound area
 - Recruited lecture participants in the North Sound area

Subtask 7.3. Analysis of Post-Outreach Data

Charged to Grant: **\$0.00** | 0.00% | (analysis to begin in Jul 2015)

Cascadia will analyze data from up to four audiences:

- Non-participants in the North Sound and South Sound areas
- Recruited home visit participants in the South Sound area
- Recruited lecture participants in the North Sound area

This analysis will result in tabulations and cross-tabulations. If appropriate, data for participants will be analyzed twice—once for the interim reporting and again for project-end reporting.

DELIVERABLES

- Tables summarizing results from 6- to 8-month post-outreach surveys for all respondents and up to two cross-tabulations for:
 - Non-participants in the North Sound area
 - Non-participants in the South Sound area, or an alternative data collection activity as agreed on in the evaluation plan
 - Recruited home visit participants in the South Sound area
 - Recruited lecture participants in the North Sound area

Subtask 7.4. Statistical Analysis of Baseline, Immediate Post-Outreach, and 6- to 8-Month Post-Outreach Survey Data

Charged to Grant: **\$0.00** | 0.00% | (analysis to begin in Jan 2015)

Cascadia will statistically analyze data from baseline, immediate post-outreach, and 6- to 8-month post-outreach surveys to accomplish evaluation goals described in the evaluation plan (Task 1) and in related study designs (Subtasks 2.1, 2.2., 2.3, and 2.4). Statistical analysis will be conducted twice—once for the interim reporting and again for project-end reporting.

DELIVERABLES

- Statistical analysis comparing at a minimum:
 - Respondent demographics and characteristics across the four audiences
 - Baseline behaviors and understanding across the four audiences
 - 6- to 8-month post-outreach behaviors and understanding across all four audiences
 - Changes in behaviors and understanding from baseline to 6- to 8-month post-outreach for each audience, to the extent that data are collected
 - Level of changes in behaviors and understanding across all four audiences, to the extent that data are collected

Subtask 7.5. Analysis of Post-Outreach Interviews

Charged to Grant: **\$0.00** | 0.00% | (analysis to begin in Jul 2015)

Cascadia will analyze data from up to four audiences:

- Lecture participants who made substantial changes
- Lecture participants who made very few or no changes
- Workshop participants who made substantial changes
- Workshop participants who made very few or no changes

This analysis will result in a list of key findings summarizing common themes from participant responses and tables as appropriate.

DELIVERABLES

- Bulleted key findings summarizing common themes of participant interview responses
- Tables and graphs summarizing numerical results from interviews as appropriate

Subtask 7.6. Analysis of Program Staff and Instructor Surveys

Charged to Grant: **\$270.75** | 0.40% | Dec 2014 (and post-grant)

Cascadia will analyze data from the web-based survey of program staff. This analysis will result in a list of key findings summarizing common themes and unique ideas from staff responses. The analysis will be conducted up to four times, based on the number of times the survey is conducted.

DELIVERABLES

- Bulleted key findings summarizing common themes of program staff and instructor surveys
- Tables and graphs summarizing numerical results from surveys as appropriate

Subtask 7.7 Additional Data Analysis

Charged to Grant: **\$0.00** | 0.00%

As contingency funding allows, Cascadia will conduct other data analysis activities as agreed on in the evaluation plan (Task 1) and additional study designs (Subtask 2.6).

Task 8. Reporting

Cascadia will develop an interim report and a project-end report.

Subtask 8.1. Interim Report

Charged to Grant: **\$249.37** | 0.36% | Aug 2014 (and post -grant)

We will work with Snohomish County and the NYC Evaluation Team to focus the interim report cost effectively on satisfying grant requirements and providing important information to identify any changes needed in the second year of the program. This report is expected to include tabulations, cross tabulations, statistical analysis, high-level key findings, and program improvements that could be made in 2015 without compromising the evaluation plan and study designs.

Cascadia will develop an outline for the interim report through the standard review series described in Subtask 1.2. Using the agreed-on outline, Cascadia will develop the interim report through the standard review series described in Subtask 1.2 including a first draft, two revised drafts, and a final version.

The final version of the interim report will be completed by January 31, 2015 to enable Snohomish County to meet its GROSS Grant reporting requirements.

DELIVERABLES

- Draft of interim report outline (version 1) and two revised drafts (versions 2 and 3)
- Draft of interim report (version 1) and two revised drafts (versions 2 and 3) containing:
 - Summary of evaluation methodology
 - Bulleted key findings summarizing and interpreting 2014 tables and statistical analysis to address at a minimum:

- Comparison of respondent demographics and characteristics across the four audiences
 - Comparison of baseline behaviors and understanding across the four audiences
 - Immediate post-outreach responses regarding understanding, planned behaviors, and outreach quality
 - Differences in 6- to 8-month post-outreach behaviors and understanding across participant audiences (to the extent that data have been collected)
 - Changes in behaviors and understanding from baseline to 6- to 8-month post-outreach for participant audience (to the extent that data have been collected)
 - Level of changes in behaviors and understanding across participant audiences (to the extent that data have been collected)
 - Input provided through program staff and instructor surveys
- Recommended improvements for outreach and evaluation activities in 2015
 - Tabulations and cross-tabulations of 2014 data from non-participants, participants, and program staff and instructors
 - Statistical analysis of 2014 data from non-participants and participants
 - Attachments presenting the evaluation plan (Task 1), study designs (Task 2), and other documents as appropriate

ASSUMPTIONS

- Along with Cascadia, the Snohomish County project manager will also review and provide guidance on resolving any problematic comments provided by then NYC Evaluation Team. In order to meet the project schedule, the Snohomish County project manager will also make prompt decisions on what changes Cascadia should make, if any, to address unresolvable conflicting comments from the NYC Evaluation Team.
- The budget for this task assumes that Snohomish County and the NYC Evaluation Team can agree on the interim report outline and report within the document review and review meetings described above; the contingency budget would be needed if additional versions and rounds of review are required.

Subtask 8.2. Project Final Report

Charged to Grant: **\$0.00** | 0.00% | (final report preparation to begin in Jul 2015)

This report is expected to include tabulations, cross tabulations, statistical analysis, high-level and detailed key findings, and recommendations for program improvements to help stakeholders conduct short and long-term planning. The project-end report will present results using graphics and language suitable for a lay audience.

Cascadia will develop an outline for the project-end report through the standard review series described in Subtask 1.2. Using the agreed-on outline, Cascadia will develop the project-end report through the standard review series described in Subtask 1.2 including a first draft, two revised drafts, and a final version.

The final version of the project-end report will be completed by December 31, 2015.

DELIVERABLES

- Draft of project-end report outline (version 1) and two revised drafts (versions 2 and 3)
- Draft of project-end report (version 1) and two revised drafts (versions 2 and 3) containing (to the extent the data allow):
 - Executive summary
 - Evaluation methodology and limitations
 - Narrative analysis of population demographics and characteristics of study populations comparing North to South Sound and comparing non-participants, lecture participants, and home visit participants
 - Assessment of how demographics and characteristics may influence NYC program effectiveness in the North Sound compared to the South Sound,
 - Narrative analysis of the effectiveness of each NYC program on behavior and awareness, comparing the programs to control groups, where data are available and comparable
 - Narrative analysis of program activity and cost data, including average cost per participant to achieve behavior change using data assembled and analyzed by Snohomish County
 - Key findings summarizing staff and instructor survey results and of participant interviews
 - Recommendations for improving NYC outreach, improving NYC program evaluation, and conducting additional research, if appropriate
 - Graphics, tabulations, and cross-tabulations presenting data from non-participants, participants, program staff and instructors, and program activity and cost data collection (as described in Task 7)
 - Statistical analysis of data from non-participants and participants (as described in Task 7)
 - Attachments presenting the evaluation plan (Task 1), study designs (Task 2), and other documents as appropriate (such as background research reports developed by project partners and the Evaluation Team)

ASSUMPTIONS

- Along with Cascadia, the Snohomish County project manager will also review and provide guidance on resolving any problematic comments provided by then NYC Evaluation Team. In order to meet the project schedule, the Snohomish County project manager will also make prompt decisions on what changes Cascadia should make, if any, to address unresolvable conflicting comments from the NYC Evaluation Team.
- The budget for this task assumes that Snohomish County and the NYC Evaluation Team can agree on the project-end report outline and report within the document review and review meetings described above; the contingency budget would be needed if additional versions and rounds of review are required.

Task 9. Project Coordination, Communication, and Cost Control

Subtask 9.1 Project Coordination, Communication, and Cost Control

Charged to Grant: **\$2,566.58** | 3.75% | Apr 2014-Dec 2014 (and post-grant)

To ensure that this project meets project goals within the project schedule, Cascadia will conduct project coordination, communication, and cost control. Due to uncertain nature of aspects of this project, we will have check-in meetings at key points to gauge whether adaptive management of the project activities and budget are needed.

DELIVERABLES

- One-on-one check-ins with the Snohomish County project manager to review project progress and discuss next steps at least weekly during project start up and at least monthly throughout the project.
- NYC Evaluation Team check-ins by conference call or in person as needed while project planning or activities are occurring to review project progress and discuss next steps (separate from dedicated document review meetings listed in previous tasks).
- Monthly written reports documenting consultant activities, expenditures, and remaining budget to the Snohomish County project manager.

Grant Costs, Post-Grant costs, and Project Budget

	Total Grant Costs	% of Grant Costs	Post-Grant Costs (thru Mar)	Project Budget
1. Develop Evaluation Plan				
1.1 Part 1 of Plan (funded by SCD)				9,480
1.2 Part 2 of Plan	1,337	2.0%		6,252
2. Develop Study Designs				
2.1 Baseline Study (P & non-P)	9,142	13.3%		9,499
2.2 Immediate Post (P)	2,062	3.0%		5,136
2.3 Post (P & non-P)	396	0.6%	2,257	8,172
2.4 Staff Input	1,750	2.6%		907
3. Collect Baseline Data				
3.1 Non-Participants	20,906	30.5%		25,995
3.2 Participants	5,569	8.1%		5,519
4. Collect Immediate-Post Data				
4.1 Participants	7,041	10.3%		9,787
5. Collect Post Data				
5.1 Non-Participants	0	0.0%		25,396
5.2 Participants (survey)	0	0.0%		5,316
5.3 Participants (interview)	0	0.0%		2,945
6. Collect Other Data				
6.1 Staff Input	594	0.9%	1,324	2,061
7. Data Analysis				
7.1 Baseline	14,042	20.5%	835	12,326
7.2 Immediate Post	2,599	3.8%	1,681	6,879
7.3 Post (surveys)	0	0.0%		10,980
7.4 Statistical Analysis (surveys)	0	0.0%	2,699	7,686
7.5 Post (interviews)	0	0.0%		2,654
7.6 Staff Input	271	0.4%	433	3,794
8. Reporting				
8.1 Interim Report	249	0.4%	913	7,514
8.2 Project Final Report	0	0.0%		13,962
9. Coordination & Cost Control				
9.1 Coord. & Cost Control	2,567	3.7%	892	8,128
10. SnoCo Contingency				
10.1 SnoCo Contingency				
TOTAL COST	\$68,524		\$11,035	\$190,388

Notes:

- Subtask 1.1 is funded by the Snohomish Conservation District under a separate contract between the Conservation District and Cascadia for \$9,480.
- Subconsultant hours and costs for TerraStat are included in total labor hours and total labor cost.
- North Sound Contingency funding is supplied by Snohomish County and designated for evaluation activities in the North Sound area.