

# Summary Report for North Sound Lectures

## 1. Program Purpose

To satisfy S5.C.10.c, Snohomish County has chosen its Residential Natural Yard Care program as the subject area to measure and evaluate. The targeted behaviors to be measured will be selected from the 5 Steps of Natural Yard Care, [www.naturalyard.surfacewater.info](http://www.naturalyard.surfacewater.info).

### **Education and Outreach Program - S5.C.10.c**

Phase I Municipal Stormwater Permit, issued Aug 1 2012

Effective Aug 1 2013 – July 31 2018

Page 35

“Each Permittee shall measure the understanding and adoption of the targeted behaviors for at least one targeted audience in at least one subject area. No later than February 2, 2016 Permittees shall use the resulting measurements to direct education and outreach resources most effectively as well as to evaluate changes in adoption of the targeted behaviors. Permittees may meet this requirement individually or as a member of a regional group.”

## 2. North Sound Project Elements

### **Program Evaluation**

Baseline Survey

At-Workshop evaluations at 7 locations

Post Implementation Evaluation, Analysis, & Reporting

Contract Management

### **Program Implementation\***

Spring 2014: Workshop held in 3 locations (\$12,800/series\*)

Fall 2014: Workshop held in 4 locations (\$12,800/series\*)

*\*The \$12,800 per series cost estimate is based on SnoCo SWM's 2010 pilot program. For the 2013-2014 project, the estimate includes consultant labor, SWM Outreach labor, SWM GIS, Public Works Graphics labor, printing, mailing, supplies, speakers' fees, reporting and administration. Labor costs may reduce per series based upon economy of scale for coordinating multiple series within a season.*

## 3. Program Evaluation

SWM will hire a consultant that specializes in public opinion research to coordinate the evaluation program. SWM staff will work closely with the consultant and workshop program coordinator to ensure evaluation activities are implemented effectively and deliverables are achieved.

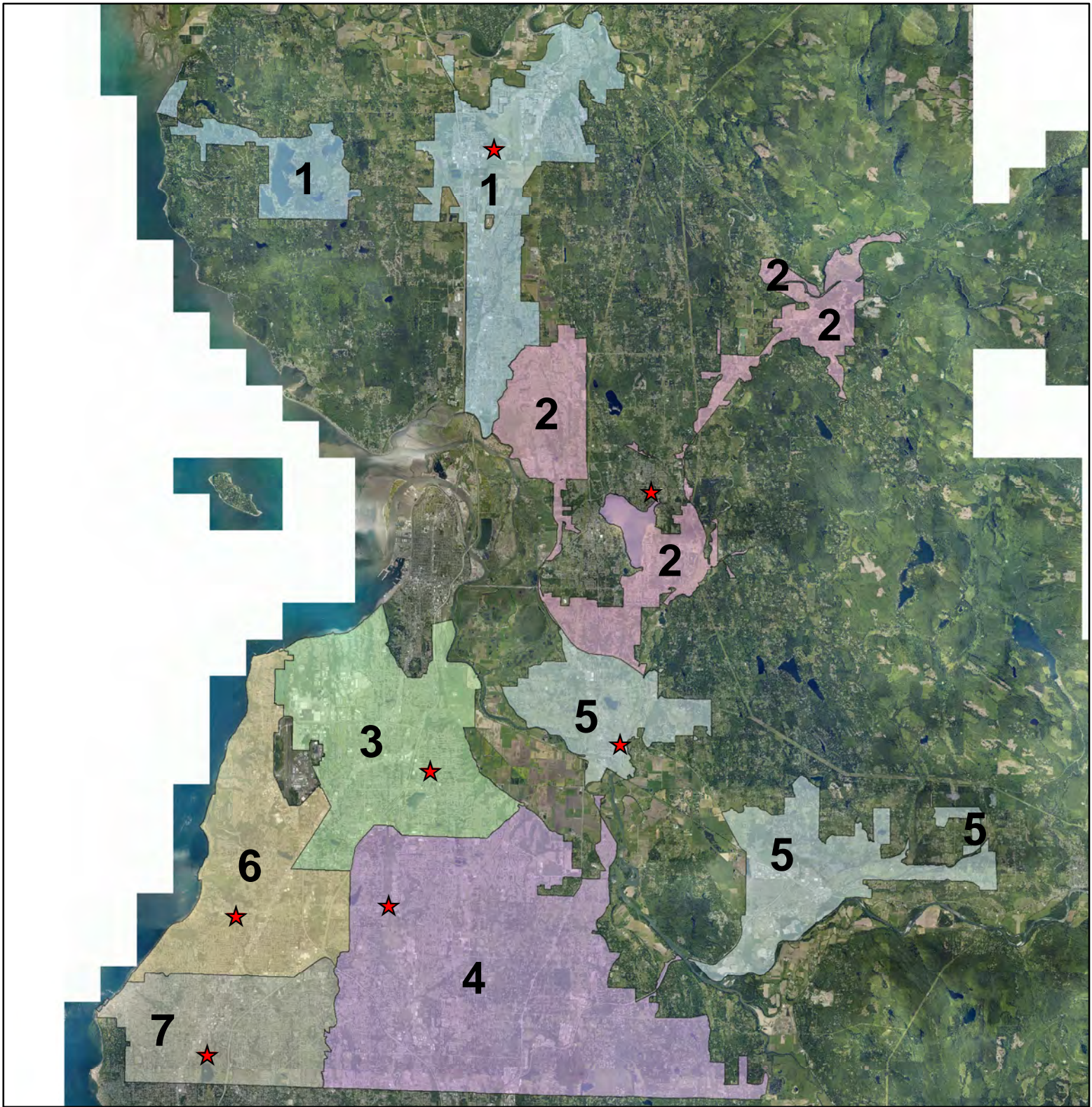
SWM has developed an evaluation methodology to measure statistical differences in understanding and adoption of Natural Yard Care best management practices (BMPs) between residents who attend the NYC workshops and residents who do not attend the

workshops. The evaluation methodology will include a baseline pre-workshop survey, pre-and-post workshop questionnaires taken at the workshops, an 8+ month post-workshop survey of workshop participants, and a post-workshop reference survey. The evaluation methodology will achieve a 95% confidence level and a sampling margin of error of 5%, which is considered industry standard. The targeted behaviors to be measured will be selected from the 5 Steps of Natural Yard Care prior to baseline survey development. The evaluation will also yield formative evaluation data to make iterative improvements over time.


#### **4. North Sound Workshops (SnoCo jurisdictions) - Description and Assumptions**

1. **Each workshop series** will consist of 3 separate evening sessions covering a total of 6 different topic areas.
  - a. Evening sessions will take place at the same location on the same mid-week evening for 3 consecutive weeks.
  - b. Speakers for each topic area will be knowledgeable subject matter specialists who have a proven record of communicating the targeted behaviors effectively to suburban and urban audiences.
  - c. The 6 topic areas include: Natural Lawn Care, Building Healthy Soil, Sustainable Landscape Design, Right Plant/Right Place, Smart Watering, and Natural Pest, Weed & Disease Control.
  - d. The venue will be centrally located within the target audience area.
2. **A total of seven workshop series** will be held within targeted locations over two seasons:
  - Spring 2014: workshops will be held in 3 locations (a total of 9 evenings).
  - Fall 2014: workshops will be held in 4 locations (a total of 12 evenings).
3. **The attendance goal** for each session is up to 75 attendees. Based on historic response rates of 1%, residents from 7,500 households will be invited to each workshop series location. The location venue will be geographically located within the targeted area.
4. **Staff from respective jurisdictions** for each series may be at and available to assist with set up and take-down of the workshops.
5. **Additionally, WSU Master Gardener volunteers** will table each evening session in order to help field attendees' questions before the session begins, during the break, and at the conclusion of the evening.


Location	Date	Order	Topic	Speaker
<b>Tuesdays</b>	4/15/2014	1	Lawn Care	Ladd Smith
<b>Eisenhower Middle School</b>		2	Smart Watering	Ladd Smith
10200 25th Ave SE, Everett WA 98208	4/22/2014	3	Sustainable Garden Design	Emily Bishton
		4	Natural Pest, Weed & Disease Control	Emily Bishton
for residents of Everett	4/29/2014	5	Right Plant, Right Place	Jessi Bloom
		6	Growing Healthy Soil, Composting	Lisa Taylor
<b>Wednesdays</b>	4/16/2014	1	Lawn Care	Ladd Smith
<b>Meadowdale High School</b>		2	Smart Watering	Ladd Smith
6002 168th St SW, Lynnwood WA 98037	4/23/2014	3	Right Plant, Right Place	Jessi Bloom
		4	Growing Healthy Soil, Composting	Lisa Taylor
for residents of Mukilteo, Edmonds, Lynnwood	4/30/2014	5	Sustainable Garden Design	Emily Bishton
		6	Natural Pest, Weed & Disease Control	Emily Bishton
<b>Wednesdays</b>	5/7/2014	1	Lawn Care	Ladd Smith
<b>North Creek Presbyterian Church</b>		2	Smart Watering	Ladd Smith
621 164th St SE, Mill Creek WA 98012	5/14/2014	3	Right Plant, Right Place	Jessi Bloom
		4	Growing Healthy Soil, Composting	Lisa Taylor
for residents of Mill Creek, Bothell	5/21/2014	5	Sustainable Garden Design	Emily Bishton
		6	Natural Pest, Weed & Disease Control	Emily Bishton
<b>Wednesdays</b>	9/10/2014	1	Lawn Care	Ladd Smith
<b>Weston High School</b>		2	Smart Watering	Ladd Smith
4407 172nd St NE, Arlington WA 98223	9/17/2014	3	Sustainable Garden Design	Emily Bishton
		4	Natural Pest, Weed & Disease Control	Emily Bishton
for residents of Arlington, Marysville	9/24/2014	5	Right Plant, Right Place	Jessi Bloom
		6	Growing Healthy Soil, Composting	Lisa Taylor
<b>Mondays</b>	9/15/2014	1	Lawn Care	Ladd Smith
<b>Ebenezer Lutheran Church</b>		2	Smart Watering	Ladd Smith
2111 117th Ave NE, Lake Stevens WA 98258	9/22/2014	3	Right Plant, Right Place	Jessi Bloom
		4	Growing Healthy Soil, Composting	Lisa Taylor
for residents of Granite Falls	9/29/2014	5	Sustainable Garden Design	Emily Bishton
		6	Natural Pest, Weed & Disease Control	Emily Bishton
<b>Tuesdays</b>	9/23/2014	1	Lawn Care	Ladd Smith
<b>Snohomish Senior Center</b>		2	Smart Watering	Ladd Smith
506 Fourth St, Snohomish WA 98291	9/30/2014	3	Right Plant, Right Place	Jessi Bloom
		4	Growing Healthy Soil, Composting	Lisa Taylor
for residents of Snohomish, Monroe	10/7/2014	5	Sustainable Garden Design	Emily Bishton
		6	Natural Pest, Weed & Disease Control	Emily Bishton
<b>Wednesdays</b>	10/1/2014	1	Lawn Care	Ladd Smith
<b>Mountlake Terrace Senior Center</b>		2	Smart Watering	Ladd Smith
23000 Lakeview Dr, Mountlake Terrace WA 98043	10/8/2014	3	Right Plant, Right Place	Jessi Bloom
		4	Growing Healthy Soil, Composting	Lisa Taylor
for residents of Lynnwood, MLT, Brier, Edmonds	10/15/2014	5	Sustainable Garden Design	Emily Bishton
		6	Natural Pest, Weed & Disease Control	Emily Bishton





## Natural Yard Care Target Areas


 Arlington, NW Marysville, Seven Lakes and County UGA


 Granite Falls, SE Marysville, County UGA


 Everett, County UGA

 Mill Creek, Bothell, South County and County UGA

 Snohomish, Monroe, County UGA

 Mukilteo, Edmonds, Lynnwood, County UGA

 Lynnwood, MLT, Brier, Edmonds, County UGA

 Workshop Locations



**PUBLIC WORKS**  
SURFACE WATER MANAGEMENT  
(425) 388-3464

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## **6. Workshop Production Logistics**

### **a. Workshop Production & Coordination Tasks (done by a SCD)**

- Schedule and confirm rooms
- Schedule and confirm speakers
- Handle workshop registration and send reminders to registered attendees
- Prepare information packets for attendees of each session (publications, evaluations, Title VI surveys)
- Coordinate equipment and material procurement, transportation and storage (laptop, digital projector, extension cord, screen, tables, easels, literature displays, signs, etc)
- Emcee each session
- Summarize and communicate, post-session, what went well and what needs improvement

### **b. Workshop Production & Coordination Tasks (done by a SWM)**

- Coordinate with Evaluation Consultant
- Coordinate with jurisdictions
  - Timing of workshop series
  - Potential venue locations
- Procure evaluation incentive materials
- Coordinate tabling schedule with WSU Master Gardener Mentor Coordinator
- Provide welcome and introduction of each workshop
- Processing all invoices related to workshops
- Report to the Grant Manager

### **c. Workshop Advertising Tasks (done by SnoCo SWM)**

- Obtain mailing lists of invitees
- Prepare final mailing list
- Produce and mail workshop advertising materials: estimates, preparation, print shop, proof, de-duplication of mailing list, delivery to USPS, standard pre-sorted postage