

NYC Evaluation



Evaluation Goals

- 1) Meet 2013-2018 NPDES Permit requirements
- 2) Separately evaluate two unique NYC outreach and education program strategies
- ~~3) Compare and contrast the two NYC outreach and education program strategies~~
- 4) Evaluate the benefits perceived and ROI
- 5) Develop recommendations on how to improve and/or streamline NYC programs

Additional Objectives

- 1) To identify whether NYC programs yield a significant difference in understanding and adoption of selected NYC BMPs.
- 2) To identify the strongest motivators that influence participation in the workshops.

Evaluation Team

- Patricia Pyle- Olympia
- Peggy Campbell- SnoCo
- Doug Rice- King County
- Beth Miller- Seattle
- Liz Fikejs- Seattle
- Patricia Burgess- Bellevue
- Laura Goff- Snohomish Cons. Dist.

Target Audiences

North Sound

- Residential home owners with property size less than an acre

South Sound

- Residential home owners with property size less than an acre and
- Use chemical fertilizers

BMPs

North Sound

- In development- will include many elements of NYC

South Sound

- Focus only on lawn care
- Aerate, mowing, watering, soil test, lime, fertilizer application, pest control, etc.

General Design Strategy

	Baseline Survey	Participant Pre-Survey	Participant Post-Survey (immed)	Instructor, coaches & staff surveys	Participant Post-Survey (6-8 mths)	Participant Interviews	Non-Participant Survey
North Sound	X	X	X	X	X	X	X
South Sound	X	X	X	X	X	X	Maybe

Sampling Strategy

Currently In Development

- Stratified Random Sampling
- When possible, achieve statistical significant findings

Timeline

ASAP!

How You Can Be Involved

- Review initial findings
- Review reports

Thank You!!!

