

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

- Natural Lawn Care
- Smart Watering
- Garden Design
- Pest, Weed & Disease Control
- Right Plant Right Place
- Growing Healthy Soil & Composting

South Sound

- Lawn Care focus only
- 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

North Sound Pre-Workshop & Baseline Surveys

Pre-Workshop Survey (all participants receive)

- 20-minute survey
- 57 questions

Non-Participant Baseline Survey (n=2,000)

- # residents from each jurisdiction dependent on # residents invited to workshops
- 15-minute survey
- 41 questions

NonParticipant Baseline Survey

Sum of # Parcels	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7			
Jurisdiction	# HH invited	# HH invited	# HH invited	# HH invited	# HH invited	# HH invited	# HH invited	Grand Total	% of Total	# Residents Receiving Surveys
ARLINGTON	1,470							1,470	2.77%	55
BOTHELL				915				915	1.73%	35
BRIER							858	858	1.62%	32
EDMONDS						1,189	2,771	3,960	7.47%	149
EVERETT			5,063					5,063	9.55%	191
GRANITE FALLS		915						915	1.73%	35
LYNNWOOD						2,133	631	2,764	5.22%	104
MARYSVILLE	4,202	3,399						7,601	14.34%	287
MILL CREEK				998				998	1.88%	38
MONROE					3,375			3,375	6.37%	127
MOUNTLAKE TERRACE							1,925	1,925	3.63%	73
MUKILTEO						1,800		1,800	3.40%	68
Unincorporated SnoCo	1,828	3,686	2,438	5,588	1,920	2,379	1,315	19,153	36.14%	723
SNOHOMISH					2,205			2,205	4.16%	83
Grand Total	7,500	8,000	7,500	7,500	7,500	7,500	7,500	53,001		2000

North Sound

Post-Workshop Surveys (Immediate)

- Natural Lawn Care
- Smart Watering
- Garden Design
- Pest, Weed & Disease Control
- Right Plant Right Place
- Growing Healthy Soil & Composting

Natural Lawn Care and Smart Watering Workshop Evaluation

Please fill out this evaluation candidly to help us improve our program for others.

Natural Lawn Care

How was the technical level of the session on Natural Lawn Care?

Too basic About right Too technical

Overall, did the techniques described in this session seem practical?

Definitely not Probably not Not sure Probably yes Definitely yes

How much of the information about Natural Lawn Care was new to you?

Very little Some of it Most of it

Do you feel this session gave you the knowledge you need to start practicing Natural Lawn Care?

No, I have a lot of questions Somewhat, but I have a few questions Yes, I know what to do

Will you try, or require your yard care service to try, the following practices on your lawn?

	I already do it	Yes, I will try it	No, I won't try it
Mow grass 2 to 3 inches high	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leave grass clippings on the lawn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not use any fast-release fertilizers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not use any weed-and-feed products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apply lime once a year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aerate lawn and top-dress with compost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Smart Watering

How was the technical level of the session on Smart Watering?

Too basic About right Too technical

Overall, did the techniques described in this session seem practical?

Definitely not Probably not Not sure Probably yes Definitely yes

Please turn over.

How much of the information about Smart Watering was new to you?

Very little Some of it Most of it

Do you feel this session gave you the knowledge you need to start practicing Smart Watering?

No, I have a lot of questions Somewhat, but I have a few questions Yes, I know what to do

Will you try, or require your yard care service to try, the following practices in your yard?

	I already do it	Yes, I will try it	No, I won't try it	I don't water
Test my lawn sprinklers' watering rate and calculate how long to water the lawn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adjust watering schedule based on plant needs, soil type, and weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use soaker hoses or drip irrigation on most planting beds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use smart watering to prevent runoff onto the driveway, sidewalk, or street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall Workshop Quality

How would you rate the instructor, Ladd Smith?

Very poor Poor Average Good Very good

How would you rate the usefulness of the take-home resources?

Very poor Poor Average Good Very good

Would you recommend this workshop to others?

Definitely not Probably not Not sure Probably yes Definitely yes

Do you have any suggestions or comments to improve the workshop?

3577

North Sound Timeline

Participant Pre-Survey- Ongoing

Participant Post-Survey (Immed)- Ongoing

NonParticipant Baseline Survey

- Current Status- questions completed
 - Paper version is being formatted for printing
- Online version- May 24th
- Invitation Postcard- May 27th
- Mail surveys- lands June 2nd
- Reminder Postcard- June 10th

Questions?

