

2011

Natural Yard Care Program



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City of Bothell™

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ABSTRACT

The Natural Yard Care Neighborhoods program has been featured in King County and several surrounding cities since 2000. In 2011, the City of Bothell participated in the program and conducted a successful workshop series on three consecutive Wednesday evenings in April (13, 20, and 27). New ideas were incorporated into the program to keep the information relevant and encourage more sustained participation. These included online availability of information kit materials, more information from speakers on harmful statistics of pesticide use, information on impacts to stormwater pollution from chemical yard care practices, benefits of imitating the natural system through low impact development yard improvements, door-to-door recruiting partners and cost effective ways to encourage neighborhood involvement. The City of Bothell experienced a good rate of participation in our second year with a fair number of residents returning to complete the series.

INTRODUCTION

The Natural Yard Care Neighborhoods (NYCN) program was developed to encourage King County citizens to adopt earth-friendly yard and garden care practices. The program uses a social marketing model to deliver education as a tool for behavior change. King County originally employed traditional advertising strategies to communicate with citizens about yard care practices, and research indicated increased adoption of many of the desired behaviors. Radio, print, and outdoor advertising conveyed NYCN messages from 1997 until 1999. In 2000, when annual measurement studies indicated a flattening of behavior change, a new approach using social marketing principles was developed.

The new approach centered on offering educational workshops about natural yard care practices in neighborhoods with a strong sense of community and self identity. The short-term objective was to tap into the unity shared by neighbors, address barriers, and dispel misperceptions about natural yard care while thoughtfully presenting the benefits these practices offer. The intent was to capitalize on the resulting group energy to help disseminate natural yard care messages beyond the confines of the workshops. Establishing natural yard care practices as norms was the long-term goal.

Personal contact with neighbors and interactive learning sessions are key components of this public outreach effort. NYCN encourages residents to practice five natural yard care steps:

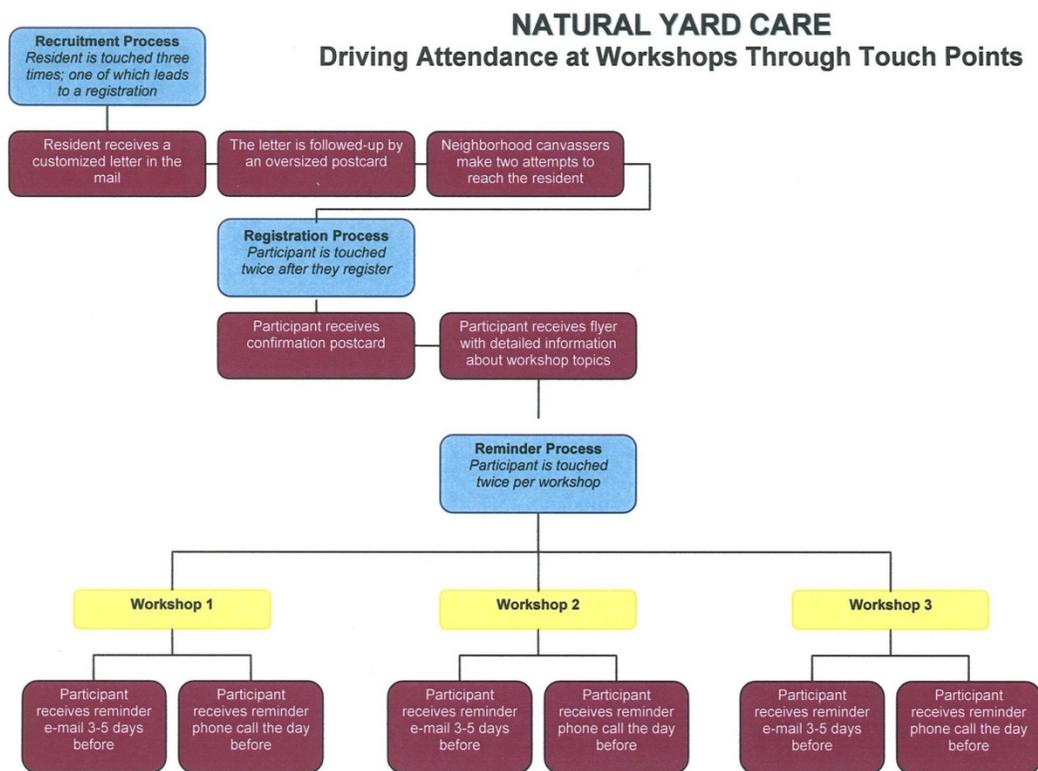
1. Build healthy soil
2. Plant right for your site
3. Practice smart watering
4. Think twice before using pesticides
5. Practice natural lawn care

The NYCN program is comprised of three workshops that together address each of these steps.

METHODOLOGY

PARTICIPATION STRATEGY

To maximize the number of people who register for and attend the NYCN workshops, the program uses a seven-touch strategy. Each touch point serves as a reminder of the benefits of the workshops and the commitment a participant made to attend. Along with stressing program benefits, the touch system also taps registrants' sense of obligation to participate. The seven-touch strategy is outlined in the chart below.



A comprehensive strategy that includes both door-to-door canvassing and direct mail marketing materials has consistently yielded the highest participation at NYCN workshops. History has shown that a personal invitation by a knowledgeable canvasser can be very effective at increasing registration. We also know that people who respond to the program's direct mail outreach tend to be self-motivated to attend the workshops, with a strong participation ratio.

To bolster actual workshop attendance by those who have registered, a confirmation and reminder system is implemented. For confirmation, a postcard is sent to every person who registers for NYCN. This reinforces the individual's sense of commitment. The postcard thanks the individual for registering and briefly reiterates the date, time and location of each workshop.

The reminder system is three-part. Part 1 involves a flyer with detailed information about the workshops, mailed to each registered participant approximately 10 days before the date of the first workshop. Part 2 uses a short email message reminding the individual of a single workshop and sent three to four days prior to the date of that workshop. An email reminder of this nature is sent for each of the three workshops. The final reminder, Part 3, is a phone call placed one day before the workshop. As with the email system, phone call reminders are made for each of the three workshops.

DOOR-TO-DOOR CANVASSING

Since the NYCN program launched in 2000, door-to-door canvassing has been an integral part of bringing residents to the program's series of workshops. This is an on-the-ground approach that uses friendly, knowledgeable staff to knock on doors in targeted NYCN neighborhoods and invite residents to sign up for the free workshops. In 2011, each city used canvassers an average of 32 hours to spread the word about the NYCN program. The tactic was very effective: nearly 40 percent of total registration was secured through door-to-door canvassing, significantly increasing participation over direct mail recruitment alone. Door-to-door registration accounted for approximately 26 percent of workshop attendees across all participating cities.

Because door-to-door canvassers interact directly with residents to spread awareness of the NYCN program and encourage registration, the ability to engage and communicate effectively is of paramount importance. Each prospective door-to-door canvasser is assessed in these areas, and the decision to hire someone as a canvasser is contingent upon these skills. Canvassers are trained to be courteous and respectful, never pushy or aggressive. They are ambassadors of the NYCN program.

WORKSHOP DESCRIPTIONS

Natural yard care behavior change is promoted through the series of three workshops that comprise the Natural Yard Care Neighborhoods program.

WORKSHOP #1: GARDEN DESIGN AND GROWING HEALTHY SOIL

Any beautiful landscape starts with good design, and a natural yard is no different. To this end, the workshop series begins with **Garden Design**. Taught by a landscape architect and natural yard care expert, the presentation focuses on resources, advice and tips to help homeowners plan a beautiful and natural yard design. Another essential building block of yard care is **Growing Healthy Soil**. This session discusses the importance of healthy soil and how to improve the soil in the yard to grow more attractive, robust plants. The benefits of mulching for both the lawn and garden are presented, and participants learn great tips about composting at home.

WORKSHOP #2: SMART WATERING AND DESIGNING WITH PLANTS

The **Smart Watering** portion of this workshop is a remarkable presentation brimming with excellent suggestions about how to use less water in the yard and garden. Participants hear how the right watering method will help lawn and plants grow long roots that require less water over time, and pick up tips about reducing water use through irrigation alternatives and mulching. During the second half of the workshop, neighbors learn about **Designing with Plants** – a presentation that teaches how to choose plants that will thrive in the yard's sun and soil conditions.

WORKSHOP #3: NATURAL LAWN CARE AND NATURAL PEST CONTROL

First up during this workshop is a presentation on **Natural Lawn Care**, including topics such as mulch mowing, slow release fertilizers, smart watering, and other natural practices that will help grow a lawn that's both healthy and beautiful. Concluding the workshop series, neighbors will enjoy – and learn from – an entertaining and informative session entitled **Natural Pest Control**. Participants find out how to have a naturally healthy, pesticide-free yard and garden – safe for children, pets and the environment.

WORKSHOP SPEAKERS

Individuals who present the NYCN trainings are carefully selected for their knowledge of a particular natural yard care practice and for their ability to communicate effectively. The List of NYCN workshop speakers that presented in Bothell this year is shown below.

Workshop Speaker	Topic
Roxanne Hamilton University of Washington	•Garden Design
Ladd Smith In Harmony	•Designing a Natural Lawn
Lisa Taylor Seattle Tilth	•Growing Healthy Soil
Greg Rabourn King County	•Designing with Plants
Dan Corum Woodland Park Zoo	•Natural Pest Control
Greg Butler Design of the Times	•Smart Watering

INFORMATION KITS

Each participant in the NYCN program receives a broad selection of educational literature describing natural yard care methods and techniques. These items are collectively referred to as a natural yard care information kit. The kit is housed in a three-ring binder with a pocket insert. Binders and inserts are made from 100% recycled materials, with an easily removable three-ring metal spine to facilitate additional recycling. As participants arrive at a NYCN workshop they are given an information kit (one kit per household, presented during the first workshop attended). Additional topic-specific take-home materials are available to participants at each workshop. These materials are generally on display for participants to help themselves.

The educational materials made available during the NYCN program are intended to help people begin and continue practicing techniques learned at the workshops. The literature provides in-depth information on specific topics that are introduced during the workshops, and serves as an excellent reference. The materials add value to the program and extend its reach when they are shared with family members, friends and neighbors.

Following is a list of the 2011 NYCN information kit contents and supplemental literature.

2011 Natural Yard Care Neighborhoods Information Kit Materials
<i>Pre-assembled in binder and given to each workshop participant</i>
Program and information kit introduction letter
Recycled 3-ring binder with pocket pouch and printed front label
Go Natural DVD
Garden Hotline magnet card
Healthy Home Companion booklet
Natural Lawn Care for Western Washington booklet
Natural Yard Care booklet
The Plant List brochure
Weed & Feed: 4 Reasons to Kick the Habit brochure
How to Choose a Landscape Company fact sheet
Natural Yard Care Resources document
Garden Design handout

2011 Natural Yard Care Supplemental Literature	
Available at Workshop #...	Item
1	EZ Worm Composting Bin
1	Five Steps to Natural Yard Care
1	Is Your Soil Healthy?
1	Kitchen Waste Composting with Worms
1	Make the Mulch of It
1	Make Your Own Kitchen Waste Composter
1	Turn Over a New Leaf: Compost for Healthy Soil
1	Growing Healthy Soil
1	Composting Yard and Food Waste at Home
2	Drought Tolerant Plants
2	Put the Right Plants in the Right Place for a Trouble-Free Garden
2	Soaker Hoses: Good for Your Garden, Your Wallet and Our Environment
2	When to Water and How Much
2	Choosing the Right Plants for a Beautiful, Trouble-Free Garden

2	Smart Watering
3	A Perfectly Lovely Lawn: Chemical-Free and Safe to Play On
3	Don't Give Noxious Weeds a Home
3	EcoDeals
3	English Ivy
3	Frontline: Are Pests the Problem – or Pesticides? (spring 2006)
3	Get Acquainted with Some Insects
3	Giving Tent Caterpillars the Boot
3	Holy Moley!
3	Organic Fertilizer: What Does it Mean?
3	Grow Smart, Grow Safe
3	Natural Pest, Weed and Disease Control

RESEARCH

To measure the effectiveness of the NYCN program in changing behavior, and to provide deeper understanding about those who attend NYCN workshops, two research projects were conducted in 2009. These were 1) a behavior change study and 2) a demographic profile survey. Each project is presented below.

BEHAVIOR BENCHMARK RESEARCH

Goals. A meeting was convened in March 2009 to discuss ways to measure the effectiveness of the NYCN program. Attendees were Doug Rice/King County, Jenny Gaus/City of Kirkland and Sue Gillespie/Frause. After reviewing a number of measurement options, the group settled on a plan that would use the City of Kirkland to represent all participating jurisdictions. (Participants in the 2009 NYCN program were the cities of Auburn, Bellevue, Burien, Federal Way, Kent, Kirkland, Redmond and Seattle; resources were not available to conduct research in all eight markets.) Research goals were to:

- focus on two yard care behaviors that affect water quality: use of fertilizer and pesticides,
- assess behavior by workshop participants prior to workshop attendance,
- assess behavior by workshop participants after workshop attendance, and
- Identify behavior changes that correlate with behaviors taught during the NYCN workshops.

Pre- and post-workshop research was planned, with final 18 month follow-up in 2010.

Methodology. A written questionnaire was developed, targeting fertilizer and pesticide use. One questionnaire was given to each household at check-in for the first workshop attended. Because the first workshop in the series of three is not necessarily the first workshop a participant might attend, it was important to monitor the distribution of questionnaires to avoid duplicate completions by the same respondents. Check-in was carefully tracked. Equal care was taken to ensure that a single questionnaire was given to each household, regardless of the number of household members attending a workshop.

The questions were designed to determine how respondents currently used fertilizers and pesticides in their yards, how often they were used and other variables. Respondents had a limited amount of time to complete the questionnaires; depending on when they arrived for check-in, this ranged from an estimated five to 15 minutes. Accordingly, the questionnaire included just ten content-related questions to facilitate accurate data collection. Eight questions related to respondent demographics were also included. Completed questionnaires were collected before the workshop began to prevent any of the responses from being impacted by information presented during the workshop.

Three phases of research were planned:

1. Pre-workshop written questionnaire to establish behavior baseline
2. Post-workshop telephone survey to determine behavior change six months following the workshop series
3. Post-workshop telephone survey to determine behavior change maintain level 12 months following the workshop series (spring 2010, if grant funding available)

Sample. Participants from a total of 95 unique households attended the City of Kirkland’s series of three NYCN workshops. For pre-workshop findings, completed questionnaires were received from 95 households, yielding a 100% response rate. Post-workshop surveys, conducted by phone, yielded responses from 67 households, a 71% response rate.

Findings. Findings revealed meaningful changes in the way respondents used fertilizers and pesticides after they had participated in the series of NYCN workshops. Use of lawn fertilizer dropped by 23%, while using compost instead of fertilizer increased by 7%. Use of weed ‘n feed dropped by 31%. More respondents purchased organic, slow release fertilizers: up by 29%. Products like Roundup and Finale also saw a decrease in usage: from 52% to 17%. Findings by question are presented below.

Question	Pre-Workshop	Post-Workshop
Do you feel that attending the workshops caused you to make any changes in the way you take care of your yard?		
Yes		69%

Question	Pre-Workshop	Post-Workshop
No		12%
Maybe		19%
Do you use fertilizer on your lawn?		
Yes	57%	34%
No	43%	66%
When do you apply fertilizer to your lawns? (select all that apply)		
Spring	91%	85%
Summer	24%	10%
Fall	42%	80%
How many times during the year do you apply fertilizer to your lawn?		
Once	44%	30%
Twice	47%	55%
Three times	9%	10%
Four times	0	5%
Five times	0	0
Six times or more	0	0
What type of fertilizer do you most frequently buy?		
Organic, slow release	26%	55%
Synthetic, slow release	19%	20%
Synthetic, quick release	2%	0
Weed 'n feed	46%	15%
Whatever is least expensive	7%	10%
Don't know		10%
Approximately how much fertilizer do you use during a single application?		
1-5 lbs.	46%	20%
5-10 lbs.	35%	20%
More than 10 lbs.	10%	10%
Other (please specify)	10%	50%
How much lawn is on your property?		
In the front or back of a typical suburban lot	16%	10%
In the front and back of a typical suburban lot	71%	80%
Approximately half an acre	11%	10%
More than half an acre	2%	0
Do you ever apply compost to your lawn instead of using a fertilizer?		
Yes	27%	34%
No	69%	58%
I use both compost and fertilizer on my lawn	4%	8%

Question	Pre-Workshop	Post-Workshop
Do you ever use a pesticide like Roundup or Finale to kill weeds?		
Yes	52%	17%
No	48%	83%
On average, how often do you apply a pesticide to weeds?		
More than once a week	0	0
Once a week	0	0
Several times a month	2%	0
Less than once a month	83%	30
Other (please specify)	8%	60%
On average, how much pesticide do you estimate you use during a single year?		
One pint or less	60%	70%
One quart or less	18%	20%
One gallon or less	20%	10%
More than one gallon	2%	0

DEMOGRAPHIC PROFILE

Goal. The goal of this research was to establish demographic profiles of participants attending Natural Yard Care Neighborhood workshops, both by individual city and in aggregate. These profiles will help inform marketing efforts by establishing characteristics of those who participate in workshops, as well as identifying traits of individuals who are not participating.

Methodology. A short written questionnaire was developed to collect specific demographic data from workshop participants. One questionnaire was given to each household at check-in for the first workshop attended. Because the first workshop in the series of three is not necessarily the first workshop a participant might attend, it was important to monitor the distribution of questionnaires to avoid duplicate completions by the same respondents. Check-in was carefully tracked. Equal care was taken to ensure that a single questionnaire was given to each household, regardless of the number of household members attending a workshop.

Findings. Based on demographic information collected, the average participant in 2009 spring NYCN workshops

- is female,
- is more than 46 years old,
- lives in a household of two or three people (primarily two-person),
- has no children under 18 living at home,
- shares the home with at least one dog or cat,
- has a yearly household income of \$60,000 or more,
- lives in a home that is 20 years or older, and owns the home

Demographics by individual city are presented below.

NATURAL 2009 <i>Shown as percentages</i>	YARD WORKSHOP				CARE PARTICIPANT			NEIGHBORHOODS PROFILE	
	Aggregate	Auburn	Bellevue	Burien	Federal Way	Kent (spring)	Kent (fall)	Kirkland	Redmond
Male	31	21	30	21	27	43	31	32	33
Female	69	79	70	79	73	57	69	67	67
Age 30-45	27	23	20	31	41	18	20	24	38
Age 46-54	23	18	17	21	19	31	26	22	26
Age 55-64	28	37	28	19	24	26	35	32	21
People in household/2	45	44	49	41	46	43	52	49	40
People in household/4	18	7	15	14	8	17	14	17	31
Kids under 18/0	69	75	79	67	73	68	72	75	54
Kids under 18/1	13	5	2	10	14	14	15	13	20
Kids under 18/2	14	14	17	17	5	13	10	9	21
Dogs, cats/0	43	39	51	35	32	42	37	45	54
Dogs, cats/1	31	14	45	37	32	32	36	24	30
Income \$40-\$59,000	16	22	17	20	31	17	13	10	14
Income \$60-\$99,000	33	33	40	38	28	27	39	32	31
Income \$100-\$149,000	22	6	23	2	11	27	30	27	32
Own home	93	84	85	88	86	97	95	95	97
Home age 10-20 years	16	7	4	4	32	37	23	9	16
Home age 20-30 years	26	7	19	25	24	25	27	25	38
Home age 30+ years	47	71	68	67	38	25	45	54	27

RESULTS

The results from the City of Bothell workshops are tabulated and listed in comparison evaluation with previous attendance from 2010:

Year	Neighborhood(s)	Neighborhood Size	Registration	% of Neighborhood Registered (overall)	% of neighbors registered via email/phone/walk-in	% of neighbors registered via door-to-door recruitment	Workshop Participation	Workshop 1	Workshop 2	Workshop 3	# of Households Participating in at Least One Workshop	# of Door-to-Door Households Participating in at Least One Workshop	# of Email/Phone Households Participating in at Least One Workshop										
Bothell	Conifer View	1475	132	9%	63%	37%	Total Households/ Individuals	43/57	35/48	35/48	50	6	44										
							Door-to-door registrants (households)	6	5	5													
							Email/phone registrants (households)	37	30	30													
							% of household attendance from email/phone registration	86%	86%	86%													
							Total Households/ Individuals	60/80	59/74	49/60													
							Door-to-door registrants (households)	20	18	17													
							Email/phone registrants (households)	40	41	32													
							% of household attendance from email/phone registration	66%	69%	65%													
							2011	Maywood Hills	880	147				16%	51%	49%	Total Households/ Individuals	60/80	59/74	49/60	79	15	64
																	Door-to-door registrants (households)	20	18	17			
																	Email/phone registrants (households)	40	41	32			
																	% of household attendance from email/phone registration	66%	69%	65%			

In 2010, The City used census data to remove all residents which did not meet with the established criteria for people interested in attending the NYC Program. We targeted a well established neighborhood within a certain income range knowing that homeowners with an annual household income over \$200,000 typically hire out their landscaping and those homeowners with households incomes under \$60,000 typically perform little to no yard maintenance. This proved to be very successful and led to the highest rate of return on investment. In 2011, we didn't want to rely on older census data and the 2010 census information was not yet available, so we decided to move forward with targeting another well established neighborhood but did not use household income as a limiting factor. The results were lower attendance rates due to the amount of people solicited versus the amount of actual registrants. This also potentially had an effect on the door-to-door recruitment as those people targeted might not have been part of the desired audience.

PROGRAM SUMMARY

The City of Bothell NYC Program was so successful that, with proper funding, we would like to offer it to the Hollyhills, Bridlewood, and Valhalla neighborhoods in 2012.

LITERATURE CITED

Frause, Bob. King County Natural Yard Care Neighborhoods 2009 Summary Report. May 12, 2010: 1-27.

**A special thanks goes to Frause Consulting Group for providing their documentation and information for the City of Bothell 2010-2011 Report. This document was created by the City of Bothell with expressed permission from the Frause Consulting Group.*

APPENDICES

APPENDIX A: PAST SUBURBAN CITY PARTICIPATION

- Number of cities participating in 2009: 8
 - Auburn
 - Bellevue
 - Burien
 - Federal Way
 - Kent (2 neighborhoods)
 - Kirkland
 - Redmond
 - Seattle (4 neighborhoods)
- Number of neighborhoods: 12
- Number of households reached: 835
- Number of unique individuals who attended: 1,384
- Total budget contributed by cities: \$110,802

In 2009, 92 percent of suburban cities implementing NYCN in 2008 elected to offer the program once again. One city offered programs in both spring and fall, and two different cities implemented workshops in the fall rather than the spring. The vast majority of these jurisdictions have made NYCN available annually in designated neighborhoods.

The commitment to NYCN made by suburban cities underscores the program's viability and success in achieving behavior change. Many participating cities have expressed interest in working with King County to refine and modify the program to target special areas of concern (e.g., streamside and lake front properties) and neighborhoods where residents fall outside of current NYCN target audiences.

While the majority of participating suburban cities offer NYCN in a single neighborhood each year, in 2009 both Kent and Seattle chose to make the program available in multiple neighborhoods.

Workshop registration was up in 2009. An average of 155 residents signed up for NYCN in each of the participating neighborhoods. This was an increase of 7 percent over 2008.

Attendance at workshops also increased significantly in 2009. Household participation was up roughly 12 percent from 2008. Redmond's fall workshop series experienced the highest attendance at a single workshop for a single neighborhood in the history of the NYCN program: 117 attendees. As in years past, the first workshop of the series continued to attract the largest number of neighbors for most cities. The first session featured presentations on garden design and growing healthy soil, with average attendance of 68 neighbors. Attendance at the second workshop (smart watering and

designing with plants) averaged 60 neighbors. The third workshop (natural lawn care and natural pest control) attracted an average of 50 participants.

WHY THE INCREASE?

There are a number of possible explanations for increased participation in 2009 NYCN workshops. One possibility is the nationwide economic crisis. People in general are very cost conscious and seeking to maximize the value they receive. As a result, perhaps more residents are turning to do-it-yourself landscaping techniques instead of relying on professional landscapers. The NYCN workshops may be perceived as providing helpful information to assist do-it-yourself efforts.

2009 was the second year that NYCN workshops featured a design theme. This may have contributed to increased levels of participation if word-of-mouth news about design topics enticed others to attend the workshops this year.

NEW IN 2009

Federal Way Program. The City of Federal Way chose a modified format to encourage neighbors to sign up for the NYCN program. The city sent out a single mailing in the form of an introduction letter to 2,500 people. They utilized the city newsletter, city listserv, local access TV and promotional opportunities at local farmers markets to drive registration. Confirmation of workshop registration was made via email or phone. Federal Way experienced strong workshop attendance in 2009.

Door-to-Door Canvassing Partners. In 2009 the City of Seattle tapped into volunteers from City Year to assist with door-to-door canvassing. City Year volunteers are between the ages of 17 and 24 and come from diverse backgrounds; the City of Seattle hoped this diversity would enhance registration in the equally diverse populations of the four target neighborhoods. Eight City Year volunteers were trained and subsequently canvassed for Seattle's NYCN program. While having additional staff for the NYCN recruitment team proved advantageous for scheduling, the partnership with City Year was problematic (some volunteers did not complete their assigned shifts, others cancelled with very short notice) and their registration numbers were disappointing.

Frequency of Workshops. There was a continued shift in tightening the frequency of NYCN workshops in 2009. Most participating cities offered workshops every week instead of every other week as was the typical practice before 2008. The change was believed to positively impact participation by keeping the workshops top-of-mind. It also enabled program managers to complete implementation in three weeks instead of six, a scheduling benefit for some. In 2009, Federal Way was the only city that chose to stay with the every-other-week approach.

Information Kits. Input from the 2008 debriefing session was incorporated into the 2009 NYCN information kits. The kits were enhanced by adding an introduction letter on the inside front cover. This letter was customized for each city. The kits also included several sheets of graph paper so workshop participants could sketch out ideas during presentations; this was another suggestion that came up during the previous year's debriefing session.

UNCHANGED IN 2009

Design Focus. Workshop content in 2009 maintained an emphasis on design. The design training was integrated with messaging across all subject matter (lawn care, soil health, watering, pest control, plant selection, etc.). The design workshops continue to bring in noticeably larger crowds than in years prior to 2008 when design was not a focus of the NYCN program.

Speakers. The NYCN program has a solid roster of speakers who contribute to the value perception of the workshops, provide credibility and deliver key messages in a professional – yet entertaining - manner. The speaker roster remained unchanged in 2009.

Mailings. Throughout the 2009 program, each city was able to pick and choose from a menu of direct mail materials developed in 2008. The purpose of these materials is to attract the attention of recipients, and engage their interest to the degree that action is taken to register for the series of workshops. Cities selected direct mail materials based on individual needs and budget constraints. All of these materials – including an introduction letter, workshop flyer, and registration postcards – incorporate consistent imagery and are reflective of the NYCN program's design emphasis.

Information Kits. The distribution of NYCN information kits to each person attending the workshops (one kit per household) continued in 2009 due to positive feedback received from workshop participants and city contacts in 2008.

Door-to-Door Canvassing. Each year, new door-to-door canvassers are secured and trained. Although a core group of experienced staff remains involved from year to year, there is always attrition and/or the need to replace marginal performers. In 2009, along with the eight City Year volunteers, nine new canvassers were added.

APPENDIX B: HISTORY OF CITY PARTICIPATION

History of NYCN Participation by City							
<i>Numbers indicate how many neighborhoods took part</i>							
	2003	2004	2005	2006	2007	2008	2009

Auburn		1	1	1	2	1	1
Bellevue	1	1	1	1	1	1	1
Burien			1	1	1	1	1
Covington			1	1			
Federal Way	1	1	1	1	1	1	1
Issaquah			1	1	1		
Kent					1	2	2
Kirkland	1	1	1	1	1	1	1
Klahanie					1		
Lake Forest Park			1	1			
Redmond	1	1	1	1	1	1	1
Sammamish	1	1	1	1	1	1	
Seattle	1	1	1	1	3	4	4
Shoreline	1	2	1				
White Center/Duwamish		1	1	1	1		
Cottage Lake				1	1		

APPENDIX C: PAST WORKSHOP AND CITY REGISTRATION

NYCN Workshop Registration		
Year	Average # Registrants (per city)	% Change
2009	155	7%
2008	144	64%
2007	88	-22%
2006	113	0%
2005	113	28%
2004	88	64%
2003	69	

2009 NYCN Registration by City/Neighborhood	
Auburn	223
Bellevue	114
Burien	128
Federal Way	107
Kent / Meridian Valley Creek	150
Kent / Garrison Creek	246
Kirkland	212
Redmond	294
Seattle / Beacon Hill	91
Seattle / Bradner Gardens	87
Seattle / Central Area	83
Seattle / Matthews Beach	121

APPENDIX D: 2009 PARTICIPATION

2009 NYCN Workshop Participation by City/Neighborhood		
City	Total Unique Households	Total Unique Individuals
Auburn	106	130
Bellevue	43	102
Burien	52	61
Federal Way	75	107
Kent/Meridian Valley Creek	99	141
Kent/Garrison Creek	70	95
Kirkland	95	123
Redmond	133	157
Seattle/Beacon Hill	37	43
Seattle/Bradner Gardens	29	35
Seattle/Central Area	32	37
Seattle/Matthews Beach	64	80

Combined 2009 NYCN Participation by Workshop	
Workshop #1: Garden Design & Growing Healthy Soil	Average 68 participants
Workshop #2: Smart Watering & Designing With Plants	Average 60 participants
Workshop #3: Designing a Natural Lawn & Natural Pest Control	Average 50 participants

APPENDIX E: MARKETING COLLATERAL MATERIALS

Below is a menu of printed collateral materials cities can use to market the NYCN program and encourage residents to sign up for workshops. Each city selects the materials they wish to use based on their needs and budget constraints. Outreach to target neighborhoods typically begins with an introductory letter. The letter is printed on city letterhead to maximize legitimacy. Following the letter, some cities send out a colorful flyer or postcard encouraging residents to register by phone or email. Each person who registers is sent a confirmation postcard with reminders about workshop dates and locations. Flyers and postcards can be produced with information about a single workshop, or with combined information about all three workshops.

2009 NYCN Marketing Collateral Materials Menu		
Item	Use	Specs
Introductory Letter	First mailing to introduce program, invite registration	8 ½ x 11; one- or two-sided; printed on city stationery
Postcard	Second mailing to encourage registration	5 ¼ x 11; two color; two-sided; full bleed
Flyers	Mailing to support registration; can be distributed as a handout at community centers, public facilities, etc.	8 ½ x 11; one-sided; two color; no bleed
Postcard	Mailed to every person who registers to confirm workshop details	4 ¼ x 6; one color; two-sided; no bleed
Poster	To support and encourage general registration; placement in public places	11 x 17; one-sided; two color; no bleed; use flyer design
Workshop Flyer #1	Detailed information about first workshop; mailed to registrants 10 days before first workshop	8 ½ x 11; two-sided; one color; no bleed; letter fold

2009 NYCN Marketing Collateral Materials Menu

Item	Use	Specs
Workshop Flyer #2	Detailed information about second workshop; mailed to registrants 7 days before workshop	8 ½ x 11; two-sided; one color; no bleed; letter fold
Workshop Flyer #3	Detailed information about third workshop; mailed to registrants 7 days before workshop	8 ½ x 11; two-sided; one color; no bleed; letter fold
Combined Workshop Flyer	Detailed information about all three workshops; mailed 10 days before first workshop	8 ½ x 11; two-sided; one color; no bleed; letter fold

The City of Bothell sent the introductory letter, the initial flyer, and the mailer post cards. A copy of each has been included:

<insert date>

<Resident's full name>
<Resident's address>
<Resident's City, State Zip>

Dear <resident's first name(s)>:

Natural Yard Design is taking root in Bothell's Maywood Hills neighborhood, and we'd love to have you join us. It's free!

An attractive yard that fits your lifestyle... Inviting, functional outdoor spaces... Gardens that are designed for easy maintenance... A sustainable living environment that is safe for your family, pets and community... These are goals that many of us aspire to. Natural Yard Design can help you get there—whether you're starting from scratch or planning a complete yard overhaul.

The Natural Yard Design program is a series of three free workshops brought to you by the City of Bothell and King County. We'll have design tips to help make the most of your yard—big or small, flat or hilly. Along the way, you'll learn about controlling pests without toxic pesticides or herbicides, building healthy soil, practicing smart watering and natural lawn care, and designing with plants. We'll answer your tough questions and offer advice from some of the Puget Sound's most notable experts.

As a Natural Yard Design workshop participant, you'll receive:

- **expert advice** about natural yard design from local landscape and gardening professionals,
- a **yard care kit** loaded with materials and resources to design a beautiful yard that's healthy and safe; and
- a chance to win natural yard care products, including a new **mulching lawn mower**.

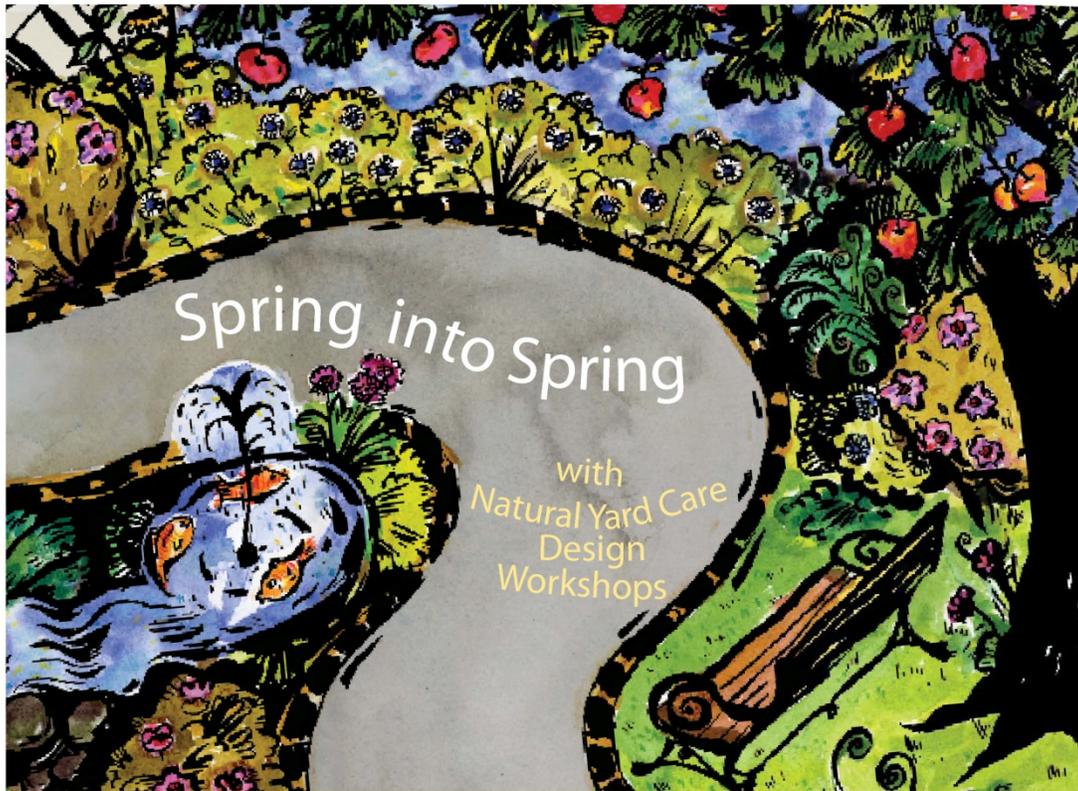
We have an exciting line-up of workshops where you'll get the dirt on how to design your yard. Check out the attached Natural Yard Care Workshop Schedule for dates and details!

Reserve your seat now. Our registration deadline is **April 9**. Remember, each week we will randomly draw from the names of everyone present for great natural yard care prizes.

A beautiful, healthy yard that is your own personal haven. Interested? To sign up, call Janet Geer at 425-486-2768 or email Janet.Geer@ci.bothell.wa.us.

Sincerely,

Janet Geer
City of Bothell



FREE Yard Care Products...

At each workshop we'll randomly draw from the names of everyone present for great natural yard care products featured during the programs. Earn an entry at every workshop you attend for the final drawing for a natural yard care product or service!





Natural Yard Care Workshop Schedule

Mark Your Calendars!



Our workshops teach you how easy and rewarding natural yard care can be. They're fun, informative, and FREE! Each workshop is open to the public, so anyone may attend.

Workshop 1: Garden Design & Growing Healthy Soil

Wednesday, April 14, 7-9 p.m.

Any beautiful landscape starts with good design. In [Natural Yard Care Design](#), King County's Doug Rice, landscape architect and co-host of Yard Talk on KCTV, will share professional advice and resources to get you started with garden design. Lisa Taylor of Seattle Tilth will also discuss the importance of [Growing Healthy Soil](#). You'll learn how to improve your yard's soil - and grow more attractive, robust plants - by mulching, composting, and top dressing.

Workshop 2: Designing with Plants & Smart Watering

Wednesday, April 21, 7-9 p.m.

Watering expert Greg Butler, owner of Design of the Times, presents a session brimming with excellent suggestions about how to use less water in your yard and garden. In his Smart Watering presentation, you'll learn tips about different watering methods, irrigation, and mulching.

Designing with Plants is presented by Greg Rabourn of King County and co-host of Yard Talk on KCTV. This segment offers natural yard design options that don't rely exclusively on having a lot of lawn. Greg will help you choose beautiful plants that thrive in your yard's soil and sun conditions.

Workshop 3: Designing a Natural Lawn & Natural Pest Control

Wednesday, April 28, 7-9 p.m.

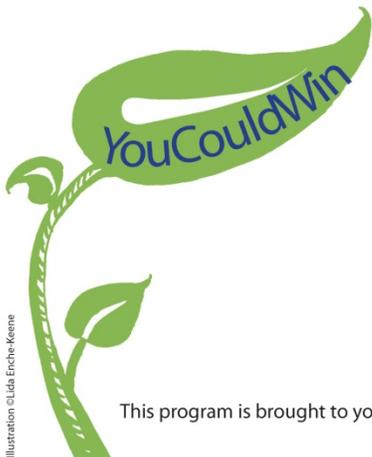
Ladd Smith from In Harmony Sustainable Landscapes will present Designing a Natural Lawn. He'll discuss mulch mowing, slow-release fertilizers and other ways to help you grow a beautiful, healthy lawn. We'll round out the series with an entertaining and informative presentation by E.J. Hook on Natural Pest Control. Hear his professional secrets, collected during years of work at the Woodland Park Zoo.

You could win free natural yard care products and services! At each workshop we will randomly draw from the names of everyone present for great natural yard care prizes. Enter for a chance to win at every workshop you attend!

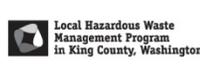
Location: Bothell Northshore Senior Center, 10201 East Riverside Drive, Bothell

To register, or with questions about any of our workshops, contact: Janet Geer 425-486-2768 or janet.geer@ci.bothell.wa.us

Illustration ©Lida Enche-Keene



This program is brought to you by:



Water Works



Free workshops
 How to design a beautiful yard
 the natural yard care way.

- Hear advice from local experts
- Access useful information and resources
- Enter to win great yard care products

- 1 Wednesday, April 14
Garden Design
& Growing Healthy Soil
- 2 Wednesday, April 21
Designing with Plants
& Smart Watering
- 3 Wednesday, April 28
Designing a Natural Lawn
& Natural Pest Control

To register, contact:
 Janet Geer at 425-486-2768 or janet.geer@ci.bothell.wa.us

Workshop details:
 Time: 7-9 p.m.
 Location: Bothell Northshore Senior Center
 10201 East Riverside Dr., Bothell



City of Bothell
 Public Works
 9654 NE 182nd Street
 Bothell, WA 98011

This program is brought to you by:





Thank you
for
Registering



Thank you for registering for our
Natural Yard Care Workshops!



City of Bothell
Public Works
9654 NE 182nd Street
Bothell, WA 98011

- 1 April 14 | Garden Design & Growing Healthy Soil
- 2 April 21 | Smart Watering & Designing with Plants
- 3 April 28 | Designing a Natural Lawn & Natural Pest Control

Time? 7-9 p.m.

Where? Bothell Northshore Senior Center
10201 East Riverside Dr., Bothell

Questions? Call Janet 425-486-2768

We'll see you there!

This program is brought to you by:

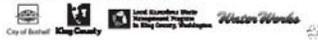


Illustration ©Lisa Enche-Keeve 2008

APPENDIX F: MEASUREMENT – ENVIRONMENTAL BEHAVIOR INDEX

Based on repeatedly favorable findings through King County's Environmental Behavior Index (EBI) research, the Washington State Department of Ecology has accepted that the basic NYCN program yields a probable level of behavior change. NYCN has therefore become a means of meeting educational outreach requirements of the National Pollutant Discharge Elimination System (NPDES) permit. The Department of Ecology accepts implementation of the NYCN program without any additional measurement requirement, saving King County and participating cities a great deal in ongoing measurement effort and cost.

According to the 2008 EBI, 76 percent of respondents with yards consistently avoid using pesticides on trees and shrubs and 63 percent do not use lawn fertilizers or use fertilizers that are not harmful to the environment. Thirty-three (33) percent of respondents indicated that they do not water their lawn at all, while 31 percent water deeply, once a week. These responses indicate high levels of engagement in some natural yard care practices by those surveyed, as well as high levels of willingness to engage in certain NYCN behaviors by those who are not already doing so – especially limited lawn watering, compost use and reducing lawn size. This data suggests a continued interest in and need for the NYCN program.

The EBI Survey is conducted every other year and will take place again in 2010.

APPENDIX G: DEBRIEFING

Each year a NYCN debriefing session is scheduled to allow city coordinators the opportunity to share best practices and lessons learned. In 2010 this session occurred on November 2. The session began with a review of the new *Puget Sound Starts Here* campaign and how the NYCN program could benefit through cross promotion of messages similar to both initiatives. Marketing the program to encourage participation, workshop attendance, speakers, community partners, collateral materials, information kits and long-term regional funding were also discussed at length. The session gave program planners a chance to recognize specific achievements for 2010 and offer input for future programmatic enhancements.

Feedback was overwhelmingly positive. Cities were pleased with the yard/garden design approach, collateral materials, information kits and increases in attendance. Following are highlights of the 2010 NYCN debriefing.

- Increase cross communication of *Puget Sound Starts Here* campaign with the NYCN program
- A key 2011 plan is to decide among the jurisdictions which regional tasks are fundamentally necessary for the consultant to complete and determine how we will pay for those regional services
- The economy impacted attendance positively in 2010: “free” has more value than it used to
- Possibility of converting certain supplemental literature handouts to digital DVD if cost of printing becomes an issue
- Introduce the NYCN program to the social networking world
- Case studies would be valuable to each city
- Add the formal pledge back to the evaluation form
- Put hand-out material on the NYC website to reduce cost and waste