



Evaluation of Shore Steward Program

May 2006 – May 2007

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Background

The Shore Stewards program began in Island County in 2002 and expanded to Hood Canal soon after. With a 2006 grant from the NW Straits Foundation and the Puget Sound Action Team, Shore Stewards expanded to include Clallam, Skagit, Snohomish and Whatcom counties. To evaluate how well this program impacted on-the-ground change in the first year in the new counties (and to a lesser degree, Island County), an evaluation plan was created by Applied Research Northwest. This plan helped inform and standardize (as much as possible) all materials, tracking methods, outreach efforts and evaluative tools in the four new counties (not Island County, since that program was already well established).

Two kinds of evaluation tools were employed: an overall program mail survey and individual workshop questionnaires, some with pre- and post-workshop components. For the mail survey, all Shore Stewards received the same two-sided paper survey, a customized cover letter from each county coordinator and a self-addressed stamped envelope. All five counties mailed their surveys first class to Shore Stewards in mid April 2007; the deadline for returns was May 1. This quick deadline, while necessary on our part, also spurred most stewards into immediate action. The recommended 40 percent return rate was exceeded—42 percent of Shore Stewards filled out and returned surveys. Results were easily entered into an Internet-based survey/ analysis site called Survey Monkey. This made instant tabulation and comparison of data possible.

Workshop questionnaires, used at all shoreline resident workshops held in Clallam, Skagit, Snohomish and Whatcom counties, were also compiled and summarized for this report. Due to the partnership nature of the various workshops, there are numerous differences in the partners, content and evaluation forms of all workshops. However there was still room for general comparison.

Summary

When asked “to what extent do you follow the ten Puget-Sound friendly guidelines”, surveyed landowners—prior to joining the Shore Stewards program—showed a median response of “7” on a 10-point scale. The median response to this same question after joining Shore Stewards was “9”. More significantly, the range of answers shrank from being distributed across the scale (prior to joining) to clumping strongly at “6” and above (after joining). The percentage of shoreline resident landowners marking “6” to “10” after joining the Shore Steward program jumped by 30 percent. Not unexpectedly, the behaviors that most Shore Stewards changed were those easiest to implement with the least amount of effort or expense. Behaviors that fewer Shore Stewards changed either did not apply to the majority of landowners or took a good deal more effort or time to plan and implement. Barriers to change included not knowing where or how to start, expense, the need for more information, and no time.

Educational offerings varied by county, largely due to the length of time the program has been offering newsletters and workshops. Presentations and public events were the most effective recruitment tools, with workshops or referrals second. Across the board, workshops were responsible for generating only approximately 25 percent of the total number of Shore Stewards per county. The most effective ways to promote workshops were direct mail flyers and inserting information in other organization's communication vehicles. The least effective promotional tools were newspaper public service announcements (PSAs) and display ads.

The workshops, however, were uniformly deemed a very effective educational tool and spurred participants to consider alternative property management actions.

Asked if they would recommend Shore Stewards to others, 94 percent of landowners responded that they already have recommended it or are likely to do so. This is an extremely strong testament to the credible information and positive, can-do approach of this program. Ninety percent of those who filled out workshop evaluation forms indicated that they would be willing to try something new or do something differently on their property.

It is clear that the Shore Steward Program has made a significant difference in shifting the attitudes and behaviors of participating shoreline landowners in Clallam, Island, Skagit, Snohomish and Whatcom counties. There also appears to be a ready audience for certification (when a Shore Steward pledges to, or already, practices three of the ten Puget-Sound friendly guidelines). About 42 percent of those responding to the evaluation indicated they may want to become certified. Approximately 48 percent of those surveyed also felt that getting the free Shore Steward sign mattered as an incentive.

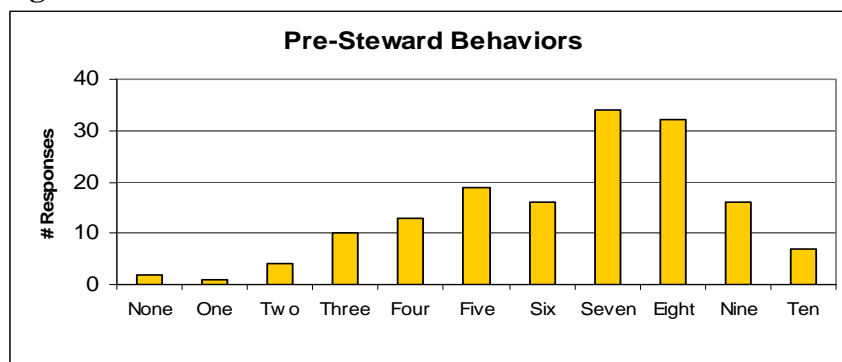
This report primarily evaluates the overall program mail survey data and secondarily examines the shoreline resident workshop data.

~ Overall Program Evaluation ~

Shift in On-the Ground Behaviors

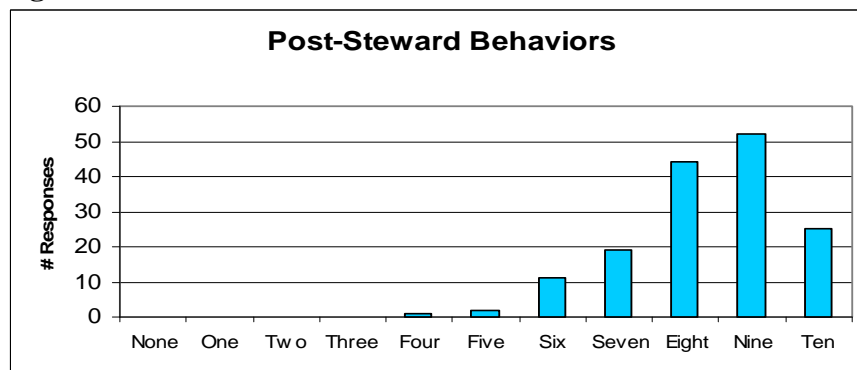
One of the questions the mail survey asked was to what degree private landowners followed the ten guidelines for shoreline living PRIOR to becoming a Shore Steward (see Attachment 1: Sample Survey Form). Their reply was to pick a number on a scale of “0 – Not at all” to “10 – Completely”. While this was totally subjective on their part, the answers from 163 participants were spread across the entire scale, loosely forming a slightly skewed bell curve that peaked at number “7” with a smaller peak at “5” (Figure 1). This indicates that, while 32 percent weren’t following the guidelines at all or only minimally, 68 percent were. This relatively high percentage probably indicates that these landowners are conservation- or environmentally-minded to begin with.

Figure 1. Pre-Shore Steward Behaviors



Next, private landowners were asked to what degree they followed these guidelines AFTER joining the Shore Stewards program. Using the same 0 – 10 scale, their answers shifted heavily to the higher end of the scale, forming a more condensed bell curve (Figure 2). “Zero” to “3” received no responses; from minimal replies at “4” and “5”, responses increased swiftly and peaked at number “9”.

Figure 2. Shore Steward Behaviors



The fact that all responses are on the upper half of this scale indicates that respondents feel they are following these shoreline guidelines roughly more than half of the time or more, with the highest number of landowners following these guidelines almost ‘Completely’. This is a tremendous shift, showing significant change in private landowner attitudes and behaviors after

receiving potent information about why and how to do things differently. For those landowners who were already conservation-oriented, the program clearly has given them new tools to act upon their beliefs. Even without the influence of Island County’s responses (58 percent of the total), the results for the new counties are smaller in number but remain unchanged in shape. Dividing the “0 – 10” scale in half more distinctly shows the remarkable shift in attitudes and increase in number of Puget-Sound friendly actions by private landowners after joining this program (Table 1).

Table 1. Shift in Behaviors

Location on Scale	Before Joining Shore Stewards	After Joining Shore Stewards
0 - 5	32 %	2 %
6 -10	68 %	98 %

Changes Made by Shore Stewards

To measure specific shifts in on-the-ground behavior, we asked landowners how their practices had changed since becoming a Shore Steward. For each of the ten guidelines, they could answer either “No change”, “Slight change” or “Major change” and then describe what their changes were. The “Slight change” and “Major change” responses were combined to show the total positive result for analysis purposes, as individual answers were highly subjective and variable based on respondents’ descriptions. For future surveys, these two columns could be combined into a single “Change” column and allow the write-in space to define what the changes are.

Of the ten behaviors, three of them were acted on by more than 51 percent of all Shore Stewards responding to the survey:

- Encourage native plants
- Manage water wisely
- Control pests/fertilize safely

These three were likely the easiest changes to make at any time, applied to the majority of households or were the least expensive to initiate. Despite the ease of these changes, however, entrenched attitudes – such as clearing for views – had to be overcome.

There were also three behaviors that 41 to 50 percent of the respondents acted upon:

- Respect intertidal life
- Practice good septic care
- Manage water runoff

These three were all fairly inexpensive to undertake and again applied to a majority of households.

Behaviors that only 30 to 40 percent of Shore Steward respondents acted upon:

- Know permits for development
- Understand bluff dynamics
- Preserve eelgrass/forage fish spawning habitat

These three ranked lower because many respondents either don’t have beach or bluff property (a high percentage of respondents wrote “Not applicable” for these three behaviors) or landowners were not in a position to develop or build on their property at this time.

The behavior least acted upon was to use soft armoring techniques where appropriate (20 percent). This change was probably not made by most landowners surveyed because they don't have bluff or beach property where this might be needed (46% wrote in that this didn't apply to them). Secondly and more importantly, hard armoring has a lifetime of up to 20 years, so replacement will likely not be considered until structures are failing, given the high cost of installation and removal. However, the fact that 20 percent of respondents are acting upon this is a remarkably high number given the cost, psychological barrier of traditional thinking about armoring, and the lack of accessible contractors and consultants to do this job. Examples of new behaviors for each guideline are included in Attachment 2.

Table 2. Behavior Change Ranked by Steward Usage

Shoreline Living Guidelines	Percent of Stewards Practicing
Encourage native plants	66%
Manage water wisely	61%
Control pests/fertilize safely	58%
Respect intertidal life	45%
Practice good septic care	45%
Manage water runoff	41%
Know permits for development	38%
Understand bluff dynamics	37%
Preserve eelgrass/spawning habitat	33%
Use soft armoring techniques	20%

Although the mail survey only asked for descriptions of on-the-ground changes in behavior, most respondents felt compelled to let us know if the behavior did not apply to their situation. Similarly, if they checked "No change", landowners also wanted us to know that it did not mean they were doing nothing, rather it meant they were already doing everything they could in that area. This strong desire to communicate information not specifically asked for indicates the need for a "Not applicable" and "Already doing it" column in any future surveys.

What Prevented Landowners from Changing Their Practices

From the survey we know that 40 percent of landowners said they intend to change their practices in the future, another 40 percent were "Not Sure", and 21 percent said "No". About 68 percent of those responding to this query wrote that, if they marked "No", it was either because they were already following the ten guidelines to the best of their ability and doing all they could, or because it didn't apply in their property/situation (Table 3). The "Not Sure" audience appears to be a likely next target to address after determining what they need to move them forward.

Table 3. Reasons Not to Change Behaviors

Reply	Percent	Potential for Change
Already following practices	52%	No need
Not applicable	16%	No need
Don't know how/where to start	18%	Room for change
Too expensive	6%	Room for change
Doesn't fit my lifestyle	5%	Room for change
Still gathering info, learning	2%	Room for change
Not on property yet	0.3%	Keep motivated

Hard not to use pesticide/fertilizer	0.3%	Keep motivated
No time to implement	0.3%	Keep motivated

Also of note, those who didn't change their practices—but potentially could with more information, examples or alternatives—totaled 32 percent. This would be a worthwhile audience to target. For example, those who don't know where or how to start, or feel changing is too expensive could benefit from a workshop or newsletter geared more specifically for them **or** perhaps financial incentives and demonstration sites to view. In future evaluations, it would be worthwhile to explicitly ask them what they need to get started.

Which Educational Tools are Most Used

The Shore Steward program employs various methods to impart information to landowners:

- Workshops
- Newsletters
- Website
- Personal contact
- Lectures

When asked which educational offerings were most used by landowners, 71 percent of survey respondents indicated the monthly newsletters. This is the main method to disseminate information in all five counties, usually in e-mail format to reduce printing and mailing costs, unless the landowner does not have access to the internet. The highest newsletter response came from Island County, which makes sense since the coordinator has been e-mailing monthly newsletters to stewards since at least 2004.

Workshops were the second most used vehicle 44 percent. The Shore Steward website and personal contact were tied as the third most used offerings (both at 37 percent). Lectures ranked last at 33 percent. Unfortunately, a major omission on our part was forgetting to include the “Ten Guidelines” booklet as another offering. This is both the carrot that entices people to sign up and the program’s backbone and ‘bible’, chock full of pertinent, county-specific information and helpful illustrations. Two respondents included the booklet as a “write in” item.

It is interesting to note that responses differed between counties, although most can be explained by length of time the program has been in existence. Newsletters ranked highest in Island, Snohomish and Whatcom counties; Island and Whatcom counties have the longest track record with newsletters. Workshops ranked the highest in Skagit County, which held more workshops than the other counties. Personal contact ranked highest in Clallam County.

Effectiveness of Program Database

The Shore Steward database, as outlined in the Evaluation Plan, was not created due to the prohibitively high cost to create and maintain it. Instead, each county has been keeping track of their own information separately, using Excel. These county-maintained databases are similar in set up and content, as each coordinator continues to track new Shore Stewards by date, venue, certification, pledges, and contact information (mailing and Shore Steward property if different).

There are inherent problems and inefficiencies to maintaining excel spreadsheets as the primary database tool for ongoing programs:

- Data cannot be easily retrieved
- Small discrepancies between entries can lead to duplicated information
- Reports can not be generated to summarize information and
- Data sharing becomes almost impossible

Ideally, programs that are working in concert to create the kinds of social and environmental change that Shore Stewards seeks would have a more sophisticated resource to draw on for their database management. The resource should be web-based so it can be accessed by multiple users at a variety of locations. It should be very easy to learn, since it is not realistic to support an in-house database specialist for these programs. It also should be well supported by a central entity, such as Washington State University Extension, so that multiple programs can make use of it and share their learning and strategic experiences with it while retaining the privacy of the individuals. Finally, it would be ideal if this database software were customized to fit program evaluation of the type that is being done by programs like Shore Stewards.

Comparison of Recruitment Techniques

Landowners could join the Shore Stewards program in a variety of ways:

- Attending a workshop
- Signing up at a booth at a community fair or festival where a Shore Steward display was set up with free printed materials
- Attending a neighborhood or community meeting featuring a Shore Steward presentation
- Enrolling via the Shore Steward website or email after seeing something in their local paper or picking up a Shore Steward brochure, etc.

Workshops were typically held on weekends and ran four to six hours long. Each county partnered with other government and private organizations to put on these intensive events, and topics varied depending on locale and perceived interests. For presentations, the venues and timelines varied greatly, from a brief (five-minute) summary of the Shore Steward program to a full PowerPoint talk for an hour or longer, with time for questions. Most effective in these latter scenarios was a testimonial from a passionate Shore Steward, who could extol the virtues of the program and allay any fears or concerns about joining. Other people were encouraged to join by a WSU Beach Watcher, friend, neighbor or business contact.

As can be seen in Table 4, the most effective recruiting tool for all four counties was either presentations (Skagit and Snohomish counties) or public events (Clallam and Whatcom counties). There was no correlation between number of presentations or events and number of landowners who signed up to be Shore Stewards. The second best recruiting tool for three of the four counties was workshops. For the fourth county (Whatcom), the second best tool was basically a tie between referrals and workshops (only one point lower).

Table 4. Recruitment into Shore Stewards Program

Venue	Clallam County	Skagit County	Snohomish County	Whatcom County
	Number who joined Shore Stewards (ranked)			
News Articles/Ads/PSAs	0	0	1	10
Presentations	4	28 (1)	29 (1)	7
Public Events	12 (1)	13	16	28 (1)

Referrals	6	3	3	20 (2)
Website	0	0	0	1
Workshops	9 (2)	15 (2)	18 (2)	19
Total Shore Stewards	31	60	67	87

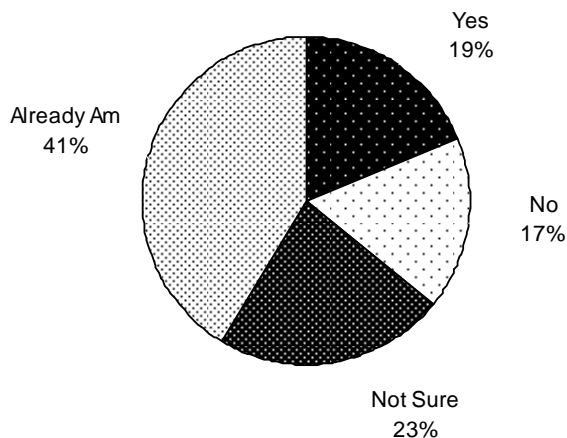
Whatcom was also the only county with a significant number of sign-ups from newspaper coverage (articles, no ads). The most productive scenario was to make a presentation at an established organization's meeting. This involved the least amount of effort and time on the coordinator's part and often generated the highest percentage of sign-ups, including netting a high percentage of those who wanted to be certified.

It is also informative to note how effective social networking and referrals appear to be. In three of the four counties, there is at least one WSU Beach Watcher or Shore Steward who tirelessly and enthusiastically promotes the benefits of the program, is well known locally and is often responsible for a significant number of sign-ups.

Becoming a Certified Shore Steward

As a Shore Steward, a landowner becomes "Certified" when he/she pledges to, or already does, practice three of the ten Puget-Sound friendly guidelines. Survey results are shown in Figure 3.

Figure 3. Desire to Become Certified



The fact that 23 percent of shoreline landowners surveyed were undecided indicates a potentially receptive audience, and a need to market this concept harder/again to re-educate existing stewards, as well as capture the 19 percent who want to be certified. This could result in up to a 42 percent increase in certified Shore Stewards.

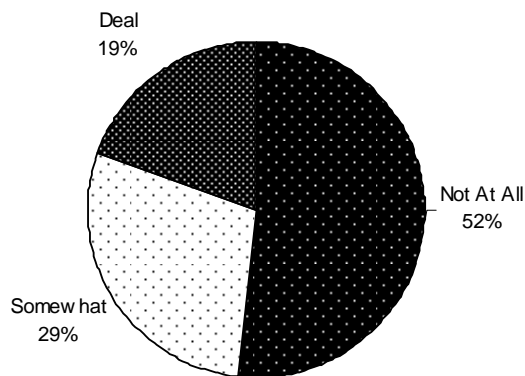
In reviewing the various venues regarding learning about and becoming a certified Shore Steward, presentations generated the highest number of certified Shore Stewards in Skagit and Snohomish counties, public events generated the most certified stewards in Whatcom County, and workshops generated the only certified stewards in Clallam County. It is interesting to note that workshops did not produce a higher percentage of certified Shore Stewards overall. As mentioned earlier, the fact that there was little or no time to mention the Shore Steward program during these workshops was probably a major factor.

A comparison of survey responses between regular Shore Stewards and Certified Shore Stewards indicated no difference in overall levels of follow through or behavior change. So Certification does not appear to affect on-the-ground actions, at least not with the early adopter type. Certification may prove more successful with landowners who aren't initially as willing to change or environmentally-minded. However, Certified stewards did report a higher rate of change regarding "Respect for Intertidal Life". The fact that this change could be detected in such a small sample size (15 of 163 respondents) suggests that the difference is quite large.

Value of Free Sign as Incentive

A free metal Shore Steward sign is handed out or mailed to each participating landowner in Island County and to all Certified Shore Stewards in four remaining counties. Since these signs are expensive to mail and produce, and don't yield any educational information, coordinators wanted to know if the signs have any value in enticing a landowner to join or become Certified.

Figure 4. Shore Steward Sign as Incentive



Results from Figure 4 show that for 48 percent of those surveyed, the sign mattered to some degree, so it seems prudent to keep the free sign as an incentive. Its use as a branding tool and neighborhood conversation piece is also important and should not be overlooked. Several survey comments said it best: "Good for people to see sign – we are proud to display it", and "Free sign gives me an opening in a conversation with neighbors to get them involved". It would also be beneficial to do a follow-up of some sort to determine if and where landowners are putting up their Shore Steward signs.

~ Evaluation of Landowner Workshops ~

Workshop Quality

Because the workshops held in Clallam, Skagit, Snohomish and Whatcom counties over the past year varied considerably, and often involved many other agencies as partners, no set standards could be developed or sustained for quality control. However, an evaluation form was created for each workshop, and in some cases a pre-workshop survey was developed as well to ascertain the participants' background regarding the subject matter. Most participants ranked the workshops "Excellent" (57%), "Very Good" (28%) or "Good" (15%). No one rated any workshop "Average", "Fair" or "Poor". This validates the sustained high quality of the workshop content and speakers across county lines.

Workshop Effectiveness

Of the 600 shoreline landowners who attended a workshop, 22 percent of them filled out an evaluation form. Ninety percent of those indicated that they would be willing to try something new or do something differently on their property. The most common responses included:

- Using native vegetation
- Taking better care of their septic system
- Reducing/eliminating pesticides and/or fertilizers
- Improving their drainage/water quality
- Taking better care of their slope or beach
- Using soft armoring techniques
- Composting

Table 7. Intended Changes Resulting from Workshops

Intended Changes	Number Responding	Percent Responding
Share what I learned with others	92	66%
Learn more/seek additional information	68	48%
Reduce/eliminate pesticides/fertilizers	33	23%
Plan an improvement on property to protect it/environment	32	23%
Change an existing situation that may be damaging environment	28	20%
Volunteer for stewardship, research or monitoring activities	25	18%

In addition, at about half the workshops, participants were asked to check any actions they intend to implement as a direct result of what they learned at the workshop (Table 7). The responses most checked were the easiest to implement (share, learn more) while the least indicated responses were the ones that involved more time and energy (change, volunteer). Still, 18 to 23 percent of respondents are willing to change an existing situation to better protect their property and the environment.

Unfortunately, the questionnaire return rate varied greatly by workshop and in some cases was quite low (26 out of 200 attendees, for example). Most questionnaires are handed out at the end of a workshop, which almost guarantees that not everyone will fill them out. It would be most helpful from a statistical analysis point of view to increase the return rate to at least 40 percent. One possible solution is to have attendees fill out the evaluation and then have a question and answer period, all within the scheduled timeframe of the workshop. Or the questionnaire could

be handed out when people arrive, so they can answer the first few “housekeeping” questions before the workshop even begins, such as:

- Where did you hear about this workshop
- What are your interests/concerns today
- Is your property on a shoreline, bluff, shared beach, etc.

This technique would also work if individual speakers are to be evaluated throughout the workshop. It would also be helpful if at least four of five of the questions could be standardized across county lines. As it was, only two similar questions ran through all of the workshop questionnaires.

Workshops as a Recruitment Tool

Workshops are an excellent educational tool for imparting a large amount and variety of information and getting questions answered. It is also somewhat surprising to find that as the most energy-intensive and time-consuming venue on the part of coordinators and volunteers, workshops did not necessarily generate the most Shore Steward sign-ups.

As can be seen in Table 5, a total of 12 workshops were held in Clallam, Skagit, Snohomish and Whatcom counties from June 2006 through May 2007. Attendance varied from a high of 200 to a low of nine participants. The number of landowners who joined the Shore Stewards program as a result of taking a workshop ranged from two to 12; the percent of workshop attendees who joined Shore Stewards fluctuated widely—from one percent to 78 percent.

Table 5. Shore Steward Recruitment from Workshops

Workshop/County	# Shore Steward Sign-ups/ Attendees	% Steward Sign-ups/ Attendees	% Total Stewards Joining via Workshops
<i>Clallam County</i>			
#1. Mid-Clallam workshop	0/23	0	
#2. Sequim workshop	9/67	13%	
Totals	9	10%	29%
<i>Skagit County</i>			
#1. Samish Island workshop	0/40	0	
#2. Dewey Beach workshop	2/51	4%	
#3. Fidalgo Island workshop	5/59	8%	
#4. Samish Bay workshop	8/32	25%	
Totals	15	8%	25%
<i>Snohomish County</i>			
#1. Woodway workshop	2/200	1%	
#2. Port Susan workshop	5/40	12%	
#3. Hat Island workshop	11/28	46%	
Totals	18	7%	21%
<i>Whatcom County</i>			
#1. Sound Gardening workshop	12/25	48%	
#2. Erosion workshop	2/26	8%	
#3. Lummi Island workshop	7/9	78%	
Totals	21	19%	24%

The reasons for these differences are numerous. With time and experience, coordinators perfected their promotional pitches and learned how to create an attractive, results-getting display booth. This is especially evident in the Skagit and Snohomish county workshops. The first Snohomish County workshop in 2006 (Woodway) drew 200 participants. This workshop consisted of five speakers from five organizations and each brought their display booth. At that time only draft Shore Steward materials were available; no one signed up to be a Shore Steward.

In contrast, at the last Snohomish County workshop (Hat Island), there were fewer booths, several speakers mentioned the Shore Stewards program and several enthusiastic Shore Stewards attended. All of this contributed to more awareness of the Shore Stewards program. For the last Skagit County workshop, the main differences were that a local WSU Beach Watcher encouraged many people to attend, and the Shore Stewards program had developed a presence there.

In Whatcom County, a fee was charged for the first and last workshops and that fee was reduced or waived if you became a Shore Steward. This significantly increased the number of sign-ups. Almost everyone at the second workshop (Lummi Island) also signed up to be Certified. This could have been because island residents have a better understanding of finite resources, and/or because the island is home to a well known Shore Stewards promoter.

In Clallam County, the second workshop generated Shore Stewards because it took place about three weeks after a media campaign (direct mail, newspaper and radio advertising) so the message had time to sink in, and it was in Sequim where shoreline landowners tend to have more time available and were more interested in nearshore habitat issues.

Yet, in spite of these variances, it seems remarkable that the percentage of landowners who joined Shore Stewards via workshops is fairly consistent across county lines, ranging from 21% percent to 29 percent of the total number of Shore Stewards per county.

Workshop Promotion

Attendees learned about upcoming workshops from a variety of sources: public service announcements and display ads in local newspapers, direct mailed flyers or postcards, various

Table 6. Workshop Promotion Effectiveness

Promotional Tool	Ranking
Mailed Flyer	20 %
Via other organizations	11 %
Shore Steward Newsletter	10 %
Referral	10 %
Newspaper PSA/Ad	9 %

newsletters and e-mail lists, friends, and other sources. Not surprisingly, direct mail pieces were twice as effective in promoting workshops as all other avenues (Table 6). The second most effective tool seemed to be getting information to already established newsletters and e-mail lists of existing and interested organizations (Master Gardeners, community groups, associations, etc.). Closely following that were referrals, the Shore Steward newsletter itself, and then newspaper public service announcements (free) and display ads (paid).

Looking more closely, it is interesting to note that the ranking is somewhat different in each county. In Clallam County, Skagit and Snohomish counties, mailed flyers were the most effective tool. In Skagit and Snohomish counties, the mailing list, targeted to shoreline landowners, was generated using technology that could determine and print the name and address of everyone who lived within 300 feet of the shoreline. In Whatcom County, sending information out via established organization's newsletters and e-mail lists proved to be the most effective workshop promotion method.

Unsolicited Comments

"We feel this is a VITAL program to educate people who come to the Island – and those who have lived here for years – but never really have given our unique and threatened environment much thought. Everyone needs a wake-up call!! Please continue to seek funding and continue your mission!"

"It's nice to let people know about your program. We will continue to be good stewards of this place."

"Thanks for all the good work that you do."

~ Program Recommendations ~

1. Maintain core program.

The effectiveness of Shore Stewards in changing private shoreline resident practices is now proven. It is imperative that Shore Stewards continue reaching new shoreline residents and providing basic coastal and bluff information for the property decisions that will be made on an on-going basis. In addition, Shore Stewards Coordinators should continue providing support to existing Shore Stewards. Providing minimum staffing in each county to sustain the program is highly recommended. Specific project elements to retain in a core program are:

Monthly newsletters. These are our major way of staying in contact with Shore Stewards long after they sign up. The current format developed by Island County seems relevant to residents and of the appropriate length and depth.

Increase WSU Beach Watcher ownership and links with Shore Stewards, as a program. Neighbor to neighbor referrals were extremely effective in enrolling Shore Stewards across all five counties. In addition, WSU Beach Watchers come with a wealth of professional / biological skills that may be of value in assisting Shore Stewards with their property specific questions.

Regional coordination and communication should continue. This increases efficiency and allows each county to learn from the experiences of others.

Evaluate program again in two to three years. WSU Extension / Island County is required to complete an evaluation of on-the-ground change in 2009 due to grant requirements. There may be an opportunity to include multiple counties evaluations if additional funding is found for the hard costs of paper and postage. It is recommended that Island County use the templates created for this grant for future evaluations to allow for long-term comparison of data.

Items to rethink are:

Certification. Certified Shore Stewards did not have a significantly higher rate of behavior change than non-certified Shore Stewards. This shows that the program alone is highly effective in motivating behavior change. There are variables to consider, however, providing a sign to ALL Shore Stewards, as done in Island County and Hood Canal, would reduce paperwork and cost and perhaps increase enrollment.

Data Tracking. The current system of using county-based Excel spreadsheets to track Shore Stewards information should be regionalized, made web accessible and allow for increased statistical analysis.

2. Provide augmented services for Shore Stewards or Target Communities.

Provide shoreline resident workshops. With attendance approximately averaging at 50 people per workshop, there is clearly a huge demand for these type of educational venues. The Samish Island / Samish Bay workshop was held in the same location less than one year apart. Despite offering the same workshop twice, enough residents participated to make the second workshop

worthwhile. In addition, the workshops have encouraged participants to change their practices. Workshop topics could tie back to the local evaluation results on which guidelines would be more widely implemented with further information.

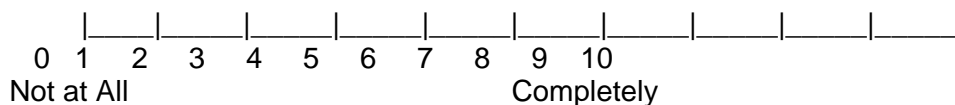
Provide site specific support. In many ways, Shore Stewards opens the door to a world of information that shoreline residents have not had access to in the past. One result is that many Shore Stewards or workshop participants request site specific questions that could only be answered with a site visit. There are certain types of questions that could be answered by Shore Steward Coordinators or professional trained WSU Beach Watchers and some that should be deferred to Coastal Geologists. This service would be a natural outgrowth of the menu offered to Shore Stewards.

Attachment #1

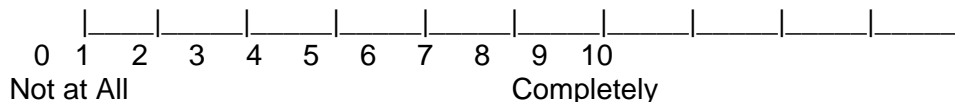
Sample Shore Steward Program Evaluation Form

2007 SHORE STEWARD SURVEY

1. The Shore Stewards program asks community members to follow 10 nature-friendly guidelines of shoreline living. To what extent did you follow these guidelines prior to becoming a Shore Steward? *(Please circle a point on the scale to indicate your response)*



2. Since becoming a Shore steward, to what extent do you follow these guidelines? *(Please circle a point on the scale to indicate your response)*



3. For each of these guidelines, how have your practices changed? *(Please check one response for each guideline and add comments as appropriate)*

	No Change	Slight Change	Major Change	Please Describe Specific Changes
Use Water Wisely				
Manage Water Runoff				
Encourage Native Plants and Trees				
Control Pests and Fertilize Safely				
Understanding Bluff Dynamics before Developing				
Respect Intertidal Life				
Preserve Eelgrass Beds and Forage Fish Spawning Habitat				
Know and Practice All Elements of Septic Maintenance				
Use Soft Armoring Techniques When Appropriate				
Know Permit Procedures for Shoreline Development				

4. In the areas where you haven't changed your practices, do you intend to in the future?

☐ Yes ☐ No ☐ Not Sure

5. What, if anything, has prevented you from changing your practices? (please check all that apply)

☐ Too expensive ☐ Doesn't fit into my lifestyle ☐ Don't know how to start/where to begin

Other (please describe): _____

6. How likely are you to recommend this program to a friend or neighbor? (please check one)

☐ Already ☐ Very ☐ Somewhat ☐ Somewhat ☐ Very
Have Likely Likely Unlikely Unlikely

7. Which of these Shore Steward offerings have you used: (please check all that apply)

☐ Workshops ☐ Lectures ☐ Newsletters ☐ Personal Contact ☐ Website

8. How long have you been a Shore Steward?

☐ 1-3 months ☐ 4-6 months ☐ 7-12 months
☐ 1-2 years ☐ 3-4 years ☐ More than 4 years

9. To what extent did the offer of a free Shore Steward sign increase your likelihood of using Puget Sound-friendly practices?

☐ Not at All ☐ Somewhat ☐ A Great Deal

10. If you are practicing three or more guidelines, would you like to become a Certified Shore Steward? (you would receive a free metal sign to post on your property)

☐ Yes ☐ No ☐ Not Sure ☐ Already Am

If Yes, please print your full name: _____

That's it! Please mail your survey back to me by Tuesday, May 1, 2007.

THANK YOU for your time and thoughts!!
Your answers will help us better safeguard Puget Sound
and meet your needs!

Attachment #2

New Behaviors for Each Guideline

Encourage Native Plants

Actions: Planting or leaving natives, removing lawn, removing invasives

“When I bought the land I wanted to cut down a dead tree next to the beach. Now the dead tree is my favorite. I have planted 42 trees”

“Will restore vegetation using native species of trees, shrubs and groundcover (no lawn) to arrange optimum wildlife habitat and minimum runoff”

“Taking out ivy and holly and scotch broom – replacing with natives”

Use Water Wisely

Actions: Bought efficient appliances, low-flow faucet/shower heads and toilet, use drought-tolerant plants, rain barrels, drip irrigation, reduce usage inside and outside

“Purchased a low water use dishwasher and washing machine”

“More cognizant of when we use water (not a noon, etc) and how much”

“Cut lawn watering by 75% and added drought-tolerant plants”

Reduce/eliminate Pesticides/Fertilizers

Actions: Reduced use, don't use at all now

“Using natural lawn fertilizer and no insecticide”

“Use home composted mulch for fertilizer; hand remove pests”

“Stab slugs, use a worm bin”

Respect Intertidal Life

Actions: More aware, educating others

“Walk carefully on beach and pick up litter; encourage neighbors to do the same”

“Instruct and monitor grandkids, fellow owners and guests of the importance and good feelings of respect and preserving”

“Am more aware and will be more careful”

Practice Good Septic Care

Actions: more aware and careful of what goes down the drains, better about inspections

“Space out washing loads – dishes and clothes – to avoid overloading the system”

“I inspect and pump every two years and I encourage clients (I'm a real estate agent) to do the same”

“We do have our septic cleaned – I use Planet Earth and Seventh Generation toilet paper and napkins and earth-friendly soaps”

Manage Water Runoff

Actions: create a rain garden, more drain ditches, use French drains, tightlines, ponds

“Have piped storm drainage to drainfield, planning to repair old cistern, have rain barrel”

“This place has gravel drive and walk – we chose not to pave based on information from Shore Stewards”

“We are more aware and watching and taking into account with our construction plans”

Know Development Permit Process

Actions: learning, know where to find info if need it, not interested in developing

“We don’t plan development here – but would certainly make use of all resources to comply

“Have better understanding of regulations”

“Continue to read and learn about permit procedures; take a class, encourage others to do the same”

Understand Bluff Dynamics

Actions: planted plants, maintain vegetation on it, have a geology study done

“Commissioned geotech evaluation and will follow its advice on setback buffers, vegetation, runoff management, etc.”

“Planting more natives, moved plants with higher water needs away from bluff”

“All info will be so helpful and applied as we build”

Preserve Eelgrass/spawning Habitat

Actions: more aware, sharing information

“Tell neighbors to respect and preserve our beach and its inhabitants”

“I warn all hand launch craft to stay away from recent daylight of eelgrass in Harris Bay”

“Always respected environment, but didn’t have understanding of eelgrass beds”

Use Soft Armoring Techniques

Actions: leave natural vegetation and logs, don’t build a bulkhead, educate neighbors

“Leave driftwood where it washes up”

“Have installed soft shore protection – logs, etc”

“We have no occasion for armoring, but we advise anyone who will listen of the disadvantages of hard armoring”