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**Water Weeks Summary Report for the
Whatcom Marine Resources Committee
September 23, 2014 through September 30, 2015**

Whatcom County Public Works – Natural Resources

For

Whatcom County Marine Resources Committee

September 30, 2015



Preface

Whatcom Water Weeks is an annual community event that focuses attention of the water resources in the County. The MRC serves on the organizing committee and typically hosts one or two events during the two-week long celebration. The MRC assists with contacting event sponsors, following up with events hosts, helping to plan event logistics and assists with publicity for events.

2015 Whatcom Water Weeks

MRC staff and/or an MRC member began attending Water Weeks planning meetings in January 2015. The planning committee worked with a group of Western Washington University students interested in completing an evaluation (Attachment A) of Whatcom Water weeks as part of a course requirement. A group of three Western Washington University students spent eight weeks investigating the current capacity and effectiveness of the Water Weeks program in order to discover opportunities for innovation that will increase participation, improve relationships with hosts and make comprehensive assessment easier. Using an appreciative inquiry based evaluation, those students were able to identify main strengths of the Water Weeks subcommittee and partner host organizations, as well as ideal visions of the Water Weeks program. This evaluation was a huge advantage for the Water Weeks committee, in terms of receiving feedback from participants and planning the future of Whatcom Water Weeks.

The results highlighted the need to provide more opportunity for the event hosts to interact in order to increase continuity and cohesion of events, in addition to spanning Water Weeks over a shorter timeframe. Participants also felt that a more unified message was needed in order to resonate with the community.

In follow up to this evaluation, the Water Weeks planning committee hosted a host luncheon on June 2 in order to gather new event hosts and previous event hosts to learn more about Whatcom Water Weeks, provide an opportunity for hosts to partner on events, hear what other hosts are planning, and to brainstorm new ideas. The planning committee also decided on a theme for 2015 Water Weeks – “Water, It’s Everybody’s Business” – in order to encourage more local businesses to participate in Water Weeks. Twelve people participated in the luncheon and the



group, though small, had a productive discussion on how to better coordinate with each other and other events already scheduled around the County.

The Water Weeks planning committee continued to contact hosts for events until the list (Attachment B) was finalized on July 30. The Water Weeks brochure (Attachment C) was finalized and distributed in mid-August. A press release (Attachment D) was distributed in late August to all media outlets and e-mail list serves of participating organizations.

The 2015 Water Weeks kick-off event was titled Shuckin' on the Farm and held at Bellewood Acres. This kick-off celebration was aimed at highlighting the connection of our rich aquaculture heritage with our vibrant agricultural sector. Activities included live music, Lummi Nation Swan Dancers, interactive displays, raffle prizes and kid-friendly educational activities. The MRC hosted a booth at this event and contributed to promoting the event in the local Cascadia Weekly newspaper (Attachment E). 208 people visited the event, and two MRC members (Elizabeth Kilanowski and Bert Rubash) were awarded a distinguished service award for their volunteerism in the community. More participation was needed in order to consider this a successful event – with the idea that the more people who know about the shellfish resources Whatcom County provides, the more County residents will work to protect their asset. The planning committee was anticipating more visitors to the event given the amount of advertising and logistical planning that went into it. The MRC also needed more volunteers to help disseminate an educational message on behalf of the MRC and its program.



Elizabeth Kilanowski and Bert Rubash, Whatcom MRC members, accepting distinguished service award. Photo by: Austin Rose



Local elects participating in Shuck n' Slurp contest.
Photo by: Lee First

New to the program this year was the Celebrity Shuck and Slurp Contest, in which local elected officials competed head-to-head in a raw oyster slurping competition. This event proved to be a fun way to include elected officials in outreach events promoting water quality and provided each with an opportunity to mention the importance of keeping our shellfish beds healthy for harvest.

The MRC hosted two events during Water Weeks: 1) a Whirlwind Beach Cleanup to celebrate International Coastal Cleanup Day on September 19th; and 2) “Meet Your Underwater Neighbors”, an interpretive beach event led by Doug Stark on September 26th. Eleven volunteers participated in the Whirlwind Beach Cleanup event, despite the inclement weather. Volunteers removed the usual variety of trash from land and sea including, lots of plastic in different forms, bags and hard plastic pieces, and plastic from shotgun shells.



Volunteers at Whirlwind Beach Cleanup. Photo by: Wendy Steffensen

Thirty community members joined the “Meet Your Underwater Neighbors” event to explore the beach and get up close and personal with our underwater wonders. This event was joined by SCUBA enthusiasts of the Group Gone Diving as well as volunteers from the City of Bellingham’s Washington Conservation Crew who deployed a beach seine at the event. The MRC display included reference books to marine life several examples of shells.



Discussion

More volunteer participation is needed in order for Water Weeks to be a successful event including MRC participation for MRC events. It seems this event is struggling to gain traction in the community, and a shorter more condensed event may help with this issue. The MRC’s continued partnership with WWIN to host events such as this is important and aligns with the

MRC's targeted outcomes and operational strategies in education and outreach. Water Weeks continues to be a way groups can coordinate their efforts in marine protection and MRC seems willing to remain engaged in planning for the event. We will continue to find the most efficient and effective way for the MRC to stay involved without stretching the volunteer capacity of MRC members.

Attachment A: Water Weeks Evaluation by Western Washington University

Whatcom Water Weeks Summary Report

Water Weeks Program Evaluation

Whatcom Watershed Information Network's Annual Program

By: Kaci Darsow, Wendelin Dunlap & Katie Komorowski

March 15, 2015

Huxley College at Western Washington University

EXECUTIVE SUMMARY

Since 2010, Whatcom Watershed Information Network (WWIN) has been bringing together a wide range of local entities and community members to recognize and learn about regional water resources in a two-week, collaborative celebration featuring multiple events all over Whatcom County. This annual gathering is known as Water Weeks.

Our evaluation team spent eight weeks investigating the current capacity and effectiveness of the Water Weeks program in order to discover opportunities for innovation that will increase participation, improve relationships with hosts and make comprehensive assessment easier. Using an appreciative inquiry based evaluation, our team was able to identify main strengths of the Water Weeks subcommittee and partner host organizations, as well as ideal visions of the Water Weeks program. The evaluation consisted of interviews with the six main stakeholders of the Water Weeks subcommittee and approximately 25% of the organizations that previously hosted an event.

The results were encouraging and our main findings are:

- Hosts and committee members share a dream of the Water Weeks program being a well-known, recognizable and fun event that unites the community while reminding them about the importance of clean water and availability of advocacy resources.
- Oyster Fest/Kickoff was the most successful event
- Hosts feel that two weeks and three weekends of events dilutes the message and they wish that Water Weeks was more condensed in time and space.
- WINN's greatest asset lies in its ability to be the organizing force for Water Weeks.
- Hosts were not satisfied with the number of attendees last year and expect WWIN to provide the effective advertising and marketing necessary to bring visitors to the events.
- Hosts resonate with this year's theme, "Clean water is everyone's business!"

We feel that focusing Water Weeks in time and space will improve the effectiveness of WINN's marketing dollar, will lead to a more cohesive message overall and will help to resolve the Host's largest concern about participation – the number of attendees. The committee and hosts are dreaming about the same kind of big fun festival. It is entirely possible if everyone involved keeps playing to their strengths in order to accomplish collective goals. Do what you're best at and go for your dreams!

PROGRAM DESCRIPTION

Water Weeks is a two week long celebration of water resources in Whatcom County. Whatcom Watershed Information Network (WWIN) has been organizing Water Weeks since 2010. By bringing together local businesses, governmental entities, non-profit organizations and community groups, all of Whatcom county can come together to celebrate and learn about the role water plays in our lives. The ideal audience includes anyone who lives in or around Whatcom County and anyone who is involved with the local watershed in any way. A variety of activities and events happen throughout the two weeks focused on resource management, stewardship, the importance of water as well as education, awareness and appreciation for such a central element of Whatcom County. For Water Weeks 2015 the theme is “Clean water is everyone’s business!”

<http://www.whatcomwaterweeks.org/>

WWIN works with a variety of community hosts to hold events throughout Water Weeks. Different organizations can sign up to be hosts and are responsible for designing and implementing programming relative to water in this community. Some examples of past events include NSEA Nooksack River Campfire Talks, City of Bellingham Water Wanders Tour, Bellwood Acres Oyster Fest, Full STEAM Ahead: Cloud Formation Experiment, Rainwater Harvesting System Installation, and many more. These events are headed up by local businesses, non-profit organizations, and community groups. Events are available for a variety of age groups and in multiple locations throughout Whatcom County.

WWIN’s mission is to support and improve watershed education, stewardship, information exchange and public involvement efforts in Whatcom County.

<http://whatcomwin.org/>

TYPE OF EVALUATION

For this evaluation, we decided to speak with WWIN about their goals and objectives of our small group working with them. After several conversations it became clear that what was both possible for us and would be most beneficial for them was to do an evaluation based on capacity building and appreciative inquiry. Our evaluation seeks to answer the following questions:

- How can WWIN build capacity, participation and innovation for Water Weeks?
- How can relationships with Hosts be improved?
- What is a more comprehensive way for WWIN to assess Water Weeks?

From this point we began to create a mechanism to guide to our evaluation process and the following sketch was born:

Sketch of WWIN Evaluation

Method	Activities	Results
Goals clarification <ul style="list-style-type: none"> Establish clear, meaningful, realistic, agreed-upon, specific, prioritized, measurable goals. Help stakeholders think-through program; make it more coherent and likely to meet desired outcomes. Make implicit assumptions explicit and more fully examined Analyze desired outcomes, which may cover a diverse array of concerns. 	<ul style="list-style-type: none"> Review Logic Model Stakeholder Interviews 	<ul style="list-style-type: none"> Possible redefining of goals, methods and outcomes
Formative evaluation <ul style="list-style-type: none"> Determine how well program model works How can improvements be made? How is program used? Is program process working as intended? What characteristics of partner's influence use and effectiveness? Effectiveness of user training Are needs of users/ audience being met? Barriers to adoption 	<ul style="list-style-type: none"> Analyze stakeholder interviews Analyze program materials Ask more questions 	<ul style="list-style-type: none"> Possible redefining of tasks, methods and roles Possible changes in advertising campaign Possible re-envisioning of event days, dates and timing
Capacity building evaluation <ul style="list-style-type: none"> Determine need/means to increase/expand service Design continuing procedure for upgrading program 	<ul style="list-style-type: none"> Develop task list of current capacity requirements vs. increased capacity requirements 	<ul style="list-style-type: none"> Possible redefining of program scope, tasks, methods and roles. Possible inclusion of new partners
Appreciative inquiry evaluation <ul style="list-style-type: none"> Evaluate desire to build capacity, participation and innovation Asks 'what is best about the program / organization?' Inquire (the best of 'what is'), Imagine (what might be), Innovate (what should be), Implement (navigate the change)... Inquiry highlights peak experiences, discovery of success, milestones, positive interactions Avoiding deficit or problem-based language and conceptions 	<ul style="list-style-type: none"> Interview 6-12 key hosts <ul style="list-style-type: none"> Interests Needs Capacity Peak experiences Positive interactions Areas for innovation Feelings Analyze interviews 	<ul style="list-style-type: none"> Possible redefining of methods, timing and frequency of interactions Explore capacity building Discuss ownership and division of tasks

Logic Model 2015

Inputs	Outputs		Outcomes -- Impact		
	Activities	Participation	Short	Medium	Long
<p>Staff time</p> <p>Volunteer time</p> <p>Sponsor funding</p> <p>Sponsor in-kind</p> <p>Design and printing for brochures</p>	<p>Coordinate and support hosts in putting on events throughout the county, including increasing diversity of hosts.</p> <p>Help develop and participate in kick-off event held at Bellwood Acres (e.g. Shucken on the Farm).</p> <p>Help develop and participate in closing event (Whatcom Waterfronts Work) held on Bellingham waterfront.</p> <p>Advertising for all events</p> <p>Maintain WWIN Water Weeks website</p> <p>Obtain funding from sponsors and make sure we are meeting their needs</p> <p>Thank-you to hosts and sponsors</p>	<p>At least 40 events by hosts with at least 3 new more diverse hosts.</p> <p>Kick-off event attended by at least 400 people and supported by 10 organizations</p> <p>Closing event supported by 6 organizations with at least 200 attendees</p> <p>At least 5 local media will help advertise and promote Water Weeks events.</p> <p>Website will be populated with information on activities and sponsors</p> <p>Existing sponsors will be maintained and two new sponsors will be added</p> <p>All hosts and sponsors will be thanked for their support</p>	<p>Hosts (including expanded diverse hosts) will meet their objectives with their target audience and feel they have received the support needed from WWIN.</p> <p>Participants in kick-off will increased their knowledge of the connection between land use & safe seafood (& other objectives).</p> <p>Participants in closing event will increase their knowledge about the role water plays in sustaining a working waterfront.</p> <p>We will understand the effectiveness of various advertising approaches.</p> <p>We will know how many people refer to the website to obtain information about Water Weeks.</p> <p>We will know the value of Water Weeks support by sponsors and if we are meeting their needs.</p> <p>Hosts and sponsors will feel appreciated for their participation.</p>	<p>Expansion and diversification of host participation will increase by 10% in 2016.</p> <p>Continued support for implementing kick-off event by participants.</p> <p>Continued support for implementing closing event by participants.</p> <p>Advertising will increasingly focus on avenues that result in the most effective outreach. Website will be maintained/redesigned to ensure effective use.</p> <p>We will continue to maintain and add new sponsors with on-going adjustments as needed to ensure their needs are being met.</p>	

SIMILAR PROGRAMS

Throughout Whatcom County and the State of Washington there are several events that happen annually similar in nature to Water Weeks. These events focus around natural resources and celebrate the wonders we are lucky enough to have in this place. Here, we seek to explore what those events are about and highlight similarities they may have to the Water Weeks Program.

Whatcom County Farm Tour

The second Saturday of every September, Sustainable Connections helps host the Whatcom County Farm Tour. With options to travel at your own pace or follow a tour guide, folks can visit businesses throughout that county to learn more about what types of food resources exist here. The tour includes nine farm stops, one winery, and two farmers markets - where even more agricultural resources can be found. Donations are accepted to become VIP members who have access to coupons to use throughout the tour and beyond. The Whatcom County Farm Tour is an opportunity to visit and explore local farms and learn more about the agricultural processes happening in our backyard. One of the stops along the tour is at Bellwood Acres, a host of one Water Weeks event (<http://sustainableconnections.org/foodfarming/whatcom-county-farm-tour-1/whatcom-county-farm-tour>).

Skagit Valley Festival of Farms Tour

Entering its 18th year, the Skagit Valley Festival of Farms Tour happen during one weekend every October. The mission of this 501 C3 is: "To promote Skagit County Agriculture by cultivating the bond between farmers and the community through education and hospitality" (<http://www.festivaloffamilyfarms.com/>). The Festival takes a hands-on approach to teaching animal husbandry and managing a farm with exciting events like gardening demonstrations, markets, tasting samples, kids activities, pumpkin patches and more. People have the opportunity to speak directly to farmers, to learn about what it is like to grow crops and sustain a farm community. The Northernmost stop on this tour is Taylor Shellfish Farms, another host organization of Water Weeks.

Skagit Valley Tulip Festival

Every April since 1984 belongs to the Skagit Valley Tulip Festival. Throughout the valley many farms grow beautiful blocks of tulips, daffodils, irises, and hyacinths. These flowers are then shipped all around the world, as are their bulbs and the growing flowers themselves bring in visitors from across the globe. This month long festival shows true beauty and lets the tulips be a showcase of the agricultural prowess of Skagit Valley. Similar to Water Weeks, many events happen throughout this month and are put on by a variety of different hosts in the community (<http://www.tulipfestival.org/site>).

Salmon Days Festival

October is a time to celebrate salmon. During the first weekend of each October since the 1970's, the people of Issaquah have celebrated the return of the salmon and their local history. Events span the weekend including a kickoff parade, live music, artisan show,

food, 5k race, family events and even a carnival lasting four days. One of the biggest draws is the Issaquah Salmon Hatchery where guests can view several types of salmon and learn more about this amazing resource. This is an award winning festival here in the Northwest and draws large crowds of people to support a community, resource, local businesses, nonprofits and of course - SALMON! (<http://www.salmondays.org/>)

Ski to Sea

When Memorial Day Weekend rolls around the folks of Bellingham head outside to compete and cheer on their friends in a seven leg ultimate race. What began as a marathon in 1911, racing to the top of Mt. Baker with the help of either automobile or train until the road or tracks ended, has now evolved into a team style relay, which displays numerous recreational opportunities available in Whatcom County. The event attracts numerous vendors and community affiliates as well as the general population. Beer gardens, concerts, parades, block parties, and other events happen throughout this long weekend celebrating the great outdoors and opportunities of Whatcom County. The Lummi Nation is a sponsor of this event, and in previous years they have hosted events for Water Weeks. (<http://www.skito sea.com/>).

EVALUATION DESIGN

Units of analysis:

- All six WWIN board members for the stakeholder interviews.
- Approximately 25% of previous Water Weeks event hosts (10 out of 40).

Focal concerns:

- How WWIN can build capacity, participation and innovation for Water Weeks
- How to improve the committee's relationship with their host organization.
- Finding a more comprehensive way to assess Water Weeks.

Anticipated Issues:

- Whether enough hosts on the list would respond and have time for a 15 minute interview during the timeframe necessary for our class assignment.
- Whether respondents would answer our questions with or without bias because of feelings that we are part of WWIN.

Study design:

To establish areas of interest or concern, we began our study by reviewing all of the information provided by WWIN in advance of our first meeting. We developed an initial round of questions to be asked informally at the first WWIN meeting we attended. One question was whether the Logic Model they developed in 2010 was still relevant. WWIN realized it was outdated and we asked them to revise their Logic Model. From there we developed a stakeholder questionnaire as part of our initial step, which was to perform a goals clarification.

Goals Clarification & Formative Evaluation: We developed 10 open-ended questions (see appendix) and each of our three team members randomly selected to interview two of the WWIN Water Weeks committee members. The interviews were intended to take 15-20 minutes each.

Capacity Building Evaluation & Appreciative Inquiry Evaluation: We asked WWIN to provide a list of eight-twelve of the 40 Water Weeks event hosts. We told WWIN that the sample should be representative of multiple types of hosts that hosted multiple types of events. They should also include hosts they feel had a positive experience as well as those who chose not to participate in Water Weeks in subsequent years. We created seven questions using a combination of appreciative inquiry and standard format questions. Again our team members randomly chose hosts to interview. The interviews were intended to take 15 minutes each.

RESULTS

Stakeholder Interviews

Each evaluator interviewed two committee members either by phone or in person. The interviews included 10 main questions took an average of 20-30 minutes. We found the following results: Overall WWIN spends approximately 1100 hours working towards Water Weeks. The committee has a clear picture of what each person's role is and can positively count on them to be responsible for it. WWIN would love a designated, paid coordinator to assist with all of their plans and volunteer coordination. So far they are very happy with how this program has evolved over the past 5 years, especially their teamwork and the addition of a second week. The kickoff event, Oyster Fest, was a huge success. In a perfect world, the stakeholders would love to see Water Weeks become a larger gathering that stretched beyond just the local community. Please reference the chart below for more comprehensive results.

Host Interviews

The evaluation team reached out to 12 host organizations that had previously hosted events. The list was comprised between the committee members and the evaluation team to target specific past events and relationships. The interviews were based around seven main questions and took approximately 15 minutes each. Only eight hosts responded in time to complete the evaluation, seven interviews were conducted via phone and one by email. We found the following results: Hosts really enjoy the work that they do because it brings them closer to the community. Not all of the groups were aware of who else hosts events for Water Weeks even though they have similar partners. Overall the hosts enjoy working with WWIN and value to community outreach aspect of the program. Hosts wished that more people attended their events but feel this could be remedied by shortening the time frame and locale of Water Weeks. Hosts would like to see more cohesion and continuity in the future and to continue focusing on what each group does best. Please reference the chart below for more comprehensive results.

STAKEHOLDER INTERVIEW RESULTS

Result #	# of stakeholders/ total # of respondents	Stakeholder Interview Questions	Top Results
SI.Q1	6 of 6	1. Could you clarify what your role is in Water Weeks?	Roles are somewhat loosely defined. Work together well as a team, everyone understands the others' "roles" Roles: Sue: puts the TEA in Team, main contact Emily: Project Manager, delegates and keeps time, Overseer Becky: Media outreach and host relationships, assists Emily Rebecca: bookkeeper, fills gaps, attends events in raindrop costume Austin: County Representative, fills gaps, MRC hosts events Nicole: Coordinates Oyster fest, host work, fills gaps
SI.Q2	6 of 6	2. What percentage of your time was spent on Water Weeks?	1100 Total hours worked towards Water Weeks by committee members
SI.Q3	6 of 6	3. Did you personally recruit or manage any volunteers? Approx. how many?	Volunteer Recruitment: Tried recruitment, but less than 5 Possibly 80 members of WWIN but ZERO volunteers Specific event volunteers are easier to recruit EX: MRC and beach clean up, unclear because both participants and volunteers 3-15 people EX: Taylor Shellfish 5-6 to help with OysterFest
SI.Q4	5 of 6	4. How much funding did you need for planning and facilitating your activities?	Funding for facilitation and activities: All over the board Taylor Shellfish donates lot of time, \$\$, resources Lots of In-Kind time and donations
SI.Q5	5 of 6	5. Were there any resources or support you were lacking?	Would like to hire a WW coordinator More volunteers/bodies Marketing and media coordination To designate clear point people for specific tasks
SI.Q6	5 of 6	6. How do you feel Water Weeks went last year?	Oyster Fest/Kickoff was the most successful venue
SI.Q7	5 of 6	7. How has it grown and changed?	Went from 1 to 2 weeks – expansion of time/hosts/events Addition of a theme is good
SI.Q8	6 of 6	8. What went well?	Signature events (Kickoff/Oyster Fest) Planning team, working together, knowing roles, etc. New website/radio/newspaper advertising Tabling events Online sign up
SI.Q9	6 of 6	9. What could have gone better?	Closing event Last minute events Evaluation – how many people? How effective? More tracking More volunteers Host packages More clear roles/who is doing what specific task
SI.Q10	6 of 6	10. In a perfect world, what would you want to see for water weeks?	Dedicated paid coordinator Long term, big deal event that attracts 1000s of people EX: Austin City Limits, Kokanee Salmon Fest, Ski to Sea, etc.

HOST INTERVIEW RESULTS

Result #	# of hosts/total # of respondents	Host Interview Questions	Top Results
HI - Q1	9 of 10	1. What do you enjoy most about working in _____ (insert the name of their organization).	1. Hosts enjoy their work because it connects their organizations with the community. 2. Doing education and outreach in order to improve Whatcom County is important. Quote - "It is my farm and our home and I enjoy the ability to share what we grow with our community."
HI - Q1a	8 of 9	a. If you had all the resources you needed, what would you keep the same and what would you change to make your programs meet your ideals?	1. Increasing audience engagement or interactions was identified as what would enable organizations to be their ideal program. 2. Increased capacity to be more effective and serve a larger patronage.
HI - Q2	10 of 10	2. What are your most positive partnerships?	1. Similar groups and partners amongst organizations - common alliance/strong network yet focused on personal missions, whereas all have similar goals. 2. Strong groups as themselves, but the possibility of synergy between total partners is immense. 3. Common goals but different strengths, positive relationships with those of different capacities. EX: City and County have the infrastructure to complete events but rely upon their partners with NGOs and volunteers to provide people hours for projects.
HI - Q2c	5 of 10	c. Do any of them also participate in Water Weeks?	About half of hosts don't realize all of the other groups who host events and are involved in WW.
HI - Q3	9 of 10	3. What is the best thing about Water Weeks?	Community! Outreach, awareness and education opportunities Quote - "Focusing community attention to the breadth and depth of clean water issues."
HI - Q3a	9 of 10	a. What do you value most about participating in Water Weeks?	1. Participating in the overall event. 2. Spending time with public, constituents, participants. 3. Recognizing the work that people are doing to improve water quality Quote - "I liked students taking the reigns and reaching out to other schools and the community."
HI - Q3b	7 of 10	b. How was it working with WWIN?	It's great! They're doing their thing. Well-organized, fabulous group of people. Quote - "it seems like a coalition that is just a coordinating body it is up to the individual orgs to make it work"
HI - Q3c	4 of 8 said Yes 3 of 8 said Mostly	c. Were your needs met	Several hosts weren't really expecting much support and knew that they would forage on their own. Attitude of taking care of ourselves - mostly advertising help.

			<p>Quote - "I guess so even though in the last 3 years we have not seen any increase in participation from being advertised as part of Water Weeks. We are always looking for more people and we don't get them as part of WW."</p>
HI - Q4	5 of 10	4. How could the Water Weeks program work better? (Not affiliated & making any promises.)	<p>Shorten time frame/scope. More continuity, more energy, cohesion and overall focus on the big picture.</p> <p>Quote - "They don't seem to connect the events together very well for telling the big umbrella story - we all need clean water."</p> <p>Quote - "There should be an overall objective that can be objectively measured"</p> <p>Quote - "Back to one week. Focus it more in time. More continuity, more energy. More higher profile activities (kick off and end) to choose from. Better defined open and closing."</p>
HI - Q4d	7 of 10 said No	d. Were you satisfied with the number of attendees to your events?	Overall, dissatisfaction with public participation and a desire for increased advertising and outreach messaging. Also timing & location - challenges during midweek and during back to school season.
HI - Q4e	4 of 6	e. If no, any ideas about how attendance could be increased?	More advertising that has better focus
HI - Q5	6 of 10 said No 3 of 10 said Don't Know	5. Do you think that Water Weeks should be expanded in any way?	<p>No. Focus on what you already do with full effort and not focus on increasing the breadth of this event, but the depth.</p> <p>Quote - "With so many events included in Water Weeks it is difficult to get focused information out about an individual event."</p> <p>Quote - "I don't think it needs to be any longer because then you dilute the message."</p> <p>Quote - "Right now there are multiple events each day and they are all over the county. It might be better to focus on a different area of the county each day rather than sending people all over the place because it gets overwhelming."</p> <p>Quote - "It seems to be a lot all over the place for a long time so more focus."</p>
HI - Q6	8 of 10 said Yes 2 of 10 Unsure	6. The focus of this year's event is "Clean Water is Everyone's Business", do you feel it is inclusive of your organization?	Positive and inclusive, better than the last two years theme.
HI - Q6a	3 of 8 said Maybe 4 of 8 said No 1 of 8 said Yes	a. If yes, would you make any changes to your event?	The responses were definitely very split for this question.
HI - Q7	Too varied to count	7. Is there anything else you would like us to know about your organization and its involvement with Water Weeks?	<p>Quote - "they might do better if they focus their events during the week on schools. Parents can't come because they have to work but maybe they could get the schools to come out to some events."</p> <p>Quote - "Since they have made it 2 weeks, when they ask for volunteers they say how much work it is and you almost don't want to get involved because it is too much work."</p>

RECOMMENDATIONS

Throughout our appreciative inquiry into Water Weeks, we received lots of positive feedback and interesting results. Based on this information we have compiled throughout our evaluation, we see the following opportunities for improvement. Please feel free to use this to the best of your advantage and disregard pieces you feel do not fit your organization and its goals.

During stakeholder interviews (SI) we overwhelmingly heard a desire to be a community wide event that draws in many folks and celebrates with businesses, non-profits, governmental organizations, individuals and families around the watershed. In interviews with host organizations (HI), they expressed a need for more continuity and cohesion of events and with other hosts. Based on results from both stakeholder and host interviews, we feel it would be advantageous to focus Water Weeks into a condensed festival (see questions SI - Q10; HI - Q4,Q5,Q7 in results). In planning future Water Weeks, we suggest building around events that have been identified as the most successful in past years, i.e. Oyster Fest/Kickoff. We view a festival format as an innovative way to build capacity, increase participation, and facilitate comprehensive assessment. By streamlining the good work that you already do, we anticipate:

- Improved attendance numbers due to a more central location and timespan. Participation numbers were identified by both stakeholders and hosts as an area of desired improvement (SI - Q6,Q9; HI - Q1a,Q4d). In mapping out the locations of past events, we can see that they are spread throughout the county (see appendices). By finding a central location, participants can attend multiple events and interact with a variety of host organizations.
- A more unified message being heard by the community. The festival would be a way to celebrate all of the great work that happens on behalf of the watershed, recognize where this work is already happening and raise awareness on watershed issues that affect us all (HI - Q5,Q6).
- An increased gathering of host organizations. WWIN would be able to connect with more people in the community who are engaged in watershed education and help build a stronger network around this resource (HI - Q2,Q3).

Many of the hosts enjoy working with WWIN and view them as a great organization with the power to bring other organizations together (SI - Q6,Q8; HI - Q2,Q3). This evaluation sought to identify ways in which relationships with hosts could be improved. We suggest that you lean into your strengths as an organizing body and focus on coordination between WWIN, hosts, and partners to build up this network. Focusing on your role as the coordinating body allows hosts to focus their efforts on what they do best, i.e. on the ground education and allows you to do what you do best - the bringing together of the community. As Jon Hutchins from the City of Bellingham says in regards to working with WWIN, "They are a fabulous group of people with a high level of awareness for the political climate and geography of the community." We anticipate the following benefits as a result of these suggestions:

- Streamlined marketing and outreach efforts. By condensing the events, marketing can be focused on the festival instead of advertisement for multiple events. Hosts expressed appreciation for WWIN marketing and outreaching on their behalf since some of them do not have the resources to do so (HI - Q3,Q4).
- Increased synergy in host network. It became apparent that not all of the participating organizations knew about other organizations that were involved, even though they also partner with similar groups (HI - Q2c). By working with hosts, not just on a individual level but through a network, communication and support could be improved.

Overall, the work that WWIN does on behalf of Water Weeks is important and well received by the community. Based on conversations with WWIN and a comprehensive review of existing documents, we have the following suggestions in terms of future evaluation:

- To focus evaluation efforts on the satisfaction of hosts and the total number of participants at events.
- Create a new instrument to assess participant experience would result in increased feedback. Within the scope of our timeframe, we were not able to create this document but feel that the current one does not suit the needs and desires of the committee.
- When looking for volunteers, be specific about the needs and scope of specific tasks. Asking for general volunteers can result in unclear expectations, while having people work on tasks can increase volunteers willingness to help.
- Interview your sponsors. We began a brainstorm of questions to ask sponsors how those relationships can be improved. We were not able to complete this step as a part of our evaluation but feel that having discussions with them could make these relationships stronger.

BUDGET

This evaluation was conducted by a team of three graduate students and consisted of:

- Eight weekly group meetings, three of which included attending biweekly Water Weeks Committee meetings with group debrief after.
- Two meetings with Dr. Gene Meyers.
- Exchange of 70 group emails.
- Conducting 16 in-person and over the phone interviews with stakeholders and hosts.
- And the synthesizing of this report for an estimated total of 126 person-hours, averaging 42 person-hours per group member.

It is recommended that the Water Weeks Committee continues to conduct interviews, at least for the six remaining identified key hosts and the four sponsors, if not more. These additional 10 interviews would take approximately 20 person-hours to contact, interview and record results. Completing this step would bring the total estimated person-hours to 146 for this evaluation

Further breakdown of hours:

- Meetings- 51.5 person-hours
- Group emails- 17.5 hours
- Interviews- 29 hours,
- Additional reading and research- 18 hours
- Evaluation report write up- 10 hours.

TIMELINE

1/15/15 -First communication with WWIN Water Weeks sub committee

1/27/15 Attended 1st bi-weekly Water Weeks sub committee meeting

2/3/15 - Began conducting stakeholder interviews

2/10/15- Water Weeks sub committee meeting, stakeholder interviews complete, evaluation method and questions discussed with committee and key hosts identified

2/24/15 - Sub committee meeting, began conducting host interviews

3/10/15- Host interviews complete, began compiling results and recommendations

3/31/15- In person presentation of results to stakeholders

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Appendices

- Stakeholder Interview Questions
- Stakeholder Interview Responses (Raw data)
- Host Interview Questions
- Host Interview Responses (Raw data)
- Sponsor Questions
- Water Weeks Events Map
- Bellingham School District Calendar 2015-2016
- Western Washington University Calendar September 2015
- Western Washington University Calendar October 2015

Stakeholder Questions
1. Could you clarify what your role is in Water Weeks?
2. What percentage of your time was spent on Water Weeks?
3. Did you personally recruit or manage any volunteers? Approx how many?
4. How much funding did you need for planning and facilitating your activities?
5. Were there any resources or support you were lacking?
6. How do you feel Water Weeks went last year?
7. How has it grown and changed?
8. What went well?
9. What could have gone better?
10. In a perfect world, what would you want to see for water weeks?
Optional 11: Do you have a team debrief after the event?
Optional 12: What else do you do for WINN?

Stakeholder Interview Responses

Sue	Emily	Becky	Rebecca	Austin	Nicole
We all work to plan the events with the hosts and create the brochures and flyers. Emily will be doing the website this year.	Committee chair and have been since 2011-2012. Coordination makes sure on track. Meeting schedules meeting times agendas, certain committee members contact certain sponsors. She checks in.	Planning committee and coordination with media relations, advertising, getting copies and proofing, creating leisure guide, contacting sponsors and hosts and potential hosts. Support and help Emily with Timeline - copies to proof, etc.	Rebecca works with outreach to hosts, she manages and tracks the budget (income vs. expenses) and book keeping. Helps run major events like kickoff, works with details and takes direction from Chairs. Attends events in raindrop costume!	Austin's main role is representing Whatcom County and the Marine Resource Center (MRC). The MRC hosts one or two events for Water Weeks. Austin "fills the gaps" for WINN and Water Weeks	Nicole works for Taylor Shellfish and hosts the kickoff Oyster Fest Event. Besides coordinating and hosting that event, Nicole contacts other hosts, attends planning meetings and generally helps organize. Fills the gaps but doesn't have much time.
We don't really track hours but I would say 15-20% of my time but of course that increases a lot closer to the event. (416 TOTAL)	Breakdown for budget: 2080 - spent 200-250 hours TOTAL	Jan-April - 8-10 hrs/month; May-Aug - 25-30 hrs/month; Sept. 25-30 hrs (190 Total)	Jan-June= 25-30 hrs; June-Aug = 48 hrs; Sept.= 40+ TOTAL= 113-118	50 hours per year on meetings, emails and development, and 50 hours implementing events. (100 TOTAL)	In-Kind donation of hours from Taylor Shellfish. In the Spring and about two weeks just before the event things are busier, about 3-4 hours/week. Rest of the year less busy, about 1 hour per week. (80 TOTAL)
We have a really difficult time recruiting volunteers. We try to get some people to go to some events and take photos but we usually get less than 5 volunteers.	No - they have always sent out to membership never gets a great response back. (Sue membership numbers maybe 80)	No. But has casually tried to, for example: putting volunteer information in WWIN newsletters, letting folks know that they need volunteers. But no direct volunteer recruitment	No, none.	3-15 volunteers/ participants for events. Surf rider and kite boarding groups help coordinate event and also participate.	5-6 volunteers recruited from Taylor Shellfish to help run Oyster Fest
4-5000 would love more to hire a coordinator, spend on ads brochures magnets announcements, float sea to ski	1st year - not much mostly in kind. 4-5,000	Hard question to answer, no concrete idea.	Salaried for many activities (including those outside Water Weeks), contracted out for \$60/hr, so between \$6780 - \$7080. Does not specifically track hrs for WW	Events are funded by part of an MRC grant, \$4,800. (In-Kind to Water Weeks)	Not sure, Taylor Shellfish funds Oyster Fest and donates In-Kind and other support to help make other events happen. Nicole thought last year most of the Water Weeks budget was spent on radio ads, and that was useful since it drove up the number of hits at the website.

Sue	Emily	Becky	Rebecca	Austin	Nicole
More money, one person to each event to collect data and photos. The water drop to more events. Better job of connecting with sponsors and formal evaluation	Human bodies - lack the staff could be more successful if had City of Bellingham again. Still have full time job. Need it after the sponsor and hosts sign up. Need more help right before events.	However well intentioned, it's often an underestimate of time for tasks. With such a small core group, difficult to get it all done with the constraints of work (employment)	More people/time to work on this, especially for involved agencies that cannot donate staff time. Need funding for a volunteer coordinator. Ideally 3+ people. More people to track & attend events, better time management for hosts, new eyes to help better analyze	Lacking volunteer support paid staff steps in and puts in extra time to get things done.	No, none.
Went fine don't know how many attendees. Opening oyster fest went well	Last year it went really well. Each year we add broader events. Bellwood acres did a capstone Oyster Fest - better for getting more of county. Came for apple picking. Water Waterfront Work - capstone had it on a week day but will have it on a weekend	Had to withdraw in Sept. for personal reasons but thought that throughout August it was going really well. Planning stage went well	Great! Outcomes reached, agencies present. Especially oyster fest/kickoff event. Strong presence in community, core events went well, but still needs to be fine-tuned. Day waterfront event was kind of last minute, but turned out well.	Very successful, kickoff and closing events went well, thought to track all the smaller events so not sure how those went.	Oyster Fest event was successful for T.S.
More sponsors and in kind - plateaued at number of events. Went from no theme to theme based on feedback	Having message "Clean water is everyone's business".	1 week to 2 weeks because hosts wanted weekend time for more events, too much competition w/1 week. Able to gain more events/Hosts including non-outdoor groups to host kids activities for EX: library doing kids water readings. More targeted audience w/pre-existing programs	Biggest change is 1 week to 2 weeks, this created more time to host more events, gave people time to attend more events, spreading out =improvement. Also taking control of their website from outside source made it run more efficiently	Austin has only been involved since last year.	Grown from one week to two weeks, much less scrambling right before events start now, having a few "signature" events for kickoffs.
Radio was a better way to outreach good newspaper coverage	Last year new website. Greater success with online registrations. Got hosts to sign up earlier. Greater coverage - did radio and did Google analytics.	Kickoff/Oysterfest - lots of man-hours went into it and it was a great success. Attended Canyon Hydro Tour - went really well, able to poll attendees, RSVP required and all slots filled	Kickoff/Oysterfest, people were enthusiastic, liked the raindrop costume. The committee worked well as a team, everyone understands their roles and works well together	Collaboration with the planning team and partnerships work well. Tabling is effective, local businesses are highly involved (coffee stopper/tabs), local agencies are very supportive, and some speakers came up from Olympia/statewide agencies.	Signature events are going well and are key to building Water Weeks "identity". The work dynamic is also a big plus, communication and group work within the planning committee is strong.

Sue	Emily	Becky	Rebecca	Austin	Nicole
Closing event, more feedback. Host feedback was it worthwhile - not sure about partnerships. Education system k-12 involvement	Evaluation and knowing how many people are attending the event. Host packet has potential but didn't get off the ground. More volunteers needed. Letting people know that the event is part of water weeks.	No last minute events that WWIN specifically organizes, with such few hands already working super hard, throwing things together does not lead to success	More people, more time. Needed volunteers to follow up with hosts. Need volunteer coordinator and to track how events went	Promotion could be done better. A lot of time/energy gets spent on making flyers rather than getting the flyers out there. Last year there were about 15 versions/revisions of the Oyster Fest flyer before it was finalized. If one person was a marketing/outreach point person this process could be smoother. Other suggestions/improvements: - needing social media metrics- is it useful? -Tie outreach to local papers, Cascadia Weekly cover feature? -Involving elected officials -Tapping into WWU for volunteers or hosting an event.	Evaluation- What's going on? More systems tracking. Also defining roles more clearly- who is doing what, what can be done by one person and what needs the group effort. Better documentation of what has happened and when, i.e. tracking hours, outreaches, etc. Other suggestions: Herald put out a request for a City of Bellingham Signature Event- could Water Weeks be it?
More diverse activities different age groups - highlight things to do about water. Have hosts think about WW in advance. Diverse local businesses storm water. Leaderboard - winner A1 builders but does not want to take the lead.	Would love for us to have a dedicated paid coordinator. Have one primary contact person to get things rolling. Become another wide spread Bellingham event like traverse and ski to sea. It would be great to get more businesses. Especially with the Bellingham waterfront.	To draw in more people and BE FUN! Speakers tend to draw specific audience, but to bring in whole community with variety of events that are fun and where people will learn new things and it doesn't get preachy. Oysterfest was great, but to have a good closing would be ideal. Bigger advertising budget, ongoing ad campaign throughout event to better support Hosts and advertise for specific events during/leading up to WW	EX: Kokanee Salmon fest in LT. Focused with lots of activities, 1000s of attendees, bring in people from outside of the county too, month long, big weekend events, to run in conjunction with salmon run, more events like the tribal hatchery tour and salmon dinner. Big events and concerts, tie into multiple resources like food, environment, etc. w/these agencies	Water Weeks would be like Bumbershoot or Austin City Limits music festivals. Long, on going event, brings in big names/headliners, attracts lots of small and local folks as well, something people look forward too and travel for.	It would be like Ski to Sea, the way people think of that event, be that well known and recognizable, family friendly fun weekend, something that's on your calendar that you look forward to, "from the mountains to the sound", etc.

Host Questions
1. What do you enjoy most about working in _____ (insert the name of their organization).
a. if you had all the resources you needed, what would you keep the same and what would you change to make your programs meet your ideals?
2. What are your most positive partnerships?
a. Other organizations?
b. Surprising partnerships with organizations or individuals?
c. Do any of them also participate in Water Weeks?
3. What is the best thing about Water Weeks?
a. What do you value most about participating in Water Weeks?
b. How was it working with WWIN?
c. Were your needs met
4. How could the Water Weeks program work better? (Not affiliated & making any promises.)
a. For you?
b. For your organization's organizers?
c. For your organization's goals?
d. Were you satisfied with the number of attendees to your events?
e. If no, any ideas about how attendance could be increased?
5. Do you think that Water Weeks should be expanded in any way?
a. Number of participants
b. Types of participants
c. Additional venues or locations
6. The focus of this year's event is "Clean Water is Everyone's Business", do you feel it is inclusive of your organization?
a. If yes, would you make any changes to your event?
b. If No. Would you change the focus?
c. If No. Is there a focus that works better for your organization?
7. Is there anything else you would like us to know about your organization and its involvement with Water Weeks?

Host Interview Responses (raw data interviews 1-4)

Question Code	Emily Hegarty City of Bellingham	Jon Hutchings City of Bellingham	Jack Louws Whatcom County	Dorie Belisle Bellwood Acres
HI - Q1	Emily is the Environmental Education and Outreach coordinator for all of Public Works, so there is wide range of topics to cover but focuses most with Natural Resources (storm water, watershed management and habitat restoration). The variety of topics, tasks and audiences I get to work with is the most enjoyable part.	Advancing the community toward the Vision and Legacy Goals with programs for storm water management, watershed management, habitat restoration, and resource conservation.	I am project oriented and a project manager and I like being involved in creating and promoting many different projects for Whatcom county and then tracking those programs to see how they do in good time.	It is my farm and our home and I enjoy the ability to share what we grow with our community.
HI - Q1a	More people to increase research capacity, ideally the entire social based marketing strategy would be used to develop all educational and outreach programs.	Working on the next strategic planning cycle now, current program designs are well aligned with ideals. Having a few more people to do the work wouldn't hurt.	Not relevant because they have so many resources.	More with advertising and getting people here. The biggest expense is always advertising. She wanted to make sure that the shellfish farmers got paid so they needed a lot of people to attend.
HI - Q2	When organizational goals align, but each partner brings different strengths to the table. For example CoB can't draw people to events the same way Sustainable Connections can, since SC can host events at Aslan Brewery and the city isn't allowed to. NSEA is great for volunteer recruitment and to bring enough people power to restoration projects.	Most refreshing partnerships are with the County, particularly around Lake Whatcom watershed issues, and with local non-profits like WWU, WSU extension, and Sustainable Connections among many others. These local non-profits help with work that the city can't always do "in-house". There is often funding for projects, but a lack of people to complete them because the work is too short term to hire someone. Many projects don't lend well to contracting out because local knowledge is needed. These partnerships keep CoB grounded.	As a government organization collaborating with other cities and governmental organizations throughout Whatcom county is gratifying and needed to provide effective government for the people.	Had wonderful partnerships with Sue Blake, Drayton harbor shell fish, Taylor shellfish farms and hoping for Lummi Nation this year
HI - Q2a	The ones you would expect, Sustainable Connections, NSEA, WSU Extension, individual professors/classes at WWU, etc.	Whatcom County, WWU, WSU Extension, Sustainable Connections, WWIN and others	WSU Extension, Farm Friends, Cattleman's Association, NSEA	Public Works, WMR, WCWP, Shell fish protection - they all came together to do a great job of trying to educate people about clean water
HI - Q2b	All the other jurisdictions doing the same work in other places. S.T.O.R.M. outreach group is a wide network that allows organizations working on storm water treatment and other watershed			

	protection projects to share information and resources to improve programs.			
HI - Q2c	Yes, most.	Yes, most of them do.	Yes, so many of them do: Farm Friends, NSEA, WSU Ext, Friends of Lake Whatcom	I think all of them do
HI - Q3	The publicity pool, it makes it feel like there is a lot going on in the community.	Focusing community attention to the breadth and depth of clean water issues.	Having so many different events gives the community an opportunity to learn more. The broader community events are the most successful. When the topics become too narrow they become too specialized and those topics are less well attended and not as good at getting the word out to the broader community.	Getting more people to understand that our upper watershed rivers and creeks run into the bay and effect shellfish and other natural resources. People in the county don't realize that the creeks that they drive over and may dump things into impact portage bay. My passion is to help them make that connection once a year in a fun way. So that once a year they can concentrate and see that if we are not careful with what we do upstream we could lose our natural resource like shellfish.
HI - Q3a	Outreach and getting the word out, help with publicizing events.	Showcasing how much energy is being put in to addressing these many issues. CoB has many programs in place that are doing a lot of work to improve water quality, and these efforts largely go unnoticed by the general public.	Last year's event at Bellwood acres was his favorite because he was able to personally meet many of his constituents at a fun, relaxed event while educating them about water needs. I would much rather to that than a formal speech. Also I enjoyed the part where local people and businesses were recognized for their contributions, it is always nice to hand out awards.	The excitement people see when they connect the oysters that they are eating to the need for clean water and to share the natural resources and the need to protect them. I think that natural resources sometimes disappear and people don't know why. That is why this education is important to me.
HI - Q3b	Emily is a WWIN steering committee member. The Water Weeks committee does a good job of getting the helpful packets put together and getting organizations to meet deadlines so they can be included in outreach materials.	Very good, they are a fabulous group of people with a high level of awareness for the political climate/geography of the community.	It was very well organized and well thought out. I had a folder that they gave me and I knew where to go so it went great.	It was perfect they answered our questions, Always when you do the first one it is details-details and they gave great input to help us get it right. It went very well last year but we know it will go even better this year.
HI - Q3c	Weren't expecting a lot of support, mainly help with publicity, which they got. With so many events included in Water Weeks it is difficult to get focused information out about an individual event.	Mostly, we could do a better job of corralling people and Water Weeks events in general could be more focused.	Yes	Yes
HI - Q4	Not sure how to address this, but it is	*Notes- Back to one week. Focus it more in	No comment, wishes to skip question	They offer many, many activities. I think

	tricky to add additional events just for Water Weeks and puts added pressure on participating organizations.	time. More continuity, more energy. More higher profile activities (kick off and end) to choose from. Better defined open and closing. Go where the people are. If we are preaching to the choir/ same people keep showing up, don't burn them out with the same activities, change up some events.		the weakest area is the overall event. They don't seem to connect the events together very well for telling the big umbrella story - we all need clean water. They need more of telling the big picture of needing clean water at the start and the link all of the events under that umbrella and that needs more advertising.
HI - Q4a	Events are not really our thing, and we end up kind of scrambling to make something up. Events are more for raising awareness and our programs are geared toward behavior change.	Main event tour back to one week/one main tour		
HI - Q4d	No. Held event during the art walk and didn't publicize event separately, were just looking for folks who were already out to stop by.	No! Attendance was pretty low last year		No, I thought for a first event it was great but we want more. We could have done a whole lot more we would like to double our size so more people understand the connection between clean water and natural resources like shellfish.
HI - Q4e	We were highlighting public works projects, and stationed by the projects rather than high traffic areas, so this year we may move to where the people are rather than the exact project location.	We are considering how much energy to put in this year, in terms of advertising/messaging. For example, is it doing much good to advertise countywide?		I think it all goes back to the advertising. Maybe all of the sponsors and guests need to use their own social media. Analyze how and where we used our money did we do personalities and use our social media.
HI - Q5	It seems like Water Weeks is WWIN's main purpose or focus right now, but it's not my main focus. I'd rather see more attention on the speaker series events or other networking activities that bring a wide range of organizations and interests together, and less focus on Water Weeks. I like that it's becoming an established and recognizable event, but my focus is less on raising awareness.	No. Fewer venues, fewer events, and do a better job of connecting to the message.	Should continue to mix it up and try different things and always be self reflective about what is working and what is not. I don't think it needs to be any longer because then you dilute the message. The most inclusive events are the most successful.	No - I think that dilutes the message I think we need stronger up front message and not dilute it any more.
HI - Q5b		Clarify audience, are we preaching to the choir? Are we trying to reach new people?		
HI - Q6	Glad the theme changed since it was the same two years in a row, but I'm not	Yes! (Even before the question was finished) Oh, absolutely.	Yes, Whatcom County has made a big effort this year's plan to focus on	Sure that is fine.

	sure a theme is needed or even helpful. It seems to be confusing the brand more than anything.		improving water quality county wide so the slogan is reflective of where we want to go and what we want to be.	
HI - Q6a	Maybe our event will reflect the theme. If others are creating new events every year for Water Weeks this could be helpful to guide them, but for those doing the same event every year a theme might not be helpful and might not fit the event.	Maybe, could influence the focus of the tour.	No	I think we would keep it the same I think we would need to look at it as a team. I feel like we had a good mix of fun and educational maybe try to get more people to the educational events
HI - Q7	Say Hi to Gene for me!	Yes! I am so glad you are taking this project on!	We are one of the prime sponsors and hosts for the event and we enjoy being a part of the event.	I think it is important that farms are connected, like the dairies, that is why I was proud to host it out in the county. For Bellwood Acres it fulfilled my personal goals of having a clean watershed for my grandchildren and of protecting natural resources for them. I wish we could get more farms involved.

Host Interview Responses (raw data interviews 5-7)

Question Code	Richard Sturgill Drayton Harbor	Chris Brewer Whatcom Museum	Annitra Peck NSEA
HI-Q1	Providing opportunities for town folk and tourists to experience Drayton harbor history, seeing kids play on the beach. Currently restoring a sailboat built in 1908 teach sailing and maritime heritage	The educational opportunities we offer.	Working with the community because that is the missing link in Environmental Education. We really need to get the message of environmental needs out into the community and we do that through work parties.
HI - Q1a	Expand the plover currently only 50 days - just insurance is 11,000	Update some educational displays & more educational opportunities that were fully funded	I would still keep it relatively grass roots and stay a non-regulatory non-profit. I would keep the image, size and structure. I would expand our Watershed education program to be a mandatory part of the curriculum for all 4th grade classrooms in Whatcom county.
HI - Q2	City of Blaine, Port of Bellingham, Semi ah moo resort, Whatcom County Parks and Rec	Since our mission is Arts science and history - collaborations with like orgs.	Other non-profits like Wild Whatcom, WLT, and the Conservation district. A lot of them have the same aspects and focus that we do. They have different strengths that we don't and they can bring them to the table to help all of us.
HI - Q2a		Whatcom County Historical Society, Audubon Society	
HI - Q2b	Julie Hurst	Sustainable connections, resource management and energy efficient organizations.	
HI - Q2c	Yes Julie Hurst	Don't know	I don't think so
HI - Q3	Taking young kids and their chap through a mid water trawl and sets up a microscope and helps bring an awareness that there are unseen species in the water	Like that there is a focus on our water resources - it is very critical at this point.	I am not heavily involved in water weeks and I don't sit on the board. I just have an ongoing program that happens to align with the Water Weeks time frame. I guess I like being more of a community member. It is great and really important to have yearly event surrounding water and its importance to everyone and everything. It is really at the core of so many things and has so many different parts. It really a great opportunity to bring our community together.
HI - Q3a	The opportunity to offer the community of participants to learn more about what lives in our water and why clean water is so important. They also run PH tests as well as looking at organisms under the microscope	We like to contribute -not sure how productive that is but we like to be a part of it.	
HI - Q3b	Pretty easy - needs more advertising it seems like a coalition that is just a coordinating body it is up to the individual orgs to make it work	It is a very low time for people to come into the museum and hard to get many people to participate at that time. Back to school time they are too busy with that. Puts time and resources but not good turn out.	Our event happens regardless of water weeks. They send out an email asking us about our event time, date and directions so it is really, really easy to sign up and participate.

HI - Q3c	We set our own goals - the survey and how to get set up on the website was cumbersome and annoying how you comment on it.	They do a good job with advertising and communication and showed up with water drop, which was great.	I guess so even though in the last 3 years we have not seen any increase in participation from being advertised as part of Water Weeks. We are always looking for more people and we don't get them as part of WW.
HI - Q4	Making it easier to sign up and then the after action survey or questionnaire that was cumbersome it was too hard to do. We are already volunteering and you make things too hard to do (referring to the follow up questionnaire).	It is the timeframe and I don't think that will change. Not sure what we can afford to offer with our time and resources for the small turn out.	I think it is too long. What is it 3 weekends now? I think it started out as one week. I think 2 weeks is too long. I feel that you could create more excitement around a 1 week event. Right now it is drawn out and people lose excitement. Plus I have not seen any increased advertising for water weeks. I know that they must advertise, I just have not seen any of it.
HI - Q4d	Not last year	No I was not - we don't know if we can continue to afford the time and resources for the small turn out.	No but that would be regardless of WW since we have the event anyway.
HI - Q4e	We don't have enough advertising, better photos on the website. Target home school kids since it is during the week.	No, not happening in that time frame with back to school	No because I do not sit on that committee and I don't know what they are already doing.
HI - Q5	I don't know how it could be. Just do a better job of what they are doing - advertising and getting to the home school crowd. Newspaper article.	I don't know, I don't know what other events there are so it is hard for me to judge that.	No! I think they tried to expand it and it is a little much. We have a short summer in the NW and water weeks takes way too long.
HI - Q6	Yes	Maybe only from the standpoint that they have a roof top garden, which is a contribution to cleaner water.	Yes, much better fit than the last 2 years that had something to do with food. We could stretch it and say that people eat salmon but I think the past focus was way more agricultural and this works better for more people.
HI - Q6a	No, we are volunteers and work hard and probably would not make a change.	Yea we change it every year, last year or the year before we had a family event and it was not well attended enough to do that again. Not sure what we could do this year to draw more people.	No, our event is like salmon viewing and nature walks and tours. I guess I could focus more on business but I would have to think about it so at this point no I would not change it.
HI - Q7	Not sure if they are going to do it again this year. Not enough attendees and wondering if it is worth their effort.	No, can't think of anything	We support it and participate every year. It is a great event but just too long. Since they have made it 2 weeks, when they ask for volunteers they say how much work it is and you almost don't want to get involved because it is too much work. Right now there are multiple events each day and they are all over the county. It might be better to focus on a different area of the county each day rather than sending people all over the place because it gets overwhelming. It seems to be a lot all over the place for a long time so more focus. Also they might do better if they focus their events during the week on schools. Parents can't come because they have to work but maybe they could get the schools to come out to some events.





























Host Interview Responses (raw data interviews 8-10)

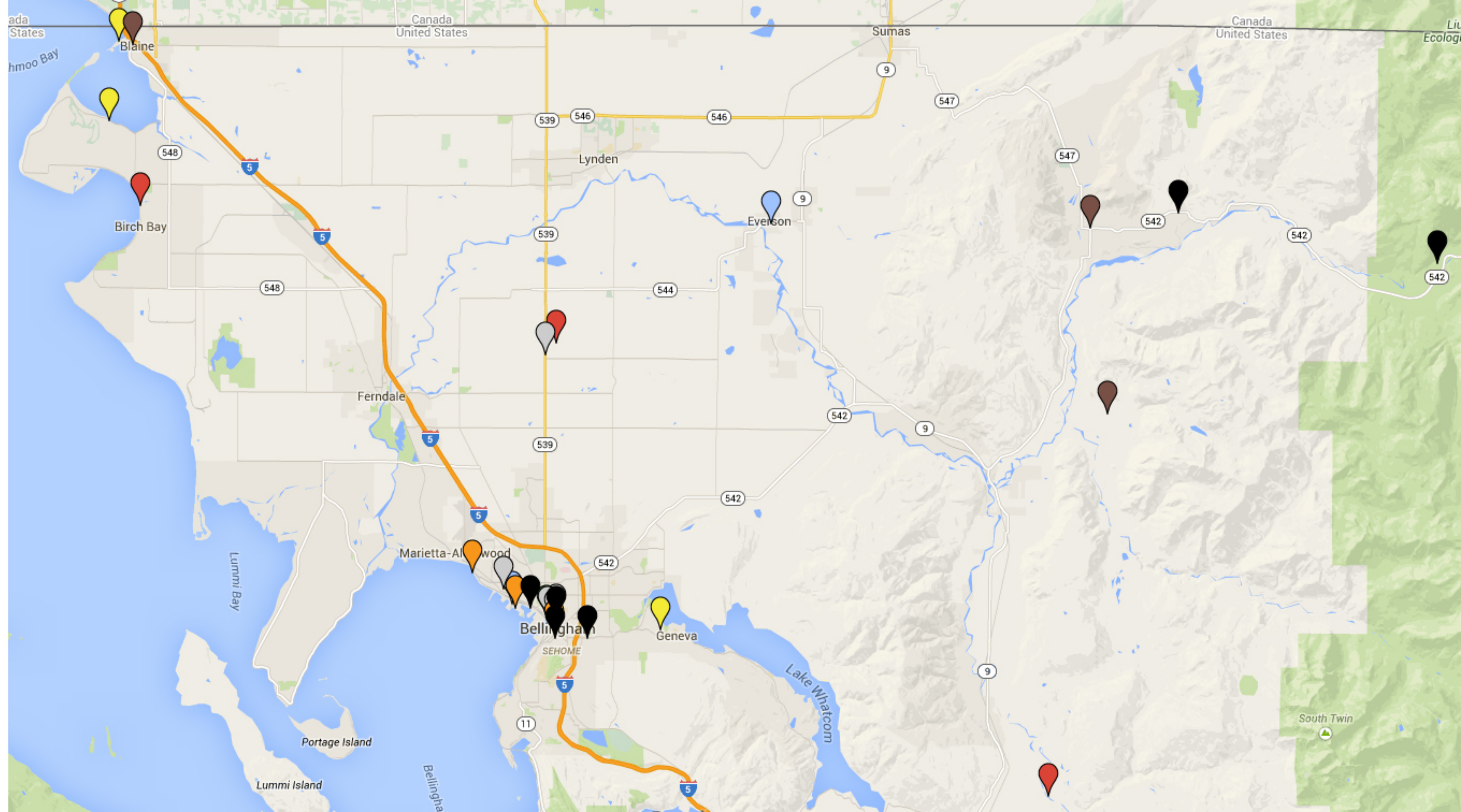
Question Code	Alan Chapman Lummi Nation	Erin Suda Whatcom County Library – Deming	Advisor David Ostlund Nooksack H.S. Environmentally Friendly Club
HI-Q1	I am not sure that this is relevant, but it is the challenge to stop the loss of the ecosystem required to support healthy harvestable salmon populations.	Being involved in the community and being a gathering place for the community and the books - I love all of the books	It is a nice way to interact with students out of the classroom. They are self selecting and tend to be interested in the environment
HI - Q1a		Surveying our patronage to see what they really want so we can have higher turnout at all of our programs.	I would try to do more field trips. It is really expensive for transportation and a substitute teacher for me for the day. I try to do a conference and field trip each year but it is very expensive. I would really like to do more.
HI - Q2	Our primary partners are the WDFW and the Nooksack Tribe to which might be added all other tribes, the NWIFC, NOAA and the partnership. I would not characterize these partnerships all as being positive. Most have to be brought along kicking and screaming.	Mt Baker HS and Junior HS; Partnerships with the friends of the Deming library group makes it possible to d great things. Whatcom libraries in general.	Partnerships with the custodians and cafeteria, which have been very, slow going to form. Padilla Bay and Resources have been great partnerships because they come out to the school and do things like waste audits.
HI - Q2b		Food works - it was food month, South Forks Valley Community association. East Whatcom regional resource center.	
HI - Q2c	I do not think that any of them participate in Water Weeks	I don't think so	I don't know
HI - Q3		It seems like the larger group's focus on water issues. I don't know if t is county wide. Having that larger unified effort to focus on water in our community.	My experience is very limited since it was 5 years ago and Jenessa did most of the work. She was a very special student in a group of special students who really used their connections to reach out. They included the community and other schools with a talent show to make it a broader event. It was more than just to celebrate water.
HI - Q3a	We had thought that participation would increase the understanding of the problems associated with salmon recovery, the impacts of development on the loss of ecosystem functions and the importance of hatcheries to provide fish to harvest. We are not sure that we have been successful in this effort.	Just the personal we are very closely connected to our patrons so just being able to connect on a personal level with people on how these water issues effect them at home and their land.	I liked students taking the reigns and reaching out to other schools and the community.
HI - Q3b	I am not sure WINN was able to increase attendance at the Hatchery open house, because	Great - very enthusiastic.	I don't know since I did not work with them.

	of the big push for the opening at the Bellwood Acres. It appears that in past years the attraction to the Hatchery was the salmon barbeque and the publicity that we conducted.		
HI - Q3c		Yes, I don't feel that we had many needs but when we asked for posters they were very responsive.	
HI - Q4	There should be an overall objective that can be objectively measured in terms of changed behavior	I guess what we did was a more artistic approach to WW and it worked better with our programming because people showed up. I think we could try to do more scientific or practical programs in the future. We were not sure whether we would get the turn out for the more practical programs. Would like to do something more practical but want to make sure that patrons will come to the program.	Outreach and help. I don't have the time and resources to do anything with my club myself. I need outreach from the students and community.
HI - Q4c	Behavior change that will provide the political will to ensure the water quality and quantity required to sustain the ecosystem in a manner that economically benefits from the sustainable goods and services that are provided by a healthy ecosystem.	I don't know if speakers are provided. If they could have a menu or list of speakers or programs that were already happening and proven to be interesting and attract audience we could try it out here. It would be easy for us.	
HI - Q4d		I was okay with it - I was not super satisfied, I would have liked more people.	
HI - Q4e		We are constantly working on that for all of our programs. We don't have any social networking presence so not sure if that would help.	
HI - Q5	It should have an objective and a means of measuring it other than people attending.	I don't know I don't feel strongly about it.	I don't know since I am not in the loop.
HI - Q6	It depends on the execution	Definitely! It sounds like a great theme.	I don't know since we don't have anything planned.
HI - Q6a		That theme especially lends itself to doing a more practical program	
HI - Q7	The case for participation in the Water Week as an effective way to inform the public about ecosystem degradation and the impact it has on all residents will have to be made.	We are happy to be involved and we want to continue to explore ways to get the message out to our community	Know that we would be willing to be a part of it with more outreach and help

Prepared Sponsor Questions
1. What do you do to generate good will in the community?
2. What is your business?
3. How do you want to be seen in the community?
4. What is your perception of WW?
5. Why do you support WW?
6. What do you hope to gain from your support of WW?
7. Would you like any sort of follow up?
8. How would you like your donation to be recognized?

Water Weeks Event Map 2014

-  CITY OF BELLINGHAM WAT...
-  WHATCOM LAND TRUST BI...
-  BELLEWOOD ACRES OYSTE...
-  BOUNTY ON THE BEACH! G...
-  CISTERN/RAIN BARREL TO...
-  DRAYTON HARBOR EDUCA...
-  TAKE THE SALISH SEA CHA...
-  CHUCKANUT BREWERY TOUR
-  CLOUD FORMATION EXPERI...
-  TOUR BELLINGHAM COLD S...
-  FAMILY STORYTIME AT EVE...
-  TOUR OF CANYON HYDRO P...
-  FAMILY STORYTIME AT NO...
-  FAMILY STORYTIME AT NO...
-  TIME FOR TALES AT BELLIN...
-  WHATCOM WATERFRONTS ...
-  TOUR THE PERRY CENTER ...
-  AGRICULTURAL BUFFER W...
-  THE UNKNOWN SEA: A VOY...
-  THE UNKNOWN SEA: A VOY...
-  BELLINGHAM TRAVERSE
-  WHIRLWIND BEACH CLEAN...
-  READER BOARD TIPS & TRI...
-  NSEA NOOKSACK RIVER CA...
-  ANIMAL FEEDING AT MARI...
-  BIRDS OF WHATCOM WATE...
-  NSEA NOISY WATERS: A NO...
-  GARDENING GREEN: SUSTA...



JULY 2015

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AUGUST 2015

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SEPTEMBER 2015

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OCTOBER 2015

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NOVEMBER 2015

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DECEMBER 2015

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Bellingham Public Schools

a collective commitment

2015-16

School Start and End Times

Elementary K-5: 8:30 a.m. to 3 p.m.

Middle School: 9:15 a.m. to 3:45 p.m.

High School: 7:45 a.m. to 2:15 p.m.

First/Last Day for Students
Emergency closure or other circumstances could cause calendar changes, including extending the school year.
Early dismissal on last day.

No School/Holiday

No School for Students (teacher workdays)

Elementary Schools
Thursday early dismissal for staff learning time or family engagement

Elementary and Middle Schools
Thursday early dismissal for staff learning time or family engagement

All Schools Early Dismissal

Early Dismissal Times
Elementary K-5: 1:15 p.m.
Middle School: 12:15 p.m.
High School: 11:15 a.m.

Elementary and middle school conferences will be held in October and November.

JANUARY 2016

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FEBRUARY 2016

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MARCH 2016

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APRIL 2016

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MAY 2016

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JUNE 2016

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26	27	28	29	30		

ABOUT

ACADEMICS

STUDENT SERVICES

STUDENT LIFE

COMMUNITY

[Families](#) · [Alumni](#) · [Donors](#)

Academic Calendar

Today

September 2015



Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
Summer Vacation						
6	7	8	9	10	11	12
Summer Vacation						
	Labor Day					
13	14	15	16	17	18	19
Summer Vacation						
20	21	22	23	24	25	26
Summer Vacation				Fall Term		
Move-in						
27	28	29	30	1	2	3



Move-In



Term start



Exam Week



Term Break



Holiday



Commencement

Other Western Calendars

- [Western Events Calendar](#)
- [Registrar's Important Dates](#)
- [Registration Schedule](#)
- [Athletic Calendar](#)

Upcoming Days Off

Spring Break

Monday, March 23, 2015 to Monday, March 30, 2015

Memorial Day

Monday, May 25, 2015

Summer Break

Monday, June 15, 2015 to Monday, June 22, 2015

Next Term Begins...

Spring Term

Tuesday, March 31, 2015



Search

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Families · Alumni · Donors

Academic Calendar

Today

October 2015



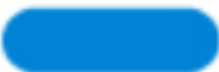
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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Next Term Begins...

Spring Term

Tuesday, March 31, 2015

Attachment B: List of Water Weeks Hosts

Whatcom Water Weeks Summary Report

2015 Water Week Event Hosts

HOST	EVENT(S)	Contact	Assigned WWIN Contact
Nooksack Salmon Enhancement Assoc.	<ul style="list-style-type: none"> Nooksack River Campfire Talks Guided River Walks 	Annitra Peck 360-715-0283 x105 apeck@n-sea.org	Becky
Marine Life Center	<ul style="list-style-type: none"> Animal feeding and adaptations 	Casey Cook 360-671-2431 marinelifecenter@yahoo.com	Austin
Whatcom Museum	<ul style="list-style-type: none"> Water Wanders Tour Full STEAM Ahead: Cloud Formation Experiment 	Chris Brewer 360-778-7800	Sue
Whatcom Land Trust	<ul style="list-style-type: none"> Salmon Habitat Bike Tour 	Greg Zimmerman 360-650-9470 greg@whatcomlandtrust.org	Emily
Bellewood Acres	<ul style="list-style-type: none"> Oysterfest 	Dorie Belisle 360-318-7720	Emily
Lummi Nation	<ul style="list-style-type: none"> Skookum Hatchery Open House 	Alan Chapman 360-312-2298 alanc@lummi-nsn.gov	Becky
Marine Resources Committee	<ul style="list-style-type: none"> Bounty on the Beach! Guided Exploration for Tideland Treasures in Birch Bay Whirlwind Beach Clean-up 	Austin	Austin
Drayton Harbor Maritime	<ul style="list-style-type: none"> Stewards of Drayton Harbor Educational Cruise 	Richard Sturgill 360-332-5742 Rcs3-dhm@comcast.net	Austin
Garden of Salish Sea Curriculum	<ul style="list-style-type: none"> Salish Sea Challenge 	Julie Hirsch	Austin
Sustainable Connections	<ul style="list-style-type: none"> Whatcom County Farm Tour 	Rose Lathrop or Sara Southerland 360-647-7093	Becky
Chuckanut Brewery	<ul style="list-style-type: none"> Brewery Tour 		Rebecca
WSU Master Gardeners	<ul style="list-style-type: none"> Cistern/Rain Barrel Tour & Poster Session 		Sue
Bellingham Cold Storage	<ul style="list-style-type: none"> Tour of the BCS Facility 		Nicole/Sue/Pete?

WSU Extension	<ul style="list-style-type: none"> Gardening Green: Sustainable Landscaping Class 		Sue
Canyon Hydro Plant	<ul style="list-style-type: none"> Tour of Canyon Hydro Plant 		Sue
BTC Fisheries & Aquaculture Sciences	<ul style="list-style-type: none"> Tour of the Perry Center 	Earl Steele esteele@btc.ctc.edu	Nicole
Recreation Northwest	<ul style="list-style-type: none"> Bellingham Traverse 		n/a
Village Books	<ul style="list-style-type: none"> Display 		Rebecca
Deep Green Wilderness	<ul style="list-style-type: none"> The Unknown Sea Move Viewing 		Becky
Whatcom County Libraries (Blaine, North Fork, Everson)	<ul style="list-style-type: none"> Family Story Time 		Blaine – Emily North Fork – Nicole Everson - Nicole
Bellingham Public Library	<ul style="list-style-type: none"> Family Story Time 		Sue
WWIN	<ul style="list-style-type: none"> Whatcom Waterfronts Work! 	Pete and Deb Granger	Pete and Deb Granger
PAST EVENTS		Contact	Assigned WWIN Contact
Deming Library	<ul style="list-style-type: none"> Poetry of Water 	Katrina Carabba 360-592-2422 Phyllis Boernke 360-393-0872	Nicole
Taylor Shellfish	<ul style="list-style-type: none"> Farm and Tasting Tour 	Nicole	Nicole
Whatcom Conservation District	<ul style="list-style-type: none"> Run with the Chums at Terrell Creek 	Aneka Sweeney 360-354-2035 asweeney@whatcomcd.org	Emily
ReSources	<ul style="list-style-type: none"> Little Squalicum Creek Restoration Party South Fork River Clean-up 		
Haggen @ Barkley	<ul style="list-style-type: none"> Cooking Demo with local food 	Judy Davis 360-676-5300 judavis@haggen.com	Nicole/Becky

City of Bellingham	<ul style="list-style-type: none"> • Rainwater Harvesting & Irrigation Workshop • Water & Wastewater Treatment Plant Tour • Rain Barrel Construction & Installation Workshop 	Emily Hegarty 360-778-7974 Anitra Accetturro 360-778-7732	Emily
	New Events	Contact	Assigned WWIN Contact
<i>Brewery Week</i>			
<i>Edaleen Dairy</i>			
<i>REI</i>			
<i>Community Boating Center</i>			
<i>McNett Corporation</i>			
<i>Bellingham Bike Shops</i>			
<i>Chocolate Necessities</i>			
<i>Nature's Path</i>			
<i>Conterra</i>			
<i>Texture Clothing</i>			
<i>Engineering Firms</i>			

Attachment C: Water Weeks Brochure

Whatcom Water Weeks Summary Report

Whatcom Water Weeks 2015

Event details at: WhatcomWaterWeeks.org

Sat. - Sept 12

Sustainable Connections Farm Tour

10am-5pm, Whatcom County
Self-guided Tour - 9 farms, 2 wineries & a farmers' market

Mon. - Sept 14

Bellingham Cold Storage Evening Tour

10pm, Bellingham Cold Storage Facility
Catch the action as fisherman unload their daily catch on the docks tour the inside of BCS as the fish are processed and prepared for delivery to next morning's markets. Limited to 15 people.
Register with Pete Granger: pgranger@uw.edu

Wed. - Sept 16

Bellingham Water Treatment Plant Tour

Noon-1pm, Whatcom Falls Parking Lot by the Fish Hatchery at the end of Silver Beach Road
See the inner workings of the Bellingham Water Treatment Plant, learn about our water source, how we clean and distribute water to our community. Open to all ages (*children must be accompanied by an adult*). Disability accommodations, pre-call: (360) 778-7970

Taylor Shellfish Farms Tour & Cooking Demo

5:30-7pm, 2182 Chuckanut Drive, Bow 98232
Tour Taylor Shellfish Samish Facility and learn about the shellfish business and current challenges. Tour is followed by cooking demos with clams and mussels. RSVP to Nicole Gilmore: nicoleg@taylorshellfish.com

Sat. - Sept 19

Locust Beach Cleanup

10am-Noon, Meet at Bellingham Kiteboarding Community Center Parking Lot
Join the Surfrider Foundation and Whatcom MRC to clean up Locust Beach for this free event. There is a steep trail with stairs, so wear appropriate attire. Snacks provided along with trash bags, buckets and gloves.

Rainwater-Irrigated Garden Tour

10am-Noon, 107 Chuckanut Drive N. (by Fairhaven Park)
1-3pm, York Farm, 1400 Block of James Street
Tour the gardens of York Farm and the Center for Local Self-Reliance, learn from the staff about rainwater harvesting systems (design, installation, and cost), and how to design and construct your own system.

Mon. - Sept 21

Family Story Time at Everson Library

10:30-11am, 104 Kirsch Drive, Everson
Fun-filled, water-themed story and activity time for children 2-7 and their parents.

Tue. - Sept 22

Aslan Brewery Tour

2pm, 1330 N. Forest Street, Bellingham
Tour Aslan Brewery, learn their waste water management system, and then sample their beer. Limited to 20 people. Please register at: <https://www.2015.wufoo.com/forms/aslan-brewery-tour>

Wed. - Sept 23

Bellingham Post Point Tour

6pm, 200 McKenzie Avenue Bellingham
Tour Bellingham's Wastewater Treatment Plant and surrounding habitat features and learn about their restoration actions. Speakers & Tour Guides: Larry Bateman and Renee LaCroix. Open to public.

Thu. - Sept 24

Preschool Story Time at Bellingham Library

10:15-11:15am, 210 Central Ave
Fun-filled, water-themed story and craft time for children 3-5 and their parents.

Time for Tales at Bellingham Library

2-2:45pm, 210 Central Ave
Fun-filled, water-themed story and craft time for children 4-8 - younger siblings are welcome.

Tour of Canyon Hydro Plant

3-5pm, 5500 Blue Heron Lane, Deming
Explore a natural forest and hike up to a working stream sourced hydro plant. Limited to 20 people. Register: <https://whatcomnr.wufoo.com/forms/rsvp-canyon-hydro-plant-tour>

Sat. - Sept 26

Meet Your Underwater Neighbors!

9-11:30am, Fairhaven Marine Park
Meet the shore stars and denizens of the deep! Bring everyone down to the water's edge for this gathering hosted by Whatcom Marine Resources Committee, touch-tank teachers from Marine Life Center, and SCUBA enthusiasts for this finale celebration as we say "Sea-Ya" to our local underwater wonders.

Garden of the Salish Sea

Noon-3pm, Whatcom Museum Syre Education Center
Hands-on games and activities (shell-painting and science experiments) help you learn about our important shellfish. Become a "Salish Sea Steward" and take the "Salish Sea Challenge"! Event is in conjunction with the opening days of Syre Education Center and the Northwest Coast First Nations Exhibit.

Multi-Day Events

Gardening Green: Sustainable Landscaping Class

(8 sessions)
Begins Sept. 22 at 9am, Registration required
Learn how to garden sustainably to protect water quality. Register with Sue Taylor: sl-taylor@comcast.net

NSEA Noisy Waters: A Nooksack River Walk

Sept 12 & 19 at 1pm; Meet at Horseshoe Bend Trailhead
Discover aquatic mysteries of rivers and riparian zones.

Animal Showcase at Marine Life Center

Sept 16, 18, 23, 25 at 1-3pm; 1801 Roeder Avenue
View our underwater animal friends at the Marine Life Center and enjoy games, crafts and face painting!

Whatcom Water Weeks Event Display

All September, Village Books & Bellingham Public Library
Check out the month-long Water Weeks Display at Village Books complete with website information and brochures about the Water Weeks events.

**Whatcom
Water
Weeks** **2015**
September 12-26
Water - It's Everyone's Business

**HIGHLIGHTED
EVENTS!**



Shuckin' on the Farm

An Oyster Feast Celebrating Clean Water

Saturday, September 12, 2015 • 10am to 5pm
Bellewood Acres

Come join the fun at Whatcom Water Week's kick-off event "Shuckin' on the Farm". Set against the beautiful backdrop of Mt. Baker, participants can enjoy fresh oysters and clams, beer and sassy spirits while learning about the connection between a healthy watershed and healthy shellfish harvests. Watch local personalities compete in the first "Shuck and Slurp" contest. FREE live music, train rides and other activities will be available throughout the day. For food and spirits tasting tickets are \$22 in advance and \$28 at the door. Purchase tickets online at: www.bellewoodfarms.com

Run with the Chums

5k Fun Run/Walk

Saturday, September 19, 2015 • 10am to Noon
BP Highlands – Jackson Road South of Grandview Road



Join the Chums of Terrell Creek for this FREE fun event and learn how your watershed works. Run or walk through this scenic part of the Terrell Creek watershed and learn how healthy water is connected to healthy people. Stay after the race for some fun activities, prizes and learn about where the water in your neighborhood goes. For more information and event registration visit: www.chumsofterrellcreek.org

Salmon-by-the-Bay

Saturday, September 26, 2015 • 11am to 3pm
Perry Center for Fisheries & Aquaculture Sciences - 1600 C Street, Bellingham

Come learn about the critical connection between a healthy watershed, healthy seafood and a thriving working waterfront at the culminating Water Weeks' event "Salmon by the Bay." Enjoy FREE grilled salmon, take a tour through the Bellingham Technical College salmon hatchery and learn what waterfront businesses and other organizations are doing to protect the health of the bay. Event is open to general public.



Event Details:

WhatcomWaterWeeks.org

Sept. 12-26, 2015

Celebrate. Learn. Restore.

- **Celebrate the importance of our water resources.**
- **Share what we know and are learning about the state of the resource.**
- **Inspire and help others learn about stewardship efforts.**
- **Meet new people and find new partners.**
- **Expand awareness and appreciation of our water resources and the role water plays in our lives.**
- **Events throughout the week and all around the County!**

**CHECK OUT THE EVENTS
ALL AROUND THE COUNTY!**

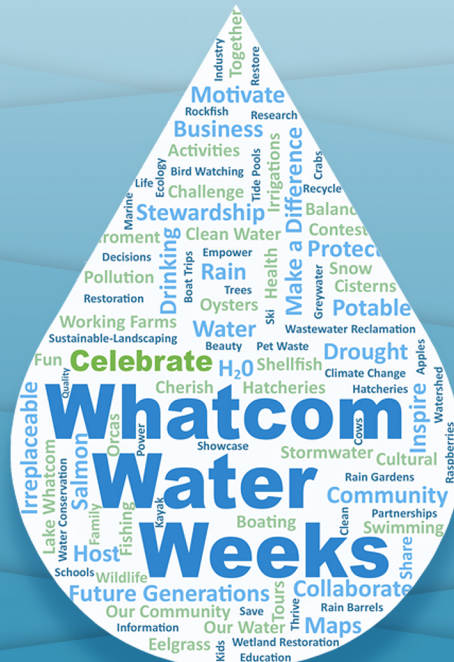


***Thank you
to our
Sponsors!***



Water - *It's Everybody's Business*

2015
September 12-26



WWIN's mission is to support and improve watershed education, stewardship, information exchange and public involvement efforts in Whatcom County.

...Industry

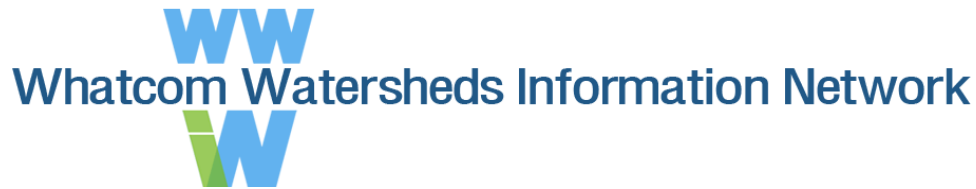


For more information:
www.WhatcomWIN.org
(360) 778-5812
WhatcomWIN@gmail.com

WhatcomWaterWeeks.org

Attachment D: Water Weeks Press Release

Whatcom Water Weeks Summary Report



FOR IMMEDIATE RELEASE: August 29, 2015

CONTACT: BelleWood Acres, 360-318-7720, dorie@bellewoodfarms.com

SHUCKIN' ON THE FARM: AN OYSTER FEAST CELEBRATING CLEAN WATER

WHATCOM COUNTY — Enjoy local food, music, rides, displays, activities and more at “Shuckin’ on the Farm” – the kickoff event for this year’s [Whatcom Water Weeks](#). On Saturday, September 12, head out to [BelleWood Acres](#) in Lynden between 10am and 5pm to sample local shellfish and participate in a variety of family-friendly activities at the beautiful BelleWood apple orchard and distillery.

[Shuckin’ on the Farm](#) is a community celebration aimed at connecting people to their water resources in order to protect and restore this valuable local asset. Whatcom County’s food web – from mountains to sea – relies on clean, fresh water for productive farmland, healthy fisheries and safe shellfish harvesting. With this in mind, the Shuckin’ on the Farm event is taking place in tandem with Sustainable Connections’ [Whatcom County Farm Tour](#), connecting our rich aquaculture heritage with our vibrant agricultural sector. Activities will include live music, Lummi Nation Swan Dancers, interactive displays, distillery tours, face painting, corn maze, Apple Bin Express train rides, raffle prizes and kid-friendly educational activities.

New to the program this year is the **Celebrity Shuck and Slurp Contest**, in which local personalities will compete head-to-head in a raw oyster slurping competition – don’t miss it! Tickets for scrumptious shellfish and sassy spirit tasting can be purchased online for \$22 at www.bellewoodfarms.com or \$28 at the door.

Whatcom Water Weeks is an annual two-week-long event that celebrates local water resources. Between September 12-26, businesses, non-profit organizations and community groups will share information about the state of the resource, offer stewardship opportunities, and expand awareness and appreciation of our marine and freshwater resources and the vital role water plays in our lives.

Water – it’s everybody’s business. Let’s celebrate it!

END

Attachment E: Cascadia Weekly Advertisement for Shuckin' on the Farm

Whatcom Water Weeks Summary Report

Shuckin' ^{on}_{the} Farm

AN OYSTER FEST CELEBRATING **CLEAN** WATER

Food Garden

SAVOR FRESH **OYSTERS, CLAMS & MORE**
COLD BEER & SASSY SPIRITS

ADVANCED TASTING TICKETS \$22 • AT THE DOOR \$28
BELLEWOODFARMS.COM

▼▼▼ *FREE & Ticketed Activities Include* ▼▼▼

**LUMMI NATION
SWAN DANCERS**

Gallowglass

**1:30-4:30pm
LIVE MUSIC**

TRIBAL ELDER JACK CAGEY

KID FRIENDLY

**corn maze, scavenger hunt,
games, face painting & more!**

interactive displays

**SAT SEPT 12
10-5PM**

Oyster Feast 12-4 PM

Bellewood Acres

6140 Guide Meridian Lynden WA

BelleWoodFarms.com

MEET THE FARMERS OF THE TIDE FLATS

Drayton Harbor Oyster Co.

Taylor Shellfish Co.

Lummi Nation

**U-pick apples, bin train rides, distillery tours,
BelleWood Bistro, cider station & donuts**

Special Welcome and Award Presentation

CELEBRITY SLURP CONTEST

www.WhatcomWIN.com