



**HIGHLY FOCUSED STEWARDSHIP ASSISTANCE IN THE SNOQUALMIE:
A MODEL FOR RURAL WATERSHEDS**

**Final Report
December 31, 2012**



King County

Water and Land Resources Division

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Executive Summary

According to the *Final WRIA 7 Snohomish River Basin Salmon Conservation Plan*, loss of forest cover is one of the most significant threats to habitat and water quality in a watershed. The plan calls for government agencies to provide technical assistance, education, and incentive programs to willing landowners in an effort to retain and increase healthy forest cover, both in watershed uplands and along riparian zones. Such assistance is a fundamental step in ensuring the health of the entire watershed. While King County has long offered these forms of assistance to rural landowners, it has primarily been up to the landowners to reach out and ask for help. This traditional model generally results in low enrollment in stewardship programs as many landowners are unwilling to seek out government assistance.

From 2009-2012, King County partnered with Partnership for Rural King County (PRKC), a regional nonprofit, to create and implement Stewardship in Action (SiA), a non-traditional stewardship program. Under SiA, rural residents (PRKC volunteers) reached out to fellow community members inviting them to take part in stewardship assistance opportunities made available by King County and strategic partners rather than waiting for landowners to take the first step. Funding for the program came from the EPA Region 10, King County and the Snoqualmie Forum. The goals of SiA were to:

- Assist landowners by providing customized education, technical assistance and incentives to engage in Best Management Practices that would restore or enhance portions of their properties.
- Create “critical mass” by providing assistance to a large number of connected properties.
- Create a sustainable model that would outlast the life of the project and that could be replicated within other watersheds and by other municipalities.
- Evaluate and document the effectiveness of this highly focused, non-traditional approach to landowner empowered stewardship.

The SiA effort focused on nearly 1,650 parcels in the Patterson Creek and Raging River sub-basins within the Snoqualmie Watershed in eastern rural King County. Both sub-basins are at risk from development-related impacts and are already showing signs of ecosystem degradation. Using a neighbor-to-neighbor approach, landowners in these sub-basins were invited to describe challenges they face and improvements they would like to see on their properties. If their property met criteria making it eligible for assistance (based on location and property characteristics), County staff visited the site to assess possible stewardship opportunities and the landowner was offered methods of assistance that best fit his or her stewardship goals.

A control sub-basin, Harris Creek, was chosen to provide post-project comparisons and an assessment of the benefits of highly focused, non-traditional outreach. In Harris Creek residents had the same access they had always had to county stewardship programs, but as traditionally happens, no outreach was put in place to engage landowners at a more personal level. It was up to residents in Harris Creek to seek out assistance if they desired it.

Results

In most cases, the results of SiA far exceeded the expectations described in the initial proposal:

Proposal Goal	Accomplishment
100% of mainstem landowners receive education materials.	All landowners within sub-basins were invited to various educational workshops and were exposed to SiA through social media, flyers, print media and word-of-mouth. Additionally, about 1,500 landowners with more than 1.5 acres were mailed postcards personalized and signed by people known in their community.
4 Outreach Meetings/Workshops and 6 Field Trips attended by 100 people.	40 classes and tours (general education about the program and related Best Management Practices) were attended by over 440 people. 12 presentations (specific program details; usually presented to stakeholders) were attended by approximately 165 people.
60 landowners with 750 acres participate in stewardship planning, incentive programs, and small site restoration	Direct one-on-one contact was made with landowners regarding 264 parcels. Of these, 128 parcels were visited and provided with stewardship action steps. This resulted in 79 parcels (62% of those visited) containing 683 acres completing known stewardship activities within the grant period. Within those 79 parcels, 48 different landowners used SiA provided cost share assistance to complete their projects (29 used PBRs or Timberland application fee assistance and 19 used cost share assistance for habitat enhancement, water quality or forest health projects).
640 hours of volunteer engagement.	21 volunteers donated over 1,400 hours.

Table 1: SiA Results

Other SiA results are equally important, but difficult to quantify:

- Landowners recommended SiA to their neighbors and referred them to county and other partners for technical and financial assistance.
- Initially skeptical landowners reluctantly agreed to work with the county and were satisfied with the experience.

- Rural landowners came to understand the connection between their properties and the broader ecology.
- County staff and twenty-one volunteers worked together to accomplish a mutual goal.
- People not previously engaged in stewardship activities on their land are now active promoters of stewardship practices.
- Neighbors have collaborated to improve not just their own parcels, but their neighborhoods.

Lessons Learned

Organizations wishing to try a non-traditional approach to landowner empowered stewardship are advised to:

- Select a non-profit partner already rooted in the community.
- Build a diverse team to better support a diverse audience.
- Coordinate online with a centralized cloud-based tracking application like SharePoint.
- Promote the program with interest specific workshops rather than hosting workshops solely focused on the project.
- Educate landowners about options to guide them toward environmentally appropriate solutions, but allow the final decision to be theirs.
- Open doors by informing landowners about current use taxation programs that will save them money.
- Push for dedicated paid staff both at the nonprofit partner and government agency levels.
- Prepare for labor to be the most requested form of assistance.
- Decide early on which data to track, limiting tracking to only the most critical data required for results analysis.

The Future of SiA

The SiA model is being used by Friends of the Cedar River Watershed in conjunction with Seattle Public Utilities and Forterra in a project to engage landowners in the eradication of invasive knotweed along the Cedar River. Kitsap County has also expressed interest in the SIA approach to landowner empowered stewardship. **SiA has proven to be a replicable model.** Still, while SiA can be replicated, it is unlikely that any SiA project could become completely self-sustaining without adequate funding on an ongoing basis to cover both paid community members to act as liaisons and staff to provide technical expertise.

Comparing results of the targeted basins with those of the control basin, it was abundantly clear that this non-traditional, highly focused approach to landowner empowered stewardship met with far more success than a traditional wait-and-see approach. Any region truly interested in creating a shift in the attitudes of landowners towards self-empowered stewardship would be well-served by putting into place an SiA program funded to last considerably longer than the four-year lifespan of this project. **Allowed to thrive, SiA could do a great deal toward restoring and ensuring the health of both a region's watersheds and the broader ecology.**

Introduction

Healthy, well-forested watersheds are vital to human, plant and animal populations, and to the broader ecology. Well-functioning watersheds provide a host of goods and services including drinking water, air filtration, flood protection, carbon sequestration, and habitat for native plants and animals to name a few. The *Final WRIA 7 Snohomish River Basin Salmon Conservation Plan* points out that loss of forest cover is one of the most significant threats to habitat and water quality in a watershed. Action taken to retain and increase healthy forest cover, both in watershed uplands and along riparian zones, is a fundamental step in ensuring the health of the entire watershed.

Scientific literature points to the importance of establishing highly functioning areas within a watershed that are well-connected, with sufficient size, complexity, and edge habitat to provide buffering from other land uses. These key areas include riparian buffers, wetland complexes, and stream headwaters. Some of these areas are publicly held and their maintenance is funded by government agencies. A significant portion of watershed land, however, is privately held and the onus is on individual landowners to provide a level of stewardship that will adequately maintain their ecologically significant property. Unfortunately, many landowners do not possess the motivation, the skills or the financial resources to maintain their piece of the watershed. They do not understand the link between healthy forests and healthy aquatic resources.

The WRIA 7 Conservation Plan calls for government agencies to work in rural residential areas throughout the watershed to protect and restore forest cover by providing technical assistance, education, and incentive programs to willing landowners. While this type of assistance would, on its face, appear to be an excellent solution to retaining or improving the health of privately held lands, there is a problem. Many rural landowners do not trust government agencies and will not work with them, even if it means that their land and thus the entire watershed suffer as a result. **To be successful in implementing the Conservation Plan mandate, King County recognized that rural residents might be more willing to take advantage of stewardship assistance if other rural residents invited them to participate.**

The Problem: How does King County improve watershed health by engaging landowners who do not wish to be engaged?

Project Background

Traditional Outreach Efforts

In one style of traditional outreach, a resource agency rolls out on a large scale a one size fits all program that isn't tailored to solving individual landowner's problems; for instance a program that encourages landowners to plant native plants. This program driven approach is simpler for agency staff to coordinate, but is unlikely to have a great deal of participation as landowners don't necessarily draw a connection between their stewardship issues and how this program could be part of a solution. Because landowners don't necessarily know what the solution is, they have trouble determining which programs they need.

Another traditional outreach approach operates reactively. A landowner has a concern, a problem or an interest in implementing stewardship practices on his property. He contacts the county searching for a solution and the county reacts by informing him about programs that could possibly benefit his property. He is on his own to determine the efficacy of these programs and make a choice about whether it is worth his time and potentially his money to proceed. Mired in unfamiliar territory, landowners are in a position to quit before they even get started. This traditional "wait and see" approach does not employ coordinated outreach among multiple programs, specific community communication networks or strong sponsorship by the local community. It does not connect with landowners who don't even realize that there are better ways to steward their land, or landowners who are skeptical about working with county staff. It passes by landowners who realize they have a problem but are too busy, or too confused by options, to initiate action.

These approaches are in place because they are simpler and less expensive to operate. In cases with resource agency staff already stretched beyond capacity, agencies may not be looking for additional stewardship participation but rather trying to take care of the clients they already have.

Non-Traditional Outreach

A non-traditional approach, by comparison, is highly proactive. Landowners are reached out to by members of their community and asked whether there are stewardship projects or problems they would like assistance with on their land. County staff takes them by the hand and guides them through a process that educates them about options and possibilities. They become part of a stewardship team instead of being left to figure things out on their own.

King County tried a new, non-traditional approach in 2006 when they partnered with a regional nonprofit, the Partnership for Rural King County (PRKC), to do targeted outreach to rural landowners in the Grand Ridge area (located within the Patterson Creek sub-basin) near a newly built 6,000 housing unit mega community called Issaquah Highlands. PRKC members, who were all community residents, reached out to landowners whose property surrounded the protected areas of the Highlands to invite them to an informational meeting. At the

meeting, experts from King County gave background on the newly created Grand Ridge Park and helped landowners understand how their land fit into the bigger ecological picture of the watershed, and provided information about stewardship resources. The project was a huge success – of the 100 landowners contacted over 35 participated in discussions and 26 of those took positive actions, seeking assistance to become better stewards of their property.

Project Proposal

King County wished to secure additional funding that would allow them to repeat the Grand Ridge experiment on a larger scale. The project's intent would be to create a "critical mass" of contiguous protected and/or restored private lands along ecologically important stream reaches and in adjacent forests. Equally important goals would be to nurture in landowners a commitment to tangible, long-term stewardship, and to foster community stewardship within the watershed so that the project's benefits and commitments would outlast the life of the project.

The ultimate goal--to produce a successful model for landowner engagement that could be replicated within other watersheds and by other municipalities.

Funding and Goals:

In early 2008, King County Water and Land Resource Division applied for funding from the Environmental Protection Agency Region 10. The proposal, titled "Highly Focused Stewardship in the Patterson Creek and Raging River Sub-Basins," was accepted and the project was awarded \$580,000 by the EPA with an additional \$222,000 coming from King County. The project leveraged an additional \$131,000 for habitat restoration work from the Snoqualmie Forum.

The grant outlined four significant goals:

1. Assist Landowners

Provide private landowners with customized education, technical assistance, and incentives to retain forest cover, minimize development footprints, implement Low Impact Development and other Best Management Practices (BMPs), and restore or enhance portions of their properties.

2. Create "Critical Mass"

Provide assistance to a large number of connected properties all protecting or improving the natural resources on their land.

3. Employ Community-Driven Approach to Create a Sustainable Model

Use a community-driven approach, developing a communication network that is personal, one-on-one, and highly responsive to individual landowner needs. The intent is to develop a locally grown, community driven network that will continue to provide technical assistance to a growing number of landowners after the lifecycle of the project.

4. Evaluate Effectiveness

Evaluate the effectiveness of this approach compared to traditional non-focused approaches to ascertain whether the SiA model could ultimately lead to development of an improved stewardship assistance model with tools that are readily adaptable to other watersheds.

Offerings:

The initial proposal stated that landowners would be presented with, “a suite of stewardship options to protect and enhance natural resources on their property.” This suite of offerings included:

- Public Benefit Rating System (PBRs). Landowners were offered reduced property taxes in exchange for protecting or restoring forest and aquatic resources beyond that required by regulations. As additional incentive, application fees were supplemented by the grant.
- Forest Stewardship and Farm Management Planning. County staff recommended farm and forest best management practices (BMPs) to protect and enhance resources.
- Stewardship Planning. Landowners were offered assistance with plans to protect water quality, forest cover and riparian zones through recommended BMPs.
- Dedicated Restoration and BMP Implementation Funding. Restoration crew days and a BMP cost-share fund were made available to eligible landowners. These services provided tangible resources to landowners willing to undertake stewardship activities. Federal funds were leveraged by other available restoration funds from the County and the Snoqualmie Forum.

Landowners could take advantage of one or multiple offerings, ultimately moving through a progression of increased stewardship commitments, from enrolling property in its current condition in a tax incentive program, to working in partnership with King County or King Conservation District (KCD) staff to develop a site plan, to implementing one or multiple restoration projects.

Location:

Two adjacent sub-basins within the Snoqualmie Watershed were selected for the project: **Patterson Creek** and **Raging River**. In the Harris Creek sub-basin, which was selected for results comparison, residents had access to traditional stewardship resources but would not receive the focused outreach that would be offered to residents of the Patterson and Raging River sub-basins. All three sub-basins are located within eastern rural King County

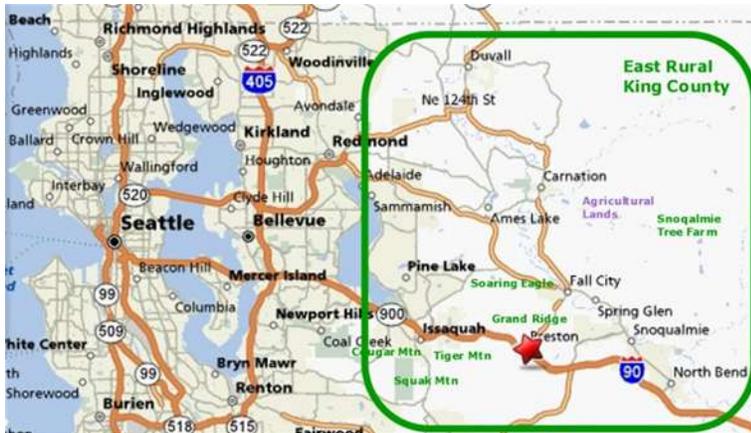


Figure 1: Map of Eastern Rural King County

The Patterson Creek and Raging River sub-basins were selected because:

- They support high populations of salmonid species and as such are a high priority within relevant watershed planning efforts.
- Due to proximity to both natural resources and urban growth centers they are under high pressure for residential development.
- They contain a landscape with low amounts of impervious surface and individual properties with characteristics well-suited to a stewardship program.
- Resident leaders and local nonprofit groups would be available to sponsor the effort and build a constituency and a communication network for stewardship.

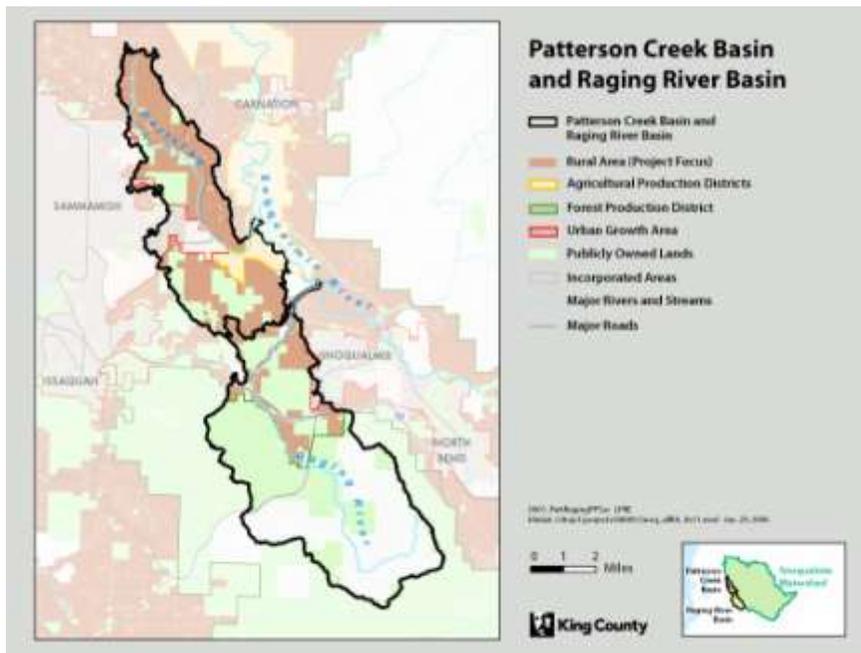


Figure 2: Sub-watershed Map Highlighting Target Areas

Not every parcel in the sub-basins was eligible for inclusion in the project. Outreach focused on 1,648 parcels (1,130 in Patterson Creek, 518 in Raging River) that met the following criteria:

- Privately owned
- Riparian or upland
- 1.5 acres or greater in size
- Located outside the Urban Growth Boundary

In total, target parcels amounted to 17,500 acres. Figure 3 shows land use in the target basins. Brown shading signifies rural areas focused on for this project.



Partners:

The initial proposal for the project provided that County staff would work in partnership with three other organizations:

- *Partnership for Rural King County (PRKC)*, a community group of rural residents within the target basins focused on promoting environmental protection in this part of the watershed and in adjacent stream basins also within rural King County.
- *King Conservation District (KCD)*, an independent agency that provides a variety of conservation-related programs in King County, including Farm Management Planning, which provides customized site planning on properties with agricultural uses.
- *Snoqualmie River Watershed Forum*, a consortium of local governments supporting habitat and other water resource protection activities in the watershed.

The Five Phases of Project Implementation

Although the project was initially scheduled to wrap up in 2011, remaining funding allowed the project to be extended for another year. This additional year allowed for the completion of additional habitat restoration projects through December, 2012. The project was divided into five phases.

Phase I: Baseline monitoring/Development of a Basin Specific Approach

Phase II: Laying Groundwork for Outreach and Education

Phase III: Outreach, Action and Tracking

Phase IV and V: Project Wrap-Up and Evaluation of Results

Phase I: Baseline monitoring/Development of a Basin Specific Approach

Phase I, which took place January through August, 2009, involved the coming together of County staff and PRKC volunteers to create a map that would guide the successful completion of the project. Many specific milestones were met in Phase I.

Evaluate focus areas: During Phase I, County staff evaluated the focus areas within Patterson Creek and Raging River sub-basins to seek out lands currently enrolled in conservation programs, current land uses, parcel sizes, etc. With Harris Creek selected as the sub-basin for comparison, corresponding baseline data was gathered there, too.

Prioritize Target Areas: A Core Team comprised of County staff and PRKC volunteers met to prioritize target areas of the sub-basins on which to focus. Factors considered included ecology, land uses, and demographics (i.e., specific landowners/neighborhoods that were suspected to be more open to assistance). Basin maps were used to plot these targeted areas and the same maps were amended throughout the life of the project as word spread and new areas for engagement were sought out or presented themselves.

Create Branding and Lay Groundwork for Outreach: In addition to considering where to focus its energies, the Core Team considered how to best facilitate outreach. It was decided that the original project name, **Highly Focused Stewardship in the Patterson Creek and Raging River Sub-Basins**, would not speak to the targeted audience. The brand name **Stewardship in Action (SiA)** was chosen instead. A logo was created (see title page), and initial marketing materials were developed.

Broaden the Portfolio of Partner Organizations: This was done in an effort to round out resource offerings and provide complimentary services that would meet both the goals of the project and those of our partners, without whom SiA would not have been possible. Our partners were involved in discussions early on and contributed enormously to the shape of the program and the success of its

outcome. King Conservation District completed 12 farm plans and 2 restoration projects in the targeted area. Stewardship Partners certified 2 Salmon-Safe farms. All our partners brought their unique experience and expertise to the project broadening the depth and intensity of the SiA experience for participating landowners, and we cannot thank them enough for all their help and support.

Project Partners	Role
EPA Region 10	Project sponsor, provided financial assistance for landowners.
King County Water and Land Resources Division	Project sponsor, project management, distribution/coordination of funding, onsite technical assistance for woodlands and habitat improvement, workshop event coordination.
Partnership for Rural King County	Community outreach coordination, social network development and metrics.
Stewardship Partners	Technical assistance for stewardship on agricultural lands, crew match for Patterson Creek agriculture properties. Salmon-Safe farm certification.
King Conservation District	Financial assistance for habitat restoration, technical assistance for farm planning, soil management.
Horses for Clean Water	Technical assistance for equestrian property management.
Mountains to Sound Greenway	Knotweed crew-match in target areas.
Nature Vision	Student crews and educational outreach.
Wild Fish Conservancy	Parcel prioritizing, water typing, fish expertise, outreach consultation.
Snoqualmie River Watershed Forum	Provided additional technical coordination and an additional financial assistance through grants.

Table 2: List of Project Partners

Website: A volunteer using the cloud-based collaboration software Microsoft SharePoint created a site accessible to all team members. Databases within the system allowed for the tracking of many proposal deliverables, like individual landowner projects and volunteer time. The SharePoint system also provided the ability to log tasks, document sharing (including maps and parcel details) and a wiki site for shared knowledge. The data tracked in SharePoint throughout the life of the project provided data central to accurate reporting.

Menu of Resources: A comprehensive list of available resources for landowners was refined to reflect the types of programs available not only through King County and KCD, but also through the newly expanded list of partners.

Timeline: A timeline was constructed to visually represent the project roadmap and allow for planning. The timeline was replicated and adjusted annually.

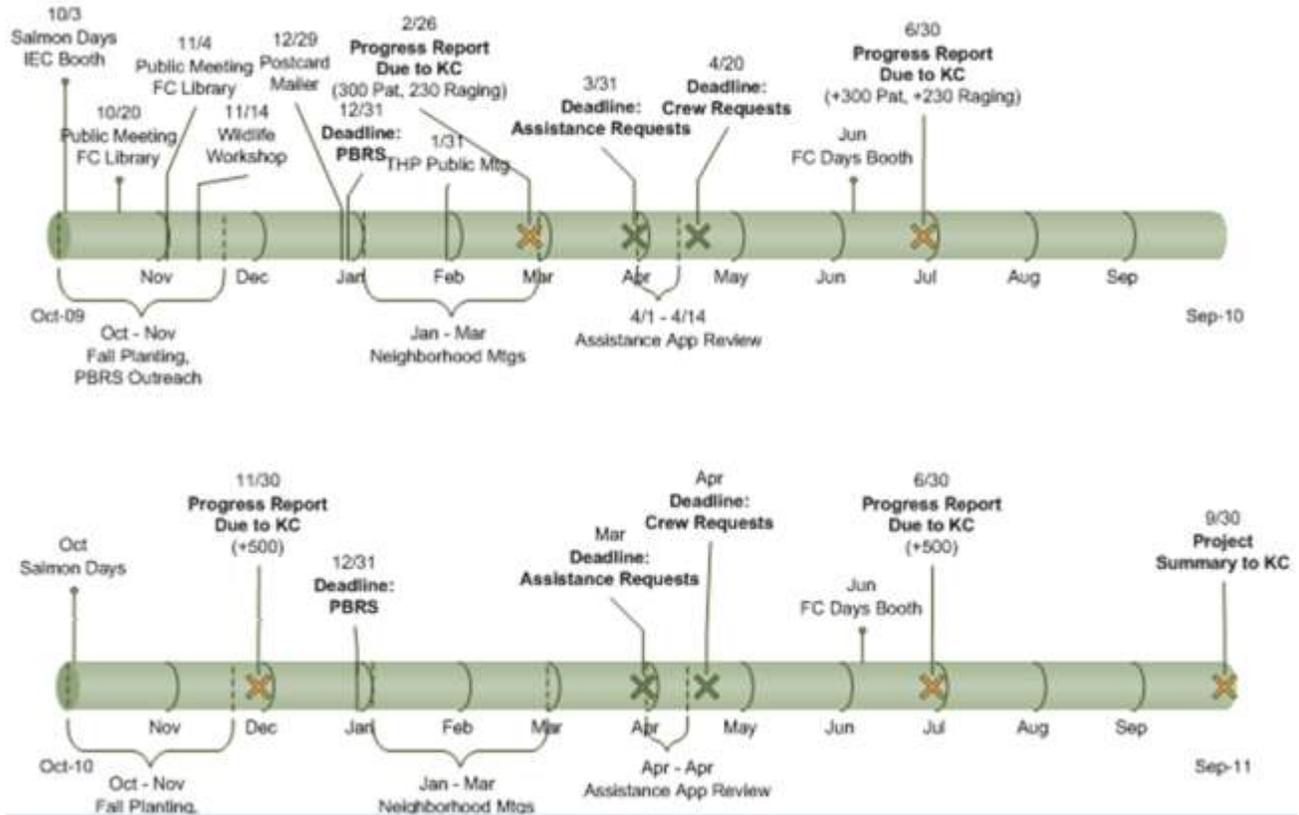


Figure 4: SiA Project Timeline

Phase II: Laying Groundwork for Outreach and Education

Much of the Phase II work, which took place August through October, 2009, focused on creating buzz about the project within the community and refining landowner outreach strategies. Articles introducing SiA were published in local newspapers and newsletters. In anticipation of the first public meeting, invitations were sent by email, posted on newsgroups and flyers were posted at central locations around the target areas. Additionally, Core Team members reached out to individuals they knew would likely be interested in attending.

In August 2009, an open community meeting was held locally at the Fall City Library, a venue located within the target sub-basins. Twenty-four people attended the first hour of the meeting at which landowners were introduced to the goals and opportunities that comprised Stewardship in Action. Questions and comments reflected the kinds of concerns rural landowners have expressed in the past regarding government programs:

- Isn't this another example of government telling landowners what to do?
- Is this really about County officials wanting access to private land to look for code violations?
- City people don't understand the needs of folks who have chosen to live in a rural area.

When meeting attendees discovered that the people spearheading the meeting were residents of their community, they became more attentive and cooperative. PRKC members shared their own experiences benefitting from public programs and were able to communicate with the audience neighbor to neighbor.

When the information dissemination part of the meeting was over, nine people remained to participate in the second hour of the meeting, a project design exercise intended to refine the question of how to best reach out to local landowners. The results of this exercise were put into action during Phase III.

Phase III: Outreach, Action and Tracking

Phase III, which took place from October, 2009 through December, 2012, was the meat of the project. It was the actual doing, where plans developed through the proposal process and Phases I and II were put into action.

Outreach

In Phase II, during the second hour of the August public meeting and at various Core Team meetings, groundwork was laid for methods to contact landowners. Following are summaries of the approaches used to initiate neighbor-to-neighbor contact.

Postcards

In December, 2009, postcards were printed to introduce SiA. These postcards were addressed to the owners of every property over 1.5 acres in size within the Patterson Creek and Raging River sub-basins—about 1,500 postcards in all. A group of volunteers gathered to write handwritten

notes on each of the postcards. The goal was to ensure that every eligible landowner was notified about the assistance being offered, and that they knew that the people inviting them to engage were neighbors.

Identify Neighborhoods

The Core Team identified neighborhood areas on basin maps and started capturing information about each. Neighborhoods were defined by criteria such as properties that share an access road, a well, creek footage, a historical name or a street mailbox location. Neighborhood information on the maps was expanded upon throughout the life of the project. These maps were also brought to public events where attendees were encouraged to locate their parcel.

Identify “Super Neighbors”

Individuals were identified within each targeted neighborhood who could help us learn about opportunities to offer neighbor-to-neighbor assistance. At a one-on-one meeting we explored their interest in helping to promote the availability of stewardship resources within their community by sending email to their community, bringing a Core Team member in as a speaker at their next community meeting, or hosting an informal meeting at their house.

Walkabouts

“Super neighbors” helped organize “walkabouts” with their neighbors. These informal walks or bike rides through a neighborhood helped team members gain and understanding of the lay of the land. The goal was to explore potential individual landowner interests and observe physical and social characteristics of the environment and neighborhood. Through the course of the grant, walkabouts were conducted with landowners representing 61 properties.

Workshops

In addition to hosting public meetings focused on SiA we worked with project partners to host workshops aimed at educating the public about specific stewardship practices. For example, at a workshop about invasive knotweed, attendees were instructed in the use of tools for killing these invasive plants. Other workshops were targeted toward the equestrian community where project partner Horses for Clean Water introduced best practices for managing manure and mud. Workshops were offered on noxious weeds with hands-on opportunities to identify weeds in the wild—just to name a few. While SiA was not the stated purpose of these workshops, mention of available assistance opportunities were a natural part of the conversation and proved to be a very positive way to engage members of the rural community in discussions about SiA offerings.

Targeted Presentations

Members of the SiA Core Team delivered approximately 25 presentations to organizations such as homeowners associations, community organizations and associations, community councils and boards, partner organizations, government agencies and other NGOs. Presentation topics ranged from landowner-focused “how do I get help” to volunteer recruitment to general project

information. Presenting to cohesive groups really drove home the idea that assistance programs are terrific for an individual landowner, but are even more successful when they take place on contiguous properties.

Community Events

Core Team members manned booths at community events such as Farmer's Markets and the Fall City Days and Issaquah Salmon Days Festivals. Armed with materials and testimonials, we educated the public about SiA and could tell them whether or not they were a potential candidate for services (based on their property location). Visitors to the booths were encouraged to locate their property on our basin map, which often led to discussions about the program as they could visually grasp the importance their property held within the broader watershed landscape.

Organization Outreach

Relationships were developed with over 20 organizations that could potentially provide referrals to landowners interested in SiA. Organizations might be local shops like Issaquah Grange, Issaquah Kubota and PCC Natural Markets, local nonprofits like Sno-Valley Tilth and Cascade Harvest Coalition, or community groups like the Issaquah Alps hiking club. In some cases the organizations took the relationship to another level of support as was the case with Issaquah Grange, which offered a discount to landowners purchasing supplies for a SiA project.

Newsletters

A SiA e-newsletter was published and emailed monthly to community members and organizations. In addition to covering important SiA updates, the newsletter included photos and articles about a host of stewardship topics. Articles were provided by County staff, PRKC volunteers and project partners.

Participant Yard Signs

Metal yard signs were offered to SiA participants to post in a visible location on their property. The purpose of the yard signs was to generate interest within the neighborhood and to create in the landowners a sense of pride at having taken a step to become a better steward of his rural property.

Flyers

General project flyers were produced and handed out at events. For community meetings, flyers were posted on mailbox blocks in the area the meeting was to be held. Workshop and event flyers were posted in public spaces and sometimes mailed to targeted households. The Core Team maintained a checklist of message boards and places to post flyers in the community.

Action

In Phase III, after reaching out to landowners, specific stewardship actions took place.

Site Visits

Outreach led to initial contact. If upon initial contact it was determined that the property was likely a good candidate for engagement, a site visit took place. A site visit was always conducted by County staff, sometimes with volunteers in attendance. At the site visit, the staff member listened closely to the landowner's stewardship "wish list." The staff member provided guidance about which of the suite of available programs would best accomplish the landowner's goals. The staff member would then document the visit with a Project Plan that was delivered to the landowner so that he may choose whether or not he wished to proceed. **Through the course of the grant, County staff conducted 128 individual site visits covering over 1,100 acres.**

Initiating Action

When a landowner determined that he or she wished to proceed with SiA activities, a County staff member became the project manager, lining up project partners as needed, and arranging for labor and materials. If a cost-share was involved the staff member would ensure that the landowner paid for their share of the project cost. County staff communicated with the landowner throughout the duration of the project and followed up when work was completed to ensure that work had been done according to the landowner's expectations.

Sample Projects

At equestrian or livestock properties, landowners received assistance with things like mud management using gutters, rain barrels, animal watering systems, footing, paddock grading, fencing and learning about the latest technologies. At properties with wetlands, landowners received help with tasks like weed removal and eliminating noxious and toxic weeds. Native plant buffers were installed or made larger. Sites were restored, with invasive plants like blackberry and ivy being removed and natives being planted in their place. Landowners requesting assistance with improvement of wildlife habitat were helped with the creation of snags, installation of nest boxes and planting of native plants to provide food and shelter for native animals. Landowners with forested properties attended classes on Forest Stewardship to learn best forest management practices with a focus on how those practices applied to their specific properties.

Tracking

Using the cloud-based collaboration software Microsoft SharePoint, a website was built to track volunteer time, tasks, individual landowner projects and many other project details. Additionally the SharePoint site was used to share parcel data, documents, maps and a customizable wiki site. Data was collected via a four-stage flow and entered into databases housed on the SiA site.

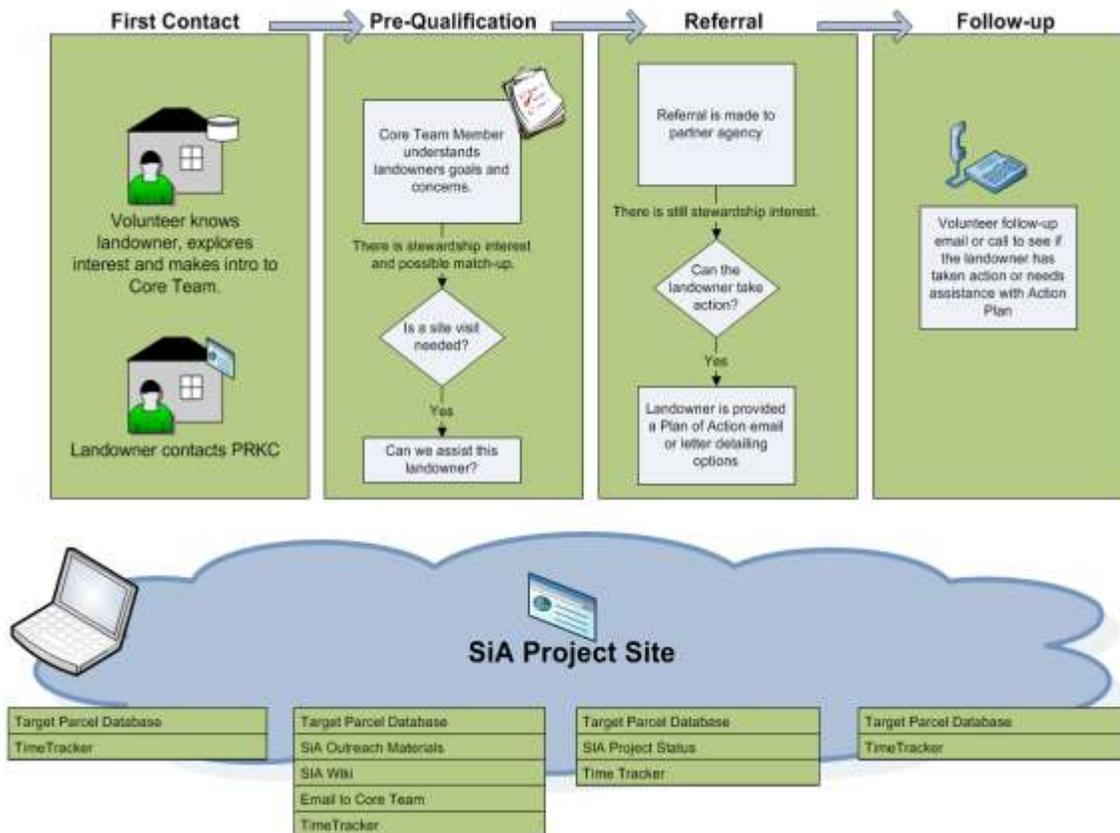


Figure 5: SiA workflow and translation of data into SharePoint

Being cloud based, the website was accessible to County staff and volunteers. This allowed for sharing of data despite the fact that none of the volunteers worked in a shared location. A customizable Home Page was developed to allow each volunteer (and County staff member) an entry point that pertained to their tasks, and security levels were used to allow volunteers access to only those data areas that were relevant to their work.

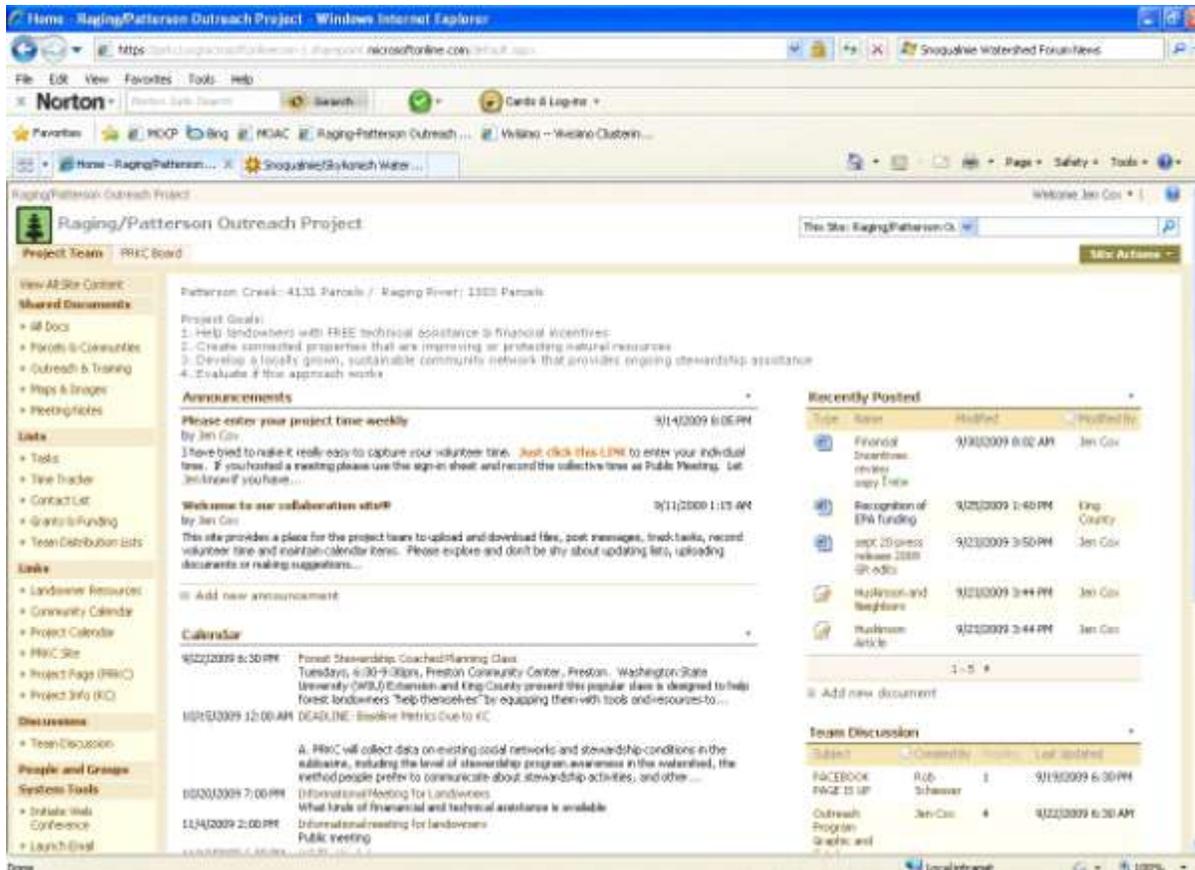


Figure 6: Sample SiA SharePoint Home Page



Figure 7: Customizable WIKI site

Phases IV and V: Project Wrap up and Evaluation of Results

Reporting took place over the life of the project through written and in-person presentations with funders. This final written report serves to present the results of the project with an analysis of what could be done differently or the same to best enable SiA to be a product usable by other entities in the future. Some of the results are quantifiable: **hard results** like how many people attended a particular workshop, or the number of cost-share projects. Some are **soft results** that cannot be easily quantified, like how much of our success was due to a non-traditional, neighbor-to-neighbor result contact.

Summary of Hard Results

The initial proposal clearly defined a series of quantifiable results to be met by this project. In almost every category SiA exceeded expectations defined by the proposal. Table 4 summarizes the stated goals of the grant and the specific accomplishments that met or, in most cases, surpassed those goals.

Stated Grant Goal	Accomplishment
100% of mainstem landowners receive educational materials	All landowners within sub-basins were invited to various educational workshops and were exposed to SiA through social media, flyers, print media and word-of-mouth. Additionally, about 1,500 landowners with more than 1.5 acres were mailed postcards. personalized and signed by people known in their community.
4 Outreach Meetings/Workshops and 6 Field Trips attended by at least 100 people.	40 classes and tours (general education about the program and related Best Management Practices) were attended by over 440 people. 12 presentations (specific program details; usually presented to stakeholders) were attended by approximately 165 people
60 landowners with 750 acres participate in stewardship planning, incentive programs, and small site restoration	Direct one-on-one contact was made with landowners regarding 264 parcels. Of these, 128 parcels were visited and provided with stewardship action steps. This resulted in 79 parcels (62% of those visited) containing 683 acres completing known stewardship activities within the grant period. Within those 79 parcels, 48 different landowners used SiA provided cost share assistance to complete their projects (29 used PBRs or Timberland application fee assistance and 19 used cost share assistance for habitat enhancement, water quality or forest health projects).
All riparian landowners contacted –	All 4,000 + landowners in the sub-basins were contacted through direct mail. Additionally, direct personal contact was made with 264 landowners and involved 1,924 acres.
Build capacity within the community with 640 hours of volunteer engagement	21 volunteers donated 1400 hours.
Clear local sponsorship at neighborhood/stream reach scale	Target neighborhoods were identified early in the process. “Super Neighbors” were identified to assist with neighbor-to-neighbor approach. Walkabouts engaged groups of neighbors. The SiA brand was well marketed throughout neighborhoods with yard signs.

<p>Goal for ~40% of riparian landowners (min. 100) to attend neighborhood education and outreach meetings</p> <p>Goal for ~40% of riparian landowners (min. 100) to attend neighborhood education and outreach meetings</p>	<p>The actual number of attendees at some of the education and outreach meetings is hard to quantify given that attendees were sometime reluctant to sign in or give addresses. Audience head counts were conducted when possible. Instead of tracking all attendees, focus was placed on interested landowners.</p>
<p>Customized landowner site visits for planning and implementation of stewardship (50)</p>	<p>128 different parcels (1,111 acres) were visited by King County.</p>
<p>Comparisons between focused vs. non-focused stewardship approaches</p>	<p>See discussion Enrollment in Current Use Taxation Proves to be Highly Affected by Focused Outreach below.</p>
<p>Project website, status update materials</p>	<p>http://www.kingcounty.gov/environment/watersheds/snoqualmie-skykomish/raging-patterson-stewardship.aspx</p> <p>http://www.prkc.org/community_EPA.htm</p>
<p>Presentations to EPA (2), Puget Sound WRIAs (min. 3), and watershed planning groups (min. 3)</p>	<p>12 presentations included 3 for the EPA and 5 to the WRIAs and other watershed groups. Over 165 people attended these 12 presentations.</p>
<p>Final report describing project</p>	<p>HIGHLY FOCUSED STEWARDSHIP ASSISTANCE IN THE SNOQUALMIE: A MODEL FOR RURAL WATERSHEDS, Final Report, December 31, 2012.</p>

Table 3: Hard Results

Enrollment in Current Use Taxation Improved by Focused Outreach:

Highly focused outreach began in Patterson Creek with the Grand Ridge effort that took place in 2006. For project years 2006 and 2009-2012 enrollments in PBRs and Timberland programs more than doubled in that sub-basin going from a 4.5 average number of parcels enrolled in non-project years compared to a full 10.0 parcel average during the project. In the Raging River sub-basin, which received focused outreach from 2009 through 2012, the increase was less marked going from 3.3 to 4.7 parcels. The increases in enrollments in the control sub-basin, Harris Creek, went from 3.0 to 4.0.

The dramatic increase in enrollments in Patterson Creek (compared with Raging River) is likely due to the fact that the success in 2006 (which focused *only* on Patterson Creek) gained momentum with the new push in 2009. Word had spread, and landowners witnessing tax relief enjoyed by neighbors were more likely to enroll as time went on. Also, Patterson Creek contains a greater number of targeted residential parcels than either Raging River or Harris Creek providing a larger pool of enrollment candidates.

Sub-basin	Before Project Period	During Project Period
Patterson Creek	4.5	10.0
Raging River	3.3	4.7
Harris Creek, Control no outreach	3.0	4.0

Table 4: Annual avg. of new parcels enrolled in current use taxation programs before and during project period

While there are other tools to measure the difference in activity between the target and the control groups, we focused on enrollments in current use taxation because the Patterson Creek results are so impressive. The primary tool proposed to measure the effectiveness between the targeted and control basins was intended to be a survey of residents. However, the approval process for public surveys using Federal funding did not allow enough time for approval and pre- and post-surveys of the target and non-target basins to make this tool feasible. Although these policies changed later in the project, they did not change early enough to be of use.

Comparison of Known Stewardship Activities between Targeted and Control Basins

During the life of the project there were no known site visits, workshops or stewardship projects provided by County staff within the Harris Creek sub-basin. Over that same time period there were 128 site visits in the targeted basins with 79 (62%) ultimately engaging in stewardship activities. And, in the targeted sub-basins, half of the parcels receiving site visits have plans still moving forward. Many of these are expected to complete stewardship projects in the future. It is clear that focused outreach had significant on-the-ground results, especially in Patterson Creek where the groundwork was already laid in a previous focused outreach effort.

Finally, a primary goal, to create “critical mass” by engaging with multiple landowners with contiguous properties, was also met: Stewardship actions took place on at least 79 parcels, totaling over 680 acres. These actions included agreeing to stewardship through Current Use Taxation, implementing farm BMPs, or restoring habitat and forest health.

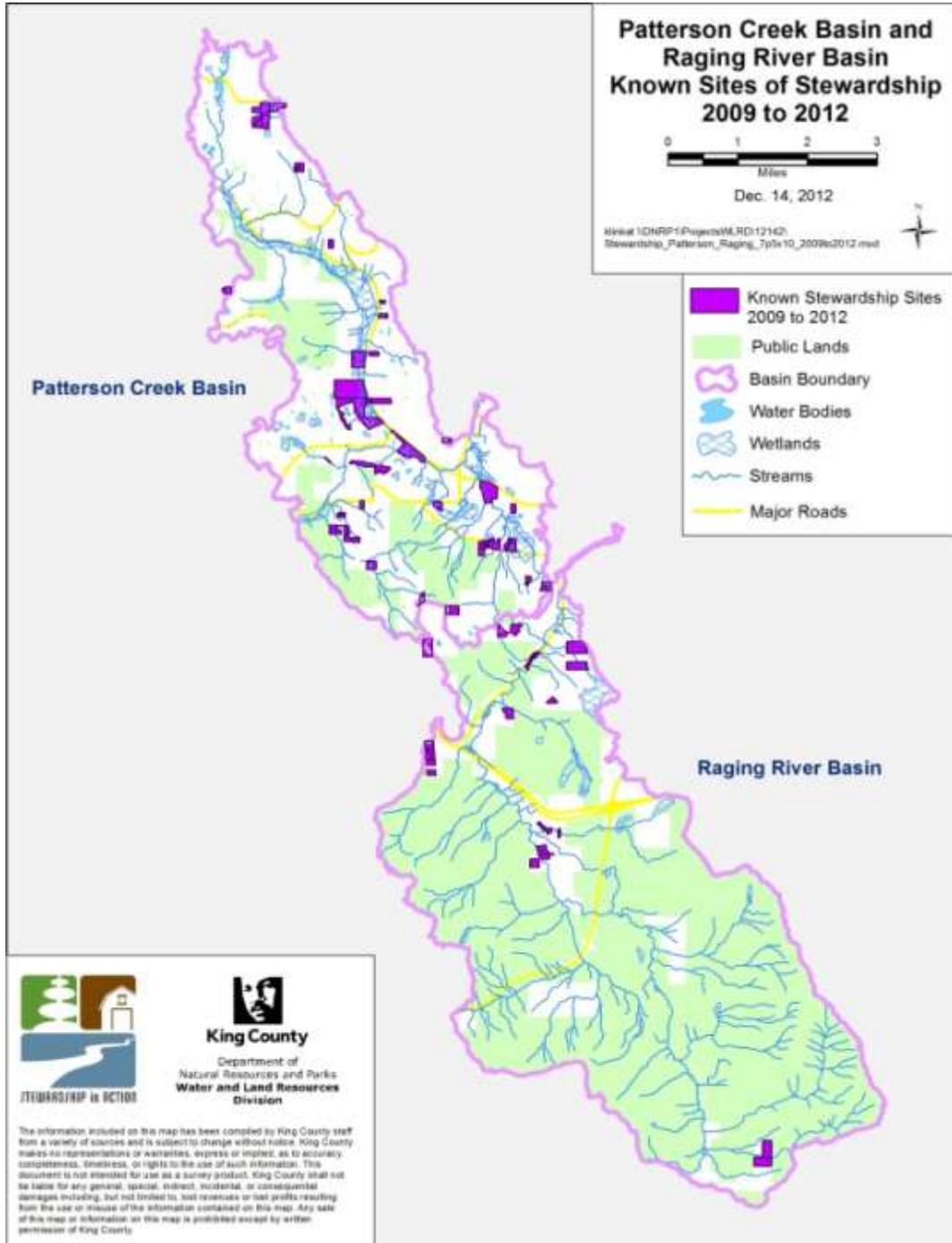


Figure 8: Known Stewardship Sites

Summary of Soft Results

These results, while not quantifiable, are significant and demonstrate a shift toward stewardship activities that are directly attributable to SiA.

Stewardship in Action was a success because:

- An attitude shift occurred in the target sub-basins. Neighbors began talking to neighbors, encouraging them to put into effect the same programs that worked well on their own property. Skeptics became willing to give County assistance a try.
- Through workshops, residents were able to connect the dots and see the relationships among their properties, their interests, their lifestyle and the broader ecology.
- County staff, partner organizations and twenty-one volunteers were able to work together to accomplish a mutual goal.
- There are now people engaging in stewardship practices who were not doing so before. Those people will tell their friends, who will tell their friends.
- Entire neighborhoods that have bonded over a shared interest, not just in being better stewards of their private land, but in working together to steward the neighborhood that they all call home.

Lessons Learned

Organizations wishing to try a non-traditional approach to landowner empowered stewardship are advised to:

Select a non-profit partner already rooted in the community. This was critical to building trust, making connections and providing baseline understanding of the audience.

Build a diverse team. The more perspectives available within the team, the more doors they can open and the better they will understand an equally diverse audience.

Coordinate online with a centralized cloud-based application. Although the learning curve was significant, SharePoint proved to be an excellent solution that provided a one-stop-shopping location for all project related data. Because volunteers and County staff were not conveniently located to share files in person, this allowed all team members access to up-to-the-minute details about each engagement, and it was a critical tool for capturing additional details about the program such as hours worked and in what capacity.

Promote the program with interest specific workshops rather than hosting workshops about the project. A workshop on best management practices hosted by Horses for Clean Water in conjunction with the county is far more appealing to equestrians than a workshop about SiA. At such a workshop, the project can be promoted subtly as it applies to the broader topic of the workshop.

Listen to landowners. Rather than approaching landowners with what we hoped to accomplish on their property, we listened to what their problems and needs were and steered them toward environmentally appropriate solutions.

Use current use taxation to open doors. Many landowners who may not be interested in environmental practices are often still interested in saving money on property taxes. By spreading the word about current use taxation programs, many opportunities for improving environmental practices were created.

Have dedicated paid staff. Using consistent County personnel in the field builds familiarity and trust more effectively than having a wide variety of staff involved. Although we had excellent volunteer participation, paid staff members are a necessity due to volunteer staff turnover, time availability and liability issues.

Provide labor. For cost share projects, plants and materials tend to be relatively inexpensive compared to labor, and many landowners do not have the available time to do it themselves. Labor was definitely the most desired form of assistance.

Room for improvement

While the SiA project was begun with specific deliverables in mind, the process of figuring out how to accomplish those deliverables was an organic one. We discovered a path that was ultimately very successful, but along the way we also came to understand changes we would make in the future and that we would recommend to others wishing to put SiA into effect in other regions.

Longer time frame. The project as defined was to take place over a period of three years. By the time interagency agreements were in place, nonprofits selected and strategy completed, the project was most of the way through the first year. Fortunately we were able to extend, adding an additional year to complete more restoration projects. The project would have been even more successful with a longer time frame established at the outset.

Increase staffing, especially within the first year-and-a-half of the start date. Our nonprofit partner was so effective at creating interest in the project that two County staff were unable to keep up with demand. This contributed to a workflow bottleneck that resulted in some projects taking longer than would have been ideal. This situation would have been avoided with more dedicated staff.

Set realistic expectations. Landowners needed a great deal of County staff time and attention to ultimately achieve the desired result. To have the highest chance of follow through, landowners needed reminders, applications filled out, site visits, technical advice. While willing, most landowners were just too busy to make this a priority and work independently to get the work done in the time frame. Again, a bottleneck in the work program flow was created. Again, more staff would have alleviated this problem because we could have more easily provided the level of handholding landowners desired.

Have realistic plans for additional funding. The team hoped to sustain the effort with additional funding. We were unsuccessful primarily due to the preference of grantors to fund new projects rather than ongoing work.

The Future

The most significant question we contemplate when considering the future is this: **How does SiA become a sustainable enterprise?**

With an evolving/expanding target area. Within a year-and-a-half of the project's inception we had reached out to all landowners who had expressed any level of interest. Staff time was spent doing regular and consistent follow-up with already engaged landowners, and with a trickle of new landowners needing introductory handholding. An ideal next step would be to expand the target area one sub-basin at a time (1-2 year intervals) until the entire watershed has benefitted from SiA. This approach allows for continued support of the landowners already participating and a constant flow of engagements with new landowners.

With dedicated program staff at the nonprofit level. The community network requires constant care and development; organizing events, organizing pools of volunteers, keeping the flow of communication going. While PRKC was an excellent community partner, volunteers can only give so much, for so long. A full-time, or two part-time staffers at the nonprofit level would be required in order for the project to continue into the future. Also, some of our project partners would have been able to be even stronger contributors if they had staff dedicated specifically to this project.

With ongoing funding. Perhaps the most significant barrier to sustaining a program such as SiA is funding. While we were successful finding money for a short term project pilot, we found little financial support available for ongoing efforts. The potential of capturing the momentum of SiA and expanding efforts to a neighboring sub-basin was greatly reduced when grantors indicated that funding for an ongoing effort is scarce. Grantors also said that County staff would need to be fully funded by the county, but county funds are not available to cover project continuation.

The SiA model has been adopted and customized by the Friends of the Cedar River Watershed, Seattle Public Utilities and Forterra for use in a joint project to eradicate invasive knotweed on private land along the Cedar River. PRKC members assisted with the setup and implementation of a strategy session, provided sample handouts and flyers, sample yard signs, and documentation about the SiA process. The SharePoint infrastructure used in this project was expanded upon for their project but was ultimately abandoned as it lacked flexibility needed to meet their desired reporting and tracking goals.

Kitsap County has expressed interest in adapting the SiA approach, and requests for support have been received in sub-basins neighboring Patterson Creek.

Conclusion

A traditional outreach approach is often unsuccessful in rural areas because it requires that the landowner take the first step to initiate action. Landowners are often unaware of programs, or of the many ways their property and the broader ecology could benefit from the assistance available through the local government. Further, landowners sometimes see assisted stewardship as a mandate, not an opportunity. Rather than feeling engaged in the process of what will happen on their land, landowners feel powerless to shape the way they and their land are affected by government agency intervention. They don't trust that government programs are meant to serve their needs, but rather that their property is a candidate for assistance only if there is something in it for the agency offering help. They would rather decline assistance than have to deal with unforeseen consequences of engaging in a project with the government.

The non-traditional Stewardship in Action outreach approach was successful because there was no mandate involved. Landowners could engage if they wished, and at whatever level they felt comfortable. Most importantly, when a government agency comes knocking, many rural landowners will not open the door. With SiA, because the people knocking were neighbors, landowners were at least willing to listen to what they had to say. Moreover, they were more likely to become engaged because neighbors—people whom they trusted—were delivering the message. The outreach approach was not always successful. Team members encountered landowners who listened, who shared projects they would have loved to engage in if they had the funding, but who would not, under any circumstances agree to participate if it meant that at some point in the process a county employee would need access to their land. There is likely no successful way to engage these people.

SiA allows for the largest base of landowners possible to become the best stewards they are willing to be. And when people begin a process willingly, they are far more likely to see it through.

Appendix A: Resources Available Through Stewardship in Action

All Types of Property

- **Storm water and drainage assistance:** rain gardens, rain barrels, culvert replacement, beaver deceivers and native plants to assist with drainage problems
- **Wildlife habitat improvement:** creating snags, installing nest boxes, planting native plants that provide food and shelter for native animals

Forested/Woodland Property

- **Free forest health consultation** with a County Forester
- **Forest stewardship planning:** assistance through coached class or assistance. For landowners not interested in doing their own plan referrals are provided to private foresters qualified to write a plan
- **Site restoration & planting:** forest thinning, understory planting, tree planting
- **Invasive, noxious and competing vegetation control** to reduce presence of non-native plants competing with desired forest species
- **Assistance with fire prevention planning** through the Firewise program which includes forest stewardship planning and community emergency planning
- **Potential property tax deductions** through the King County PBRS or Timberland Current Use Taxation programs

Working Farm/Agricultural Property

- **“Clean-Farm” management best practices** such as mud management using gutters, rain barrels, animal watering systems, footing, paddock grading, fencing and the farm latest technologies
- **Salmon-Safe certification:** The Salmon-Safe label on a product means it was created using healthy practices that keep Pacific Northwest rivers clean enough for native salmon to spawn and thrive
- **Weed removal** of noxious and toxic weeds such as Scotch broom and tansy ragwort
- **Native Planting** for pest management.
- **Potential property tax deductions** through the King County PBRS or Agriculture Current Use Taxation programs

Non-Commercial Farm Property and/or Equestrian Property

- **“Clean-Farm” management best practices** such as mud management using gutters, rain barrels, animal watering systems, footing, paddock grading, fencing and the farm latest technologies
- **Weed removal** of noxious and toxic weeds such as Scotch Broom and Tansy Ragwort
- **Potential property tax deductions** through the King County Public Benefit Rating System program if the farm can show historical use

Wetlands or Stream-front Property

- **Buffer plantings** of native plants
- **Buffer fencing** to keep animals out of creeks, ponds and streams
- **Site restoration & planting** including blackberry removal, native plantings that contribute to bank stabilization and water health
- **Weed removal** of noxious and toxic weeds such as Japanese Knotweed (false bamboo), purple loosestrife, and others

Potential property tax deductions through the King County Public Benefit Rating System program

Appendix B: Educational Workshops and Tours

Date	Location/Event
Fall 2009	Issaquah and Preston/Forest Stewardship. 10 classes.
9/17-19/2009	Habitat Restoration Workshop. 2 classes.
9/12 and 9/14/2009	Managing Wildlife Workshop. 2 classes.
1/31/2010	Treehouse Point/Forest Stewardship Tour.
2/2/2010	Horses for Clean Water Workshop--Mud Management.
2/9/2010	Horses for Clean Water Workshop--Manure Management.
2/20/2010	Fall City/Tour of Baxter Barn held in conjunction with Horses for Clean Water.
2/23/2010	Horses for Clean Water Workshop--Pasture Management.
3/27/2010	Cadbury Farm/SiA Open House.
4/10/2010	Deerfield Farm/SiA meeting.
4/29/2010	Baxter Barn/Farm tours and discussion about Best Management Practices.
6/10/2010	Partnered with Noxious Weeds and Mountains to Sound Greenway to host Knotweed Control workshop.
10/4/2010	Chief Kanim Middle School in Fall City/Gardening with Manure – Binetti.
10/14/2010	Winterizing Your Horse Pasture workshop.
3/23/2011	Chief Kanim Middle School in Fall City/ Naturescaping Workshop, 2 classes.
6/7/2011	Fall City Library/Horses for Clean Water Workshop: Creating a Chore Efficient Horse Property.
6/30/2011	Treehouse Point/Knotweed Injection Workshop.
Fall 2011	Forest Stewardship Class Series. 10 classes.
10/26/2011	Horses for Clean Water presentation to Raging River Riders.

Table 5: Educational Workshops and Tours

Not included on this list are twelve presentations about the SiA project to various agencies that were attended by approximately 165 people. Also not included are various volunteer events, a TV show, radio mentions, manning fair booths and internal core team strategizing sessions.

Appendix C: Community Questions and Concerns from Initial Meeting

Question/Concern	How it was addressed
Concern over government telling landowners what to do.	Explained that this program is completely voluntary and that there is not enough money even for those that want to participate. Explained that we are not selling anything. This project is about landowner-empowered stewardship , not government empowered stewardship.
Question about where organizers live/motivations for doing the project.	Explained that 100% of the PRKC Board live in the area, all except one of the all Board members are rural landowners themselves and have faced the challenges of managing our land. Our motivation is care for the community we call home and the environment that sustains our community. We are a volunteer-based organization.
Question about what it will cost the landowners who participate.	Explained that technical advice is free, materials for projects have a cost-share and that we will be developing grant guidelines.
Concern about having the County come on to their property and looking for code violations.	Assured landowners that they would have the opportunity to work only with a PRKC volunteer if they chose but that the County is not looking for opportunities to fine them – they are actually trying to help them do the right thing. If they have a potential environmental problem, they can first talk to a volunteer in confidence to explore if this problem could be addressed with the grant.
Concern about having the time to actually do something.	Explained that we will work to make participating as easy as possible, we have three years in which to get things done and that we can work at the landowners pace.
Question about the complexity of assistance options for landowners who want to do the right thing with their land.	Explained that a goal of this project is to simplify the myriad of options available to landowners by providing program navigation assistance and simple understanding of program qualifications and benefits.
Question about qualifying for assistance.	Explained that any landowner in the two target basins qualifies for free technical assistance just because of where they are located. We will guide them through qualifying for financial assistance or work crews following the technical assistance based on what their goals are.

Table 6: Community Questions and Answers

Appendix D: Direct Email Example

Direct email was used as a primary communication tool throughout the project.

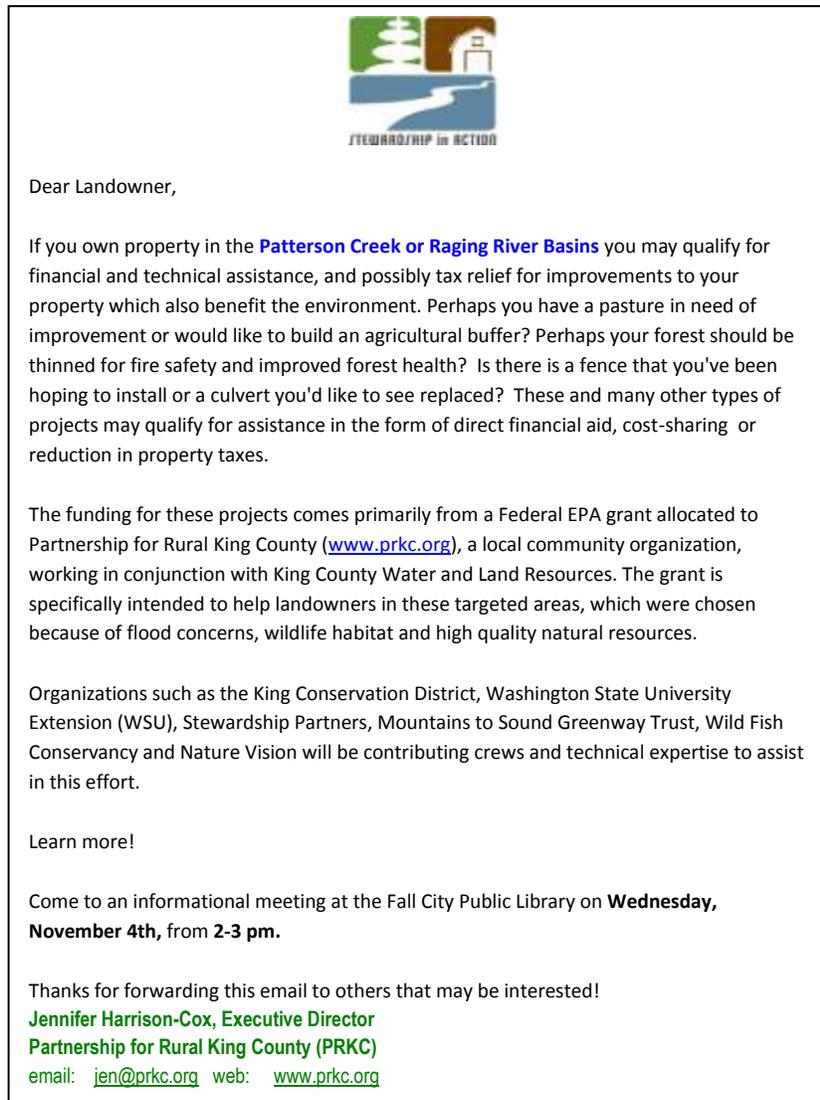


Figure 9: Example of Introduction Email.

Appendix E: Volunteer Roles

SiA was a community project, and as such, we wanted to include everyone who would like to participate, at their personal level of comfort. Four basic categories of volunteers were created:

1. **SiA Core Team:** A small Core Team of dedicated volunteers that worked closely together on the project to ensure its success. We met monthly to work on strategy and executing on the grant. We hand-picked Core Team members based on skills, passion and availability to participate regularly. The volunteer Volunteer Coordinator was a member of the SiA Core Team.
2. **Community Volunteer:** People could help with the project as a community volunteer. This role was basically for landowners that wanted to help get the word out in their neighborhood.
3. **Site Visit Volunteer:** If people were interested in doing site visits as a PRKC volunteer we provided options for them to accompany County staff on site visits to learn about options first hand. During the site visit, the volunteer completed the site visit form to guide questions and understanding of what the landowner may want. As a PRKC volunteer, they could not give specific technical advice but could explain options and then refer a landowner to County staff or one of our partner organizations. Depending on what the landowner was looking for, some site visits could be done over the phone and by looking at an aerial map in GIS or IMAP.
4. **Special Skill Volunteer:** If people had a special skill, trade or interest they would like to contribute to the project, we made that work whenever possible.

Appendix F: Landowner Grant Process

Financial assistance was made available to qualifying landowners through a landowner cost share program for certain stewardship activities.



STEWARDSHIP in ACTION

COST-SHARE GRANT PROGRAM GUIDELINES

Raging River and Patterson Creek Basins

The Stewardship in Action Cost-Share Grant Program is a collaborative effort to support voluntary actions among Patterson Creek and Raging River residents to conserve fish and wildlife habitats.

Financial and technical help are available for accomplishing the following:

-  Control invasive weeds to allow space for native plants to thrive;
-  Plant native trees and shrubs to improve habitat along rivers, streams and wetlands;
-  Improve forest cover by planting bare patches, thinning crowded stands, improving species diversity, and retaining snags and down wood; and/or
-  Reduce impacts of livestock on creeks by implementing best management practices such as stream crossings, manure storage, livestock fencing near wet areas, etc.

Types of assistance

- Partial reimbursement of the cost of materials, hired labor and permits;
- Free technical assistance, including project planning, site design, and permit guidance;
- Free labor for habitat restoration near waterways, including site preparation and planting;
- Reduced application fees for the Public Benefit Rating System tax relief program.

Eligibility

All rural residents of Patterson Creek and Raging River basins are eligible to apply. The maximum reimbursement for out-of-pocket costs is typically \$5,000 per property, but may be higher for large projects. Priority will be given to projects that are:

- On private property;
- Located near rivers, streams or wetlands; and/or
- Multiple neighbors working together to undertake stewardship projects.

Find out more

To learn more about Stewardship in Action visit the Partnership for Rural King County home page at <http://www.prkc.org/> or email info@prkc.org.

For a grant application contact Linda Vane, King County Rural and Regional Services, by telephone at (206) 296-8042, TTY 711 or email linda.vane@kingcounty.gov.

Available in alternative formats: 206-296-6519

SIA-Grant-Guidelines.pdf 02/18/10



Figure 10: Grant Share Guidelines



STEWARDSHIP IN ACTION

Financial Incentives for Landowners

Have more questions? Contact Partnership for Rural King County at info@prkc.org.

Program	Description	Examples (not all-inclusive)
<p>Stewardship in Action Grants</p> <p>Linda Vane, King County linda.vane@kingcounty.gov (206) 296-8042</p>	Reimbursement for the cost of materials and free labor are available for completing conservation projects in the Raging River and Patterson Creek basins.	<ul style="list-style-type: none"> * Native plantings * Forest restoration * Farm plan implementation * Manure management * Other livestock BMPs
<p>Conservation Reserve Enhancement Program (CREP)</p> <p>Paul Borne, King Conservation District paul.borne@kingcd.org (425) 282-1904</p>	Provides cost-share and annual rental payments to agricultural landowners for planting buffer strips with native plants along salmon and steelhead containing streams.	<ul style="list-style-type: none"> * Native plantings along streams
<p>Landowner Incentive Program</p> <p>Marcie Myers, King Conservation District marcie.myers@kingcd.org (425) 282-1902</p>	Reimburses landowners 50 to 90% of the cost of conservation projects. Includes both agricultural and non-agricultural best management practices.	<ul style="list-style-type: none"> * Native plantings * Wildlife habitat * Forest health management * Manure management * Animal confinement areas * Other livestock practices
<p>Agriculture Cost Share Program</p> <p>Rick Reinlasoder, King County rick.reinlasoder@kingcounty.gov (206) 263-6566</p>	Reimburses 50 to 75% of the cost of conservation practices for livestock and horticulture operations up to a maximum of \$5,000 per applicant.	<ul style="list-style-type: none"> * Buffer fencing * Manure management * Pasture renovation * Other livestock BMPs
<p>Public Benefit Rating System, Timber Land, Agriculture and Forestland Current Use Taxation</p> <p>Ted Sullivan, King County ted.sullivan@kingcounty.gov (206) 205-5170</p>	Properties with wetlands, contiguous forest or quality wildlife habitat may reduce property taxes 50% to 90% for practicing sustainable forestry, farming, aquatic buffer restoration and other conservation practices.	<ul style="list-style-type: none"> * Rural open space * Forest stewardship * Wildlife habitat protection or improvements * Stream/wetland plantings
<p>Environmental Quality Incentive Program (EQIP)</p> <p>Clare Flanagan, USDA Natural Resources Conservation Service clare.flanagan@wa.usda.gov (425) 277-5581 Ext 124</p>	Cost reimbursement and technical help for farmers to implement structural and management conservation practices on agricultural and nonindustrial forest lands. The program supports production agriculture and environmental quality as compatible goals.	<ul style="list-style-type: none"> * Reduce erosion/sediment * Fencing * Manure management * Irrigation system efficiencies * Forest stand improvement * Wildlife habitat
<p>Conservation Stewardship Program (CSP)</p> <p>Clare Flanagan, USDA Natural Resources Conservation Service clare.flanagan@wa.usda.gov (425) 277-5581 Ext 124</p>	5-year contracts that are based on level of conservation stewardship and the landowner's willingness to address additional resource concerns while maintaining and improving existing activities.	<ul style="list-style-type: none"> * Manure management * Pollinators * Wildlife corridors * Renewable energy pumps * Cover crops * On farm research
<p>Wildlife Habitat Incentives Program (WHIP)</p> <p>Clare Flanagan, USDA Natural Resources Conservation Service clare.flanagan@wa.usda.gov (425) 277-5581 Ext 124</p>	Technical assistance and cost share for landowners to implement upland, wetland, aquatic, and other types of wildlife habitat restoration and enhancement projects on agricultural land, nonindustrial private forest land, and Indian land.	<ul style="list-style-type: none"> * Hedgerow Plantings * Tree and Shrub Plantings * Stream habitat improvement * Pest management
<p>Wetlands Reserve Program (WRP)</p> <p>Clare Flanagan, USDA Natural Resources Conservation Service clare.flanagan@wa.usda.gov (425) 277-5581 Ext 124</p>	Provides technical and financial assistance for restoration, creation, protection and enhancement of wetlands in exchange for retiring eligible land from agriculture. Options for 30-year easements, permanent conservation easements and cost share agreements.	<ul style="list-style-type: none"> * Native plantings * Wetland enhancement * Wetland habitat

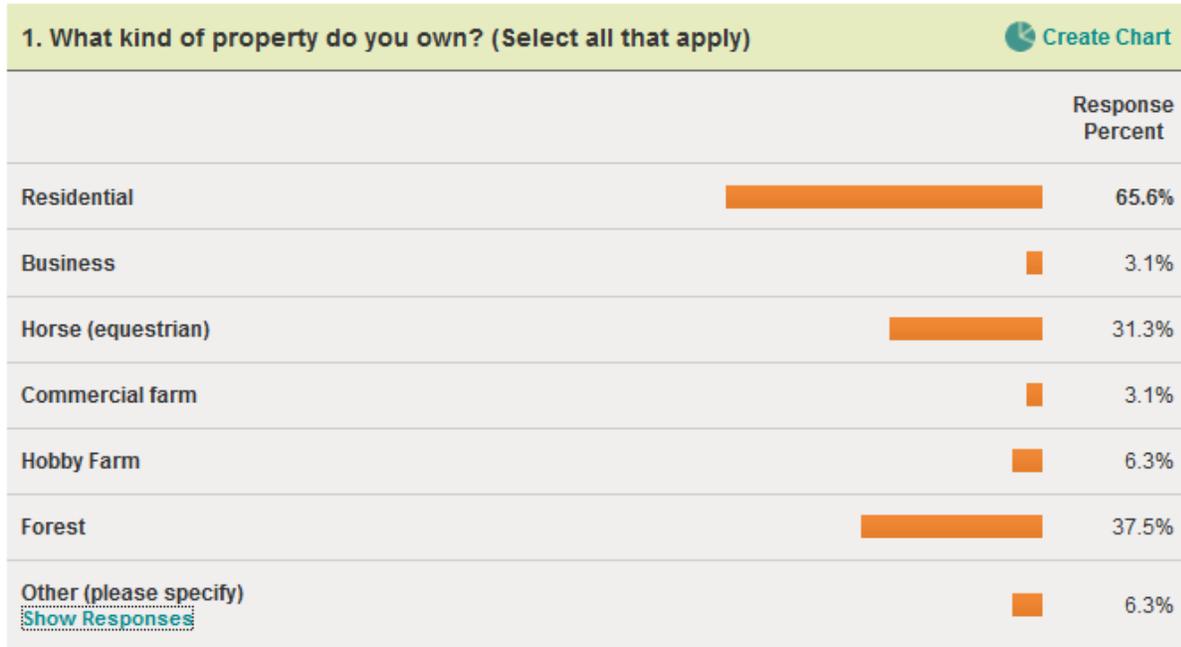
Available in alternative formats: 206-296-6519
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Figure 11: Informational Financial Incentives Flyer

Appendix G: Post Project Landowner Survey.

In fall 2011, PRKC conducted an online survey of participants in the program. Thirty one people responded.



2. Since you first heard about the Stewardship in Action project, have you taken any of the following actions to care for your land? (Select all that apply)  Create Chart

	Response Percent
Installed streamside or wetland native plantings	21.4%
Attend an educational workshop - Horses for Clean Water	25.0%
Attend an educational workshop - Forest Stewardship	25.0%
Attend an educational workshop – Naturescaping	3.6%
Attend an educational workshop - Wildlife	10.7%
Invasive weed control (blackberry, knotweed, tansy, etc)	64.3%
Forest Health stewardship (thinning, replanting, planting new trees)	42.9%
Fenced livestock away from water	21.4%
Installed manure bins	7.1%
Native landscaping	46.4%
Lawn shrinking	28.6%
Installed Rain garden	10.7%
Created/Updated Forest Plan	14.3%
Created/Updated Farm Plan	21.4%
Created/Updated Restoration plan	14.3%
Enrolled in current use tax incentive program - PBRs/Timberland/Ag	21.4%
Become fire wise	7.1%
Made wildlife habitat improvements	17.9%

3. If you didn't take action, why not? (Select all that apply)

 [Create Chart](#)

	Response Percent
no time	54.5%
cost too much	27.3%
needed labor assistance	45.5%
Unsure about what to do	36.4%
Too overwhelming	27.3%
Confused about options available	27.3%
Not interested	9.1%
Other (please specify) Show Responses	

4. What stewardship actions are you willing to commit to take on in the future?

 Create Chart

	Response Percent
Streamside or wetland native plantings	16.7%
Attend an educational workshop - Horses for Clean Water	20.0%
Attend an educational workshop - Forest Stewardship	6.7%
Attend an educational workshop – Naturescaping	20.0%
Attend an educational workshop - Wildlife	23.3%
Invasive weed control (blackberry, knotweed, tansy, etc)	63.3%
Forest Health stewardship (thinning, replanting, planting new trees)	30.0%
Fence livestock away from water	10.0%
Install manure bins	13.3%
Native landscaping	53.3%
Lawn shrinking	23.3%
Rain garden	20.0%
Forest Plan	10.0%
Farm Plan	6.7%
Restoration plan	16.7%
Enroll in current use tax incentive program - PBRs/Timberland/Ag	16.7%
Become fire wise	10.0%
Provide wildlife habitat improvements	26.7%
None	0.0%

5. What aspects of the program did you feel were successful and what, if any, fell short of expectations?

Twenty one responses were received. Successful components included felt the neighbor to neighbor outreach, public private partnership, work crews, cost-share, and technical assistance. Areas needing improvement are follow-up, insufficient cost share funds, need to expand geographic focus area and costs of King County forestry permit.

6. What organizations have you received any stewardship assistance from in the last two years? Assistance can be anything from answering a question, providing financial assistance, or completing a plan for your property (Select all that apply)

	Response Percent
Partnership for Rural King County (PRKC)	60.7%
King Conservation District	57.1%
King County Rural Services (forestry, ag. or habitat)	42.9%
Stewardship Partners	0.0%
Earth Corps	10.7%
Nature Vision	0.0%
Wild Fish Conservancy	0.0%
WSU Extension	14.3%
Other college/university	0.0%
Mountains to Sound Greenway Trust	14.3%
Snoqualmie Tribe	3.6%

7. What services did you receive?

Create Chart

	Response Percent
Technical assistance/ education	57.7%
Planning	61.5%
Financial assistance	38.5%
Labor	34.6%

8. On a scale of one to five please rate the degree to which your involvement with SiA has given you a greater understanding the role your property plays in regional ecological health of resources and tools available to help you manage your property in your community to help you overcome land ownership challenges?

Create Chart

	Poor				Excellent	Rating Average
My understanding of resources available to help steward my property	0.0% (0)	0.0% (0)	38.1% (8)	14.3% (3)	47.6% (10)	4.10
My understanding of the role my property plays in the larger ecosystem context	4.5% (1)	13.6% (3)	13.6% (3)	27.3% (6)	40.9% (9)	3.88
Usefulness of SiA to myself	14.3% (3)	0.0% (0)	38.1% (8)	33.3% (7)	14.3% (3)	3.33
Useful of SiA to the community	5.3% (1)	0.0% (0)	21.1% (4)	21.1% (4)	52.6% (10)	4.16
I have a clear plan and goals for stewarding my property	10.5% (2)	0.0% (0)	42.1% (8)	26.3% (5)	21.1% (4)	3.47

9. What local networks or connections do you, or would you use to connect locally with stewardship resources?

[Create Chart](#) 

	Response Percent
Email	96.8%
Email ListServ (like Yahoo Groups)	19.4%
Website	71.0%
Twitter	0.0%
Mail	25.8%
Community Meeting	35.5%
Education workshops	54.8%
Phone	12.9%
Newsletters	29.0%
Facebook	22.6%
Other (please specify) Show Responses	