

Birch Bay Characterization & Watershed Planning Pilot – Taking Action

Appendix D

Terrell Creek Program Evaluation Preliminary Summary:

The broad survey was a mail survey to the 600 Terrell Creek residents who have received outreach materials during the project. Key demographics and participant specific variables measured in the survey include age, where respondent works in relation to their residence, how long respondent has lived in watershed, size of property in acres, and land uses.

The survey was developed by creating questions that fit within the theory of planned behavior, adoption diffusion theory and key demographic questions. The 32-question survey includes both close ended (24 questions) and open-ended (8 questions) response options. Variables measured include: motivations for living in Terrell Creek, perception of best practices, water quality and knowledge of water quality, importance of water quality, change in perceptions in past three years, self-efficacy in water quality management, attitude toward best practices, intention to act in water quality projects, perceived social norms, potential for social diffusion, brand recognition, trusted sources of information, preferred outreach, and motivators and barriers to participation.

This program evaluation, while not statically representative of the entire watershed, provides insight and assessment of outreach messages and messengers.

The results show that respondents:

- Have an increase in knowledge and importance of water quality over the project period
- Recognize that farm BMP's are the best way to improve water quality
- Recognize project partners as trusted sources of water quality information
- Are motivated to participate in water quality improvement projects

Descriptive analysis of results

N=62 or 10% of the surveys were returned

Demographic Information:

1. **Age:** 65% were over 55 years old
2. **Proximity to residence and work:** 52% live within 10 miles of home
3. **Time lived within Terrell Creek:** 61% lived in Terrell over 10 years
4. **Size of Property:** 75% had 2 to 10 acres
5. **Land Use:** 17 respondents had livestock, 23 had a creek or ditch on their property

Evaluation Information:

1. **Motivations for living in Terrell Creek (resident values):** 67% value Rural Character and Preservation of Ecosystem
2. **Perceived impact of best management practices:** Manure Management and Storage ranked the highest of perceived impact on water quality
3. **Perception of water quality:** 42% stated they didn't know the how they would rate the quality of Terrell creek
4. **Perception of water quality knowledge:** 77% stated they had fair to excellent understanding of water quality
5. **Perception of importance of water quality to, themselves, animal health, human health and community health:** Respondents feel water quality is more important to animal health than human health by a ratio of 81% to 60% animal to human

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6. **Perception of change in water quality during project:** 57% did not know if water quality had improved had improved over project period
7. **Perception of change in knowledge of water quality during project:** 74% of respondents said they had some increase in knowledge in the last 3 years
8. **Change in importance of water quality during project:** 57% said that water quality became more important to them in the last 3 years
9. **Self-efficacy:** 88% of respondents stated they now have access to the resources they needed to protect water quality and what they do can make a difference
10. **Attitude toward water quality projects:** 80% are interested in water quality improvement projects
11. **Intention to act:** only 47% said they intend to participate in projects (some cases they may have already or the projects don't apply)
12. **Social norm:** 73% said they don't know or disagree that their neighbors care about water quality projects, and 58% said they don't look to their neighbors for management practices
13. **Potential for social diffusion:** >50% said they are likely to talk to people about projects
14. **Brand recognition:** 35% recognized the Chums of Terrell Creek, 72% recognized the project partners (WCD, NSEA, BBWARM)
15. **Trusted sources of information:** 9 respondents said they recognized but did not trust the Chums for information. 58% said they trusted project partners for information on water quality and BMP's
16. **Recognized outreach methods:** Native plant coupons and Chums info postcard were the most recognized, followed by the Run with the Chum. Radio and website ranked last
17. **Preferred outreach methods:** 72% preferred postcards for communication; a close 2nd was newsletters at 60%. Home visits, radio and newspaper ads ranked lowest
18. **Knowledge of assistance programs, participation during project:** Most participants new about OSS assistance and native plant programs but said they did not know about Farm assessments or other BMPs
19. **Perceived important actions for health of Terrell Creek:** BMPs ranked highest with 16 responses!! Followed by education and preserving natural areas
20. **Motivations to participate in watershed improvement project:** Most stated they were already motivated, time and scheduling and financial assistance came in second.
21. **Barriers to participation:** Scheduling ranked the highest for barriers, money and concern of regulation ranked high as well.

Comparative analysis of results:

1. Residents who value the preservation of the ecosystem are significantly more likely to be interested in WQ projects than residents who do not.
2. Residents who value the preservation of the ecosystem are more likely to rate high on their perception of self-efficacy than residents who do not.
3. Residents who value the preservation of the ecosystem are more likely to talk to neighbors about WQ projects than residents who do not.
4. Residents who trust project groups are more likely to rate higher on the perception that they have access to resources to manage property in a way that protects WQ.
5. Residents who own livestock are likely to know about more of the services offered during the grant project than residents who don't own livestock.
6. Residents who recognized project partners were significantly more likely to know about a higher number of services than residents who did not.
7. Residents who have lived in the watershed longer are more likely to be interested in WQ projects.