



2024 Natural Yard Care Webinar Series City of Edgewood

Report

October 21, 2024
Troy Rowan
Environmental Health Specialist III

Appendix

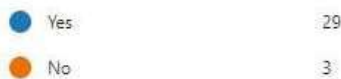
Webinar Satisfaction Survey

We used Microsoft Forms for the webinar satisfaction survey and emailed it to all **329** webinar registrants on April 26. This survey included those that signed up and then did not participate to identify any barrier to participation. For those that attended the webinar, duplicates, participants that attended multiple presentations, were removed to ensure individuals received a single set of questions. We asked participants to respond within 10-days.

Results Summary:

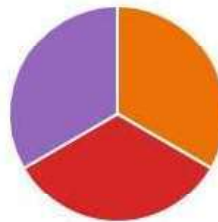
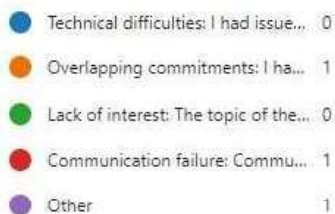
1. Did you have a chance to join us for our Spring 2024 Natural Yard Care Webinar Series?

[More Details](#)



2. We noticed that you didn't attend. We understand that there could be various reasons for this. Could you please let us know why you didn't attend? (Please select all that apply)

[More Details](#)



3. What specific measures or changes could we implement to better support and encourage your participation in future events or activities?

[More Details](#)

3
Responses

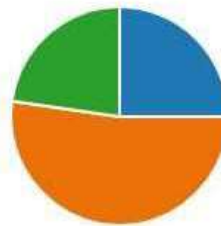
Latest Responses

"better communication, an option to view a recording of the webinar series"

4. Please let us know which webinar(s) you attended?

[More Details](#)

- What on Earth? Vital Soil Care T... 11
- Lawns of the Future: Less Grass, ... 23
- Have Your Garden & Eat It Too ... 10



5. How satisfied were you with the following aspects of the webinars?

[More Details](#)

Very satisfied Somewhat satisfied Not too satisfied Not at all satisfied Don't know

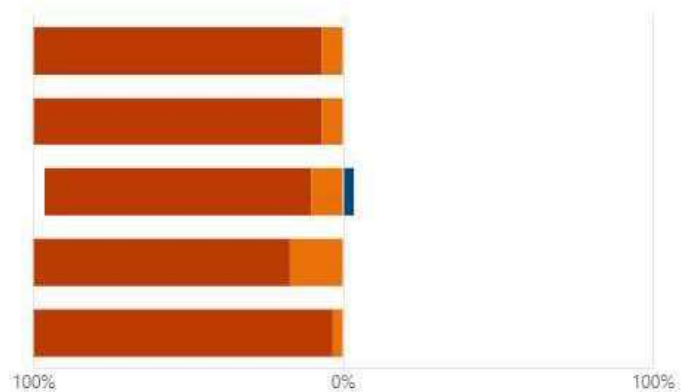
Ease of registering and reminders.

Quality of the presentation.

Technical level of information presented.

Practicality of information provided.

Overall quality.



6. How likely are you to recommend this event to a friend or colleague?

[More Details](#)

[Insights](#)

29
Responses

Latest Responses

"Very"

"likely"

11 respondents (38%) answered **Likely** for this question.



7. After participating in the webinar(s), please indicate your level of agreement with the following statements:

[More Details](#)

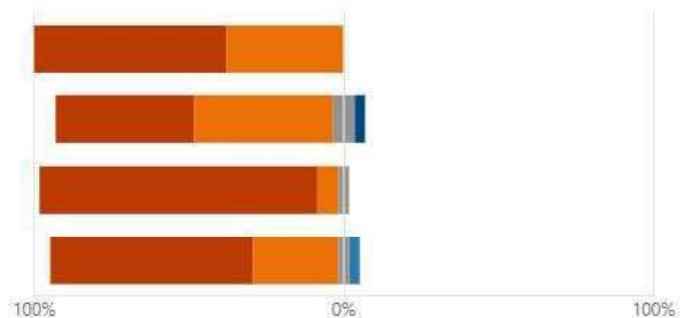
☐ Definitely agree
 ☐ Somewhat agree
 ☐ Somewhat disagree
 ☐ Definitely disagree
 ☐ Don't know

I am more aware of the potential negative impacts of lawn and garden chemicals on both human health...

I am well-versed in natural yard care practices and know where to seek further information.

I firmly believe that adopting natural yard care practices is crucial for safeguarding the environment.

I am deeply committed to implementing natural yard care practices in my own landscape.



8. Which natural yard care practice or tip learned from the webinar are you most interested in trying?

[More Details](#)

[Insights](#)

29

Responses

Latest Responses

"Replacing grass "

"removing some of my lawn leaving lawn clippings in the lawn not watering ...

9 respondents (31%) answered **lawns** for this question.



9. We value your input! Do you have any suggestions for improving future webinars?

[More Details](#)

[Insights](#)

29

Responses

Latest Responses

"I would like to be able to view certain parts again. Even with taking notes I ...

"maybe take a poll and ask all that attended which subjects you would like t...

3 respondents (10%) answered **Planting** for this question.



10. We're curious – how did you find out about the webinar series?

[More Details](#)

[Insights](#)

32
Responses

Latest Responses

"Email"

"From a Master Gardener"

"forwarded to me from someone at UW Tacoma"

10 respondents (31%) answered **email** for this question.

Word cloud showing responses for question 10:

- email
- received an email
- flyer at another event
- city webpage
- Flyer in the mail
- County
- City
- Tacoma
- Binetti's column
- Email list
- Facebook
- Flyer
- Public Works
- Subscription emails
- Pierce
- Facebook page
- Email from TPCHD
- tpchd employee
- News Tribune Olympian newspaper

11. Could you please provide your zip code?

[More Details](#)

[Insights](#)

32
Responses

Latest Responses

"98466"

"98512"

"98144"

5 respondents (16%) answered **98467** for this question.

Word cloud showing responses for question 11:

- 98467
- 98466
- 98465
- 98372
- 98402
- 98391
- 98498
- 98354
- 98406
- 98055
- 98512
- 98443
- 98332
- 98023
- 98004
- 98405

12. Is there any other feedback you'd like to share with us?

[More Details](#)

 Insights

16

Responses

Latest Responses

"No"

4 respondents (25%) answered **Thank** for this question.

recording of the event
event more accessible lot
eye candy informative
tedious individual activity webinar series presentations
drip irrigation Great presentations
Master Gardener useful
lawn go golden experienced gardener
Thank webinar thoughtfully curated
time with Troy
seamless

Webinar Behavior Change Survey

Following the webinar satisfaction survey, a second survey focused on behavior change was submitted to attendees through Microsoft Forms. Surveys were emailed to all **98** participating households on September 24. Duplicate emails, participants that attended multiple presentations, were removed. Participants were asked to respond within 10-days.

Results summary:

1. What is your zip code?

[More Details](#)

[Insights](#)

17
Responses
[Close](#)

Latest Responses

"98408"

"98372"

"98372"

2. Which webinar(s) did you attend via Zoom (mark all that apply)?

[More Details](#)

- What on Earth? Vital Soil Care... 4
- Lawns of the Future- Less Gras... 14
- Have Your Garden and Eat It T... 4



3. How familiar were you with natural yard care practices before the webinar(s)? (Practices include building healthy soils; plant right for your site; smart watering; think twice before using pesticides & herbicides; and natural lawn care.)

[More Details](#)

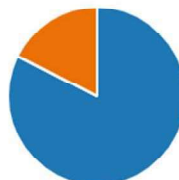
- Very Familiar 4
- Somewhat Familiar 12
- Not at All Familiar 1



4. Did you adopt a new natural yard care practice or tip learnt from the webinar series?

[More Details](#)

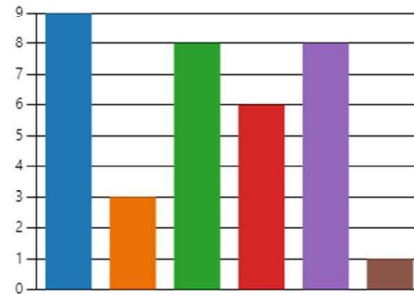
- Yes 14
- No 3



5. If yes, what new natural yard care practice(s) or tip(s) did you employ?

[More Details](#)

Adjust watering or fertilizing ro...	9
Add organic matter or amendm...	3
Reduce hardscape or lawn size	8
Blend edible plants into your exi...	6
Provide new habitat for insects ...	8
Other	1



6. If no, what barrier(s) may have prevented you from implementing a new practice?

[More Details](#)

Time to Implement	0
Too Costly	0
Access to Plants or Materials	0
Lack of Information or Instruction	0
Other	3



7. What would be your preferred method for learning about natural yard care practices?

[More Details](#)
[Insights](#)

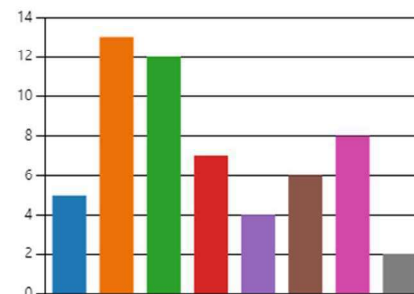
Online Webinars	10
In-person Training Sessions or ...	3
Video Tutorials	3
Social Media Content or Online ...	0
Other	1



8. What motivates you personally to adopt natural yard care strategies?

[More Details](#)

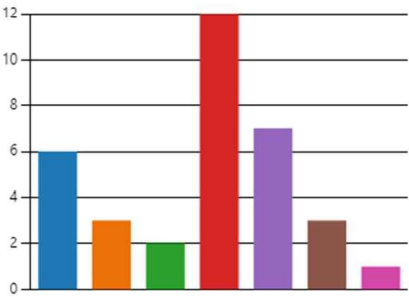
Family or Pet Health	5
Protecting or Encouraging Wildl...	13
Preventing Impacts to Local Wat...	12
Long-Term Soil Health	7
Aesthetic Appeal	4
Cost Effectiveness	6
Personal Values	8
Other	2



9. What gardening or yard care topic(s) would you like to learn more about in the future?

[More Details](#)

Organic Lawn Care	6
Rain Gardens and Waterwise La...	3
Composting and Mulching	2
Sustainable Weed and Pest Man...	12
Landscaping with Native Plants	7
Container and Vertical Gardening	3
Other	1



10. Any other feedback you would like to share?

[More Details](#)

4
Responses

Latest Responses

Developed materials promoting the webinar series.

Flyers were provided to several local nurseries, WSU Pierce County Master Gardeners, Pierce County Conservation District, public library systems and local garden clubs. QR codes provided convenience in accessing the Brown Paper Ticketing application.

2024 Natural Yard Care Flyer



SPRING 2024

Natural Yard Care Webinars

FREE WEBINAR WITH PRIZES!

What on Earth? Vital Soil Care Tactics for Every Garden *with Christina Pfeiffer*
Wednesday, April 10, 7–8:30 p.m.



Learn how to care for your topsoil and make your garden thrive. Whether you're a beginner or a seasoned gardener, this event will help you improve your gardening skills.
Register at naturallyardcareapril10.bpt.me.

Lawns of the Future: Less Grass, Less Work *with Marianne Binetti*
Wednesday, April 17, 7–8:30 p.m.



Transform your outdoor space into a beautiful and sustainable landscape. You'll get tips on how to reduce the amount of grass in your yard. Save time and effort!
Register at naturallyardcareapril17.bpt.me.

Have Your Garden & Eat It Too *with Jessi Bloom*
Wednesday, April 24, 7–8:30 p.m.



Create a beautiful garden that provides fresh, healthy produce. Learn tips and tricks for growing fruits, vegetables, and herbs right in your backyard.
Register at naturallyardcareapril24.bpt.me.

Questions?
 Contact Troy Rowan at trowan@tpchd.org or (253) 649-1839.

Sponsored by:

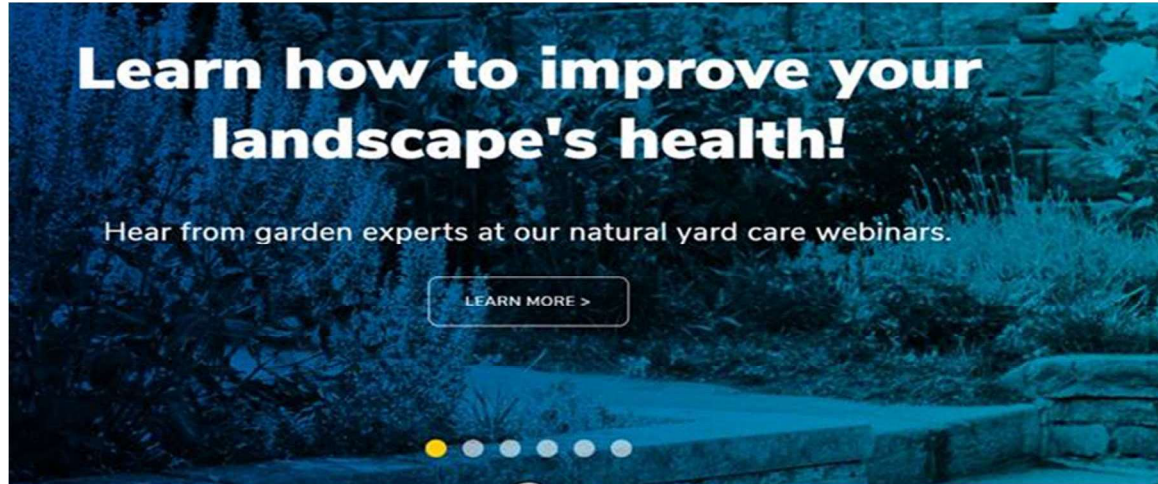





Tacoma-Pierce County
Health Department
 Healthy People in Healthy Communities

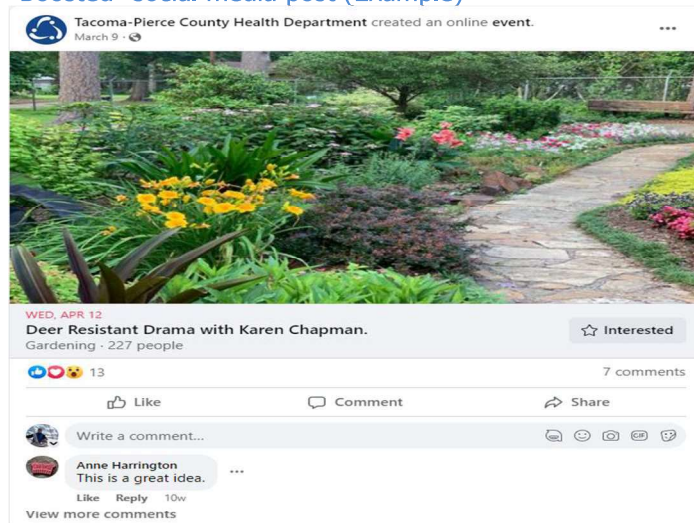
Website: The Health Department promoted the 2024 natural yard care webinar series through its website rotator. Website visitors were directed to learn more about the presentations and how to register for events. The rotor ran for 2 weeks prior to the first presentation and was removed on April 24. City of Edgewood, City of University Place ran similar promotional campaigns through their websites.

Tacoma-Pierce County Health Department Website Rotator



Social media: The Health Department promoted the natural yard care webinar series through Facebook. Posts received paid social media 'boost' to direct advertisement to City of Edgewood and City of University Place households sharing interest in gardening and/or environmental stewardship. Posts ran from March 19- April 24. There were 129,466 impressions (number of times content from Department's Facebook page entered a person screen), 2,107 clicks on the post, and 780 clicks on registration links or related resources.

"Boosted" social media post (Example)



Brown Paper Ticket: We organized ticketing and event communication through Brown Paper Ticket (BPT). BPT is an online event management tool. Participants received event description, registration, confirmation, event zoom links and reminders prior to the webinar.

329 registered to attend the Natural Yare Care presentations through Brown Paper Ticket. **145** participated in the webinars, a **44%** participation rate.

Event Promotion through Brown Paper Ticket

The screenshot shows the Brown Paper Ticket web application interface. At the top, there is a navigation bar with links for Account, Reports, Box Office, and Agents. A language selector indicates the site is in English. Below this, a user is logged in as trowan@tpchd.org. The main header features the Brown Paper Tickets logo and the tagline 'The fair-trade ticketing company.'.

The left sidebar contains an 'Account Menu' with links to Account Status, My Public Profile, Account Settings, Financial Settings, Account Functions, and Messages. Below this is an 'Events' section with links to Create an Event and Manage Your Events.

The main content area is titled 'Manage your events'. It includes a search bar and links to Find An Event, Create Your Event, and Help. A message states: 'Have questions? Need more info? Contact us at support@brownpapertickets.com. You can also find an overview of our features on our Services page or see answers to common questions in our Help Center.'

There are three main sections for event management:

- Your Current Events:** A section indicating 'You do not currently have any active events.'
- Your Past Events:** A table listing past events with columns for Manage, Event Name, Date, Sales, Value, and Status.
- Your Incomplete Events:** A section indicating 'You do not currently have any incomplete events.'

MANAGE	EVENT NAME	DATE	SALES	VALUE	STATUS
Go!	Tacoma-Pierce County...	Apr 24, 2024 7:00 PM - Apr 24, 2024 8:30 PM	98	\$0.00	Sales Ended
Go!	Tacoma-Pierce County...	Apr 17, 2024 7:00 PM - Apr 17, 2024 8:30 PM	148	\$0.00	Sales Ended
Go!	Tacoma-Pierce County...	Apr 10, 2024 7:00 PM - Apr 10, 2024 8:30 PM	83	\$0.00	Sales Ended
TOTAL			329	\$0.00	

2024 Natural Yard Care Webinar Agreement- *City of Edgewood*



Purpose

The City of Edgewood (City) and Tacoma-Pierce County Health Department (Health Department) wish to continue their mutually-beneficial interagency agreement to reduce pollutants and stormwater impacts in Edgewood. The City seeks to reduce impacts to stormwater as directed by their National Pollution Discharge Elimination System (NPDES) permit. The Health Department shares interest in reducing the use of toxic materials, pollutants discharged to the environment, and seeks to safeguard and enhance the health of all communities in Pierce County.

Objective

The goal of this project is to increase the use of natural yard care practices in the City of Edgewood. This interagency agreement work will complement existing programs and is designed to help increase the adoption of natural yard care (NYC) practices by residents.

The Health Department will partner with the City of Edgewood to produce a homeowner-targeted webinar series promoting environmentally sustainable practices for yards and landscapes. The Health Department will work to promote "Five Steps to Natural Yard Care (NYC)" as described below:

- **Build healthy soil.**
Covers the basic components of soil and benefits of adding organic matter. Talks will include instruction about backyard composting emphasizing troubleshooting and the benefits of recycling nutrients on-site.
- **Plant right for your site.**
Practical landscape design for matching plants with the proper environmental conditions to encourage healthy plants and reduce reliance on pesticide use.
- **Practice smart watering.**
Covers water conservation by encouraging irrigation efficiency through a variety of techniques, grouping plants with like water needs together, and encouraging deep, infrequent watering for plant health.
- **Think twice before using pesticides.**
Emphasizes proper plant placement and plant health as the first step in avoiding pest incidence; cover cultural, mechanical, and biological control techniques before using less-toxic pesticides as a last resort; the importance of and how to read a pesticide label and emphasizing proper usage and disposal of pesticide products.
- **Natural lawn care.**
Covers differences among grass species common to the area, 'grass-cycling' for organic waste diversion and nutrient cycling, proper irrigation, and fertilization practices, and emphasizing techniques to reduce weed incidence and pesticide usage.

Goals

- Reduce stormwater pollutants and stormwater impacts to surface water by implementing safer practices.
- Increase residential adoption of natural yard care practices, including:
 - ✓ Reduce use of pesticides and fertilizers.
 - ✓ Reduce generation of organic waste and increase backyard composting.
 - ✓ Increase use of slow-release fertilizers.
 - ✓ Reduce water use.

2024 Natural Yard Care Webinar Agreement- *City of Edgewood*



Output and Timeline

- Three Natural Yard Care webinars offered for free to the public.
- Up to 90 Edgewood residents participating in natural yard care webinar series.
- Report summarizing participation, methods used to recruit participants, number of participants in attendance, summary of information provided, satisfaction and behavior change surveys.
- Webinar participants show increased knowledge of natural yard care practices.

The Health Department shall be responsible for the following deliverables:

February- March 2024

- Coordinate webinar speakers, topics, and dates for webinars with City.
- Prepare advertising materials, and coordinate with City for advertising on City platforms. This may include newsletter, direct mail invitations to utility customers, inclusion in City of Edgewood website, and other city-sponsored advertising means.
- Direct registration for webinars and reminder for pre-registered residents of the upcoming webinars.

April- May 2024

- Conduct three NYC webinars for the City of Edgewood.
- Conduct webinar satisfaction survey.
- Distribute Natural Yard Care resources to webinar attendees.

September- October 2024

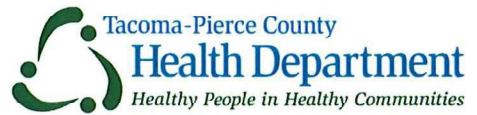
- Conduct webinar behavior change survey for webinar participants providing contact information.
- Provide summary report to the City. The summary report details advertising methods, attendance, webinar topics, qualitative webinar feedback from attendees, and webinar survey analyses.
- Provide the City webinar materials, surveys, and associated outreach/education materials.

Project Costs and Billing

Project Costs for services described: \$ 2,900

The Health Department shall bill the City after completion of the program. Payment shall be made within 30-days of receipt of an invoice from the Health Department. The invoice from the Health Department shall be accompanied by a summary report describing activities and results. The City of Edgewood will be invoiced prior to October 31, 2024.

2024 Natural Yard Care Webinar Agreement- *City of Edgewood*



General Terms

Entire Agreement

This Agreement constitutes the entire Agreement between the Parties with respect to this subject matter. Any changes to this Agreement must be mutually agreed upon by the Parties in writing.

Agreement Duration and Termination

This Agreement shall become effective upon the signing of the Agreement by the duly authorized representatives of each of the Parties. This Agreement shall terminate upon completion of the program and final payment by the City. Either party may terminate this Agreement at any time prior to that date upon ten (10) days written notice to the other party's Project Contact. In the event this Agreement is terminated prior to completion of the program, the City shall only be responsible for payment of a proportionate share of the completed webinars, if any.

Project Contacts

City of Edgewood

Joe Blaine
2224 104th Ave E
Edgewood, WA 98372
Phone: (253) 831-4263
joe@cityofedgewood.org

Tacoma-Pierce County Health Department

Esther Beaumier, Program Manager
3629 South D Street, MS: 1049
Tacoma, WA 98418
Phone: (253) 649-1838
trowan@tpchd.org

Mar 4, 2024

Date of Signature

Ingrid Payne

[Ingrid Payne \(Mar 4, 2024 11:50 PST\)](#)

Authorized Signature

Ingrid Payne

Printed Name

Mar 18, 2024

Date of Signature

Joe BLaine

[Joe BLaine \(Mar 18, 2024 12:52 PDT\)](#)

Authorized Signature

Joe Blaine

Printed Name