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# Small Acreage Landholder Outreach Program 2009 Annual Report

Submitted to Clark County Clean Water Program

Submitted by WSU Clark County Extension

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Clark County  
Clean Water Program

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## **Executive Summary**

The *Small Acreage Landholder Outreach Program* completed one *Living on the Land: Stewardship for Small Acreages* class series and graduated 23 people in 2009.

The program provided three BMP workshops on managing runoff and protecting soil, in addition to two well and septic workshops. The program conducted five small acreage property tours for 111 participants.

Ten properties were evaluated in 2009 for their efforts to implement BMP's to protect water quality and three were awarded merit signs. The program also completed two video spots, one on manure management and another on mud reduction, both featuring two merit properties.

### **Task 1 - Best Management Practices (BMPs) Guidelines**

#### **Task 1a - Information Resources**

The Coordinator added announcements for BMP workshops, property tours, the Expo, and *Living on the Land* classes to the WSU Extension website calendar (<http://clark.wsu.edu/calendar/index.asp>). The 2008 Annual Report and associated appendices, along with the Small Acreage Expo program and registration form were posted also to the website.

The program tracks website hits and document downloads monthly and compiles quarterly statistics (Table 1). Over 2,410 visitors accessed the program's website throughout the year, including 612 directly via bookmarks. More than 60% of the visitors to the website came during the first and second quarters, likely due to the promotion of the Expo and placement of the event information on the website.

Factsheets on septic maintenance continued to be popular throughout the year. People downloaded the fact sheet, *Save Time and Money - Properly Landscape Your Septic System*, 1,345 times, more than any other document. This is a change from previous years, where the fact sheet *Improving Drainage* was the most popular fact sheet. The second most downloaded fact sheet discusses septic tank additives. A new fact sheet, *How Green is Your Grass? Five Steps to Better Pasture & Grazing Management* was posted to the website in January, and was downloaded 644 times over the year.

Visitors to the website declined during the third and fourth quarters and total document downloads for the both quarters were about half of previous quarters. The Director noted this drop for other WSU program websites and downloads and has contacted web resources staff at WSU to see if there have been any tracking software changes.

#### *Issues and Recommendations*

Decreasing web traffic during the last half of the year, compared to other years and the first two quarters of 2009, poses a challenge. Since this drop was noticeable in other programs, the Director is checking with web resources staff at WSU.

Deliverables

The Program tracked hits and downloads throughout the year and reference files were updated as additional materials were located.

**Table 1: Small Acreage Webpage Activity**

<b>Fact sheets</b>	<b>Qtr 1</b>	<b>Qtr 2</b>	<b>Qtr 3</b>	<b>Qtr 4</b>	<b>YTD</b>	
Save Time and Money - Properly Landscape Your Septic System	352	560	328	186	1,426	
Don't Let Your Dollar\$ Go Down the Drain! Septic Tank Additives	430	402	274	239	1,345	
Keeping Clean Water Clean & Reducing Mud - Improving Drainage	295	386	237	191	1,109	
Keeping Clean Water Clean & Reducing Mud: Managing Roof Runoff	209	266	128	117	720	
What's Bugging You? Natural Insect Control for Small Acreages	178	283	175	66	702	
How Green is Your Grass? Five Steps to Better Pasture & Grazing Management	159	220	127	138	644	
Protecting Your Investment: Inspecting Your Septic System	145	217	136	144	642	
Manure Management: Strategies for Collection, Storage & Disposal	243	183	63	86	575	
Reduce Mud and Keep Water Clean: Sacrifice Areas	182	141	66	70	459	
Protecting Drinking Water: Simple Tips for Well Maintenance	173	135	55	61	424	
Small Acreage Landowner Services Directory	147	141	70	44	402	
What Can You Do On Your Land? Frequently Asked Questions	99	86	75	86	346	
Do You Qualify For Reduced Property Taxes? Current Use Taxation	152	74	42	75	343	
Constructing Ponds and Water Features - What Does It Take?	106	138	35	34	313	
Simple Steps To Protect Your Surface and Well Water	91	106	17	28	242	
Water Quality Self-Assessment for Small Acreages	85	77	n/a	77	239	
Best Management Practices for Small Acreages	149	87	n/a	n/a	236	
Tips On Land & Water Management for Small Acreages in SW WA	40	34	n/a	n/a	74	
Information on Small Acreage Management - Resource List	n/a	12	n/a	n/a	12	
<b>Total Downloads</b>	<b>3235</b>	<b>3548</b>	<b>1828</b>	<b>1642</b>	<b>10,253</b>	
<b>Other Documents</b>						
2008 Annual Report	n/a	41	n/a	n/a	41	
2008 Annual Report Appendices	n/a	40	n/a	n/a	40	
2007 Annual Report	41	n/a	n/a	n/a	41	
2007 Annual Report Appendices	n/a	n/a	n/a	n/a	0	
2006 Annual Report	n/a	n/a	n/a	n/a	0	
2006 Annual Report Appendices	n/a	n/a	n/a	n/a	0	
2005 Annual Report	n/a	n/a	n/a	n/a	0	
2005 Annual Report Appendices	n/a	n/a	n/a	n/a	0	
2004 Annual Report	n/a	n/a	n/a	n/a	0	
2004 Annual Report Appendices	n/a	n/a	n/a	n/a	0	
2003 Annual Report	n/a	41	n/a	n/a	41	
2009 Small Acreage Expo Program	92	157	n/a	n/a	249	
2009 Small Acreage Expo Registration Form	n/a	n/a	n/a	n/a	0	
Community Supported Agriculture Brochure	n/a	n/a	n/a	n/a	0	
Certified Kitchens Fact sheet	n/a	n/a	n/a	41	41	
<b>Total Downloads</b>	<b>133</b>	<b>279</b>	<b>0</b>	<b>41</b>	<b>453</b>	
<b>Website Visitors</b>						
Small Acreage Web Page	<i>Referred from other sites</i>	357	383	232	322	1294
	<i>Direct access/Bookmarked</i>	331	196	85	0	612
Living on the Land Web Page	<i>Referred from other sites</i>	217	176	51	60	504
	<i>Direct access/Bookmarked</i>	0	0	0	0	0
<b>Total Visitors</b>	<b>905</b>	<b>755</b>	<b>368</b>	<b>382</b>	<b>2,410</b>	

## Task 1b - Publications

**Factsheets/Video Spots.** Video spots replaced factsheets in the 2009 scope of work, thus delaying completion of this deliverable since filming and editing for both video spots was more easily completed at the same time.

Accompanied by the Coordinator, CVTV staff visited with Bill and Sue Svendsen of Roads End Farm on Friday, August 21<sup>st</sup>. As part of the taping, Sue highlighted her mud and manure management strategies, including composting, french drains, gutters and downspouts, streamside area protection, and horse turnout footing materials.

The program used True North Alpacas in La Center, owned by Peggy Sue and Owen Snooey, to showcase a smaller scale manure management system for alpacas. Additionally, Owen was completing a french drain for the barn which allowed filming its installation for a mud management video spot. Taping completed August 27<sup>th</sup>.

Two video spots will be posted to the website in 2010, one featuring manure management strategies and another highlighting techniques for reducing mud around barns and outbuildings. CVTV staff edited the raw film footage and created a draft of each video, which was reviewed. The final videos will be completed by the end of the year and posted in January 2010.

**Flying Changes Article.** An article featuring a local horse boarding facility (also a “clean water” sign property) will be submitted to *Flying Changes* magazine by the end of the year. The Coordinator interviewed the landowner in July to obtain quotes and updated pictures for the article. This project has been delayed by the landowner’s time constraints in reviewing the article for accuracy.

### *Deliverables*

Two video spots replaced factsheets for the 2009 scope of work. The video spots are in production and will be posted to the program website during the first quarter of 2010. The article for *Flying Changes* magazine will be submitted by the end of the year.

### *Issues and Recommendations*

Due to time constraints with cooperating organizations and individuals, the video spots and magazine article were delayed, but should be completed by the end of the year.

## Task 2 - Public Education & Outreach

### Task 2a - Living on the Land: Stewardship for Small Acreages

The program completed the *Living on the Land: Stewardship for Small Acreages* (LOL) class series in fall 2009 which ran from September 2 through November 18. The schedule (Table 2) included several changes from fall 2008, including: the addition of Rod Swanson from Clark County Public Works to discuss the new stormwater ordinance, OSU’s Gene Pirelli was unavailable and replaced by Lisa Schuchman (Clark Conservation District) and the Coordinator. While 41 people enrolled, 23 participants graduated, including 17 who owned property. Five participants do not yet have property and are taking the course as preparation for buying small acreage property in the future. Over the

**Table 2: LOL Class Schedule**

<b>Date</b>	<b>Topic</b>	<b>Instructor(s)</b>
9/2/09	What Do You Have & What Do You Want? Turning Dreams into Reality	<i>Doug Stienbarger</i> , WSU Clark County Extension
9/9/09	What Can You Do? Turning Dreams into Reality	<i>Doug Stienbarger</i> , WSU Clark County Extension
	Clark County Land Use Zoning and Codes	<i>Scott Melville</i> , Clark County Community Development
9/16/09	Getting Down and Dirty with Soil	<i>Gordon French</i> , LJC Feeds
9/23/09	How Grass Grows, Pasture Establishment and Renovation	<i>Lisa Schuchman</i> , Clark Conservation District <i>Erin Harwood</i> , WSU Clark County Extension
9/30/09	Managing Soil to Keep It Productive	<i>Dr. Craig Cogger</i> , WSU Puyallup Extension
10/7/09	Watershed Pollution: <i>Hands On Demonstration</i> Clark County Clean Water Program Overview	<i>Cary Armstrong</i> , Clark County Clean Water Program
	Managing Runoff: Understanding Clark County's New Stormwater Ordinance	<i>Rod Swanson</i> , Clark County Public Works
10/14/09	Grazing Management	<i>Gary Fredricks</i> , WSU Cowlitz Extension
10/21/09	Interacting with Wildlife	<i>Rachel Maggi</i> , Natural Resource Conservation Service
	Small Farm Business Opportunities	<i>Erin Harwood</i> , WSU Clark County Extension
10/28/09	What to Do About Weeds?	<i>Ron Hendrickson</i> , Clark County Vegetation Management
11/4/09	Protecting Household Drinking Water	<i>Tom Gonzales</i> , Clark County Public Health
	Septic Maintenance	<i>Mike Williams</i> , EverGreen Septic Design, Inc.
11/11/09	Managing Animals to Avoid Negative Impacts	<i>Erin Harwood</i> , WSU Clark County Extension <i>Lisa Schuchman</i> , Clark Conservation District
11/18/09	My Place on a Stream	<i>Jen Naas</i> , WSU Clark County Extension
	Focusing on Stewardship: Tying it Together <i>Graduation</i>	<i>Erin Harwood</i> , WSU Clark County Extension

course of 12 weeks (36 hours of instruction), six registrants withdrew due to due to schedule changes, driving distance, and a personal injury and three never showed up to class.

Of the 32 participants, 23 graduated by attending at least six classes. Graduates received a small gift and a certificate of completion. When asked why they signed up for the class, participants cited land stewardship, a desire to explore options for their property, improving land utilization, manure composting, pasture management, mud reduction, septic maintenance, livestock care, and general knowledge about rural small acreage living.

Seventy-four percent of course graduates attended at least 75% of the class sessions and five attended every session (Table 3), a similar proportion to previous classes which averaged 65% to 88% of graduates attending at least 75% of the sessions.

**Profile of LOL Graduates.** Classes were again held on the Center for Agriculture Science and

**Table 3: LOL Attendance**

<b>Classes Attended</b>	<b># Graduates</b>	<b>As % of Graduates</b>
12	5	22%
11	8	35%
10	3	13%
9	1	4%
8	0	0%
7	3	13%
6	3	13%
<b>Total</b>	<b>23</b>	<b>100%</b>

*Note: Ten participants attended fewer than six classes.*

Environmental Education (CASEE) campus in Brush Prairie, a location reasonably central to small acreage owners throughout Clark County. Overall, more residents from the northern parts of Clark County continue to participate than from other areas (Table 4) which reflects the program’s targeted audience: small acreages in the unincorporated areas of Clark County. The program continues to attract participants from outside of the county (6% since 2004), many of whom either own bare land or are in the process of searching for land in Clark County.

**Table 4: Geographic Distribution of Graduates**

Location	Fall 2003	Spring 2004	Fall 2004	Spring 2005	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009	City Totals
North										
Amboy	0	3	4	5	1	3	3	1	2	22
La Center	6	7	4	5	3	6	5	1	0	37
Ridgefield	0	5	2	2	7	2	2	6	3	29
Yacolt	0	6	0	0	1	7	3	0	1	18
Woodland (Clark County)	0	0	2	2	1	2	2	3	0	12
<b>Subtotal</b>	<b>6</b>	<b>21</b>	<b>12</b>	<b>14</b>	<b>13</b>	<b>20</b>	<b>15</b>	<b>11</b>	<b>6</b>	<b>118</b>
Central										
Battle Ground	8	14	8	5	4	6	6	7	2	60
Brush Prairie	2	4	5	2	0	0	2	3	4	22
<b>Subtotal</b>	<b>10</b>	<b>18</b>	<b>13</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>10</b>	<b>6</b>	<b>82</b>
South										
Camas	1	0	0	1	4	1	1	1	4	13
Vancouver	4	3	2	3	3	2	2	4	5	28
Washougal	2	1	3	0	1	3	6	0	0	16
<b>Subtotal</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>9</b>	<b>57</b>
Out of County	0	0	4	2	2	1	0	5	2	16
<b>Totals</b>	<b>23</b>	<b>43</b>	<b>34</b>	<b>27</b>	<b>27</b>	<b>33</b>	<b>32</b>	<b>31</b>	<b>23</b>	<b>273</b>

Table 5 lists the attributes of the 23 graduates from 2009. Graduates manage 66.1 acres in Clark County in addition to 45 acres outside Clark County, averaging 10.1 acres in Clark County and 9.26 acres overall. The Clark County average is lower than previous LOL class averages, except Fall 2003. Average length of time residing on their land was similar to previous classes at just over six years. Most graduates (representing 15 of the 17 properties) own properties 10 acres or smaller, also similar to past classes.

Eighty-three percent of graduate properties (10 out of 12, not counting spouses) have septic tanks on their property while 75% of properties have potable water wells. Improperly maintained septic tanks pose a potential health risk to residents’ drinking water and to aquatic wildlife. Educating landowners on regular maintenance and inspection for their septic tanks helps reduce this risk and protect water quality.

Over half the 2009 graduates use land for pasture, vegetable production, landscape, wildlife habitat, orchard production, and/or lawn. These land uses typically constitute the most common land uses in all the class series (Table 6). Forest land represents the largest single use of acreage by the class graduates in 2009, although one parcel accounts for over 90% of forest acreage. Pasture accounts for the greatest amount of acreage used by graduates in all class series, with vegetable production a close second.



**Table 5: Graduate Property Characteristics\*\***

Characteristics		Fall 2003	Spring 2004	Fall 2004	Spring 2005	Fall 2005	Fall 2006	Fall 2007*	Fall 2008	Fall 2009	Totals
# Graduates		23	43	34	27	27	33	32	31	23	<b>273</b>
# Properties		19	33	27	22	24	25	24	23	12	<b>209</b>
Ac Owned	Total Acreage*	132.1	376.8	412.4	317.4	299.1	387.9	323.2	228.9	111.1	<b>2588.9</b>
	Avg Ac/ Property*	8.3	11.1	15.3	14.4	12.5	15.5	14.7	10.0	9.3	<b>12.3</b>
	Range (Ac)*	2.5-35	2.5-82	2.3-80.2	5-68	1-60	1-79	2-41	1.6-49	0.8-45	
	< = 5 ac	7	13	11	7	7	8	13	12	8	<b>86</b>
	>5 - 10 ac	7	13	3	8	9	11	6	3	2	<b>62</b>
	>10 - 20 ac	1	5	5	4	4	2	1	6	1	<b>29</b>
	> 20 ac	1	3	8	3	4	4	3	2	1	<b>29</b>
Yrs On Land	Average	5.8	7.2	8.3	9.2	8.1	12.0	5.4	5.7	6.0	<b>7.5</b>
	Range	0.1-8.5	0-34	0-38	0-40	0.3-34	0.1-66	0-17	0-26	0.3-30	
Land with:	Septic System	14	31	25	21	23	24	22	22	10	<b>192</b>
	Well	11	27	25	17	21	23	20	16	9	<b>169</b>

\*\* Understates total since not all graduates completed survey or provided all information.

\* Excludes a 100 ac parcel outside Clark County.

**Table 6: Types of Land Use On Graduate Properties**

Land Use	Number of Graduate Properties (Ac)									Total	As % of Graduate Properties
	Fall 2003	Spring 2004	Fall 2004	Spring 2005	Fall 2005	Fall 2006	Fall 2007+	Fall 2008	Fall 2009		
Vegetable Production	12	26	23	13	17	17	16	17	9	150	72%
Orchard Production	7	20	17	10	10	13	15	14	5	111	53%
Landscape	12	20	15	10	11	12	9	14	2	105	50%
Wildlife	9	21	15	12	12	14	9	12	2	106	51%
Lawn	15	27	23	15	18	22	17	13	8	158	75%
Pasture	11	19	15	12	17	18	18	19	10	139	67%
Acres*	22.5	32.5	73.0	57.5	53.1	65.2	80.5	31.0	7.9	423.2	
Hay	2	6	8	6	2	3	1	5	2	35	17%
Acres*	2.0	39.0	18.0	23.0	5.0	12.0	n/a	51.8	5.0	155.8	
Forest	9	22	16	8	10	17	9	9	3	103	49%
Acres*	29.0	25.5	30.0	8.0	28.0	116.5	106.3	11.5	15.3	370.1	

\* Understates total since not all participants listed acreage.

+ One parcel accounts for 52 acres.

Forty-seven percent of graduates in the 2009 class own livestock (Table 7), primarily consisting of poultry (chickens). Since 2003, poultry, including ducks, chickens, geese, and wild fowl, comprise the most common type of animal owned, followed by alpacas, cattle, and horses. Since poultry manure contains high concentrations of nutrients relative to weight, it can pose an underappreciated danger to water quality. Educating landowners on manure management for these and other animals can help



reduce the amount of nutrients introduced into stormwater runoff. Overall, the program has educated animals owners on how to best manage the manure from their 2,739 animals.

**Table 7: Numbers of Livestock Owned\***

Animal	Fall 2003	Spring 2004	Fall 2004	Spring 2005	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Totals
Poultry	86	112	792	65	40	44	44	108	137	1428
Alpacas	0	7	90	19	41	0	28	12	81	278
Cattle	3	90	23	68	9	43	0	15	0	251
Equine	27	28	25	8	53	18	15	21	14	209
Goats	3	28	4	0	2	73	21	12	48	191
Sheep	0	5	143	0	0	0	8	4	9	169
Swine	0	2	13	0	0	9	90	3	0	117
Llama	12	0	2	9	7	1	10	4	1	46
Rabbits	20	3	0	0	0	0	0	0	6	29
Donkey	0	0	2	4	4	2	2	1	0	15
Ostrich/Emu	0	6	0	0	0	0	0	0	0	6
<b>Total</b>	<b>151</b>	<b>275</b>	<b>1092</b>	<b>169</b>	<b>152</b>	<b>188</b>	<b>216</b>	<b>179</b>	<b>296</b>	<b>2739</b>

\* Understates total since not all participants provided numbers of livestock.

**LOL Class Evaluations.** Participants evaluated individual class sessions (Table 8) and the 12 week program as a whole (Table 9) (see Appendix F for evaluation forms). On a scale of one to five (five being the highest), participants indicated satisfaction with the course, ranking no class lower than 3.7 and most sessions above 4.4. The two highest rated classes were the first soils class presented by Gordon French and grazing management presented by Gary Fredricks.

**Table 8: LOL Evaluation Summary**

Was the lesson:	Inventory 1	Inventory 2	Soils 1	Grass	Soils 2	Water Quality	Grazing	Business & Wildlife	Weeds	Well & Septic	Animals	Streams & Stormwater
Current?	4.4	4.5	4.9	4.5	4.6	4.1	5.0	4.4	4.6	4.8	4.7	4.4
Understandable?	4.6	4.6	4.8	4.3	4.3	4.3	5.0	4.6	4.6	4.6	4.7	4.4
Interesting?	4.3	4.6	4.8	4.3	4.6	3.5	5.0	4.6	4.2	4.4	4.7	4.4
Answer questions?	4.1	4.5	4.7	4.4	4.4	3.5	4.8	4.3	4.7	4.7	4.7	4.5
Learn new things?	3.9	4.0	4.7	4.6	4.5	3.3	4.9	4.5	4.6	4.6	4.7	4.2
Use the info learned?	4.4	4.3	4.7	4.8	4.5	3.5	4.9	4.4	4.6	4.8	4.7	4.2
Worth your time?	4.6	4.5	4.7	4.6	4.6	3.7	5.0	4.6	4.6	4.8	4.7	4.5
<b>Average</b>	<b>4.3</b>	<b>4.4</b>	<b>4.8</b>	<b>4.5</b>	<b>4.5</b>	<b>3.7</b>	<b>5.0</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>	<b>4.7</b>	<b>4.4</b>

**Table 9: Overall LOL Program Evaluation Summary**

Evaluation Question	Average
What overall score would you give this program?	4.8
Did the program series answer most of your questions?	4.6
Did you learn useful information?	4.9
How much will you use this information to change your practices?	4.4
<b>Average</b>	<b>4.7</b>

When evaluating the entire course, participants stated they learned useful information and the classes answered most of their questions. They also thought the course length was about right, with only one person suggesting it was too short. Many indicated they would utilize the information learned to change practices on their land, such as composting manure, planting cover crops to reduce soil erosion, creating sacrifice areas for animals, and installing rain gardens and rain barrels to manage roof runoff. Many participants also commented they felt much more knowledgeable about general land management practices and they appreciated the resources and tools provided.

In general, fall 2009 participants appreciated the information provided, as indicated in their comments below:

“Everything was super informative.”

“Excellent class! [I] really enjoyed the networking opportunities.”

“[I] really enjoyed the class – worth the effort!”

“Thank you for an informative, great class. I can’t wait to being composting! Thank you!”

**Publicity and Promotion.** Participants learned about the class through several different sources (Table 10): 26% learned about the program from the internet and postings on CraigsList, 23% heard about the program from friends, family, and neighbors, 14% reported seeing press releases or paid advertisements in *The Reflector* (press releases were also sent to *The Columbian and Camas/Washougal Post-Record*), and 11% saw promotions at other Small Acreage Program events. The program also promoted the class through individual contacts, other County programs, and other WSU lists. See Appendix A for announcements, paid advertisements, and flyers.

**Table 10: How Participants Learned About the LOL Class Series**

Source	No.	%
Internet (WSU Ext website, CraigsList)	9	26%
Friends, family, and neighbors	8	23%
Other (CCEHC Directory, word of mouth, other organizations)	6	17%
Reflector	5	14%
Small Acreage Events	4	11%
E-mail	3	9%
<b>Total</b>	<b>35</b>	<b>100%</b>

*Deliverables*

The program completed the *Living on the Land: Stewardship for Small Acreages* 12 week course and graduated 23 people.

Issues and Recommendations

There are none.

**Task 2b - Wells and Septic System Maintenance Workshops**

The program planned three workshops for 2009 (Table 11). The first workshop on May 28 at the Fire District 3 in Brush Prairie only drew five people out of 10 registered. The last two workshops were held at the CASEE Center in Brush Prairie on the same day. The afternoon workshop was cancelled due to low registration, and registrants were asked to come to the evening workshop instead which was combined with the LOL session.

**Table 11: Wells & Septics Workshop Attendance & Schedule**

Date	Location	Time	Attendance
February 6	Fire District #3 - Hockinson	6:30 – 9 pm	5
November 4	CASEE Center – Brush Prairie	3:00 – 5:30 pm	cancelled
November 4	CASEE Center – Brush Prairie	6:30 – 9 pm*	9
<b>Total Attendance</b>			<b>14</b>

\* Workshop as part of Living on the Land class series; members of the public invited, but limited to 15.

While the agenda remains similar to previous years’ workshops, the Coordinator taught the well and water quality talk in May, while a local septic specialist provided the septic portion of the workshop (Table 12). Speaker Bob Sweeny, the May speaker, came from south of Portland, so other speakers were found for the November workshops. In November, Tom Gonzales of Clark County Public Health provided the well portion of the program and Mike Williams of EverGreen Septic Design, Inc. presented on septic maintenance.

**Table 12: Wells & Septics Workshop Agenda**

Time	Topic
5 min	<i>Introduction</i>
45 min	<i>Protecting Household Drinking Water - Watersheds and water pollution / What Is A Well &amp; How It Works / Testing Drinking Water / Protecting Well Water Supplies</i>
<b>10 min BREAK</b>	
55 min	<i>Septic System Maintenance and Inspection - Water Pollution / Septic System Failure / System Components / Maintenance Steps &amp; Typical Repairs / Alternate Systems / Safety</i>
5 min	<i>Evaluations</i>

Despite press releases, a paid ad in the Reflector, and e-mails to WSU Clark County Extension listservs, registration was unexpectedly low for all workshops. Participants indicated when registering they heard about the workshop via e-mail, other Extension programs, and other Small Acreage Program events. The Coordinator distributes flyers at all Small Acreage Program workshops and outreach events (Appendix B).

In the past, the program sometimes utilized direct mailings to advertise these workshops, but scaled these back this year due to budget constraints. Direct mailings accounted for 44% of attendees who

completed evaluations at workshops in 2007, but only 24% in 2008. Depending on funding, Clark County Public Health may also be able to advertise the workshops when mailing septic notices to the public. The Coordinator will also examine creating a single mailing to promote multiple program workshops and tours to targeted geographic areas, which may draw more participants while also keeping costs down.

Attendees complete a written evaluation to provide feedback and rate the workshops. Despite requesting evaluations from participants in the November workshop, none were returned. In general, attendees at the May workshop indicated they appreciated the information provided and positively ranked the sessions, with no ranking below a 4.8 on a scale of 1 to 5 (with 5 being the highest) (Table 13).

Participants' indicated the information provided in the workshops was helpful and their comments were consistent with numerical rankings they assigned:

- “[I really appreciated receiving] new info about vital stuff that we have little chance to learn about.”
- “[I enjoyed the] septic system question and answer session.”
- “[Learning about] How to improve well & septic maintenance [was very informative].”

Attendees also assess their knowledge about topics before and after the workshop, using a scale of one to five: a response of one equals poor, two fair, three average, four good, and five excellent. The difference between participants' knowledge before and after training indicates the change in their knowledge level resulting from information provided by presenters.

When asked to assess their knowledge level about topics before and after the workshop, most respondents indicated an increase of several levels in knowledge on the topics provided (Table 14). Eighty percent of respondents increased their knowledge about protecting their septic systems by three or more levels. Sixty percent of respondents indicated a three level increase in their general knowledge of well and septic maintenance. All participants' knowledge about keeping their drinking water healthy increased by at least two levels.

**Table 13: Well and Septic Workshop Evaluation Summary**

Question	May 28
Do you intend to use any of this information?	4.8
Was this program understandable?	4.8
Did the program answer your questions?	5.0
Was this program worth your time?	4.8
<b>Average</b>	<b>4.9</b>
Participants (n)	5
Evaluations completed	5
<i>Percent completed evaluations</i>	<i>100%</i>

**Table 14: Well and Septic Workshop - Change in Knowledge Level**

Knowledge Area	Before and After Knowledge Change (As percent of respondents)					
	Same	1	2	3	4	N (NR)*
Knowledge of well & septic maintenance	0%	40%	0%	60%	0%	5 (0)
Keeping my drinking water healthy	0%	0%	60%	40%	0%	5 (0)
Protecting my septic system	0%	20%	0%	60%	20%	5 (0)
How my management practices impact clean water	0%	50%	25%	25%	0%	4 (1)

\*N = number of responses; NR = no response

The November evening workshop combined an LOL class with public participation. Living on the Land participants evaluated (form in Appendix F) the well and septic session and ranked the session well, with no score below 4.4 on a scale of 1 to 5 with 5 being highest (Table 15).

**Table 15: Living on the Land Evaluation Summary of Well and Septic Session**

Was this lesson:	Ranking					Average Rank
	Low 1	2	3	4	High 5	
Current, up to date?				3	11	4.8
Understandable?			2	2	10	4.6
Presented in an interesting way?		1	1	4	8	4.4
Did the program answer all the questions you had?			1	2	10	4.7
Did learn new things?			1	3	10	4.6
Will you use the information learned?				3	11	4.8
Was this program worth your time?				3	11	4.8
<b>All questions</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>20</b>	<b>71</b>	<b>4.7</b>
Participants	19					
Evaluations Completed (as %)	14 (74%)					

Participant comments indicated they would change some of their management practices based on the information provided:

“This weekend [I will] inspect and clean out [my] well house and get insulation installed.”

“[I plan to] look up [my] septic records on the Clark County GIS website.”

“[I learned] how to well and septic systems work.”

#### *Deliverables*

The program completed two out of the three planned workshops and did not meet the overall expected attendance.

#### *Issues and Recommendations*

Difficulty locating knowledgeable and willing speakers delayed completion of the last two well and septic maintenance workshops. This will continue to be a challenge in 2010, which will require the Coordinator to develop a cadre local septic speakers. Tom Gonzales, Clark County Public Health, already agreed to partner to provide speakers for the well portion from Public Health at the 2010 workshops.

Registration and attendance for the first of three planned well and septic workshops was low. Additional advertising methods will be explored in an effort to increase registration and attendance at future workshops. Public Health may help advertise the 2010 workshops in their mailings, which may increase registration and attendance. The Coordinator will also examine changing advertising methods to increase registration and attendance at future workshops. This could include creating a single mailing to promote multiple program workshops and tours to a targeted geographic area to attract participants while also keeping costs down.

## Task 2c - Best Management Practices Workshops

The Coordinator organized three workshops in 2009 which attracted 78 participants (Table 16). To reach a broader small acreage audience, the Coordinator presented a new workshop focusing on BMP's landowners can easily implement on small acreage properties to enhance their lifestyle, be good stewards of the land, and work towards creating a sustainable lifestyle. The workshops provided an overview of BMP's related to soil and water management and protection, while also serving as an introduction to the Small Acreage Expo and Living on the Land class series. The workshops were co-presented by the Coordinator and Clark Conservation District staff.

**Evaluation.** Workshop participants rated the program well with no rating below 4.2 on a scale of one to five, with five being the highest (Table 16).

**Table 16: Evaluation Summary for Sustainable Small Acreage Living Workshops**

<i>(scale of 1 to 5 with 5 being excellent)</i>	<b>April 2</b>	<b>May 7</b>	<b>Aug 20</b>	<b>Total</b>
Do you intend to use any of the info provided?	4.9	4.4	4.3	<b>4.5</b>
Did you learn something new or how to do others differently?	4.6	4.5	4.2	<b>4.4</b>
What overall score would you give this event?	4.2	4.3	4.3	<b>4.3</b>
<b>Average</b>	<b>4.6</b>	<b>4.4</b>	<b>4.2</b>	<b>4.4</b>
Participants (n)	17	35	26	<b>78</b>
Evaluations completed <i>(as %)</i>	15 <i>(88%)</i>	16 <i>(46%)</i>	11 <i>(46%)</i>	<b>42 <i>(54%)</i></b>

Participants also assessed their knowledge about four key topics presented during the *Sustainable Small Acreage Living* presentation, using a scale of one to five: a response of one equals poor, two fair, three average, four good, and five excellent. The difference between participants' knowledge before and after training indicates the relative change in their knowledge level resulting from information provided (Table 17).

**Table 17: Sustainable Small Acreage Living Workshops - Change in Knowledge Levels**

<b>Knowledge Area</b>	<b>Before and After Workshop Knowledge Change</b> <i>(As percent of respondents<sup>+</sup>)</i>					
	<b>Same</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>N (NR)*</b>
Goal setting and taking a whole property view	29%	24%	33%	14%	0%	42 (36)
Protecting and managing soil on your property	14%	40%	31%	14%	0%	42 (36)
Utilizing drainage to manage and protect water on your property	7%	48%	26%	12%	7%	42 (36)
Controlling invasive plants and using native plants	45%	26%	26%	0%	2%	42 (36)

\* N = number of responses; NR = no response

+ May not equal 100% due to rounding

For all workshops, 86% indicated at least a one level increase in knowledge on protecting and managing soil. Participants increased their knowledge most about utilizing drainage to manage and protect water, with 93% from all workshops reporting one or more levels of increased knowledge. Seventy-one percent of respondents indicated at least a one level increase in knowledge about goal setting.



With the exception of invasive plants, over 45% of respondents increased their knowledge by at least two levels for the three remaining topics.

Compared to other sections, the section on controlling invasive plants is briefer and may explain why 45% of respondents indicated no increased knowledge. Since this topic is not a main focus of the workshop, it may be best to leave it for more detailed presentations at the Small Acreage Expo or Living on the Land class series.

**Promotion.** The program promoted sustainable living workshops through paid advertisements, CraigsList advertisements, press releases, e-mails to WSU listservs, and fliers provided at other events (Appendix C). A postcard mailing conducted for the May and August workshops, targeting small acreage landowners in the areas surrounding the location of the workshops, led to a higher registration and attendance levels than at the first workshop (Appendix C).

#### *Deliverables*

The program completed the three proposed BMP workshops attended by 78 people.

#### *Issues and Recommendations*

If this workshop is provided in the future, the section on controlling invasive plants and using native plants should be removed. It is too brief as presented to provide much information to participants and the time frame does not allow for greater detail. This topic could be better covered in workshops offered at the Small Acreage Expo or in the Living on the Land class series. This would allow greater time to spend on emphasizing a whole property view and overall good land stewardship, and potentially to add another more water quality related topic.

### **Task 2d - Outreach Events and Promotional Activities**

**Clark Conservation District Plant Sale.** The Clark Conservation District held their annual plant sale February 26 through 28 at the CASEE Center in Brush Prairie. The program provided flyers promoting upcoming events, including workshops, tours, the Small Acreage Expo, and *Living on the Land*.

**Small Acreage Exposition.** The fourth annual *Small Acreage Expo* took place Saturday, April 18<sup>th</sup>, at Brigands HideOut in Battle Ground and attracted 78 participants. Participants selected from four sessions with four concurrent classes (Table 18). Thirteen speakers presented on 16 different topics, including mud management, drainage installation, fencing, proper manure management, interacting with wildlife, and weed management. Several sessions provided participants with hands-on opportunities to learn and try out equipment.

The Coordinator distributed flyers at outreach events and workshops, sent a mailing in March, sent e-mails to all WSU Extension listservs, and posted the Expo program and registration on the WSU Extension and Small Acreage web pages. The program paid for advertisements in *The Reflector* and *Camas-Washougal Post Record* in early April, and submitted press releases to local media (Appendix D).



**Table 18: Small Acreage Exposition Schedule**

Time	Session	Title	Speaker(s)
9:00 to 10:15	A1	Fencing Options for Your Property	Mike Maghetti, Animal Management Systems
	A2	Wild on the Farm: Managing Wildlife	Rachel Maggi, Natural Resource Conservation Service
	A3	It's All French to Me! Installing Drainage	Grant Johnson, Grant Johnson Drainage Co.
	A4	Weed Management on Small Acreages	Ron Hendrickson, Clark Co Weed Mgmt
10:20 to 11:35	B1	Building Portable Fences: Hands On	Mike Maghetti, Animal Management Systems
	B2	Harvest the Rain with Rain Barrels	Jayme Studer, Watershed Stewards
	B3	Current Use Taxation	Sherry Daubert, Clark County Assessor's Office
	B4	Managing stormwater runoff...must I?	Tim Kraft, Clark County Clean Water Program
LUNCH 11:40 to 12:20		Dog Herding & Wool Spinning Demos	Brigands Staff and Volunteers
12:25 to 1:40	C1	Building Portable Fences: Hands On	Mike Maghetti, Animal Management Systems
	C2	Tune it Up: Small Engine Equipment Maintenance	Suzi Goedert, Amboy Saw and Service
	C3	Conquering Mount Manure	Lisa Schuchman, Clark Conservation District
	C4	Protecting Your Investment: Septic Maintenance	Robert Sweeney, Environmental Management Systems, Inc.
1:45 to 3:00	D1	Building Portable Fences: Hands On	Mike Maghetti, Animal Management Systems
	D2	Fertilizing Pastures & Why Lime?	Gordon French, LJC Feeds
	D3	What's Bugging You? Natural Insect Control	Erin Harwood, WSU Clark County Extension
	D4	Farm Tour: Management in Action	Nancy Ward, Brigands HideOut

Participants received a packet upon check-in which included handouts on small acreage property management, a schedule of Expo classes (Appendix D), information on upcoming events, and program promotional materials. Registration for the event was free although a boxed lunch from a local caterer cost \$10. A local 4-H group made coffee, tea, and snacks available at a refreshment table in exchange for donations to raise funds for their club. The Coordinator arranged for seven agencies and organizations, as well as five businesses to set up booths at the event.

Forty-seven participants submitted evaluations for the event as a whole, a return rate of 64% (Table 19). Once again, offering door prizes in exchange for completing evaluations likely contributed to this high return rate. Respondents rated the program overall an average of 4.7, with no ranking below 4.4 on a scale of one to five, five being the highest. Of those participants that completed an event evaluation, 90% indicated they would recommend the program to others.

**Table 19: Overall Event Program Evaluation**

	Average
What overall score would you give this event?	4.4
Do you intend to use any of the information provided?	4.7
Did you learn something new or how to do others differently?	4.8
<b>Overall Average</b>	<b>4.7</b>
Attendance	78
Contact hours (based on 6 hour event)	468
Evaluations Completed (n)	50
Returned Evaluations	64%

Participants were also asked to rate their knowledge of a topic as poor, fair, average, good, or excellent before attending the event and then after attending the event. Based on this information, 60% of respondents increased their knowledge two or more levels about resources available to them in Clark County, as did 73% about their knowledge of how their practices affect water quality (Table 20). Over 91% of respondents increased their level of knowledge by at least one level about all three knowledge areas. Together, the data demonstrate expo participants learn important land management strategies about protecting water quality.

**Table 20: Small Acreage Expo - Overall Change in Knowledge Levels**

Knowledge Area	Before and After Expo Knowledge Change <i>(As percent of respondents)</i>					
	Same	1	2	3	4	N (NR)
Knowledge of farm/property management strategies	6%	62%	23%	6%	2%	47 (31)
Knowledge of agencies and resources in Clark County	9%	32%	47%	9%	4%	47 (31)
How management practices impact water quality	0%	27%	55%	18%	0%	44 (34)

*\*N = number of responses; NR = no response*

**Individual Expo Sessions.** Participants also assessed their change in knowledge on evaluations for selected individual sessions. Evaluations were not collected for the following sessions: Installing a French Drain, Weed Management, and Fencing for Your Property. Due to the open nature of the sessions, participant counts cannot be accurately made and often the evaluations returned are so few that no general interpretations can be drawn. Due to the low numbers of submitted evaluations per session, it is difficult to draw any conclusions beyond the responses provided.

Respondents from all classes, except the Rain Barrels session, reported their knowledge levels increased at least one or two levels about most topic areas in the workshops (Table 21). For the people who responded, the Expo appear to provide the correct balance between technical and general information.

Half of respondents did not learn anything new in the rain barrel sessions, possibly due to the speaker’s hurried presentation and only a cursory explanation of the difference between pervious and impervious surfaces.

Tim Kraft, a consultant working with the Clean Water Program, presented information on the new Clark County stormwater regulations, but only four people submitted evaluations. Given the

importance of new stormwater rules to small acreage landowners, the program will try to include this in the 2010 Expo.

**Table 21: Small Acreage Expo - Change in Knowledge Levels for Individual Sessions**

Workshop	Knowledge Area	Before and After Knowledge Change (As percent of respondents)					
		Same	1	2	3	4	N (NR)*
Rain Barrels	The difference between pervious and impervious surfaces	50%	8%	25%	17%	0%	12 (36)
	Figuring out how much rainwater your home and buildings generate	33%	17%	17%	17%	8%	11 (37)
	How to build and install a rain barrel	8%	17%	25%	42%	0%	11 (37)
Managing Stormwater Runoff	Clark County's new stormwater regulations	0%	25%	25%	25%	25%	4 (9)
	How the new regulations affect you and your property management	0%	0%	25%	50%	25%	4 (9)
	How to manage rainwater while protecting water quality	0%	75%	0%	25%	0%	4 (9)
Manure Management	General manure management	0%	20%	40%	40%	0%	5 (15)
	Composting manure properly	0%	40%	40%	20%	0%	5 (15)
	Proper manure management to protect water quality	0%	60%	20%	20%	0%	5 (15)
Protecting Your Septic Investment	How to maintain and protect your septic system	0%	40%	40%	20%	0%	5 (25)
	Causes of septic failure and how to avoid them	0%	40%	40%	20%	0%	5 (25)
	Properly managing your septic system to protect water quality	0%	60%	40%	0%	0%	5 (25)
Fertilizing Pastures and Why Lime?	Fertilizer application timing and rates for pastures	0%	13%	13%	75%	0%	8 (25)
	Utilizing soil tests to determine fertilizer application rates	0%	13%	25%	63%	0%	8 (25)
	Applying lime for soil and pasture health	0%	13%	25%	63%	0%	8 (25)
Natural Insect Control	Properly identifying pest insects common to small acreage properties	0%	18%	55%	27%	0%	11 (16)
	Utilizing methods other than pesticides to control insects	0%	9%	73%	18%	0%	11 (16)
	Importance of utilizing other methods to control insects to protect water quality	9%	36%	18%	36%	0%	11 (16)
Farm Tour - Management in Action	Managing roof runoff on your property	22%	56%	22%	0%	0%	9 (20)
	Reducing and managing mud	22%	44%	22%	11%	0%	9 (20)
	How farm management practices affect water quality	11%	44%	33%	11%	0%	9 (20)

\* N = number of respondents; NR = estimate of non-respondents, based on registration for each session. Due to the open nature of the event, participants may elect to attend classes other than what they registered for.

Lisa Schuchman from the Clark Conservation District provided a presentation on manure management. Eighty percent of respondents reported an increase of two or more levels in knowledge about general manure management.

Participants learned about how to maintain and protect their septic system from Bob Sweeney, owner of Environmental Management Systems. Sixty percent of respondents increased their knowledge about septic protection and common causes of septic failure by two or more levels.

Gordon French, LJC Feeds in Camas, returned to the Expo again this year to answer landowners questions regarding fertilizing pastures and applying lime for soil and pasture health. Seventy-five percent of respondents indicated a three level increase in knowledge about timing and rates of application for pasture fertilization. Overall, respondents had the highest level knowledge increases from all evaluated workshops. Gordon continues to provide a high quality and informative presentation on this topic.

Nancy Ward, owner of the host farm Brigands HideOut, provided participants with a tour of the BMP's she has implemented on the property to manage roof runoff, reduce mud, and protect water quality. More than 75% of respondents indicated an increase of at least one level for all these topics.

The six sessions not evaluated for knowledge changes were well received, with no session rated below an average of 4.6 on a scale of one to five (Table 22). The three hands-on sessions on setting up portable electric fencing for rotational grazing, offered by Mike Maghetti of Animal Management Systems, Inc., were rated the highest. Evaluations for the Weed Management and Fencing for Your Property morning sessions were not collected.

**Table 22: Small Acreage Expo Individual Session Evaluation Summary**

Did this session:	Wildlife	Portable Fencing*	Current Use Taxation	Small Engine Equipment Maintenance
Make sense to you?	4.6	5.0	4.5	4.8
Keep/maintain your interest?	4.8	4.8	4.7	4.8
Answer your Questions?	4.6	5.0	4.7	4.8
<b>Average</b>	<b>4.7</b>	<b>4.9</b>	<b>4.6</b>	<b>4.8</b>
N (NR)+	17 (11)	8 (25)	11 (10)	8 (20)

*\*Evaluations from the three sessions were combined together*

*+ N = number of respondents; NR = estimate of non-respondents, based on registration for each session. Due to the open nature of the event, participants may elect to attend classes other than what they registered for.*

*Evaluations were not collected from Fencing for Your Property and Weed Management*

Thirty-three respondents indicated they would change their strategies for managing mud, manure, runoff, weed, and/or pastures within a year as a result of what they learned at the Expo:

“[I] was going to dispose of drain water but will now collect and use it [with rain barrels]. [I also plan to] set up a composting [system].”

“[I will implement] pasture rotation, [and] start composting.”

“[I am going to] cover [my] compost pile, [and install a] french drain near the barn.”

“[We will change our] pasture management [by] controlling mud and [creating] sacrifice areas.”

**Small Acreage Outreach Booth.** Since Wilco staff expressed little interest in hosting a Small Acreage Program booth/workshop for a second year, the Coordinator worked with Gordon French,

owner of LJC Feeds, who offered space and free advertising on his blog and reader board out front of LJC Feeds to promote the one day event on Saturday, August 1<sup>st</sup>. The Coordinator also promoted the event through press releases (Appendix D) sent to local media, including The Camas/Washougal Post Record.

Clark Conservation District staff brought their manure spreader and assisted the Coordinator in promoting the Sustainable Small Acreage Living workshop and Living on the Land class series. While only eight people asked questions or requested handouts, Gordon noted that the number of customers was unusually low. He suggested holding a similar event earlier in the year paired with a general BMP workshop to boost attendance. Given attendance, the program will consider such an event carefully before committing for 2010.

**Parks Manure Signage.** The Coordinator, Clean Water program staff, and Vancouver-Clark Parks and Recreation staff selected three county parks with horse trails as possibilities for placing signage to encourage users to pick up manure after their horses, educate users about protecting water quality, and to promote the program. The sites selected include: Captain William Clark Regional Park at Cottonwood Beach in Washougal, Whipple Creek Park in Ridgefield, and Moulton Falls Park at the Hantwick Road trailhead. Parks staff indicated they may like to place signs at other parks in the future.

The Coordinator worked with Clean Water program staff to create text to accompany artwork for the county parks manure signage intended to educate parks users on cleaning up after their horses. Text and artwork were submitted to Vancouver/Clark Parks staff during for review and approval.

The sign artwork and text was approved by Parks staff during the third quarter and the signs are currently being created by Soha Signs in downtown Vancouver (Appendix D). It is anticipated that the signs will be completed by the end of the year and installed in 2010.

**Harvest Celebration.** The 11<sup>th</sup> annual Clark County Harvest Celebration took place on Saturday September 19<sup>th</sup> from 10 am to 3 pm. The event showcased 13 farms, including four model signage properties. Promotion included the WSU Extension website with a Google Map featuring participating farms, e-mail lists, and press releases, but press coverage was poor. Due to rainy weather and a lack of volunteers to count tour participants at three farms, attendance (Table 23) was somewhat lower than many previous years. Each of the four clean water signage farms displayed a poster highlighting the BMP's they have implemented on their properties.

**Clark County Horse Symposium.** The program agreed to co-sponsor this event with the Clark County Executive Horse Council in November at WSU Vancouver.

**Table 23: 2009 Harvest Celebration Attendance**

Farm	Visitors	Multiple Farm Visitors
Compass Rose Alpacas*	45	4
Northwest Organic Farms	167	51
Wynneshire Farms	40	42
Rusty Grape Vineyard	49	8
HalfMoon Farm	39	13
Scented Acres	67	8
Bi-Zi Farms	+	n/a
Storytree Farm*	11	28
Clark County 78th Street Farm	178	n/a
Kunze Farms	+	n/a
Conway Family Farm*	12 <sup>++</sup>	n/a
Livingston Mountain Alpacas*	21	n/a
Linda's Dahlias & More	6	n/a
<b>Total</b>	<b>635</b>	<b>154</b>

\* Farms with clean water signage.

+ No volunteers: Bi-Zi-farms averaged 105 people in two past years and Kunze Farms averaged 138 visitors during eight years.

++ Farm owner estimate.

Although the Coordinator helped secure space at WSU Vancouver in exchange for free display space and three BMP sessions, the Horse Council canceled the event for organizational reasons, while still planning a spring 2011 event.

#### *Deliverables*

All the deliverables were met except the Clark County Horse Symposium, which did not take place.

#### *Issues and Recommendations*

The second Small Acreage Answer Clinic at a local feed store met with limited success. Although done successfully by Conservation Districts in Oregon, they have not worked as well in Clark County. Likely factors include ineffective advertising and a lack of a specific topic. If done in the future, these events should feature a specific topic, perhaps featuring a brief presentation (30 to 45 minutes) at a set time to attract participants.

The Clark County Horse Symposium was postponed until spring 2011 to allow the volunteer organization more time to coordinate. The program will consider co-sponsorship of the event based on additional information the group supplies.

### **Task 2e - Outreach Database**

The Coordinator utilized returned mail from the Expo mailing and the mailings for the BMP workshops to update the Small Acreage database. The e-mail listserv is updated as needed, based on sign ups received at outreach events, workshop, and class registrations; and requests for removal.

#### *Deliverables*

The outreach database and e-mail listserv were updated throughout the year as needed.

#### *Issues and Recommendations*

There are none.

### **Task 3 - Model Small Acreage Properties**

#### **Task 3a - Property Tours**

The program completed five tours demonstrating sound management practices that minimize surface water pollution and improve overall property aesthetics. The tours provide a casual, peer-to-peer learning environment which promotes acceptance and understanding of information about BMP implementation.

The Program promoted the property tours through flyers handed out at the Small Acreage Expo, outreach events, and workshops. Press releases were sent to local media and a paid advertisement (Appendix E) appeared in *The Reflector* one week prior to each tour. A story in the *Camas/Washougal Post-Record* prior to the March tour attracted several participants. The Coordinator also sent notices to other WSU office listservs. Of the 120 registrants who responded, 56 learned about a tour through



emails, 17 through ads and published press releases, seven from CraigsList online, with the remaining nine learning through the flyers, from friends, and talking with the Coordinator.

**Spring Tours.** The first small acreage tour took place March 28 in pouring rain at Fern Prairie Paints, owned by Dave and Carol Hood. Nineteen people toured the seven acre horse property in Camas, looking at runoff management, footing materials, natural insect control, and manure management.

The second small acreage tour took place June 6 at Vossenberg Farms, owned by Norma Furlong. Nineteen people toured the 26 acre horse property in Ridgefield, looking at runoff management, streamside planting, natural insect control, and manure management.

**Summer Tour.** The third small acreage tour took place July 23 in Battle Ground at Circle R Ranch, owned by Butch and Sheila Reynolds. Eighteen people toured the 26 acre horse property, looking at runoff management practices including gutters, downspouts, rotational grazing using a combination of permanent and portable electric fencing, natural insect control, and manure management.

**Fall Tours.** The third tour was held at Livingston Mountain Alpacas in Camas on October 10. Owner Jayme Studer provided 17 participants with an up close look at her extensive rain barrel collection system, as well as tips and suggestions on how to set up their own at home. She also highlighted her rotational grazing and manure composting systems.

On Saturday October 24, 38 people toured Casa de RoyAl owned by Roy and Alisan Buckingham in Ridgefield. The five acre property featured rainwater collection, natural gardening, native plants, composting, and a straw bale house.

**Evaluation.** Participants rated all tours highly, with no tour scoring below an average of 4.2 on a scale of one to five, with five being highest (Table 24). Overall, participants indicated they would use the information provided, as evidenced by average ratings between 4.3 and 4.6 for the tours.

**Table 24: Evaluation Summary for Small Acreage Tours**

	Mar 28	Jun 6	Jul 23	Oct 10	Oct 24	Total
Do you intend to use any of this information?	4.3	4.3	4.6	4.6	4.6	<b>4.5</b>
Did you learn something new or how to do other differently?	4.0	4.3	4.6	4.6	4.5	<b>4.4</b>
What overall score would you give this tour?	4.3	4.3	4.3	4.6	4.5	<b>4.4</b>
<b>Average</b>	<b>4.2</b>	<b>4.3</b>	<b>4.5</b>	<b>4.6</b>	<b>4.6</b>	<b>4.4</b>
Participants	19	19	18	17	38	<b>111</b>
Evaluations Completed	8 (42%)	10 (53%)	7 (39%)	12 (71%)	19 (50%)	<b>56 (48%)</b>

When asked to assess their change in knowledge about four key topics covered at the tours, 71% of the respondents showed at least a one level increase in knowledge about pasture management (Table 25). For both manure management and methods of controlling and managing roof runoff, more than 80% felt they increased their knowledge one or more levels. Discussion throughout the tours by the Coordinator and Clark Conservation District staff highlighting the importance of BMP's for water quality protection led to 76% of the respondents increasing their knowledge for this topic at least one level.



**Table 25: Small Acreage Tours - Change in Knowledge Levels**

Knowledge Area	Before and After Tour Knowledge Change (As percent of respondents <sup>+</sup> )					
	Same	1	2	3	4	N (NR)*
Knowledge of pasture management	29%	37%	25%	10%	0%	52 (59)
Knowledge of manure management	17%	44%	21%	15%	2%	52 (59)
Controlling and managing runoff	18%	33%	31%	16%	2%	51 (60)
How management practices impact water quality	24%	42%	18%	12%	4%	50 (61)

\* N = number of responses; NR = no response

+ May not equal 100% due to rounding

Participants commented they would implement some of the best management practices discussed at the tours on their own properties and found them to be informative:

“[I plan to] cover [my] manure pile.”

“[I appreciated the] hands-on aspect of the tour and being able to interact with the landowner.”

“[The most informative part of the tour was learning] how management impacts water quality and controlling and managing runoff.”

“[I plan to] cover divert roof run-off from gutters away from [our] barn.”

“Overall [an] excellent tour. Just seeing everything that Norma has done is more valuable than reading about it.”

#### *Deliverables*

All four of the proposed tours of merit properties were completed and the expected attendance exceeded.

#### *Issues and Recommendations*

There are none.

### **Task 3b - Signage Recognition**

The Coordinator highlights the signage recognition program at all property tours and BMP workshops. Requests for those landowners interested in participating in the program are also solicited at the Expo and all other outreach events. Referrals are also received from the Clark Conservation District. Requests are also made annually to the small acreage listserv and former LOL graduates.

The Coordinator conducted ten site visits to local properties. Three properties qualified for signage: a small property in the hills north of Camas, an historic Ridgefield property (Allen Creek Farm), and Friendly Haven Rise Farm, a working farm in Venersborg. To date, three of the eight proposed model signage properties enrolled, and two signs have been installed. The third landowner has not yet picked up their sign.

The proposed 2010 calendar has been delayed due to time limitations. The Coordinator proposes to complete this project as part of the 2010 scope of work. The calendar will be an 18 month calendar featuring local small acreage signage properties and the BMP's they have implemented on their property. Additionally, the calendar will provide quick tips and information about how other

landowners can easily implement the BMP's on their own property and protect water quality. Calendars will be distributed to participants at the Small Acreage Expo, Living on the Land class series, BMP workshops, and property tours. The Coordinator will also seek out other locations and groups to handout the calendars, including realtors who sell small acreage properties, veterinarians, farriers, feed stores, and other retail outlets where small acreage landowners may frequent.

#### *Deliverables*

The program provided three of eight promised signs to property owners, two of which were installed. The 2010 calendar has been delayed, and will be completed in 2010 as a 2010/2011 18 month calendar.

#### *Issues and Recommendations*

The calendar highlighting signage properties has been delayed until 2010; it is anticipated this project will be completed by April 1, 2010.

Despite promoting the signage program at workshops, tours and other program events, along with contacting previous LOL graduates, the program may have saturated interest in signs among the program's current clientele (primarily the LOL participants). Increased efforts to reach non-program participants through press releases to local media appear to be too broad and did not generate much interest. An informational flyer or brochure about the program may help reach non-program participants, in addition to more personal contact with small acreage groups. This is planned for 2010.

Landowners appear apprehensive about their ability to qualify for the program, when it is described to them. Many have been reluctant to have someone come and take pictures of their properties. Additional promotional methods that work to allay these concerns will be examined in 2010.

### **Task 4 – Small Farms Outreach**

#### **Task 4a - Agricultural Entrepreneurship**

Based on the success of last year's intensive business planning class series, *Agricultural Entrepreneurship and Business Planning*, the program repeated the series again this year. Participants learn about business planning, marketing methods and opportunities, and how to develop or expand a small farm business. Participants also produce a completed business plan by the last class when they present their business plan to the class. Farmers and small business people serve as guest speakers, bringing valuable practical experience to the class. While similar to 2008, the new syllabus (Table 26) adds one week to accommodate entire classes on tax and regulation.

Out of the original 41 registrants, 20 graduated, representing 15 properties (14 owning property, the other leased), seven of the properties are farmed. Four participants never attended any classes due to health issues and time conflicts, while another 17 participants either withdrew or were unable to attend as many sessions as they planned. One graduate owns a large parcel outside of the county in central Washington (Table 27).

The eleven-week class series began January 15 and ended March 26. Seven (35%) graduates currently run small farm businesses on their property, including egg and fiber production, breeding livestock

**Table 26: Agricultural Entrepreneurship Course Schedule**

Date	Topic	Instructor(s) & Guest Speakers
Jan 15	Introduction - Business Planning Basics	Instructor: Erin Harwood, WSU Clark County Extension
Jan 22	Product and Industry Description Business Structures	Instructors: Marianne Bush, WSU Vancouver Library and Matt Bisturis, Schwabe, Williamson and Wyatt
Jan 29	Market Analysis: Consumer Trends	Instructor: Jim Julian, OSU Extension
Feb 5	Marketing: The 5 P's Direct Marketing From the Farm	Instructor: Erin Harwood Guest Speaker: Lorrie Conway, Conway Family Farms
Feb 12	Marketing: Direct Marketing Options	Instructor: Erin Harwood Guest Speaker: Bill Zimmerman, Bi-Zi Farms
Feb 19	Management and Operations Tax Reporting & Payroll The Changing Family Farm	Instructor: Barb Funk, BG Business and Tax Service Guest Speaker: Jacqueline Freeman, Friendly Haven Rise Farm
Feb 26	Risk Management	Instructors: Kris Greene, Country Companies and Chris Mahelona, USDA Risk Management Agency
Mar 5	Regulations	Mike Tokos, WSDA Food Safety
Mar 12	Record Keeping and Basic Budgets	Instructor: Lorrie Conway, CPA
Mar 19	Basic Budgets and Cash Flow	Instructors: Jennifer Bonner, CPA
Mar 26	Graduation Celebration Present finished business plans	Instructors: Students

**Table 27: Geographic Distribution**

Area	City/Town	Graduates	Area
North	Amboy	0	4
	La Center	0	
	Ridgefield	3	
	Woodland	0	
	Yacolt	1	
Central	Brush Prairie	0	7
	Battle Ground	7	
South	Camas	4	9
	Vancouver	3	
	Washougal	2	
Out of County	Tri-Cities	0	1

sales, nursery crops, and produce.

Almost half the graduates come from south county although those with land tend to more in north county.

To graduate, participants needed to attend at least 70% of the classes. Of those graduating, six had perfect attendance (Table 28).

**Table 28: Agricultural Entrepreneurship Attendance**

Classes Attended	# Participants	As % of Participants
11	6	15%
10	5	12%
9	3	7%
8	6	15%
7	0	0%

Overall, participants rated class sessions well, with no average score below 4.0 on a scale of 1 to 5, 5 being highest (Table 29). Surprisingly, the highest ranked classes were the two on regulations and budgeting. Often participants view these topics as onerous, frustrating, and difficult to grasp. The high ranking seems to speak to the quality presentations provided by the speakers.

**Table 29: Agricultural Entrepreneurship Evaluation Summary**

	Planning Basics	Product/ Industry	Market Analysis	Marketing I	Marketing II	Taxes & Payroll	Risk Management	Regulations	Budgeting I	Budgeting II
Use any of this info?	4.5	4.1	4.3	4.0	4.1	4.4	3.7	4.8	4.8	4.0
Learn something new?	4.4	4.3	4.3	4.4	4.3	4.2	4.3	4.8	4.8	4.0
Overall score give session?	3.9	3.5	4.2	4.7	4.3	4.3	4.0	4.8	4.8	4.0
<b>Average</b>	<b>4.2</b>	<b>4.0</b>	<b>4.3</b>	<b>4.4</b>	<b>4.2</b>	<b>4.3</b>	<b>4.0</b>	<b>4.8</b>	<b>4.8</b>	<b>4.0</b>

At the final class, participants were asked to fill out a survey about the course as a whole. Fifteen responded (75% of the 20 graduates). Overall they ranked the class well, rating the series a 4.7 on a scale of one to five, five being highest. Respondents also felt the class series answered most of their questions and provided them with information that will be useful in their farm business endeavors (Table 30). Most respondents felt the series was just about right in length, while one felt it was too short and another too long.

**Table 30. Overall Agricultural Entrepreneurship Evaluation Summary**

	Average
What overall score would you give this series?	4.7
Did the class series answer most of your questions?	4.5
Did you learn useful/helpful information?	4.8
How much will you use this information to help shape your agricultural business?	4.8

Participant comments indicate they enjoyed the course sessions and learned valuable information for planning their business:

“The guest speakers were very informative and Erin did a great job explaining what they could not.”

“Doing the mission statement, elevator speech, and setting goals helped. So did the SWOT exercise.”

“I really appreciated meeting others with similar business endeavors.”

“[The] best presentations [were] by farmers of their farms.”

“All topics & speakers were excellent. I hope the cuts don’t touch this program and it will continue to grow and be a needed resource.”

#### *Deliverables*

The program completed the proposed 11 week class series, *Cultivating Success: Agricultural Entrepreneurship and Business Planning*, graduating 20 people.

#### *Issues and Recommendations*

There are none at this time.

## **Task 4b - Small Farms Business Fact sheet**

Processing farm products into a more finished form adds monetary value which helps farmers sustain their economic viability. Food processing requires utilizing a certified kitchen and many farmers do not have on-site facilities or funds to create facilities on their own farms which meet state and local health requirements, so they seek out public facilities to create their products.

The Coordinator compiled a list of four local certified kitchens in Clark County willing to rent to the public. The fact sheet provides contact information, costs, and available kitchen equipment at each location, along with basic information about processing agricultural farm products. This fact sheet was published to the web in June (<http://clark.wsu.edu/horticulture/smallFarms/certified-kitchens-6-09.pdf>) and will be updated as additional kitchens are found. The program provided the list to Clark County Public Health so they may provide it to people looking for such facilities. Additionally, participants from the Agricultural Entrepreneurship and Business Planning classes received copies.

### *Deliverables*

The small farms business fact sheet has completed and post to the WSU Extension website.

### *Issues and Recommendations*

There are none at this time.

## **Task 5 - Impact Evaluation and Project Reporting**

### **Task 5a - Evaluation**

**Workshop Evaluation.** The Coordinator tracks attendance for all classes, workshops, and tours. All attendees are requested to fill out evaluations (Appendix F) and spouses or partners are encouraged to fill out separate evaluations. The program utilizes evaluations to improve program events and to generate ideas for future events. In addition to rating program quality, participants rate their knowledge at the beginning and end of an event, which provides an indication if they increased their knowledge of a particular topic. This helps the program assess both the subject matter delivered as well as the style of delivery.

**Information Requests.** The Coordinator answered 108 telephone and walk-in requests for information and assistance during the year. Requests generally involve soil testing, mud control and reduction, septic maintenance, weed control, pasture management, rotational grazing, and manure management. The Coordinator provides individuals relevant publications along with invitations to upcoming classes and workshops of interest.

### **Impact Evaluation**

**Overview.** The program developed a survey in 2004 designed for former participants in the *Living on the Land* series to determine what, if any, impacts occurred based on the knowledge participants gained while taking the course.

**Methodology.** The close ended survey measures self-reported changes from *Living on the Land* from participants. All graduates through 2008 have been surveyed after they had at least one summer (good weather) to implement BMPs on their properties. The most recent group to be contacted includes graduates of the Fall 2008 class series. After initial mailings, staff followed-up with non-responders by email and/or telephone. The 2008 graduate data has not yet been analyzed, but this will be included in future analyses.

**Response.** As outlined in Table 31, 181 LOL participants returned the survey for an overall response rate of 84%. The class of Fall 2008 returned the least (70%) while the class of 2005 returned the most (92%). The initial analysis in 2006 analyzed the 119 responses received; this analysis uses the data from all responses through 2007.

**Table 31: Survey Response Rate**

Class	Moved	No Response			Returned Evaluations					Total Grads	As % of All Grads
		No.	% of Class	As % of All Grads	Household	Partner/Spouse	Total	As% of Class	As % of All Grads		
Fall 03	0	4	17%	2%	19	0	19	83%	8%	23	9%
Spring 04	0	8	19%	3%	33	2	35	81%	14%	43	17%
Fall 04	0	4	12%	2%	29	1	30	88%	12%	34	14%
Spring 05	1	4	15%	2%	22	0	22	81%	9%	27	11%
Fall 05	1	2	7%	1%	24	0	24	89%	10%	27	11%
Fall 06	0	3	9%	1%	30	0	30	91%	12%	33	13%
Fall 07	0	5	16%	2%	26	1	27	84%	11%	32	13%
Fall 08	1	9	29%	4%	21	0	21	68%	8%	31	12%
<b>Total</b>	<b>3</b>	<b>39</b>		<b>16%</b>	<b>204</b>	<b>4</b>	<b>208</b>		<b>83%</b>	<b>250</b>	<b>100%</b>

**Analysis.** The Director cleaned up the data set (corrected for data entry errors and consistency, added coding descriptors), converted data into the statistics program (SPSS), and ran frequencies and descriptive statistics (such as crosstabs to determine significant relationships between variables). The Director is in the process of analyzing the printouts in preparation for writing the report.

*Initial summary.* There are 219 graduates (180 households) of the LOL class series from 2003 through 2007 representing seven series. These graduates owned at least (not all indicated the acreage they might own) 2,228 acres. Forty-six percent of 172 respondents own livestock; 67% of 178 respondents have wells; 74% have septic systems; and over 50% have a stream or ditch on or adjacent to their land.

Over 83% thought the class was a good use of their Clean Water fee. Seventy-four percent of 163 respondents shared what they learned with at least 2,108 other people, mostly family and friends. Almost 80% (129) of respondents implemented at least one BMP, potentially positively impacting the 1,582 acres they own. Initial analysis also indicates there is a statistically significant increase in knowledge of graduates about the major topics presented: pasture, mud, manure, weed, soils, and runoff management, as well as how management practices impact water quality.

*Deliverables*

The Coordinator tracks attendance and conducts evaluations for all classes, workshops and tours. The Coordinator continues to respond to requests for information and tracks the topic of interest to the customer.

*Issues and Recommendations*

The Director has analyzed the combined data through 2007, but has not yet completed this due to time constraints. Data from 2008 will be entered and the entire set will be analyzed. The impact study analysis needs to be written and the results reported. Although there have been long delays in providing this product due to time constraints, the Director remains committed to finishing this write-up.

**Task 5b - Reporting**

*Deliverables*

All quarterly reports and the 2009 annual report were submitted by the Director.

*Issues and Recommendations*

The impact analysis has been consistently delayed. It is difficult to set aside the time to check and correct data entry as needed, import into SPSS, perform data computations, analyze, and report the analysis. Since the only the Director can do this analysis using SPSS, he will continue to try to block out the time necessary to complete the analysis.



**Table 32: Summary Table for 2009**

Program Elements			2009 Goals	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YTD	% 2009 Goals
<b>Best Management Practices (Task 1)</b>	Information Resources	Materials added to reference files	ongoing	0	0	0	0	0	
		Post links and resources to website	ongoing	1	1	1	1	4	
		Track Web site hits		1	1	1	1	4	
		Track web site document downloads		1	1	1	1	4	
	Fact sheets	Fact sheets adapted to Clark Co	2					0	0%
		Articles for Flying changes Magazine	1					0	0%
<b>Public Outreach and Education (Task 2)</b>	LOL Class Series	LOL session	1				1	1	100%
		Graduation	30				23	23	77%
	Well & Septic Workshops	Well & septic workshops	3		1		1	2	67%
		Attendance	45		5		9	14	31%
	BMP Workshops	BMP Workshops	3		2	1		3	100%
		Attendance	60		52	26		78	130%
		Revise & maintain speaker's list	ongoing	1	1	1	1	4	
	Small Acreage Exposition	Small Acreage Exposition	1		1			1	100%
		Attendance	75		78			78	104%
	Outreach Events & Promotional Activities	Clark Conservation District Plant Sale	1	1				1	100%
		Manure Parks Signage	1				1	1	100%
		Farm Store Outreach Event	1			1		1	100%
		WSU Harvest Celebration	1			1		1	100%
		Clark County Horse Symposium	2					0	0%
		Attendance	30					0	0%
	Additional Events as identified						0		
Outreach Database	Maintain and update database	ongoing	1	1	1	1	4		
<b>Model Properties (Task 3)</b>	Property Tours	Conduct tours	4	1	1	1	2	5	125%
		Attendance	60	19	19	18	55	111	185%
	Signage Recognition	Follow up with Previous Assessments	1	1				1	100%
		Enroll new farms and install signs	8		3			3	38%
<b>Small Farms (Task 4)</b>	Agricultural Entrepreneurship	11 week course	1	1				1	100%
		Graduation	15	20				20	133%
	Fact sheet	Small Farm Business Fact sheet	1		1				
<b>Impact Evaluation and Project Reporting (Task 5)</b>	Evaluation	Workshop evaluations	15	2	5	2	4	13	87%
		Requests for assistance		28	36	28	16	108	
		Impact evaluation of 2007 participants	1			1		1	100%
	Reporting	Quarterly Reports	3	1	1	1		3	100%
		Annual Report	1				1	1	100%