Urban Conservation Outreach

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Tualatin Soil and Water Conservation District
Conservation is for everyone.
We are nonregulatory.  We are local.  We are connectors.  We serve everyone.

Mission

Tualatin Soil and Water Conservation District provides technical assistance, financial assistance, and education in order to create a sustainable, productive, healthy environment for the Washington County community. We identify natural resource challenges and use both time-tested methods and cutting-edge research to determine solutions. Working with residents, we help our community implement sustainable solutions to conserve and enhance natural resources.
Tualatin Soil and Water Conservation District Programs

- Rural
- Urban
- Forest
- Stream Enhancement
- Invasive Species
- Conservation Education
Outreach Strategies (pre-COVID)

- In-person workshops
- Tabling at community events & farmers markets
- Field days with local schools
- Project highlight mailers & door hangers
- Social media
Outreach Strategies (post-COVID)

• Webinars & virtual workshops
• Video highlights
• Audience-centered website
• ArcGIS StoryMaps
• Free giveaways
• Social media
• Try new things!
Webinars & Virtual Workshops

• Staff, local organizations, and partners as presenters
• Module model that builds webinars upon themselves
• Post-workshop surveys and 6-month follow up survey to assess conservation actions completed
Tips for Webinars & Virtual Workshops

• Keep them short: 45 minutes to 1 hour
• Short Q & A intermission
• Stream to Facebook or YouTube to reach larger audience
• If using Zoom, enable pop up survey at the end of workshop
• Record and post online for later viewing
• Send a follow-up email with slides and resource links
Video Highlights

- Short videos (3-5 minutes) are a great way to highlight projects and/or concepts
- Can be heavily produced or DIY
- Keep them lively and light-hearted
We All Live in a Watershed!

Example introducing viewers to watersheds and watershed health
Audience-Focused Website

• Frame content around resource concerns rather than programs
• Keep content concise and action based
  • “Provide winter cover” or “Let shallow mud puddles form”
  • Create separate, downloadable documents for more in-depth content
• Detail issue, then provide actionable solutions or link to internal/external resources
• Ask yourself: If I was a person having issue X, what is the information I would want to know. Better yet, ask a friend how they would seek information about natural resource concerns.
ArcGIS StoryMaps

- Telling conservation stories by combining text, interactive maps, and other multimedia content.
- Can feature profiles, resource concerns, projects, etc.
Free Giveaways

• Free seed packets
• Factsheets
• Topical literature
• Items you would normally provide at tabling events
Social Media

- Amplify your and partner’s messages, programs & events
- Aim for engaging interaction
  - “Can you spot the differences between these plants?”
  - “Help us identify this egg or bird”
  - “Join us this weekend for a weed pull workout! Share photos of your work!”
Urban Conservation Program

Briita Pajunas
Urban Conservation Specialist
Urban Conservation Program Vision

WE EMPOWER residents to improve backyard habitat, grow sustainable gardens, and use water wisely to maintain a healthy community.

PC: Alex Pajunas

PCC Rock Creek Education Garden

Insect Hotel Construction
Urban Conservation Program Elements

- Conservation project planning, implementation guidance, cost share funding assistance
- Water conservation projects (rainwater harvesting)
- Sustainable stormwater management (bioswales, raingardens, pervious pavement, ecoroofs)
- Naturescaping and pollinator plantings
- School garden improvements
- Regional habitat conservation projects
- Public engagement and education
- Grant planning and consultation

West Union Elementary School Garden – TWIG grant
Glencoe Swale Habitat Restoration Project

- Wetland and riparian forest enhancement – 63 public acres
- Private property enrollments to strengthen project outcomes
- Project outreach material development
- Public engagements:
  - Project kickoff meeting,
  - FOT planting event,
  - FrOGS presentation, resident site visits,
  - Jackson Woods trails stakeholder meetings
Habitat Conservation Program
Urban Regional Stream Corridor Restoration Outreach
Glencoe Swale HCP – 2019 enrollments
Glencoe Swale HCP – 2020 enrollments
Glencoe Swale – during planting - 2019
Urban Living Handbook

Glencoe Swale – September 2019

North Johnson Creek – September 2019
What is this project? Why are we doing it?

Currently limited in our delivery:
- Phone calls, individual requests
- Current outreach resources insufficient
- Need one cohesive resource accessible by all urban residents
- Need better understanding of partner organization services, capacity
- BIPOC audience requires more intention

We need a new resource to connect urban residents to:
- Natural resources topics
- Network of service providers
Project Goals

- Communicate natural processes at work within the Tualatin River watershed, such as flooding, forest succession, and erosion, and how urbanization (development, increased impervious surface, infrastructure in the floodplain, etc.) has affected these processes over time.
**Project Goals**

- Create connections to resources for individuals and communities in the Tualatin River watershed by sharing information about Washington County service providers and community stakeholder groups.
Project Goals

• Inspire individuals to take positive action where they live, work and play to better steward natural resources within the Tualatin River watershed by sharing examples of engagement opportunities.
Desired Project Outcomes

• A reduction in re-directed phone calls and online requests received by TSWCD and CWS regarding natural resource concerns

• Increase in residents’ ability to identify correctly who to contact and what services organizations and agencies provide in Washington County

North Johnson Creek – May 2019
Desired Project Outcomes

- Increase in resident participation in programs and educational opportunities offered by Washington County natural resources service providers

- Once developed, an annual increase in the number of Washington County service providers and stakeholder groups that are referring residents to this resource
Community Partner Survey

Watersheds 101
Living near water and natural areas
Soil health and happy plants

Rainwater management
Connecting wildlife/humans natural areas
Fun stewardship activities
Focus Groups
Stamberger Outreach Consulting, Community Engagement Liaison Services (CELS)

TWS/DCS/WSW Washington County Urban Market Research Project
Focus Group Discussion Guide: Online Focus Group Version

Objectives
The main objectives of these focus groups are to:
1. Identify environmental concerns and service needs among groups in urban Washington County that are underrepresented in TWS/DCS/WSW's data pools.
2. Collect inputs and feedback from underrepresented groups for use in the development of an Urban Living Handbook and other future programming for Washington County.
3. Hear recommendations for TWS/DCS/WSW to better serve communities of color.

Discussion Guide
We will use this guide to frame the focus group discussion, but it is not meant to be a verbatim script. Focus group results will be qualitative and in-depth, but cannot be used to represent all members of each community in Washington County.

Warm-Up (5 min)
Thanks for coming today! We’re glad you’re here, and we really appreciate that you could take some time to share your insights with us.

CELS liaisons have connections to the following diverse community groups in Washington County:
- CASA of Oregon
- Virginia Garcia Memorial Health Center
- Adelante Mujeres
- Bienestar
- Centro Cultural de Washington County
- Oregon Korean Community Center
- Muslim Education Trust
- Islamic Center of Portland
- Ahmadiyya Movement in Islam Inc
- Bilal Mosque Association
- Portland Onnuri Church
- Korean American Coalition
- Oregon Korean Foundation
- Japanese International Baptist Church
- African Road
- Shokokai Of Portland
Focus Groups

Stamberger Outreach Consulting, Community Engagement Liaison Services (CELS)
Project Timeline
Adjustments due to Covid-19

- Market Research Plan and Research Tools - June 2020
- Analyze Results and Final Reporting – July 2020 – October 2020
- Draft Resource Content – September 2020 – May 2020
- Develop Web Platform/ Storymap and Print Versions – June 2021 – December 2021