

Urban Conservation Outreach

Lacey Townsend (Executive Director)
Andrew Felton (Education & Outreach Specialist)
Briita Pajunas (Urban Conservation Specialist)



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.



PC: Alex Pajunas

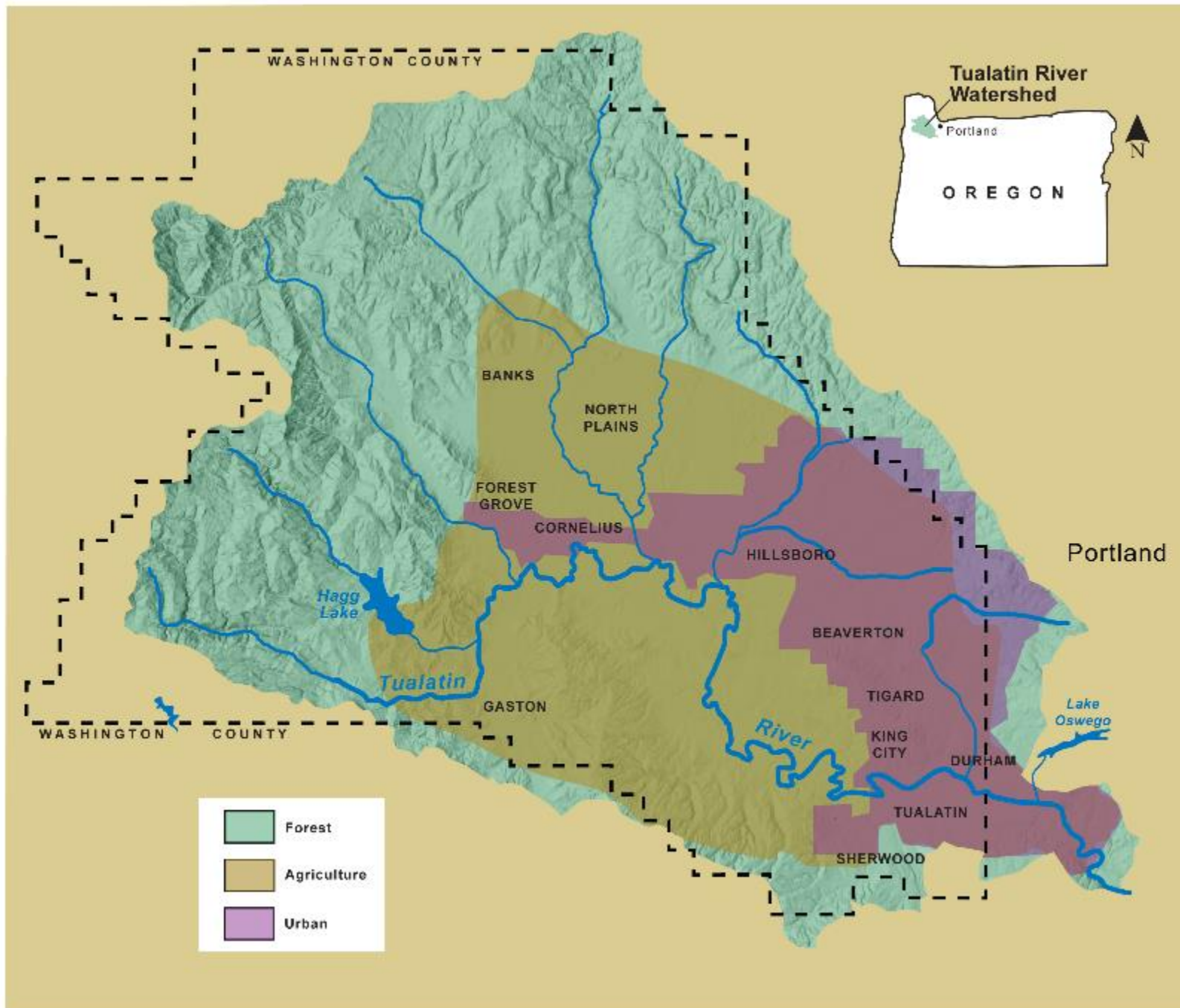


PC: Creative Commons



PC: Alex Pajunas





Tualatin Soil and Water Conservation District Programs



Rural



**Stream
Enhancement**



Urban



**Invasive
Species**



Forest



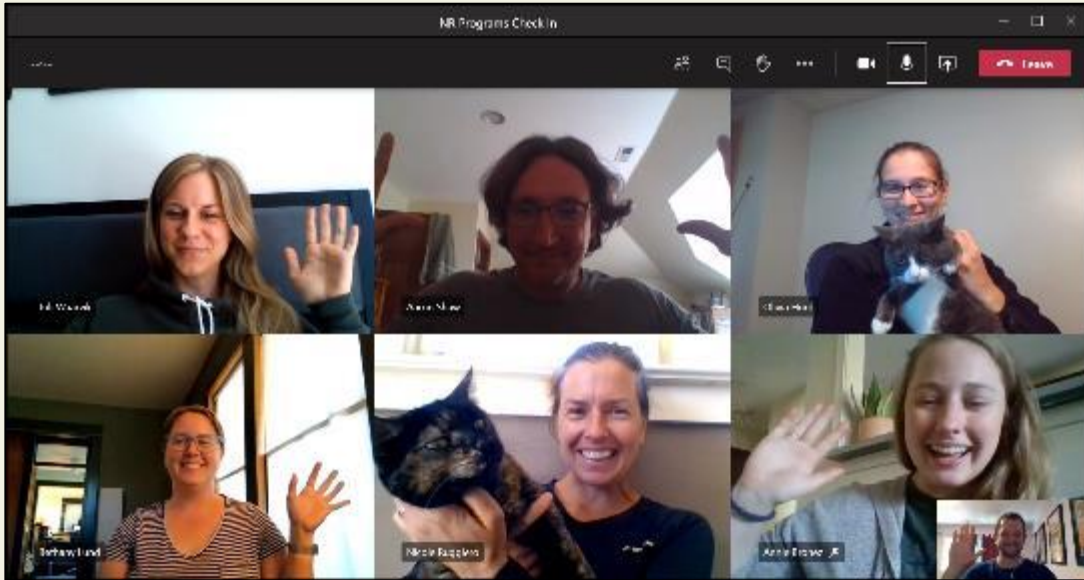
**Conservation
Education**

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.

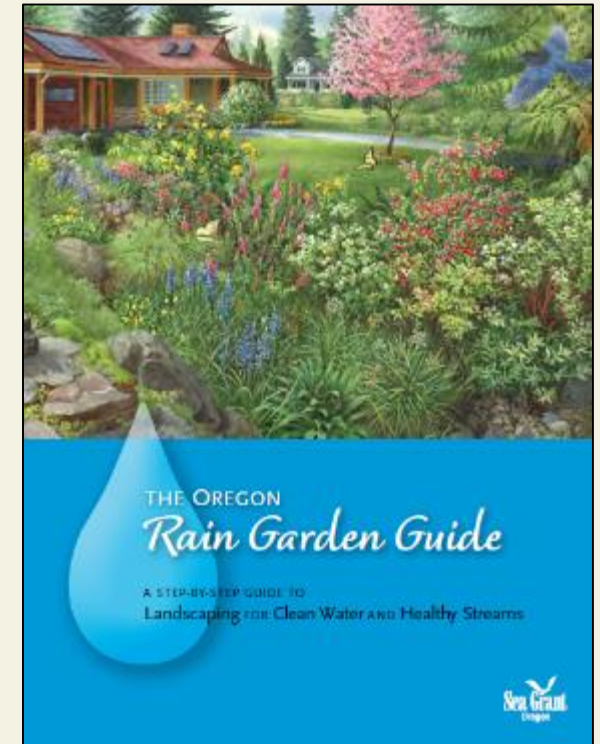
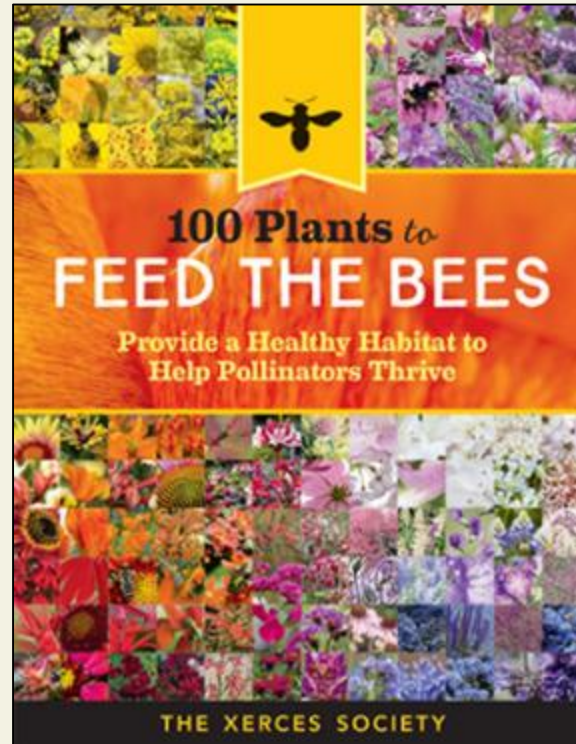
ArcGIS StoryMaps



- 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



Photo: Andy Bauer

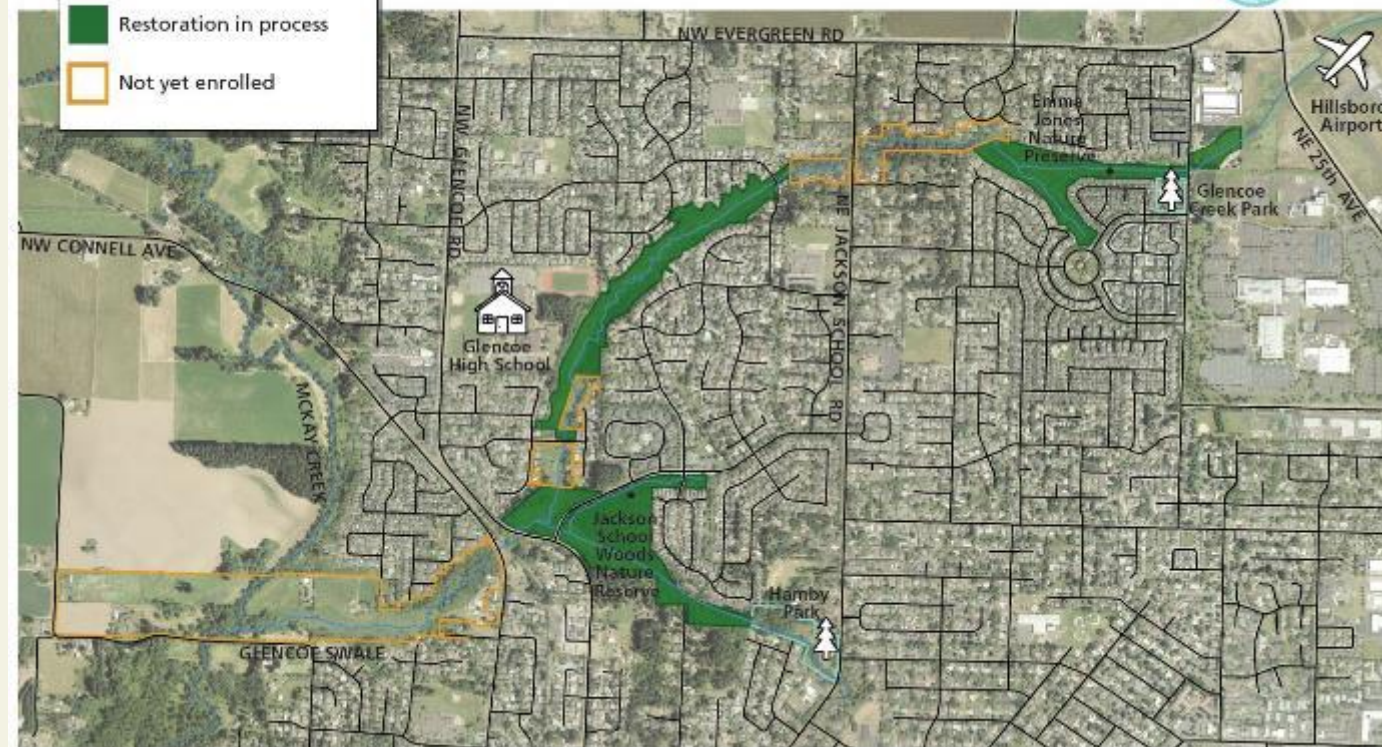
West Union Elementary School Garden – TWIG grant



Glencoe Swale Habitat Restoration Project



- Restoration in process
- Not yet enrolled





Fall 2019



Spring 2020







TWIG grant – Fall 2019 - Spring 2020

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



Glencoe Swale Habitat Restoration Project

A Better Place for Fish, Wildlife, Water and People

Glencoe Swale starts its journey near Hillsboro Airport, flows four miles through your neighborhood, and passes behind Glencoe High School before emptying into McKay Creek. This urban waterway is an important historic asset for fish, wildlife and humans, but it has become degraded over time as invasive plants have moved in and displaced native vegetation.



Restoring Glencoe Swale

Over the next five years, Friends of Trees, Tualatin Soil and Water Conservation District, City of Hillsboro and Clean Water Services are joining forces to restore Glencoe Swale. The goals of this project are to:

- Enhance wildlife habitat by planting native trees and shrubs
- Filter stormwater runoff before it reaches the waterway
- Create shade to keep water cool, thus improving water quality and saving rate payer dollars
- Offer opportunities for residents to help with the restoration effort

What does restoration of a waterway look like?




2012 2015

A similar restoration project was recently carried out on Springville Creek in the Bethany neighborhood. After several years of site preparation to control the non-native plants that had overrun the creek (left), native wetland plant species were planted to create a more diverse, healthy habitat for wildlife (right).




GLENCOE SWALE HABITAT RESTORATION PROJECT

A Better Waterway for Fish, Wildlife, Water and People

www.jointreeforall.org/glencoe-creek

If you sign up, your creek-side property could be eligible to undergo restoration efforts, with no cost to you!




What does creek restoration look like? After several years of site preparation to control the non-native plants that had overrun this wetland area (top), native plant species were planted to create a healthier habitat for wildlife (bottom).

Next Steps

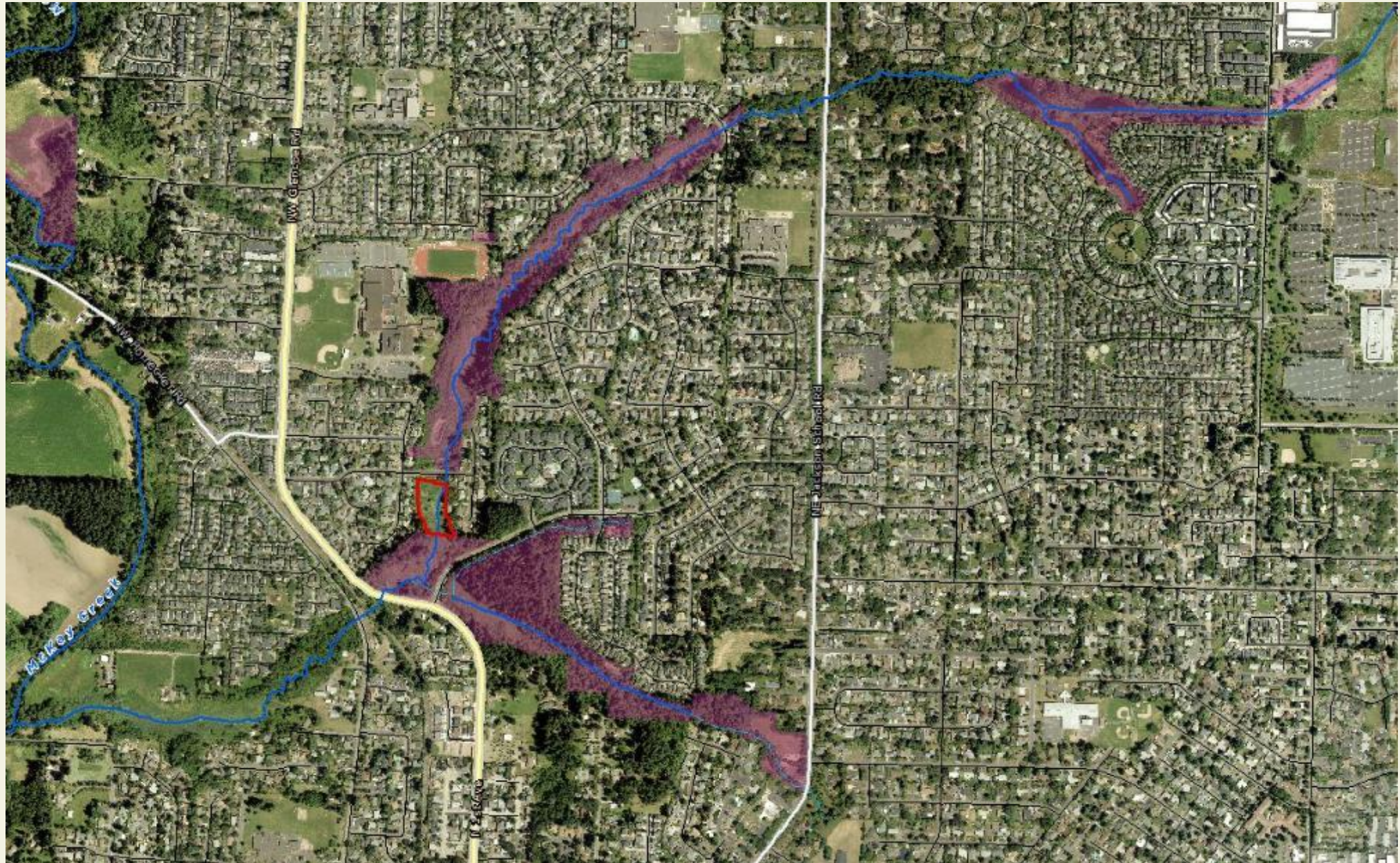
The Tualatin Soil and Water Conservation District will be conducting site visits with interested property owners to view their site and develop a project plan for their property.

Want to sign up?
Contact Briita Pajunas

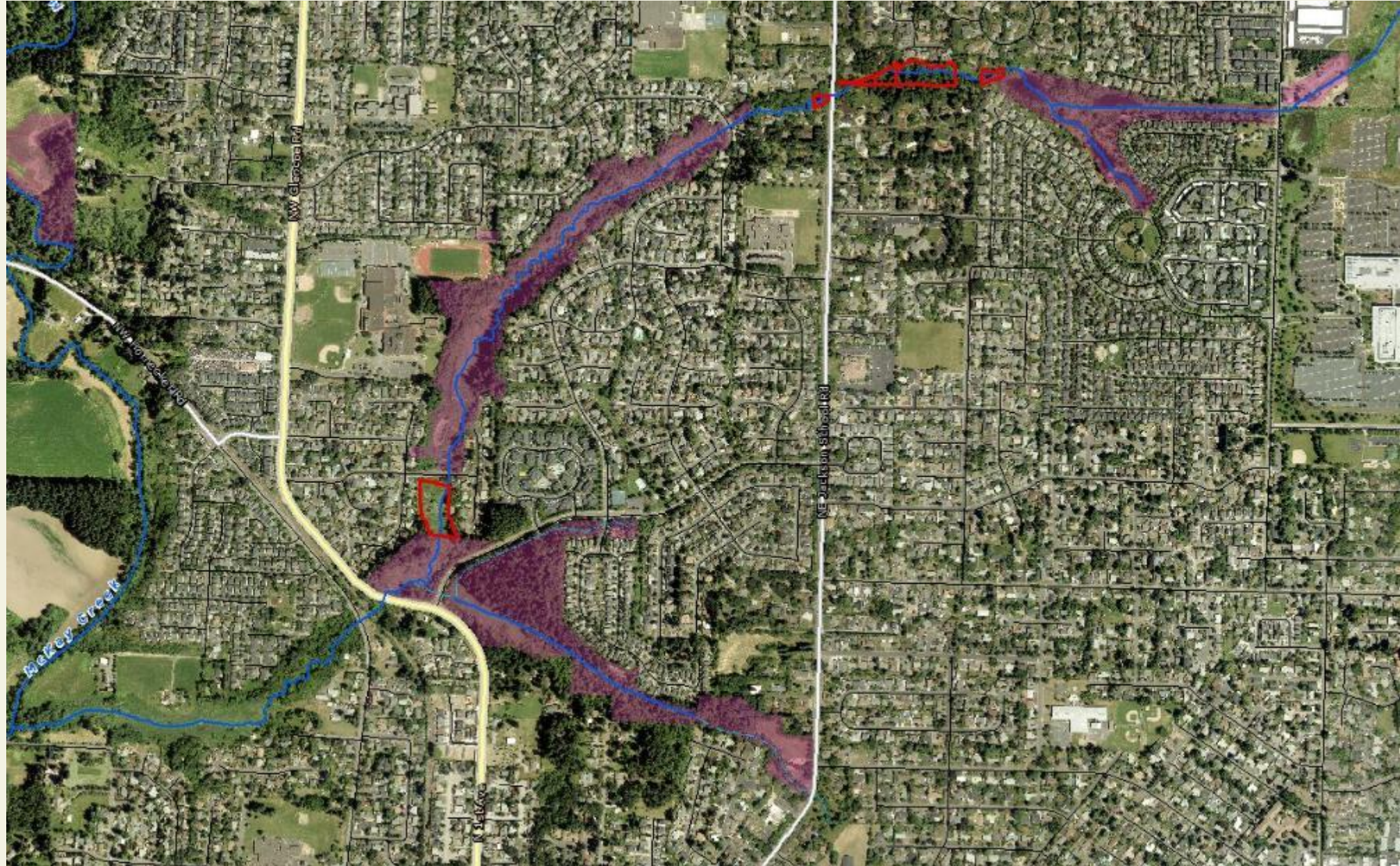
Habitat Conservation Program Urban Regional Stream Corridor Restoration Outreach



Glencoe Swale HCP – 2019 enrollments



Glencoe Swale HCP – 2020 enrollments





Glencoe Swale – before site prep - 2016





Glencoe Swale – during planting - 2019





Glencoe Swale – during tree establishment - 2020



Hall Creek HCP – 2019 enrollments



Hall Creek HCP – 2020 enrollments



Urban Living Handbook



Glencoe Swale – September 2019



North Johnson Creek – September 2019

An aerial photograph of a landscape featuring a large body of water (lake) in the lower right, surrounded by green fields and some urban development. A white stepped boundary outlines a specific area. A river flows through the upper right portion of the image.

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



Fanno Creek at Greenway Park – June 2019



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



Fanno Creek at Greenway Park – June 2019



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



Community Engagement Liaison Services

Urban Living Handbook
Stakeholder Survey Report

On behalf of Tashkent Soil and Water Conservation District and Clean Water Services
Prepared by John H. Stanger, Jr. of Stanger & Stanger Consulting
in Partnership with Community Engineers Union Service (CEUS)

MARCH 2011

SURVEY RESPONSE STATISTICS

Response Counts
Comparative Data

1. What natural resource concerns or environmental issues are most commonly reported by residents in your part of Washington County?



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)



TSWCD/CWS 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 TSWCD and CWS data pools
2. Collect input 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 TSWCD and CWS 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 ideas 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
- Shokookai Of Portland



Focus Groups



TSWCD/CWS 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 TSWCD and CWS data pools
2. Collect input 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 TSWCD and CWS 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.



Introduction (5 min)

Thank you for joining today! We're glad you're here, and we really appreciate that you could take the time to share your ideas with us.

- I'm [Moderator name], and I'll be moderating the discussion today. This is Jamie and/or

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



Stamberger Outreach
Consulting,
Community Engagement
Liaison Services (CELS)

CELS liaisons have connections to the following diverse community groups in Washington County:

- | | |
|--|---|
| – CASA of Oregon | – Ahmadiyya Movement In Islam Inc |
| – Virginia Garcia Memorial Health Center | – Bilal Mosque Association |
| – Adelante Mujeres | – Portland Onnuri Church |
| – Bienestar | – Korean American Coalition |
| – Centro Cultural de Washington County | – Oregon Korean Foundation |
| – Oregon Korean Community Center | – Japanese International Baptist Church |
| – Muslim Education Trust | – African Road |
| – Islamic Center of Portland | – Shokookai Of Portland |