

# **Final Report**

**King Conservation District**

***Customer Satisfaction Pilot Survey Project***

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**Washington State University**

**Division of Governmental Studies and Services**

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## Table of Contents:

<b>Introduction</b>	<b>3</b>
<b>Survey Design &amp; Administration</b>	<b>6</b>
<b>Findings from Data &amp; Comments</b>	<b>9</b>
<b>Survey Section 1 – Introduction</b>	<b>10</b>
<b>Survey Section 2 – Level of Engagement in KCD Activities &amp; Their Importance</b>	<b>14</b>
<b>Survey Section 3 – Outstanding Issues and Reasons for Engaging with KCD</b>	<b>16</b>
<b>Survey Section 4 – Respondent Characteristics &amp; Final Comments</b>	<b>18</b>
<b>Follow-up Survey Opportunities</b>	<b>19</b>
<b>Conclusion</b>	<b>20</b>
<b>Appendices:</b>	<b>21</b>
<b>Appendix A – Frequency Tables</b>	<b>21</b>
<b>Appendix B – Final Comments Response Sample</b>	<b>68</b>
<b>Appendix C – Mail Survey Questionnaire</b>	<b>70</b>
<b>Appendix D – Web Survey Questionnaire</b>	<b>78</b>
<b>Appendix E – Training Materials</b>	<b>86</b>

**Introduction:**

The King Conservation District (KCD) contracted the WSU Division of Governmental Studies and Services (DGSS) to conduct a *customer satisfaction assessment* research project involving approximately 400 existing program clients. This group of 400 includes all clients who contacted KCD for farm planning services between March of 2007 and the fall of 2009. The March 2007 beginning date reflects the update of the KCD computer system housing the database records which gave KCD the ability to accurately track service request data. This pilot study was conducted in order to obtain information from those clients regarding their experiences and perceptions concerning services received from KCD, opinions about KCD and its services, and their interactions with KCD staff. Areas of inquiry for this assessment were developed in collaboration with representatives of the King Conservation District to assure that the information obtained is useful in the agency's planning and program prioritization efforts. This pilot project was also designed to serve as a test-bed for the development of procedures and protocols for periodic surveying of KCD clients.

Founded more than forty years ago, the *Division of Governmental Studies and Services* (DGSS) is jointly sponsored by WSU Extension and the College of Liberal Arts to serve the Land Grant mission of the University. DGSS provides applied social science research (surveys, field observation studies, etc.), program evaluation research, technical assistance (consultation, assessments, data analysis), and training for government entities and non-profits throughout the Northwest. DGSS is affiliated with or has provided training for the Northwest Municipal Clerks Institute, the Western Regional Institute for Community Oriented Public Safety (WRICOPS) and the Natural Resources Leadership Academy (NRLA).

DGSS has conducted a wide range of research projects including citizen surveys for cities, state agencies, and for the national non-profit entity Vote Smart. DGSS also administered a recent nation-wide survey of police agencies and forensic labs for an NIJ-funded national assessment of DNA evidence-processing backlogs. Recent program evaluation projects include the Washington State Patrol's Anti-Biased Policing Project, the Thurston County Community Cafés project, the Washington Statewide Automated Victim Information Network (SAVIN) Program, a customer satisfaction assessment for the Spokane Police Department, and a current project to evaluate an NIJ-funded pilot program designed to decrease DNA evidence processing times in stranger-rape cases.

In collaboration with KCD, DGSS designed the research portion of this *customer satisfaction assessment* pilot project to be accomplished using a self-administered survey questionnaire which was presented to customers using two different delivery methodologies. The first delivery methodology involved a stand-alone *Mail Survey* of approximately 225 clients of KCD. The second delivery methodology involved e-mail notification and a self-paced internet survey of approximately 170 KCD clients. The responses from these two methods of survey administration were combined for data processing and analysis (reported herein). The lessons learned from this two-modality survey administration pilot have been applied in the development of a set of recommendations, suggested procedures, and protocols which can be adapted by KCD for future customer satisfaction assessment efforts.

## Survey Project

As summarized above, the research phase of this project involved development of a robust survey questionnaire which assesses client knowledge of and perceptions tied regarding KCD, as well as the types of contacts and experiences they have had with KCD. A copy of that questionnaire is attached as an appendix to this report. That questionnaire consists of three substantive sections and a demographic section, each of which will be discussed below. The substantive questions were developed in collaboration with KCD. All of the questions are contained in both the mail survey and the web survey. For the purpose of this report, only selected questions will be addressed. For more detail, reference the frequency charts attached in full as an appendix to this report. Data (quantitative *and* qualitative comments) collected through survey responses have been analyzed by DGSS for this Report, and principal observations and findings are reported below.

Phase Two of this project uses the lessons of the pilot survey processes to inform the development of a recommended approach by which KCD may replicate the customer survey component periodically in the future. This recommended protocol includes several options for administration of the customer surveys and the analysis of the data collected and is discussed in more detail below. Forms, checklists and training materials to assist KCD in developing this capacity are attached as appendices to this Draft Report. DGSS will make representatives available to train KCD personnel and volunteers in survey research techniques, which will enable KCD to independently conduct customer service research.

## **Discussion:**

### Survey Design and Administration:

As discussed briefly above, this project involved two parallel survey projects which targeted a total of approximately 400 existing KCD customers. The first element of the survey project involved a “traditional” mail survey which was initially mailed to approximately 226 customers, each of which received at least two mailings. A modified Dillman “Total Design Method” approach was used for administration of this survey. The Dillman method calls for multiple attempts, so that each member of the survey population receives more than one opportunity to respond. After identifying and investigating bad addresses from the KCD mailing list, and sending additional mailings to the new addresses identified, the population which had an opportunity to respond was approximately 204 customers. Two of those customers actually informed the WSU researchers of their unwillingness to complete the survey. After administration using the multiple-attempt Dillman method, there were a total of 76 responses from this traditional mail survey. This equates to a response rate of approximately 37%, which is within the range expected generally from mail surveys, but is somewhat below what would normally be expected from a “connected” sample such as customers or those who have received services. The time expired between delivery of the services to many of the customers identified for this project and administration of the survey may account for this response pattern.

The second parallel element of the survey pilot project involved an experimental e-mail invitation with a link and password for a web-based survey. The questionnaire used for the internet survey was identical to the mail version. The questionnaire was hosted on a WSU internet server using commercial web survey software (Remark). An initial list of approximately 172 customers whose e-mail addresses KCD could provide was used for this element. Fourteen of those addresses were ultimately returned as undeliverable. After deduction of these known

bad addresses, the approximately 41 returned internet surveys represent a response rate of nearly 26%. This relatively low response rate came as somewhat of a surprise. At least two factors undoubtedly contributed to this lower response rate. First, the notification/invitation e-mail came from WSU, thus possibly defeating the otherwise strong connection of these recipients to KCD. It is likely that many of the e-mail invitation messages were either actually intercepted by spam filters or were deleted by the recipients without being opened because they came from an unexpected source. A second contributing factor was likely a result of a peculiarity of the project design coupled with the limitations of the software used: Recipients were given an URL to access the survey questionnaire, and were also provided with a unique log-on password. There were sound reasons for using this approach, chief of which was the desire to couple survey responses with other information held by KCD about the customers (services rendered, etc.). However, using this mechanism – while necessary to the ultimate aim of the design – undoubtedly provided a reminder to the potential respondents that their personal identification was being collected as a part of the survey process. It has been the consistent experience of survey researchers at DGSS that anonymous surveys are better received and more actively responded to than are “confidential” surveys where it is clear that the identities of the respondents are known to the researchers. A third possible factor limiting responses to the web survey is the age of the customers. The respondents are all mature adults. There may be a generational effect at work in this case as well. DGSS has identified possible responses to these posited limiting factors, which will be discussed in the second part of this report.

As noted, response rates overall were slightly lower than expected. After deducting bad addresses and the two hard-copy refusals, the aggregate response rate for the complete survey pilot project was approximately 32%. This is close to the expected 35% response rate.

Numerically, the responses obtained from the combined customer population are sufficient to obtain a confidence interval of +/- 6% at the aggregate level. The process was also sufficient to identify and establish recommendations and training points which may be applied by KCD to replicate future customer satisfaction inquiry processes.

Responses from completed mail surveys were manually entered into an SPSS data file (Statistical Package for the Social Sciences) for processing and analysis. The digitally-captured responses to the web survey were exported through Excel, and manually translated to the same SPSS data set. A full set of the frequencies of responses for all questions on the survey is attached to this Draft Report as an appendix. Comments and open-ended question responses were processed in either SPSS or Excel for analysis.

Table 1 – Partial Demographic Comparison

	<i>Age</i>	<i>Gender(%Male)</i>	<i>Percent White</i>
<i>Mail/Web</i>	58/52	38/46	97/95

### Findings from Data & Comments

Descriptive statistical analyses have been run on the data using SPSS – a standard software package for such efforts. A full series of frequencies, which show both the number and the percentage of respondents replying to each question, is appended to this report. Select frequency observations, and the implications of those responses, will be discussed below. An informal content analysis of the comments and open-ended questions has also been conducted, and major themes have been identified. A copy of all such comments and textual responses is appended hereto as well. Findings will be broken out in accordance to their relative sections of the survey questionnaire, a copy of which may be found in the appendices.

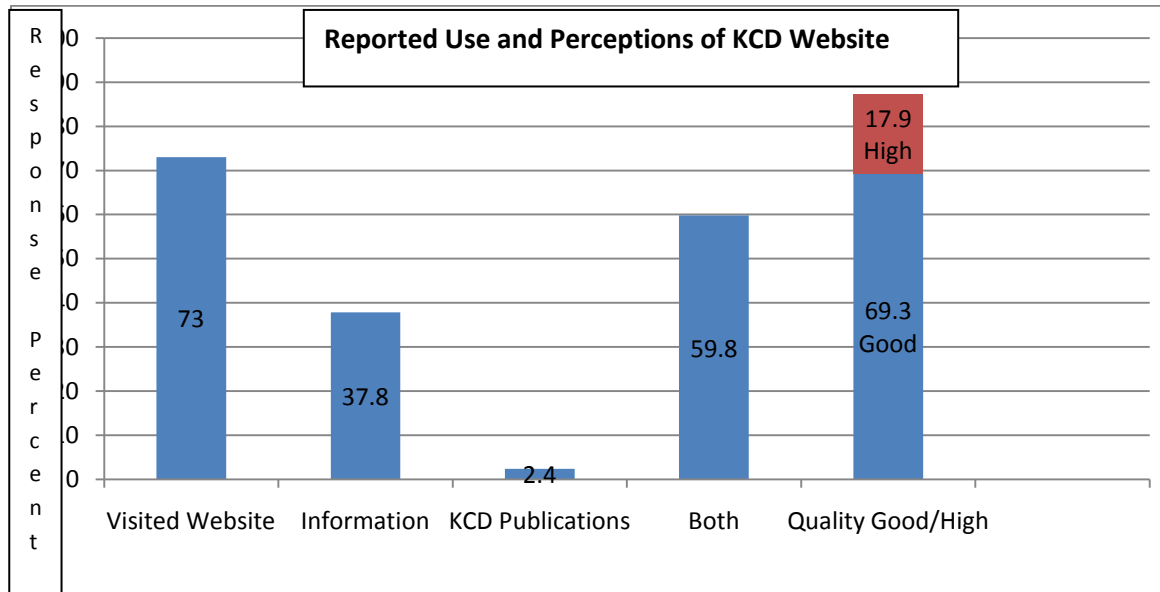
### ***2009/10 King Conservation District Customer Survey- Introduction***

In order to determine the respondents' familiarity with King Conservation District, a series of questions was formulated to investigate specific experiences in obtaining information regarding KCD.

*Source of Initial Information about KCD:* All respondents who answered this series of questions reported being informed about KCD. The chart below provides additional detail on the reported initial source of information. As may be seen by a review of the full list of responses to this question contained in the frequency appendix, many of the 50 respondents who selected "other" might correctly be assigned to the "word of mouth" category. Their listed initial sources included hearing about KCD from friends, receiving a referral from another agency, and learning about KCD from a class. Clearly, informal mechanisms associated with word of mouth and referrals have been the most common initial source of information regarding KCD. The KCD website, for example, was listed as the initial source of information about KCD by only slightly more than 12 percent of the respondents of this survey – a rate which is consistent with all of the other listed possible specific initial sources of information as well. The "Word of Mouth" and "Other" categories represent the vast majority of initial sources of information reported. Those in the "other" category of responses for this question clearly include clients reached through calculated outreach efforts undertaken primarily in collaboration with the Alayne Bickle Horses for Clean Water Program and the horse community in general.

*KCD Website:* As a part of this section, respondents were asked whether they had accessed the KCD website within the last year, and if so the kind of information about KCD which they obtained from that website. Finally, they were asked to assess the quality of that

website. The chart below shows the percentage of respondents who indicated that they had visited the website in the past year, the type of information sought, and their perceptions of the website quality.



*Benefits Received from KCD:* This question asks whether respondents have benefitted from working collaboratively with KCD, and then give an opportunity for an open-ended explanation of those benefits. Respondents overwhelmingly answered in the affirmative on this question, with nearly 96% of respondents indicating that they benefitted from collaborative work with KCD. A complete listing of the explanatory comments which accompanied these confirmations of benefits received is contained in the frequency appendix. Many of the respondents reported receiving planning, class, or project benefits from collaborative work with KCD.

*Impression of Contacts and Services:* This section contained twelve questions soliciting respondents' impressions regarding initial contact, experiences with staff, and overall impression of KCD. This section was notable for the high level of positive impressions reported by nearly

every one of the respondents. Because inclusion of the Don't Know/No Experience response option (# 5 of the survey choice options) may skew the raw mean score rankings (an increase in DK/NE responses will increase the mean score) in ways that do not convey a true impression of respondents' satisfaction with the listed items, this series of questions was re-coded to remove the DK/NE response category from the calculation of means. This re-coded comparison now uses a four-point scale, where 1=Excellent and 4=Poor. The answer choices selected by all respondents who rated KCD on each of these questions were added together, and divided by the total number of respondents giving a rating in order to calculate mean scores. Thus, a lower mean score is a more positive mean score. A mean score of 2.00 is the equivalent of an average ranking of "good" on the question. The raw mean score ratings from respondents on each of these twelve questions are attached as part of the appendix in addition to the scores reflecting the recode to exclude DK/NE. It should be noted that the median score on all twelve of these questions was 1.00, or excellent.

The most positive rankings received are for *Employee Courtesy* (Q4 I), *Employee Responsiveness* (Q4 H), and *Staff Site Visit* (Q4 B). The least positive mean score was received on the two questions of *Employee Accessibility* (Q4 J) and *Timely Support* (Q4 K). Listing the items contained in this series of rankings by order of positive ranking yields the rankings which appear in the table on the following page:

**Section 1, Question 4 Responses – Mean Rankings**

Employee Courtesy	1.17
Staff Site Visit	1.29
Employee Responsiveness	1.34
Employee Knowledge	1.35
Presentation of Plan	1.40
Plan Usefulness	1.45
Overall Service Experience	1.45
Quality of plan content	1.49
Accuracy of Plan	1.50
Initial Contact with KCD	1.54
Timely and Responsive Follow-up	1.62
Staff Accessibility	1.62

## ***Survey Section Two – Level of Engagement in KCD activities and their importance***

*Services Received:* Quite positive responses were received to the question regarding whether respondents received a number of services from KCD, and what type of services those were. Some percentage of respondents reported having received all of the offered services from KCD. More than eighty-five percent (85.6%) of respondents indicated having benefitted from *phone or e-mail help only*, while 78.2% indicate having received a *site visit* and 71.4% report having had a *plan developed*. Thirty-seven percent (37.1%) report having had their *soil tested*, while only 14.1% and 13.75 report borrowing a *manure spreader* or some *other* service, respectively. *Manure share* (3.8%) and *Dairy Planning* (5.2%) received very few positive responses, however this is likely due to the fact that the Manure Share Program is used by a small and specific group of people and that there are fewer than thirty dairies located within King County.

The reported actual use of these various KCD services compares in interesting ways with the perspectives reported by respondents on the importance of many of those same services. Respondents' perceptions of importance were uniformly much higher than the actual rate of usage. *Phone or e-mail help only* was ranked most important, with 95.4 percent of the respondents ranking this service as either important or very important. Fourteen individual answers were received in the *other* category and are set out in the frequency report for that question in the appendices.

The percentage of respondents which ranked the other services in this question as either important or very important are as follows:

KCD Service	Percent ranking Important or Very Important
<i>Phone or Email Help Only</i>	95.4%
<i>Site Visit (No Plan)</i>	87.2%
<i>General Plan Developed</i>	95.3%
<i>Dairy Nutrient Management</i>	47.2%
<i>Manure Spreader Loan</i>	57.4%
<i>Soil Testing</i>	78.8%
<i>Manure Share</i>	45.5%

The last question in this section sought more specific input from respondents regarding KCD Planning and Technical Assistance services. This question again asked for respondents to rank the seven listed service or performance areas for their perceived importance. No Planning or Technical Assistance element in this question (Section 2, Question 3) received a ranking of less than 92%. That is, at least 92% of respondents ranked each of these items as either important or very important. Clearly, customers see value in KCD Planning and Technical Assistance services.

### ***Section Three – Outstanding Issues and Reasons for Engaging with KCD***

This section of the survey provides an opportunity for respondents to share their perceptions of critical issues facing King County residents which KCD should address. Open-ended questions were included in this section and elsewhere in the survey to allow respondents to give a qualitative perspective regarding issues relating to KCD. The utility of qualitative research is exceptional with smaller populations, by providing an opportunity to analyze in-depth responses and thus obtain a better understanding about the important areas of inquiry within the survey which often cannot be obtained from quantitative analysis alone. Respondents provided significant input on this question – all of which is summarized in the appendices. Several themes do arise from the qualitative comments provided by the respondents.

The top two critical issue areas, as coded by theme and occurrence, are included below.

*What are some critical issues facing King County residents that King Conservation District should address? (Section Three, Question 1):*

1. Land use planning impacts and protection of agricultural land.

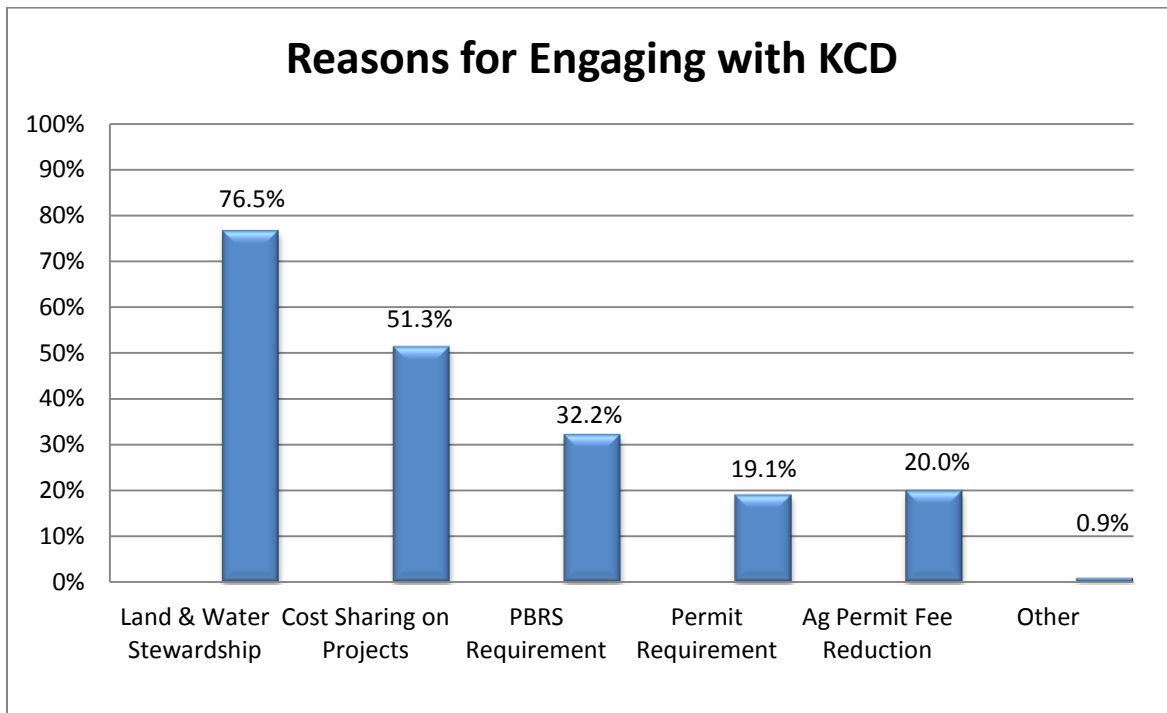
- “Growing restrictions on flood-prone acreage.”
- “Inability to use our land fully due to Critical Area Ordinance.”
- “Intrusion of suburban development.”

2. Water quality, erosion and mud management.

- “Helping farmers restore streamside habitat”
- “Mud management for livestock. Reasonable flood control”
- “Chemicals that end up in the Sound shouldn’t be sold in public”

*Services which represent reason for engaging with KCD (Section 3, Question2):* The responses provided to the question which asks respondents to identify the service program which best describes their reason for engaging with KCD, *land and water stewardship* was by far the most frequently chosen program area, with 76.5% of respondents naming this area as their reason for engaging with KCD. (Of the 92 respondents who selected *either* Land and Water

Stewardship *or* Ag Permit Fee Reduction as their reason for engaging with KCD only 18 respondents or 19.6% selected *both*) Fifty-one percent (51.3%) identified *cost sharing* on projects as their main reason for engaging, and 32.2% named *PBRS requirements* as their reason. The other three options in this question each was named as a best reason for engaging by 20% or less of the respondents. Of the 31 respondents who chose *either* KCD Permit *or* Ag Permit Fee Reduction, 13 respondents– or 42% -- chose *both*.



Responses to the next question in the survey, whether respondents would *recommend KCD to others*, are reflective of the general tone and pattern of responses to this survey, and of the general regard with which their customers hold KCD. Only one respondent answered no to the question of whether they would recommend KCD, and that respondent’s comments actually indicate that their poor experience was with Snohomish County, with only a perceived lack of follow-up from KCD. Explanations offered for this willingness to recommend reflect satisfaction with the services received from KCD and a recognition of the value those services

could represent for others. The comments received on this question should be of great interest to KCD, and are included in the frequency tables in the appendices.

***Section 4 – Respondent Characteristics and Final Comments***

The respondents are more mature and more homogenously Caucasian than the general population. They have lived in King County for an average of thirty-three years. Eighty-eight of the respondents expressed a willingness to participate in and/or provided contact information for follow-up activities. The responses to the substantive questions in this section provide good information on the type of activity most frequently undertaken by the respondents (Non-commercial Livestock – 65.8%) and the program with which they have worked most frequently. For this most-frequent use question (Section 4, Question 5) the response pattern was as follows: *Education* – 35.5%, *Planning* – 60%, *Buffer Planting* – 11.8% and *Cost Share* – 21.8%. Only ten respondents chose *other* as their answer, and many of those could properly be included in the specific categories – especially planning.

Program Most Used	Education	Planning	Buffer Planting	Cost Share
Percent Reporting	35.5%	60%	11.8%	21.8%

## **Follow-up Survey Opportunities**

It is clear from this pilot project that there is significant utility for KCD in learning more about customer experiences and perceptions. Capturing that feedback on a regular basis might be an effective management strategy for KCD. Surveying a current sample of customers every six or twelve months would provide a good vehicle for monitoring customer satisfaction, adjusting priorities to better meet customer needs, and making adjustments to staffing, allocation of resources and contact strategies. The mechanisms for survey administration have also been well-tested as a part of this process. Either the traditional mail survey approach or the newer web-survey approach appear to be appropriate modalities for repeat periodic surveys of customers. Conducting such periodic surveys could be accomplished in-house through either the mail or web modalities, or could be accomplished through a continuing relationship with DGSS – depending upon the confidence which KCD develops in survey methodologies and the relative benefits of an external, neutral, assessor. In order to assist with the evaluation of appropriate approaches to periodic surveying, protocols and training materials developed by DGSS have been included in the appendices.

***Conclusion:***

The primary purpose of this customer survey was to assess the perceptions of KCD held by a group of relatively recent customers. The results show that these customers hold very favorable perceptions regarding KCD personnel and services. All the services referenced in the survey as currently available by KCD are being used by respondents, with some much more popular than others. The relatively low experience with and support for dairy programming, for instance, is again a reflection of their being less than thirty dairies in King County, only a small number of which would have needed planning services over the two-year period covered in this survey. No specific negatives were identified from the responses received. Furthermore, of all the services included in the survey, responses indicated wide support for and recognition of the importance of each one, therefore suggesting a strong customer desire to have continued access to all services. The willingness of respondents to recommend KCD to others is probably the single most illustrative expression of the positive reputation now enjoyed by KCD.

While this survey was devised primarily as a means to examine customer perspectives on KCD services, programming and personnel, it was also used as a test of the utility of this approach and the methods which might work best for future replication. Training materials and survey administration checklists which would be used by DGSS in providing training to KCD for such replication are attached as appendices. Specific training content is under development and will be provided prior to delivery of that training.

APPENDICES

APPENDIX A – Frequency Tables

Section 1, Question 1

**1.1 How did you initially hear about KCD? *Do not know about KCD***

	Frequency	Percent	Cumulative Percent
No	114	100.0	100.0
No Response	3		
Total	117		

**1.2 How did you initially hear about KCD? *Word of mouth***

	Frequency	Percent	Cumulative Percent
Yes	52	45.6	45.6
No	62	54.4	100.0
Total	114	100.0	
No Response	3		
Total	117		

**1.3 How did you initially hear about KCD? *KCD Web Site***

	Frequency	Percent	Cumulative Percent
Yes	14	12.3	12.3
No	100	87.7	100.0
Total	114	100.0	
No Response	3		
Total	117		

**1.4 How did you initially hear about KCD? *Newsletter***

	Frequency	Percent	Cumulative Percent
Yes	13	11.4	11.4
No	101	88.6	100.0
Total	114	100.0	
No Response	3		
Total	117		

**1.5 How did you initially hear about KCD? *King County Web Site***

	Frequency	Percent	Cumulative Percent
Yes	14	12.3	12.3
No	100	87.7	100.0
Total	114	100.0	
No Response	3		
Total	117		

**1.6 How did you initially hear about KCD? *Brochures***

	Frequency	Percent	Cumulative Percent
Yes	13	11.4	11.4
No	101	88.6	100.0
Total	114	100.0	
No Response	3		
Total	117		

**1.7 How did you initially hear about King Conservation District? *Other***

No Response = 67/57.3%  
Alayne Blicke Horse Management Class  
Alayne Blicke and Matt Livengood  
Best mechanism is other horse owners  
bought house with an existing KCD farm plan  
Class from Alayne Blicke  
Contacted at suggestion of seller  
County enforcement officer  
County Reps came to farm  
Do not recall  
DOES  
Dr. Hank Greenwald DMV  
E-mail group  
father was enrolled in a program  
festival booth  
Friend  
Friend has farm plan  
Friend who owned horses  
From another property owner  
from Terra Organics, went on farm tour  
Horse community  
Horses for clean water  
Horses for Clean Water  
I don't remember  
internet search - Google  
Involvement with Snohomish 4H  
Issaquah Grange Supply  
King County Association  
Manure management class 1997  
manure management class 10 years ago  
Master Gardeners  
Needed a farm plan  
Neighbor  
Newspaper

**1.7 How did you initially hear about King Conservation District? *Other – continued...***

Pierce Conservation referral

Property in program when purchased

Property tax bill

Reber Ranch Community Board

Referred by PBRS

Salmon days festival, Master Gardeners

Sammamish Permit Center

State Horse Council

Tax Lady told me

Ted Sullivan, King County

Through farm channels

through my work as a land use consultant

Too long ago to remember, maybe Grange

Total = 117

Section 1 – Question 2

**2.1 Have you accessed the KCD website in the last year?**

	Frequency	Percent	Cumulative Percent
Yes	81	73.0	73.0
No	30	27.0	100.0
Total	111	100.0	
No Response	6		
Total	117		

**2.2 If yes, what type of use did you make of the website?**

	Frequency	Percent	Cumulative Percent
Information gathering	31	37.8	37.8
Read KCD publications	2	2.4	40.2
Both	49	59.8	100.0
Total	82	100.0	
No Response	35		
Total	117		

**2.3 If yes, what was your impression of the quality of the website? *High quality***

	Frequency	Percent	Cumulative Percent
High Quality	14	17.9	17.9
Good Quality	54	69.2	87.2
Neutral	9	11.5	98.7
Needs Work	1	1.3	100.0
Total	78	100.0	
No Response	39		
Total	117		

Section 1 – Question 3

How have you benefitted from working collaboratively with KCD?

18 Years

Better eco-system farm management

better land management and conservation tips

Better vision for farm planning

Building gutter cost share Pasture erosion control

By working with the conservation district we hope

Client satisfaction

Confirmed that my overall farm plan was already. effective

conservation knowledge and cost sharing programs

Consultation useful though neighbors blocked plan

Cost share on runoff reduction for organic farm pasture

Creation of a farm management plan.

Developed farm plan

Did a wetlands restoration project and reimbursement

Dryer horse confinement area

Enormously! Got free pre-planning meetings

Environmentally responsible farm plan

Extremely helpful with a Farm plan and grass yield

Farm management advice & cost sharing

farm of merit, healthy land and animals, wildlife

Farm plan

Farm Plan

Farm plan & info on cost sharing

Farm plan & mud/water control farm visits

Farm plan for PBRS

Farm Plan set up and initiated

Farm plan will help maintain property

Farm plan, Best practices, cost share, stream rest

Farm Plan, Cost Sharing for BMP, Alayne Blicke

farm plan, hoping for cost sharing, soil tests

Farm plan, Horse facility construction advice

Farm Plan, Pasture Animal & Manure Mgt, Plant Sale

**How have you benefitted from working collaboratively with KCD?**  
**Continued...**

Farm Plan, seminars, DDES, Horses for clean water

Farm planner helpful. Equipment loan also helpful.

Farm planners are tremendously helpful

Farm planning, cost share, hay probe, manure spreader

Farming Suggestions

Forest mgt class, Farm plan

gained good information on farm planning and cost

grant for restoration

grants for horse property

Have a conservation plan drawn up

Have a farm plan and a forest plan we are implementing

Helped w/ documentation for another agency permit

Helpful, educational, professional and wonderful

Horse for Clean Water seminars and tours

I have achieved a much better understanding of the many environmentally-responsible and people-friendly projects that King Conservation District is working toward implementing for the benefit of the land, its resident flora and fauna, and the waterways and watersheds we are blessed to have here in the Puget Sound Basin. I have become more familiar too with the ways in which people, animals, and farmland can mutually coexist on that same land and those same waterways and watersheds in ways that can be both mutually beneficial to one another as well as with a vision of a more responsible future in which environmental damage is not an option.

I have learned how to direct water properly.

I've learned a lot. I am very impressed with KCD

Immense tax reduction

Implemented a number of pasture mgt suggestions

Information about our property

KCD has been a good resource: Pasture mgt, Manure

knowledge sharing and equipment use

Learned more about farm management

livestock sacrifice area/water protection

More friendly than DOES. Help w/ fewer roadblocks

Mud reduction in horse area, Pasture mgmt.,

Mud, manure & pasture plan

**How have you benefitted from working collaboratively with KCD?**  
**Continued...**

Not as much as hoped. Shuffled between Counties

Not yet

Someone came to look at the property with info that a plan was potential, then equipment would be available. Nothing came of the appointment

Noxious weed specialist, Farm plan rep visit

obtaining permits from King County DDES

Occasionally

Pasture/horse management near 2 salmon streams

Personnel very helpful & informative

Produce Farm Design

Qualified for new tax classifications

Rec'd helpful info on mud mgt & weed control

Received good information about how best to use my land in regards to livestock issues

Received information on unwanted plants

Reimbursement for 3 manure bins. Pasture plan,

Set up farm plan, exposed to educational events, native plant sales

significant improvement to drainage issues and manure management on our property

Stream restoration, Mud mgt, PBRS, Timber mgt

Support for my PBRS program

The farm plan has been helpful.

the young lady I worked with was very helpful answering questions I had

Top quality information from a very well informed staff

Two Farm plans

Very Helpful to me.

Very much so, learned how to farm with less mud

We met to discuss a Farm Plan

Without KCD my land would be a mud pit.

yes

Yes

Section 1 – Question 4

Please indicate your impression of the service received:

**4 A. Initial contact w/KCD**

	Frequency	Percent	Cumulative Percent
Excellent	61	56.0	56.0
Good	39	35.8	91.7
Fair	7	6.4	98.2
Poor	2	1.8	100.0
Total	109	100.0	
No Response	8		
Total	117		

**4. B. Experience with staff during site visit**

	Frequency	Percent	Cumulative Percent
Excellent	78	71.6	71.6
Good	19	17.4	89.0
Fair	4	3.7	92.7
Poor	1	.9	93.6
DK/NE	7	6.4	100.0
Total	109	100.0	
No Response	8		
Total	117		

**4. C Presentation of plan with staff**

	Frequency	Percent	Cumulative Percent
Excellent	69	63.3	63.3
Good	21	19.3	82.6
Fair	6	5.5	88.1
Poor	2	1.8	89.9
DK/NE	11	10.1	100.0
Total	109	100.0	
No Response	8		
Total	117		

**4. D Quality of the plan content and format**

	Frequency	Percent	Cumulative Percent
Excellent	59	53.6	53.6
Good	31	28.2	81.8
Fair	2	1.8	83.6
Poor	4	3.6	87.3
DK/NE	14	12.7	100.0
Total	110	100.0	
No Response	7		
Total	117		

**4. E Accuracy of the plan**

	Frequency	Percent	Cumulative Percent
Excellent	58	52.7	52.7
Good	29	26.4	79.1
Fair	3	2.7	81.8
Poor	4	3.6	85.5
DK/NE	16	14.5	100.0
Total	110	100.0	
No Response	7		
Total	117		

**4. F Plan usefulness**

	Frequency	Percent	Cumulative Percent
Excellent	59	54.6	54.6
Good	25	23.1	77.8
Fair	5	4.6	82.4
Poor	2	1.9	84.3
DK/NE	17	15.7	100.0
Total	108	100.0	
No Response	9		
Total	117		

**4 G Employee Knowledge**

	Frequency	Percent	Cumulative Percent
Excellent	78	71.6	71.6
Good	22	20.2	91.7
Fair	6	5.5	97.2
Poor	1	.9	98.2
DK/NE	2	1.8	100.0
Total	109	100.0	
No Response	8		
Total	117		

**4 H Employee responsiveness**

	Frequency	Percent	Cumulative Percent
Excellent	80	74.1	74.1
Good	20	18.5	92.6
Fair	5	4.6	97.2
Poor	2	1.9	99.1
DK/NE	1	.9	100.0
Total	108	100.0	
No Response	9		
Total	117		

**4 I Employee courtesy**

	Frequency	Percent	Cumulative Percent
Excellent	92	84.4	84.4
Good	14	12.8	97.2
Fair	2	1.8	99.1
DK/NE	1	.9	100.0
Total	109	100.0	
No Response	8		
Total	117		

**4 J Are KCD staff easily accessible to you when you contact KCD**

	Frequency	Percent	Cumulative Percent
Excellent	58	53.2	53.2
Good	34	31.2	84.4
Fair	13	11.9	96.3
Poor	2	1.8	98.2
DK/NE	2	1.8	100.0
Total	109	100.0	
No Response	7		
System	1		
Total	8		
Total	117		

**4 K Has any follow up support you sought been timely and responsive**

	Frequency	Percent	Cumulative Percent
Excellent	52	49.1	49.1
Good	24	22.6	71.7
Fair	8	7.5	79.2
Poor	5	4.7	84.0
DK/NE	17	16.0	100.0
Total	106	100.0	
No Response	9		
System	2		
Total	11		
Total	117		

**4 L Overall service experience**

	Frequency	Percent	Cumulative Percent
Excellent	71	64.5	64.5
Good	29	26.4	90.9
Fair	7	6.4	97.3
Poor	2	1.8	99.1
DK/NE	1	.9	100.0
Total	110	100.0	
No Response	7		
Total	117		

Section 2 – Question 1

**S2Q1 Extent of personal participation in KCD services: *Phone or email help only***

	Frequency	Percent	Cumulative Percent
Have used in the past three years	83	85.6	85.6
Have used in the past 4 or more years	6	6.2	91.8
Have never used	8	8.2	100.0
Total	97	100.0	
No Response	20		
Total	117		

**S2Q1 Extent of personal participation in KCD services: *Site visit (no formal plan developed)***

	Frequency	Percent	Cumulative Percent
Have used in the past three years	79	78.2	78.2
Have used in the past 4 or more years	6	5.9	84.2
Have never used	16	15.8	100.0
Total	101	100.0	
No Response	16		
Total	117		

**S2Q1 Extent of personal participation in KCD services: *Plan developed - general***

	Frequency	Percent	Cumulative Percent
Have used in the past three years	75	71.4	71.4
Have used in the past 4 or more years	13	12.4	83.8
Have never used	17	16.2	100.0
Total	105	100.0	
No Response	12		
Total	117		

**S2Q1 Extent of personal participation in KCD services: *Plan developed - dairy***

	Frequency	Percent	Cumulative Percent
Have used in the past three years	4	5.2	5.2
Have used in the past 4 or more years	2	2.6	7.8
Have never used	71	92.2	100.0
Total	77	100.0	
No Response	40		
Total	117		

**S2Q1 Extent of personal participation in KCD services: *Manure spreader borrowed***

	Frequency	Percent	Cumulative Percent
Have used in the past three years	12	14.1	14.1
Have used in the past 4 or more years	2	2.4	16.5
Have never used	71	83.5	100.0
Total	85	100.0	
No Response	32		
Total	117		

**S2Q1 Extent of personal participation in KCD services: *Soil tested***

	Frequency	Percent	Cumulative Percent
Have used in the past three years	36	37.1	37.1
Have used in the past 4 or more years	8	8.2	45.4
Have never used	53	54.6	100.0
Total	97	100.0	
No Response	20		
Total	117		

**S2Q1 Extent of personal participation in KCD services: *Manure share***

	Frequency	Percent	Cumulative Percent
Have used in the past three years	3	3.8	3.8
Have used in the past 4 or more years	3	3.8	7.5
Have never used	74	92.5	100.0
Total	80	100.0	
No Response	37		
Total	117		

**S2Q1**Extent of personal participation in KCD services: *Other*

No Response = 101/86.3%

Borrowed hay probe

Classes

Cost Share

Education and Support

Farm management courses - Mud, etc.

Farm plan started for horses

Farm tour at my place

Forest & Farm Plans

Info on hay tester

Manure management, buffers

Pasture maintenance

Plan to use more services as plan put in use.

We do not have a formal plan developed yet as we are waiting for health department process for well and septic. king CD will finish plan when health department issues are resolved

We have no animals now. The visit has helped plan for future use.

we have requested use of the manure spreader this spring and will be having soil testing this spring- have not attempted to use either of these services previously!

Weed info

Total = 117

**S2Q2 Importance of KCD services: *Phone or email help only***

	Frequency	Percent	Cumulative Percent
Very important	61	56.5	56.5
Important	42	38.9	95.4
Uncertain	3	2.8	98.1
Of little importance	2	1.9	100.0
Total	108	100.0	
No Response	9		
Total	117		

**S2Q2 Importance of KCD services: *Site visit (no formal plan developed)***

	Frequency	Percent	Cumulative Percent
Very important	65	59.6	59.6
Important	30	27.5	87.2
Uncertain	12	11.0	98.2
Of no importance	2	1.8	100.0
Total	109	100.0	
No Response	8		
Total	117		

**S2Q2. Importance of KCD services: *Plan developed - General***

	Frequency	Percent	Cumulative Percent
Very important	73	68.2	68.2
Important	29	27.1	95.3
Uncertain	4	3.7	99.1
Of little importance	1	.9	100.0
Total	107	100.0	
No Response	10		
Total	117		

**S2Q2 Importance of KCD services: Dairy Nutrient Management (plan developed)**

	Frequency	Percent	Cumulative Percent
Very important	25	28.1	28.1
Important	17	19.1	47.2
Uncertain	29	32.6	79.8
Of little importance	1	1.1	80.9
Of no importance	17	19.1	100.0
Total	89	100.0	
No Response	28		
Total	117		

**S2Q2 Importance of KCD services: Manure spreader borrowed**

	Frequency	Percent	Cumulative Percent
Very important	33	35.1	35.1
Important	21	22.3	57.4
Uncertain	23	24.5	81.9
Of little importance	3	3.2	85.1
Of no importance	14	14.9	100.0
Total	94	100.0	
No Response	23		
Total	117		

**S2Q2 Importance of KCD services: Soil Testing**

	Frequency	Percent	Cumulative Percent
Very important	48	46.2	46.2
Important	34	32.7	78.8
Uncertain	14	13.5	92.3
Of little importance	3	2.9	95.2
Of no importance	5	4.8	100.0
Total	104	100.0	
No Response	13		
Total	117		

**S2Q2 Importance of KCD services: *Manure share***

	Frequency	Valid Percent	Cumulative Percent
Very important	27	30.7	30.7
Important	13	14.8	45.5
Uncertain	32	36.4	81.8
Of little importance	6	6.8	88.6
Of no importance	10	11.4	100.0
Total	88	100.0	
No Response	29		
Total	117		

**S2Q2 Importance of KCD services: *Other***

No Response = 103/88%

assorted classes offered, i.e. pasture mgmt, manure

Conservation plans

Coordination of cost share plans

Education

Farm tours

Hay probe

I think the staff I've met have done a fantastic j job of being friendly, polite, accessible, and informative -- this is very important and I have been very, very impressed with each and every one of the King Conservation representatives I've had the pleasure of meeting since the day I first met them at Claire Dyckman's farm pad meeting.

Pasture maintenance

Pasture management

People contact & coaching very helpful

Plant Sale

scotch bloom removal

Though I did not require a plan, it is a great ser service for those folks who are not as knowledgeable

**S2Q2 Importance of KCD services: *Other***

We have been told that the mitigation of our stream that runs through our property can be done at little or no cost by the King CD including planting desirable native plants this is a very important service and really helps property owners who do not have the extra \$12,000.00 dollars lying around to put into a mitigation fund. The King County Critical Areas Ordinance is one of the toughest in the nation and is full of redundancy that costs property owners dearly! thank goodness for the King CD to assist owners with agricultural goals and farming activities to get through this COA with less financial impact and loosened restrictions to accomplish their goals for using their property productively

Total = 117

**S2Q3**

**With respect to KCD Planning & Tech Assistance services, how would you rate?**

***Initial contact with KCD, intake & scheduling***

	Frequency	Percent	Cumulative Percent
Very important	71	67.6	67.6
Important	29	27.6	95.2
Uncertain	4	3.8	99.0
Of little importance	1	1.0	100.0
Total	105	100.0	
No Response	12		
Total	117		

**S2Q3 With respect to KCD Planning & Tech Assistance services, how would you rate?**

***Site experience with staff***

	Frequency	Percent	Cumulative Percent
Very important	76	72.4	72.4
Important	27	25.7	98.1
Uncertain	1	1.0	99.0
Of little importance	1	1.0	100.0
Total	105	100.0	
No Response	12		
Total	117		

**S2Q3 With respect to KCD Planning & Tech Assistance services, how would you rate?**

***Presentation of plan with staff***

	Frequency	Percent	Cumulative Percent
Very important	63	62.4	62.4
Important	33	32.7	95.0
Uncertain	2	2.0	97.0
Of little importance	1	1.0	98.0
Of no importance	2	2.0	100.0
Total	101	100.0	
No Response	16		
Total	117		

**S2Q3 With respect to KCD Planning & Tech Assistance services, how would you rate?**

***Quality of plan content/presentation***

	Frequency	Percent	Cumulative Percent
Very important	70	70.7	70.7
Important	25	25.3	96.0
Uncertain	3	3.0	99.0
Of no importance	1	1.0	100.0
Total	99	100.0	
No Response	18		
Total	117		

**S2Q3 With respect to KCD Planning & Tech Assistance services, how would you rate?**

***Accuracy of plan - reflected goals & operation***

	Frequency	Percent	Cumulative Percent
Very important	66	66.0	66.0
Important	27	27.0	93.0
Uncertain	4	4.0	97.0
Of no importance	3	3.0	100.0
Total	100	100.0	
No Response	17		
Total	117		

**S2Q3 With respect to KCD Planning & Tech Assistance services, how would you rate?**

***Usefulness of plan - easy to implement***

	Frequency	Percent	Cumulative Percent
Very important	72	72.7	72.7
Important	20	20.2	92.9
Uncertain	4	4.0	97.0
Of little importance	1	1.0	98.0
Of no importance	2	2.0	100.0
Total	99	100.0	
No Response	18		
Total	117		

**S2Q3 With respect to KCD Planning & Tech Assistance services, how would you rate?**

***Overall service experience***

	Frequency	Percent	Cumulative Percent
Very important	66	65.3	65.3
Important	29	28.7	94.1
Uncertain	4	4.0	98.0
Of no importance	2	2.0	100.0
Total	101	100.0	
No Response	16		
Total	117		

**Section Three**

**S3Q1 What are some critical issues facing King County residents that KCD should address?**

<p>Access to local food from good stewardship sources</p> <p>Ag. permit issues: ditches, layup areas, gravel approaches</p> <p>Being able to build a covered horse arena.</p> <p>being aware of KC building permit rules</p> <p>Chemicals that end up in The Sound shouldn't be sold publicly</p> <p>Code for new and re-established farms in Rural area</p>
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**Section Three**

**S3Q1 What are some critical issues facing King County residents that KCD should address? Continued...**

continued land/water conservation compatibility with livestock  
cost-sharing for projects  
Development & Construction. Animal cruelty. Wildlife  
Educate community of benefits of small farms  
educating the State and County governmental and legislative  
Environmentally friendly livestock care, encroachment of urban space on rural land  
Erosion  
Fallow land going to weeds. Construction runoff  
finding more grant money  
Fish stream passage: 29905 NE Big Rock Rd  
Flooding, Drainage  
Get better info on KCD out through groups like 4H.  
Global warming & animal manure. Manure into gas?  
Growing restrictions on flood-prone acreage. Code violation  
helping farmers restore streamside habitat  
How to ----- rats on a farm,  
How to promote good stewardship & maintain property rights  
How to protect property and selves from Critical Area Ord.  
in our area- drainage/water issues and noxious weed  
Inability to use our land fully due to CAO  
Intrusion of suburban development  
Invasive weeds. Small farm development. Home gardens. Water  
It is extremely difficult to navigate all the rules and regulations with King County for building on your land.  
It would be good if there was some way to engage landowners  
King County Executive does not finance right  
Land conservation practices, Manure/mud mgt, Native Species  
Land use issues  
Maintaining farm community integrity given roads & expansion  
maintaining rural lifestyle  
Manure removal  
More publicity on the programs to help small farmers

**S3Q1 What are some critical issues facing King County residents that KCD should address? Continued...**

Mud mgmt for livestock, Reasonable water control

Mud mgt, Livestock care & control, Regular site visits

Native landscaping to reduce residential water usage  
need more government funding

Non-native blackberries should no longer be an issue

Open land usage, failure to follow good conservation practices

Open space, Proper chemical use, re-planting, education

Over development of rural areas for cheap housing

Over-development of land by cookie-cutter homes

Pasture water problems from clogged county ditches

Please continue focus on stewardship. Great service!

Preservation of farmland for FOOD production

Preservation of open land, Safeguarding watershed

Preserving Economic Viability, Decreased farming regulation

Preserving Pasture, Allowing Eviro-friendly Ag Development

Proactive site checks & advice (strong stock, poor manure)

Promote Manure share, link to Master Gardeners

Protecting Farmland, Marketing Opportunities

Quality of care & drainage ditch mngmt. Homeowner benefits

Regs placed on landowners by urban policy-makers

Runoff from roads onto private property/pasture

Simplify the permitting process for clearing land

Stress on natural products, storm water, sustainability

SWM issues with neighbors, making land unusable

Tansy ragwort along county roads

Taxes, Land use restrictions

That the home owner still has the right to do what they want

The County supervisors don't understand the importance of this service.

**S3Q1 What are some critical issues facing King County residents that KCD should address? Continued...**

The King County Critical Areas Ordinance the king CD is helping us to get what we want from our property with lesser impact of the CAO as I said before the CAO is full of ordinances the contradict each other in many areas the processes are full of redundancy and mounting fees and charges for instance we own 5.63 acres which all but 30 feet at the front of property and about 50 feet at the back of property has been restricted due to wetland and stream by developing a voluntary farm plan with the King CD we are able hopefully as we are still working with them going to get to develop our property and avoid some of the unreasonable areas of the CAO

The restrictions and inequity of the CAO

Transition areas -- "fuzzy" zones between urban & ag/forest

unemployment affecting willingness to participate in measures to improve land

Use of pesticides/in organics. Run-off

Water drainage? identifying sources of organic seeds, products feeds, chicks, calves, pigs, etc

water quality, invasive plants

Water quality, invasives, urban sprawl

Water quality, loss of farmland, development & habitat

Water quality, Preservation of farm & forest, Local Food sources

Water runoff from housing onto agricultural areas

Water. Farmland

wetlands and land valuation

Working w/KC land use Division to improve land - not wetland

Working with both residential and commercial properties

you are doing a great job now--.

Total = 81

No Response = 36

Total = 117

**S3Q2 Which of the following best describes your reasons for engaging with KCD?**

***Land and water stewardship***

	Frequency	Percent	Cumulative Percent
Yes	88	76.5	76.5
No	27	23.5	100.0
Total	115	100.0	
No Response	2		
Total	117		

**S3Q2 Which of the following best describes your reasons for engaging with KCD?**

***Cost sharing on project(s)***

	Frequency	Percent	Cumulative Percent
Yes	59	51.3	51.3
No	56	48.7	100.0
Total	115	100.0	
No Response	2		
Total	117		

**S3Q2 Which of the following best describes your reasons for engaging with KCD?**

***Public benefit rating system requirement***

	Frequency	Percent	Cumulative Percent
Yes	37	32.2	32.2
No	78	67.8	100.0
Total	115	100.0	
No Response	2		
Total	117		

**S3Q2 Which of the following best describes your reasons for engaging with KCD?**

***Permit requirement***

	Frequency	Percent	Cumulative Percent
Yes	22	19.1	19.1
No	93	80.9	100.0
Total	115	100.0	
No Response	2		
Total	117		

**S3Q2 Which of the following best describes your reasons for engaging with KCD?**

***Ag permit fee reduction***

	Frequency	Percent	Cumulative Percent
Yes	23	20.0	20.0
No	92	80.0	100.0
Total	115	100.0	
No Response	2		
Total	117		

**Which of the following best describes your reasons for engaging with KCD?**

**Other**

No Response = 107
Environmentally sensitive practices
Farm plan
Farm plan & Pasture renovation
Farm planning
Horses for clean water
Mud mgt. Best practices for animal
Property care & management
small equine farm management
Stream Restoration
Wetlands delineation
Total = 117

**Would you recommend KCD services to a friend, neighbor, or colleague?**

	Frequency	Percent	Cumulative Percent
Yes	110	99.1	99.1
No	1	.9	100.0
Total	111	100.0	
No Response	6		
Total	117		P

**S3Q3 Please explain:**

3 completed, 3 near  
 absolutely and I do all the time!!  
 Already have  
 Although I could not get a call back  
 anyone who owns agricultural land  
 been telling all my neighbors about  
 cost sharing programs available  
 Excellent knowledgeable staff  
 Excellent source  
 Farm plan  
 Farm Plans, Manure & Mud Mgt  
 For certain issues  
 Gives you peace from good mgt  
 Good program... helps out with the permit police  
 Good source for information  
 Got rid of mud problem  
 Great benefit  
 Great help on projects  
 Great Service!  
 Had a good experience  
 Have recommended to friends  
 Help become better stewards  
 Helped us improve property  
 Helpful & competent people  
 I already do

**S3Q3 Please explain: Continued...**

I believe the programs are very good for information on how the things we do affect the animals and land around us.

I know a lot of horse people, and have recommended the service

I learned so much

I would emphasize the friendly, approachable, informed, conscientious, and courteous people that I have had the pleasure to work with who are all King Conservation District representatives, as well as the conservation-minded goals and practices promoted by the Conservation District.

I'm a city boy now on VSH. The class I attended and visit that resulted helped me come to speed. I feel confident I'm not doing harm to my soil or causing runoff. I have recommended others contact the CD.

Information & guidance on regs

Jay Mirro & Jacobus Saperstein are great

KCD has good info, but does not respond well to commercial operations

KCD helped with our farm permitting

KCD helpful

KCD plans too intrusive

KCD provides a valuable resource

KCD very helpful

Knowledgeable and available

Love this service - great staff, he helpful for new rural landowners and experienced landowners alike

Neighbor heritage farm

OMG! yes they have been great!

Outstanding experience

outstanding service, great cause

Planning help for many projects

Positive staff, good ideas

Services are beneficial

Should have promo fliers

So that they can help others too

Sure answer for problems

They completely changed the way we

Very Expert. Good neutral resource

Very helpful & informative

**S3Q3 Please explain: Continued...**

very helpful service

Very Helpful, Good Information

Very useful information

Wealth of Stewardship knowledge

Total

No Response = 58

Total = 117

**S4Q1 Please indicate the year of your birth**

	Frequency	Percent	Cumulative Percent
18	1	.9	.9
20	1	.9	1.8
25	1	.9	2.7
26	1	.9	3.6
27	1	.9	4.5
29	2	1.8	6.3
33	1	.9	7.2
35	1	.9	8.1
38	1	.9	9.0
40	2	1.8	10.8
41	3	2.7	13.5
42	1	.9	14.4
43	2	1.8	16.2
44	1	.9	17.1
45	1	.9	18.0
46	3	2.7	20.7
47	3	2.7	23.4
48	1	.9	24.3
49	3	2.7	27.0
50	1	.9	27.9
51	7	6.3	34.2
52	2	1.8	36.0
53	7	6.3	42.3

<b>S4Q1 Please indicate the year of your birth Continued...</b>			
54	5	4.5	46.8
55	5	4.5	51.4
56	5	4.5	55.9
57	3	2.7	58.6
58	5	4.5	63.1
59	2	1.8	64.9
60	3	2.7	67.6
61	3	2.7	70.3
62	6	5.4	75.7
63	3	2.7	78.4
64	1	.9	79.3
65	4	3.6	82.9
66	3	2.7	85.6
67	5	4.5	90.1
68	2	1.8	91.9
70	2	1.8	93.7
71	1	.9	94.6
72	1	.9	95.5
73	1	.9	96.4
74	2	1.8	98.2
79	1	.9	99.1
80	1	.9	100.0
Total	111	100.0	
No Response	6		
Total	117		

**S4Q2 Ethnic background: Asian American/Pacific Islander**

	Frequency	Percent	Cumulative Percent
Yes	1	.9	.9
No	107	98.1	99.1
Total	108	100.0	
No Response	9		
Total	117		

**S4Q2 Ethnic background: *Latino***

	Frequency	Percent	Cumulative Percent
No	108	100.0	100.0
No Response	9		
Total	117		

**S4Q2 Ethnic background: *Caucasian/White***

	Frequency	Percent	Cumulative Percent
Yes	104	96.3	96.3
No	4	3.7	100.0
Total	108	100.0	
No Response	9		
Total	117		

**S4Q2 Ethnic background: *Native American/Indian***

	Frequency	Percent	Cumulative Percent
Yes	3	2.8	2.8
No	105	97.2	100.0
Total	108	100.0	
No Response	9		
Total	117		

**S4Q2 Ethnic background: *Black/African-American***

	Frequency	Percent	Cumulative Percent
No	108	100.0	100.0
No Response	9		
Total	117		

**S4Q2 Ethnic background: Mexican American/Hispanic**

	Frequency	Percent	Cumulative Percent
No	108	100.0	100.0
No Response	9		
Total	117		

**S4Q2 Ethnic background: Other (please specify)**

	Frequency	Percent	Cumulative Percent
No Response	114	97.4	97.4
American	1	.9	98.3
Dutch & Indonesian	1	.9	99.1
Heinz 57 variety	1	.9	100.0
Total	117	100.0	

**S4Q3 Please indicate your Gender**

	Frequency	Percent	Cumulative Percent
Male	45	40.9	40.9
Female	65	59.1	100.0
Total	110	100.0	
No Response	7		
Total	117		

**S4Q4 With which group would you most closely identify yourself?**

*Dairy*

	Frequency	Percent	Cumulative Percent
Yes	2	1.8	1.8
No	109	98.2	100.0
Total	111	100.0	
No Response	6		
Total	117		

**S4Q4 With which group would you most closely identify yourself?**  
***Commercial Livestock***

	Frequency	Percent	Cumulative Percent
Yes	10	9.0	9.0
No	101	91.0	100.0
Total	111	100.0	
No Response	6		
Total	117		

**S4Q4 With which group would you most closely identify yourself?**  
***Commercial Crop***

	Frequency	Percent	Cumulative Percent
Yes	8	7.2	7.2
No	103	92.8	100.0
Total	111	100.0	
No Response	6		
Total	117		

**S4Q4 With which group would you most closely identify yourself?**  
***Non-Commercial Livestock***

	Frequency	Percent	Cumulative Percent
Yes	73	65.8	65.8
No	38	34.2	100.0
Total	111	100.0	
No Response	6		
Total	117		

**S4Q4 With which group would you most closely identify yourself? *Other***

No Response = 87

All

aspire to comm crop and non livestock

equestrian facility

Equine

Family Farm

family subsistence farming

Formerly raised thoroughbreds

Hobby Farm

Hobby Farmer

home with one horse

Horse barn

Horse boarding stable

horse owner

Horse pen

Horse stables

Horses = 4

Just a plain owner who cares

Land owner

Natural land preservation

non commercial crop

None at this time

open land

our property has been grazed by my husband's family cows for 40 years. my husband's father did not keep up with ordinances and we have removed the cattle for preparation of development and a new farm plan to help protect the sensitive areas and get the most use out of our property the King CD is helping with that.

PBRs forest

Small family oriented farm

Timber mgt & PBRs

We raise registered Black Welsh Mountain sheep and Colored Sebastopol geese and are members of the American Livestock Breeds Conservancy -- so conservation of land, animals, water, and other natural resources seem second nature to us

Total = 117

**S4Q5 Which program area have you worked with most frequently?**

***Education - classes and/or farm tours***

	Frequency	Percent	Cumulative Percent
Yes	39	35.5	35.5
No	71	64.5	100.0
Total	110	100.0	
No Response	7		
Total	117		

**S4Q5 Which program area have you worked with most frequently?**

***Planning***

	Frequency	Percent	Cumulative Percent
Yes	66	60.0	60.0
No	44	40.0	100.0
Total	110	100.0	
No Response	7		
Total	117		

**S4Q5 Which program area have you worked with most frequently?**

***Buffer Planting Project***

	Frequency	Percent	Cumulative Percent
Yes	13	11.8	11.8
No	97	88.2	100.0
Total	110	100.0	
No Response	7		
Total	117		

**S4Q5 Which program area have you worked with most frequently?**

***Cost Share***

	Frequency	Percent	Cumulative Percent
Yes	24	21.8	21.8
No	86	78.2	100.0
Total	110	100.0	
No Response	7		
Total	117		

**S4Q5 Which program area have you worked with most frequently? *Other***

<p>No Response = 109  and classes/ farm tours  and cost share and classes  Education  farm plan  Farm plan  noxious weed jobs  Preservation  we are still in the early planning  Total = 117</p>
--

**S4Q6 How long have you lived in King County?**

	Frequency	Percent	Cumulative Percent
3	2	1.8	1.8
5	2	1.8	3.7
8	2	1.8	5.5
10	1	.9	6.4
11	3	2.8	9.2
12	2	1.8	11.0
13	2	1.8	12.8
14	1	.9	13.8
15	3	2.8	16.5
16	1	.9	17.4

**S4Q6 How long have you lived in King County?**

	Frequency	Percent	Cumulative Percent
17	1	.9	18.3
18	2	1.8	20.2
19	1	.9	21.1
20	9	8.3	29.4
21	1	.9	30.3
22	2	1.8	32.1
23	1	.9	33.0
24	2	1.8	34.9
25	5	4.6	39.4
26	1	.9	40.4
27	2	1.8	42.2
28	3	2.8	45.0
29	1	.9	45.9
30	9	8.3	54.1
31	1	.9	55.0
32	1	.9	56.0
33	1	.9	56.9
34	2	1.8	58.7
35	3	2.8	61.5
36	3	2.8	64.2
37	1	.9	65.1
39	1	.9	66.1
40	2	1.8	67.9
41	1	.9	68.8
42	2	1.8	70.6
43	1	.9	71.6
44	1	.9	72.5
47	2	1.8	74.3
48	2	1.8	76.1
50	5	4.6	80.7
51	2	1.8	82.6

<b>S4Q6 How long have you lived in King County?</b>			
	Frequency	Percent	Cumulative Percent
52	3	2.8	85.3
53	1	.9	86.2
54	1	.9	87.2
55	1	.9	88.1
57	1	.9	89.0
58	2	1.8	90.8
59	3	2.8	93.6
60	2	1.8	95.4
62	1	.9	96.3
64	1	.9	97.2
70	1	.9	98.2
72	1	.9	99.1
84	1	.9	100.0
Total	109	100.0	
No Response	8		
Total	117		

<b>S4Q7 How long have you lived in Washington?</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
3	1	.9	.9	.9
5	2	1.7	1.8	2.7
8	1	.9	.9	3.6
11	3	2.6	2.7	6.3
12	2	1.7	1.8	8.1
13	2	1.7	1.8	9.9
15	2	1.7	1.8	11.7
16	2	1.7	1.8	13.5
17	1	.9	.9	14.4
19	1	.9	.9	15.3
20	7	6.0	6.3	21.6
21	1	.9	.9	22.5
22	2	1.7	1.8	24.3

**S4Q7 How long have you lived in Washington?**

	Frequency	Percent	Valid Percent	Cumulative Percent
24	2	1.7	1.8	26.1
25	3	2.6	2.7	28.8
27	1	.9	.9	29.7
28	4	3.4	3.6	33.3
29	1	.9	.9	34.2
30	7	6.0	6.3	40.5
31	1	.9	.9	41.4
32	1	.9	.9	42.3
33	1	.9	.9	43.2
34	2	1.7	1.8	45.0
35	3	2.6	2.7	47.7
36	3	2.6	2.7	50.5
40	4	3.4	3.6	54.1
41	3	2.6	2.7	56.8
42	3	2.6	2.7	59.5
43	2	1.7	1.8	61.3
44	4	3.4	3.6	64.9
45	2	1.7	1.8	66.7
47	2	1.7	1.8	68.5
48	3	2.6	2.7	71.2
49	1	.9	.9	72.1
50	5	4.3	4.5	76.6
51	2	1.7	1.8	78.4
52	3	2.6	2.7	81.1
53	1	.9	.9	82.0
54	2	1.7	1.8	83.8
55	1	.9	.9	84.7
57	1	.9	.9	85.6
58	3	2.6	2.7	88.3
59	3	2.6	2.7	91.0
60	2	1.7	1.8	92.8
62	2	1.7	1.8	94.6
64	1	.9	.9	95.5

**S4Q7 How long have you lived in Washington?**

	Frequency	Percent	Valid Percent	Cumulative Percent
69	1	.9	.9	96.4
70	1	.9	.9	97.3
83	1	.9	.9	98.2
84	1	.9	.9	99.1
90	1	.9	.9	100.0
Total	111	94.9	100.0	
No Response	6	5.1		
Total	117	100.0		

**Section One, Question 4 Recoded (“Don’t Know/No Experience” = 0)**

**Initial Contact**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	60	51.7	55.6	55.6
	Good	39	33.6	36.1	91.7
	Fair	7	6.0	6.5	98.1
	Poor	2	1.7	1.9	100.0
	Total	108	93.1	100.0	
Missing	999	8	6.9		
Total		116	100.0		

**Site Visit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	6.0	6.5	6.5
	Excellent	77	66.4	71.3	77.8
	Good	19	16.4	17.6	95.4
	Fair	4	3.4	3.7	99.1
	Poor	1	.9	.9	100.0
	Total	108	93.1	100.0	
Missing	999	8	6.9		
Total		116	100.0		

**Plan Presentation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	11	9.5	10.2	10.2
	Excellent	68	58.6	63.0	73.1
	Good	21	18.1	19.4	92.6
	Fair	6	5.2	5.6	98.1
	Poor	2	1.7	1.9	100.0
	Total	108	93.1	100.0	

Missing	999	8	6.9	
Total		116	100.0	

**Quality of Plan Content**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	14	12.1	12.8	12.8
	Excellent	58	50.0	53.2	66.1
	Good	31	26.7	28.4	94.5
	Fair	2	1.7	1.8	96.3
	Poor	4	3.4	3.7	100.0
	Total	109	94.0	100.0	
Missing	999	7	6.0		
Total		116	100.0		

**Plan Accuracy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	16	13.8	14.7	14.7
	Excellent	57	49.1	52.3	67.0
	Good	29	25.0	26.6	93.6
	Fair	3	2.6	2.8	96.3
	Poor	4	3.4	3.7	100.0
	Total	109	94.0	100.0	
Missing	999	7	6.0		
Total		116	100.0		

**Plan Usefulness**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	17	14.7	15.9	15.9
	Excellent	58	50.0	54.2	70.1
	Good	25	21.6	23.4	93.5
	Fair	5	4.3	4.7	98.1
	Poor	2	1.7	1.9	100.0
	Total	107	92.2	100.0	

Missing	999	9	7.8	
Total		116	100.0	

**Employee Knowledge**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	1.7	1.9	1.9
	Excellent	77	66.4	71.3	73.1
	Good	22	19.0	20.4	93.5
	Fair	6	5.2	5.6	99.1
	Poor	1	.9	.9	100.0
	Total	108	93.1	100.0	
Missing	999	8	6.9		
Total		116	100.0		

**Employee Responsiveness**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.9	.9	.9
	Excellent	79	68.1	73.8	74.8
	Good	20	17.2	18.7	93.5
	Fair	5	4.3	4.7	98.1
	Poor	2	1.7	1.9	100.0
	Total	107	92.2	100.0	
Missing	999	9	7.8		
Total		116	100.0		

**Employee Courtesy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.9	.9	.9
	Excellent	91	78.4	84.3	85.2
	Good	14	12.1	13.0	98.1
	Fair	2	1.7	1.9	100.0
	Total	108	93.1	100.0	
Missing	999	8	6.9		

**Employee Courtesy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.9	.9	.9
	Excellent	91	78.4	84.3	85.2
	Good	14	12.1	13.0	98.1
	Fair	2	1.7	1.9	100.0
	Total	108	93.1	100.0	
Missing	999	8	6.9		
Total		116	100.0		

**Staff Accessibility**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	1.7	1.9	1.9
	Excellent	57	49.1	52.8	54.6
	Good	34	29.3	31.5	86.1
	Fair	13	11.2	12.0	98.1
	Poor	2	1.7	1.9	100.0
	Total	108	93.1	100.0	
Missing	999	7	6.0		
	System	1	.9		
	Total	8	6.9		
Total		116	100.0		

**Follow-up Timely**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	17	14.7	16.2	16.2
	Excellent	51	44.0	48.6	64.8
	Good	24	20.7	22.9	87.6
	Fair	8	6.9	7.6	95.2
	Poor	5	4.3	4.8	100.0
	Total	105	90.5	100.0	
Missing	999	9	7.8		
	System	2	1.7		
	Total	11	9.5		

**Staff Accessibility**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	1.7	1.9	1.9
	Excellent	57	49.1	52.8	54.6
	Good	34	29.3	31.5	86.1
	Fair	13	11.2	12.0	98.1
	Poor	2	1.7	1.9	100.0
	Total	108	93.1	100.0	
Missing	999	7	6.0		
	System	1	.9		
	Total	8	6.9		
Total		116	100.0		

**Overall Service**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.9	.9	.9
	Excellent	70	60.3	64.2	65.1
	Good	29	25.0	26.6	91.7
	Fair	7	6.0	6.4	98.2
	Poor	2	1.7	1.8	100.0
	Total	109	94.0	100.0	
Missing	999	7	6.0		
Total		116	100.0		

**APPENDIX B – Sample Survey Responses - Final Comments/Suggestions**

Originally assigned to Snohomish County, then dropped after receiving an ineffective farm plan. I would really like to finish implementation of my plan but it needs to be reviewed by someone in King County. There are good ideas but it needs to fit the situation.

I hope WSU will continue to work with KCD. Loved the harvest celebration.

So thankful for the program & support. Ann Marie incredible

Josh Monaghan did farm plan & I call him for advice -- continuity is important

Need help with weed control, referral to sprayers, referral to workers.

Coordinate with large feed stores. Flyer with all purchases?

Everything went well except confusion over no cost share on grass seed. Pleased with Marcie Meyers.

Farm plan was great. Need funding to implement.

Jay Mirro is a wonderful contact and resource. Prompt, positive & wants to help. Dollars well spent.

I'm frustrated with the KCD cost share program.

Ban chemical products from the stores -- only through Agr. Agent

Very helpful with cost share on horse farm improvements. Will use in the future.

Lower King Co. taxes. A. Bickle horses for clean water great.

Notices of workshops/events arrive too late. Try e-mail for notices and newsletter.

Staff have been wonderful, dedicated and enthusiastic.

Todd Sullivan, Christie Melchant, Jay Murro, Jacobus S & Ted's secretary are all first quality

KCD does a wonderful job. Very helpful. Workshops and tours are great examples of how to control and create on our properties.

Don't like that they are tight with permitters (KC, DDES)

Overall experience very good. Planning and Staff very helpful. Implementation cost high.

KCD provides very helpful services to farmers.

Good jobs all!

Thank you!

Everyone I've met is friendly, patient, helpful. Thank you - couldn't do it without you. I was initially a skeptic but am now a fan.

I encourage more classes, farm tours especially. I will continue to participate whenever I can.

Good luck on funding. Hope y'all survive this downturn and keep doing what you do. Thanks for your help.

I am grateful for Jason Murro's help and input and I hope he is available for future conservation projects.

Matt Dunnahoe was a pleasure to work with.

Hiring the engineer has been such a slow process and has, thus, slowed the implementation of our far

I have really felt honored to be able to get to know your representatives.

Keep up the good work!



King Conservation District  
Farm Planning Stakeholder Survey  
2009

**INTRODUCTION:** *The King Conservation District (KING CD) is a natural resource assistance agency authorized by Washington State law, established in 1949. The KING CD mission is to promote the sustainable use of natural resources through responsible stewardship.*

*In order to help with understanding public perceptions about King Conservation District, we ask you to take a few minutes to give us your answers to the questions which follow. Your participation in this survey is **voluntary** and your answers are entirely **confidential**; only researchers at Washington State University will have access to your answers and comments. This study has been reviewed and approved by the WSU Institutional Review Board (IRB) and meets all of its requirements for the protection of respondent confidentiality. If you have any questions or concerns regarding this survey, you can call the WSU IRB at (509)335-3668. Thank you for taking the time to complete this survey. Your voluntary participation will help make sure the King Conservation District office has the best possible information available for planning and continuation of programs and engagement activities.*

I.D. No. \_\_\_\_\_

**Section One:** In this section, we would like to know about your experiences with and awareness of King Conservation District.

1. How did you initially hear about King Conservation District? Please place a check mark in the box next to your main sources of information (check **all** that apply):

- ① Do Not Know About King Conservation District
- ② Word of Mouth
- ③ King Conservation District Web Site
- ④ Newsletter
- ⑤ King County Web Site
- ⑥ Brochures
- ⑦ Other \_\_\_\_\_

2. With regard to the **Internet**, have you accessed the King Conservation District website in the last year?

- ① Yes            ② No

If YES, *What type of use did you make of the website?*

- ① Information Gathering    ② Read King CD Publications
- ③ Both

If YES, *What was your impression of the quality of the website?*

- ① High Quality            ② Good Quality ③ Neutral
- ④ Needs Work            ⑤ Poor

3. How have you benefited from working collaboratively with King Conservation District?

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4. We would like to know about your contacts with King Conservation District, and your impression of their *employees* and the *quality of service* you experienced. When answering the following questions, please indicate your impression of the service received by marking the appropriate bubble below. If you do not know, or have no recent experience to draw upon, please mark the DK/NE (Don't Know/No Experience) bubble.

	<b>Impression is:</b>				
<b>A.</b> Initial contact with King CD (e.g. phone/e-mail assistance, intake, scheduling):	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>B.</b> Experience with staff during site visit:	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>C.</b> Presentation of plan with staff:	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>D.</b> Quality of the plan content and format:	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>E.</b> Accuracy of the plan (e.g. Did the plan reflect your goals/operation?):	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>F.</b> Plan usefulness (e.g. Was the plan easy to follow and implement?):	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>G.</b> Employee knowledge:	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>H.</b> Employee responsiveness:	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>I.</b> Employee courtesy:	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>J.</b> Are King CD staff easily accessible to you when you contact King CD?	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>K.</b> Has any follow up support you sought been timely and responsive?	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤
<b>L.</b> Overall service experience:	Excellent ①	Good ②	Fair ③	Poor ④	DK/NE ⑤

**Section Two:** In this section, we are interested in your level of engagement in activities offered by King Conservation District. We would also like your opinion about the utility of these services in furthering the goals of the Conservation District and its constituents.

1. For each of the following King Conservation District services, please indicate the extent of your personal participation. Please mark the appropriate bubble on the following scale to indicate the correct response:

- ① Have used in the past three years
- ② Have used in the past 4 or more years
- ③ Have never used

- ① ② ③ Phone or e-mail help only
- ① ② ③ Site visit (no formal plan developed)
- ① ② ③ Plan developed - General
- ① ② ③ Plan developed - Dairy
- ① ② ③ Manure spreader borrowed
- ① ② ③ Soil tested
- ① ② ③ Manure Share
- ① ② ③ Other \_\_\_\_\_

2. From your perspective, what is the importance of each of the following King Conservation District services? Please mark the appropriate bubble on the following scale to indicate the correct response.

- ① *Very important*                      ② *Important*
- ③ *Uncertain*                              ④ *Of little importance*
- ⑤ *Of no importance*

- ① ② ③ ④ ⑤ Phone or e-mail help only
- ① ② ③ ④ ⑤ Site visit (no formal plan developed)
- ① ② ③ ④ ⑤ Plan developed - General
- ① ② ③ ④ ⑤ Dairy Nutrient Management (plan developed)
- ① ② ③ ④ ⑤ Manure spreader borrowed
- ① ② ③ ④ ⑤ Soil testing
- ① ② ③ ④ ⑤ Manure Share
- ① ② ③ ④ ⑤ Other \_\_\_\_\_

3. With respect to your experience with King CD Planning and Technical Assistance services, in particular, how would you rate each of the following? Please use this scale when answering the questions below. If you have not used a service, leave it blank:

- ① *Very important*                      ② *Important*                      ③ *Uncertain*                      ④ *Of little importance*  
 ⑤ *Of no importance*

① ② ③ ④ ⑤ Initial contact with King CD, intake and scheduling

① ② ③ ④ ⑤ Site experience with staff

① ② ③ ④ ⑤ Presentation of plan with staff

① ② ③ ④ ⑤ Quality of Plan content/presentation  
 (text, narrative & layout)

① ② ③ ④ ⑤ Accuracy of plan – reflected goals and operation

① ② ③ ④ ⑤ Usefulness of Plan – Easy to implement

① ② ③ ④ ⑤ Overall service experience

**Section Three:** This section of the survey addresses outstanding issues and experience with King Conservation District and its programs.

1. What are some critical issues facing King County residents that King Conservation District should address?

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2. King CD addresses a variety of interests through its programming. Which of the following best describes your reasons for engaging with King CD (check all that apply)?

- ① Land and Water Stewardship                      ⑤ Permit Requirement  
 ② Cost Sharing on Project(s)                      ⑥ Ag Permit Fee Reduction  
 ③ Public Benefit Rating System Requirement  
 ④ Other \_\_\_\_\_

3. Would you recommend King CD services to a friend, neighbor, or colleague?

- ① Yes      ② No

Please Explain:

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**Section Four:** In order to check the representativeness of our survey results, we need to ask some questions about your personal background.

1. Please indicate the year of your birth 19\_\_\_\_\_

2. Ethnic background (Check one):

- ① Asian American/Pacific Islander      ④ Native American/Indian  
② Latino      ⑤ Black/Afro-American  
③ Caucasian/White      ⑥ Mexican American/Hispanic  
⑦ Other (Please Specify)\_\_\_\_\_

3. Gender (Check one):      ① Male ② Female

4. This survey has been sent to past and current participants of the Farm Practices Program. With which group would you most closely identify yourself?

- ① Dairy  
② Commercial Livestock \_\_\_\_\_  
③ Commercial Crop \_\_\_\_\_  
④ Non-Commercial Livestock \_\_\_\_\_  
⑤ Other \_\_\_\_\_

5. Which program area have you worked with most frequently?

- ① Education – Classes and/or Farm Tours  
② Planning  
③ Buffer Planting Project  
④ Cost Share  
⑤ Other \_\_\_\_\_

6. How long have you lived King County? \_\_\_\_\_

7. How long have you lived in Washington? \_\_\_\_\_





# 19<sup>th</sup> Annual Native Bareroot Plant Sale

The King Conservation District trees and shrubs for conservation habitat, windbreaks, hedgerows, enhancement. The plants are means they do not come in pots harvested from the field in winter when the plants are dormant and ready to be replanted. Bareroot plants are hardy, have well-developed roots, are easy to handle, transport, and plant.

**Orders will be  
taken until  
February 16, 2010**

**Quantities are  
limited, so order  
early!**

offers a variety of native purposes such as wildlife reforestation, and stream bareroot stock which or burlap bags, but are

**Plant Sale: Friday March 5<sup>th</sup> 9am – 4pm**

**Saturday March 6<sup>th</sup> 9am – 2pm**

**Pre orders will be taken now through January 31<sup>st</sup> 2010**

**Find more information and a link to an order form at [www.kingcd.org](http://www.kingcd.org)**

**Questions? Contact Jacobus Saperstein at**

**(425) 282-1912 or [jacobus@kingcd.org](mailto:jacobus@kingcd.org)**

**King Conservation District  
Farm Planning Stakeholder Survey  
2009**

**INTRODUCTION:** The King Conservation District (KING CD) is a natural resource assistance agency authorized by Washington State law, established in 1949. The KING CD mission is to promote the sustainable use of natural resources through responsible stewardship.

In order to help with understanding public perceptions about King Conservation District, we ask you to take a few minutes to give us your answers to the questions which follow. Your participation in this survey is **voluntary** and your answers are entirely **confidential**; only researchers at Washington State University will have access to your answers and comments. This study has been reviewed and approved by the WSU Institutional Review Board (IRB) and meets all of its requirements for the protection of respondent confidentiality. If you have any questions or concerns regarding this survey, you can call the WSU IRB at (509) 335-3668. Thank you for taking the time to complete this survey. Your voluntary participation will help make sure the King Conservation District office has the best possible information available for planning and continuation of programs and engagement activities.

**Section One:** In this section, we would like to know about your experiences with and awareness of King Conservation District.

1. How did you initially hear about King Conservation district? Please place a check mark in the box next to your main sources of information (check **all** that apply):

- Do Not Know About King Conservation District
- Word of Mouth
- King Conservation District Web Site
- Newsletter
- King County Web Site
- Brochures

Other (please specify)

2. With regard to the Internet, have you accessed the King Conservation District website in the last year?

- Yes
- No

If YES, *What type of use did you make of the website?*

- Information Gathering
- Read King CD Publications
- Both

If YES, *What was your impression of the quality of the website?*

- High Quality
- Good Quality
- Neutral
- Needs Work
- Poor

Submit

**3.** How have you benefited from working collaboratively with King Conservation District?

**4.** We would like to know about your contacts with King Conservation District, and your impression of their *employees* and the *quality of service* you experienced. When answering the following questions, please indicate your impression of the service received by marking the appropriate bubble below. If you do not know, or have no recent experience to draw upon, please mark the DK/NE (Don't Know/No Experience) bubble.

	<b><u>Impression is:</u></b>				
	Excellent	Good	Fair	Poor	DK/NE
<b>A.</b> Initial contact with King CD (e.g. phone/e-mail assistance, intake, scheduling):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>B.</b> Experience with staff during site visit:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>C.</b> Presentation of plan with staff:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>D.</b> Quality of the plan content and format:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>E.</b> Accuracy of the plan (e.g. Did the plan reflect your goals/operation?):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>F.</b> Plan usefulness (e.g. Was the plan easy to follow and implement?):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>G.</b> Employee knowledge:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>H.</b> Employee responsiveness:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>I.</b> Employee courtesy:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>J.</b> Are King CD staff easily accessible to you when you contact King CD?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>K.</b> Has any follow up support you sought been timely and responsive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>L.</b> Overall service experience:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section Two:** In this section, we are interested in your level of engagement in activities offered by King Conservation District. We would also like your opinion about the utility of these services in furthering the goals of the Conservation District and its constituents.

- For each of the following King Conservation District services, please indicate the extent of your personal participation.

Please mark the appropriate bubble on the following scale to indicate the correct response:

	Have used in the past three years	Have used in the past 4 or more years	Have never used
Phone or e-mail help only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Site visit (no formal plan developed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan developed-General	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan developed-Dairy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manure spreader borrowed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soil tested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manure Share	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

**2. From your perspective, what is the importance of each of the following King Conservation District services?**

Please mark the appropriate bubble on the following scale to indicate the correct response:

	Very important	Important	Uncertain	Of little importance	Of no importance
Phone or e-mail help only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Site visit (no formal plan developed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan developed-General	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy Nutrient Management (plan developed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manure spreader borrowed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soil testing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manure Share	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

**3. With respect to your experience with King CD Planning and Technical Assistance services, in particular, how would you rate each of the following?**

Please use this scale when answering the questions below. If you have not used a service, leave it blank:

	Very important	Important	Uncertain	Of little importance	Of no importance
Initial contact with King CD, intake and scheduling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Site experience with staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation of plan with staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of Plan content/presentation (text, narrative & layout)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of plan-reflected goals and operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of Plan-Easy to implement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall service experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section Three:** This section of the survey addresses outstanding issues and experience with King Conservation District and its programs.

1. What are some critical issues facing King County residents that King Conservation District should address?

2. King CD addresses a variety of interests through its programming. Which of the following best describes your reasons for engaging with King CD (check all that apply)?

- Land and Water Stewardship
- Cost Sharing on Project(s)
- Public Benefit Rating System Requirement
- Permit Requirement
- Ag Permit Fee Reduction

Other

3. Would you recommend King CD services to a friend, neighbor, or colleague?

- Yes
- No

Please Explain:

**Section Four:** In order to check the representativeness of our survey results, we need to ask some questions about your personal background.

1. Please indicate the year of your birth

Other (please specify)

**2. Ethnic background (Check one):**

- Asian American/Pacific Islander
- Latino
- Caucasian/White
- Native American/Indian
- Black/Afro-American
- Mexican American/Hispanic

Other (Please Specify)

**3. Gender (Check one):**

- Male
- Female

**4. This survey has been sent to past and current participants of the Farm Practices Program. With which group would you most closely identify yourself?**

- Dairy
- Commercial Livestock
- Commercial Crop
- Non-Commercial Livestock

Other

**5. Which program area have you worked with most frequently?**

- Education-Classes and/or Farm Tours
- Planning
- Buffer Planting Project
- Cost Share

Other

6. How long have you lived King County?

7. How long have you lived in Washington?

8. Would you be interested in participating in follow-up activities to obtain more detailed information, such as, panel participation, periodic surveys, or interviews? If so, please provide the best method for contacting you.

Please use this page for any other comments or suggestions concerning King Conservation District that you would like to add.

Reset

Submit

APPENDIX E – Training Materials

**Survey checklist for first wave**

PROJECT LEAD \_\_\_\_\_

- 1.) Have survey instrument proofed by at least 3 people       First       Second       Third
- 2.) Send finalized survey instrument to the printers
- 3.) Establish projected date for 1st mail-out      DATE: \_\_\_\_\_
- 4.) Establish **N** of 1st mail-out      N= \_\_\_\_\_
- 5.) Confirm mailing process:
  - 1. Type of postage (i.e. stamps, stamped first class, bulk) \_\_\_\_\_
  - 2. Size of envelopes to be used \_\_\_\_\_
  - 3. Return envelopes \_\_\_\_\_
  - 4. Cover letter \_\_\_\_\_
- 6.) Inventory all supplies & order what's needed      List: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 7.) Put stamps on outgoing and return envelopes (if used)
- 8.) If necessary, stamp envelopes "First Class"
- 9.) Prepare & print mailing labels from list
- 10.) Print, sign and fold cover letters (if used)
- 11.) Using batch process, (groups of 30) assemble mailing:
  - 1. Number surveys

- 2. Sign surveys if cover letters not used
- 3. Put address labels on outgoing envelopes
- 12.) Prepare for mailing-“stuff”-using prepped & batched survey materials
- 13.) Set up Master Mail list in excel:
  - 1. Add a column for coding in returns 
    - BA=Bad Address      RC=Returned Completed      RNC=Returned Not Completed
  - 2. Add a column for date received
- 14.) Assign a primary and secondary checker for the Master Mail list
  - Primary \_\_\_\_\_
  - Secondary \_\_\_\_\_
  - 1. Stamp each survey with status stamp as they are entered
  - 2. Prepare a disk for use as a backup
  - 3. File IN NUMERICAL ORDER by Survey ID # to be processed
- 15.) Label file boxes for returned surveys **to be processed** in groups of 100
- 16.) Label duplicate set of file boxes for completely **processed** surveys
- 17.) Create a Master SPSS shell & backup disk for data entry
- 18.) Print out or make up a code book (using survey instrument) for data entry
- 19.) Have at least two people enter test surveys to check shell accuracy:
  - First: \_\_\_\_\_
  - Second: \_\_\_\_\_
- 20.) Assign staff to do data entry for project and set up individual files on server \_\_\_\_\_
  - 1. Initial status box on survey for data entered after each survey is completed
  - 2. File in data completed boxes IN NUMERICAL ORDER
    - (if comments have not been done, re-file in **numerical order** in boxes to be processed)

21.) Create a shell for typing comments



22.) Assign staff to type comments and set up individual files on server: List Staff \_\_\_\_\_

---

1. Initial status box on survey for comments typed after each survey is completed
2. File in surveys completed boxes IN NUMERICAL ORDER  
(if data has not been done, re-file in **numerical order** in boxes to be processed)

Begin second wave checklist at appropriate time.

## Survey checklist for second wave

PROJECT LEAD \_\_\_\_\_

- 1.) Obtain an updated mailing list from primary checker
- 2.) Cross-check currently returned surveys with mailing list
- 3.) Establish projected date for 2nd mail-out                      DATE: \_\_\_\_\_
- 4.) Estimate **N** of 2nd mail-out    N= \_\_\_\_\_
- 5.) Inventory all supplies & order what's needed    List: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 6.) Confirm mailing process:
  - 1. Type of postage (i.e. stamps, stamped first class, bulk) \_\_\_\_\_
  - 2. Size of envelopes to be used \_\_\_\_\_
  - 3. Return envelopes \_\_\_\_\_
  - 4. Updated cover letter or Reminder half sheet \_\_\_\_\_
- 7.) Put stamps on outgoing and return envelopes (if used)
- 8.) If necessary, stamp envelopes "First Class"
- 9.) Prepare & print mailing labels from list
- 10.) Print, sign and fold cover letters (if used) or Half sheet Reminder
- 11.) Using batch process, (groups of 30) assemble mailing:
  - 1. Stamp surveys "Second Request"

- 2. Sign surveys if cover letters not used
- 3. Put address labels on outgoing envelopes
- 12.)** Prepare for mailing-“stuff”-using prepped & batched survey materials
- 13.)** Check for and pull all survey numbers that have come in since mailing list was prepared
- 14.)** Continue processing survey returns in manner set up after first wave.

Begin third wave checklist at appropriate time.

## Survey checklist for third wave

PROJECT LEAD \_\_\_\_\_

- 1.) Obtain an updated mailing list from primary checker
- 2.) Cross-check currently returned surveys with mailing list
- 3.) Establish projected date for 3rd mail-out                      DATE: \_\_\_\_\_
- 4.) Estimate **N** of 3rd mail-out    N= \_\_\_\_\_
- 5.) Inventory all supplies & order what's needed    List: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 6.) Confirm mailing process:
  1. Type of postage (i.e. stamps, stamped first class, bulk) \_\_\_\_\_
  2. Size of envelopes to be used \_\_\_\_\_
  3. Return envelopes \_\_\_\_\_
  4. Updated cover letter or Reminder half sheet \_\_\_\_\_
- 7.) Put stamps on outgoing and return envelopes (if used)
- 8.) If necessary, stamp envelopes "First Class"
- 9.) Prepare & print mailing labels from list
- 10.) Print, sign and fold cover letters (if used) or Half sheet Reminder

- 11.)** Using batch process, (groups of 30) assemble mailing:
- 1. Stamp surveys "Third Request"
  - 2. Sign surveys if cover letters not used
  - 3. Put address labels on outgoing envelopes
- 12.)** Prepare for mailing-"stuff"-using prepped & batched survey materials
- 13.)** Check for and pull all survey numbers that have come in since mailing list was prepared
- 14.)** Continue processing survey returns in manner set up after first wave.



15.) Download survey responses into SPSS

16.) Create a shell for typing comments



17.) Assign staff to type comments and set up individual files on server: List Staff \_\_\_\_\_

---

Begin second wave mailing at appropriate time.

# Survey Administration Training Presentation (Digital Copy Provided)



## Introduction

- **Utility of Survey Assessments**
  - Scientific Surveys v. Commonplace Polls
  - Emphasize Responsiveness
  - Customer/Public Service Orientation
  - Identify Sources of Support
- **Examples of Survey Applications**
  - Baseline Assessments and Trend Analyses
  - Comparative Outcome Norms and Benchmark Goals
  - Monitoring Policy and Problem Solving Efforts

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## Survey Rationale

- To obtain information about the general population by extrapolation from a sample
- We need information for: Program Evaluations, Budgeting/Planning, Operational Allocation
- It is impossible to obtain perfect information
- Surveying (correctly done) is the next best thing
  - Descriptive Statistics
    - Frequencies, Percentages, Contingency Tables
  - Inferential Statistics
    - Relationships between variables

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## Information Obtained by Survey

Attitudes and Opinions - views & feelings

Beliefs – deeper held views

Behavior – actions & activities

Attributes - characteristics

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## Survey Methodology

“Cornerstones” of Surveying  
(Combination determines accuracy and utility of the results)

- Coverage
- Measurement
- Sampling
- Non-Response Error Avoidance

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## Survey Cornerstone # 1

*Coverage*

Representativeness of Sample

- Everyone in population should be eligible
- No exclusion of unique segment of population

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## Survey Cornerstone # 2

### *Measurement*

Obtaining valid answers relevant to goals:  
Error is elicitation of an inaccurate response

Question construction  
Establishing willingness, ability, motivation to respond

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8

## Survey Cornerstone # 3

### *Sampling*

Random  
Representative  
Statistically Significant  
Sample Size determinants  
Variations

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## Survey Cornerstone # 4

### *Non-Response Error Avoidance*

Definition: Failure to obtain responses from an identifiable segment of the sample, which differs from the population.

- Response Rates
- Contrast with Non-Respondents

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11

## Survey Implementation

### Mail Surveys

Total Design Method –  
Dillman developed  
Personalized, Sequential, Timed contacts

*[Operates on Social Exchange Theory]*

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13

## Questionnaire Construction

Visual Design  
Navigational Path (Uncluttered)  
Ground and Figure manipulation  
Question Construction  
Exhaustive, Mutually Exclusive

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14

## Questionnaire Concerns

- Incentives  
Increase Likelihood of response.
- Pre-testing  
Test questionnaire validity with an unrelated group prior to administration of the survey.
- Confidentiality  
Increases participation.  
Reduces Measurement and Non-Response Error.

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15

## Question Construction

### Types of Questions

Open-ended

Closed-ended

Hybrid – is usually the best option

### Sequence

### Format

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16

## Other Construction Concerns

### ■ Cognitive Issues

- Comprehension
- Judgments
- Satisficing Behavior
- Addition
- Retrieval
- Reporting
- Primacy and Recency Effects
- Substraction

### ■ Normative Issues

- Social Desirability
- Acquiescence
- Even-handedness

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17