



City of Vancouver Parks & Recreation

Backyard Wildlife Sanctuary Education Program

year 2 1994-1995

neighbors preparing to plant native trees.

community outreach

PROJECT REPORT

BACKYARD WILDLIFE HABITAT  
EDUCATION PROGRAM

May 28, 1996

# **Project Report**

## **Backyard Wildlife Sanctuary Education Program Metro Greenspaces Grant Program**

### **I. PROJECT DESCRIPTION:**

The purpose of the project is to develop and implement a comprehensive education program to educate and encourage citizens in Clark County to develop and maintain a Backyard Wildlife habitat. The education program augments the Wildlife Demonstration Gardens.

The Backyard Wildlife Sanctuary (BWS) Education program is comprised of two main components: Education and Publicity/Outreach.

The educational component is based on and emphasizes landscaping for wildlife with native plants. The curriculum includes but not limited to feeding sources, housing, water sources, efficient use of water, herbicide and pesticide education. Additional wildlife attracting concepts such as brush piles, nurse logs, etc. are taught also.

The landscaping handout material emphasizes the same concepts seen and experienced in our nearby greenspaces - that of plant layering, plant diversity, edge maximization and native plants all applied in a residential setting.

The program employs an multi-faceted outreach component. Classes will be offered through diverse channels such as Vancouver's Parks and Recreation Department, the Community Education System, Neighborhood Associations, Civic Organizations, Friends Groups, and Conservation Organizations to ensure the message is disseminated to a broad spectrum of individuals. The BWS Program also has displays/exhibits at public events throughout the year.

### **II. GOALS AND BENEFITS OF PROJECT:**

The primary long term goal of the project was to increase the publics awareness of the loss of wildlife habitat and how they, in their own yards, could provide habitat by creating their own Backyard Wildlife Habitat Sanctuary. The program works in combination with the Wildlife Demonstration Gardens showing first hand how to landscape for wildlife and the plants that attract wildlife.

### **III. PROJECT BUDGET: SEE ATTACHED SCHEDULE**

#### **IV. PROJECT STAFF/ VOLUNTEERS:**

This project was wholly completed by volunteers, including curriculum planning, budgeting, and teaching with supervision by Vancouver Parks & Recreation Department.

Dan George was project manager with Jeff Wittler as the Volunteer Project Manager. The project included over 25 different volunteers in excess of 1500 hours (these are supported by our volunteer log sheets - **see attached schedule**). These volunteers came from many different groups including NatureScaping, Master Gardeners, Sierra Club, Audubon.

#### **V. HOW THE PROJECT RELATES TO THE GREENSPACES PROGRAM:**

This project is consistent with the objectives of the Greenspaces program by: Restoring or creating wildlife habitat in the urban area that will provide wildlife habitat and serve as a potential site for education and interpretation; Increasing the public's awareness of the importance of diversity in wildlife habitat; Using volunteers in project implementation; The use of native plants in the design of the project; And by providing an easily accessible site for wildlife viewing and enjoyment.

#### **VI. WHAT WORKED/ WHAT DIDN'T/ HELPFUL HINTS:**

The original plan was to have both adult and school age education. The adult education part has been very successful. The program has reached thousands of homeowners.

The school age portion did not every really materialize primarily due to the individual committed to this portion has had many family problems and was unable to proceed. The program has made several presentations to school age students but not to the extent originally hoped. We still hope to get this portion going in the future.

As for the program as a whole we have met most of our goals & objectives and the program is still growing. With the finishing of the Wildlife Demonstration Gardens the program will reach even more homeowners in the years to come.

### **ATTACHMENTS:**

- Project Budget
  - Support data worksheet
  - Donations schedule
- Volunteer Hours Schedule
- Events & Activities Schedule

# EDUCATION Program PROJECT BUDGET

Category/Item	Local Match		Request of Metro	Project Total
Materials & Supplies:				
Display Panels			1242.78	1242.78
Slide Projector & Screen			759.95	759.95
Printing	97.45		1337.69	1435.14
Banner	142.04		0	142.04
Film, processing & Display supplies	431.64		889.40	1321.04
Volunteer labor hours				
1516 hrs @ \$4.75 (see attachment)	7201.00			7201.00
Indirect costs/overhead	82.30			82.30
Local resources				
Brochure	1050.00			1050.00
Donated Booth Space	3320.00			3320.00
<b>TOTALS</b>	<b>12324.43</b>		<b>4229.82</b>	<b>16554.25</b>

Z9431 Education \$4,230.00 or 50% of actual project cost

Grant Funds:

1995	VW 29506	Jeff Wittler - 12 panel display	1,155.00	12 panel Display with case
	FT 2035	Tax on VW 29506	87.78	Tax on display panels
<b>REPORT SUBTOTAL Display Panels</b>			<b>1242.78</b>	Tax on display panels
	VW 23695	Shutterbug	759.95	Slide projector, case, and stand
<b>REPORT SUBTOTAL Slide projector</b>			<b>759.95</b>	Slide projector, case, and stand

VW 23339	Jeff Wittler (misc. items w/tax) total	626.23	Film, photocopies, etc.
	claim \$1,057.87 ; \$431.64 used as match		
VW 26498	Paper Plus	56.25	5 reams of paper
	Tax on above	4.28	Tax on paper
VW 27596	Paper Plus	97.00	2 reams of paper cut to size
	Tax on above	7.37	Tax on paper
VW 26213	Office Max	10.57	Literature rack
FT 5094	Storeroom	16.95	Velcro
VW 34606	Petty Cash - Jeff Wittler	28.02	\$8.07 -1 gallon Naptha, \$19.95 ream linen
			paper
VW 35801	Arvey Paper	39.71	Linen paper
	Tax on above	3.02	Tax on linen paper
<b>REPORT SUBTOTAL Film, processing &amp; display supplies</b>			<b>889.40</b>
VW 37902	NatureScaping: Signal Graphics	1,318.10	Color brochure
	Rindler	19.59	Molded wall mount
<b>REPORT SUBTOTAL Printing</b>			<b>1337.69</b>
<b>TOTAL GRANT REIMBURSEMENT REQUEST</b>			<b>4,229.82</b>

Match:

VW 24854	Express Signs & Graphics	66.00	7' X 18' Banner
FT 11053	Tax on VW 24854	5.02	Tax on Banner
VW 28814	Express Signs & Graphics	66.00	7' X 18' Banner
FT 121117	Tax on VW 28814	5.02	Tax on banner
VW 25446	The Columbian Inc.	97.45	Paper for brochures
VW 23339	Jeff Wittler (misc. items w/tax) total	431.64	Film, photocopies, etc.
	\$1,057.87 less \$626.23 claimed above		
Apr 1995	Dave Weese	27.90	City staff hours
	Volunteer Hours 1516 hrs @ \$4.75	7201.00	Volunteer hours
	Donated booth space at Garden Fairs	3320.00	Education booth space at shows
Mar 1994	Dave Weese	54.40	City staff hours
	Donated printing of Brochure-Columbian	1050.00	Brochure printing donation
<b>TOTAL MATCH</b>			<b>12,324.43</b>

Ineligible - beyond 10/31/95 date

VW 37905 Paper Plus

7.25



March 26, 1996

Mr. Jeff Wittler  
Naturescaping Southwest Washington  
PO Box 912  
Camas, WA 98607-0912

Dear Jeff:

Please use this letter as confirmation that O'Loughlin Trade Shows donated space 360 to your organization for the 1995 Portland Fall Home & Garden Show.

This \$2380 trade was for your group to present the show attendees how to develop backyard wildlife sanctuaries in their own yards.

We appreciated your effort last year and look forward to working with you for many years to come.

Regards,

BONNIE H. BLUMENTHAL  
O'Loughlin Trade Shows

BHB: ms

**O'LOUGHLIN  
TRADE SHOWS**

P.O. BOX 25348

PORTLAND, OR 97225

503/246-8291

FAX: 503/246-1066

## FACSIMILE TRANSMITTAL SHEET

**The Columbian**

Southern Washington's Largest Daily Newspaper

DATE: 7/13/94 TIME: 4:35 p.m.TO: Dave Weese FROM: Jwen CASECOMPANY: City of Van. **The Columbian**FAX #: 1096-8009Total pages sent including this cover page 1COMMENTS: Dave -Here's the cost of the brochure - 3000\$450 - Molly, Jay, Jwen600 - production - includes1050 - paper cost, printing,camera, etc.News coverage is free!If we have to use ad space for our articles  
the cost would be approx \$2600 per page.Does this do it?thanks,Jwen

If this FAX is unreadable, incomplete, or you have any questions, please call

JCASEat 206-694-3391 extension # 2232

Ad Service Fax #699-6029  
Circulation Fax #737-4074  
Classified Fax #699-6034  
Credit Fax #699-6037  
Human Resources Fax #737-4005  
Newsroom Fax #699-6033  
Legals/Display Advertising Fax #737-4014

# NatureScaping

## Volunteer Hours - Metro Education Grant

1995		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total 1995
Blount	Cindy				5									5.0
Deschner	Marie			13	10	14	11	8.5	9	8	5	15	10	103.5
Douglas	Cheryle			7	2		19	9.5	12.5					50.0
Ellifrit	Nancy							12.5			3			15.5
Miller	Catherine								11	3				14
Nelson	Jillian										9.5			9.5
Rich	Roy							3	1	1			3.5	8.5
Wittler	Jeff	7	2.5	18.5	68.5		42.5	15.5	58.5	82.5	77.5	24		397.0
<b>TOTAL 1995 HOURS</b>														<b>603</b>

1996		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total 1996
Blount	Cindy													0
Cashion	Anne													0
Deschner	Marie	12.5	16.5	39										68
Ellifrit	Nancy	2	3.5	7										12.5
Miller	Cathy		7.5	15.5										23
Nelson	Jillian													0
Rich	Roy	5	1	12	2									20
Sant' Angelo	Linda	11	25.5	11.5										38
Wittler	Jeff	23	198	118										339
Wittler	Joe		12.5	24.5										37
Wittler	LouAnn		18											18
<b>TOTAL 1996 HOURS</b>														<b>555.5</b>

1994		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total 1994
Blount	Cindy													0
Deschner	Marie													26.0
Douglas	Cheryle													75.0
Ellifrit	Nancy													0
Newton	Sandy													0
Wittler	Jeff													184.0
Berkholder	Shawna													45
Blackwell	David													8
Blackwell	Janine													8
Peterson	Carol													2
Fountain	Dennis													10
<b>TOTAL 1994 HOURS</b>														<b>358</b>

<b>TOTAL VOLUNTER HOURS</b>														<b>1516.</b>
-----------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--------------

**Due to the large size - a separate booklet of individual volunteer log sheets has been given to Lynn Wilson**

# Donated Booth Space

at Home & Garden Fairs & other Public Events

One of the unplanned and unanticipated avenues of public outreach were Home & Garden Shows and other public events. Organizers of these events were very generous by donating the use of booth space at their events. Without the donation of space we would not have been able to have a presence at these shows. We distributed between 10,000 & 14,000 "Creating A Backyard Wildlife Habitat" brochures at these events alone. In addition, we made thousands of personal contacts.

Recently, O'Loughlin Trade Shows, promoters of the one of the largest Home & Garden Shows in the Pacific Northwest, has committed to donating a 20' x 20' booth size in the prime garden display area on a yearly basis. The booth space, worth \$2380 each show, will allow our program to put up a full scale display garden promoting the development of Backyard Wildlife Habitats. This is a very exciting opportunity to bring landscaping for wildlife into mainstream landscaping. This added visability coupled with the Wildlife Demonstration Gardens will allow us to reach thousands of homeowners each year and hopefully have a significant & far reaching impact on the development of urban wildlife habitat.

EVENT			Value
Clark County Home & Garden Idea Fair	April 1995		\$ 50.00
Clark County Home & Garden Idea Fair	April 1996		50.00
Portland Expo Fall Home & Garden Fair (4 booths)	Sept. 1995	❖	2380.00
Portland Expo Spring Home & Garden Fair (1 booth)	Feb. 1996		640.00
Apple Tree Festival	Oct. 1994		50.00
Apple Tree Festival	Oct. 1995		50.00
Vancouver Festival	June 1994		100.00
			0
<b>TOTAL</b>			<b>\$ 3320.00</b>

❖ See supporting documentation for value of donated booth. Similiar letters of documentation from donating companies can be provided if needed.

# Education Events

EVENT	DATE
· Master Gardener Training Presentation	1/25/94
· Portland Public Access Cable - Multnomah County	4/7/94
· Clark County Home & Garden Idea Fair Presentation	4/30/94
· Clark County Home & Garden Idea Fair Booth	4/29/94
· Backyard Birdshop class	5/1/94
· Backyard Birdshop class	5/8/94
· Backyard Birdshop class	5/15/94
· Backyard Birdshop class	5/22/94
· Carter Park Neighborhood Class	6/14/94
· Vancouver Festival	6/17/94
· Washougal Feedstore Presentation	6/27/94
· Clark County Fair booth 8/5/94 to 8/13/94	8/5/94
· Project Service Leadership presentation	9/8/94
· Wetlands Overlook Opening	9/10/94
· Muir Environmental Picnic Booth	9/24/94
· Old Apple Tree Festival Booth	10/1/94
· Fairway Village Garden Club	10/20/94
· Vancouver Neighborhood Conference - booth	10/29/94
· NatureScaping Class	12/8/94
· Camas Garden Club	1/25/95
· Highland Terrace Presentation	2/4/95
· Nature Friends presentation	3/1/95
· NatureScaping's Hummingbird Celebration	3/6/95
· Specialty Nursery Assoc.	3/13/95
· Cub Scout Presentation	3/16/95
· Backyard Birdshop Presentation	4/3/95
· SW Washington Health District Presentation	4/11/95
· WSU Master Composter Presentation	4/11/95
· Minnehaha Garden Club	4/19/95
· Clark County Home & Garden Idea Fair - Booth	4/29/95
· Backyard Birdshop Presentation	5/9/95
· Wildbird Celebration - Rhododendron	5/13/95
· Backyard Birdshop Presentation	5/16/95
· NatureScaping Class	5/17/95

Continued on next Page

EVENT	DATE
· Backyard Birdshop Presentation	5/30/95
· Gresham NatureScaping for Clean Rivers Conference	6/13/95
· Rural Realities Presentation	6/24/95
· JD White Presentation	6/26/95
· Girl Scout Camp	7/11/95
· Heritage Festival Celebration	7/22/95
· Clark County Fair Booth 8/2/95 thru 8/13/95	8/2/95
· ODFW Presentation	8/16/95
· Portland Expo Fall Home & Garden Fair (4 booths)	9/20/95
· Portland Expo Fall Home & Garden Fair Presentation	9/21/95
· Portland Expo Fall Home & Garden Fair Presentation	9/22/95
· Portland Expo Fall Home & Garden Fair Presentation	9/23/95
· John Muir Environmental Picnic	9/23/95
· Portland Expo Fall Home & Garden Fair Presentation	9/24/95
· Vancouver's Apple Tree Festival	9/30/95
· Community Garden Conference & Presentation	10/8/95
· Botanic Society of Vancouver Presentation	10/11/95
· Vancouver Neighborhood Conference Booth	10/21/95
· Master Gardener Training Presentation	11/3/95
· Tree Planting Ceremony	11/22/95
· Master Gardener Training Presentation - Longview	11/27/95
· Portland Expo Spring Home & Garden Fair (1 booth)	2/24/96
· NatureScaping's Hummingbird Celebration	3/10/96
· Hough Neighborhood Assoc. Presentation	3/19/96
· Barnes & Noble Presentation	3/31/96
· Clark County Home & Garden Idea Fair - Booth	4/30/96
· Clark County Home & Garden Idea Fair - 2 presentations	4/30/96

68  
total