

## City of Shoreline 2011 Evaluation Survey of Earth Day Products

In fall 2011, surveys were sent via mail and email to evaluate products that were distributed at the City of Shoreline’s 2010 “Earth Day Every Day” event. In an effort to educate residents about the benefits of using worm castings fertilizer and native plants to minimize chemical use and improve water quality, the City provided a fifteen pound bag of Wiggle Worm organic soil builder/fertilizer, and deer fern and broad-leaved stonecrop native plants. Flyers were distributed with each product providing information and tips on incorporating natural fertilizer and native plants into gardens (attached).

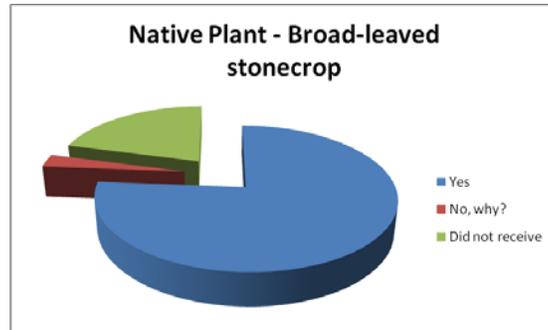
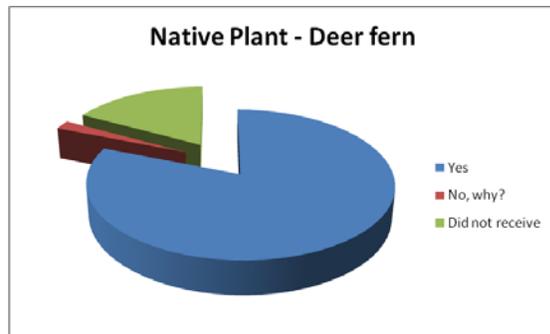
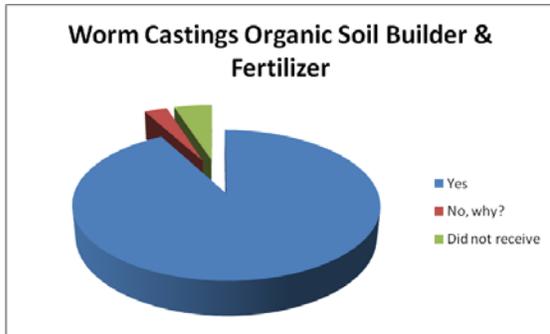
In exchange for the free products, participants agreed to complete a survey. Three hundred seventy-seven (377) residents received a paper survey and four hundred eighty-four (484) residents received an email request to complete the survey through SurveyMonkey.com. Response rate varied between 27% for paper surveys and 21% for online surveys.

Residents were asked if the product was used, if they were satisfied with the product, and if it has helped them to think about how their decisions can help our environment.

<b>Earth Day Event Tool Evaluation for Product Giveaway in 2010</b>			
	Paper Survey	Online Survey	Response Rate
<b>Number of Surveys Mailed Out</b>	395	534	929
<b>Number of Surveys Reaching Participants</b>	377	484	861
<b>Returned Surveys</b>	102 (27%)	99 (21%)	201 (23%)

### Question #1

<b>1. Did you use the product given away at the 2010 “Earth Day Every Day” event?</b>				
<b>Answer Options</b>	<b>Yes</b>	<b>No, why?</b>	<b>Did not receive</b>	<b>Response Rate</b>
Worm Castings Organic Soil Builder & Fertilizer	187 (93%)	5 (3%)	9 (5%)	201
Native Plant – Deer fern	158 (81%)	3 (2%)	34 (17%)	195
Native Plant – Broad-leaved stonecrop	148 (77%)	5 (3%)	40 (21%)	193

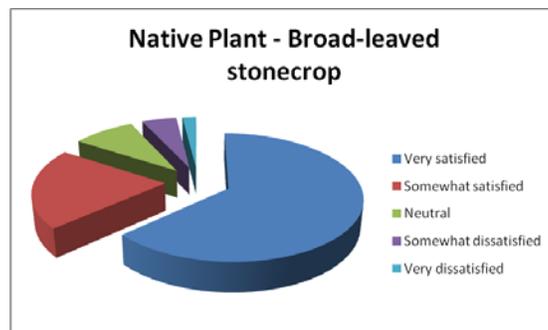
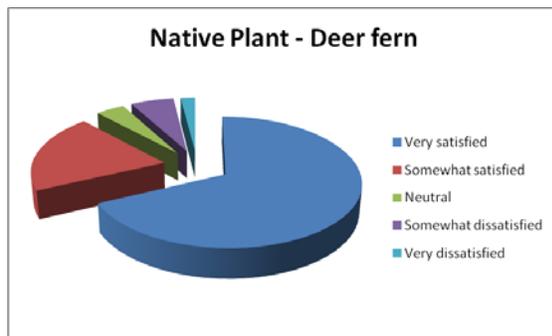
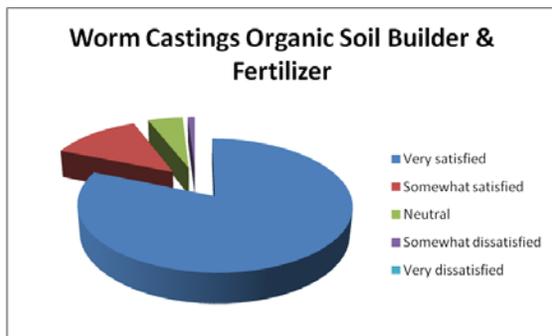


**Comments from residents:**

- In previous years the worm castings were infested with clover.
- Lousy weather so I didn't really do any gardening.
- Forgot about the worm castings (using them) because of the late spring/summer. I plan to use them next spring.
- Not sure, perhaps they were gone by the time we got there?
- Both plants died.
- Didn't have an appropriate place for the particular plants.

**Question #2**

How would you rate your overall satisfaction with the product? If dissatisfied, why?						
Answer Options	Very satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Response Count
Worm Castings Organic Soil Builder & Fertilizer	160 (82%)	26 (13%)	9 (5%)	1 (1%)	0 (0%)	196
Native Plant – Deer fern	110 (68%)	33 (20%)	7 (4%)	10 (6%)	3 (2%)	163
Native Plant – Broad-leaved stonecrop	100 (64%)	33 (21%)	14 (9%)	7 (5%)	3 (2%)	157



**Comments from residents:**

- Plants died.
- Soil is crumbly and allows oxygen, water, nutrients and plants ' roots through it. I already love plants, so I just planted them. Thankful to have them.
- I already had the stonecrop but the deer fern was a winner!
- Something more Earth Day relevant as opposed to decorative.
- [Native plants] were very small - required extra attention - fern now thriving.

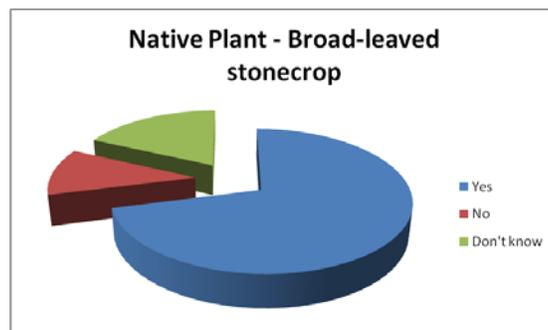
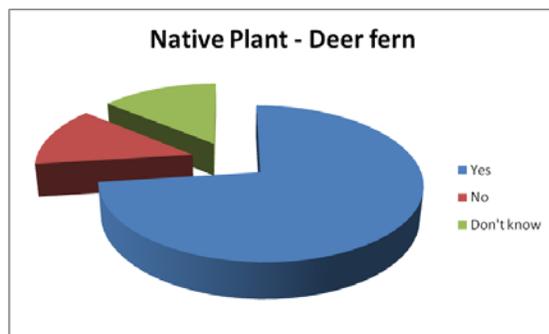
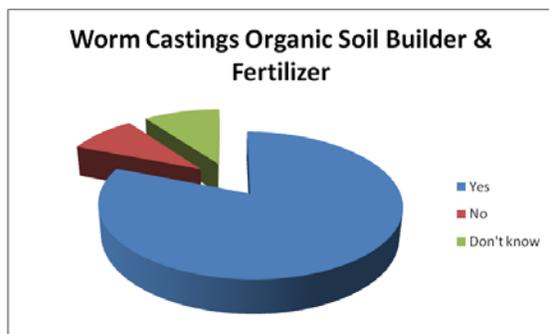
- Great product [worm castings]. I am so happy to get it as I am a low income senior gardener. I have [native plants] in my yard already.
- Both types of plants did well when planted in my yard. I like the smaller versions of fern and stonecrop. Easy to maintain.

**Recommendations for future events:**

- If the native plants are given out again, have them grown a little larger for better stability through cold, spring months.
- Provide more information on the benefits of native plants.
- If given out again, continue to offer various types of native plants.

**Question #3**

Has the product helped you think about how your decisions can help our environment?				
Answer Options	Yes	No	Don't know	Response Count
Worm Castings Organic Soil Builder & Fertilizer	158 (81%)	17 (9%)	20 (10%)	195
Native Plant – Deer fern	121 (73%)	22 (13%)	23 (23)	166
Native Plant – Broad-leaved stonecrop	114 (71%)	18 (11%)	29 (18%)	161



### **Comments from residents:**

- When I see so many people gathering for Earth Day, I feel so hopeful! Thanks for Shoreline's Earth Day Event. You are appreciated!
- This is a wonderful way to celebrate Earth Day - giving residents a chance to improve their property and at the same time show how we can improve the Earth using earth friendly products.
- Thank you for doing this! It's a wonderful community service and helps us [know] about choices available.
- Keep up the good work you do in helping us homeowners with keeping things yard related low maintenance.
- Keep up the good work. Every time people hear the message about building soil and planting natives really helps. Thank you for having this program.
- I have a worm bin and have been using worm castings for yrs. I completely endorse them, but having them did not change my opinion- already sold on them.
- They support my already enthusiastic commitment to living sustainably and caring for the earth.
- We like to be native plant friendly in our gardening and landscaping, so the deer fern and ground cover were nice additions. We've been impressed by the results of worm castings without adding chemicals to our garden. Now we want to start a worm bin (that would be a great idea for a future Earth Day event)!
- Worm castings don't just supply the basic minerals found in commercial fertilizer but actually improve the soil's texture while adding well composted nutrition. This made me feel better about our home composting because it generates so many new worms that go out and improve our basically clay soil.
- I always try to think about how my decisions will impact the environment.
- They support my already enthusiastic commitment to living sustainably and caring for the earth.
- My garden is totally organic anyway. I live on greenbelt with a creek going through my yard. I have pets and children and just prefer to be organic in the yard. I love Earth Day at Central Market!
- Not really - I am a native Seattle-ite and think of the environment many times a day already. I have used the items to help talk my neighbor into not using so many chemicals on her yard.
- I'm pretty green anyway, but the worm castings were a new product for me and they work great. They make great soil amendment.
- I look for organic and native options at the nursery now.

### **Other Comments:**

- It will be fun to have workshop of how to make worm bin - cost to be paid by participants but learn how to build and care for worms.
- My mother and I look forward to going to Earth Day every year. I got a weed puller that I use every year. And we have planted native plants and tree saplings at my sisters' home and my folks' property. Keep up the great work. It's even more fun with all the different booths.

- I think you should offer things that encourage less use of herbicides and pesticides. For example, in 2005 you gave away a weed removal tool that I still use and neighbors ask about. It works great on dandelions. I'm already an organic gardener. How about a table that is set up like a cooking show where you are taught how to mix your own non-toxic bug sprays. Show folks what a working worm bin looks like and the ingredients to start one. Give away Sluggo, a non-toxic slug bait.
- I had a boggy, shady spot that houses the deer fern perfectly. The info sheets are helpful. This program is a winner! Keep going!
- We have gotten the most use out of the compost bin and compost bag. We use them regularly.
- Worm castings are amazing. Still thinking about making a worm bed. Love to see a raffle where someone wins a pre-made worm bed every hour of the event. Maybe Dunn Lumber or Sky Nursery would sponsor?
- We have since stopped using artificial fertilizers and pesticides in our lawn and garden. It was the impetus for attending a class by Seattle Tilth on this.

**Recommendations for future events:**

- Provide a workshop on how to make a worm bin.
- Give away worm bins at a reduced cost.
- Possible ideas for other products include weed puller, non-toxic pesticides, compost bins.
- Run a raffle to give away a small number of worm bins.
- Provide a workshop through Seattle Tilth on harmful pesticides.

## Deer Fern



***Blechnum spicant***  
Evergreen groundcover  
**Height:** 2 ft.  
**Growing ease:** Medium  
**Moisture:** wet  
**Exposure:** shade—part shade



***Plant description:***  
Similar to the sword fern, but the fronds are smaller and the stalk is glossy black. Prefers deep shade with some moisture. Deer fern planted in the sun tend to be smaller and require more water.

Image source: <http://kingcounty.gov/gonative>

## Broad-Leaved Stonecrop



***Sedum spathulifolium***  
Perennial groundcover  
**Height:** 6 inches  
**Growing ease:** High  
**Moisture:** dry  
**Exposure:** sun

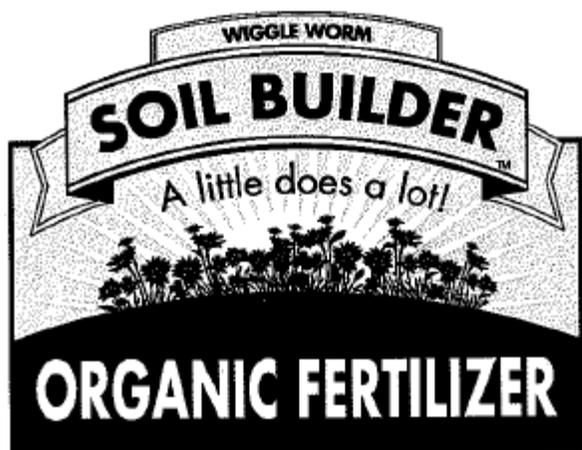


***Plant description:***  
Identified by bluish green succulent leaves with a red fringe, broad-leaved stonecrop grows well in rock gardens or anywhere else. Small, yellow flowers appear late spring through early summer in well-drained soils and sun.

Images source: <http://kingcounty.gov/gonative>



## Wiggle Worm Soil Builder/Organic Fertilizer Handout



### Here are the Key Facts about Soil Builder™ Earthworm Castings:

Naturally Organic and Odor Free. No perfumes or scents added or chemically removed. The organic matter consumed by the worm is changed both physically and chemically by the worms digestive track and is actually homogenized. It can be used **DIRECTLY FROM THE BAG ON THE PLANTS!**

- **Will Not Burn:** At any concentration, even the **MOST DELICATE SEED OR BEDDING OR PLANT IS SAFE.** This means no fear or problems caused by over-use or misuse.

- **Improve Soil Structure And Aeration:** Castings consist of thousands of durable cylindrically shaped pellets that **RESIST PACKING AND KEEP SOIL LOOSE.** This allows oxygen to permeate and remain in the root zone where it is vitally needed. The drainage is also improved by this non-packed environment.

- **Significant Microbial And Bacterial Activity:** These free living nitrogen fixing bacteria promote healthy "living" soil that provide an **OPTIMUM GROWTH ENVIRONMENT.**

- **Plant Growth Hormones:** Castings contain "Auxins and Cytokinins": which are natural growth hormones for bigger and more fibrous plant roots. **ROOTS CAN EASILY GROW FAST, FULL AND FIBROUS.**

- **High Availability of Nutrients:** The **TRACE ELEMENTS** combined with its structure and high **MICROBIAL ACTIVITY** allow it to out perform what is expected of a low analysis (NPK) fertilizer

The key facts mentioned above are what allows Wiggle Worm Soil Builder™ to **DRAMATICALLY EXCEED EXPECTATIONS.**

**YOUR SATISFACTION IS GUARANTEED  
OR YOUR MONEY BACK**

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