

**KING CONSERVATION DISTRICT
SPECIAL BOARD OF SUPERVISORS MEETING**

November 22nd, 2021

5:00 PM to 7:30 PM – via Teleconference Only

Zoom Link: <https://zoom.us/j/97598821425>

Call In Number: (253) 215-8782

Meeting ID: 975 9882 1425

Meeting Agenda

Call to Order

- | | |
|---|--------------------------|
| 1. Preliminary Matters | 5:00 PM – 5:05 PM |
| a) Introductions | |
| b) Additions or Corrections to the Agenda | |
| c) Adoption of the Board Agenda | |
| | |
| 2. Public Comment | 5:05 PM – 5:10 PM |
| | |
| 3. Board Governance | 5:10 PM – 6:40 PM |
| a) Board / Staff Roles Discussion | |
| | |
| 4. New Business | 6:40 PM – 7:10 PM |
| a) Conservation District Election Reform (10 minutes) | |
| b) 2020 Annual Report – Dostal (10 minutes) | |
| c) Budget Reserves – Lewis (10 minutes) | |
| | |
| 5. Unfinished Business | 7:10 PM – 7:30 PM |
| a) AI 21-073 Election Outreach Proposal – Dostal (10 minutes) | |
| b) AI 21-074 Contract with King County Elections (5 minutes) | |
| c) AI 21-075 Contract with Democracy Live (5 minutes) | |

Board Governance

KING CONSERVATION DISTRICT
Board Discussion 11/3/21

These notes capture the comments from board and staff members discussing the purpose of King Conservation District on November 3. That conversation was not to create a new mission statement for KCD. Rather, it was to provide an opportunity for thoughtful conversation about the organization's purpose in order to help set the stage for strategic planning.

We will wrap up that conversation at the November 22 board meeting, and offer a tool (informed by these comments) that board members can utilize as a point of reference in making future board decisions.

We thank everyone for their engagement in this process!

- Pat & Randy, Third Sector Company

PURPOSE	VALUES	HOW
<p>Empower people with tools, resources and advocacy to improve our environment</p> <p>Work with the depth of our community in carrying out the work of conservation</p> <p>Historically: educate land occupiers in sound land and water management practices (in order to sustain the environment we live in)</p> <p>Provide resources</p> <p>Soil, water, and habitat management - all are interrelated and affect each other and all who live within them</p> <ul style="list-style-type: none">- Quality of life- Resiliency- Protecting all creatures <p>Sustainable use of resources through best practices across multiple types of lands and communities</p> <p>Help the people of King County approach their work and lives with a conservation mindset</p>		<p>Nonregulatory aspects are important - community-building, generating volunteer support, etc.</p> <p>Providing resources for promotion of conservation to those who otherwise would not have them</p>

KING CONSERVATION DISTRICT
Board Discussion 11/3/21

<p>Promote conservation and the best use of natural resources</p> <p>We only have one environment - there is no Plan B</p> <p>Inspire behaviors that improve our lives and the lives of those in our community, to the benefit of us all</p> <p>("Natural resources" vs "environment")</p> <p>We must strike a balance between human need and the preservation of natural resources</p> <p>To focus on and serve the local community</p> <p>It's up to us to help make things right</p> <p>"Develop locally-driven solutions to natural resource concerns"</p> <p>(make sure to capture urban-oriented work)</p> <p>KEY TERMS:</p> <p>"Conservation"</p> <p>"Protect, enhance, and restore"</p> <p>"Inspire behaviors related to environment and renewable natural resources, that benefit our community"</p>		
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New Business



2020 King Conservation District Annual Report

BETTER GROUND

Replenishing Our Region



WHO WE ARE, HOW WE WORK

At King Conservation District, we work to build better ground. From better food to better backyards to better farms, we are here for you.

KCD was established in 1949 by the Washington Conservation Commission to empower landowners and managers to steward those lands in the public's interest. Conservation districts were created to address our nation's first environmental crisis – the Dust Bowl.

KCD is a metropolitan conservation district serving 34 cities and unincorporated King County with a total population of over two million people. Our funding comes primarily from a small per-parcel rate and charge. We are able to leverage these local dollars with state, federal, and foundation funds to partner with farmers, rural landowners, urban residents, volunteers, community-based organizations and our municipal partners.

Conservation districts are non-regulatory and work with people who are ready to implement best management practices (BMPs) on their property or in their communities. For our region to be resilient in the face of climate change, population growth, and other pressures, we must work together to re-build the natural resources that mitigate the demands of the built environment and support a vibrant and equitable local economy.

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A TIME OF TRANSITION

Joint Letter from the Board Chair and Interim Executive Director

KCD has undergone significant transition in 2020. Like the rest of the world, our organization faced the many challenges that came with a changing landscape due to COVID-19. At the same time, we went through significant leadership transition including the departure of our executive director.

Through it all, our district staff showed the flexibility and dedication that makes KCD the great organization it is. KCD staff quickly adapted to working from home, allowing them to continue planning and developing projects. As restrictions eased, staff were able to develop protocols that allowed them to get back in the field working with our cooperators safely and effectively.

In the end, KCD met or exceeded most of the 2020 benchmarks laid out in our interlocal agreement with King County. Where we were unable to meet benchmarks due to COVID-19, we fully expect to see improvement in 2021 as restrictions continue to ease and life begins to normalize. Not only were we able to meet most of our implementation goals – supporting farmers, restoring streamsides, and healing forests, but we found ways to innovate, and respond to the unique needs brought on by COVID-19.

We moved our education workshops online reducing barriers and setting record attendance. On short notice, our Native Plant Sale moved to a socially-distanced drive-through model distributing over 65,000 native plants to customers in record time. We set up a hotline to help farmers navigate the many services available to see them through the initial shock of COVID-19. Our Regional Food System program released an additional \$100,000 to help connect local producers with food banks to respond to the spike in need. And, when our local greenhouse was shut down, KCD staff took culturally relevant seed starts into their homes to ensure that they would be available to go into community gardens across the county providing culturally relevant nourishment for immigrant and refugee gardeners.

We are excited about KCD's future. 2020 put pressure on the organization and revealed areas ready for change, but we believe that KCD has the foundation to make these changes and strengthen our efforts to support our cooperators and communities.



Burr Mosby, 2020-2021 Board Chair
King Conservation District



Cynthia Setel, 2021 Interim Executive Director
King Conservation District

At King Conservation District, we're all about better ground. Better ground means taking important stewardship actions at home and in our communities to create healthy soil and water, to provide healthy food, and to conserve land, water, forests, wildlife and related natural resources. And you don't have to go it alone. You have a partner, your local conservation district.

2020 ACCOMPLISHMENTS



KCD ILA 2020 BENCHMARKS

KCD receives the majority of its funding through rates and charges administered by King County as laid out in a 2020-2024 interlocal agreement. This agreement includes annual benchmarks to assess the progress KCD programs are making towards programmatic work goals. The table below represents the progress KCD programs made towards their benchmarks in 2020. Despite 2020 challenges, KCD met or exceeded 20 of 29 benchmarks. KCD mostly met (>70% progress) 3 benchmarks, partially met (>50% progress) 3 benchmarks, and did not meet 3 benchmarks. KCD met or exceeded many of our habitat improvement metrics including cooperators engaged, projects implemented, and technical assistance provided.

Challenges for 2020 stemmed largely from Covid-19 disruptions and often reduced KCD's ability to distribute funds and facilitate new relationships. Rural Land Stewardship did not meet its target for cost-sharing new projects. Agricultural Drainage work was down due to rehiring for the position. Urban Forest Stewardship was not able to convene a Request for Proposals in 2020 due to Covid-19. KCD will be able to carry forward unspent cost-share and grant funds to distribute on new projects in future years, and we expect to increase the number of benchmarks met in 2021.

For a full breakdown of KCD ILA Benchmarks see Appendix B on page 26.

Priority	Program	Benchmarks	
Local Food	Regional Food System Grants	Mostly Met	
	Agricultural Drainage	Partially Met	
	Community Agriculture	Met	
Clean Water	Riparian Land Stewardship	Mostly Met	
	Rural Land Stewardship	Mostly Met	
	Riparian Restoration	Exceeded	
Healthy Forests	Wildfire Preparedness	Met	
	Urban Forest Stewardship	Not Met	
	Small Lot Forest Stewardship	Exceeded	
	Member Jurisdiction Grants	Exceeded	
	Elections	Met	



OUTREACH AND EDUCATION

KCD Outreach and Education Programs work to empower King County residents to become better stewards of their natural resources by building awareness of beneficial conservation practices and connecting people with KCD programs and resources.

COVID-19 was highly disruptive to planned Outreach and Education events. However, KCD staff were able to retool and refocus efforts to accommodate COVID-19 protocols before the Governor's "Stay Home, Stay Healthy" order went into effect, and to offer online workshops throughout the rest of the year.

Orca Recovery Day

In 2020, Conservation Districts spearheaded the Third Annual Orca Recovery Day. While most in-person events were canceled, Orca Recovery Day held a month long ecochallenge where teams across Washington competed to complete personal conservation actions to increase recycling, reduce pollution, and restore nature. These actions were selected to educate and connect people with conservation practices that increase water quality and benefit struggling Orca Populations in the Puget Sound and across the West. In 2021, Orca Recovery Day will again hold in-person volunteer events.

Northwest Flower & Garden Show

In 2020, KCD partnered with NW Bloom EcoLogical Landscapes to build an award-winning model show garden for the Northwest Flower and Garden Show. This demonstration garden highlighted conservation practices people can readily take in their own yard including 85 native and edible plant species, composting bins, rain gardens, and pollinator habitat. The Northwest Flower & Garden Show has over 60,000 attendees, and the garden saw over 3,000 direct interactions between curious visitors and KCD staff on conservation.



Education Workshops and Tours

KCD education programs include service learning and volunteer opportunities and classes, workshops, tours and other field-based learning opportunities that focus on water quality protection, soil conservation, livestock management, shoreline habitat improvement, and fish and wildlife habitat enhancement. Audiences served by KCD education programs include adult livestock owners, agriculture operators, and rural, urban, and suburban landowners, as well as youth and children.

Envirothon

Envirothon is a nationwide environmental literacy competition for high school youth. KCD participates in the Washington State Envirothon program by recruiting high school teams from King County to participate in the Northwest regional, state, and national Envirothon competitions. Envirothon was canceled in 2020, but will be back in 2021.

Volunteer

KCD's Volunteer Program supports KCD engagement activities as well as implementation of conservation efforts. It increases public awareness of all KCD programs and services and offers volunteers knowledge about local natural resource management, such as restoration of watershed functions, and hands-on experience implementing practices to address those concerns. Program goals focus on recruiting and connecting new volunteers to project-based learning opportunities and building partnerships with agencies and organizations to address mutual service-learning goals. The volunteer program was put on pause during COVID-19.



Program Outcomes for 2020

34 Education and Engagement Events Conducted

60 Marine Shoreline Residents Educated

48 Stream and Lakeside Residents Educated

49 Rural Stewards Educated

200+ Additional Stewards Educated

79 Volunteers Contributed

260 Volunteer Hours

3,000+ Engaged Through Outreach Events



Photo Credit: Young Women Empowered (Y-WE) at Marra Farm

GRANTS TO HELP REPLENISH OUR REGION

KCD sets aside \$1.2 million each year of collected rates and charges funds for our 35 member jurisdictions. A portion of those funds is available for each jurisdiction based on the number of parcels collected from within that city. Jurisdictions may elect to apply for a grant to implement projects or to contract directly with KCD to deliver project services. Jurisdictions may accrue funds from year-to-year in order to support larger projects, and they may also partner with each another to leverage resources to implement conservation projects. Activities eligible for funding through this program include the direct improvement of natural resource conditions, education and outreach, pilot and demonstration projects, and projects that build capacity. Seattle Grants have an explicit focus on funding projects that are led by, or in deep partnership with, communities disproportionately impacted by environmental injustice and systematic racism.

Program Accomplishments for 2020

In 2020, KCD awarded \$1,088,695, for 20 projects in 11 jurisdictions. We worked to be flexible with grantees around extending timelines as groups struggled to adapt to the uncertainty of 2020. We also allowed groups to adapt planned work to address pressing community food needs.

Program Outcomes for 2020

Program outcomes look at the long-term impacts our work has creating behavior changes in our partners and leaving a lasting benefit for the environment. In 2020, KCD reviewed 17 closed grants and found that while grantees could show project completion, and provide anecdotal reporting of long term benefits, additional support for grant recipients is needed to evaluated long term outcomes.

\$1,088,695 Awarded

20 Projects

11 Jurisdictions

Auburn - \$19,965

White River Valley Museum - 2020 Farm Program and Project Support of Mary Olson Farm

Auburn - \$20,000

Auburn International Farmers Market - Marketing and Demonstrations

Beaux Arts Village - \$2,210

Academy Path and Adjacent Woods Restoration

Bellevue - \$30,000

Lake Hills Greenbelt Knotweed Restoration

Bellevue - \$10,000

Translated Materials for Natural Resource Conflict Outreach

Bellevue - \$35,000

Scoping of Animal Relief Areas

Bellevue - \$24,000

Natural Resources Animated Short Videos

Des Moines - \$11,750

Des Moines Waterfront Farmers Market - Low Income Senior Healthy Eating Initiative

Issaquah - \$50,000

Lower Issaquah Creek Stream and Riparian Habitat Enhancement Project

Kenmore - \$198,000

Squire's Landing Park Waterfront and Natural Open Spaces Access Project

Kirkland - \$30,000

Yard Smart Rain Rewards

Sammamish - \$29,870

Triangle Associates - Stormwater Outreach

Seattle - \$71,747

Black Star Farmers - Walker Street Aquaponics Gardening Lab Project

**Seattle - \$71,645**

African Community Housing & Development - Farmers Market for the Delridge African Diaspora immigrant & Refugee Community

Seattle - \$71,747

Hip hop is Green - Cherry Street Farm, Lab & Culinary Anthropology Project

Seattle - \$67,367

iUrban Teen - Resilience, Innovation and Sustainability in a Changing World Project

Seattle - \$71,747

Na'ah Illahee Fund - Daybreak Star Restoration for Sovereign Futures Project

Seattle - \$71,747

Villa Comunitaria - Salsa De La Vida Project

Tukwilla - \$30,000

Green Tukwila Implementation 2020-2021

King County - \$172,500

2020 Keeping Farmers Farming, King County Agriculture Program





RIPARIAN LAND STEWARDSHIP

KCD works with member jurisdictions and other local and regional partners to increase the amount of freshwater and marine shoreline enhanced on private lands. One way we do this is by educating and empowering residents through workshops, one-on-one education, and technical assistance to steward their natural resources. KCD's education prioritizes residents across King County whose properties include or abut water bodies that are important to the health of Puget Sound and salmon. Workshops are structured to empower farmers, marine shoreline, streamside and lakeside residents in both urban and rural areas to take actions that create cooler, cleaner streams, and thriving shorelines. These individual actions lead to collective impacts that benefit all of us through healthier environments and more abundant fish populations.

In 2020, KCD moved our freshwater and marine shoreline workshops online to continue offering these educational opportunities during COVID-19. While KCD was new at administering online courses, we were thrilled with the turnout.

Program Accomplishments for 2020

58 People Provided Technical Assistance

60 Marine Shoreline Residents Educated

48 Stream and Lakeside Residents Educated

ONLINE LEARNING

To ensure KCD cooperators and interested residents had access to KCD workshops during COVID-19, KCD moved our workshop series online to adapt to changing circumstances - and even recorded our most popular workshops so that people can improve their understanding of conservation issues related to their properties and become better stewards at their own pace and on their own schedules.

RURAL LAND STEWARDSHIP

KCD's Rural Land Stewardship Program provides natural resource technical assessments, recommendations, and farm conservation services to farmers, livestock owners, and other rural residents. Resource planners look at changes that can be made to improve farm productivity and reduce impacts on natural resources through implementing best management practices. Farm Conservation Resource Planners also offer technical assistance on questions such as what grasses to plant, how to build a fence, and when to mow. In addition to farm conservation planning, the program offers free soil testing, equipment rentals, dairy nutrient planning, and farm tours.

King County has roughly 42,000 acres of farmland and 3,200 producers. Of those farms, 94% are under 50 acres. Farmers in King County face a variety of economic, resource, and regulatory hurdles. Through education, technical assistance, and cost-share, KCD helps rural land stewards improve water quality, reduce negative environmental impacts, and achieve their land use goals. Collectively, this has a major impact on our local food economy and soil health and water quality.

Program Accomplishments for 2020

49 People Educated on Agricultural Topics

198 People Provided Technical Assistance

44 Farm Conservation Plans Written

\$178,000 Cost-share Awarded

34 Farm Equipment Loans

Program Outcomes for 2020

Program outcomes look at the long-term impacts our work has creating behavior changes in our cooperators and leaving a lasting benefit for the environment.

- Of cooperators surveyed, 23 out of 24 implemented at least one best management practice from their farm conservation plan.
- Landowners implemented an average of 2.7 out of 7 practices prescribed by KCD planners.
- Of those surveyed, 22 out of 24 people reported improvements to their property indicating improved overall aesthetics and better water quality.

FARM HELP HOTLINE

When COVID-19 hit in early March, all aspects of the food system changed overnight, from on-farm health and safety protocols to supply chains and markets. KCD heard from a number of farmers looking for assistance navigating the sudden and expansive set of resources available to adapt and survive these challenges. In response, we coordinated the new KCD Farm Help Line and Navigation Service.

The Help Line connected King County farmers with KCD farm resource planners and staff to help navigate the resources available in the new world of COVID-19. Funding and financial resources, on-farm assistance, labor help, safety protocols, marketing opportunities, legal support, business management, stress management, and shared resources were all provided. KCD was able to help dozens of farmers connect with financial and other resources to weather 2020.

RIPARIAN RESTORATION/IMPROVEMENT

Streams, rivers, wetlands, lakes and ponds are a critical feature of King County's landscape. Aquatic areas and their vegetative buffers provide cool water for fish and wildlife habitat for birds and other animals. Throughout King County, these areas are impacted by land development, agricultural practices, and the presence of invasive species.

KCD's Riparian Restoration Program offers aquatic area enhancement services to help protect and improve the health of streams, rivers, wetlands, lakes, ponds, and marine shorelines. KCD services include a free buffer project design, a generous cost-share rate to pay for labor and materials associated with removing invasive species, and native species planting. KCD also provides three years of free maintenance and monitoring to ensure a high rate of plant survival.

Program Accomplishments for 2020

22 Projects Implemented

10 Projects Planned

2+ Miles of Shoreline Improved

12+ Acres of Shoreline Improved

20,000 Native Plants Planted

\$102,376 Cost-share Awarded

\$86,544 Additional Funds Awarded

Program Outcomes for 2020

Program outcomes look at the long-term impacts our work has creating behavior changes in our cooperators and leaving a lasting benefit for the environment.

- For 5th year projects, 89% met Native Cover Benchmark, 83% met Invasive Cover Benchmark, and 89% met Density Benchmark
- Met all benchmark indicators 67% of 5th year projects compared to 24% for 3rd year projects
- Natural resource improvements were noticed by 94% of survey respondents resulting from their projects, including coyote, bear, bee, salamander, elk, and river otter sightings





RURAL FARMLAND AND URBAN BACKYARDS CONNECTED BY MAY CREEK

In 2020, KCD completed two projects along May Creek to restore private streamsid es on rural farmland and an urban backyard. In rural May Valley, crews removed invasive species along a stretch of May Creek and replaced them with over 2,000 native plants.

Meanwhile, KCD's urban restoration crew got to work in the lower May Creek watershed converting a suburban lawn into a streamside buffer vegetated with a diverse array of native plants to help sustain native wildlife and pollinators. May Creek is crucial spawning and rearing ground for Chinook salmon. As they grow, these streamside habitats will stabilize banks, reduce pollutants, cool waters, and improve habitat.

There are many benefits of streamside habitat stewardship. Unvegetated farmland and suburban lawns lack structure for stormwater infiltration, causing excess nutrients from upstream farms and pollutants from urban areas downstream to drain directly into May Creek. This runoff is problematic because May Creek provides crucial spawning and rearing ground for the king of the Sound, the mighty Chinook salmon – which happens to be the meal of choice of our resident orcas. Luckily, trees and shrubs native to the Pacific Northwest have evolved to capture stormwater by slowing down water flow through the canopy and drinking it up in the ground before it can carry runoff into the stream. Better water quality means more abundant Chinook salmon runs, and in turn, well-fed orcas.



EXPANDING WILDFIRE OUTREACH

The challenges of COVID-19 led to a shift in how the Wildfire Preparedness Program reached out to and educated King County residents on protecting their homes and properties from wildfire. From an increased social media presence to webinars and recorded presentations, the program was able to respond to new conditions.

This allowed us to participate in several state-wide virtual events, accommodating many more people than in-person programming. A highlight was a joint presentation with the WA Department of Natural Resources and Kittitas CD to explain the differences between Western and Eastern Washington wildfire preparedness actions. It was an enjoyable chance to coordinate with another conservation district, while meeting the needs of King County residents who have homes or loved ones on both sides of the Cascades.

WILDFIRE PREPAREDNESS

As climate change and population growth pressures mount, Pacific Northwest forests are threatened. KCD is able to support individual jurisdictions and agencies by mobilizing private landowners to protect our forests. Meeting the demand to train and support owners of small forest properties to safeguard our regional forest resources is critical.

Collectively, small properties comprise over 40,000 forested acres in King County. KCD provides wildfire safety evaluations and fire-adapted planning services to small residential forest landowners and neighborhoods or HOA communities. After the risk planning evaluation, cooperators can engage with KCD to develop a Community Wildfire Action Plan to implement wildfire risk reduction projects focused on reducing ground- and ladder-fuels in home ignition zones and around other infrastructure assets.

Program Accomplishments for 2020

4 Wildfire Workshops

57 Individual Risk Evaluations

233 Acres covered by Wildfire Risk Evaluations

7 Communities Partnered With to Reduce Wildfire Risks

URBAN FOREST STEWARDSHIP

Urban forests' contribution to health, economic and social well-being is now well-documented. Healthy urban forests also provide resilience and mitigate the impacts of severe weather in the face of climate change. A regional approach to expanding tree canopy across King County's urban landscapes is critical, especially in south King County where a dramatic lack of canopy coincides with the county's highest levels of pollution and illness. KCD's Urban Forest Health Program partners with member jurisdictions to fund and provide technical support to projects in backyards, public easements, parks and open spaces in incorporated King County.

The Request for Proposal process for new urban forest projects was not held in 2020, but will be held again in 2021. Work was continued or concluded on six projects in SeaTac, Lake Forest Park, Normandy Park, Seattle, and Snoqualmie.

Program Accomplishments for 2020

4.75 Acres of Urban Forest Had Invasive Species Removed

6 Projects Continued

5 Cities Partnered With



RESTORING SEATAC PARK

In 2019, KCD funded and implemented a project with the City of SeaTac that identified North SeaTac Park as a priority site for forest stewardship and restoration. North SeaTac Park holds roughly half of the forested public land in the city of SeaTac. This community forest stewardship project brings together KCD, Forterra (on behalf of the Port of Seattle), City of SeaTac Parks, Partner in Employment (PIE), and community volunteers to restore and maintain the park's forested areas. Beginning in 2020, City Parks staff, KCD-sponsored Washington Conservation Corps crews, Partner in Employment youth crews, and local volunteers have removed invasive plant species from nearly 5 acres of forest within the park. The project also provided environmental career advising and mentorship opportunities between newly-arrived refugee and immigrant youth working on PIE crews and KCD staff.

In 2021, the project calls for planting native vegetation in the park to restore native forest habitat and developing a 20-year forest stewardship plan to guide long-term forest stewardship and restoration within North SeaTac Park.

SMALL LOT FOREST STEWARDSHIP

KCD's Small Lot Forest Stewardship program partners with small acreage private forest landowners to improve forest health and increase canopy cover. Through education, technical assistance, and cost-share assistance, the program empowers landowners to become knowledgeable and successful stewards of their forests.

Over 42,000 acres of forested acres in King County are held by owners of woods smaller than five acres. Collectively, these acres represent a vast resource that, through forest stewardship programming, contributes to the overall health of our community and offers a timely opportunity to proactively engage private landowners in stewardship.



Program Accomplishments for 2020

850 People Educated Through
WSU Extension Partnership

116 People Provided Technical
Assistance

45 Forestry Assessments
Completed

8 Forest Health Management
Plans Written

49.93 Acres of Forest Treated

2,524 Native Plants Planted

Program Outcomes for 2020

Program outcomes look at the long-term impacts our work has creating behavior changes in our cooperators and leaving a lasting benefit for the environment.

- After engaging with the KCD forestry teams, 90% of survey respondents took an action, like controlling for invasive plants.
- After using KCD services, 48% of cooperators reported seeing near-term improvements to their forest, including hummingbird, coyote, and lynx sightings.
- Improvement of cooperator services from survey feedback.

IMPROVING OUR SERVICES

In our continuous effort to improve KCD's services, the Forest Health Management Program (along with the Farm Services and Riparian Restoration teams) worked with our evaluation staff and a consultant to develop an ongoing survey tool for landowners and cooperators. Questions were written to gauge program participants' knowledge of forest practices, their ability to implement our recommendations, and their perception of the environmental benefits that forest practices offer.

Several of KCD cooperators helped test the survey and offered valuable feedback, not only about the survey itself, but also about KCD programming. A pre-service survey is now a part of the intake process and we offer a post-service survey a year later. This helps us measure program outcomes, listen to the landowners we work with, and improve our programming as necessary.



REGIONAL FOOD SYSTEM

KCD's Regional Food System (RFS) works to strengthen our local food economy by bridging the gap between producers and consumers and serving as a catalyst in making local food production both environmentally and economically sustainable.

RFS grants are based on goals and strategies of the King County Local Food Initiative and input from regional food system participants. The program funds projects with demonstrated public benefit that contribute to the economic viability of local farmers, encourage new farmers, expand acreage in food production, improve food access, or increase demand for, and sales of, King County farm products.

Strategic initiative grants provide longer-term, sustained investments in key food system concerns. Current areas for strategic investment include working farmland access, farm business support and technical assistance coordination, institutional purchasing, and infrastructure support.

In 2020, KCD awarded \$256,7841 in competitive grants to innovative and diverse projects across King County. It also released an additional \$100,000 to help connect local producers with food banks to respond to the spike in need due to COVID-19.

Competitive Grants for 2020

Black Star Farmers - \$20,000

Putting the Garden Under the Microscope

Feed the People - \$19,600

Building the BIPOC Producer Pipeline for Food Programs in Seattle's Communities of Color

Forterra - \$18,100

Making Farmland More Affordable through Ecosystem Service Markets

Highline College - \$20,000

Immigrant and Refugee Agriculture Education Tuition Assistance

King County DNRP - \$20,000

Infrastructure Improvements on Sammamish River Farm

Living Well Kent - \$20,000

Immigrant Farmer Business Development in Kent

Pacific Coast Harvest - \$20,000

Pacific Coast Harvest/Farmstand Local Foods Refrigerated Box Truck

Seattle Good Business Network - \$20,000

Good Food Kitchens Local Procurement Expansion Pilot

Snoqualmie Valley Watershed Improvement District - \$20,000

Creating New Irrigation Water Supply Using Foster Pond

tBUG (the Bellevue Urban Garden) - \$20,000

tBUG Food Forward

Vashon Island Growers Association - \$19,087

Vashon-Maury Island Food Preservation Initiative

Viva Farms - \$20,000

Breaking Ground: Removing Barriers in Food Production through Tractor Training and Increased Farm Efficiency

Washington Water Trust - \$19,997

Expanding a Consumer Market that Incentivizes Dry Farming as a Sustainable and Resilient Practice for Producers

Strategic Initiatives for 2020

Working Farmland Access - \$150,000

Partnership with Washington Farmland Trust and the Working Farmland Partnership Facilitating Matches to Bring More Land Into Production and Increase The Number of Farmers in King County

AGRICULTURAL DRAINAGE ASSISTANCE

Over the past few decades, much of the county's best farmland has become impacted by poor field drainage, and the threat has been compounded by rapid urbanization, which promotes increased storm-water runoff.

KCD provides comprehensive services to assist farmers with maintaining and improving agricultural drainage systems. Our aim is to enable more farmers to participate in the King County Agricultural Drainage Assistance Program (ADAP) through a combination of technical assistance and matching grants. In addition, we conducted a county-wide assessment of drainage needs as the basis for future planning.

Improved field drainage will increase productivity by extending the growing season, enabling the planting of higher value crops, and expanding grazing for livestock. Improved drainage will also provide an opportunity for increased agricultural employment, enhance local food production, and contribute to the continued growth, vitality and resilience of local agriculture.

Program Outcomes for 2020

Program outcomes look at the long-term impacts our work has creating behavior changes in our cooperators and leaving a lasting benefit for our community. KCD has completed 16 drainage projects since 2014. A 2020 review of 4 completed projects found

- KCD's ditch maintenance program helped significantly expedite ditch dredging projects with some cooperators crediting KCD for getting them done at all
- Neighbors have a strong effect on project success
- Cooperators with neighbors that also do ditch maintenance see greater improvement in drainage on their property
- Clogged ditches on neighboring properties caused a reduction in benefits for cooperators

Program Accomplishments for 2020

3 Projects Completed

6 Farms Supported

1.88 Miles of Ditch Cleared

80 Acres of Farmland Improved

15 Acres of Farmland Restored



DUCKS UNLIMITED COLLABORATION INCREASES RENEWED AG LAND

In 2020, KCD completed a project on Cherry Valley Dairy and a neighboring Washington Department of Fish and Wildlife (WDFW) property in Duvall.

Collaboration with non-profit Ducks Unlimited allowed KCD to leverage grant funding. Ducks Unlimited spent \$65,000 of their own federal grant funding to complete a neighboring property owned by WDFW for a more impactful drainage project totaling 55 acres improved and 15 acres renewed for agricultural production.

COMMUNITY AGRICULTURE

An equitable and resilient local food economy includes urban food production. Urban farmers and gardeners have unique needs for land stewardship guidance to ensure a viable, diverse local food system that cares for our soils and waters. Existing urban agricultural organizations frequently lack access to land, funds, and technical support to meet the demand for sustainable urban small-lot food production for low-income and immigrant populations, who benefit most from expanded urban agricultural opportunities. A healthy local food system requires developing opportunities to grow fresh food in dense urban neighborhoods, especially in communities that are transit-dependent, low-income, or comprised of primarily immigrant populations.

KCD's Community Agriculture program provides community gardens with resources to get started, or expand, through technical assistance, education, materials, and small grants.

Program Accomplishments for 2020

900 Soil Nutrient Tests for
Farmers and Gardeners

7 Existing Community Gardens
Provided Technical Assistance

3 Community Gardens Engaged

2,000+ Culturally Relevant Seed
Starts Given to Immigrant
Farmers

250 Pounds of Cover Crop Seed
Provided to **20** Community Gardens

111 Cubic Yards of GroCo™ Compost
Distributed



CULTURALLY RELEVANT SEED STARTS

The COVID-19 pandemic was full of uncertainty and change for community gardens. KCD's Community Agriculture Team continued the Culturally Relevant Seed Start program to support community gardens with unique varieties of crops not easily found in stores. These starts increase knowledge and provide immigrant/refugee gardeners opportunities to reconnect with their food traditions and culture.

Seed starts grown in 2020 were Clemson Spineless okra, Ping-Tung & Thai Round eggplant, Malabar spinach, Roselle, and Armenian cucumber, all of which were top requests from surveying community gardeners. The Community Agriculture Team was able to grow over 2,000 culturally relevant seed starts, personally deliver, and organize pick-ups at KCD's Renton office. This effort reduces barriers for many immigrant/refugee gardeners who do not have the infrastructure to grow these crop starts on their own.



LANDOWNER INCENTIVE PROGRAM

KCD's Landowner Incentive Program (LIP) promotes stewardship of natural resources on private property by providing cost-share funding to help landowners implement natural resource best management practices (BMPs).

The Landowner Incentive Program's goal is to promote the implementation of natural resource management practices detailed in KCD prepared technical assistance and management plans such as Farm Conservation Plans and Forest Health Management Plans.

KCD Reimburses from 50%-90% of approved projects depending on the natural resource BMP.

Program Highlights

In 2020, the Landowner Incentive Program awarded 43 new contracts for \$238,056, with an additional \$86,544 in project funding coming from KCD's Shorelines Program.

24 New Agricultural Contracts
for **\$117,432 Cost-share**

17 New Shoreline Contracts
for **\$104,376 Cost-share**

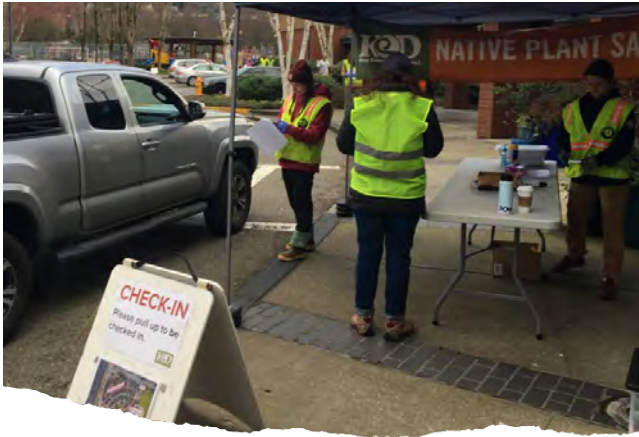
2 New Forestry Contracts
for **\$16,704 Cost-share**



INTERACTIVE VIRTUAL FARM TOUR HIGHLIGHTS MANURE MANAGEMENT RESEARCH AND OTHER BMPs

American Farmland Trust (AFT), KCD and Discovery Farms® Washington are leading a Discovery Farms® project in the South Puget Sound to explore, evaluate, and promote the benefits of on-farm conservation practices that enhance water quality. The project evaluates how different treatments of the manure storage best management practice, along with a control, impact water quality. The treatments are installed on two farms in Enumclaw and on-the-ground water quality data is monitored regularly.

In 2020, KCD hosted a virtual tour of this research and other best management practices available to farmers in King County.



NATIVE PLANT SALE

King County residents love native plants because they're hardy, beautiful, and easy to maintain. KCD's Native Bareroot Plant Sale provides landowners, organizations, schools and government agencies with low-cost bareroot native plant material to improve habitat and landscape naturally. In addition, plant sale customers receive assistance on species selection, information on installing and maintaining plants and recommendations related to habitat enhancement.

Program Highlights

The 2020 Bareroot Native Plant Sale provided over 65,000 native trees and shrubs to King County residents to improve habitat. KCD was able to hold the 2020 sale despite COVID-19 by adapting our distribution method to a socially-distanced drive-through model. Customers received their plants safely, and often in record time.

KCD NATIVE PLANT NURSERY

KCD's Native Plant Nursery grows native trees, shrubs, herbs and wetland plants for habitat enhancement projects. Partners volunteer at the nursery in trade for technical services and plant material. In particular, community groups benefit by volunteering to gain assistance on planning and implementing habitat enhancement projects. In 2020, 25 volunteers received 608 native plants for their assistance.

HABITAT RESTORATION STARTS AT HOME

When it comes to the tall order of protecting and restoring our planet's endangered habitats, starting local is a sound rule of thumb. King County resident Mary Johnson took this notion seriously, discovering that in order to make a profound impact, she need not look further than her own Sammamish backyard.

Over the past eight years, she's partnered with KCD to transform her "mow, blow, and go" half acre of grass into a picturesque native plant paradise. Beyond the beautiful results of her efforts, Johnson's restoration labor has paid off in the return of a breathtaking abundance of biodiversity, with reptiles, beetles, mammals, and birds flocking to her backyard oasis.



BUDGET

2020 Revenue by Source Budget to Actual

Actual Budget

Rates & Charges Receipts



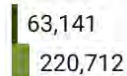
Grants & Contract Revenue



Plant Sale*



Interest Earnings



Other



Alternative budget tables can be found in Appendix A on page 25.

*Includes onetime adjustment to true up plant sale recording to cash basis accounting method. Total 2020 Plant Sale Revenue (Nov 19-Mar 20) \$127,011.

** Variance due to prior year restricted funds expended in 2020, as well as some items that are sub expenses of other categories. System improvements are being made to increase detailed tracking going forward.

2020 Spending by Program Budget to Actual

Actual Budget

Clean Water



Operations & Board



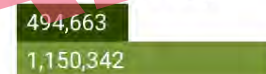
Member Jurisdiction



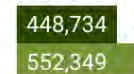
Agriculture & Local Foods



Forest Stewardship



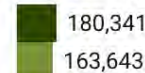
Engagement



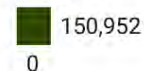
Land Owner Incentive Program**



Engineering



Other



BOARD OF SUPERVISORS

King Conservation District is led by an all-volunteer, five-member board of supervisors. Three of the members are elected while the other two are appointed by the Washington State Conservation Commission, an agency created to assist and guide conservation district activities in Washington State.

By statute, KCD elections occur annually during the first quarter of each year. Elections are conducted pursuant to guidelines established by RCW 89.08 with oversight from the Washington State Conservation Commission.

Board members contribute local perspectives on important natural resource management and conservation issues, seek feedback about conservation programs from residents, set policy, and direct KCD's work plan and budget.



Burr Mosby, Chair A first generation farmer, Burr started farming in 1977. Today Mosby Farms grows vegetables on 350 acres in the valleys of Auburn, Sumner and Orting and supplies produce houses, grocery chains and restaurants in the Pacific Northwest, as well as donating to area food banks. Being a good steward of the land is of utmost priority for the future of agriculture, and Burr shares his knowledge from a farmer's perspective.



Kirstin Haugen, Vice-Chair Kirstin joined the Board of Supervisors in 2019. She is passionate about saving our Southern Resident orcas, salmon conservation, and combating climate change. Kirstin is a dedicated community volunteer and served as a Cascadia College trustee, 4Culture board member, and King County Charter Review Commissioner. She previously worked on public policy at the King County Council and a public affairs firm. Kirstin received her Master of Public Administration from the University of Washington.



Bill Knutsen, Secretary/Auditor Bill is a now-retired third generation dairy farmer. He graduated from Northshore schools and earned his bachelor's degree from Central Washington College School of Business. Bill is married, with a son and a daughter and six grandchildren. He ran a thriving dairy business with his family in the Bothell area for many years. He has also been a King County Ag Commissioner and was president of the Dairy Herd Improvement Association which was charged with helping farmers operate profitably.



Jim Haack, Supervisor Jim joined KCD Advisory Committee in 2014 to chart KCD's future in supporting conservation across the region. His role with numerous other dedicated stakeholders helped guide the implementation of the KCD/King County Conservation Panel and Task Force recommendations. Jim's boyhood experiences in the Ozark hills built his conservation values, including passion for land and livestock. Jim and his wife moved their young family to the Snoqualmie Valley 15 years ago.



Chris Porter, Supervisor Chris is a beekeeper who recognizes that a cleaner, healthier environment for the survival of bees is necessary. Bees are a critical component in sustaining our food chain and are also like the "canary in the coal mine". Their survival is at great risk, along with the fruit grown on trees, vegetables planted in gardens and crops farmers plant and harvest to feed all. More than one of three bites of food eaten is there because of pollinators.



OPERATIONS

KCD's Operations Program focuses on managing the processes to produce and distribute products and services to internal and external partners, including managing purchases, inventory control, quality control, storage, logistics and evaluation of processes. The flow of information among human resources, accounting, inventory control, and other assets, planning and decision making is made easier by facilitation of efficiency and effectiveness of processes. Operations management includes measurement and analysis of internal processes and making recommendations and working collaboratively with the Board of Supervisors and staff on projects.

General Overhead

KCD's Annual Budget includes expenses for general overhead. Although these do not constitute expenses with specific program deliverables, they provide the operational infrastructure and support for KCD staff to implement on-the-ground work. These expenses are currently referred to as Tier 1 overhead items. The largest expenses in this category are rent, utilities, office equipment, information technology, and vehicles.

Finance

KCD's Finance team consists of a cross-functional working group that provides all accounting related functions for the organization. These functions include, but are not limited to, annual reporting, audit, budgeting, financial reporting to Board of Supervisors and Executive Director, and external partners accounts payable and receivable, grant funding, contracting and payroll.

Human Resources

Human Resources recommends strategies for employee recruitment, development, growth and retention. Priorities are as follows: compensation, planning, performance, professional development, recruitment, strategic planning and work culture enhancement.

HR works closely with KCD's Board and Executive Director to update the salary schedule and performance-based compensation system, update personnel policy and employee benefit programs, review employee career development and training programs, and maintain KCD's employee records.

Legal and Related

KCD's Executive Director and Director of Operations and Human Resources oversee the day-to-day contracting and regulatory interpretation as well as respond to and monitor all legal actions that impact the organization. KCD maintains outside legal counsel to handle issues that arise with KCD's unique and collaborative grant program and contracting responsibilities.

APPENDIX A: BUDGET TABLE

This page presents the 2020 KCD revenue and spending information found on page 22 as a table broken out into KCD Priority Areas (Clean Water, Forest Stewardship, and Agriculture & Local Foods) and select overhead and special program areas. KCD is undertaking systems improvement around budgeting and financial reporting. We expect this work to change and improve how we share our financials in future years to give a more thorough picture of how we fund the conservation work that we do.

	2020 Actual	2020 Budget	Budget to Actual
Revenue by Source			
Rates & Charges Receipts	\$ 7,675,928	\$ 7,662,651	\$ (13,277)
Grants & Contract Revenue	804,795	1,581,177	776,382
Plant Sale*	241,005	108,262	(132,743)
Interest Earnings	63,141	220,712	157,571
Other	<u>2,725</u>	<u>750</u>	<u>(1,975)</u>
Total Revenue	\$ 8,787,594	\$ 9,573,552	\$ 785,958
Spending by Program			
Clean Water	\$ 1,776,013	\$ 2,675,445	\$ 899,432
Operations & Board	1,600,582	1,919,269	318,687
Member Jurisdiction	1,555,840	1,176,077	(379,763)
Agriculture & Local Foods	1,276,943	1,848,056	571,113
Forest Stewardship	494,663	1,150,342	655,679
Engagement	448,734	552,349	103,616
Land Owner Incentive Program**	372,912	88,370	(284,542)
Engineering	180,341	163,643	(16,698)
Other	<u>150,952</u>	<u>-</u>	<u>(150,952)</u>
Total Spending	\$ 7,856,980	\$ 9,573,551	\$ 1,716,572

*Includes onetime adjustment to true up plant sale recording to cash basis accounting method. Total 2020 Plant Sale Revenue (Nov 19-Mar 20) \$127,011.

** Variance due to prior year restricted funds expended in 2020, as well as some items that are sub expenses of other categories. System improvements are being made to increase detail tracking going forward.

APPENDIX B: ILA BENCHMARKS

Priority	Program	2020 Benchmarks	2020 Actual	Difference
Local Food	Regional Food ¹	\$900,000 Awarded 20% Existing Awards Evaluated	\$858,406 20%	(\$41,594) ¹ Met
	Agricultural Drainage ^{2 & 3}	2.5 Miles Drainage Ditches Cleared 300 Acres Restored/Improved 25% of Projects Evaluated	1.88 95 25%	(0.62) ² (205) ³ Met
	Community Agriculture	3 New Community Gardens Assisted 5-7 Existing Gardens Provided Support	3 7	Met Met
	Riparian Land Stewardship ^{4 & 5}	192 Landowners Engaged 19 Engaged Landowners Take Action	166 6	(26) ⁴ (13) ⁵
Clean Water	Rural Land Stewardship ^{6 & 7}	144 Landowners Engaged 38 New Farm Plans 38 Farm Plans Reviewed & Evaluated \$243,750 LIP Cost Share Awarded	247 44 23 \$178,000	152 6 (15) ⁶ (\$65,750) ⁷
	Riparian Restoration/Improvement	18 Projects 10 Acres Impacted or 1.5 Miles Impacted 20 Projects Evaluated \$112,500 LIP Cost Share Awarded	22 12.15 2.02 39 \$190,920	4 2.15 0.52 19 \$78,420
	Wildfire Preparedness	3-4 Communities Receive Assistance	7	3
Healthy Forests	Urban Forest Stewardship ^{8 & 9}	3 Cities Receive Funding Support \$150,000 Awarded	0 0	Not Met ⁸ (\$150,000) ⁹
	Small Lot Forest Stewardship	100 Landowners Engaged 80-100 Landowners Receive Assistance 10 Existing Project Plans Evaluated	966 116 10	866 16 Met
	Member Jurisdiction Grants	35 Jurisdictions Engaged 25% Develop Grant Proposals 25% Existing/Historic Projects Evaluated	35 57% 25%	Met Met Met
	Board Elections	Paper Ballots Received at Drop Boxes Electronic Balloting System Interactive Online Voter Guide Promotion on King County Elections Website	Yes Yes Yes Yes	Met Met Met Met

1) Not all competitive grant money was awarded due to a lack of qualified proposals based on committee review. Several strategic initiatives that were set to be awarded funding were not ready to launch. KCD will increase outreach efforts to increase the number of qualifying proposals. KCD will work with partners to prepare strategic initiatives to be ready for funding.

2 & 3) COVID 19 and vacancy of the agricultural drainage coordinator position for a portion of 2020 hindered this benchmark. KCD will fill the agricultural drainage coordinator position for the 2021 season.

4 & 5) Staffing and COVID 19 stopped in-person events and took time to transition to online education. KCD will increase capacity and skill with online learning opportunities and tracking landowner engagement.

6) Cooperators not responding to evaluation survey and a small sample size limited ability to evaluate. KCD will allow more time for cooperator responses and reach out to larger group of cooperators to increase survey responses.

7) COVID 19 and the stay-at-home order, staffing, and internal processes contributed to missing this benchmark. KCD will be significantly less hampered by COVID 19 and will review internal processes related to this benchmark.

8 & 9) KCD did not hold a Request for Proposals for new Urban Forestry projects in 2020 due to staffing issues and COVID 19. KCD resolved staffing for the Urban Forestry Program and will hold a 2021 Request for Proposals for new Urban Forestry projects to allocate both 2020 and 2021 funding.

Get Involved

**IT STARTS WITH YOU,
KCD CAN HELP**

kingcd.org

P 425-282-1900

district@kingcd.org

800 SW 39th Street, Suite 150
Renton, WA 98057



CONSERVATION DISTRICTS
OF WASHINGTON STATE
your window to healthy lands



King Conservation District

Local Food, Healthy Forests, Clean Water, Better Ground

Strategic Reserves

“A contingency fund and a cumulative reserve fund are not the same and are often used to fund completely separate activities”ⁱ

“A contingency fund is a sub-fund of the general fund and it supports general fund activities”ⁱⁱ

“One of the primary reasons for establishing a policy for fund balance is to provide sufficient cash flow to meet operating needs”ⁱⁱⁱ

“Typically when local government is discussing the need for reserves, it’s in the context of future outlays for capital or liability accruals such as employee buyouts. Other areas of consideration are emergencies, economic downturns, and the inevitable unforeseen event that would trigger a fiscal hardship. It is essential to clearly define the intended use for each reserve and/or fund balance that your entity establishes.”^{iv}

Key components of fund balance and reserve policies:

- Scope and purpose
- Appropriate fund balance level
- Use and replenishment of funds

Some common reserves are:

- Contingency Reserves
- Rainy Day Funds
- Emergency Reserves
- Current and Future Capital Needs Reserve
- Liability Reserves for compensated absences, pension, post-employment benefits, unemployment

Considerations for proper fund balance level:

- Revenue Cycles
 - Is there a Rate, or other property tax dependent revenue stream?
 - Grant billing amounts & cycle
 - Are grants billed monthly, bi-monthly, quarterly? Quantify amounts typically covered by UOFB – what is ‘average rolling balance?’ (Mostly a cash-flow issue)
 - How vulnerable are we to economic downturns?
- Expense Cycles
 - Is the organization’s expense cycle heavily seasonal due to project implementation? (Mostly a cash flow issue)
 - Are there seasonal employees (such as AmeriCorps, or WCC work crews)
 - Is there any debt service? If so, what is the cycle for payments?
- Other Considerations

- What other individuals or organizations will be evaluating our fund balance levels?
 - Political bodies (i.e., County Council) & public at large may interpret large fund balances negatively
- Establish plan for meeting fund balance levels

GFOA Risk Analysis Template: <https://www.gfoa.org/best-practices/risk-assessment>

WA Auditor's Financial Intelligence Tool: <https://portal.sao.wa.gov/FIT/>

Probability Management: <https://www.probabilitymanagement.org>

Examples:

- MRSC Fund Balance guidance
 - Fund Balance and Reserve Policies
 - <https://mrsc.org/Home/Explore-Topics/Finance/Finance-Policies/Fund-Balance-and-Reserve-Policies.aspx>
 -
 - There is guidance in RCW for cities but not binding upon CDs
 - MRSC guidance for cities:
 - <https://mrsc.org/Home/Research-Tools/Ask-MRSC-Archives/Finance.aspx#What-is-the-difference-between-a-contingency-fund>
 -
- WA Economic Development Strategic Reserve Account
 - Created by Ch 43.330.250 RCW
 - To prevent closure of a business or facility, to prevent relocation of a business or facility in the state to a location outside the state, or to recruit a business or facility to the state.
 - Populated by 1/3 of all unclaimed lottery prize money
 - <https://apps.leg.wa.gov/Rcw/default.aspx?cite=43.330.250>
-

ⁱ <https://mrsc.org/Home/Research-Tools/Ask-MRSC-Archives/Finance.aspx#What-is-the-difference-between-a-contingency-fund>

ⁱⁱ <https://mrsc.org/Home/Research-Tools/Ask-MRSC-Archives/Finance.aspx#What-is-the-difference-between-a-contingency-fund>

ⁱⁱⁱ <https://mrsc.org/Home/Explore-Topics/Finance/Finance-Policies/Fund-Balance-and-Reserve-Policies.aspx>

^{iv} <https://mrsc.org/Home/Explore-Topics/Finance/Finance-Policies/Fund-Balance-and-Reserve-Policies.aspx>

Unfinished Business



KING CONSERVATION DISTRICT 2022 ELECTION VOTER OUTREACH PROPOSAL

November 18, 2021

KING CONSERVATION DISTRICT 2022 ELECTION VOTER OUTREACH

Year after year, King Conservation District (KCD) works to promote and protect resources that define this region's values and priorities.

For more than 1.3 million voters it directly represents as well as people far beyond its boundaries, KCD supports the practices and resources many hold dearest such as sustainable farming, healthy forests, clean water, pollinator protection, and salmon and orca recovery.

Yet, only a small percentage of the electorate knows about the district's activities and few eligible voters cast a ballot in the KCD's annual Board of Supervisors election.

The district has made progress in expanding awareness and participation. Most recently, it contracted with Groundswell Communications to conduct a direct mailing and digital campaign for its 2021 election. The results included a record high number of ballots cast and substantial public outreach about the district's activities.

But to continue to build on that success, increase turnout, and strengthen KCD's brand, more outreach is necessary. Groundswell is well positioned to design and deploy another direct mail and digital campaign to reach potential voters and promote district activities during KCD's 2022 annual Board of Supervisors election.

At KCD's request, Groundswell prepared the following cost estimates for a direct mail campaign supporting the March 2022 election. We believe this will be an effective tactic to target registered or likely voters in the district and inform them about the KCD's work, the election, and the necessary steps to obtain a ballot and vote. In addition to the mailer, we've provided an estimate for a cost-effective digital media campaign, designed to improve turnout and awareness by targeting likely voters who are interested in topics including agriculture, the environment, and conservation.

DIRECT MAIL

The cost estimate is based on a standard, 11" x 6" large postcard format mailed to 850,000 registered voter households in King County. Production costs include strategic planning, data processing, mailing lists, creative development, design, copy, printing and mailhouse services. Costs for a custom size with additional folds, scoring, or die-cuts will be bid as needed. Sales tax and postage are included as estimates and will be billed at cost. Estimate is based on 2021 KCD registered voter household mailing list, total cost may include additional postage based on updated list.

COST \$242,500

DIGITAL MEDIA

Digital campaign targeting registered and eligible voters in King County except the City of Enumclaw, City of Federal Way, City of Milton, City of Pacific and City of Skykomish.

Content can be viewed across multiple websites based on likely voter interests and other targeting criteria. The ads are based on the mailer content and aimed at relevant audiences across desktop and mobile devices. Ads can be viewed on the websites and apps the target audience visits throughout the day, including national and local news sites and apps, such as Washington Post, CNN, KIRO 7, Seattle Times, etc.

COST \$25,000

COMBINED COST: \$267,500



2021 BOARD OF SUPERVISORS ELECTION

VOTER OUTREACH CAMPAIGN RESULTS REPORT

April 1, 2021

CAMPAIGN OVERVIEW

In February, King Conservation District (KCD) contracted Groundswell Communications to develop and deploy a direct mail and digital marketing campaign supporting ongoing efforts to increase voter participation in its annual Board of Supervisors election and to expand awareness of its activities and public benefits.

KCD commissioned a direct mail campaign designed to reach the majority of the district's 1.3 million registered voters with a printed card bringing attention to the district's upcoming election, explaining how to vote, and informing people about some of its primary activities. The district also purchased a small digital campaign to enhance and reinforce the direct mail messages.

Groundswell mailed the cards via U.S. Postal Service Monday March 1, 2021. The approved digital banner ad postings began that same day and ran through March 23. Voters returned ballots electronically through the online ballot access system or printed and mailed ballots to King County Elections.

RESULTS SUMMARY

The combined direct mail and digital ad campaign contributed to an all-time-high turnout of **9,509 ballots returned**, a **51 percent increase** in voter participation compared to the previous year's election.

KING CONSERVATION DISTRICT 2021 ELECTION CAMPAIGN REPORT



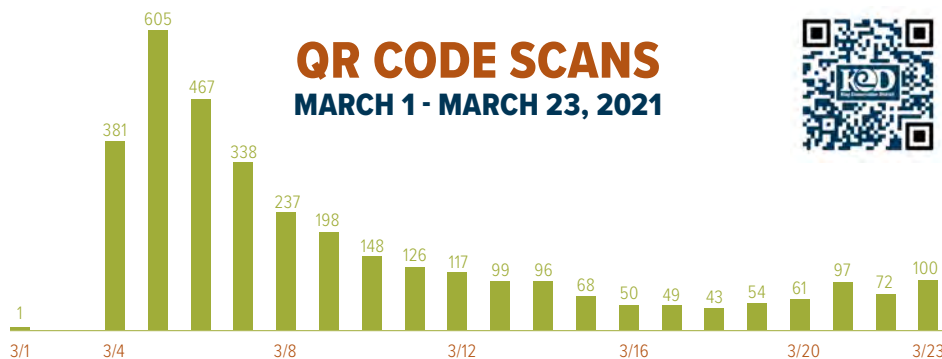
DIRECT MAIL

Groundswell worked with KCD staff and board members to craft messaging about the March election and to highlight the district's work and mission. The resulting two-sided direct mail piece included compelling photography, a written narrative, and a QR code to help recipients easily log into the election page.

By mailing a card to all 845,307 voter households in the district, KCD was able to inform the majority of 1.3 million eligible voters about the Board of Supervisors election and raise awareness about its benefits and activities throughout the county including habitat restoration, orca and salmon recovery efforts, and pollinator protection.

QR code tracking indicates that the mailers generated more than 3,000 unique site visits. The majority of this activity took place during the first week of the voting period but people continued to scan the QR code throughout the campaign.

Seattle, where 28 percent of the scans originated, was the location with the highest number of QR code scans.



QR CODE SCANS MARCH 1 - MARCH 23, 2021

KCD
King Conservation District
Local Food • Healthy Forests
Clean Water • Better Ground

VOTE IN THE BOARD OF SUPERVISORS ELECTION

Voting in the 2021 King Conservation District election is a great way to get involved and support sustainable farming, orca recovery, pollinator protection, food security, and habitat restoration in King County.

VOTE NOW
KingCD.org/VOTE

KCD 2021 BOARD OF SUPERVISORS ELECTION **VOTE NOW**

Make your voice heard in the 2021 King Conservation District Board of Supervisors Election! This all-volunteer board oversees programs that protect access to local food, healthy forests, and clean water for more than 2.2 million people in King County.

Your vote will impact how KCD continues its partnerships with urban and rural residents, land stewards, volunteers, community-based organizations, and local governments to restore tree canopy, expand wildlife habitat, and grow our regional food system.

MARK YOUR CALENDAR

- GET INVOLVED**
For information about upcoming events and workshops, visit KingCD.org/events
- ORCA RECOVERY DAY**
Check KingCD.org for volunteer events to help protect endangered Southern Resident Killer Whales
- NATIVE PLANT SALE**
Preordering for the KCD 2022 Native Plant Sale opens November 1, 2021

SCAN HERE TO VOTE NOW

Electronic ballot access is open from March 1 to March 23 at 5:00 pm.

For election information visit KingCD.org/VOTE

For assistance, please email elections@kingcd.org, call (425) 282-1900, or visit KingCD.org/elections

KCD Local Food Healthy Forests Clean Water Better Ground
800 SW 39th St, Suite 150
Renton, WA 98057

Postage Permit Info FPO

Recipient Name
Address Line 1
Address Line 2
City, WA 98XXX

CARDS MAILED 845,307

DIGITAL DISPLAY AD RESULTS

The digital campaign delivered more than **3 million impressions** that generated more than **7,000 banner ad clicks** contributing to more than **19,000 visits** to the KCD election web page.

DIGITAL CAMPAIGN OVERVIEW

Groundswell deployed a digital display advertising campaign to repeat and reinforce messaging from the KCD direct mail piece, increase brand awareness and remind the target audience within the district to vote. Digital media increased engagement by enabling viewers to take immediate action to obtain a ballot and vote in the election.

The digital campaign targeted viewers across multiple websites based on their interests and other targeting criteria. The ads were based on the mailer content and targeted to the relevant audience across desktop and mobile devices. Ads were viewed on the websites and apps the target audience visited throughout the day, including national and local news sites and apps, such as Washington Post, CNN, KIRO 7, Seattle Times, etc.

TARGET AUDIENCE

The campaign targeted registered and eligible voters in King County except the City of Enumclaw, City of Federal Way, City of Milton, City of Pacific and City of Skykomish. It deployed programmatic focus based on topics including agricultural, environmental, and conservation interests, and included people who have donated to environmental causes, attended farmers markets, trail heads, outdoor recreation stores, feed stores, etc.

Voter registration addresses from the district along with other data was utilized to extend messaging to the most relevant audience.



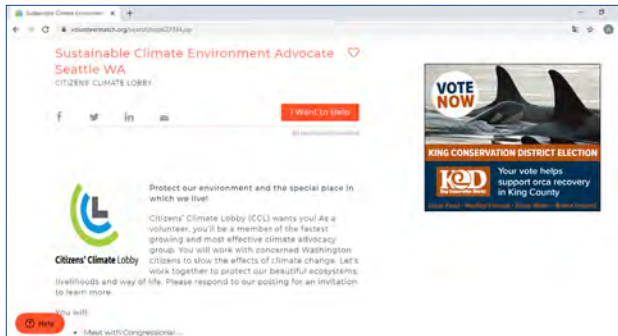
TOTAL IMPRESSIONS
BANNER CLICKS
LANDING PAGE VISITS
CLICK THROUGH RATE

3,000,000
7,000
19,000
0.20%

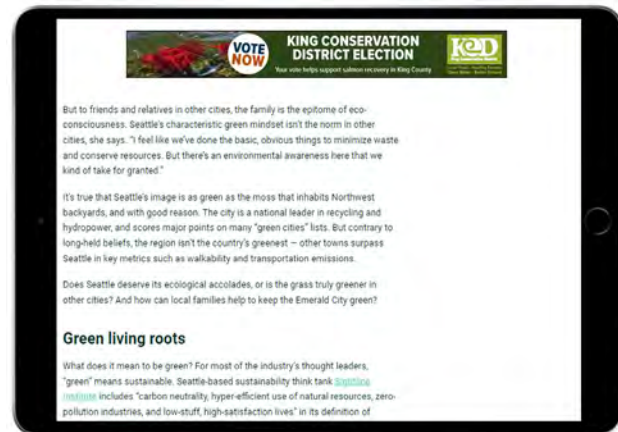
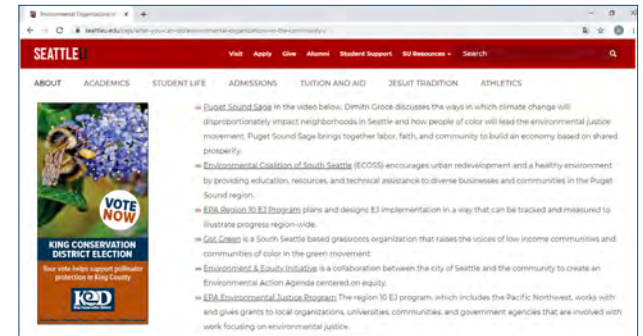
KING CONSERVATION DISTRICT 2021 ELECTION CAMPAIGN REPORT



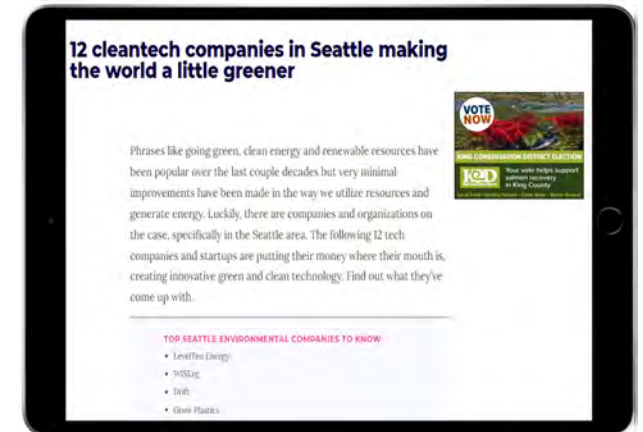
DIGITAL ADS IN THE WILD



Desktop Ads



Tablet Ads



DIGITAL CAMPAIGN REFINEMENTS

Analysts successfully refined targeting metrics throughout the campaign to improve click through rates.

In the first week, **1.2 million impressions** generated **1,427 clicks** for a **0.12 percent** click through rate (CTR).

The **1.4 million impressions** in the following week produced more than twice the clicks with an average CTR of **0.24 percent**. The rate remained at 0.24 percent in the closing week of the campaign.

In addition, the campaign updated the banner ads with an “Act Now, Voting Ends Tuesday” message during the closing four days of the election period. These modified creatives provided a home-stretch boost for the campaign with **above-average daily CTRs of 0.27 percent**.



DIGITAL CAMPAIGN - DEADLINE UPDATE

For the last few days of the campaign, we refined the creative based on the top performing banners and added a new call-to-action to increase urgency by calling out the deadline to vote.



DIGITAL INSIGHTS

It is difficult to track anything beyond QR code scan rates from the direct mail campaign. However, the digital ads provide some key insights about those who interacted with the online ads including the gender, age and annual household income of those who clicked the ads.

Gender Profile

For our KCD campaign, converters tended to skew female, 53 percent compared to 47 percent male respondents.

Age Profile

Converters tended to skew towards a younger age range, with most clicks being attributed to people 18-34 years old.

Household Income Profile

Converters came from evenly divided groups of income ranges but skewed slightly towards a middle-income range, with the largest block of clicks (30 percent) generated from households with annual incomes between \$60,000 - \$74,000. People from households with incomes of \$60,000 or more made up 82 percent of the converters.

Other Participant Characteristics

In addition to these demographic profiles, results indicate that people with interests in Pacific Northwest sports and news were more likely to click through. Likewise, those with interests in nonprofits and philanthropy, those who shopped at retailers such as REI and people interested in Toyota Prius cars were most likely to click.

GOING FORWARD

KCD has taken strides to improve voter participation and increase brand awareness, but it still faces significant challenges in terms of the statutorily defined election dates, which make engaging voters during established election periods impossible and a very low baseline level of awareness of the district's existence.

This year's outreach built upon past successes but these efforts will be most fruitful when KCD continues to build upon and sustains them over time. Public engagement during off-election periods can strengthen the brand and support continued interest in KCD.

With sustained public engagement, KCD would also strengthen the argument for legislative support for moving the election dates to align with existing vote by mail ballots.

CONSULTANT SERVICE CONTRACT

THIS AGREEMENT is between the KING CONSERVATION DISTRICT, a municipal corporation of the State of Washington (the "District"), and King County Elections (the "Consultant").

The parties agree as follows:

1. Term of Agreement. This Agreement shall be effective from the date last signed below and shall terminate on September 30th, 2022, unless terminated earlier pursuant to the provisions of this Agreement. This Agreement may renew upon written agreement by each party.

2. Scope of Work to be Performed. The Consultant shall perform the work and services assigned to King County Elections as described in Exhibit A. If specified in Exhibit A, the work and services shall be performed pursuant to task orders issued by the District. In the event of a conflict between Exhibit A and this Agreement, the provisions of this Agreement shall prevail.

3. Compensation and Payment.

A. Compensation. The District shall pay the Consultant for all completed work and services as provided in Exhibit A. The total amount paid under this Agreement shall not exceed \$75,000 for election services (based on voter participation rate of 60,000).

B. Mileage and Travel. The District shall not compensate for mileage and/or time spent in travel unless explicitly included in Exhibit A or otherwise approved by the District in writing in advance of such costs being incurred. If specified, or approved, the District shall compensate Consultant for hours associated with travel at a rate not to exceed 50% of the Consultants established hourly rate, unless work is performed during said travel.

Compensation rates for mileage, hotel and/or per diem shall not exceed rates established by the State of Washington and posted at:

<https://www.ofm.wa.gov/sites/default/files/public/legacy/policy/10.90.pdf>

C. Payment. The Consultant shall submit to the District once the election is certified an itemized billing statement that identifies in detail, to the reasonable satisfaction of the District, the days and hours worked and which describes the work or services performed. The District will pay the Consultant for work or services performed on or before the 15th day of the following month within 30 days after receipt of an itemized billing statement, in accordance with established practices. The Consultant will provide

the District with a Taxpayer Identification Number before or along with the first billing statement submitted to the District.

4. Record Keeping and Reporting. The Consultant shall maintain accounts and records, including personnel, property, financial and programmatic records, which sufficiently and properly reflect all direct and indirect costs of any nature expended and work or services performed under this Agreement, and any other records or reports as may be deemed necessary by the District to ensure the performance of this Agreement. These records shall be maintained for a period of six (6) years after termination of this Agreement, unless permission to destroy such records is granted by the Office of Archivist in accordance with RCW 40.14.070 and the District.

5. Audit. The Consultant shall permit the District, from time to time as the District deems necessary (including after the expiration or termination of this Agreement), to inspect and audit at all reasonable times in King County, Washington, or at such other reasonable location as the District selects, all pertinent books and records of the Consultant to verify the accuracy of accounting records. The Consultant shall supply the District with, or shall permit the District to make, a copy of any books and records, with the exception of ballots, declarations and other non-disclosable voter information, upon the District's request. The Consultant shall ensure that the inspection, audit and copying right of the District is a condition of any subcontract, agreement or other arrangement under which any other person or entity is permitted to perform work and services under this Agreement.

6. Compliance with Law.

A. General Requirement. The Consultant, at the Consultant's sole cost and expense, shall perform and comply with all applicable Federal, State, County and City laws and ordinances.

B. Discrimination. Consultant agrees not to discriminate against any employee or applicant for employment or any other person in the performance of this Agreement because of race, creed, color, national origin, marital status, sex, age, disability, or other circumstance prohibited by federal, state or local law or ordinance, except for a bona fide occupational qualification.

C. Licenses and Similar Authorizations. The Consultant, at no expense to the District, shall secure and maintain in full force and effect during the term of this Agreement all required licenses, permits and similar legal authorizations.

D. Taxes. The Consultant shall pay, before delinquency, all taxes, levies and assessments arising from the Consultant's activities and undertakings under this Agreement; taxes levied on the Consultant's property, equipment and improvements; and taxes on the Consultant's interest in this Agreement and any leasehold interest deemed to have been created by this Agreement under RCW Chapter 82.29A.

7. Contractual Relationship.

A. Independent Contractor. The Consultant and District agree that the Consultant is an independent contractor with respect to work or services provided under this Agreement. Nothing in this Agreement shall be considered to create the relationship of employer and employee between the Consultant and the District. It is understood and agreed that the Consultant or any employee of the Consultant will not be entitled to receive any other benefits accorded District employees. The District will not be responsible for withholding or otherwise deducting federal income tax, social security, or contributing to the State Industrial Insurance Program, or in any other way assuming the duties of an employer with respect to the Consultant or any employee of the Consultant.

B. Lack of Authority. This Agreement does not constitute the Consultant as the agent or legal representative of the District for any purpose. The Consultant is not granted any express or implied right or authority to assume or create any obligation or responsibility on behalf of or in the name of the District or to bind the District in any manner.

8. No Subcontracting or Assignment. The Consultant shall not subcontract or assign any portion of the work or services covered by this Agreement without the prior written approval of the District.

9. Indemnification.

A. By Consultant. The Consultant shall protect, defend, indemnify and save harmless the District, its officers, employees, agents from any and all costs, claims, judgments or awards of damages, arising out of or in any way resulting from the negligent acts or omissions of Consultant, its officers, employees and agents in performing this Agreement.

B. By District. The District shall protect, defend, indemnify and save harmless Consultant, its officers, employees and agents from any and all costs, claims, judgments or awards of damages, arising out of or in any way resulting from the negligent acts or omissions of the District, its officers, employees or agents in performing this Agreement.

10. Insurance. The District acknowledges, accepts, and agrees that the Consultant is self-insured. If requested by the District, the Consultant will provide proof of such self-insurance.

11. Addresses for Notices and Deliverable Materials. All notices and other material to be delivered under this Agreement shall be in writing and shall be delivered or mailed to the following addresses:

King County Elections
919 SW Grady Way
Renton, WA 98057

King Conservation District
800 SW 39th St, Suite 150
Renton, WA 98057

or such other addresses as either party may, from time to time, designate in writing.

12. Amendments. No modification or amendment of this Agreement shall be effective unless in writing and signed by authorized representatives of the parties. The parties expressly reserve the right to modify this Agreement, from time to time, by mutual agreement.

13. Binding Effect. The provisions, covenants and conditions in this Agreement shall bind the parties, their legal heirs, representatives, successors and assigns.

14. Applicable Law; Venue. This Agreement shall be construed and interpreted in accordance with the laws of the State of Washington. The venue of any action brought under this Agreement shall be in the Superior Court for King County.

15. Remedies Cumulative. Rights under this Agreement are cumulative, and the failure to exercise a right on any occasion shall not operate to forfeit the right on another occasion. The use of one remedy shall not exclude or waive the right to use another.

16. No Waiver. No waiver of full performance by either party shall be construed, or operate, as a waiver of any subsequent default or breach of any of the terms, covenants or conditions of this Agreement. The payment of compensation to the Consultant shall not be deemed a waiver of any right or the acceptance of defective performance.

17. Termination.

A. For Cause. Either party may terminate this Agreement where the other party fails to perform its obligations and the failure has not been corrected in a timely manner after notice of breach.

B. For Reasons Beyond Control of Parties. Either party may terminate this Agreement without recourse by the other party where performance is rendered impossible or impracticable for reasons beyond the party's reasonable control such as, but not limited to, acts of nature; war or warlike operations; civil commotion; riot; labor disputes including strike, walkout, or lockout; sabotage; or superior governmental regulation or control.

C. Notice. Notice of termination pursuant to Subsections A and B above shall be given by the party terminating this Agreement to the other not less than 30 days prior to the effective date of termination.

18. Previous Agreements Superseded. The terms and conditions of this Agreement supersede the terms, obligations and conditions of any existing or prior agreement

between the parties regarding the subject matter of this Agreement.

19. Entire Agreement. This Agreement is all of the covenants, promises, agreements and conditions, either oral or written, between the parties.

CONSULTANT: King County Elections

King Conservation District:

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

Exhibit
A

♦ **Scope of Services to be provided by the Consultant - King County Elections**

- o Develop ballot in collaboration with Democracy Live
- o Receive ballots - online, at drop boxes, and through mail
- o Verify signatures by comparing to voter records
- o Tabulate ballots
- o Reconcile and track ballots
- o Manage observers
- o Produce results

♦ **Scope of Services to be provided by Democracy Live (under separate contract)**

I. OmniBallot Online

- o Democracy Live will provide and deploy a customized secure online balloting platform (OmniBallot Online) for the King Conservation District 2022 election which is scheduled for February 8, 2020.
- o OmniBallot Online consists of a secure ballot marking and return system that enables a voter to access, mark and return an on-screen representation of the appropriate ballot style and return materials. The voter marks, reviews, and prints their selections to be submitted online or printed and mailed to King County Elections.
- o Democracy Live will also provide a fully accessible, interactive online voter guide for the 2022 election.
- o Languages:
 - English
- o **Accessibility:**
 - Satisfies all applicable WCAG 2.0 specifications
 - Section 508 Compliant
 - Compatible with (but not limited to) VoiceOver on macOS and JAWS, Narrator, and NVDA on Windows
 - Accessible by commonly-used accessible input devices

II. Configuration and support

o **Data Preparation**

Democracy Live will provide support to KCD in the preparation and review of the required data files for system configuration.

Democracy Live will work with KCD's third party vendor to ensure

receipt of the required data files and formats.

o **System Configuration**

- Democracy Live will configure all contracted services utilizing Customer data in accordance with established timelines.
- Democracy Live will provide QA testing links that will enable the Customer to review/approve all work before the system is activated and made available to voters.
- QA Testing includes:
 - Quick Review- A list of each ballot style in an election, its ballot content and all associated precincts.
 - Voter QA Testing- A review of the end-to-end voter experience to review workflow and confirm delivery of correct ballot content.

- o Democracy Live will activate contracted services upon completion of review and written approval of content by Customer

● **Scope of Services to be provided by King Conservation District**

- o KCD will provide Contest and Candidate Information to KCD contracted third party vendor
- o KCD will manage Election Calendar Tasks and Dates per the below schedule:

KCD Election Calendar

- 12/13/2021-12/17/2021 Candidate filing period
- 12/17/2021 Candidate filing deadline
- 12/17/2021 Final list of candidates provided to third party vendor
- 12/17/2021 Proof ballot packet
- 12/21/2021 Final approval of ballot packet
- 1/7/2022 Ballot files provided to DL
- 1/18/2022 Voting site open at 8 am
- 2/8/2022 KCD Election Day
- o KCD will review and approve Ballot Data in the OmniBallot system
- o KCD will provide DL with go live approval

III. 2020 Election Schedule

- o 12/20/2021 DL receive required data files for KCD Election Setup
- o 1/7/2021 DL import ballot, build files, setup-admin sites
- o 1/12/2021 KCD proof ballot site and content
- o 1/14/2021 DL receives notification of any required changes
- o 1/18/2022 at 8 am DL turns the KCD system Live
- o 2/8/2022 KCD Election Day

◆ **Billing/ Rate Information.**

2020 King County Elections Election Fee:

Election Services	\$75,000
	(based on participation of up to 60,000 voters)

Total Cost not to exceed: **\$75,000**

The Consultant will submit approved billing invoices to the District, along with monthly progress reports identifying the nature of the services performed by date.

Democracy Live and KCD Statement of Work Proposal

- **Scope of Services to be provided by the Contractor- Democracy Live**

I. OmniBallot Online

- o Democracy Live will provide and deploy a customized secure online balloting platform (OmniBallot Online) for the King Conservation District 2022 election which is scheduled for February 8, 2022.
- o OmniBallot Online consists of a secure ballot marking and return system that enables a voter to access, mark and return an on screen representation of the appropriate ballot style and return materials. The voter marks, reviews, and prints their selections to be submitted online or printed and placed in the mail.
- o Democracy Live will also provide a fully accessible, interactive online voter guide for the election.
- o The parties understand the signature pad feature in OmniBallot is not compatible with screen readers, due to the Apple and Android devices conflicting with the signature pad.
- o Languages:
 - English

II. 2021 Tentative Election Schedule (TBD)

- o 12/15/2021 KCD and DL review and agree on ballot portal general design and components
- o 1/7/2022 KCE uploads ballot build to DL. DL imports ballot, builds files, setup-admin sites
- o 1/12/2022 DL provides final proof of ballot site and content for KCD and KCE review
- o 1/13/2022 KCE tests and approves DL ballots, sends approval to KCD
- o 1/14/2022 KCD approves Democracy Live site
- o 1/18/2022 at 8am DL turns the KCD system Live
- o 2/08/2022 KCD Election Day

**Scope of services, billing rates and election calendar are pending final approval of KCD third party vendor (King County Elections).*

III. Configuration and support

o Data Preparation

Democracy Live will provide support to KCD in the preparation and review of the required data files for system configuration. Democracy Live will work with KCD's third party vendor to ensure receipt of the required data files and formats.

o System Configuration

- Democracy Live will configure all contracted services utilizing Customer data in accordance with established timelines.
- Democracy Live will provide QA testing links that will enable the Customer to review/approve all work before the system is activated and made available to voters.
- QA Testing includes:
 - Quick Review- A list of each ballot style in an election, its ballot content and all associated
 - Voter QA Testing- A review of the end-to-end voter experience to review workflow and confirm delivery of correct ballot content.
- Democracy Live will activate contracted services upon completion of review and written approval of content by Customer

◆ **Scope of Services to be provided by King County Elections (under separate contract)**

- o Process incoming candidate petitions and validate signatures
- o Develop ballot in collaboration with Democracy Live
- o Receive ballots - online, and through mail
- o Verify signatures by comparing to voter records
- o Tabulate ballots
- o Reconcile and track ballots
- o Manage observers
- o Produce results

◆ **Scope of Services to be provided by the King Conservation District**

- o KCD will provide Contest and Candidate Information to KCD contracted third party vendor
- o KCD will manage Election Calendar Tasks and Dates per the below schedule:
KCD Election Calendar
 - 1/7/2022 Ballot files provided to DL
 - 1/12/2022 through 1/14/2022 Review and proof system
 - 1/18/2022 at 8am Voting site opens
 - 2/8/2022 KCD Election Day, voting closes at 8pm
- o KCD will review and approve Ballot Data in the OmniBallot system.
- o KCD will provide DL with go live approval

- Billing/ Rate Information.

2022 Democracy Live Election Fee: \$74,950 to be invoiced the following:

- o *Includes, election setup, configuration, support 8am,-8-pm (on-site support not included), and license fee.*
- o ***50% to be invoiced January 1st, 2022 in the amount of \$37,475***
- o ***50% to be invoiced after election day February 8th, 2022 in the amount of \$37,475***

Democracy Live, Inc.

King Conservation District

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____