

## EXHIBIT A

# Backyard Habitat Certification Program Proposal to City of Wilsonville - 2023-26



June 23, 2023

### **Background**

The Backyard Habitat Certification Program (BHCP) provides technical assistance, incentives, resources, and recognition to private property owners to restore native wildlife habitat, control noxious weeds, reduce pesticides, and manage stormwater at home. The program is designed to increase effective management of privately held lands by partnering with community members and by leveraging the time, labor, and skills of 80+ volunteers. The program now consists of 10,400+ program participants who are stewarding more than 2,500 acres. The program prioritized engaging all residents, regardless of socioeconomic standing, in the program. Together we accomplish crucial ecological outcomes while fostering lasting behavior change and an ethic of stewardship. We officially launched into Wilsonville in April 2018.

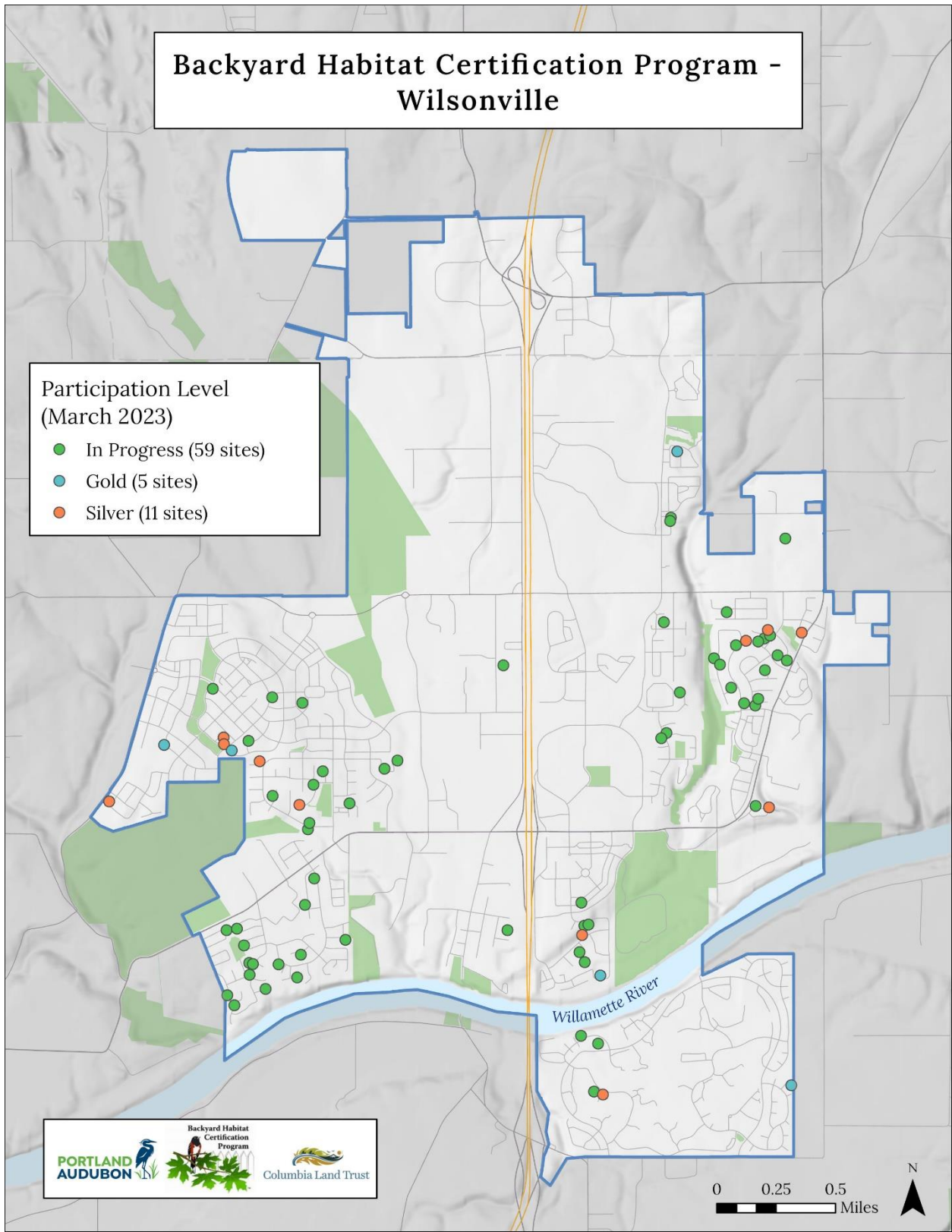
As development and the population in the metropolitan area grows at an unprecedented rate — from 2.1 million people today to 3.2 million people in 2030 — it is a priority to enlist the help of county residents in efforts to combat environmental burdens. The BHCP directly responds to this call to action by engaging urban and sub-urban residents as partners in conservation. The objectives of the program are to increase the public's awareness of the benefits of ecological stewardship in the metropolitan area and to incentivize continual, measurable, on-the-ground habitat enhancements in five key areas:

- 1) removal of priority noxious weeds
- 2) planting of native vegetation for ecological and sustainability purposes
- 3) reduction or elimination of pesticide use
- 4) wildlife stewardship, including planting for pollinators
- 5) on-site stormwater management

# Backyard Habitat Certification Program - Wilsonville

## Participation Level (March 2023)

- In Progress (59 sites)
- Gold (5 sites)
- Silver (11 sites)



### **Complete package of services provided to each Backyard Habitat enrollee:**

- 1) In-person site assessment by Habitat Technician that includes:
  - Identification of priority noxious weeds
  - Identification of native plants
  - Resource Packet connecting participants to local programs, resources, and information
  - Native Plant Discounts Flyer – coupon booklet (approx. \$150 value) with discounts at 15 local retail nurseries (Al's Garden Center, Birds & Bees Nursery, Bosky Dell Natives Nursery, Cornell Farms Nursery, Dennis' 7 Dees, Echo Valley Natives Nursery, Farmington Gardens, Garden Fever, Good Year Farms, Livinglandscape, Native Plantscapes NW, Portland Nursery, Sauvie Island Natives, Sparrowhawk Native Plants, SymbiOp).  
*Clackamas County nurseries include: Bosky Dell, Al's Garden & Home, Dennis 7 Dees, and Echo Valley Natives.*
  - In Progress yard sign provided
  - Baseline data collected for each site, including noxious weeds and native plants present, stormwater and wildlife stewardship actions taken, pesticide use, etc
- 2) Personalized site report explaining steps needed to reach certification:
  - Personalized list of recommended native plants
  - BMPs for each priority noxious weed present, along with eradication advice
  - Information on stormwater management options
  - Information on the harmful effects of herbicides/pesticides and how to garden without them
  - Information on wildlife stewardship options
- 3) Access to our on-line Resource Library with over 150 handouts and informative articles
- 4) Arborist and Landscape Professionals Directory – 47 local businesses trained on BHCP principles. Participants use the Directory to hire professionals trained in creating habitat and sustainable gardening to support their BHCP projects.  
*Note: Of the 47 businesses listed in 2022, 28 work in Clackamas County.*
- 5) Ongoing follow-up: 6 months after the initial site visit the participant receives a follow-up phone call from the technician. Every 6 months after, they receive a follow-up email from program staff.
- 6) Opportunity to receive a remote or in-person follow-up consultation, if needed, while working towards certification.
- 7) Invitation to the annual BHCP Open Garden Project (60 garden hosts, 100 opportunities to visit one of the gardens, 1200+ participants signed up to attend)
- 8) Quarterly e-newsletter – 14,600 recipients receive information about local workshops, plant sales, presentations, and other resources for landscaping sustainably and gardening for wildlife.
- 9) Follow-up certification visits with trained volunteers:
  - Second on-site evaluation to confirm recommended actions taken; follow-up data collected
  - Metal "Certification" sign awarded if criteria for certification is met; photo is taken and posted on Facebook to provide recognition and inspire others
  - Participants may upgrade to higher levels of certification
  - Certification is valid for 3 years, then needs to be renewed
- 10) Certification benefits include free memberships to Columbia Land Trust and Portland Audubon, additional discounts, coupons, and incentives

**Certified Participants in Wilsonville (17 Total Certified)**



**Tracy - Certified in 2021**



**Ann – Certified in 2021**



**Mala – Certified in 2021**



**Robin – Certified in 2022**



**Grace – Certified in 2021**



**Kellie – Certified in 2021**

**Partnership Elements and Benefits**

- 1) The Backyard Habitat Certification Program would:
- Provide ongoing support to 75 enrolled participants in Wilsonville to plant native vegetation, remove priority noxious weeds, reduce the use of pesticides, manage stormwater on-site, and support wildlife such as birds and pollinators
  - Leverage Wilsonville’s existing natural resource goals and efforts
  - Provide discounts and incentives to Wilsonville residents, including nursery coupons, free memberships to Columbia Land Trust and Portland Audubon, etc.
  - Make priority weed, stormwater management, and pesticide use data available to the City
  - Publicize Wilsonville’s support on our website, newsletters, social media, public presentations, annual reports, etc.
  - Support the green economy of Wilsonville by recruiting and publicizing nurseries and landscape professionals
  - Provide text, images, logos to the City of Wilsonville for social media, newsletters, and other joint outreach
  - Recruit Wilsonville residents as volunteers; invite to our annual spring training; provide them with extensive training to do certification visits or for other volunteer opportunities
  - Host our Open Gardens Project annually from spring until fall
  - Invoice the City at least once a year, accompanied by an annual report on program activities, nurseries and landscape professionals trained on BHCP principles and/or publicized by BHCP, and data on Wilsonville site visits, certifications and volunteers

<b>Backyard Habitat Impact in Wilsonville</b>		
	<b>Site Visits</b>	<b>Certification Visits</b>
<b>FY17-18</b>	6	1
<b>FY18-19</b>	8	1
<b>FY19-20</b>	18	1
<b>FY20-21</b>	17	6
<b>FY21-22</b>	18	5
<b>FY22-23 (to date)</b>	15	3
<b>TOTAL</b>	82	17

- 2) City of Wilsonville would:
- Publicize the program through existing mechanisms (website, newsletters, neighborhood groups, flier distribution at county-sponsored events, etc)
  - Help connect program staff to local community-based organizations
  - Provide fiscal support for the program

### **Economic Value of Backyard Habitats per year:**

This section highlights the monetary value that our program provides to Clackamas County and the region per year. BHCP participants are stewardship volunteers dedicating their time to restoring their properties using regional restoration guidelines. Restoration actions include: removing priority noxious weeds, restoring their properties by planting native plants, supporting life cycles of wildlife, processing stormwater onsite, and using non-toxic gardening methods. This value is not reflected in our budget but is a significant contribution to Clackamas County natural resources.

- Program volunteers- educate, engage, and certify. 80 trained program volunteers dedicate 1000 hrs annually: 1,560hrs @\$29.95/hr = \$46,722 value
- Participants as “stewardship volunteers” on private lands:
  - Remove priority noxious weeds: approx. 20 hrs/year x 9,400 participants = 188,000 hrs/year @ \$29.95/hr = approx. \$5,630,600 value
  - Plant native plants: approx. 20 hrs/year x 9,400 participants = 188,000 hrs/year @ \$29.95/hr = approx. \$5,630,600 value
- Native trees and shrubs planted: 45,000 trees & shrubs @ approx. \$8 each = \$360,000 value
- Personalized support –
  - In-person 1 hr site visit & personalized site report: 1,600 enrollees @\$450 = \$720,000
  - Follow up phone calls and consultations: 1,600 enrollees @ \$25 = \$40,000
- In-Kind Incentives for program participants –
  - Enrollment Incentives (coupons, free resources, discounts): 1,600 enrollees @ \$320 = \$512,000 value
  - Certification Benefits: 500 certifications @ \$65/certification = \$32,500 value
- Supporting the Green Economy: income earned by arborists and landscape professionals listed in directory = \$1,126,282 value

**TOTAL 2022 PROGRAM VALUE TO 4-COUNTY SERVICE AREA = \$14,100,000**

**PROPORTIONAL VALUE TO CLACKAMAS COUNTY (13% OF TOTAL) = \$1,833,000**

**PROPORTIONAL VALUE TO WILSONVILLE (5% OF COUNTY TOTAL) = \$91,650**

**Exhibit A**

**Program Budget for Wilsonville – FY2023-24**

<b>FY2023-24 BUDGET FOR WILSONVILLE</b>	
<b>Personnel Costs</b>	<b>Total Cost</b>
Program Management - IMPLEMENTATION	\$2,600
Program Support - IMPLEMENTATION	\$2,740
<b>Professional Services and Technology</b>	
Outreach & Technician Training (included in Program Management costs)	\$190
Website & Database Updates and Maintenance	\$150
Diversity Equity and Inclusion Initiatives	\$150
Hardware, Software and Hosting	\$40
<b>Materials/Travel</b>	
Mileage reimbursement	\$10
Other Materials: office supplies, volunteer appreciation, etc	\$10
Printing	\$20
Native Plant Discount Flyer	\$120
<b>Site Assessment Cost</b>	
Site Assessments (included above in Program Management costs)	\$1,800
Site Materials (resource packets, signs, certification stickers)	\$560
<b>SUB-TOTAL</b>	<b>\$8,390</b>
Admin/Overhead	\$1,260
<b>TOTAL</b>	<b>\$9,650</b>

***FY23-24 Clackamas County funding sources:***

- *Clackamas Soil and Water Conservation District (CSWCD) - \$48,000*
- *WES Riverhealth - \$18,135*
- *Oak Lodge Water Services (OLWS) - \$8,000*
- *City of Lake Oswego - \$48,592*
- *City of Milwaukie - \$7,500*
- *City of West Linn - \$9,000*

<b>FY2024-25 BUDGET FOR WILSONVILLE</b>	
<b>Personnel Costs</b>	<b>Total Cost</b>
Program Management - IMPLEMENTATION	\$2,677
Program Support - IMPLEMENTATION	\$2,965
<b>Professional Services and Technology</b>	
Outreach & Technician Training (included in Program Management costs)	\$195
Website & Database Updates and Maintenance	\$155
Diversity Equity and Inclusion Initiatives	\$155
Hardware, Software and Hosting	\$38
<b>Materials/Travel</b>	
Mileage reimbursement	\$12
Other Materials: office supplies, volunteer appreciation, etc	\$12
Printing	\$25
Native Plant Discount Flyer	\$125
<b>Site Assessment Cost</b>	
Site Assessments (included above in Program Management costs)	\$2,000
Site Materials (resource packets, signs, certification stickers)	\$600
<b>SUB-TOTAL</b>	<b>\$8,959</b>
Admin/Overhead	\$1,341
<b>TOTAL</b>	<b>\$10,300</b>



<b>FY2025-26 BUDGET FOR WILSONVILLE</b>	
<b>Personnel Costs</b>	<b>Total Cost</b>
Program Management - IMPLEMENTATION	\$2,750
Program Support - IMPLEMENTATION	\$3,001
<b>Professional Services and Technology</b>	
Outreach & Technician Training (included in Program Management costs)	\$200
Website & Database Updates and Maintenance	\$160
Diversity Equity and Inclusion Initiatives	\$160
Hardware, Software and Hosting	\$42
<b>Materials/Travel</b>	
Mileage reimbursement	\$15
Other Materials: office supplies, volunteer appreciation, etc	\$15
Printing	\$28
Native Plant Discount Flyer	\$130
<b>Site Assessment Cost</b>	
Site Assessments (included above in Program Management costs)	\$2,060
Site Materials (resource packets, signs, certification stickers)	\$660
<b>SUB-TOTAL</b>	<b>\$9,221</b>
Admin/Overhead	\$1,388
<b>TOTAL</b>	<b>\$10,609</b>