

Shot of Sustainability

-Sustainability Made Simple-



Action Plan

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Appendix A: Survey Results

Overview

The Shot of Sustainability (SOS) program is designed to educate and influence North Tahoe and Truckee residents and visitors to take steps to keep the local wildlife, resources, and environment healthy and thriving via *Shots of Sustainability*. These condensed tidbits of information will provide tips and resources on recycling, bears, recreation, clean water, conservation, and other topics related to reducing our impact on the environment. Larger comprehensive guides are being developed by others that have or will be distributed to residents and visitors in a handbook format. This project will condense and summarize that information and facilitate outreach through concise “shots” of information. The guidelines will be made available to North Tahoe and Truckee residents and visitors in a manner that optimizes readership but reduces printing and paper resources such as through web sites, local newspapers, and other existing efforts.

Goal

The goal of SOS is to educate and influence North Tahoe and Truckee residents and visitors to take steps to keep the local wildlife, resources, and environment healthy and thriving through the distribution and outreach through *Shots of Sustainability*.

Objectives

The objectives the SOS program hopes to accomplish include the following:

- Condense and summarize sustainability information from larger reference guides and web resources, such as including recycling, water resources, and living with wildlife, to produce sustainability “shots”.
- Identify 5 to 10 distribution outlets and evaluate potential of each one.
- Publish 12 articles a year.
- Develop creative outreach strategies such as 'sound bytes', stickers, logos, banners.
- Secure funding to ensure outreach and distribution methods of the *Shots of Sustainability*.
- Secure assistance from local publications to increase accessibility of the information.
- Increase the amount of blue bags that are collected by 2% over a year.
- Participate or advertise at a minimum of 2 regional events per year.

- Increase activity on websites mentioned in publications by 25% after article is published.
- Create a format or venue for feedback from residents and visitors where they can comment on the Shots and suggest new topics or tips for the program.

Leadership

At the onset of the project, each of the project members identified with the supporting style of leadership for different reasons. A summary of each project team member's approach to leadership as it pertained to this project is provided below:

Becky: *I would say that the leadership style I use most is the supporting style. This style will be useful in implementing our sustainability program because it tends to focus on tasks that are required to lead up to the accomplishment of goals. As there will be many steps in the process (refine content, solicit input, find a publishing medium, etc) it will be good to have people in the group that focuses on the accomplishment on these tasks. Also supportive behaviors, such as listening and asking for input, will be important when conducting our needs assessment and discussing the project with various stakeholders.*

Mike: *I am most comfortable using the supporting style of leadership and feel that this will be beneficial to completing the project. The sustainability tips are going to require a lot of hands on work as in order to condense the information into a format for our distribution plan. The planning process for the program is the most critical and a more directive style will not be utilized until the final stages of the project after the content is ready for distribution.*

Monique: *The leadership style I resonate most with is supporting. I think it is important to identify the skills and needs of each team member to best guide any project. I think it will be beneficial to examine our project at a high level and then determine areas of detail where each team member can best contribute while maintaining good communication throughout. I also feel this leadership style is a good one to take when working with a team of "leaders" and motivated people.*

Jessica: *The leadership style I use most is supportive. I feel it is necessary to communicate the end goal, but try to break down projects into smaller, achievable tasks. I think this is beneficial to this project in that there are many smaller tasks to complete to reach the end goal of educating the public on sustainable practices. In addition, I think communicating the big picture to the team allows others to be thinking of different ways to reach that goal. Being supportive of new ideas is important in this project as there are many ways to outreach to the public or present the information.*

Action Plan Timeline

Below is the preliminary action plan timeline we developed for the SOS program.

<i>Month</i>	<i>Task(s)</i>
January	Develop action plan
February	Conduct needs assessment
March	Evaluate potential distribution channels
April	Develop marketing plan and tagline
May	Develop rough draft of content
June	Distribution and outreach plan
July	Apply for grants and secure funding
August	Final version of content and obtain approval from stakeholders
September	Start series of articles in local publications
October	Establish web presence and branding
November	Post content to internet and advertise to drive web traffic
December	Track results via web site visits
April 2011	Participate in first regional event - EARTH DAY!!!

Action Plan Budget

A preliminary budget is provided below.

<i>Item</i>	<i>Notes</i>	<i>Total Annual Cost</i>
Sticker and SWAG Costs		\$2,100
Monthly Column		Free
Website Hosting		\$500
Host a Working Session with Stakeholders	Room and refreshments	\$300
Banners	2 banners	\$600
Regional event booth rentals, accessory items, and staffing	2 booths	\$500
Graphic Design		\$1,000
	TOTAL:	\$5,000/year

Needs Assessment

For our action plan needs assessment, we chose to use a variety of questions, including open-ended questions, multiple choice questions, Likert-scale questions, and categorical questions. We chose open-ended questions to find out the location of the primary residence of the participant and to also solicit comments. However, because we hoped to gather a large number of responses, we limited the use of open-ended questions so that the data analysis would not be overly cumbersome. Our group also used simple yes/no questions to find out if the participant owned a home in the region and to find out if they were familiar with the region's recycling options. We used Likert-scale questions to test people's knowledge in certain areas of sustainability and to determine what types of publications they read (which could then be used to determine what local publications may provide a distribution resource). We used categorical questions to figure out some of the demographics, such as how often the participant visits the area, the participant's age, and in what areas the participant wants to find out additional information.

The Needs Assessment Survey

The team defined categories of information we wanted to obtain through the Needs Assessment. These categories included 1) information content; 2) distribution; 3) current knowledge; and 4) demographics and were chosen to assist in the development of the SOS content. Also, understanding how various people obtain their knowledge and from where is helpful in determining the most effective outreach methods and locations. The survey questions are provided below:

Please let us know your thoughts to help us to develop North Tahoe-Truckee Sustainability Guidelines.

1. Where is your primary residence (City and State)?

2. Do you own a home in the North Tahoe/Truckee region?

- Yes*
- No*

3. If you're just visiting, how many times a year do you visit the North Tahoe/Truckee region?

- 1-5*
- 6-10*
- 11-15*
- more than 20*

4. What is your age?

- Under 18
- 19-29
- 30-39
- 40-49
- 50-59
- 60 and over

5. Do you currently know where/how to recycle your household waste in the North Tahoe Truckee Region?

- Yes
- No

6. Do you currently know what types of materials are recyclable?

- Yes
- No

7. Please rate your knowledge in the following areas, with 1 indicating you are very knowledgeable and 3 indicating you know very little:

<i>Issue</i>	<i>1 = Knowledgeable</i>	<i>2 = Somewhat knowledgeable</i>	<i>3 = Know Very Little</i>
<i>Water Quality Issues in the Region</i>			
<i>Erosion Control and BMPs</i>			
<i>Fire Hazard Reduction and Defensible Space</i>			
<i>Energy Conservation</i>			
<i>Trash/Recycling/Composting</i>			
<i>Sustainable Eating</i>			
<i>Bear Awareness/Living with Wildlife</i>			
<i>Alternative Transportation options</i>			

8. How often do you...

Read the following publications?

<i>Publication</i>	<i>Every Issue/Always</i>	<i>Occasionally</i>	<i>Never</i>
<i>North Lake Tahoe Bonanza</i>			
<i>North Lake Tahoe Bonanza</i>			
<i>The Weekly</i>			
<i>Moonshine Ink</i>			
<i>Tahoe Mountain News</i>			

Visit websites for any of the above publications?

<i>Website for...</i>	<i>Every Issue/Always</i>	<i>Occasionally</i>	<i>Never</i>
<i>North Lake Tahoe Bonanza</i>			
<i>North Lake Tahoe Bonanza</i>			
<i>The Weekly</i>			
<i>Moonshine Ink</i>			
<i>Tahoe Mountain News</i>			

Visit other websites?

<i>Website for...</i>	<i>Every Issue/Always</i>	<i>Occasionally</i>	<i>Never</i>
<i>Visited websites for any of the above publications</i>			
<i>Visited a website referenced in an article in one of the above publications</i>			
<i>Visited the parasol community foundation website http://parasolcommunitycollaboration.org/</i>			

9. Which of the following topics would you like more information on? (check all that apply)

- o Water Quality Issues in the Region*
- o Erosion Control and BMPs for Your Home*
- o Fire Hazard Reduction and Defensible Space*
- o Energy Conservation*
- o Water Conservation*
- o Trash/Recycling/Hazardous Material disposal*
- o Sustainable Eating*
- o Landscaping and gardening*
- o Bear awareness and other animals*
- o Invasive plants and animals*
- o Composting*
- o Alternative Transportation Options*

10. Are there other sustainability topics that you would like to find out more information on? Please list. You may provide other comments here as well.

Needs Assessment Background Information

Participants

Participants included residents and visitors to the North Lake Tahoe/Truckee region. A total of 56 people participated in the survey. Of these 44 were primary residents of the North Shore (including West Shore) and Truckee areas.

Location

The survey link was emailed to friends (visitors and residents), co-workers, and leadership group participants.

Administration of Assessment

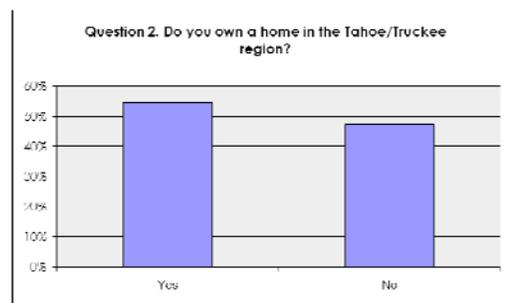
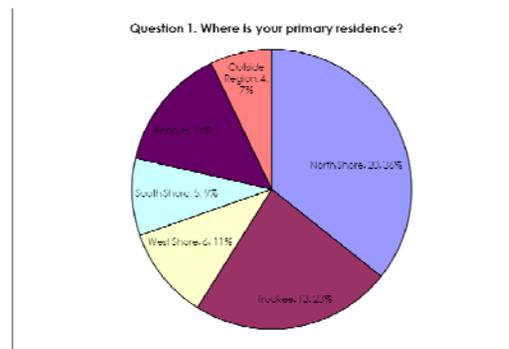
All questions were evaluated using Survey Monkey online survey at <http://www.surveymonkey/s/5L62NN>.

Needs Assessment Results

The complete survey results are provided in Appendix A. However, a summary of the results is provided below.

Demographics

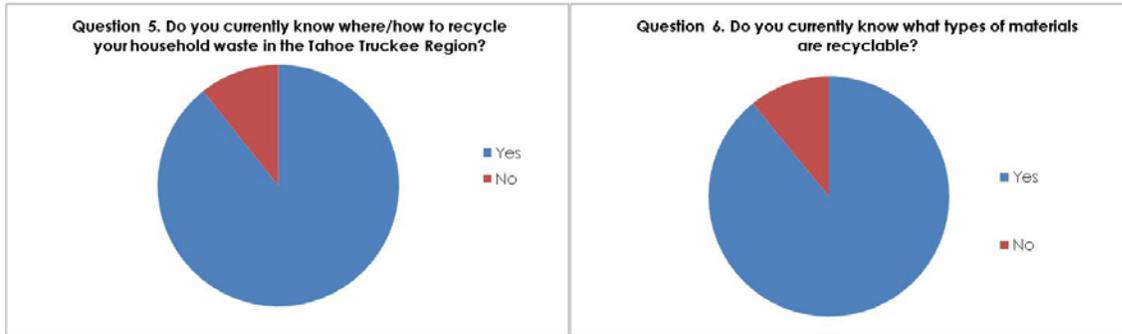
We received 56 respondents to the survey. Per question 1, roughly 70% of the respondents live in North Tahoe (including the West Shore and Incline Village) or Truckee, 9% live in South Shore, and 14% live in Reno. The remainder (4 total) live outside the region. In addition, more than half own homes in the area (see question 2). Per question 3, the people that do not live in the area (or nearby Reno) frequent the area 10 times or less per year. Therefore, they will not likely be familiar with some of the region-specific issues such as bear awareness and how to recycle.



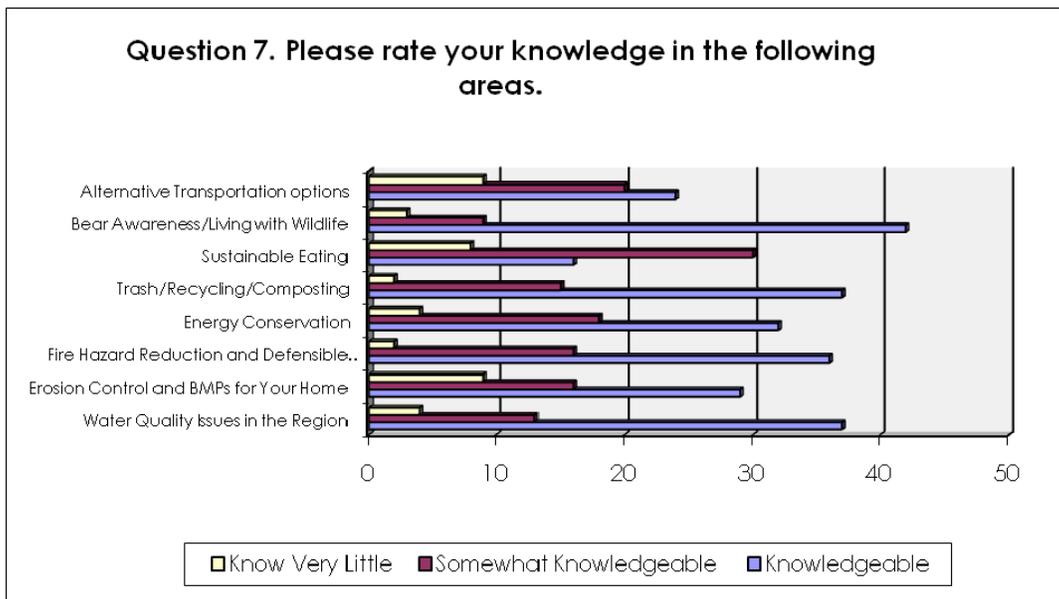
Per question 4, the majority of the respondents (33%) were age 30-39 and 81% were ages 19 through 49.

Current Knowledge

According to the results to questions 5 and 6, most residents in the region know how and what to recycle in the region. However visitors to the region (especially distant or infrequent visitors) do not.

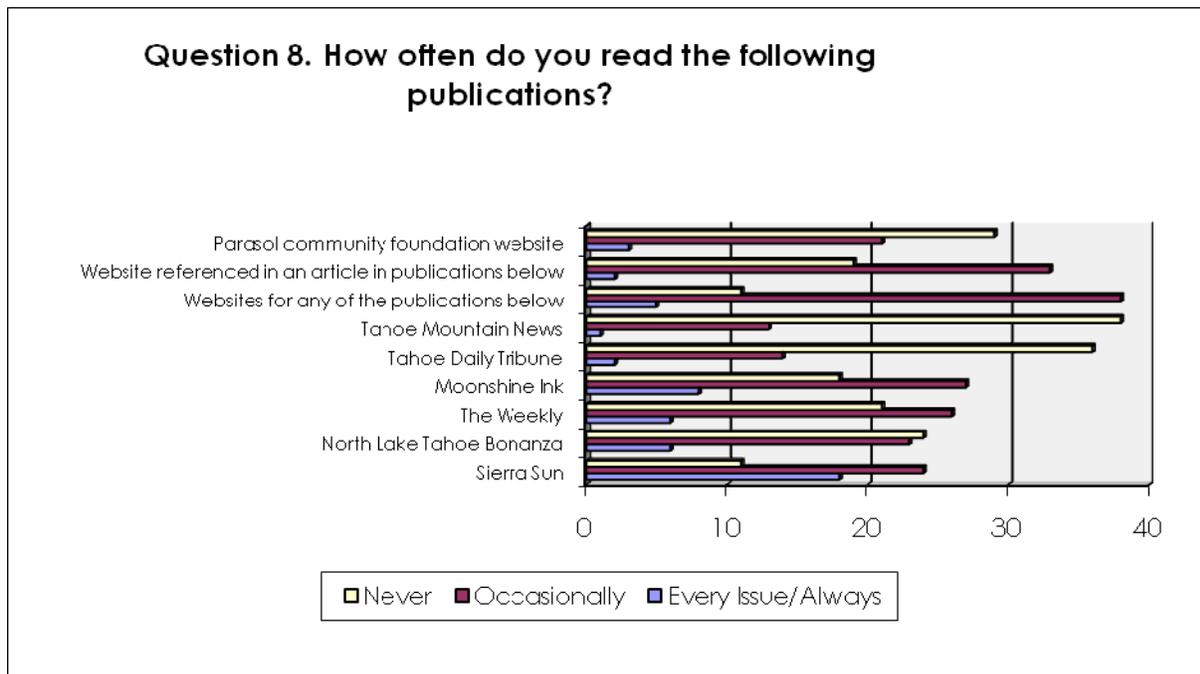


According to the results of question 7, most respondents felt knowledgeable or somewhat knowledgeable in all topic areas. While respondents felt least knowledgeable in the topics of *Sustainable Eating*, *Alternative Transportation*, and *Erosion Control and BMPs for your Home*, the results in these topics were not substantially different than other topics. *Bear Awareness and Living with Wildlife* was the topic respondents felt most knowledgeable in, so this topic may already be well addressed in the community.



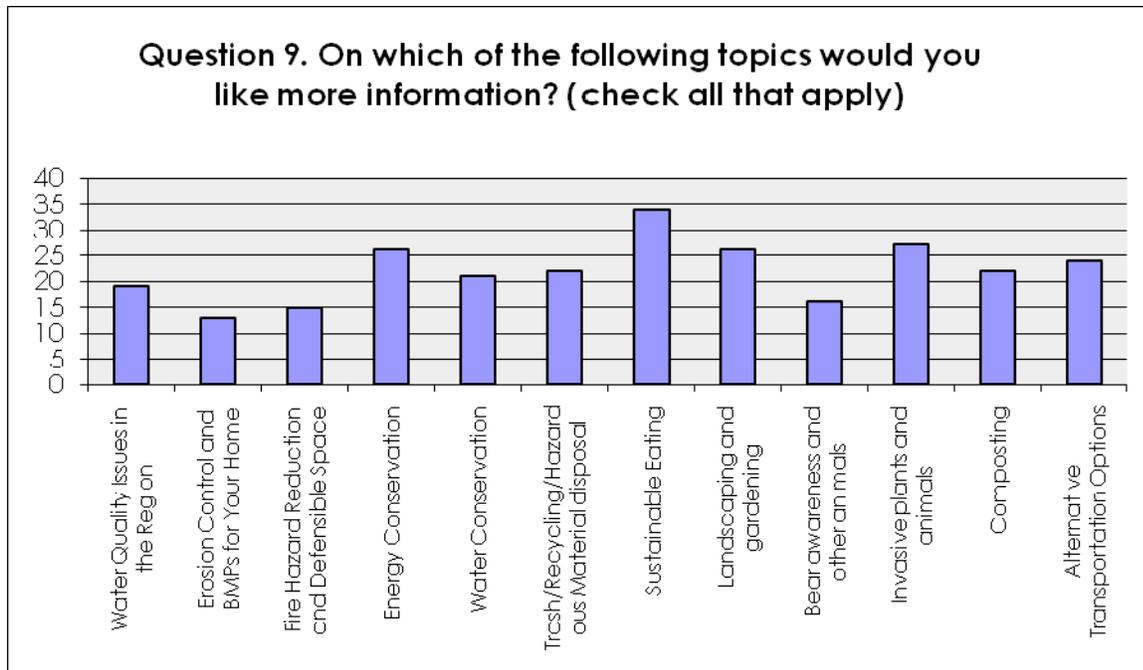
Distribution

Distant visitors surveyed do not read any of the local publications, so it may be difficult to reach them through local publications. The Sierra Sun was the most frequent visited media (see question 8). Website visits are more sporadic and rarely visited on a regular basis.



Information Content

Although respondents are most interested in learning more about *Sustainable Eating*, *Energy Conservation*, *Landscaping and Gardening*, and *Invasive Plants and Animals* (see question 9), there was not a very large discrepancy between the ratings of any of the topics listed. Our open ended question 10 asked for comments and additional topics to include. Topic suggestions included air quality and road sand, bike trail use, ski area sustainability, clear cutting and tree removal, eating locally and local food sources, wetland conservation, using rain barrels for water conservation, reducing driving, composting, and human carrying capacities in the Tahoe Basin.



Needs Assessment Conclusions

Based upon the results of our survey, we were able to make several conclusions as follows:

- Because the number of respondents that were visitors (other than from Reno) was quite low, our survey did not provide a good representation of visitors. In addition, the survey results suggest that people that do not live in the area are not familiar with any of the local publications. Therefore, we decided that it was best to focus our initial outreach on residents in the area. As our program becomes established we may decide to expand our target audience to visitors. Regardless, we are hopeful that by educating residents, we will have an indirect impact on visitors as information will be passed through word of mouth.
- Although many of the respondents felt knowledgeable in the all the topic areas, respondents clearly expressed an interest in learning more. Therefore, our topics should include basic information as well as some additional tips that may not be as commonly known.
- Although the Sierra Sun was most often read by respondents, followed by Moonshine Ink, the respondents may not have adequately represented our target audience in terms of location or other demographics. Therefore, it would be appropriate for us to pursue publication of our sustainability tips in all available publications and websites.

Action Plan Marketing

Shots of Sustainability would educate and influence North Tahoe and Truckee residents and visitors about living sustainably through the distribution of a condensed set of quick reference guidelines. A simple and catchy tagline was determined to be “shot of sustainability – sustainability made simple.” Depending on the medium used for publication (website with daily updates, weekly paper, monthly publication), this tagline can be altered. For example, a monthly publication would use the following tagline: “your monthly shot of sustainability.”

Creating Marketing Materials

Because the guidelines are meant to be short and simple, their format would be similar to that of a brochure or flyer. However, the size and content of the guidelines would be required to vary depending on how and where they are published. Therefore, we did not want to develop any of the typical marketing materials such as brochures, flyers, or newsletters. Instead, we decided it was best to focus on the development of a logo that could be easily recognized in various publications or media. The approach to the logo was to develop something simple that would tie to the “shot of sustainability” tagline, while also conveying the sustainability message.

Our logo is provided below.



Creating Marketability at all Levels

The project team developed a project that is marketable at all levels as follows:

- **Individual:** The shot of sustainability program is meant to provide individuals with information about living sustainably. The concept is to provide simple and brief tips on living sustainably and resources for those who want to learn more.
- **Community:** By educating members of the community about sustainability, we hope that the message will continue through word of mouth. For example, if we can teach a high school student that it is important to purchase the sturdier blue bags for recycling, perhaps they will tell their parents, who will then tell their friends. While some will seek out the information, others are more likely to learn it from their friends, family, and peers.
- **Society:** While some of the information provided in the guidelines will be applicable only to the North Tahoe and Truckee region, much of it will be applicable nationwide, such as sustainable food choices, energy conservation, and recycling information.

The uniqueness of the Shot *of Sustainability* action plan is the target market of the sustainability tips (local residents), the North Tahoe/Truckee Area specific information, and the use of already existing media outlets and the internet to deliver our *Shots of Sustainability* with a minimal printing and hand distribution. The use of mass media outlets not only reduces the cost to produce the information but also delivers the information with a minimal environmental impact.

Support the SOS Action Plan!

Appendix A

Survey Results



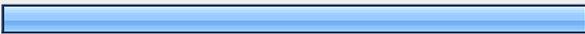
Truckee Tahoe Sustainability Guidelines

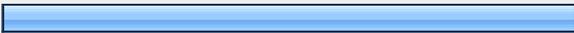
1. Where is your primary residence (City and State)?		
		Response Count
		56
<i>answered question</i>		56
<i>skipped question</i>		0

2. Do you own a home in the Tahoe/Truckee region?			
		Response Percent	Response Count
Yes		54.5%	30
No		47.3%	26
<i>answered question</i>			55
<i>skipped question</i>			1

3. If you're just visiting, how many times a year do you visit the Tahoe/Truckee region?			
		Response Percent	Response Count
1-5		37.5%	3
6-10		12.5%	1
11-15		0.0%	0
more than 20		50.0%	4
<i>answered question</i>			8
<i>skipped question</i>			48

4. What is your age?			
		Response Percent	Response Count
Under 18		0.0%	0
19-29		21.8%	12
30-39		32.7%	18
40-49		27.3%	15
50-59		9.1%	5
60 and over		9.1%	5
		<i>answered question</i>	55
		<i>skipped question</i>	1

5. Do you currently know where/how to recycle your household waste in the Tahoe Truckee Region?			
		Response Percent	Response Count
Yes		90.9%	50
No		10.9%	6
		<i>answered question</i>	55
		<i>skipped question</i>	1

6. Do you currently know what types of materials are recyclable?			
		Response Percent	Response Count
Yes		89.1%	49
No		10.9%	6
		<i>answered question</i>	55
		<i>skipped question</i>	1

7. Please rate your knowledge in the following areas, with 1 indicating you are very knowledgeable and 3 indicating you know very little:

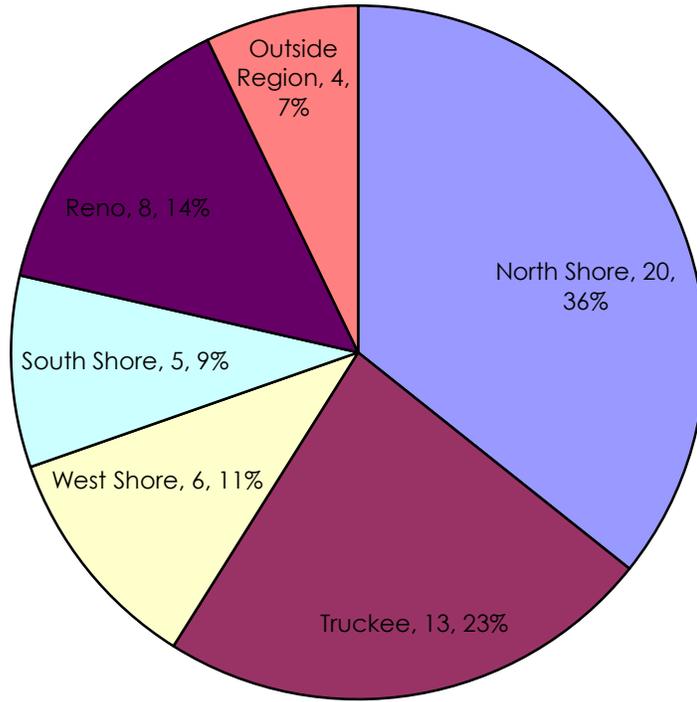
	Knowledgeable	Some	Know Very Little	Rating Average	Response Count
Water Quality Issues in the Region	68.5% (37)	24.1% (13)	7.4% (4)	1.39	54
Erosion Control and BMPs for Your Home	53.7% (29)	29.6% (16)	16.7% (9)	1.63	54
Fire Hazard Reduction and Defensible Space	66.7% (36)	29.6% (16)	3.7% (2)	1.37	54
Energy Conservation	59.3% (32)	33.3% (18)	7.4% (4)	1.48	54
Trash/Recycling/Composting	68.5% (37)	27.8% (15)	3.7% (2)	1.35	54
Sustainable Eating	29.6% (16)	55.6% (30)	14.8% (8)	1.85	54
Bear Awareness/Living with Wildlife	77.8% (42)	16.7% (9)	5.6% (3)	1.28	54
Alternative Transportation options	45.3% (24)	37.7% (20)	17.0% (9)	1.72	53
	<i>answered question</i>				54
	<i>skipped question</i>				2

8. How often do you read the following publications.					
	Every Issue/Always	Occasionally	Never	Rating Average	Response Count
Sierra Sun	34.0% (18)	45.3% (24)	20.8% (11)	1.87	53
North Lake Tahoe Bonanza	11.3% (6)	43.4% (23)	45.3% (24)	2.34	53
The Weekly	11.3% (6)	49.1% (26)	39.6% (21)	2.28	53
Moonshine Ink	15.1% (8)	50.9% (27)	34.0% (18)	2.19	53
Tahoe Daily Tribune	3.8% (2)	26.9% (14)	69.2% (36)	2.65	52
Tahoe Mountain News	1.9% (1)	25.0% (13)	73.1% (38)	2.71	52
Visited websites for any of the above publications	9.3% (5)	70.4% (38)	20.4% (11)	2.11	54
Visited a website referenced in an article in one of the above publications	3.7% (2)	61.1% (33)	35.2% (19)	2.31	54
Visited the parasol community foundation website http://parasolcommunitycollaboration.org/	5.7% (3)	39.6% (21)	54.7% (29)	2.49	53
	<i>answered question</i>				55
	<i>skipped question</i>				1

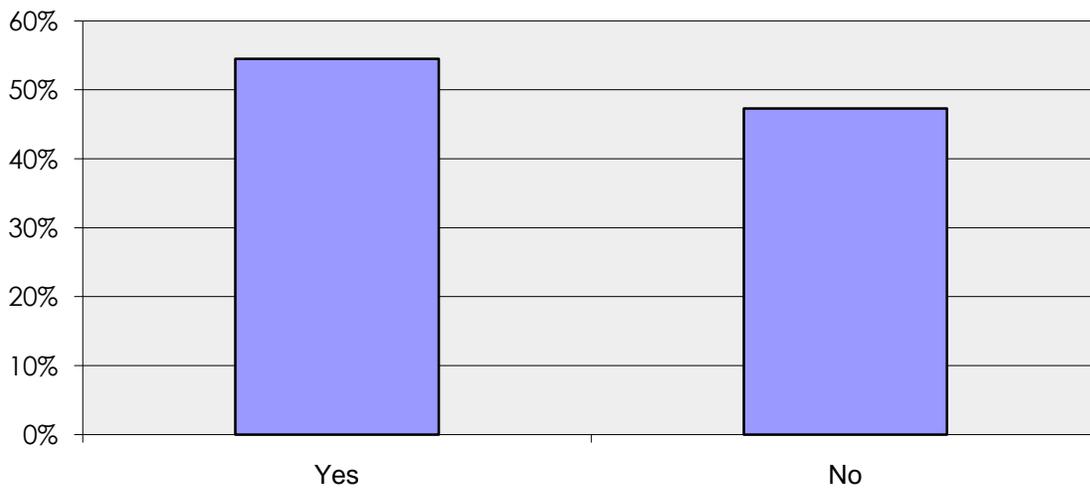
9. Which of the following topics would you like more information on? (check all that apply)		
	Yes	Response Count
Water Quality Issues in the Region	100.0% (19)	19
Erosion Control and BMPs for Your Home	100.0% (13)	13
Fire Hazard Reduction and Defensible Space	100.0% (15)	15
Energy Conservation	100.0% (26)	26
Water Conservation	100.0% (21)	21
Trash/Recycling/Hazardous Material disposal	100.0% (22)	22
Sustainable Eating	100.0% (34)	34
Landscaping and gardening	100.0% (26)	26
Bear awareness and other animals	100.0% (16)	16
Invasive plants and animals	100.0% (27)	27
Composting	100.0% (22)	22
Alternative Transportation Options	100.0% (24)	24
	<i>answered question</i>	49
	<i>skipped question</i>	7

10. Are there other sustainability topics that you would like to find out more information on? Please list. You may provide other comments here as well.		
		Response Count
		17
	<i>answered question</i>	17
	<i>skipped question</i>	39

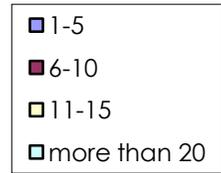
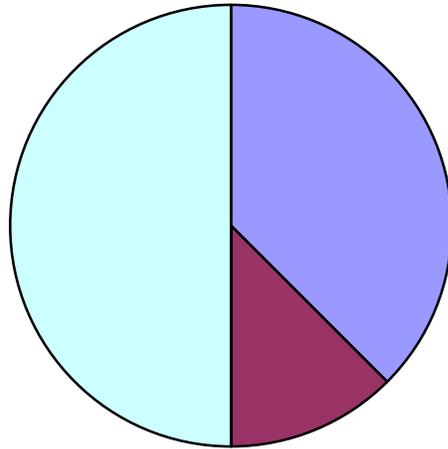
Question 1. Where is your primary residence?



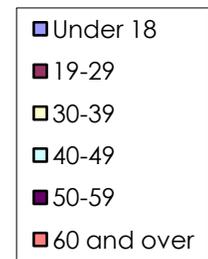
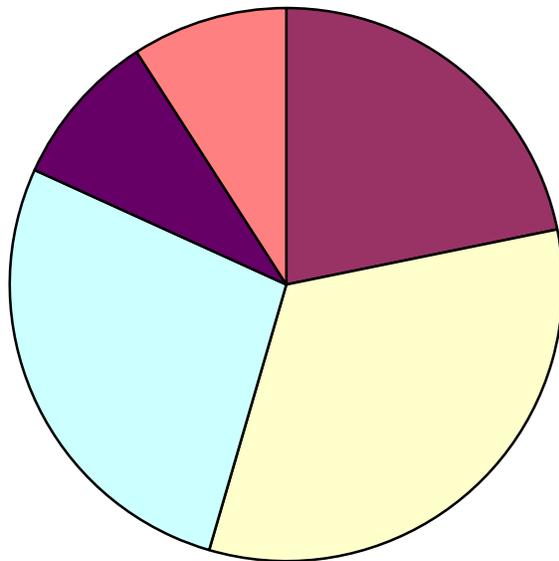
Question 2. Do you own a home in the Tahoe/Truckee region?



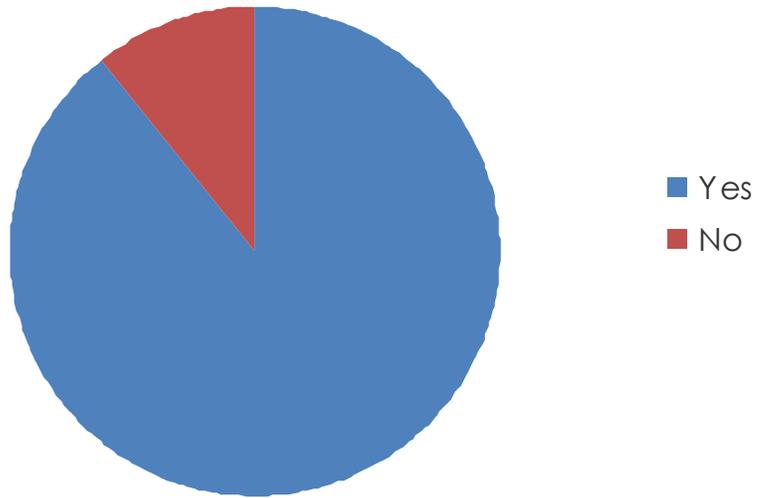
Question 3. If you're just visiting, how many times a year do you visit the Tahoe/Truckee region?



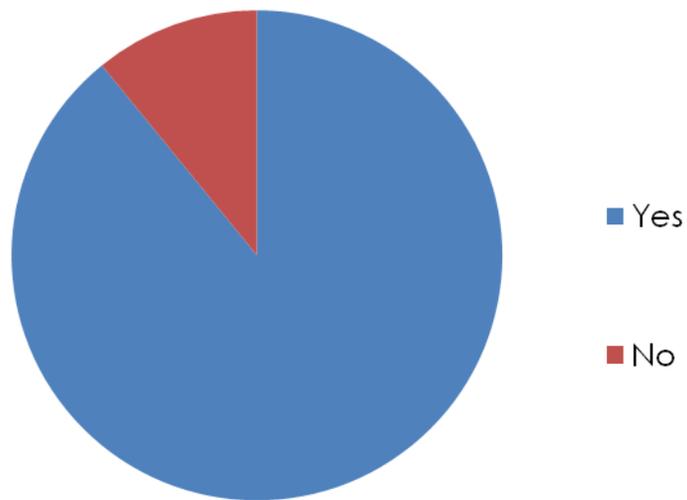
Question 4. What is your age?



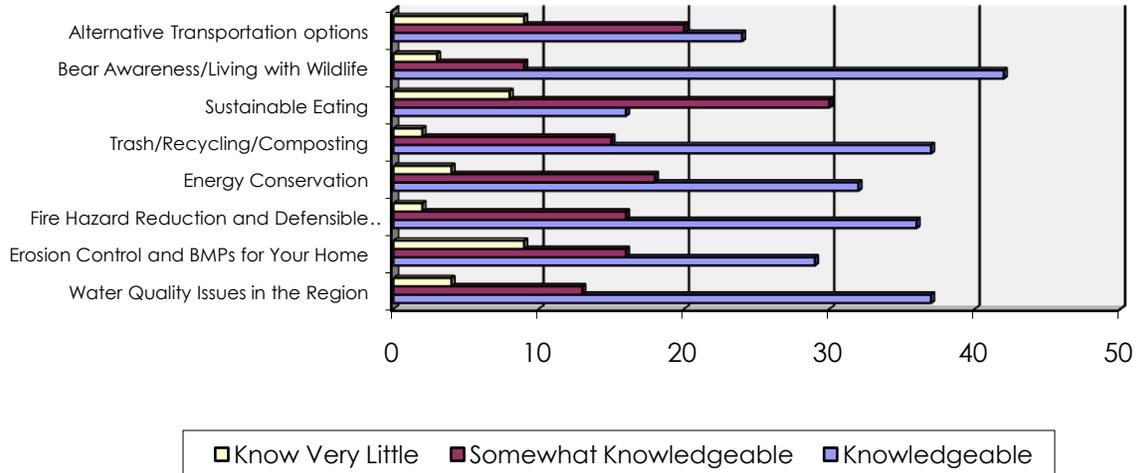
Question 5. Do you currently know where/how to recycle your household waste in the Tahoe Truckee Region?



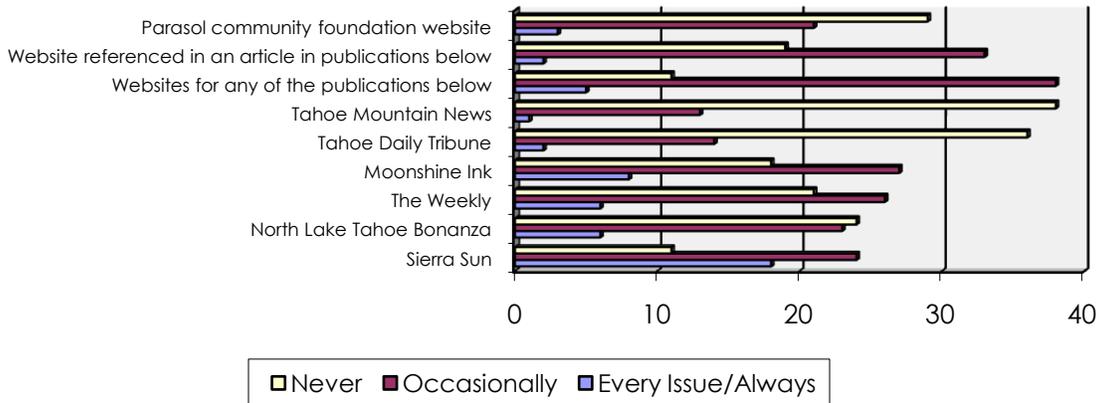
Question 6. Do you currently know what types of materials are recyclable?



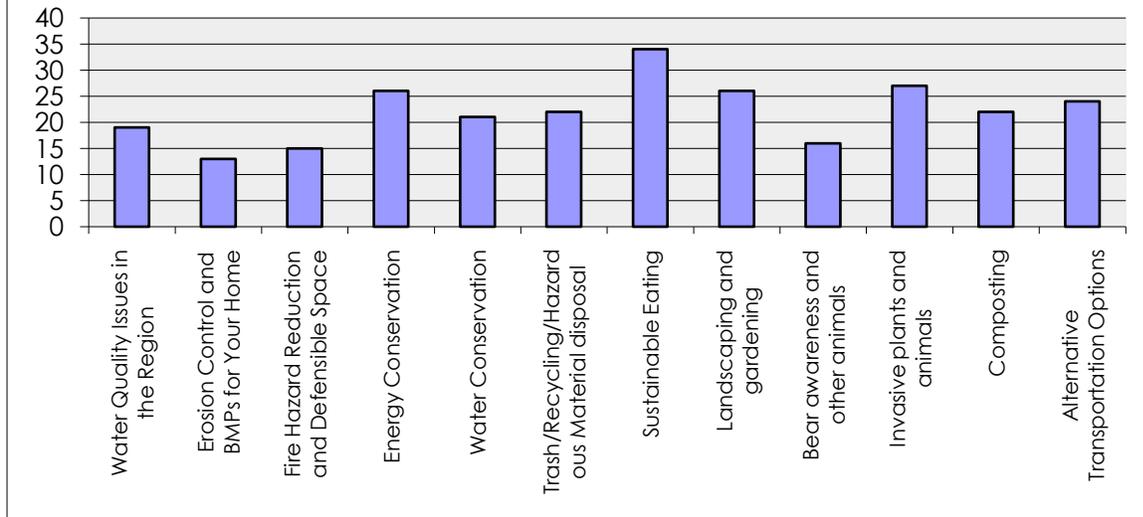
Question 7. Please rate your knowledge in the following areas.



Question 8. How often do you read the following publications?



Question 9. On which of the following topics would you like more information? (check all that apply)



Question 10. Are there other sustainability topics that you would like to find out more information on?

- Air quality and road sand
- The best vehicles....electric...corn oil, etc.
- Bike trail use
- News periodicals would be better served if they wrote anything other than opinion
- Ski Area Sustainability, clear cutting
- Rules on cutting down dead trees on my property
- Eating locally and finding local resources to get food from that in convenient
- Wetlands
- Using rain barrels as a means of water conservation
- Solar house, demo garden, visiting bears
- Reducing driving
- Compost in Tahoe
- Human carrying capacities in the Tahoe Basin