

Compendium of Woods In Your Backyard Follow-up Surveys for Workshops Offered to Landowners & Green Industry Professionals From 2006 to 2018

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In 2006, the University of Maryland Extension (UME) initiated The Woods In Your Backyard Program in partnership with Penn State Extension and Virginia Cooperative Extension. The basis of the program was the self-assessment guide, **“The Woods in Your Backyard: Learning to Create and Enhance Natural Areas Around Your Home.”** Each organization has offered workshops to thousands of landowners and natural resource professionals since 2006 and taken responsibility for evaluating their own programs. UME has always done exit surveys of all workshop programs, most of which are either a full day or two separate evening workshops one week apart. These workshops were the ones included in the assessment, although there were many other shorter presentations that were not included. A followup survey of workshop participants was completed every few years to determine land care practices workshop participant implemented on their properties.

This document is a compendium of followup surveys from the landowner workshops and workshops for green industry professionals. Two exit evaluations are also included from a green industry workshop and a landowner workshop completed with a partner organization (Neighborhood Green). Only the actual summary survey results are provided, either as a document or as a PowerPoint presentation. There is minimal analysis or summary of the evaluations included at this time. Below is an outline of the surveys and the programs they assess.

Contents:

- 1) Potential Providers of Land Management Services for Small Acreage Owners – March 4, 2008. Summary of 50 surveys from attendees at two presentations at green industry professional meeting. 3 pages.
- 2) Landscape & Backyard Woodlots: Business Opportunities for the Green Industry – November 11, 2008. Exit evaluation summary from attendees at workshop. 3 pages.
- 3) Survey Results from The Woods in Your Backyard Workshop 2009 – September 2009. Followup survey sent to 94 attendees at WIYB workshops in 2009 (57% response rate). 7 pages.
- 4) Neighborhood Green Workshop Exit Evaluation – May 11 & 18, 2010. This program was initiated by the Frederick County Sustainability Committee and used the WIYB materials and resources. 7 pages.
- 5) Woods in Your Backyard Followup Survey – November 2015. Followup survey sent to 102 participants from three separate workshops held in 2013, 2014, and 2015.
- 6) Bringing The Woods In Your Backyard to New Audiences – May 2018. Followup survey sent to all 75 participants in online course created in 2016 (65% response rate). 33 slides (pages).

For more information contact Jonathan Kays.

Survey Results
Potential Providers of Land Management Services
For Small Acreage Woodland owners

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 Extension Specialist - Natural Resources
 Maryland Cooperative Extension

Ellen Green, Forestry Extension Assistant
 Maryland Cooperative Extension

Date: March 4, 2008

Purpose:

Small acreage landowners who want to enhance their woodland and/or are interested in creating natural areas are a potential market for new services. The survey intends to determine the knowledge of this market and the provider's willingness to expand services or at least learn more about potential opportunities.

Summary:

In total, 50 surveys were completed by the attendees of the following conferences held in 2007. The attendees completed the survey the same day the conference was held:

Name of Conference	Sponsoring Organization	Date and City	#
Crossroads to Arboriculture 2007 Annual Meeting	MAC-ISA	10/2/2007 Hagerstown, MD	14
Turning a New Leaf – Sustainable Landscaping Practices	Chesapeake Conservation Landscaping Council	11/9/2007 Annandale, VA	16
Pests Management for Landscape and Nursery Managers and Arborists	University of Maryland Cooperative Extension	12/14/2007 Germantown, MD	20
Total			50

Survey Results

- **Types of Businesses:** 34% of providers describe the services they offer as landscape architecture and design, 26% landscape contractors, 26% tree services/arborist, and 14% primarily lawn mowing.
- **Geographic Breakdown:** 76% of the providers in attendance were from Maryland. 14% were from Virginia, 6% from DC, and 2% each from Pennsylvania and West Virginia. The top five counties in attendance were 28% from Montgomery, 8% each from Baltimore, Howard, and Frederick, and 6% each from the Eastern Shore, St. Mary's, and Prince George's counties.
- **Years in Business:** The majority of the providers surveyed have been in business more than 10 years. The breakdown is as follows: 42% - more than 10 years, 16% - 6 to 10 years, 8% - 3 to 5 years, 16% - 2 or less years, and 18% did not respond.

- **Employees:**
 - Just over a quarter of the providers surveyed reported having more than 10 employees year round. The breakdown is as follows: 30% - 2 or less employees, 10% - 3 to 5 employees, 12% - 6 to 10 employees, 26% - more than 10 employees and 22% did not respond.
 - Almost a quarter of the providers surveyed reported having more than 10 seasonal employees. The breakdown is as follows: 38% - 2 or less seasonal employees, 8% - 3 to 5 seasonal employees, 24% more than 10 seasonal employees and 30% did not respond.

- **Clientele Acreage:** About 36% of the providers surveyed reported most of their clients having 1 to 5 acres of land. 12% reported most of their clients having 6 to 10 acres of land. 52% did not respond to the question.

- **Service Provider's Interest in Further Education**
 - 46% of providers would be interested in educational programs to receive training on how to provide the woodland services provided in the chart below. 22% were unsure if they wanted training. 12% are not interested and 20% did not respond.
 - 68% of providers want to be added to a mailing list to learn about upcoming professional education programs related to managing small woodlots and provided contact information for this purpose; 2% indicated they were unsure, 18% are not interested and 12% did not respond.

- **Woodland Services Offered:** A list of woodland services was given on the survey. Providers were asked to indicate which service they provide. The types of services are listed in the chart on page 3 from the most offered service to least offered service. In summary, educational opportunities exist since services offered lack in the areas of:
 - *providing for wildlife* by planting a tall grass meadow, creating a tree shelter, brush pile or food plot, and;
 - *using land as a resource* by growing trees for lumber and/or firewood, or growing non-traditional crops such as shiitake mushrooms or ginseng.

#	Service Provided	Service Category	%	Company Type			
				Primarily Lawn Mowing	Landscape Contracting	Landscape Architect/Design	Tree Service/Arborist
1.	Planting trees or shrubs along a drainage area to improve water quality.	Water Quality	62%	11%	29%	43%	18%
2.	Site preparation & planning of wildflower meadows.	Wildlife	56%	12%	31%	38%	19%
3.	Designing & creating a trail through a natural area or enhancing an existing trail.	Recreation	52%	14%	29%	38%	19%
4.	Controlling vines in natural areas so they do not damage trees.	Forest Health	52%	14%	29%	29%	29%
5.	Spray invasive and exotic species in natural areas.	Forest Health	46%	19%	25%	31%	25%
6.	Create a tall grass meadow with less frequent mowing or burning.	Wildlife	42%	6%	29%	35%	29%
7.	Preparing and planting an existing lawn area with tree seedlings (less than 3' tall) and tree shelter to establish a new forest.	Forest Establishment	40%	17%	33%	33%	17%
8.	Felling trees in the woods that might pose a threat to humans.	Forest Health	40%	14%	7%	21%	57%
9.	Building wildlife brush piles.	Wildlife	34%	7%	36%	29%	29%
10.	Cutting a few logs out of trees to mill for lumber.	Forest Products	18%	0%	0%	20%	80%
11.	Providing trees for firewood use by selective cutting.	Forest Products	18%	0%	0%	0%	100%
12.	Site preparation and planting of wildlife food plots using corn, sorghum, clover, etc.	Wildlife	16%	0%	17%	50%	33%
13.	Cutting a few trees for income.	Resource	14%	25%	25%	0%	50%
14.	Other services.*	-	-	-	-	-	-
15.	Growing non-traditional crops such as shiitake mushrooms or ginseng.	Resource	6%	0%	0%	50%	50%

* Other services mentioned: disease and insect identification, garden area services, identification of woodland perimeter.

Landscapes & Backyard Woodlots:
Business Opportunities for the Green Industry
Workshop Evaluation – November 11, 2008



Please take a few minutes to help us evaluate the effectiveness of this program.

1. On a scale of 1 to 10, please rate your knowledge about the topics listed below **prior** to the workshop and **after** the completion of the workshop using the following scale:

1 ←-----2 -----3 -----4 -----5 -----6 -----7 -----8 -----9 -----→ 10
no knowledge *some knowledge* *much knowledge*

Before Workshop	After Workshop	Change	
<u>4.06</u>	<u>7.29</u>	<u>3.24</u>	Situation and issues facing management of small acreage woodlots
<u>5.76</u>	<u>7.94</u>	<u>2.18</u>	Ecological principles of succession, forestry, and wildlife management
<u>5.71</u>	<u>7.88</u>	<u>2.18</u>	Establishing and Maintaining Tree Plantings
<u>5.12</u>	<u>7.65</u>	<u>2.53</u>	Managing Forest Health
<u>3.71</u>	<u>6.59</u>	<u>2.03</u>	Opportunities to work with a professional forester
<u>4.56</u>	<u>7.31</u>	<u>2.75</u>	Business marketing opportunities
4.82	7.44	3.34	

2. Overall, I feel the class *delivery of the topics* were:
a. Poor 0% b. Acceptable 17% c. Very good 59% d. Excellent 24%
3. Please rate the value of the book, ‘*The Woods in Your Backyard*’, as a marketing tool with clientele:
a. Great value 73% b. Some value 20% c. Little value 24%
4. As a result of this training, are you aware of clients that would benefit from the services of a professional forester?
a. Yes 44% b. No 6% c. Not sure 50%
5. How would you describe the services your company offers? (Check all that apply)
38% Lawn mowing primarily 25% Landscape architect/design
56% Landscape contracting 38% Tree service or arborist
31% Other: (please specify) University, Environmental Education, Horticulturist, Tree Planting, Outreach, Extension office,
6. In what state (MD, PA, Other) or region do you do the majority of your business?
MD- 40% PA 46% VA 7% East Coast 7%
7. Estimate the percentage of your clients that own:
a. 34% - Between 1 and 5 acres of land.
b. 34% - Between 6 and 10 acres of land.
c. Thinking of all your clients, estimate the percentage of land that most properties have that is natural area (not mowed or landscaped)? 12%



8. For each of the services listed indicate with a (✓) if:

a) You received any requests from customers; and/or b) You provide this service.

Woodland Service	(a) Receive requests	(b) Provide the service
Preparing and planting an existing lawn area with tree seedlings (less than 3' tall) and tree shelters to establish a new forest.	29%	7%
Planting trees or shrubs along a drainage area to improve water quality	29%	14%
Cutting a few logs out of trees to mill for lumber	21%	21%
Cutting a few trees for income	29%	14%
Felling trees in the woods that might pose a threat to humans	50%	36%
Site preparation & planting of wildlife food plots using corn, sorghum, clover, etc	21%	0%
Site preparation & planting of wildflower meadows	43%	21%
Building wildlife brush piles	21%	7%
Designing & creating a trail through a natural area or enhancing an existing trail	21%	14%
Create a tall grass meadow with less frequent mowing or burning	29%	14%
Providing trees for firewood use by selective cutting	29%	21%
Spraying of invasive and exotic species in natural areas	43%	29%
Controlling vines in natural areas so they do not damage trees	57%	36%
Other (Please specify):	7%	7%

9. Are there any woodland management services that you plan to offer now that you have completed this workshop?

1. Backyard landscape plans and plantings
2. No response
3. No response
4. Yes
5. Excellent cross section of presenters that gave perspectives on distinct facets
6. No response
7. No response
8. No response
9. Yes
10. Eradicating large swaths of invasive species with pesticides
11. Yes
12. No response
13. No response
14. Lots of ideas, but have to be converted, to sellable service/solutions
15. Just make people aware of the excellent pub available to them and possibly integrate key components into future trainings that I can get thru my work

16. No response

17. Create understory of mature trees (forest)

10. Would you be interested in more training on woodland management services?

a. Yes 54% b. No 6% c. Not sure 40%

11. Please share any comments that you think would improve the program

1. A follow-up to this workshop could be application of herbicides.
2. No response
3. My impression of “backyard” was the wooded area that may be part of the typical ¼ -1 acre lot in the burbs. This seemed more directed at larger plots which is beyond what I am interest in. I learned the most from the clear and informative and practical presentations of Brian Knox. Steve Bogash was also nicely energetic & informative. Beware of the really smart but monotone presenters
4. No response
5. No response
6. Very informative even for an educator. Good ideas for programming to present to homeowner/parks personnel. Would like to bring this program to York on small woodlots
7. No response
8. No response
9. No response
10. Vegetarian options for food. Great materials! Great speakers!
11. No response
12. No response
13. This has been an eye opening experience into the many opportunities available in the “gray” area between the green industry and this forestry industry
14. I think there were too many different ideas, it needed to be tied together more, maybe it was lunch but PM energy was less than AM . All in all a good program, also expected a better audience.
15. May be have more speakers and/or info. A state speaker would have been great to have from PA DCNR forestry or Ext forester present at this workshop
16. No response
17. No response

Survey Results
The Woods in Your Backyard Workshop
2009

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Extension Specialist - Natural Resources
University of Maryland Extension

Ellen Green, Forestry Extension Assistant
University of Maryland Extension

Date: September, 2009

Purpose:

To determine how participants have implemented the practices and concepts described in the manual.

Summary:

In September, 2009, 94 surveys were sent to participants of The Woods in Your Backyard Workshop for the year. 54 (57%) surveys were completed and returned.

Participant Background

1) Type of Participant:*

- a) 98% private landowner
- b) 26% master gardener
- c) 7% forestry volunteer
- d) Others: Master Naturalist and MD Tree Farm owner.

4) Percentage Natural Area:

- a) 25% 0-25%
- b) 21% 25-50%
- c) 50% 51-75%
- d) 4% No Response

2) Age:

- a) 4% 30-39
- b) 20% 40-49
- c) 33% 50-59
- d) 43% 60 and up

5) Property Tax Reduction:

Only 13% of the participants are enrolled in a property tax reduction program in Maryland.

3) Acreage Owned:

- a) 27% 1-2
- b) 22% 3-5
- c) 20% 6-10
- d) 7% 11-20
- e) 20% 21 and up
- f) 4% No Response

6) Workshop County

- a) 47% Frederick
- b) 20% Calvert
- c) 14% Worcester
- d) 13% Washington
- e) 4% Howard
- f) 2% No Response

**Multiple Selections Apply*

Workshop Results:

1) Workshop Helpfulness:

- a) 44% Very Helpful
- b) 48% Helpful
- c) 2% Not Helpful
- d) 6% No Response

2) How many acres of existing lawn have been turned into natural area through planting, occasional mowing, or allowing natural succession to take place?

- a) None 20%
- b) < ¼ Acre 32%
- c) ¼ to ½ Acre 9%
- d) ½ to 1 Acre 9%
- e) 1 to 2 Acres 6%
- f) 2 to 3 Acres 6%
- g) >3 Acres 7%
- h) No Response 11%

3) Workbook Activities Initiated or Completed:* The following are the results for initiation or completion of workbook activities.

Activity 1	Develop a map of your property.	54%
Activity 4	Identify your interests in the land.	56%
Activity 9	Identify stages of succession.	15%
Activity 15	Assess wildlife habitat elements.	37%
Activity 18	Identify and rank objectives.	24%
Activity 19	Create a schedule for a project.	22%

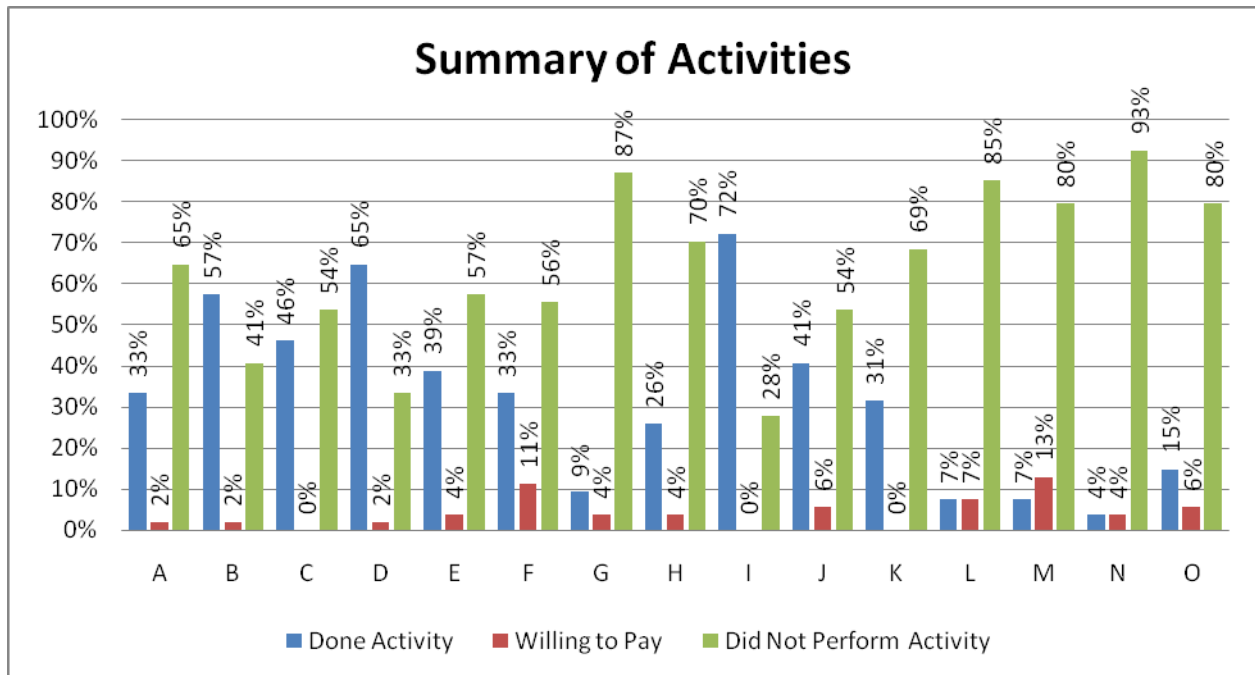
Other activities include developing a stewardship plan, encouraging woodland growth, stream buffer and meadow restoration, and killing exotic invasives.

4) Contact for Professional Land Management Assistance:

- a) 20% made contact:
 - i) 16% contacted foresters
 - ii) 9% contacted landscape contractors
 - iii) 4% contacted tree company / arborists
 - iv) 2% contacted lawn care companies
 - v) 2% contacted loggers
- b) 52% did not contact
- c) 22% plan to contact
- d) 6% did not respond

**Multiple Selections Apply*

5) Woodland Activities: The workshop and manual suggested many woodland management activities for landowners to include in the plan for their property. Participants indicated if they have done the activity or would be willing to pay for the service to be done.



Key:

1. Preparing and planting a lawn area with tree seedlings (less than 3' tall) and tree shelters to establish a new forest.
2. Transitioned a lawn area to natural area by not cutting the grass and allowing natural succession to take place.
3. Planting or allowing trees or shrubs to come in naturally along a drainage area to improve water quality.
4. Spraying invasive & exotic species in natural areas.
5. Providing firewood trees by selective cutting.
6. Felling trees in the woods that might pose a threat to humans.
7. Site preparation and planting of wildlife food plots using corn, sorghum, clover, etc.
8. Site preparation and planting of wildflower meadows.
9. Building wildlife brush piles.
10. Designing and creating a trail through a natural area or enhancing an existing trail.
11. Create a tall grass meadow with less frequent mowing or burning.
12. Cutting a few logs out of trees to mill for lumber.
13. Cutting a few trees for income.
14. Growing non-traditional crops such as shiitake mushrooms or ginseng.
15. Other (see page 7 for description of other activities).

6) How many total acres of natural area have been impacted by woodland activities that you have carried out above?

- a) None 7%
- b) < ¼ Acre 18%
- c) ½ to 1 Acre 13%
- d) 1 to 2 Acres 17%
- e) 2 to 3 Acres 13%
- f) > 3 Acres** 11%
- g) No Response 4%

** 1 responded 5 acres, 2 responded 10 acres, 2 responded 20 acres and 1 responded 28 acres.

**Multiple Selections Apply*

Workshop Results:

- 7) Rating of Manual and Resource CD:** On a scale of 1 to 5, participants were asked to rate the manual & Resource CD with a 5 being “Exceptional Value” and a 1 being “No Value”. The results are as follows:

Rating	Manual	Resource CD
Exceptional Value 5	33%	17%
4	37%	24%
3	20%	31%
2	6%	2%
No Value 1	0%	7%
No Response	4%	19%

8) Sharing the Manual and Information:

- a) 54% shared the manual with someone else. The manual was shared with different types of people including:
 - i) Family (74%)
 - ii) Friends (63%)
 - iii) Neighbors (33%)
 - iv) Organizations (22%)
 - v) Co-Workers (15%)
- b) 46% did not share the manual with anyone.

9) Interest in More In-Depth Workshop:

- a) 43% of the participants are interested.
- b) 15% of the participants are not interested.
- c) 33% were not sure if they were interested.
- d) 9% did not respond.

10) Motivation to Action: Participants were asked if they were motivated to take any of the following actions. Multiple selections apply.

Action	% Motivated
Initiated a discussion with friends or family members about creating or enhancing natural areas around their home.	69%
Used the internet to look for more information related to their project.	61%
Approached neighbor(s) about cooperating on activities they can do together to improve wildlife habitat or create/enhance natural areas.	22%
Contacted the state nursery about how to buy tree seedlings.	20%
Organize a local outreach effort focused on the Woods in Your Backyard.	4%
Contact the State forester for a written forest stewardship plan.	20%
Other (see below)	13%

Others were motivated to do the following:

- Contacted the State for advice.
- Helped others plant trees, grasses and manage woods.
- Controlled meadow/tall grass with controlled burn experts.
- My HOA has expressed interest in attending a session.
- Neighbors collaborated and planted a few hundred native trees and shrubs since the workshop.
- Planned strategy.
- Plan reestablishment of old apple orchard for wildlife habitat improvement.
- Research benefits of plants for wildlife before purchasing.
- Step up control of invasive species.
- Plan to improve all stewardship practices.
- Purchased an adjacent lot.

**Multiple Selections Apply*

9) Other Comments about the Workshop:

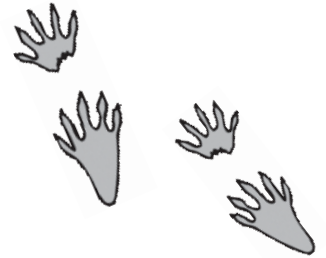
- Would like more information about the tax reduction. I wish I had the time and money to make several changes to my property.
- Didn't pertain to sm land owners. Gave new appreciation of what we do have, although little can be done without over front lawn (usable area) into meadow-H2O side is wooded, new trees, shrubs are growing well-Co. says nothing-not even the can be removed.
- I love my land and I enjoy sharing it with friends and family!
- Thank you I love trees. Animals- raccoons, groundhogs, opossums, and squirrels are becoming a problem.
- I was already in the Crep Program and during some of these practices.
- Great Class! The amount of bush honey suckle and rossia olive I have to kill is amazing. Who knew!
- Whole program was great and made a lot of friends vol with people's prg. I'm a little saddened by the attitude I get from some in the MG community, but guess that is from neg press over my field. Thanks again for everything! You guys do great work & keep it up.
- Woodland is enrolled in a property tax reduction in the state of West Virginia.
- Mr. Kays has provided excellent support. (Jeff Wiggin)
- Good session. Lots of good information provided. Thanks
- Thanks!
- I have 25 acre farm lot that I purchased when our family had to settle the estate. (David E. Ifert)
- If you want to greatly impact "rural residential" suburbia, where the lots run from one to 3.5 ac. You can adjust your prg by a second pres aimed at that size lot. Stream Relief is doing that, but is ltd in outreach to proper w/stream running 24/7/365.
- Would have liked more time to prepare for handbook activities. Would like more time to discuss and learn about what other landowners are doing. Terriffic workshop!
- I haven't had a chance to do much with what I learned, but I plan to! Thank you!
- This was a great workshop - thank you! I would like to see more in-depth workshops that teach basic forestry skills such as selecting trees for release, methods for controlling invasives, etc.
- Use an online survey generator instead of paper based 'to save some trees'. Receiving the "reminder" postcard less than a week after the survey was annoying.
- Good reminder of things to do.
- Tree identification info was very helpful.
- Section A Question #3... "already all woods"
- More emphasis on importance of removing exotic invasives and how a homeowner can accomplish that.
- Sec. B Q#3 "How many total acres..." 1/10 and 30 acres of woods in another town unimproved.
- Well conceived & taught. Need a roomier facility!
- Thank you for your interest, & help. The meeting was a great start. :)

The following descriptions of "Other" activities pertain to item #5 in this report

- Filled drainage swale with limestone to stop erosion neutralize acidic * rain. Also helps in infiltration.
- Stream buffer.
- Response for question 2b. Started but stopped - now cut once a month.
- Referring to Quest 2d. - removed by hand without spraying.
- Leaving stag trees stand for wildlife to enjoy.
- Physical removal of invasives.
- Created drainage to redirect runoff into forest instead of down driveway and onto street.
- Tree of Heaven removals.
- Plant honey plants for bees.
- Cutting a few trees for income.
- Provided firewood trees by selective cutting and felling trees in the woods that might pose a threat to humans.
- 2a. And 2b. ...will do within the next year (also for questions 2e and 2f).
- Q1 "preparing and planting"...Preparing to Q6 "felling trees in the woods" ...will this fall Q10 "designing & creating a trail"
- ...planning stage.
- 2b) "We have no lawn". 2d)"no spraying but we are pulling English Ivy". 2n) "I am very interested in this topic".
- * #2a, #2g, #2m, and #2n.....has noted on side of page "plan on doing myself."

Neighborhood Green

Workshop Evaluation – May 11 & 18, 2010



Thank you for your interest in tending the natural resources “in your backyard”. Please take a few minutes to help us evaluate the effectiveness of this tool and approach.

1. On a scale of 1 to 10, please rate your knowledge about the topics listed below **prior** to the workshop and **after** the completion of the workshop using the following scale:

1 ←-----2 -----3 -----4 ----- 5 -----6 -----7 -----8 -----9 -----→ 10
no knowledge *some knowledge* *much knowledge*

	<u>Before Workshop</u>	<u>After Workshop</u>	
6.68	1.55	8.23	The Neighborhood Green Program and how it can help me
7.08	1.00	8.08	Using the Woods in Your Backyard manual for a property self assessment
5.82	2.82	8.64	Developing objectives and a plan for my property
4.73	2.73	7.46	Ecological principles of forest succession
4.92	3.00	7.92	Basics of tree identification
5.91	2.09	8.0	Forestry and reforestation practices
5.58	2.27	7.85	Wildlife management principles and practices
5.81	2.27	8.08	Tools and techniques I can use to manage my property
5.82	2.22	8.03	

2. Overall, I feel the class *delivery* was:
 a. Poor 0 0% b. Acceptable 2 14% c. Very good 8 53% d. Excellent 5 33%
3. At the beginning of the class I was asked what I hoped to gain from taking this workshop. Was that *expectation/hope* realized?
 a. Yes 10 67% b. No 0 0% c. Partially 3 20% d. More than I expected 2 13%
 e. Not sure _____
4. Please indicate below your intentions related to the following:



	<i>Won't do</i>	<i>Plan to</i>	<i>Might do</i>
Convert excessive lawn to natural area	4 31%	8 62%	1 7%
Better manage existing natural area(s)	1 7%	13 93%	0 0%
Work with neighbors to meet common goals	5 38%	5 38%	3 24%
Share material/ideas with others	1 7%	9 64%	4 29%
Complete the Woods in Your Backyard workbook activities	0 0%	12 86%	2 14%
Use the internet to use Landsver and/or find maps of my property and other resources	1 7%	9 69%	3 24%

5. Please rate the value to you of the book, 'The Woods in Your Backyard'.
- a. Great value **8** b. Some value **2** c. Little value **0**
6. Would you be interested in more training on this topic?
- a. Yes **11** b. No **0** c. Not sure **0**
7. Do you have a written forest stewardship plan for your property developed by a MD professional forester?
- a. Yes **1** b. No **10** c. Not sure **0**
8. Please check the appropriate statement to indicate your interest in having someone visit your property to review the plan you are developing as a result of the workshop.
- 6** a) I would like to schedule a meeting with somebody on my property
- 0** b) I am undecided about meeting with somebody but please call to discuss
- 3** c) No, I am not interested at this time.

Please provide your name, phone number and email if you checked (a) or (b) above.

9. What specific practices do you have the greatest interest in implementing after the workshop?
If you are considering other activities add it in the extra boxes provided.

Yes

11	79%	Create Site Plan
2	14%	Encourage deer hunting
4	29%	Improve Stream/Pond Water Quality
5	36%	Convert an old field to trees by planting trees
4	29%	Convert lawn area to natural area using natural succession
9	64%	Convert lawn area to natural areas by planting trees
10	71%	Invasive weed & shrub control
7	50%	Invasive tree Control
6	43%	Create snag for wildlife
8	57%	Manage edge habitat for wildlife
6	43%	Brush Piles for Wildlife
1	7%	Firewood Cutting
1	7%	Harvest trees for wood products
2	14%	Trail Planning & Construction
2	14%	Trail Maintenance

10. Please share any comments that you think would improve the program you just completed

Thank You!

Neighborhood Green

	Attendees information removed

10	Thank you so much! It was terrific. Inspired me to continue learning & doing
	Good class for covering a broad range of ideas in a short time period
	Avoid using chemicals to transition, using chemicals is not good watershed management
	I hope you'll be able to introduce many other residents to the program. We are charged
	Add another class night
	Limit talking in the background. With hearing problems it was distracting. I thought the program was great.
	Terrific program wish I had it earlier
	Excellent
	Thank you! This has helped us move from just talking about doing something to making a plan and implementing it. Hope this program will be repeated.
	Great program. Wonderful handouts Thanks

Neighborhood Green Training

Learning About You? – May 11, 18, & 25



To better understand your property, needs and expectations for this workshop, we ask that you fill out this survey. Thank you!

1. How many acres of land do you own with your home? 7.25 Average

2. What percentage of your property is in natural area (unmowed field, forest, brush)?
 - a. 44% 0% (all lawn, gardens, etc)
 - b. 31% 0 – 25%
 - c. 6% 26 – 50%
 - d. 0 51 – 75%
 - e. 19% 76 – 90%
 - f. 0 91 – 100%

3. Have you consulted a natural resource professional or had one visit your property in the last two years?
 - a. Yes 20%
 - b. No 80%
 - c. Not sure 0

b. If yes, who was it? _____

4. What activities have you undertaken to enhance or create natural areas on your property in the last year? (For example: tree planting, reduced mowing, stopped mowing, invasive species control, cutting firewood, thinning, pruning, trail creation or maintenance, managing for wildlife, etc)?

5. List three things you would like to learn from this workshop (Be as specific as possible)?
 1. _____
 2. _____
 3. _____

6. List three goals for natural areas on your property you would like to accomplish in the next year.
 1. _____
 2. _____
 3. _____

7. The table below will help you identify your interests in the land. These interests are a combination of the 1) resource benefits to the land and 2) the human values they provide. To help you better understand possible resource benefits, sample projects are provided for each resource benefit.

Please indicate your 1st, 2nd, and 3rd most important interests by putting a **1, 2 or 3** in the box that best represents those interests. This exercise is found on page 10-11 of the manual. We will discuss this exercise more at the workshop.

Determine the Interests for Your Property					
	Human Values				
Resource Benefit	Income Production	Enhance Property Value	Personal Satisfaction	Privacy & Sanctuary	Reduce Lawn Mowing
Natural Area Improvement	7%	7%	21% 14% 7%	29% 14%	14% 14% 7%
Forest Products			7%	7%	7%
Wildlife Habitat	7%	14%	29%	14% 7%	7% 14% 7%
Water Resources			14%	14%	7% 7%
Recreation		7%	7% 7%	14% 7%	7%
Aesthetics		7% 7%	36% 7% 7% 14%	14% 7%	7%

Sample projects for each resource benefit:

Natural area improvement – remove damaged trees and/or limbs; control exotic or invasive species, insects, or disease; improve tree growth by thinning; plant trees

Forest products – firewood for personal or other’s use; ginseng or other medicinal plants from natural areas; grapevines for wreaths; shiitake mushrooms; maple syrup; Christmas trees

Wildlife habitat – create brush or rock piles; encourage growth of wildlife food trees; improve shelter opportunities.

Water resources – establish or enhance forest cover around streams, seeps, springs, or drainage areas.

Recreation – create or improve trails; create a campfire or camping area; create a natural-area haven; improve opportunities for hunting or wildlife watching.

Thank You!

Neighborhood Green Training....May 11, 18 & 25

(Responses to Survey Questions)

Question #3

Part b. If yes, who was it?

- #1 Forester
- #2 Mike Kay
- #3 Michael Kay

Question#4

What activities have you undertaken to enhance or create natural areas on your property in the last year?

- #1 firewood, tree planting
- #2 reduced mowing, created trails
- #3 primarily continued with current program (Forestry Conservation), limited control of invasive species, limited tree planting
- #5 tree planting, cutting firewood, thinning, pruning, create edge for wildlife
- #6 regular maintenance
- #7 we've planted a few trees
- #8 none
- #9 planted native plants
- #10 Leave areas unmowed, plant native trees, remove invasives, creating for wildlife
- #11 tree planting – was open farm land 44 years ago thinning tree for heath (inside of canopy of trees) creating cover for wildlife – flower gardens controlling invasive species
- #12 stopped using as many chemicals as possible
- #13 none
- #14 planted bare root trees on ¾ to 1 acre 6 years ago. Stopped mowing that area in 2009; brush cutting it twice a year
- #15 tree planting, reduced mowing, invasive species control, trail creation (very small)
- #16 tree planting, thinning
- #17 All of the above

Question#5

List three things you would like to learn from this workshop (be as specific as possible)

- #1 local trees, management techniques, networking
- #2 native plants/trees to replace invasive species, encourage wildlife to remain and increase mowing (*sp?*) property (we now have fox, turkey) Plants to protect creek banks
- #3 refine the plan we have in place, decide on what trees to plant, learn about possible cost sharing
- #4 how to develop more nature friendly plantings (native), types of plants that would grow on our lot, increase "garden beds" to reduce grass more plants
- #5 plant correct trees, increase native plants, increase wildlife habitat
- #6 what to plant, how to plant, how to design yard
- #7 ways to reduce mowing, possibility of converting field to forest or meadow, recommendations for drainage creek that runs through property
- #8 native vegetation to reduce irrigation, rain water collection of how to use, when planting natural areas- proper way to layer trees, shrubs/plants & grasses
- #9 how to improve the space without trying to grow grass, what to plant that's easy to care for chemical free
- #10 how to do it better, who to bring quail etc back to the area, resources for quantity purchasing
- #11 re establish my knowledge of tree ID, anything you have to track, attract more birds
- #12 create edge for wildlife, replace and plant natives
- #13 reduce time spent mowing lawn, improve aesthetic beauty and sense of privacy

- #14 what to do with the other 2 acres, will be low maintenance but without going to total trees. (my first 2 houses were damaged by trees in high winds)
- #15 usage of local/native plants, plant/shrubs usage for birds, plant/shrubs for shady areas
- #16 how to most quickly establish rippeon buffer, natural area around stream, deal with invasives
- #17 maintain current oak stand, increase attractiveness, maintain natural "state"/habitat areas, learn maintenance techniques

Question #6

List three goals for natural areas on your property you would like to accomplish in the next year.

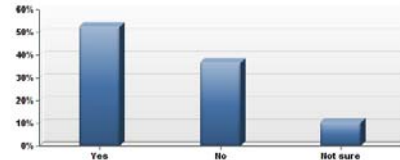
- #1 more edibles, thinning, clearing for orchard
- #2 get rid of invasive species, get rid of poison ivy that has grown in trees for years, plant native trees
- #3 reduce non native species, increase native species appropriate to development on our woods, improve wildlife habitat
- #4 increase planting of native plants, encourage wildlife especially birds
- #5 accomplish same as above/ plant correct trees, increase native plants, increase wildlife habitat
- #6 more trees
- #7 enhance butterfly habitat, remove mulberry trees, improve creek
- #8 get some land
- #10 leave more unmowed, establish areas for more diversified wildlife
- #12 back boundary plant a forest edge garden, create a habitat for butterflies along side boundary, replace plantings around house with berry producing bushes
- #14 plant more; strategic specimen trees maybe, look at water flow of drainage area, develop rain garden where driveway drains into yard, determine which volunteer trees to keep & which to take out. Want to preserve view of sky.
- #15 natural shaded area – ferns?, work with hill near _____????
- #16 new trees/best type, natural landscape plants
- #17 Increase understory plants/trees, increase habitat areas.

Woods In Your Backyard Followup Survey
November 24, 2015
Preliminary Results

- 102 surveys sent by email. 43 responses (42% overall response rate)
- Sent to participants in 3 full-day workshops
 - January 13, 2013 – Carroll County (5 hr) 28% response
 - May 14, 2014 – Calvert County (2.5 hours) 23% response
 - March 7, 2015 – St. Maries County (5 hours) 49% response

Jonathan Kays
jkays@umd.edu

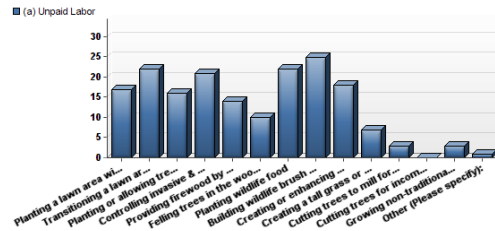
1. Have you visited the Woods in Your Backyard webpage (www.extension.umd.edu/woodland) to take advantage of additional resources and materials



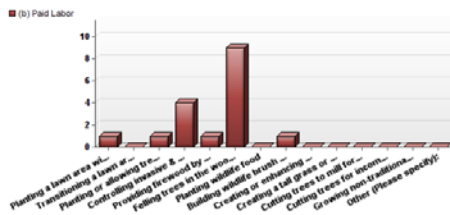
2. The workshop and manual suggested many woodland management activities for landowners. As a result of the workshop, indicate which of the following practices you have completed with (a) unpaid labor (family, friends, etc.) and (b) the labor of a paid service provider (contractor, arborist, forester, etc.)?

#	Question	(a) Unpaid Labor	(b) Paid Labor	Total Responses
1	Planting a lawn area with tree seedlings (less than 3' tall) to establish a new natural area	17	1	18
2	Transitioning a lawn area to natural area by not cutting the grass and allowing natural succession to take place	22	0	22
3	Planting or allowing trees or shrubs to come in naturally along a swale, ditch, or stream to improve water quality	16	1	17
4	Controlling invasive & exotic species in natural areas	21	4	25
5	Providing firewood by selective cutting	14	1	15
6	Felling trees in the woods that might pose a threat to humans	10	9	19
7	Planting wildlife food	22	0	22
8	Building wildlife brush piles	25	1	26
9	Creating or enhancing a trail through a natural area	18	0	18
10	Creating a tall grass or wildflower meadow	7	0	7
11	Cutting trees to mill for your own use	3	0	3
12	Cutting trees for income	0	0	0
13	Growing non-traditional crops like shiitake mushrooms or ginseng	3	0	3
14	Other (Please specify)	1	0	1

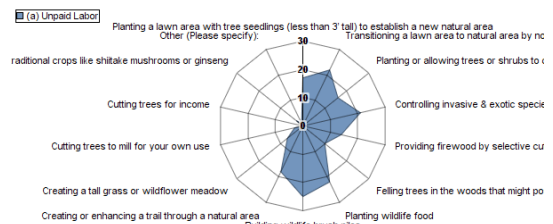
2. As a result of the workshop, indicate which of the following practices you have completed with (a) unpaid labor (family, friends, etc.) and (b) the labor of a paid service provider (contractor, arborist, forester, etc.)?



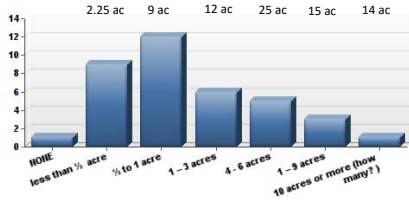
2. As a result of the workshop, indicate which of the following practices you have completed with (a) unpaid labor (family, friends, etc.) and (b) the labor of a paid service provider (contractor, arborist, forester, etc.)?



Woodland Management Activities
All Workshops

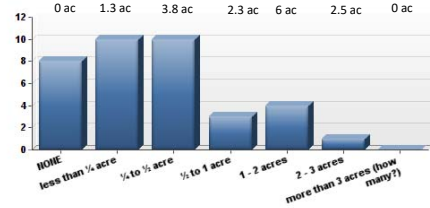


4. How many acres of natural area have been impacted by woodland activities that you or your family have carried out?



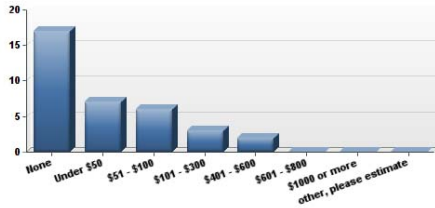
Total Acres Impacted = 77.25 ac

5. About how many acres of existing lawn have been turned into natural area through planting, occasional mowing, or allowing natural succession to take place?



Total acres = 15.7

6. Estimate how much money you have saved by converting lawn area to natural area.

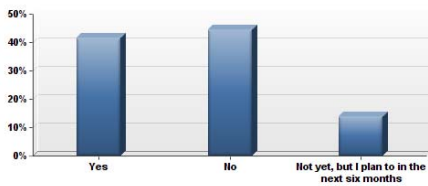


Total dollars saved = \$2075

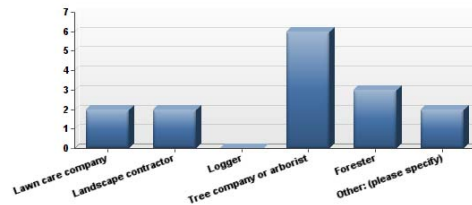
7. Since you attended the workshop which of the following workbook activities have you completed?



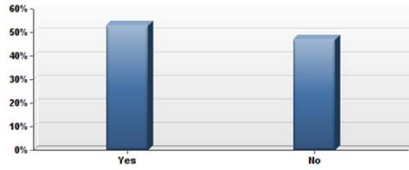
8. Have you contacted a service provider to help you implement any woodland management practices (for example, a landscape contractor, arborist, forester, logger)?



9. How would you describe the professionals you contacted?



8. Have you shared the manual or information included in the manual with others?



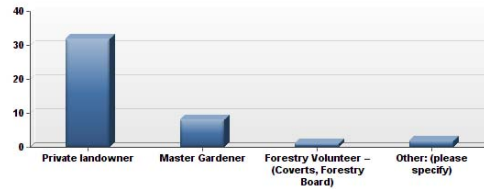
If Yes, Who, How many?



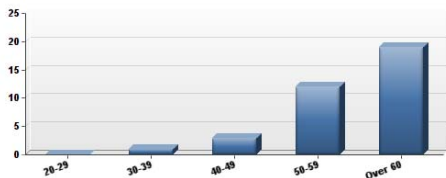
9. Did information gained at this workshop motivate you to do any of the following?
Check all that apply.



B) Background Information: Check All that apply




Age Range



Age & Acreage Owned

- 54% over age 60, 34% aged 50-59, 4% aged 30-49
- 344 acres. Includes on 156 acre community forest.
- 132 acres in natural area (un-mowed field, woodland, etc).
- 14% enrolled in property tax reduction program



Bringing *The Woods in Your Backyard* to New Audiences
 Andrew A. Kling ~ Jonathan S. Kays / Woodland Stewardship Education

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Bringing *The Woods In Your Backyard* to New Audiences




Over 70% 18% 20-29 5% 30-39 2% 40-49 25% 50-59 16% 60-69 34%

UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

I. Program overview

The Woods in Your Backyard

- Printed Guide & Workbook
 - First edition 2006; second edition 2015
 - Over 12,000 sold over both editions
- Evening and weekend workshops to thousands in Mid-Atlantic area
 - For small-property owners
 - Converting lawn to woodland
 - Enhancing current woodlands



UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

I. Program overview, contd.


- Each guide's lesson is followed by hands-on activities to get property owners/managers out to their land to gather information
 - Activities reinforce concepts introduced in text
- Participants create a "stewardship journal" to record their projects & progress



UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

II. Course history & application

- Built on Canvas ELMS
- Debuted Fall 2016
- Intent: 2x a year (Spring & Fall)




UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

Publicity through print & social media

- Distribution of quarterly newsletter & listservs
- Pinned Facebook posts



UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS



Registration through Eventbrite.com

- Enables participants to enroll with credit card
- Eventbrite handles all processing and disburses at end of session

UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS



Sent with paid registration


The Woods in Your Backyard, 2nd edition
The Woods in Your Backyard Workbook
Common Native Trees of Virginia Identification Guide

UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

II. Course history & application



UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS




Short videos to illustrate concepts

- Developed in-house
- Landowner interviews, safety reviews, equipment demonstrations

UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

II. Course history & application



UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

We didn't expect it to be perfect, but ...

Session 1 (Fall 2016)



UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

We didn't expect it to be perfect, but ...

Session 1 exposed several ~~problems~~ challenges to address during and after the session



FEARLESS IDEAS

III. Continued development

Since that first session ...

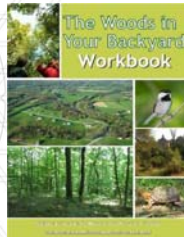


FEARLESS IDEAS

Enhancing the "Asynchronous Learning"

"Revised and expanded download & upload instructions":

Fill in PDF forms
or
Complete blank activity sheets in Workbook and submit photos



FEARLESS IDEAS

Workbook options

PDF ...

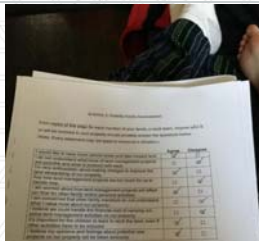
Number of trees	1	2	3	4	5	6	7	8	9	10
Number of trees	1	1	4	3	3	2	2	0		
Number of trees	1	0	1	4	4	4				

Or by hand...

Number of trees	1	2	3	4	5	6	7	8	9	10
Number of trees	1	1	4	3	3	2	2	0		
Number of trees	1	0	1	4	4	4				



FEARLESS IDEAS



FEARLESS IDEAS

IV. Course impact

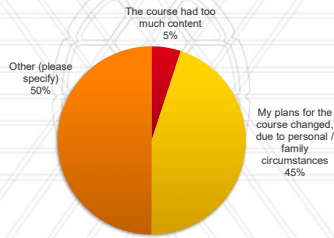
Qualtrics survey - March 2018

- All paid participants invited to reply
- 65% response rate
- Asked to share opinions and demographics



FEARLESS IDEAS

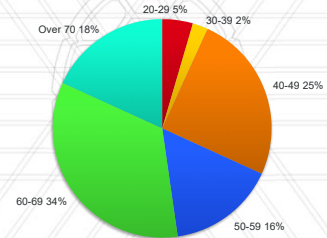
“What were the barriers that kept you from completing the course?”



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FEARLESS IDEAS

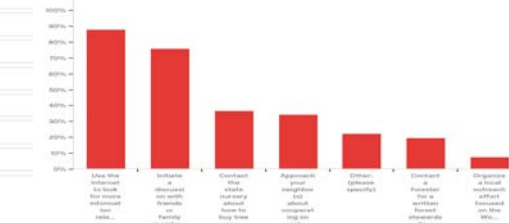
Demographics



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FEARLESS IDEAS

“Did the course motivate you to ...?”



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FEARLESS IDEAS

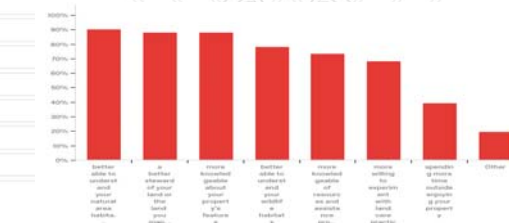
“Did the course motivate you to ...?”

- “Other” included:
- “[Planting] native plants while removing invasives”
 - “Look for assistance with wildflower meadows and living shorelines”
 - “Work with the county on erosion issue”
 - “Restock the woods with oaks and other native trees. Continue to beat back invasive multiflora and knotgrass.”

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FEARLESS IDEAS

“As a result of this course, do you feel that you are ...?”



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FEARLESS IDEAS

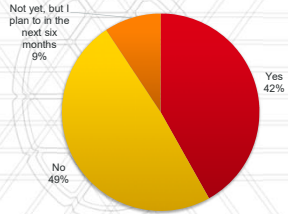
“As a result of this course, do you feel that you are ...?”

- “Other” included:
- “More opportunities to spend time with and teach my kids about the world”
 - “Got children more engaged in the environment in our yard and managing it”
 - “I learned about some of the questions I didn't know how to ask. Also, the process of defining & naming different areas has made to projects less intimidating - it's easier to get started.”

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FEARLESS IDEAS

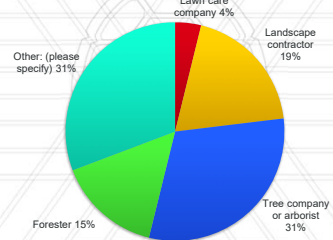
“Have you contacted a service provider?”



UNIVERSITY OF MARYLAND EXTENSION

FEARLESS IDEAS

“How would you describe the service professional(s) you contacted?”



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FEARLESS IDEAS

Land care practices for natural areas

- Asked to choose from a list of 17 practices shared in the course
- Option to show projects completed / in progress with paid or unpaid labor

- Using herbicides to control exotic/invasive plants
- Planting trees and shrubs
- Reducing/eliminating mowing
- Planting crops/using livestock for agroforestry
- Creating wildlife brush piles
- Creating a canopy opening
- Firewood cutting
- Creating wildlife food plots
- Tree girdling
- Managing grasshoppers
- Planting/enhancing mast trees
- Pruning trees
- Using stem, stump or basal herbicide applications
- Stabilizing streams through planting
- Thinning trees
- Creating a natural haven or campfire/camping area
- Designing/building a trail
- Other (please specify):

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FEARLESS IDEAS

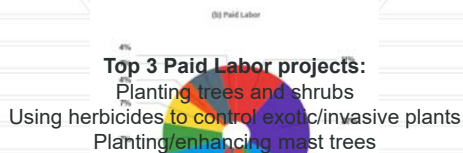
Land care practices for natural areas



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FEARLESS IDEAS

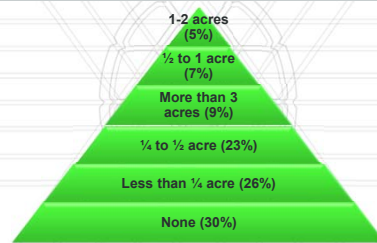
Land care practices for natural areas



UNIVERSITY OF MARYLAND EXTENSION

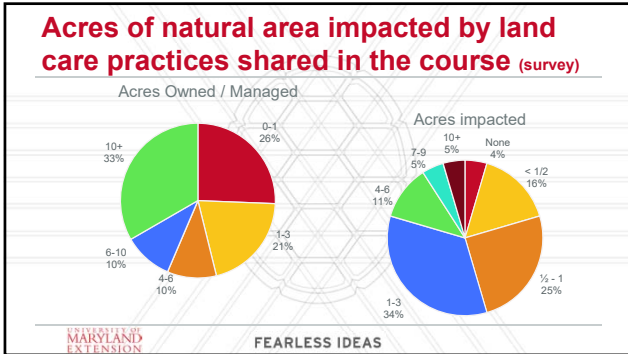
FEARLESS IDEAS

“How many acres of existing lawn have been turned into natural area?”



UNIVERSITY OF MARYLAND EXTENSION

FEARLESS IDEAS



- ### Conclusions, so far ...
- Course designed to reach those who can't / couldn't attend workshops
 - Course content and features need to keep evolving to meet participants' interests
 - Continued development of "Asynchronous Learning" techniques
 - Participants get out of it what they put into it
- UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

- ### Conclusions, so far ...
- Need to work with green service providers to expand services
 - Need to continue outreach to younger landowners
 - Nearly all are pursuing one or more land care practice on their properties
- UNIVERSITY OF MARYLAND EXTENSION FEARLESS IDEAS

Questions?
Comments?


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