



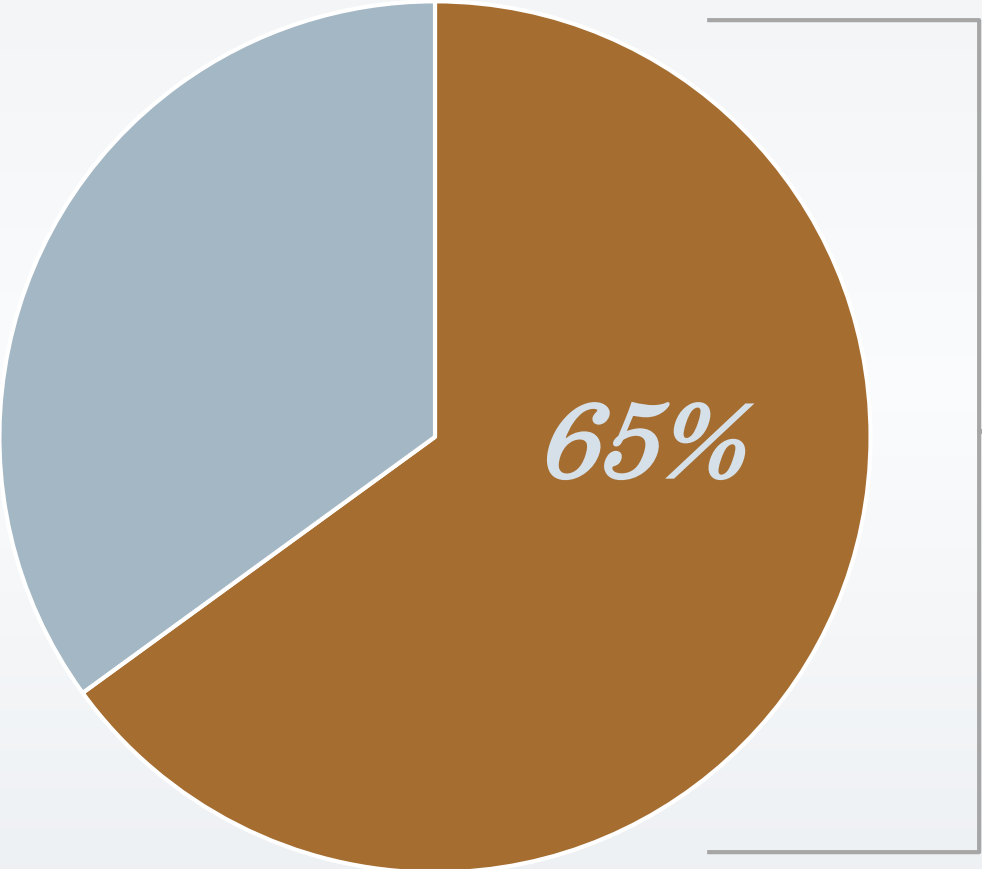
Let's Get Visual!



*Building photo and graphics resources
to tell more compelling stories*

Laura Meyer, Communications Manager
2021 NASCA Field Staff Sharing Session | Oct. 4

Why do we need to “get visual” to communicate our conservation stories and messages?



Majority of people are



visual learners

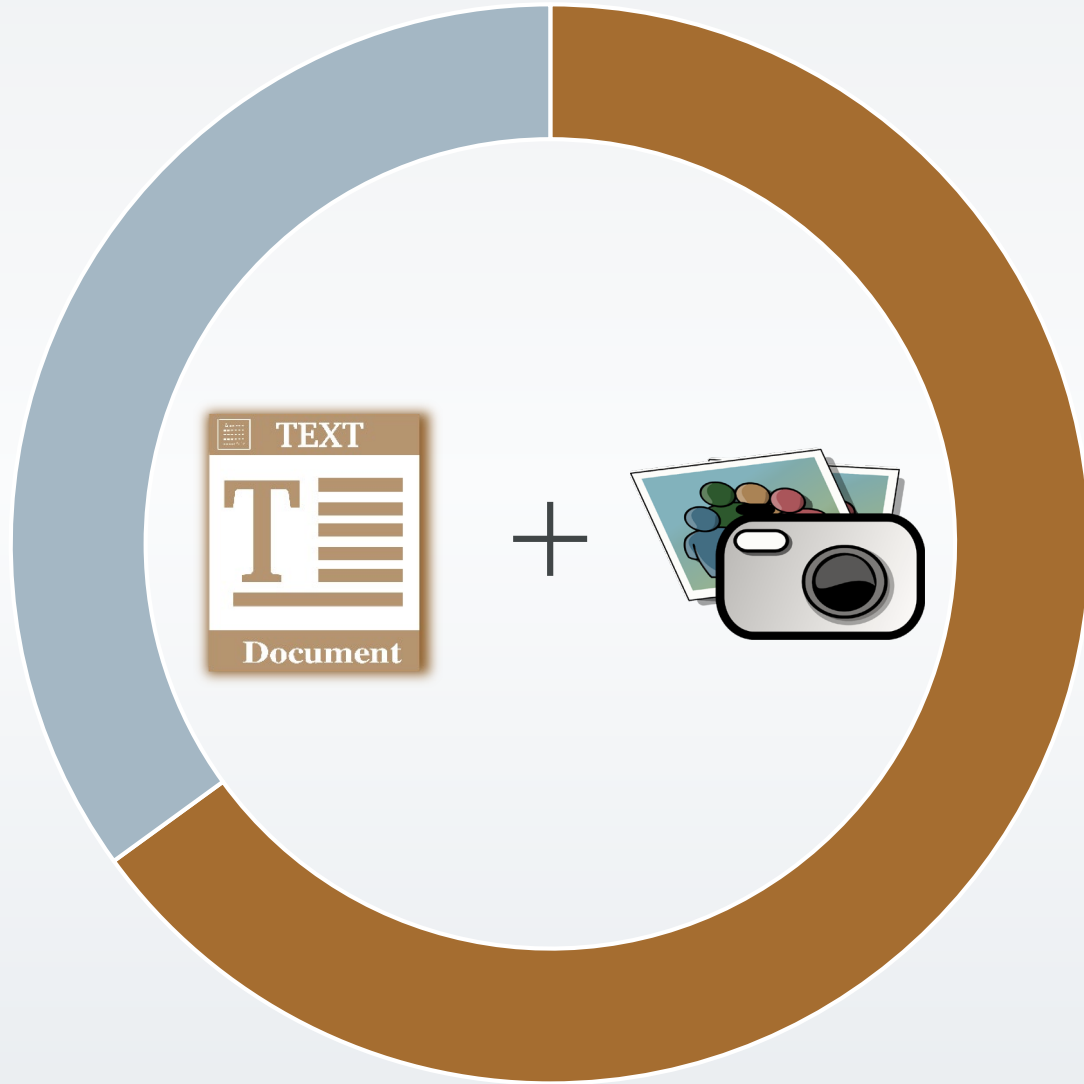
Most people **only read**
20–28% of written text...





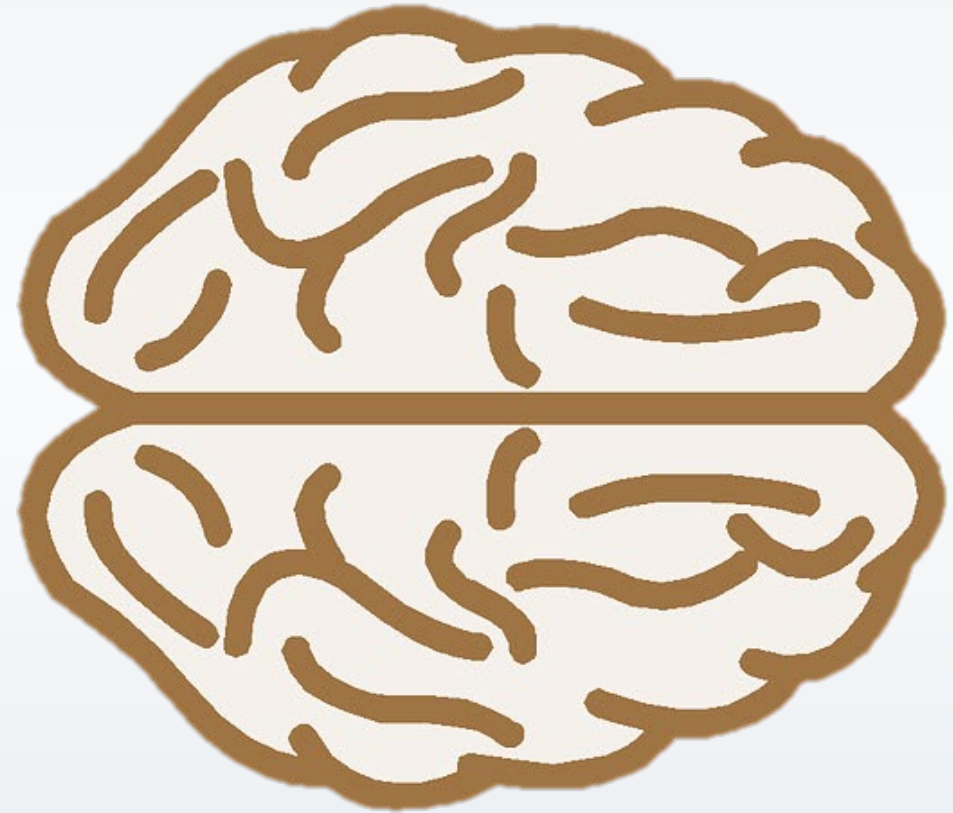
Most people **only read 20–28%** of written text...

...and, after three days research suggests people **only retain 10%** of what they read.



If concise text is paired with relevant images, after three days people **retain around 65%** of information.

Human brain processes
images **60,000x faster**
than text.



At-a-glance visuals preferred by...



Elected Officials



Millennials
(largest adult population in U.S.)

How can our agency make it easier for us and for conservation districts to use more visuals in our communication?

Hurdle I:

We have a very limited selection of relevant photos to use in our materials.

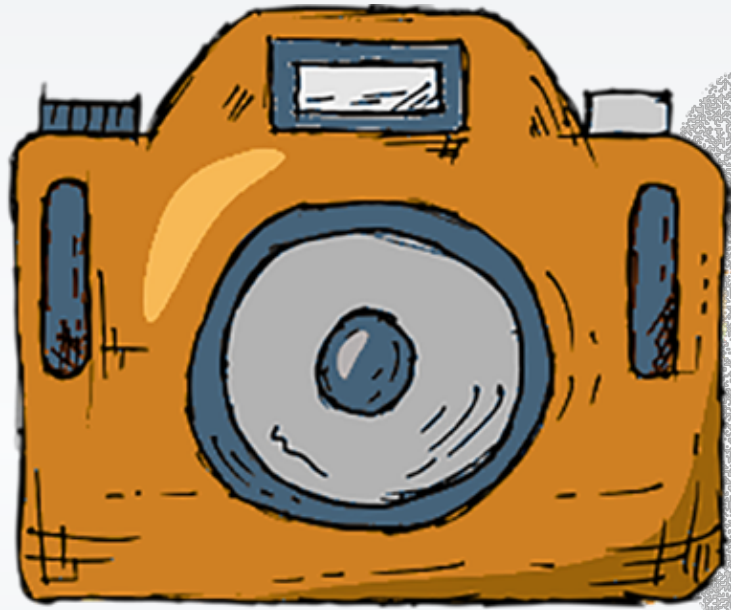


Solution I:

We have a very limited selection of relevant photos to use in our materials.



Photo contest!



8th Annual

Conservation
District

Photo Contest

Sponsored by the Communications, Partnership, and Outreach (CPO) Committee



Washington State Conservation Commission

PRO

Washington State Conservation C...

6 Followers • 0 Following

1,148 Photos

Joined 2015

About

Photostream

Albums

Faves

Galleries

Groups

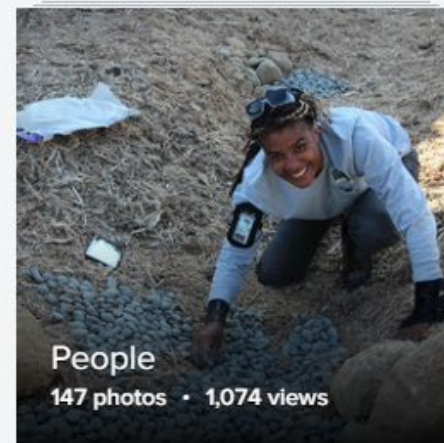
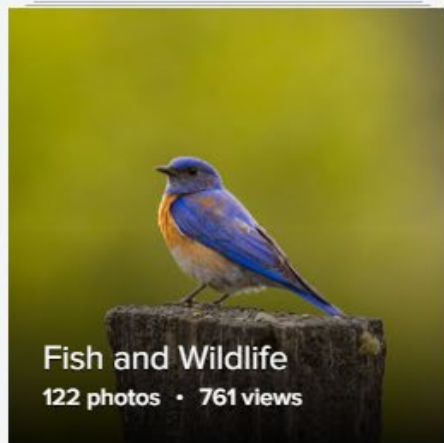
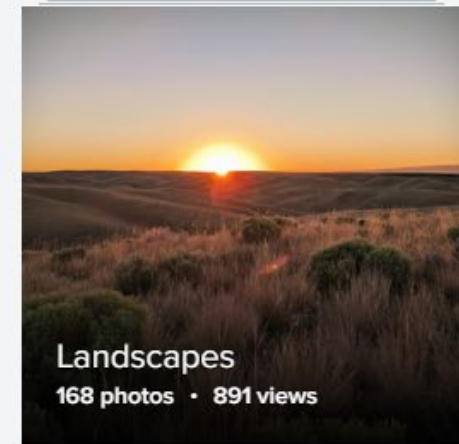
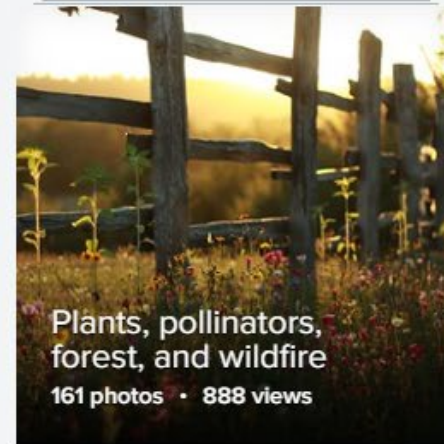
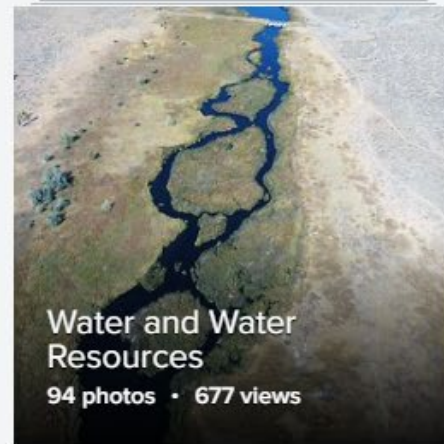
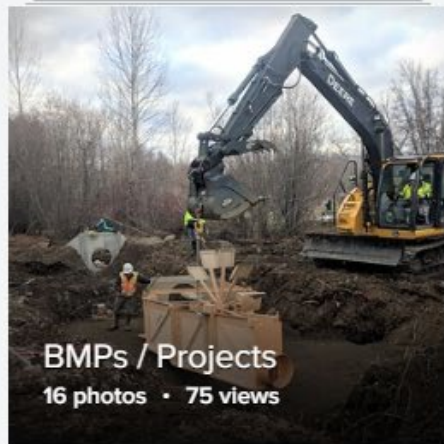
Stats

Camera Roll

+ New album

+ New collection

View my collections



Hurdle II:

We don't have
icons/graphics to
use when reporting
metrics.



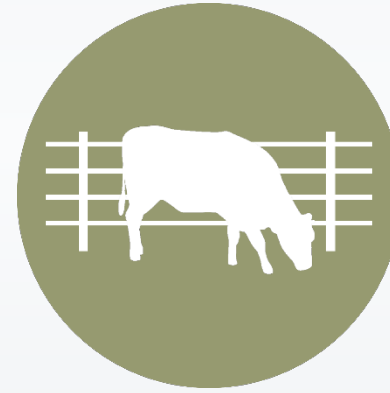
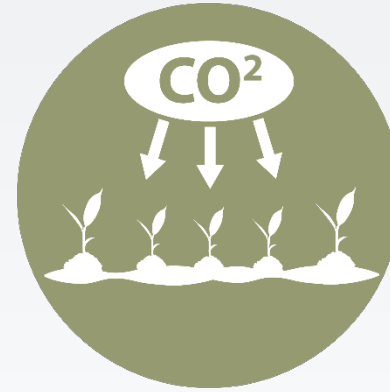
Solution II:

We don't have icons/graphics to use when reporting metrics.



Design / collect icons to populate shared digital image library!

Library organized
by topic in eight
folders (e.g.,
BMPs, Fish and
Wildlife, Working
Lands)



Hurdle III:

Many audiences
can't conceptualize
or relate to the
metrics we report.



Solution III:

Many audiences
can't conceptualize
or relate to the
metrics we report.



Visual equivalents
for conservation
measures!

Visual Equivalents for Conservation Measures

Not everyone can conceive what it means to save 1.02 cubic feet of water per second. But most people understand that saving enough water per day to fill an Olympic-sized pool is a great public benefit.

Translating metrics into relatable visuals helps engage your audience and make messages about your accomplishments stick.

The tables in this document provide options for translating conservation measures into visual equivalents. Some visuals are hyperlinked—click the link to view a graphic of that image that’s available for CDs to download/modify/use in your communication materials.

Water/Liquid Measurements

42 liquid gallons	Volume of a bathtub
660,000 liquid gallons	Olympic-sized swimming pool
1.02 cubic feet per second	Olympic-sized swimming pool per day
6,990 acre feet	Covers area the size of City of Pullman one foot deep
12,800 acre feet	Covers area the size of City of Olympia one foot deep
17,920 acre feet	Covers area the size of City of Yakima one foot deep
38,400 acre feet	Covers area the size of City of Spokane one foot deep
53,760 acre feet	Covers area the size of City of Seattle one foot deep
2.4 million acre feet	Volume of Lake Washington
15.8 million acre feet	Volume of Lake Chelan

Soil/Mass/Weight Measurements

60 pounds	1 bushel of wheat
3,200 pounds	Weight of average car
5-6 tons	Weight of average male orca
3,700 tons	Weight of the Space Needle
27,100 tons	Weight of the Statue of Liberty
Soil losing 5 tons per acre per year	1 inch soil loss in 30 years
13 cubic yards top soil	1 standard (21 ft) dump truck load (15-16 ton/31.2K lbs)

Length/Distance Measurements

360 feet/120 yards	Length of an American football field
604 feet	Height of Space Needle
3,538 feet	Length of Interstate Bridge (I-5 bridge between WA and OR)
3,612 feet	Height of Steptoe Butte
14,411 feet	Height of Mt. Rainier
93 miles	Distance to hike around Mt. Rainier
240 miles	Distance from WA's northern (Canada) to southern (OR) border
360 miles	Distance from WA's western (coast) to eastern (ID) border

Land/Area Measurements

1.3 acres / 57,600 square feet	American football field
620 acres	WSU main campus
634 acres	UW main campus
4,930 acres	City of Wenatchee
6,990 acres	City of Pullman
12,800 acres	City of Olympia
17,920 acres	City of Yakima
38,400 acres	City of Spokane
53,760 acres	City of Seattle

Looking for Greenhouse Gas / CO2 emission equivalencies?

Check out the [EPA Greenhouse Gas Equivalencies Calculator](#).

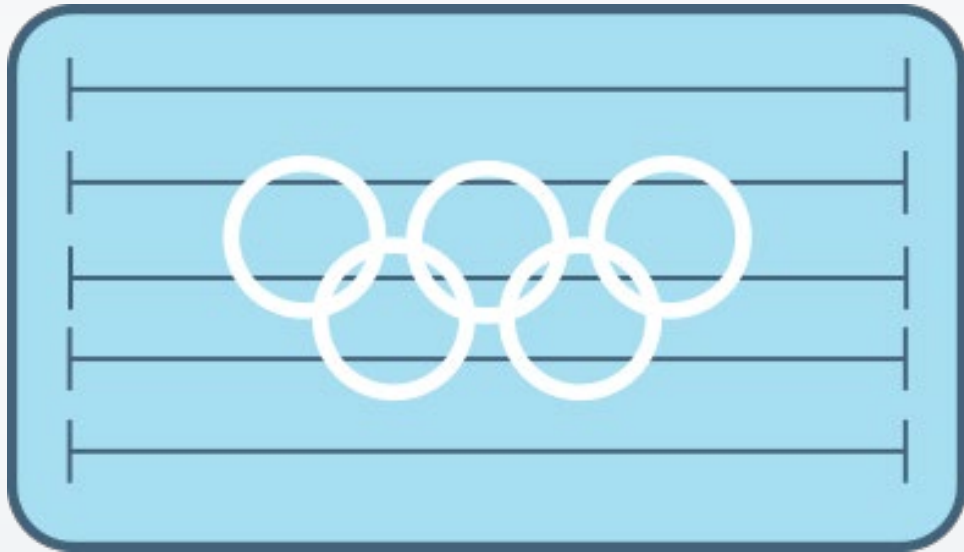
Want to calculate how conservation project investments impact the state economy and job creation?

Use the [Washington Input-Output Table](#) (updated June 2019, developed by the Office of Financial Management) to get an estimate.

Note: For most circumstances when the SCC uses this table, we use the “Simple Analysis” sheet/method and enter the funding expended into Table 1>“Output”(Column C) under “52. Waste Management/Other & Agricultural Services” (Column A). Your district may have program/service expenditures that fit better under other work sector(s)/category(ies) (Column A).

Want more conservation and ag-related graphics to use in your materials?

We created a whole [Digital Image/Graphics Library](#) for conservation districts to use. Images are organized by topic area in folders and are free for CDs to use and modify in their non-commercial marketing materials.



These irrigation projects return an estimated 14.1 cubic feet of water per second to our salmon streams.

That's enough to fill 14 Olympic-sized swimming pools per day!

What's the result?



20 Years of CREP:

What's been accomplished in Washington to date?



1,375 voluntarily enrolled agricultural sites

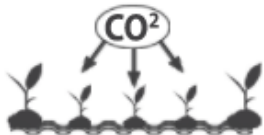


142-foot average width for riparian forest buffers



925 miles of stream enhanced for salmon

(That's the distance from Seattle to the Grand Canyon!)



5.9 million trees/shrubs planted that provide habitat and sequester carbon



286 miles of fence constructed

(That's the distance from Bellingham to Pullman!)

How do CREP buffers benefit Washington farms?

Erosion control



They stabilize stream banks and provide a protective barrier against moving water.

Flood mitigation



Buffer vegetation increases water infiltration and slows flood waters.

Weather protection



They shelter fields, structures, and livestock from blowing wind and snow.

Learn more about CREP: scc.wa.gov/conservation-reserve-enhancement-program

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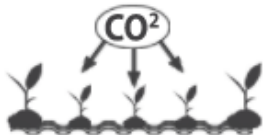


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What does Conservation Technical Assistance look like on the ground?



Visiting landowners' properties and developing site-specific plans that provide roadmaps of recommended actions to conserve natural resources.



Building community awareness and engagement with priority natural resource issues, such as by hosting annual Orca Recovery Day events.



Helping landowners and communities reduce wildfire fuel, such as by hosting free mobile wood chipper events.



Creating new opportunities to give all people access to fresh, locally grown food, such as by launching virtual farmers markets and hosting farm stands.

Contacts

Allison Halpern, Policy Assistant
ahalpern@scc.wa.gov | 360-280-5556

scc.wa.gov | facebook.com/WashingtonStateConservationCommission



Contact our office (360-407-6200) or use the Telecommunications Relay Service by dialing 711 to request content in an alternative format.

SCC-CTA-1120
November 2020



Washington State Conservation Commission

December 9, 2020 · 🌐

We're pleased to share the three stunning winners of the 2020 Conservation District Photo Contest! These were selected among over 140 entries submitted by conservation district staff and board members that show the diversity of communities and resources served through voluntary conservation in Washington State. View the other finalists here: <https://www.scc.wa.gov/news/photo-contest-2020>.



5,463
People Reached

444
Engagements

Boost Post

👍❤️ 42

26 Shares

Great for social media!



1,258
People Reached

68
Engagements

Boost Post

👍❤️ 22

3 Comments 9 Shares

What's next?



Visual “Conservation Catalog”



Visual “Conservation Catalog”



Photo training – before/after pics



Visual “Conservation Catalog”



Photo training – before/after pics



Coordination between data/visuals



Contact:

Laura Meyer

Communications Manager

lmeyer@scc.wa.gov

360-701-9455

scc.wa.gov/marketing-toolkit

(photos and graphics tab)



**CONSERVATION DISTRICTS
OF WASHINGTON STATE**

your window to healthy lands