



Kevin Wright  
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MARIN COUNTY  
PARKS  
PRESERVATION · RECREATION



# BACKGROUND





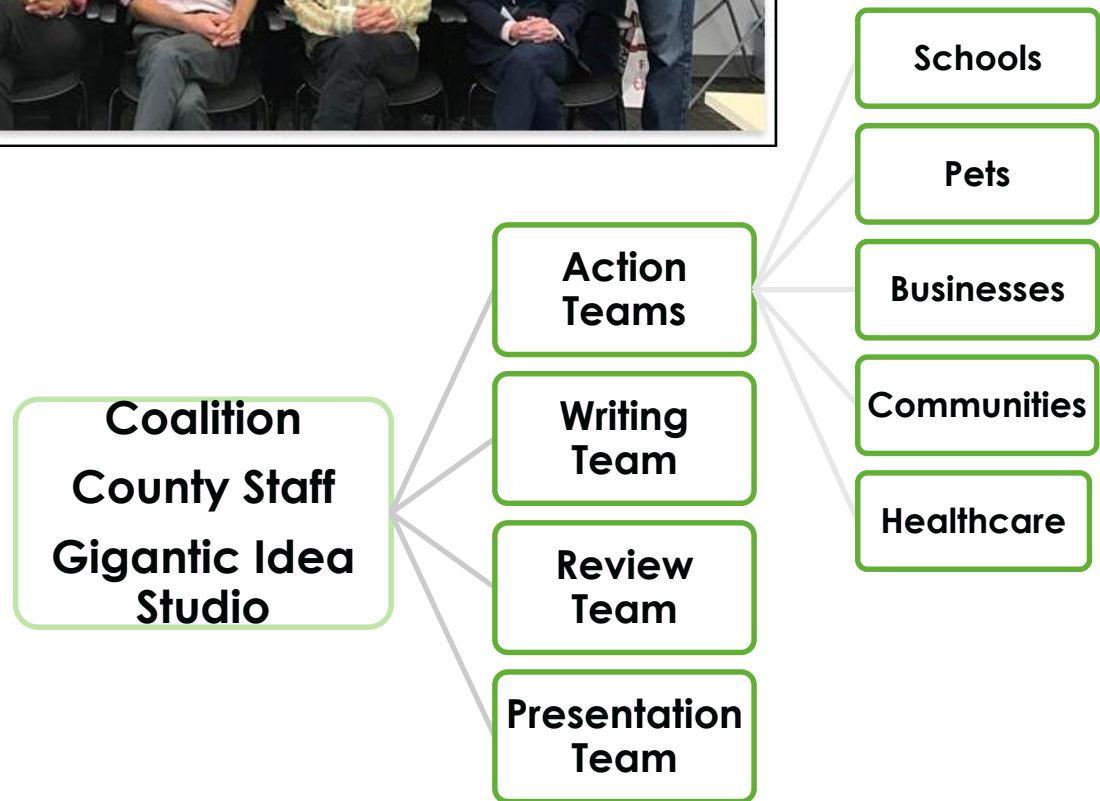
# LEARNING OBJECTIVES



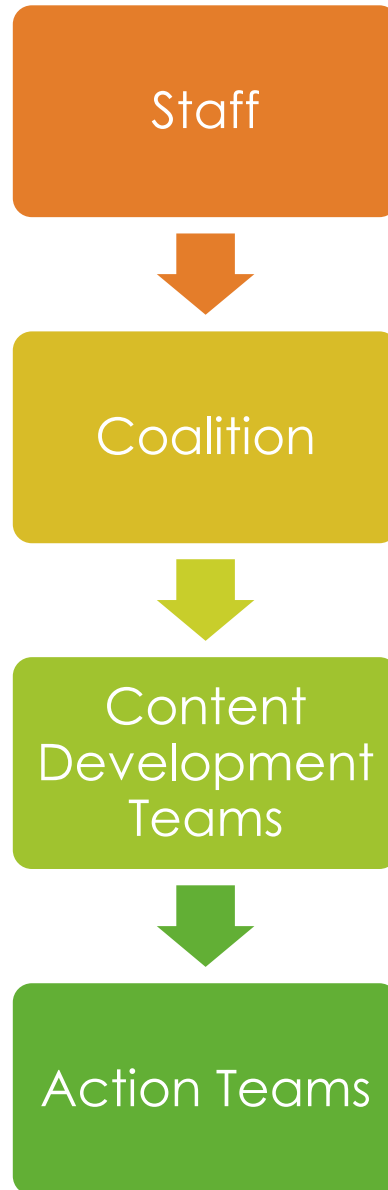
- Empowering community partners
- Transition and the Partnership Lifecycle
- Active listening



# YEAR ONE



# ORGANIZATION OF THE PARTNERSHIP





# WEBSITE

ABOUT RESOURCES JOIN US! FAQs



## Why think before you spray?

Over use of weed killer can harm water, wildlife and even your pets and family's health. There are other options to consider before reaching for the spray!

Resource Links:

- [Why NOT to spray](#)
- [Why to avoid putting chemicals in your garden](#)



## What are some other methods to control weeds?

Weed by hand! Try a trowel! Here are some links that give non-toxic ways to make your garden glow.

Resource Links:

- [Weed control](#)
- [The right tool for the job](#)
- [Eco-friendly ideas for your lawn & garden](#)



## About

The "Think Before You Spray" campaign is a collaborative, community-driven project in Marin County to raise awareness among Marin residents about alternatives to the use of toxic landscape products—around people's homes and businesses—and to reduce the overall use of pesticides.

Many organizations have compiled useful information on how to reduce environmental toxins. We have selected a few resources with links below that will take you to other websites.



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## What are some other methods to control weeds?

Weed by hand! Try a trowel! Here are some links that give non-toxic ways to make your garden glow.

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## How do I identify my weeds?

Resource Links:

- [Identifying your weeds](#)



## Stop the Invaders

Managing all weeds is a challenge. Invasive weeds are more persistent and problematic than others.

Resource Links:

- [Impacts of invasive plants](#)
- [Weeds that threaten open space](#)

# IN PRINT AND IN THE COMMUNITY

LOCAL NEWS

# Think!

before you spray

**Put weed killer away**

Don't harm where you eat, drink and play.

**YardSmartMarin.org**

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## How 'Yard Smart' Are You?

**Shoulder surfers**

Shoulder surfers are a common sight at dog parks, and it's not always a bad thing. They can help you spot potential problems, such as a dog that's acting strangely or a child who's not playing safely. But they can also be a distraction for the dog, and it's best to keep them away from the dog's food and water.

**It's Not Just a Dog's World**

It's not just a dog's world. Dogs are also affected by pesticides and herbicides. These chemicals can be found in many common household products, including lawn care products. It's important to read labels and use these products responsibly to protect your dog's health.

**Tip for Weed Control**

**Know Your Target**

Identify the weeds you want to control. Different weeds require different control methods.

**Spot Control**

Use spot control for individual weeds. This is the most targeted method and is the safest for your dog and family.

**Don't Let the "Prevent" Be the Cause of the Problem**

Prevention is key, but it's not a magic bullet. It's important to use prevention methods correctly and to combine them with other control methods.

**How to Use the Product**

Read the label carefully and follow the instructions. Use the product in a way that minimizes exposure to your dog and family.

**Prevention is Key**

Prevention is the most effective way to control weeds. It's important to use prevention methods correctly and to combine them with other control methods.

**Why is spot control better than a broad spray?**

Spot control is more targeted and safer for your dog and family. It allows you to control weeds without harming the rest of your lawn.

**What are some other methods to control weeds?**

Other methods include manual weeding, mulching, and using natural weed control products. It's important to choose a method that works for your lawn and your dog's needs.

**How can I keep my dog safe from pesticides?**

Keep your dog away from treated areas until the product has dried. Wash your dog's paws and belly after they've been in a treated area.

**How can I keep my child safe from pesticides?**

Keep your child away from treated areas until the product has dried. Wash your child's hands and clothes after they've been in a treated area.

**How can I keep my dog safe from herbicides?**

Keep your dog away from treated areas until the product has dried. Wash your dog's paws and belly after they've been in a treated area.

**How can I keep my child safe from herbicides?**

Keep your child away from treated areas until the product has dried. Wash your child's hands and clothes after they've been in a treated area.

**Prevention: Start With Weed Control**

Prevention is the most effective way to control weeds. It's important to use prevention methods correctly and to combine them with other control methods.



# ADVERTISING ONLINE

**Chef Ron Siegel to open San Anselmo restaurant**

9 HRS AGO

MARIN NEWS

**In Your Town for April 27, 2017**

45 SECS AGO

MARIN NEWS

**Mill Valley: Gas line break prompts Miller Avenue closure**

42 MINS AGO

MARIN NEWS

**In Your Town for April 25, 2017**

21 HRS AGO

MARIN NEWS

**In Your Town for**

MARIN NEWS



**Marin governments to split \$13M tax refund**

NOVATO



**Novato solar farm nearly ready to power homes**

MARIN NEWS



**Sausalito scores legal victory in ferry dock dispute**



MORE VIDEOS:



## MOST RECENT STORIES

NEWS

**Live updates: Marin supervisors consider allocating \$8.3 million for storm damage, infrastructure repairs**

When the Marin County Board of Supervisors meets at 9 a.m. on Tuesday at the Civic Center, it will consider allocating \$8.3 million in one-time excess Educational Revenue Augmentation Fund (ERAF) revenues for road infrastructure improvements, storm damage and facility reserves, and state and federal uncertainty reserves. The supervisors will also review and consider adopting the 2017 Marin County Racial Equity Action Plan. Reporter @HalsteadRichard posts live. Join the conversation on...





# HIGH ON SUCCESS



# YEAR TWO TRANSITION



Transition in:

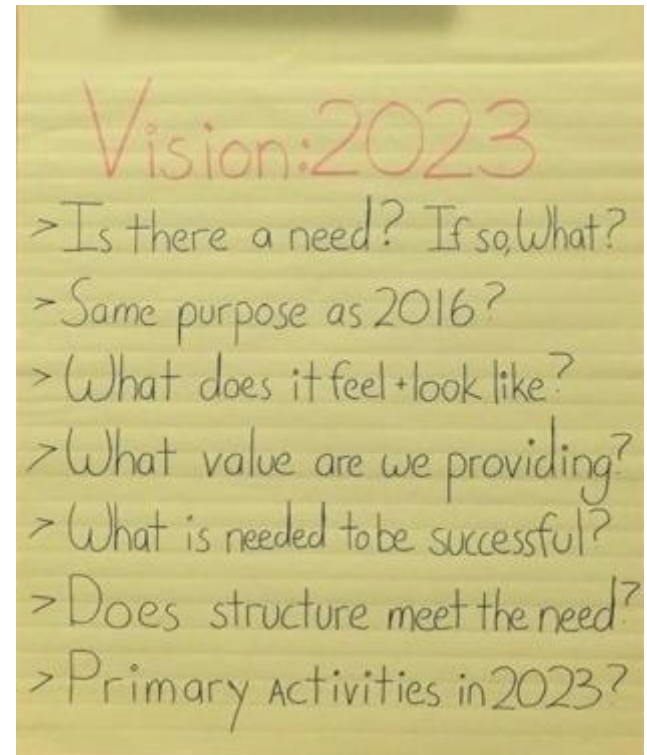
- Backbone
- Team
- Purpose
- Funding





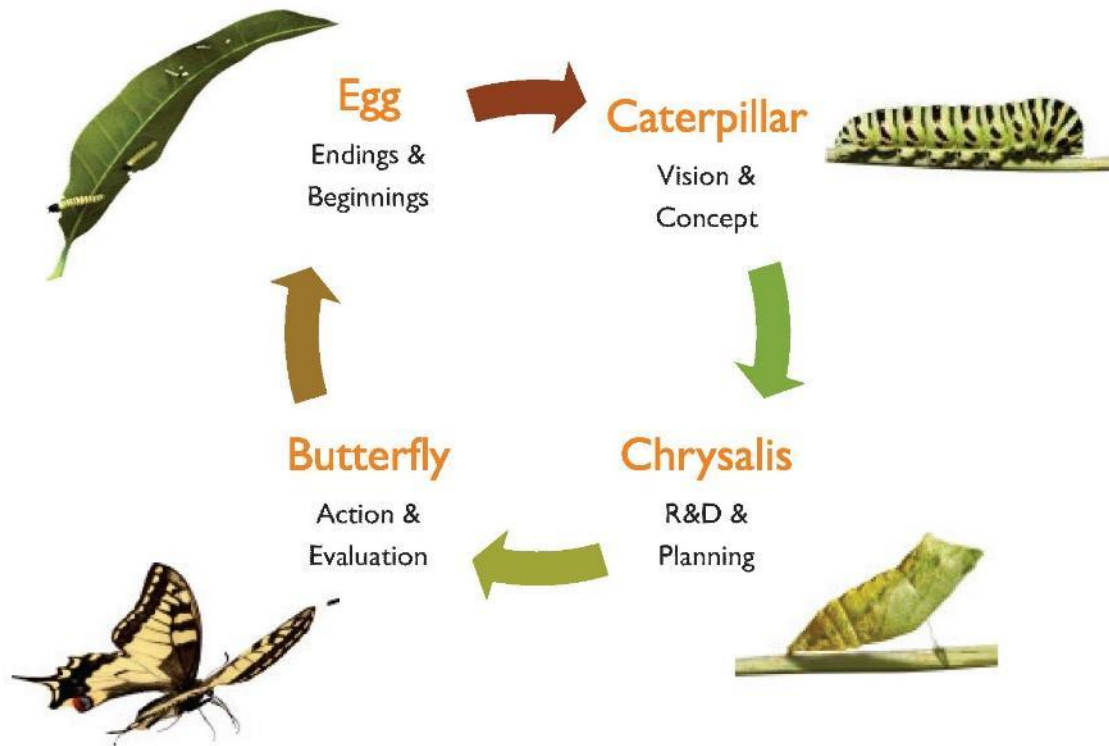
## SHOULD THE PARTNERSHIP LAST?

Who has been at a similar intersection in a partnership? What questions did you ask?



# SOLUTIONS

## Partnership Network Life Cycle





# EMPOWER A NEW LEADER



- Skills
- Meaningful support
- Stepping back

## FIND THE RIGHT TEAM



- Trust and connection
- Willingness to do the work
- Transparency



# USE ACTIVE LISTENING TO ACTIVATE THE TEAM



Listen and adapt the process to the team vision



# MANAGE EXPECTATIONS AND THE SENSE OF URGENCY



Take the time needed to build something sustainable that aligns with the vision



# HELP THE NEW TEAM DELIVER EARLY WINS





## LESSONS LEARNED

When in a transition:

- Use active listening to find a way forward and include and empower the team
- Use the partnership lifecycle to identify where you are in the partnership transition
- Empower emerging leadership and find the team that will do the work
- Manage expectations and the sense of urgency
- Help deliver wins and love your team!



Thank You

Kevin Wright

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[YardSmartMarin.org](http://YardSmartMarin.org)

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