

Oregon Public Behavior Survey Compilation & Related to Impacts on Water

Data Findings Summary

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State, County, City Demographics

Oregon	Pdx	Gresham	Salem	Eugene	Medford	WA Co	Clackamas Co	Mult Co	Jackson County
3.9M	609 K	109 K	161 K	159 K	78 K	555 K	388 K	766 K	209 K
18 yr < 22%	19%	26%	25%	18%	24%	25%	23%	20%	21%
65 yr > 16%	10%	11%	12%	13%	16%	11%	16%	12%	20%
Latino 12%	9%	19%	20%	8%	14%	16%	8%	11%	12%
White 88%	73%	69%	79%	86%	86%	83%	91%	81%	93%

<http://quickfacts.census.gov/qfd/states/41/4147000.html>

2013 Population Estimates

US: 72% White, Oregon ranks 18th highest white population state
Latino: 17%

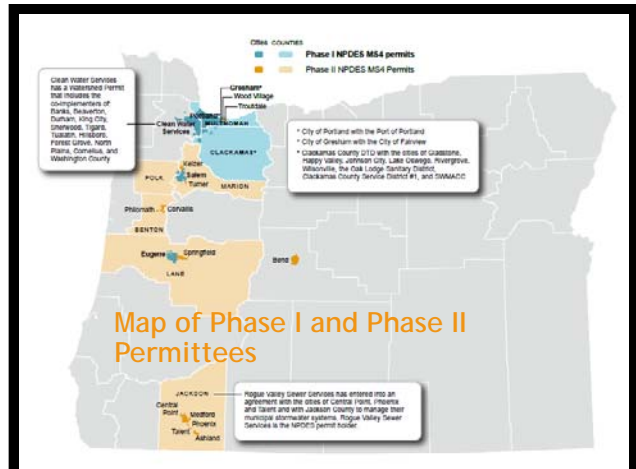
State, County, City Demographics

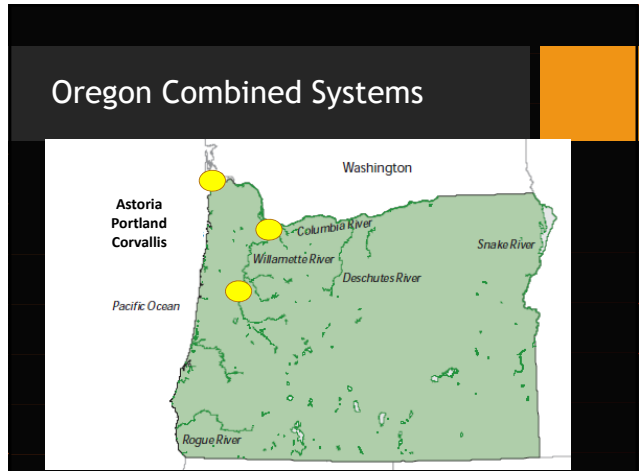
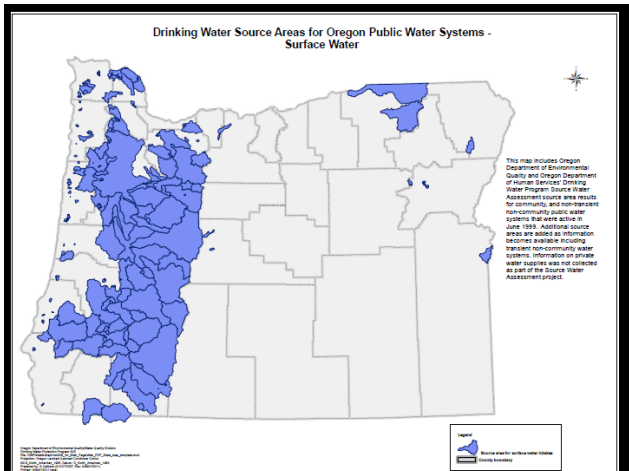
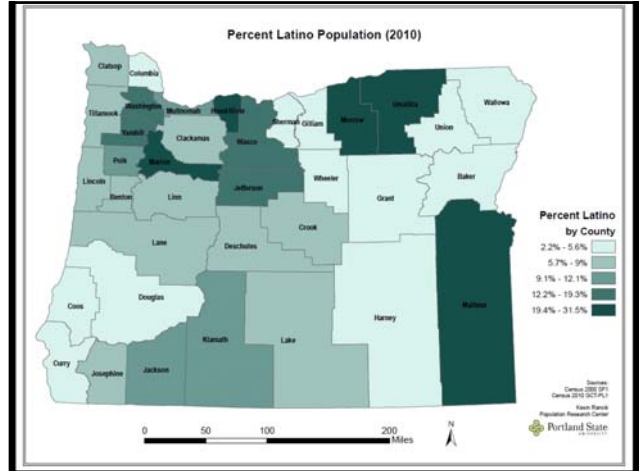
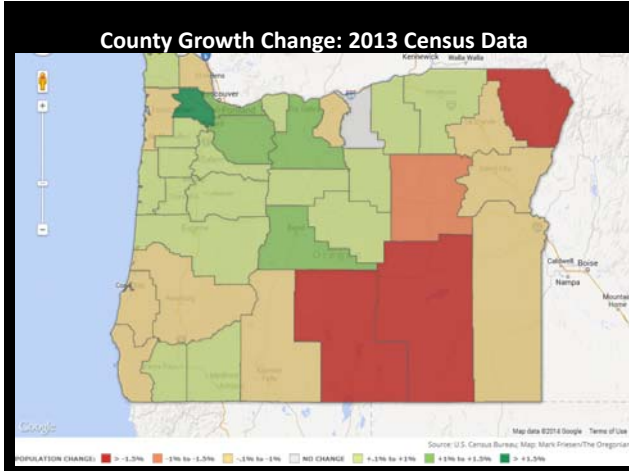
OR	Keizer	Turner	Corvallis	Springfield	Bend	Ashland	Troutdale	Marion Co	Lane Co
3.9M	37 K	1,854	55 K	60 K	84 K	21K	17K	326 K	356 K
18 yr < 22%	27%	26%	15%	24%	24%	16%	28%	25%	19%
65 yr > 16%	13%	18%	11%	12%	12%	18%	8%	14%	17%
Latino 12%	18%	7%	7%	12%	8%	5%	10%	26%	8%
White 88%	83%	89%	84%	86%	91%	87%	84%	90%	90%

<http://quickfacts.census.gov/qfd/states/41/4147000.html>

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DHM Evaluation Methodology

- Compile surveys from various sources
- Use surveys that are statistically valid and randomly sampled
- Some regional and national data used for general comparison
- Some focus group information included for general comparison
- Highlight data needs and survey weaknesses for the future

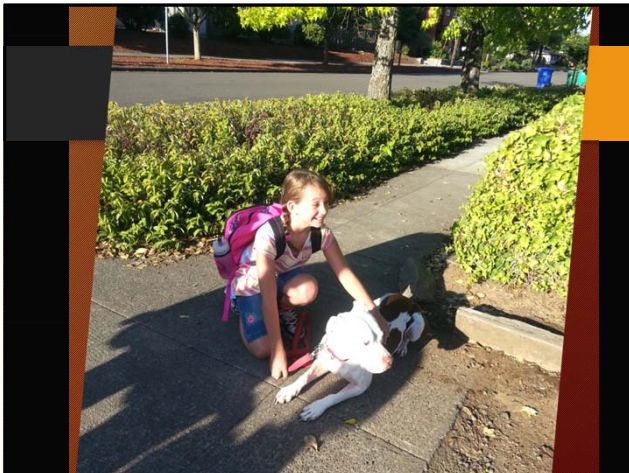
Primary Sources of Data

- Clean Water Services
- Gresham
- DHM Value of Water Survey (statewide)
- DEQ HHW Survey (statewide)
- DHM Earthfix Survey (Statewide)
- Eugene
- Portland
- Puget Sound, Pierce County, Clark County
- EPA (national trends)
- Metro (tri-county)

Observations

1. Oregonians care about natural resource and water protection, with particular interest in drinking water. Fish and other wildlife, agriculture and recreational uses are all rated as **less important** motivators for change.
2. In addition to point sources, stormwater from **impervious surfaces** are generally **known** to cause pollution.





Encourage Scooping and RV Disposal Sites

63% own dogs and 8-10% own some type of RV

Encourage Less Toxic Lawn Care



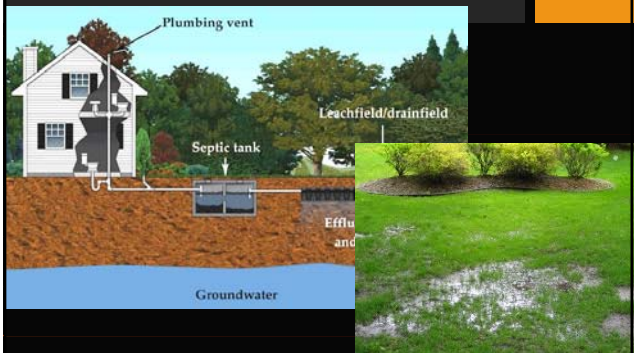
Encourage Safe Car Washing



Encourage Public Transit (?)



Encourage Annual Septic Cleaning



Encourage Non-Toxic Roof Cleaning



Encourage Proper Waste Disposal and Haz Event Collection



Targeted Findings

1. Pet waste pick up on walks is normative. In the yard, less so. Park dog bags help.
2. Most people wash their own cars. Urbanites use car washes more frequently.
3. Most people use pesticides and fertilizers on their lawns. Rural residents use more intensive lawn care strategies.
4. About 20% use moss controls on the roof.

Targeted Findings

5. People generally understand NOT to dump into drains.
7. Proper disposal of unused HHW is normative.
8. Septic tank maintenance is NOT well understood.
9. Promote public transit to reduce pollution from cars.

Pollution Reduction Strategies: Lawn

Much more work should be done for lawn care education.

– **Statewide 70% have purchased chemicals**

- 80% of Metro residents have a lawn
 - A majority use weed and feed and apply it 2-3 times per year
 - People do not understand grasscycling
- 24% report using both natural and synthetic
- 52% report spot spraying and weed and feed
- 48% use fertilizer
- 18% use insect killer
- 18% don't know which type they use

Pollution Reduction Strategies: Lawn

- About 10% use a landscape service
 - 78% do not know if their service offers organic
- 69% report not using organic products because they don't know if they work or are too time consuming
- Women and those with kids are more likely adopt desired behaviors



Pollution Reduction Strategies: Cars

1. Community car wash kits are a simple way to divert runoff.
2. Teach people to wash their car on the lawn, especially in rural areas where there is space.
3. Partner with a car wash company to have a car wash event.



Pollution Reduction Strategies: Other

1. Publicize RV waste disposal locations. Direct mail to RV owners using a DMV list.
2. Educate on septic tank maintenance. Partner with maintenance providers to offer discounts.



Promoting Sustainable Behavior

First it is vital to **ATTRACT ATTENTION** and keep it.

When people are listening make sure you use **PERSUASIVE MESSAGES**.

and **STRATEGIES** to foster change.

Remember to keep an eye on your **DELIVERY**.

and think carefully about your **AUDIENCE**.

Behavior Change “Rules”

#1 AWARENESS ≠ DESIRED BEHAVIOR

- Don't measure the **output**; measure the **outcome**

?

Behavior Change “Rules”

- Focus on **one behavior** at a time.
- Behaviors should be **END STATE**.
- Identify the **barriers**.
- Be specific** about what action you are requesting. E.g., Protect your children from harmful bacteria by picking up after your dog at home several times per week.

Uncovering Barriers & Benefits

Literature Search Observations Focus Groups Surveys

Strategies

- The behavior must become habit
- Some behaviors will go away without the incentive
- Use an encouraging strategy when barriers are low and benefits are high



Strategies

- Peer to Peer modeling is highly effective
- Using credible sources (respected spokespeople) to role model is also key
- Use of signs and prompts can reinforce behavior by creating habits and establishing social norms

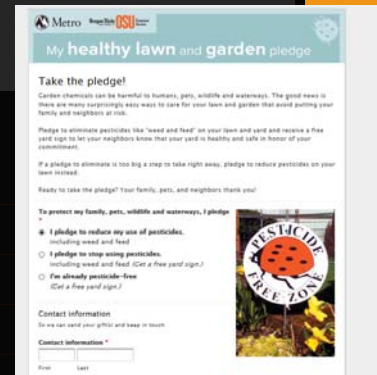


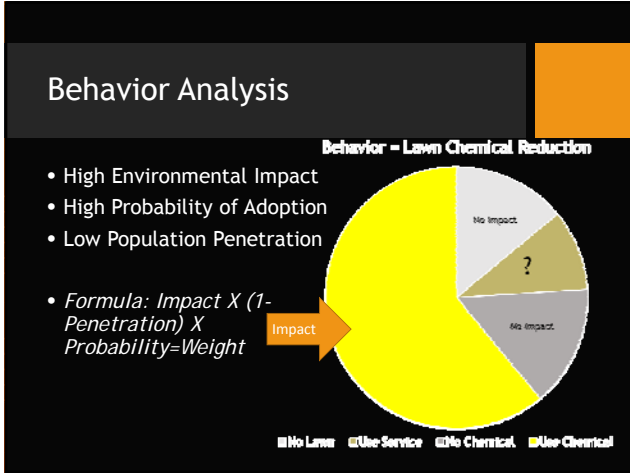
Strategies



Commitment

- The act of written commitment is more powerful





Rank	Behavior	GHG (kg/ph/y)	Probability (0 - 4)	Penetration (0 - 100%)	Weight	Cost
1	Purchase Green Power	8700	2.15	3%	18143	?
3	Cold Water Wash	450	3.09	38%	862	?
4	Increase Use of Clothes Line	200	3.07	8%	564	?
2	Install 10 CFLs	700	3.03	23%	1633	?
5	Install LF Showerhead	215	2.5	61%	209	?