

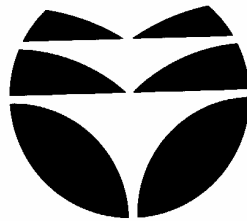
CITY OF SAN DIEGO

STORM WATER POLLUTION
PREVENTION PROGRAM

CHOLLAS CREEK WATERSHED

FOCUS GROUPS WITH RESIDENTS, BUSINESSES,
PROPERTY MANAGERS, AND COMMUNITY-BASED
ORGANIZATIONS

FINAL REPORT



JD FRANZ RESEARCH, INC.
Public Opinion and Marketing Research

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I. ACKNOWLEDGEMENTS

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- The Chollas Creek Water Quality Protection and Habitat Enhancement Project (Task 7.2.2: Conduct Focus Groups)
- The San Diego Region Integrated Pest Management (IPM) Education and Outreach Project (Task 3.1: Focused Outreach Activities, Focus Group Data)

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I. INTRODUCTION

The research findings presented in this report derive from five focus groups that were commissioned by the City of San Diego's Storm Water Pollution Prevention Program and conducted by JD Franz Research, Inc. of Sacramento. Recruited by Plaza Research of San Diego, the groups were held on December 8, 9, and 10, 2004.

All five groups consisted of people who live or work in the Chollas Creek Watershed. The first group, held at 1:30 p.m. on December 8, was with seven owners or managers of small businesses, defined as businesses with fewer than ten employees. The second

group, which took place at 6:00 p.m. that evening, was with nine residents who speak English as their primary language.

The third group, held at 10:00 a.m. on December 9, was with nine larger businesses, defined as those with ten or more employees. The fourth group, which took place at 1:30 p.m. that afternoon, consisted of ten property managers, all of whom happened to be female. Finally, the fifth group, with eleven representatives of community-based organizations (CBOs), was held on December 10 at 10:00 a.m.

Originally, there was to be a sixth group, held the evening of December 7, with residents who speak Spanish as their primary language. Although the group was actually held, if only because the moderator had flown in for this specific purpose from the San Francisco Bay Area, the recruiting was so inadequate that the session was deemed non-representative. Accordingly, this group has been rescheduled for January 11, 2005.

For the two business groups, recruiting focused on obtaining cross-sections of business types. Lists for recruiting these groups, which were provided by Katz & Associates of La Jolla, emphasized the types of businesses most likely to contribute to storm water pollution. The source of these lists was the telephone directory.

Residents were screened for living in a single-family home with a yard, either as owners or as renters, for using pesticides or fertilizers outdoors, and for being a person who makes decisions about pesticide and fertilizer use. Beyond these criteria, recruiters endeavored to assemble a mix of participants along the dimensions of gender, age, and ethnicity.

Property managers were also recruited from lists provided by Katz & Associates. Lists were developed using rental advertisements and by contacting professional associations of property managers. Although the original intention was to recruit a mix of managers from small, medium, and large properties, in actually most of the properties represented were larger.

Finally, recruitment of CBO representatives focused on assembling a cross-section of organization types and on representing the geographic and cultural diversity of the watershed. The list of potential participants for this group was also provided by Katz & Associates; it derived from community databases and community leader referrals

For the residential groups, those working in the marketing professions, those working in government, and those affiliated with environmental organizations were screened out. Recent focus group participants and those who expressed extreme or uncaring views were also screened out.

The primary purposes of the groups were to measure awareness, attitudes, and behaviors relative to storm water pollution, to explore the potential for behavioral change, to provide input on a logo and tagline, and to assess interest in participating in pilot pollution prevention outreach programs to be sponsored by the City. Specific areas of inquiry included the following:

- Awareness of what storm water pollution is
- Importance of storm water pollution
- Awareness of what people do to cause storm water pollution
- Awareness of what people can do to prevent storm water pollution
- The extent to which businesses and property managers utilize best management practices
- Utilization of pesticides and fertilizers
- Reactions to integrated pest management techniques and cards explaining the techniques
- Reactions to the logo and tag line
- Awareness of pollution in Chollas Creek
- How area residents react to City programs
- How the City can reach out to various constituencies
- How the City can partner with businesses, property managers, and CBOs
- Awareness and impact of the fine for polluting storm water

Following this Introduction, the report is divided into two additional sections. **Section III** contains a detailed discussion of the findings from the groups, while **Section IV** contains the research firm's **Summary, Conclusions, and Recommendations**.

For reference, there are also two appendices. **Appendix A** contains copies of the **Screening Questionnaires** that were utilized in recruitment, and **Appendix B** includes copies of the **Moderator's Outlines** that were used in guiding the groups' discussions, Verbatim transcriptions of all of the conversations have been forwarded to the City and to Katz & Associates under separate cover.

Because this research was qualitative rather than quantitative, it is not possible to generalize the results to the populations from which participants were selected. Thus although this report does contain conclusions and recommendations, they should be viewed as being tentative rather than definitive and subject to confirmation via quantitative research.

II. FINDINGS

Findings from the groups are presented here in approximately the same order in which the inquiries were posed to participants. (It should be noted in this regard that not all inquiries were posed in all groups.) Readers who are interested in the structure of the questioning are invited to consult the copies of the moderator's outlines that can be found in Appendix A.

Awareness of What Storm Water Pollution Is

Most participants in all five groups were able to provide a reasonable working definition of what storm water pollution is and how it is created. For example:

Small Businesses

- I think it's any runoff that ends up going down the storm drain into basically either Chollas creek that filters into the bay. So that's basically anything that is not going into our sewer system whether it be runoff from parking lots, rooftops, cars that are parked, vacant land.
- A lot of it is people. Simple residents, not necessarily businesses. People, they'll change their oil and they'll run down to the railroad tracks and they'll dump it in or in the backyard, in the street, down the curb, down the storm drains, I've already seen it.

Large Businesses

- To me it means allowing, um, soaps and different chemicals to go down in the storm drain and pollute something, I don't know where it goes.
- To me it would mean anything that is not going down into the sewer system.
- To us it means that we need to filter just about every drop of water that gets into our drain.
- It brings up the fact that anything that, to us, anything to us goes on the ground and has the potential to be washed away if it's not collected or goes into a clarifier or something like that, it's going to go in, essentially, into the storm drains to the bay, especially Chollas Creek.

Residents

- Stuff being dumped in the drains like oil, pesticides, stuff that runs down.
- When we have bad storms, how it gets washed in, you can't go in the ocean for three days and surf and contamination.

- When people dump their antifreeze down the gutter and watch it go down the gutter.

Property Mangers

- Anything that, like the wind and the rain, rushes through down the storm drains it catches trash, it catches everything, that's what it seems like to me.
- Well, I think that any time it rains it goes down the storm drain, so all the soot from the streets.

Community-Based Organizations

- My understanding is, for example where I live, there is a sewer inlay and inlet, and it runs down through a canyon area behind my house, and I'm assuming it follows some sort of a creek and just drains out into the ocean.
- The pollution is garbage and debris that people put in the street, the oils that spill and things like that, they go down into the drainage system.
- It just empties the garbage down the drain into the city. That's what I think of it.

When the moderator read what she referred to as the "official definition" of storm water pollution, provided by the City, almost no one said it contained any surprises.

One person in the group of residents, however, said:

- Well, I guess I just never really thought about it going directly there, but they do have those little dolphins on the street that says don't hurt the dolphins.

In addition, one representative of a CBO said, “I was surprised that there’s two different systems.” When the moderator probed, another three people said they were unaware of this fact as well.

Importance of Storm Water Pollution

Among business people, this issue appeared to be of moderate or even lesser importance professionally. Personally, however, “because I live in San Diego,” at least some were inclined to view the issue as being considerably more important, primarily because they recreate in or near local water bodies.

Small businesses also expressed concern that they are often blamed for polluting even though they might not be the polluters. They also indicated that the City seems slow to respond when they report that others are polluting. Finally, they suggested that they pay a premium beyond what residents pay for just about anything.

Larger businesses were more inclined to view storm water pollution as being important. The primary reason appeared to be that this is an area in which they are heavily regulated. Other reasons included having been flooded and an earlier political dispute about where storm water would be directed or diverted.

Among residents, four rated storm water pollution an eight or a nine, three rated it a four through six, and one rated it below a four. One gave it no rating because “... it’s

too much to process.” Those who rated it highly said things like “what goes into the water goes into you” and “we’re all connected.” Those who gave lower ratings tended to say they are more worried about other things; one also indicated that they just don’t care very much even though they realize water is important.

Property managers were quite sharply divided on this issue, depending on how storm water affects their properties. Those who experience flooding due to overflowing storm drains found the issue to be of great importance, while those who do not found that it basically doesn’t matter.

Representatives of community-based organizations tended to find storm water pollution personally important and professionally of considerably less importance, although for one person this pattern was reversed. Reasons for believing storm water pollution is fairly unimportant included the relative absence of rainfall in San Diego, lack of information or education, and meager publicity. Reasons for finding the issue important included pollution-related illnesses in children and the exposure of children to hazardous waste in storm drains.

What Do You Do to Cause Storm Water Pollution?

Small businesses tended to focus on what customers or potential customers do, as in the following examples:

- We have people come in the shop with their radiators leaking and just leaking all the antifreeze right in the driveway. And again, just like he said, we have to clean it up. Sometimes when they don't leave their car, after all that they go somewhere because they need a new radiator, but they can't afford it.

They also suggested that the ideal scenario would be either for the City to treat all runoff rather than merely the water that flows into the sewer system or to treat the runoff they capture. Meanwhile, almost to a person, they indicated that they themselves do not pollute - they don't use products that pollute, they clean up leaks or spills, and they catch industrial runoff. The only exception to this was a business representative who admitted to emitting uncontrolled air pollution from a paint booth; another noted that he power washes his driveway but did not suggest that this is polluting.

Larger businesses tended to point to other businesses that "don't have a clue," as in the following example:

- Just any type of, there's businesses that don't even have a clue and they'll have, they'll wash all their truck fleet in their yard, and it goes to the storm drain.

One, however, had already admitted to washing down the parking lot and was quickly admonished not to do so:

- To me it's about an eight or nine because in our (business) we steam, uh, wash the parking lot about every two weeks, so some come in with oil leaks or transmission leak and when we steam wash the surface, it goes into the drain.
- You want to talk about things like that off the record.
- Yeah, that's right.

- That's against the rules.

Generally, the larger businesses asserted they were so highly regulated that "not one drop of water" would or could escape without it being noticed or them being cited.

They also noted that street runoff is far more polluted than what leaves their facilities:

- And my facility is regulated, we have invested in doing this, we invested in everyday operating the whole filtering system. And frankly speaking, to that same storm drain, which is a bout forty feet from our facility, I see near the drains water that comes from the street runoff, which is in, I can assure you that, worse shape than the ones that would have been ever going out of my, at least out of our facility. And several other facilities around us.

Residents indicated that they cause storm water pollution by using pesticides in the yard, washing herbicides and fertilizers down the drain, washing their cars, having oil leaks, changing their oil. They also said storm water pollution is caused by rain on the street washing off "the air pollution that falls down." When the moderator probed, residents also agreed that littering, washing things outdoors, and not picking up pet waste are polluting.

Property managers were asked first what their residents do to cause storm water pollution. Activities they mentioned included oil leaks from cars, littering, washing cars and other things outside, using chemicals for washing, using fertilizers or pesticides, and changing oil and oil filters. Many pointed out that although several of these practices are forbidden on their properties, they have no control over what happens across the street. When the moderator probed about walking pets, most

indicated that they do not allow pets or that they have extremely tight pet regulations. Again, however, what people do off the properties is beyond their control.

Most property managers said they “hope” they themselves do nothing to contribute to storm water pollution. One, however, said, “We probably do with fertilizing ... my landscapers, they do occasionally fertilize, they do usually spray for outside bugs ...”

What Can You Do to Prevent Storm Water Pollution?

Small businesses approached this topic by suggesting that they could do more if they received a discount on their business licenses. They also recommended audit and rebate programs similar to those offered by SDG&E. Finally, they noted that new regulations often make the situation worse or add costs for those who are trying to help.

The following is the most compelling example:

- Well, I had an opportunity, I had a gas station for my first start in '73 I took it out and I still had the tanks in the ground. Well, I left it open for the whole neighborhood to always dump their waste oil in the ground in my tanks and then I'd have it pumped out every so often and they used to pay me for the oil, and then they took it for free, and then you had to pay to take it. But they wanted me to monitor the tanks and it cost me \$800 a tank a year to monitor. I took them out. So now, I offer the state, I said you could have my tanks for a dump spot, “No, we don't want the liability,” so therefore I took them out. They're gone. So now the people can go back to the railroad tracks and dump their oil. See. I had an opportunity before to dump their oil and fluids and stuff like that, and it'd be pumped out.

A similar example was offered in the group of larger businesses:

- It's not that we are acting crazy or anything, we have been in the area many, many years, twenty-two years, and let me just, sorry for taking so much time, but just one example. Some years ago they told us you cannot recycle that if you don't do this, this, and this. If you would come to my business with a battery without the covers, without the tops ... yeah, car battery. Then I could handle you the tops, but I could not put them on. You have, I'd have to say "you have to put them on" and then you would sell me the battery. And I have to do similar things. What happened with the battery-recycling program? We used to recycle about seventy-eight percent of the batteries in California, right now we don't recycle even forty percent.

Other suggestions small businesses offered were making sure employees are aware of acceptable and unacceptable practices, monitoring employee behavior because "they tend to get creative sometimes," establishing a City recycling program "like the thing with the blue trash cans" for liquid or pollutants, providing businesses with the blue trash cans, not making businesses pay to have pollutants removed safely, and establishing recycling programs for materials not currently recyclable, such as nursery plant containers.

Residents suggested that one could put litter in its proper place, "take the oil to Kragen," solidify and put used cooking oil in the trash, not wash down sidewalks, not waste water, use "biofriendly soaps," and recycle as much as possible in order to prevent pollution.

What About Best Practices in Businesses?

Training Employees

Small businesses tended to indicate that they either train employees “on the fly” as in, “Don’t do that again,” or that they have relatively small or informal training programs. They also tended to indicate that they have monthly meetings about safety, although this was not universally the case. Interestingly, they also took this opportunity to share ideas for products and procedures they have found helpful or successful. Two key examples were a product called “Floor Dry” and a mop issued by the Health Department.

Only three of the larger businesses said they train their employees; most of the rest sort of stumbled around the issue. One also noted that you have to “watch them like a hawk” to make sure they are doing what they are supposed to.

Washing With a Hose

Only one small business person admitted to hosing down surfaces, in this case a parking lot. The remainder said they use brooms, rags, or the previously mentioned Floor Dry product. Those who were aware of things being hosed off suggested that more people would comply with regulations if they were provided with the necessary tools (such as the mop) or compounds (such as Floor Dry).

At this point, the small business group became quite enthusiastic about City regulators offering educational programs tailored to each industry, because the only pollution source they appear to have in common is parking lots. During these programs, City representatives could identify all of the industry's problematic practices and suggest things that would work better. When the moderator summarized this portion of the discussion by saying, "It sounds to me as if all of you are willing to do things that aren't going to cost you an arm and a leg and that make sense if they will work with you to give you the information you need," the response from the group was, "Absolutely."

At this point in the discussion, the moderator suggested that the small businesses had expressed a need for a sense of "partnering" with the City, noting the concern that businesses are being charged extra to be environmentally responsible. Again, the response was strongly in the affirmative.

One of the larger businesses said they were unaware that using a hose to clean up outdoors is not a good idea; the rest clearly understood that they should use a broom or other dry method. One, however, noted that they clean up first and then pressure-wash; another indicated that their location is steam-cleaned on a regular basis:

- We're in a pretty large mall and as, to keep the mall looking fairly standard, there are crews that come in that steam clean the sidewalks and things like that, and that has to do a tremendous amount of runoff and pollution going into the storm drains, but there's a whole industry associated with that.

Following this comment, they engaged in a fairly lengthy discussion about whether street sweepers such as those used in the Gas Lamp district, other areas, and other communities put wash water in storm drains or collect it. Both sides of this issue were fairly adamant that they were correct.

Use of Non-Toxic Chemicals

Only about half of the small business group said they use the most non-toxic chemicals possible. Others indicated that they use fairly toxic substances but that they dispose of them correctly. All of the larger businesses said they use less toxic products for cleaning; one added, "Even in my house."

Use of Pesticides and Fertilizers

None of the small businesses had enough landscaping to warrant the use of pesticides or fertilizers. One of the larger businesses said they have a landscaper; the only other one with landscaping said they have iceplant, which requires no maintenance.

Disposal of Wash Water

With the exception of the small businesses person who said he washes down his parking lot, all of the small businesses said they make sure that wash water goes down the sewer, not the storm drains. In the group of larger businesses, participants digressed somewhat at this point when a restaurant owner asked how to prevent even more grease than captured by a grease trap from going down the drain because " ...

we're trying to put as less in the drain as possible." After a fairly extensive discussion, participants offered several of what appeared to be helpful suggestions.

Use of Recycling Car Washes

None of the small businesses really had any idea whether the car washes where they wash their vehicles or take their vehicles to be washed use recycled water. It also seems safe to say that none of these people had given this issue much if any consideration. No one indicated that they had asked a car wash about recycling water.

Some clearly were washing their vehicles on the street ("wait for the rain"; "I wash mine at the house, which goes into the road, like everybody else"). Finally, they pointed out that the more environmentally sound practice of washing a vehicle on the lawn is prohibited in many housing developments.

When the moderator brought up the topic of car washing among larger businesses, it became evident that most participants had given little or no consideration to the recycling of car wash water. One, however, said, "A lot of them do. A lot more than you think."

In terms of preventing or repairing vehicle leaks, larger businesses noted that, "Because we have so many pieces of equipment, and they are used so much by the work itself, oil leakages are just the worst thing." Another commented, "How do you stop old cars

from leaking?” Those who produce considerable amounts of oil and grease also indicated, however, that they capture these leaks and process them legally. The greater issue is vehicles that leak in streets and parking lots.

Recycling

Although small businesses indicated that they were generally on top of recycling regulated substances and hazardous waste, relatively few said they recycle such things as paper and plastic. They also reiterated the points that businesses are not provided with blue recycling bins and that they often have to pay to have things taken away. The few recycling efforts of this sort that participants described tended to be unique to individual businesses.

Most of the larger businesses said they recycle; only one or two said they do not. It was also noted that when they pay people to take certain wastes away, such as grease, they are actually recycling in many cases.

Keeping Dumpster Lids Closed

All of the small businesses indicated that they keep their dumpster lids closed, although perhaps not for reasons that are pertinent here: they want to prevent others from using the dumpsters and to make it difficult to dispose of dead cats in them. All of the larger businesses said they either keep their lids close or that they “try our best.”

Checking Dumpsters for Leaks

Most small businesses indicated that they rent or lease their dumpsters and that the organizations servicing them make sure they don't leak. If they do leak, they are replaced.

At this point in the conversation, one member of the small business group said it would be helpful if the City held educational seminars tied to the nature of their businesses in the businesses themselves. This would both get the message across and help to promote the business. An example that was offered was holding workshops on composting in nurseries.

Although some participants in the group clearly failed to understand what was being proposed, even after considerable explanation by group members and the moderator, others thought this would be a good idea. This was particularly true of those who sell directly to the public. The group also mentioned that business improvement districts could send out information the City wanted businesses to have. They then noted that City representatives are not always consistent in what they require, as in the following example:

- Let me just say, that is really, really important that anytime we have to do anything with the City, that you get one inspector in and the next inspector is on a whole different page If you could go ahead and, if the City had, let's say they develop a plan, let's say I develop and plan with the City, this is what I'm going to do and this is how I'm going to it All the sudden they're going to come in and say "we didn't get a permit for it, you need this permit and that permit" all the sudden, you've got this big can of worms and you're trying to do

something, a positive thing. So the City really needs to work with the permitting process in order to help us mitigate these things.

Another example given later on was as follows:

- A guy went down and got a business license to open up a used auto parts store next door to my deli, he got the business license – no problem. Zoning didn't permit it. He went through a year or two where he bought this property, got this business license, opened his business, zoning came and shut him down.

Finally, the small business group suggested some sort of recognition program that would provide businesses with a certificate or seal of approval for environmentally sound practices that they could post, the way one might post membership in the Better Business Bureau:

- Something you can put on your store front and it's something you can display like you can be part of the Better Business Bureau, but until you do something wrong you're part of it. You don't necessarily have to go out of your way to incur serious expenses and things like that.
- Yeah, something that we can put that is environmentally friendly business to show the public.

Although some participants said such a seal of approval this would have no effect because their customers live in a "depressed area" and shop based on price alone, most felt it would be beneficial.

What About Best Practices Among Property Managers?

Training of Employees

None of the participants in the property managers group had ever heard the term “best management practices.” All, however, said they have employees. Employees tend to be “sort of” trained in the importance of pollution prevention; they pick up more for reasons of “curb appeal” than of environmental friendliness. Only a few have safety meetings twice a year or once a month.

Washing With a Hose

Most of the property managers said they tend to sweep rather than use a hose. In three cases, however, either the management or their landscapers regularly clean up using a hose, and only a few said they never hose. Some noted that most of the water from hosing goes into the landscaping rather than into the street, however.

Using Non-Toxic Products

All of the property managers said they try to use non-toxic products for cleaning and maintenance. There was no disagreement on this topic.

Recycling

Five of the property managers said they provide recycling opportunities for their tenants. The other five said they do not. Only two have City recycling services; the rest

use systems unique to their properties. Toward the end of the group, several noted that, “The City doesn’t make (recycling) easy for you.”

Keeping Dumpster Lids Closed

Almost all of the property managers indicated they know it is important to keep dumpster lids down, although one inquired why this is so. Added another, “I know that it’s important and I know that it’s impossible.” They also noted that the waste management companies never seem to put the lids back down.

Use of Pesticides and Fertilizers

As noted previously, all residents said they use pesticides and fertilizers in their yards. One candidly admitted he simply “dumps the stuff”; another said, “I don’t read directions for some reason, like I just do it. I’m just in a hurry, and I just do it real quick.” Most, however, said they use pre-measured portions that mix with water as they are sprayed; a few said they have gardeners and have no idea what they do.

In terms of the disposal of leftover pesticides and fertilizers, most said they just save it for the next application. One noted that, “It tells you how to get rid of it on the bottle,” and still others agreed that they follow the directions for disposal. About half said they had been to a hazardous waste collection facility; one, on the other hand, said they had never heard of such a thing. Still others said they made sure others take care of the problem. They also complained that the City no longer takes batteries.

Awareness of the Phrase “Integrated Pest Management”

None of the residents had heard the phrase “integrated pest management.” When the moderator read the definition, one immediately responded with “ladybugs,” and another countered with, “Kill them all. I kill them all. Shoot it.” From there, the discussion evolved into the beneficial nature of spiders, which a few participants said they protect. Ants, on the other hand, “... are a whole different story.”

When the moderator asked, almost all said they would be willing to try IPM, up to a point. One person found the scenario overwhelming: “I’m just seeing a home environment where we have spiders all over the place and chalk around our house and ... I mean, bringing this into the practical, again, more processing for me.” Meanwhile, the man who previously had said, “Kill them all” said, “I live in a house full of women, and the first thing they see, they scream, it’s like I gotta get up, stop what I’m doing, go take care of them.” Noting that price would be an issue, the remainder of the group proceeded to discuss various alternative solutions they had heard of, including mint, red wine vinegar, orange, chalk, sulfur, baby powder, and dryer sheets for ants.

Property managers universally said they have landscaping services rather than tending to their own landscapes. When asked if they had inquired of these vendors about Integrated Pest Management, most essentially said that none of the crews speak English. In addition, all said they do not know what IPM is.

After the moderator read the definition of Integrated Pest Management, the managers proceeded to consider at length whether this would solve the problem of ants. In response to a probe from the moderator, they then said that nothing they could say would change the practices their landscapers have adopted: “I can say all I want to say, but if I’m going to use them, I’m going to use what they use.” One, on the other hand, said her landscaping company was particularly conscientious, having pointed out the benefits of Daddy Long Legs spiders and discouraged the use of unnecessary pesticides.

Most of the property managers said they use pest control companies and that they have little or no control over these companies’ practices. Some disagreed, however: “You do have some influence, though, because on my property, I don’t have them bomb apartments if there’s ... a roach problem ... I ask them to use gel bait ... (And) if there’s ants, instead of doing the whole complex, you know, all the grounds and everything, I have them do around windows.”

Reactions to the Alternative Pest Control Cards

At this point during the residents’ discussion, the moderator handed out the cards with the alternatives on them, asking people to request their “favorite pest.” Ants appeared to be the most favored, followed by fleas, cockroaches, and termites. Following are the groups’ key reactions:

- These are cute. You can put them in a binder.
- And refer to it, in the kitchen.
- Nice.
- The words could be bigger.
- You can actually see them without my reading glasses.
- I wouldn't want it to be a binder, I'd want it to be pamphlet size.
- Yeah, it would be nice if it would be a pamphlet with all of them in it.
- It'd be nice if they had a Web site where you could go to that way you can refer your friends.
- Fine print.
- Pamphlet size might not all work ... the pamphlet would be larger, instead of something you can stick in your pocket.

All of the residents reacted favorably and thought the information should be in a pamphlet, perhaps preferably sized to fit in a pocket. Most thought the type could be a bit larger. In addition, they requested similar information about other issues, such as how to recycle batteries, although a few thought such a publication already exists.

Upon probing by the moderator, all said they found the cards easy to read and attractive. Some suggested that the "critters" be at the top of the first page, while others inquired if the publication would be in Spanish as well. Still others suggested a cartoon format for children. Continuing on with this theme, participants noted that children will push grown-ups into doing the right thing: Almost all concurred that if this

information were brought to their attention, they would consider doing what was recommended. Suggestions for distributing the brochure included schools and schoolchildren, as noted above, and stores like Home Depot.

Reactions to the Logo and Tag Line

Generally, participants in the residential group were not favorably disposed to the logo and tag line. Although the initial reaction was that the graphic is “cute,” this was followed by viewing them as being too feminine, too busy, not reflecting what people have or own, and not being moving. Following is all of the pertinent dialogue concerning the logo:

- Cute.
- Girly.
- The first thing I would say is I don't have a garden and I don't own a home. So it...
- It doesn't get your attention; the colors need to be different.
- Put green in there.
- Who are you trying to reach with this?
- Too much.
- Too much.
- Too busy, yeah. You don't need that flower there.
- That's not even a California flower.
- My cousin says I don't own a garden ...

- Right, it's kind of selective.
- My first inclination was, you know when seeing this, you may consider me having a garden because I've got grass and maybe a Jade tree or something, oh I would say, "Oh, I don't have a garden and I don't own a home. Next." You know it's kind of selective, it doesn't really target everybody. I live in a duplex, so, it's not my home, it's not like a home home. It wouldn't attract somebody like me.
- **Moderator:** How many of you think this is too busy?
- Oh yep.
- Yeah.
- **Moderator:** What would you take out to make it less busy?
- The flowers.
- The flower.
- Maybe shrink down the water droplet and the flower.
- Yeah, maybe shrink it.
- Yeah.
- You guys have got the flower, the water drop, the waves going, the house ...
- It's a Hawaiian flower.
- It's the poppy that we're supposed to be ...
- Oh, a poppy would be nice.
- The poppy, a little orange ...
- **Moderator:** But I thought you wanted to lose the flower just because it's too busy.
- It is too busy.
- Well, a smaller flower.

- Well, at least make the flower, you know ...
- Lose it.
- Well, you can have a garden.
- Shrink it.
- Why can't you put a tree next to the house?
- Or a creek?
- I hate the whole thing, I hate the whole thing.
- You guys have got about five things going on here, it's bland. Yeah, very bland. With the technology you might, him and my daughter could probably get together and pop out something, but then I don't know exactly who you're trying to reach. Are you trying to reach a cross-segment?
- **Moderator:** They are trying to reach people like you.
- I'm not reached by that, yeah, I'm unreached.
- Yeah.
- No. I'm unreached.
- More color to it.
- **Moderator:** Does anybody like this?
- I like it.
- I like it.
- **Moderator:** Okay, two people like it and the rest are unreached and unmoved.
- I like the verbiage, I like the words.
- It's cool. I would pick it up.
- Yeah it is really cute small.

- It looks like an ocean.
- Is that land and water?
- Yeah, I didn't know if that was land and water or if it was pollution and water.

Reactions to the tag line were also far from positive, as the following discussion

indicates:

- I can't see it.
- Home and Garden magazine.
- It should be like a yellow or something.
- It doesn't, it doesn't say that, it doesn't repre ... just those four words don't necessarily represent that they're trying to help us fix our environmental problem.
- Yeah. (Several agree.)
- If this is something that we want to sink into people's, just kind of revolutionize the way that people are doing things for it to make the environment better, you're really trying to get it in to our head, like a cross-segment, this will never become like a Yahoo or one of those catch phrases that we just ...
- Um, don't do it. What was the ... "just don't do it," "just say no"?
- Yeah, it needs one single ...
- It will never ...
- It just speaks of a Better Homes and Garden article. It doesn't really, you know, help you.
- Sure doesn't show a garden.
- (Laughter.)

- That would fix it all.
- Good one (Name).
- I mean it doesn't. I just say's healthy garden, but there's no garden there.
- One flower ain't no garden.
- What makes a home healthy?
- This doesn't show me a healthy home.
- **Moderator:** Anybody like the tag line? ... I guess that would be a no.

Participants in the property managers group were initially unclear about what the logo and tag line were supposed to signify. They did, however, say they liked the effect, although they also termed it "feminine" and "cutesy." Subsequently, others called it "very San Diego" and "beachy." Generally, they said they liked it. They were uncertain, however, about whether it was conveying the necessary message or would get through to their tenants. For the tag line to make sense, perhaps "healthy environment" should be substituted: Healthy Garden, Healthy Environment. The key points in this discussion were as follows:

- Healthy garden, what to they mean by that?
- Does it mean the kind of chemicals you use should be safe?
- That's what I would think.
- I thought it meant healthy gardens like (Name) says, the chemicals that the garden has used in the areas that they landscape and what they use.
- I really like it.
- Yeah.

- I like the flower.
- It reminds me of the beach.
- Is this targeted for women?
- **Moderator:** Um, not necessarily. Does it feel feminine?
- Yes.
- Yes, very feminine.
- Why, because of the flower?
- It looks cutesy.
- No, it's just, it's like the colors, the, well the blue I think most men prefer blue or whatever, but it's the whole thing of it, it seems like it's targeted more towards women because you know we're the ones that get our men to do that stuff.
- Honey, put it in the recycling bin.
- Yeah.
- (Laughter.)
- We are the ones that will make him comply.
- Yeah, definitely.
- I think it looks cutesy.
- Yeah.
- It looks very San Diego.
- It does.
- I don't think it looks feminine, I just think it looks beachy to me.
- No, I don't either.

- I really like it.
- I like it too, yeah.
- I just think after sitting through this discussion, I would see it as, okay healthy garden, using, you know, not using bad chemicals, trying to do the Integrated Pest Management, whatever. But if I saw this just like out of nowhere, oh, healthy garden, healthy home, okay well if your garden looks pretty, you know you've got a pretty garden, your homes ... you know, not knowing, just looking at it off the top, out of nowhere, just driving by it, you know, it might be interpreted differently. We've all sat through this discussion so that's where our mindset is right now. That's why when we're looking at this, that's what we're seeing.
- I don't know that it will make any sense to our tenants.
- Yes.
- **Moderator:** So what I'm hearing is you like the logo, you think it's pretty, it's somewhat feminine, but then as (Name) points out, we're the ones who get them to do things anyway, but the message is perhaps ambiguous if you, hadn't just been listening to this whole conversation.
- Yeah.
- Right.
- I would say so.
- **Moderator:** Anything else on this you'd like to say? Does anybody not like the picture?
- No.
- The picture's fine.
- The picture's okay.
- It's not that I don't like the picture, it's that, it just doesn't, I don't know it doesn't quite bring the point across to me, it does fit San Diego, but not necessarily what you're talking about.

- It fits San Diego.
- I think you have to add something here about it being an environmental issue.
- Yeah.
- Well, I mean it's not going to make any sense ...
- Healthy garden, healthy environment.
- Because healthy, healthy can mean many things.
- Take the home out and put environment.
- Healthy garden to me could mean that I went and I sprayed my rose garden like crazy for bugs, and my roses look beautiful, but I got chemicals all over the place.
- Right.
- And too, if the tenants see this, our gardens are absolutely beautiful, but their health is really a disaster. So, it doesn't mean healthy home.
- I totally agree with you.
- If you added something like 'for the environment' or you have to, I don't care, you know, 'we're the environment, healthy garden, healthy, I don't know.'
- Healthy environment. I like healthy city even.
- Take care of the environment.
- Or like, 'healthy environment, healthy city.'
- **Moderator:** Okay, so somehow the word environment has to get in here in some way, shape, or form.
- Yeah.
- Or they won't understand it.
- Definitely.

Representatives of community-based organizations were concerned that the logo and tag line would not get the message across. In addition, they noted that relatively few of their constituents have gardens. Moreover, of those that do, many contain fruits and vegetables, which could be viewed as being healthy by definition regardless of how they are maintained. This conversation evolved as follows:

- I don't know if it gets the message across.
- Yeah. (Several agree.)
- You know, just the gardening, or just about our houses from an agricultural standpoint, we have trash in the street.
- It might work in Del Mar.
- (Laughter.)
- Absolutely.
- Yeah.
- Well, I think it would work in other communities, for example, if you had Del Mar, La Jolla, where they do have that problem. And that feature is strongly in their community, you know papers, dirty beach, but people, to make the connection in my area, City Heights, that this will do absolutely nothing.
- I mean people don't even have gardens there, it's all dirt.
- Well, this may do something, add to the pollution that's going in the street.
- (Laughter.)
- Yes, yes, yes.
- This is a very nice Anglo message.
- I would never ever think storm pollution looking at this.

- No. (Several agree.)
- This doesn't jump out and grab me to the subject matter. It's not something I would want to see on a billboard driving down Highway 94. Healthy garden, healthy home. That wouldn't cause me to do anything. I would probably say, "Now what nut put that up there."
- Or the message. What's the message?
- Yeah, what's the message?
- To me the message is herbicides and fertilizers and those types of things, it's not...
- Yeah, your yards, you know, your garden.
- Yeah, this reminds me of National Get Out in the Garden Week.
- Uh huh.
- That makes sense.
- I hate to say this, but to me this looks like a way to get around, not getting the message out through the photo.
- As someone who grew up in apartments, never had a garden, I didn't know too many people with gardens, you know, it's a nice thing to grow a garden, but it's just like, for example, on the block that we focus between, uh, on Logan Avenue between 47 and Euclid, there's about a thousand units.
- Right.
- And I don't think anybody in those units has a garden, you know what I mean. You know, maybe there's some new home developments right around there, but...
- You might find a potted plant, but it doesn't speak to you.
- Right.
- And a lot of people I would think, you know in our area, grow food in their gardens. You know, especially Vietnamese people, you know there's specific

vegetables and so and so, you know, healthy garden, healthy home, I mean you have good food, and it's just food, your kids will ... , you know.

- But it doesn't speak to the issue at all about pollution.
- Yeah.
- Yeah.
- (Name), would this be something that you would give to the kids in school and say, "Take this home to talk about"?
- No.
- Our point exactly.
- I don't think the kids would even get this across.
- This is a good example of how they waste money.
- We'll help them save some money, we'll help them recycle this.
- (All talking on top of each other and laughing.)
- **Moderator:** One other question ... I know it's not the majority in the areas that you serve, but there are homes with gardens or homes with yards in your community?
- Uh huh.
- Yeah.
- **Moderator:** Given that, does this do anything?
- No. (Several agree.)
- It will only communicate for a lot of the people, you know, that they have to grow vegetables and have fruit trees so they can ... feed their children.
- It has nothing to do with their environment ...
- Nothing, nothing.

- You see I'm questioning, what percentage of the runoff from your garden or your grass, you're talking about be it from lawn food or from pesticides, is going to be affecting this?
- **Moderator:** It's a problem.
- Oh, I understand, but I think it's not ... is it relative to the community we're talking about?
- Not only that, when it says healthy garden, now what is healthy garden? You know a lot of people think putting fertilizers in their vegetables, to help them grow is a healthy thing.
- Even looking at this, a healthy garden, how does it affect a healthy home? You might explain that to me. How does it make a home healthy?

Suggestions for incorporating messages about the safe use of pesticides and fertilizers were as follows:

- There is a difference, and again in my mind, personally, what I see is a kid, which I think I've said before, standing over a curb at a storm drain and seeing stuff going down there.
- Uh huh.
- And see, I can see a picture of that on a billboard.
- Yeah. (Several agree.)
- We don't need any words on it. No words.
- And, if you wanted, no words true, but if you have a little question mark over the little kid's head, saying "hmm, wow," or something regarding, where this is coming from or who's doing this or something, yeah without words, it may make the point.
- Right.
- Right, so a sick kid or something.

- It's simplistic.
- Like he's thinking about his future going down the drain.
- It's simplistic, but it's powerful.
- His health.
- Yeah, I see my future going down the drain, that's the words I would use.
- **Moderator:** And then if I'm going to put chemicals in there, or too much fertilizer or something, I'm going to have to have some words.
- Oh yeah, but you can have a mixture of things, and artist can draw what oil looks like, and one can also draw by colors, what perhaps pesticides can look like. So with the color combinations you get the message across. If we don't want to use words, but I'm sure something can be put on there.
- Oh I could see something as simplistic as that child standing there looking at that water going down the storm drain with the cigarette butts, and whatever slogan you picked, I could see that same slogan at a thirty or sixty second spot both on television, cable, and in newsprint. Now with radio, you might have to take a different vantage point, but it still could be the same slogan.
- You could have, "Don't throw away your life."
- I think it's much easier to target than get a message about pollution you can see. It's much more difficult to get the message across for pollution you can't see. And chemical and herbicides are the things that you can't see. I think that's a much more difficult and a much more subtle message, and I think that really takes a longer education process.
- Right.

Awareness of Chollas Creek Pollution

Most participants in the residential group were unaware that Chollas Creek contains high levels of Diazanone, and most said that this information would "absolutely" get their attention. The solutions they offered were for people to stop throwing Diazanone

about, for the pesticide to be banned, and for more education about how to use it safely.

Most, however, were unaware of what the pesticide is:

- That way kids can look at it too, see kids are more apt to do things than grown ups, they'll push the grown ups "You're not doing that right."
- Reading these in schools. That would be wonderful. The kids would come home and share it.
- You know what they should do? Growing up we had School House Rock, and that's how I remembered all my grammar and science and all that.

How Do CBOs' Constituencies React to City Programs?

Community-based organization representatives were somewhat divided over how their communities would react to an entreaty from the City. One group suggested their constituents would indicate they had been let down by the city:

- Personnel from my school, if we were asked to, our parents, to come to a community based, when the City our coming out to our school and say "well this is the topic, what do you think about it?" like we're doing today, my parents would say, you know what, the City has let us down for so many things because of our school, so we have to go through a different kind of path or loop through the City, that we just got tired of it. And we just no longer, well like I said, we just go through our councilman, and then he'll take care of it.

Another, somewhat larger group said the City would be welcomed:

- I think our organization would welcome them coming, we've actually had the City of San Diego, um, they have a program where they go to schools and they teach about storm water pollution, and we've had them do presentations for our students, and they really enjoyed it. They have a really nice one and I think that we would welcome workshops like that.
- Again, our organization would definitely welcome it, our whole focus is on health education, and they teach, um, the immigrants and refugees coming into

the City really depend on our organizations and other community-based organizations to educate the best part of their adjustments to San Diego.

Finally, some were of the opinion that it would depend on who made the presentation:

- I think there's, I was going to say the African Americans in general, we represent both small businesses and others, it's going to depend, it's going to depend upon who that person is, or group of people from the City that come to talk to us. A perfect example was made by this young lady, (Name), if our current representative, who is the chief of staff (Name), comes to speak to us about this problem, that wouldn't be any problem. We would listen, we would probably go along with it, however, if a City representative from that division came to talk to us, you'd have nobody there.

Generally, the group concurred that presentations by elected officials or their staffs would be well-attended, while those by City staff would not. As this conversation evolved, however, it emerged that this sentiment might reflect recent revelations about alleged malfeasance on the part of the City Manager, specifically related to one or more sewer system projects, rather than distrust of City staff in general. Later on, concerns were expressed relative to cuts in recreation programming, the misappropriation of other funds, and the deal with the Chargers football team.

CBO representatives agreed that any City representatives would have to be prepared to catch a fair amount of flak as a result of these situations and allegations. At the same time, however, they noted that children would be oblivious to the political issues and hence perhaps more open to the message about combating pollution.

How Should the City Reach Out?

Suggestions from those in the residential group as to how participants might reach out to them included utilizing billboards, using young people in the appeal, putting information in places like Home Depot and Target where pesticides and fertilizers are sold, and making people fearful of the consequences of their actions. Organizations that might be used included homeowners associations, places of worship, events like Earth Day, workplaces, community centers, and schools. At the end of the group, participants were busily trading alternatives cards: “Does anybody have an ant they don’t want?” “Does anybody have a termite they don’t want?”

The first reaction of property managers to the issue of the City endeavoring to reduce storm water pollution was “good luck.” They then suggested employing people to clean up around and in the storm drains and putting grates over the drains to capture things before they enter (“at least the bigger papers and junk”). Another thought was finding out how other cities deal with the problem.

Ideas about a citywide outreach campaign centered around reaching children in school because they “get on” their parents about doing the right thing. Examples they gave of successful or memorable campaigns included drug abuse, water waste, and seatbelt use. Other suggestions included community meetings or newsletters, fairs or booths at colleges, showing people how “filthy” the water is in commercials, using “in your face” commercials such as those designed to get people to stop smoking, hooking the storm

drain system up to the sewer system, and using incentives to get people to pick up trash.

Representatives from community-based organizations offered a number of suggestions relative to reaching out to their constituencies. Included here were presentations to non-profit organizations, campaigns on radio and television, in-person visits door-to-door, distribution of brochures in different languages, programs on community access cable television, field trips to the ocean to see the damage that has been done, neighborhood clean-up and beautification campaigns, billboards, and other visual things targeted to a low-literacy populace.

CBOs also suggested looking at other successful campaigns the City has mounted in the past for ideas, granting funds to CBOs to mount their own programs and campaigns, establishing strategic partnerships with corporations, and forming an advisory board “to help the City com up with something that’s targeted toward the communities.” All but one person, who said he would be “out of the country,” indicated that they would be willing to serve on such a board.

It appeared as these representatives discussed the alternatives that outreach efforts should probably be tailored to each community individually in consultation with the affiliated CBOs, because different communities would be receptive to different messages and media. In addition, there was considerable sentiment that multiple

vehicles and multiple attempts would be necessary: “Giving your presentation once rarely works with any ethnicity or language group.”

Although the CBOs noted that people in the Chollas Creek Watershed speak over 100 different languages, there are “four basic languages we try to get across.” These languages are English, Spanish, Vietnamese, and Somali.

Almost every CBO present said they would be willing to have a speaker from the City address the members of their organizations, and everyone said they would be willing to include something in their newsletters. All of those with Web sites and those who send out e-mails to their members said they would include the City’s message.

How Should the City Approach You to Partner With Them?

The immediate reaction to this inquiry among small businesses was the industry-specific workshops or seminars suggested previously. Professional associations would not be effective, most (although not all) argued, because, “We’re talking storm drains ... The Bureau of Automotive Repair has nothing to do with storm drains.” In addition, people don’t always belong to or attend the meetings of these groups. Small businesses also suggested simply contacting businesses individually, as was done in recruiting the groups.

In the group of larger businesses, this topic came up about midway during the discussion, so the moderator simply asked participants if they would be interested in being involved. More than half replied in the affirmative. Among the reasons they gave for this willingness were health concerns and, “I mean just staying in business. And the costs of doing business, to comply with things that are unreasonable.”

As this point, a Wal-Mart representative said, “Wal-Mart always wants to be informed of what they need to be doing. They always take the information and they go a step above all that ... It’s to our advantage to know, to get the information we need ... just to make the company better environmentally.” Another business agreed: “From the education standpoint, you know, they always say what you don’t know can’t hurt you, but I really think it can.”

In terms of outreach methods, participants indicated that “something like this [the focus group] is pretty good.” They also indicated that collaborative workshops designed to accomplish common goals are helpful.

Almost all of the property managers said they would be willing to partner with the City in working with them and their landscapers to manage their properties in the least toxic way possible. Several even said this is a good idea, although one questioned why the City would be going through property managers rather than through landscape

contractors. Another then countered that it is the property managers paying the bills and having the leverage as a result.

Almost all of the property managers said they would be willing to work with the City to reach out to other managers like themselves. Finally, they noted that if any of these activities caused owners' bills to rise, particularly their landscaping bills, it is unlikely that they would be cooperative. "If it decreased the cost," however, "my owner would be happy with me."

Awareness and Impact of the Fine for Putting Pollutants into Storm Drains

All but one of the participants in the small business group indicated that they were aware of the fines for putting pollutants into storm drains; one even attended precisely because he had been fined. They also indicated that the fine is motivating: "You better believe it"; "It's more motivating than anything else."

At the same time, however, they said they found the fines "disheartening" and felt they were driving businesses out of the city. Incentives would be preferable and would work better, particularly since businesses get fined for things they don't create (such as the previously mentioned oil leaks in parking lots).

In the group of larger businesses, participants said they found the potential of being fined "appalling" and "not fair," although they did concede that it is motivating: "Oh

yeah.” When the moderator asked if more fines would be more motivating, however, the answer was a universal “no”: “I think more education would motivate bigger support”; “I think that would just cause more companies to leave San Diego.” Another suggested that what would be motivating is, “Working together. I mean, having a big picture as to what this city is supposed to look like. What it should be like.” Yet another noted, “What we probably would prefer would be to know precisely where we are trying to go.”

Are You Unique?

One last question posed by the moderator to the business groups even though it was not included in the outline was whether they felt they were different from others in their industry and had attended because of this. Most small businesses felt this was the case, that they were in fact more attuned to environmental issues than their peers: “I definitely think we are a minority.” Among larger businesses, on the other hand, some felt they were decidedly different, while others felt they were not. The following dialogue is illuminating:

- The business people that I talk to, I think everybody is pro-environment up to a certain point. And then it gets, you know, a little ridiculous.
- When they start charging, it gets, you know.
- We live here.
- We live here. It’s our environment.

III. CONCLUSIONS AND RECOMMENDATIONS

Awareness

Most people in the watershed appear to understand what storm water pollution is.

There are at least some, however, who do not know that the storm drains and sewers are separate systems. It will therefore be important to emphasize this fact in any public education efforts.

Importance

Although storm water pollution is clearly not an issue of the highest priority to many if not most who live and work in the watershed, it becomes a high priority in one of two ways: when it has a direct impact via natural events such as flooding; and when people understand that it contaminates the water where they live and recreate. Although it would be neither possible nor desirable to induce the former, we envision that emphasizing the latter would increase the salience of the topic.

Current Behaviors

Although people who live and work in the watershed are disinclined to admit that they contribute to storm water pollution, and several appear to be inordinately conscientious in this regard, it is clear that many are culprits. Interestingly, however, this is not necessarily intentional: admissions of behaviors that people did not believe to be polluting were widespread. Because this seemed to be particularly true with regard to hosing off walkways and parking lots, that may be an area on which the City wishes to focus.

Best Practices

Neither businesses nor property managers tend to be familiar with the concept of best practices, and the implementation of such practices seems to be uneven. In general, however, people seemed more inclined to understand what they are supposed to do

than not. Because the terminology is so foreign, we would encourage the City to focus on specific behaviors of concern rather than on the subject of “best practices.”

Integrated Pest Management

No one seems to be familiar with the term Integrated Pest Management. Although relatively few residents and property managers practice IPM, however, they are not totally adverse to trying alternatives. Residents are willing to try at least some things, provided these things work and are not unduly unsightly; property managers are probably willing but need assistance in communicating with and convincing their landscaping services. They also need to be assured that alternatives are no more costly - and ideally less costly - than what they are doing now. Once again, we would encourage the City to focus on desirable practices rather than on unfamiliar terminology.

It is also important to note in this regard that representatives of community-based organizations view gardening practices as of both low priority and low interest among their constituents. In the areas they serve, there simply are not very many gardens or yards.

Given this, it may be appropriate for the City to tie its messages about the use of pesticides and fertilizers into messages about issues of greater concern, such as litter or vehicle leaks. Alternatively, the City might consider whether other types of pesticide

use, such as around foundations or windows or in container gardens, merit incorporation into the campaign.

Alternative Pest Control Cards

Reactions to the alternative pest control cards were uniformly positive. In addition, it appeared that people would welcome this information and that a non-trivial proportion might actually try it out, particularly with encouragement from the City. Participants' suggestions about featuring the "critters" at the top of the cards and enlarging the type somewhat before the cards are published may merit consideration.

Logo and Tag Line

Reactions to the logo and tag line were largely negative except in the all-female group of property managers, who tended to enjoy the design but who did not necessarily connect it to the message. Most people found the materials too feminine, too busy, not reflective of what people have or own, not reflective of the desired behavioral changes, and not motivating. It is also worth noting that the featured flower is non-native, although only one participant mentioned this. Given these groups' reactions, we would strongly encourage the City to have the logo and tag line revisited and re-worked.

Reactions to City Programs

Unfortunately, it appears that recent news about alleged fiscal improprieties and mismanagement on the part of at least some City staff in combination with lingering

concerns over the Chargers ticket guarantee have affected the City's credibility. The resulting lack of confidence seems to be directed primary toward City staff rather than toward City Council members or their aides. Accordingly, the City will probably need to select its spokespeople with care. In addition, it is likely that City representatives will be asked to address a variety of issues beyond storm water pollution regardless of whom they send. We would therefore encourage them to be prepared for this.

Outreach Strategies

Participants in the groups suggested a wide and in our estimation quite amazing variety of outreach strategies for the City's consideration. Rather than list them all again here or suggest the ones we find particularly meritorious, we would recommend that the City read that section of this report with a view to selecting strategies that are reasonable and feasible given the available time and resources.

Cooperation

Most of the businesses, property managers, and community-based organization representatives who participated in the groups appeared more than willing to work with the City on outreach and pilot programs. Names of the individuals who offered to help have been passed on to the City's outreach consultants for follow-up.

Other Ideas

As noted previously, participants in the groups offered myriad suggestions about outreach for the City's consideration. They also offered a variety of related ideas in other areas. Ideas that we found of particular interest were as follows:

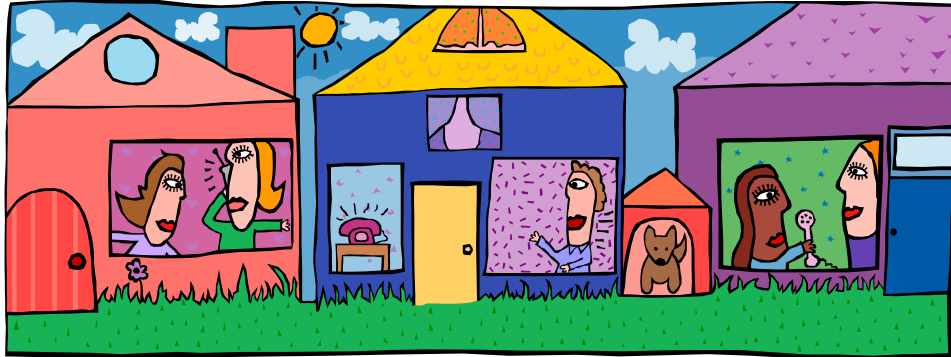
- Offering blue recycling bins to businesses
- Providing businesses with other useful tools
- Exploring ways in which businesses' costs for appropriate recycling and disposal can be decreased
- Examining regulations to ensure that they do not aggravate one problem while addressing another
- Providing educational programs targeted to particular industries
- Locating workshops for residents in related businesses
- Developing a program to recognize environmentally conscious businesses
- Targeting children on the assumption they will persuade their parents

We have no idea whether any of these ideas are even feasibly given the City's circumstances, but they struck us as both intriguing and potentially of significant benefit.

APPENDIX A

Screening Questionnaires

CITY OF SAN DIEGO STORM WATER POLLUTION PREVENTION PROGRAM



SCREENING QUESTIONNAIRE FOR RESIDENTIAL FOCUS GROUPS

DECEMBER 8 AND 9, 6 PM: 10 TO SHOW

DECEMBER 8: ENGLISH

DECEMBER 9: SPANISH

1. RECORD COMMUNITY AREA:

- 92113- Barrio Logan; Mountain View; Memorial; Lincoln Park; Valencia Park
- 92102- Stockton; Mount Hope; Chollas View
- 92105- Chollas Creek; City Heights; Oak Park
- 92114- Emerald Hills; North Encanto; South Encanto
- 92115- East Oak Park; Rolando; College Grove
- 92113- Southcrest and Shelltown

RECRUIT A MIX.

2. RECORD GENDER:

- MALE - RECRUIT ABOUT HALF EACH
- FEMALE

USE STANDARD FACILITY INTRODUCTION AS APPROPRIATE.

Mr./Ms. _____, this is YOUR FULL NAME calling from Plaza Research. We are calling on behalf of the City of San Diego to invite you to a small discussion group about some important issues confronting the city. The group should be really interesting - and fun, too.

The group will be held at (ENGLISH: 6 pm on Wednesday, December 8th) (SPANISH: 6 pm on Thursday, December 9th) and will last about one-and-a-half to two hours. We can provide you with \$65 as a token of our appreciation for your time and trouble.

To make sure you qualify, I need to ask a few questions about you.

3. Do you live in a single-family home, by which we mean a house or condominium with a yard, as opposed to an apartment?

YES - CONTINUE

NO - THANK AND TERMINATE

4. And do you use pesticides or fertilizers outdoors?

YES - CONTINUE

NO - THANK AND TERMINATE

5. Are you the person in your household who makes decisions about using pesticides and fertilizers?

YES - CONTINUE

NO – ASK FOR DECISION MAKER; REPEAT INTRODUCTION

6. Do you own your home, or do you rent?

OWN - RECRUIT SOME OF EACH

RENT

7. Do you or does anyone in your household work in marketing, advertising, public relations, or marketing research?

YES - THANK AND TERMINATE

NO - CONTINUE

8. Do you or does anyone in your household work for any government agency, including local, state, or federal government, or in any environmental field?

YES - THANK AND TERMINATE

NO - CONTINUE

9. Have you ever participated in a small group discussion or focus group about products or services?

YES - CONTINUE

NO - SKIP TO Q #12

IF YES, ASK:

10. And have you participated in such a discussion or group in the past year?

YES - THANK AND TERMINATE
NO - CONTINUE

IF NO, ASK:

11. Have any of the discussions or groups you have participated in talked about the environment?

YES - THANK AND TERMINATE
NO - CONTINUE

12. Briefly, how do you feel about environmental issues in the City of San Diego?

IF RESPONSE EXHIBITS EXTREME VIEWS OR A LACK OF INTEREST, PLEASE THANK AND TERMINATE. PLEASE BE ESPECIALLY CAREFUL TO EXCLUDE ANYONE WHO HAS REALLY STRONG FEELINGS.

13. What is your age, please? ____

UNDER 18 - THANK AND TERMINATE

18 TO 24

25 TO 34

35 TO 44 - RECRUIT A REPRESENTATIVE MIX

45 TO 54

55 TO 64

65 OR OLDER

14. In order to ensure that we have a mix of people in the group, we would also like to know your racial or ethnic background. Do you consider yourself ...

- Caucasian – RECRUIT 4
- African-American or Black – RECRUIT 4
- Asian-American, Asian, or Pacific Islander – RECRUIT 4
- Hispanic or Latino – RECRUIT 2
- or something else? (And what would that be? _____)

USE STANDARD CONCLUSION AND INVITATION.

NAME: _____

ADDRESS: _____

CITY AND ZIP: _____

TELEPHONE: _____

CITY OF SAN DIEGO



STORM WATER POLLUTION PREVENTION PROGRAM FOCUS GROUP WITH OWNERS AND MANAGERS OF SMALL BUSINESSES SCREENING QUESTIONNAIRE

DECEMBER 8, 1:30 PM: 8 TO 10 TO SHOW

ANY INDIVIDUAL ON THE LIST IS ELIGIBLE TO PARTICIPATE. TRY TO GET A CROSS-SECTION OF COMMUNITY AREAS.

NAME OF ORGANIZATION: _____

1. RECORD COMMUNITY AREA:

- 92113- Barrio Logan; Mountain View; Memorial; Lincoln Park; Valencia Park
- 92102- Stockton; Mount Hope; Chollas View
- 92105- Chollas Creek; City Heights; Oak Park
- 92114- Emerald Hills; North Encanto; South Encanto
- 92115- East Oak Park; Rolando; College Grove
- 92113- Southcrest and Shelltown

2. RECORD TYPE OF BUSINESS:

RECRUIT A MIX

USE STANDARD FACILITY INTRODUCTION AS APPROPRIATE.

(Mr./Ms. _____, this is YOUR FULL NAME calling from Plaza Research.) We have been asked by the City of San Diego to invite you to a small discussion group about how representatives of its Storm Water Pollution Prevention Program can work with businesses such as yours to achieve the program's goals and objectives. The group will be held at 1:30 pm on Wednesday, December 8 and will last about an hour to an hour-and-a-half. We can provide you with \$150 as a token of our appreciation for your time and trouble.

Just to make sure we include you in the right group, I need to ask just one question about your business. How many employees do you have at that location? _____

LESS THAN 10 – SMALL BUSINESS GROUP

10 OR MORE – LARGE BUSINESS GROUP

USE STANDARD FACILITY CONCLUSION AND INVITATION AS APPROPRIATE.

(Would you be able to attend?) (IF UNABLE OR UNWILLING TO ATTEND: Would it be appropriate for us to invite someone else in your company to attend?)

NAME: _____

ADDRESS: _____

CITY AND ZIP: _____

TELEPHONE: _____

THANK RESPONDENT!

CITY OF SAN DIEGO



STORM WATER POLLUTION PREVENTION PROGRAM
FOCUS GROUP WITH OWNERS AND MANAGERS OF LARGER BUSINESSES
SCREENING QUESTIONNAIRE

DECEMBER 9, 10:00 AM: 8 TO 10 TO SHOW

ANY INDIVIDUAL ON THE LIST IS ELIGIBLE TO PARTICIPATE. TRY TO GET A CROSS-SECTION OF COMMUNITY AREAS.

NAME OF ORGANIZATION: _____

1. RECORD COMMUNITY AREA:

- 92113 - Barrio Logan; Mountain View; Memorial; Lincoln Park; Valencia Park
- 92102 - Stockton; Mount Hope; Chollas View
- 92105 - Chollas Creek; City Heights; Oak Park
- 92114 - Emerald Hills; North Encanto; South Encanto
- 92115 - East Oak Park; Rolando; College Grove
- 92113 - Southcrest and Shelltown

2. RECORD TYPE OF BUSINESS:

RECRUIT A MIX

USE STANDARD FACILITY INTRODUCTION AS APPROPRIATE.

(Mr./Ms. _____, this is YOUR FULL NAME calling from Plaza Research.) We have been asked by the City of San Diego to invite you to a small discussion group about how representatives of its Storm Water Pollution Prevention Program can work with businesses such as yours to achieve the program's goals and objectives. The group will be held at 10:00 on Thursday, December 9 and will last about an hour to an hour-and-a-half. We can provide you with \$150 as a token of our appreciation for your time and trouble.

Just to make sure we include you in the right group, I need to ask just one question about your business. How many employees do you have at that location? _____

LESS THAN 10 – SMALL BUSINESS GROUP

10 OR MORE – LARGE BUSINESS GROUP

USE STANDARD FACILITY CONCLUSION AND INVITATION AS APPROPRIATE.

(Would you be able to attend?) (IF UNABLE OR UNWILLING TO ATTEND: Would it be appropriate for us to invite someone else in your company to attend?)

NAME: _____

ADDRESS: _____

CITY AND ZIP: _____

TELEPHONE: _____

THANK RESPONDENT!

CITY OF SAN DIEGO



STORM WATER POLLUTION PREVENTION PROGRAM FOCUS GROUP WITH COMMUNITY-BASED ORGANIZATION REPRESENTATIVES SCREENING QUESTIONNAIRE

DECEMBER 10, 10 AM: 8 TO 10 TO SHOW

ANY INDIVIDUAL ON THE LIST IS ELIGIBLE TO PARTICIPATE. TRY TO GET A CROSS-SECTION OF COMMUNITY AREAS AND TYPES OF ORGANIZATIONS.

NAME OF ORGANIZATION: _____

COMMUNITY AREA:

- 92113- Barrio Logan; Mountain View; Memorial; Lincoln Park; Valencia Park
- 92102- Stockton; Mount Hope; Chollas View
- 92105- Chollas Creek; City Heights; Oak Park
- 92114- Emerald Hills; North Encanto; South Encanto
- 92115- East Oak Park; Rolando; College Grove
- 92113: Southcrest and Shelltown

USE STANDARD FACILITY INTRODUCTION AS APPROPRIATE.

(Mr./Ms. _____, this is YOUR FULL NAME calling from Plaza Research.) We have been asked by the City of San Diego to invite you to a small discussion group about how their Storm Water Pollution Prevention Program can interact with organizations like yours to inform the community about its goals and activities. The group will be held at 10:00 am on Friday, December 10 and will last about an hour to an hour-and-a-half. We can provide you with an honorarium of \$125 for your time and trouble.

In order to make sure you qualify, I need to ask just a couple of questions about you.

1. Do you or does anyone in your household work in marketing, advertising, public relations, or marketing research?

YES - THANK AND TERMINATE

NO - CONTINUE

2. Do you or does anyone in your household work for any government agency, including local, state, or federal government, or in any environmental field?

YES - THANK AND TERMINATE

NO - CONTINUE

USE STANDARD FACILITY CONCLUSION AND INVITATION AS APPROPRIATE.

(Would you be able to attend?) (IF UNABLE OR UNWILLING TO ATTEND: Would it be appropriate for us to invite someone else in your organization to attend?)

NAME: _____

ADDRESS: _____

CITY AND ZIP: _____

TELEPHONE: _____

THANK RESPONDENT!

CITY OF SAN DIEGO



STORM WATER POLLUTION PREVENTION PROGRAM FOCUS GROUP WITH PROPERTY MANAGERS SCREENING QUESTIONNAIRE

DECEMBER 9, 2004, 1:30 PM: 8 TO 10 TO SHOW

ANY INDIVIDUAL ON THE LIST IS ELIGIBLE TO PARTICIPATE. TRY TO GET A CROSS-SECTION OF COMMUNITY AREAS.

1. RECORD COMMUNITY AREA OF PROPERTY BEING MANAGED:

- 92113- Barrio Logan; Mountain View; Memorial; Lincoln Park; Valencia Park
- 92102- Stockton; Mount Hope; Chollas View
- 92105- Chollas Creek; City Heights; Oak Park
- 92114- Emerald Hills; North Encanto; South Encanto
- 92115- East Oak Park; Rolando; College Grove
- 92113: Southcrest and Shelltown

USE STANDARD FACILITY INTRODUCTION AS APPROPRIATE.

ASK FOR MANAGER OR PROPERTY AT ADDRESS PROVIDED.

(Mr./Ms. _____, this is YOUR FULL NAME calling from Plaza Research.) We have been asked by the City of San Diego to invite you to a small discussion group about how they can introduce your property and tenants to their Storm Water Pollution Prevention Program. The group will be held at 1:30 p.m. on Thursday, December 9 and will last about an hour to an hour-and-a-half. We can provide you with \$75 as a token of our appreciation for your time and trouble.

2. In order to make sure you are eligible to participate, could you please tell me how many units there are in the property you manage at INSERT ADDRESS?

LESS THAN 10

10 TO 19 - RECRUIT ABOUT A QUARTER EACH

20 TO 49

50 OR MORE

(Would you be able to attend?) (IF UNABLE OR UNWILLING TO ATTEND: Would it be appropriate for us to invite someone else in your organization to attend?)

USE STANDARD FACILITY CONCLUSION AND INVITATION AS APPROPRIATE.

NAME: _____

ADDRESS: _____

CITY AND ZIP: _____

TELEPHONE: _____

THANK RESPONDENT!

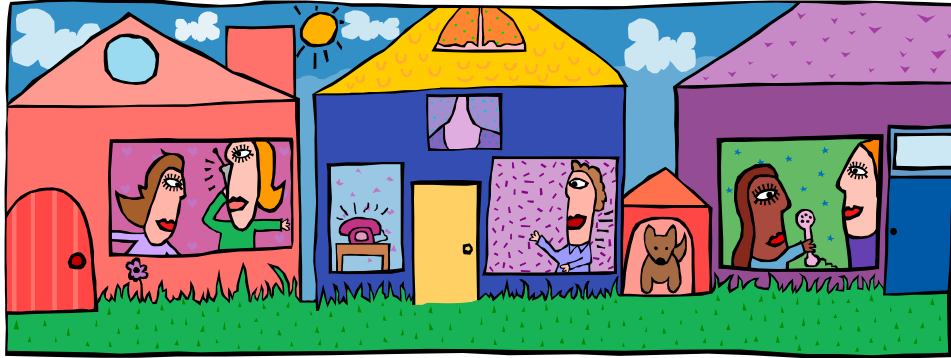
APPENDIX B

Moderator's Outlines

CITY OF SAN DIEGO

**STORM WATER POLLUTION PREVENTION
PROGRAM**

**FOCUS GROUPS WITH RESIDENTS IN THE
CHOLLAS CREEK WATERSHED**



MODERATOR'S OUTLINE

INTRODUCTIONS

Introduce Self

- Professional researcher
- Moderator - lead discussion
- No vested interest in outcome

Introduce Topic

- What we are going to be talking about this evening is some important issues here in the City of San Diego
- Details soon - first talk about rules and get to know you

Ground Rules

- Mirror
- Observers
- Audiotaping
 - Can't focus and take notes
 - Sure know what said
 - Work from tape on report
 - Speak up and distinctly; quiet voices
 - No talking at same time
 - Audiotape doesn't understand (nod, shake head)

- Everyone needs to participate - represent others - every opinion important
- May ask to cut short so others can talk - part of process, don't take personally
- OK not to know - don't know a legitimate opinion - not a test of knowledge
- May well disagree - more interesting that way - disagree with idea, not person

Group Introductions

- Name - First name is sufficient
- Where you live (general area)
- How long you have lived there
- One thing interesting about you

TOPIC INTRODUCTION

- As told when asked you to participate today, discussion is sponsored by the City of San Diego
- More specifically, it is sponsored by the City's Storm Water Pollution Prevention Program
- When you think of the term "storm water pollution," what does it mean to you?
 - How important is storm water pollution to you as a resident of San Diego?
 - Why?

Let me read you a standard definition, just to make sure we all understand:

When it rains or when water flows off commercial and industrial yards, properties, or pavement, it flows directly into the storm water conveyance system. Many mistakenly believe this water gets "cleaned" before it reaches waterways. But the sewer system and the storm water conveyance system (drains, inlets and catch basins) are separate; they are not connected. Water that goes into the sewer system gets treated, but everything that washes into a storm drain goes untreated directly into rivers, creeks, bays, and the ocean. This causes beach postings and closures due to contamination.

- Do you have any questions about the definition?
- Is that what you were thinking?
 - How or how not?
- Now that I've offered the definition, how important would you say storm water pollution is to you?
 - Why?

RESIDENTIAL ACTIVITIES

- What things do you think you or people like you do that create storm water pollution?
- What activities do you think you or people like you do or could do to prevent storm water pollution?

PROBE FOR:

Litter
Leaks of Automotive Fluids
Disposed of Automotive Fluids
Sewage Backups Due to Grease, Hair, Tree Roots
Use of Pesticides Indoors or Out
Outdoor Washing or Power Washing
Vehicle Washing
Not Picking Up Pet Waste

USE OF PESTICIDES AND FERTILIZERS

Now let's talk more specifically about pesticides and fertilizers ...

- Do you apply pesticides and fertilizers yourself, or do you use a gardener or landscape service?
 - IF SELF-APPLY:
 - How closely would you say you follow the directions for applying pesticides and fertilizers?
 - Why?
 - How do you go about disposing of them?
 - Why?
 - **IF APPLICABLE:** Why not use city household hazardous waste location or event?
- Do you or your contractor practice Integrated Pest Management, which also has a formal definition?

Integrated Pest Management, or IPM, focuses on the long-term control of pests such as ants, aphids, or snails using environmentally friendly techniques. The idea is that using the natural relationships between plants, insects, and other organisms is better for the environment than using chemicals.

Even though any given chemical may not be particularly harmful to the environment, the cumulative effect of many people using many chemicals is.

IPM does things like introducing an insect you don't mind to eat insects you don't want. Only the least toxic pesticides are used, and then only as a last resort. Gardens are also kept healthy by using plants that will do well with the existing soil and available sunlight.

- Why or why not?
- Have you asked about this option?
- Why or why not?
- Would you consider this option?
- Why or why not?
- What would encourage you to consider this option?
- What alternatives to pesticides and fertilizers are you aware of?
 - Do you use any of them?
 - Why or why not?

SHOW CARD

- Do you use any of these alternatives?
- Why or why not?
- Would you consider using any of these alternatives?
- Why or why not?
- If the city really wanted people to use alternatives such as these, what could they do?

CHOLLAS CREEK

- As you may know, you live in an area that drains to Chollas Creek, which in turn drains into San Diego Bay, where people swim and fish.
 - Do you ever think about the environmental condition of Chollas Creek?
 - Why or why not?
 - How would you feel if you knew that the creek has high levels of the pesticide Diazinon, which is unhealthy for plants and fish?
 - What do you think should be done about this?
 - How are you willing to help?

LOGO AND TAG LINE

- Now let's look at some designs the City has prepared ...

- What do you think of this logo?
 - What do you like?
 - What do you dislike?
 - Would you like to change it?
 - If so, how?
- What do you think of this tag line?
 - What do you like?
 - What do you dislike?
 - Would you like to change it?
 - If so, how?

COMMUNICATIONS

- The City is launching a campaign to get people to use pesticides and fertilizers in a way that helps prevent storm water pollution ...
 - What advice would you give them?
 - What is the best way to communicate with you and people like you?
- What organizations should they talk to?
 - Organizations you belong to?
 - Groups you volunteer with?

THANK PARTICIPANTS!

CITY OF SAN DIEGO

**STORM WATER POLLUTION PREVENTION
PROGRAM**

**FOCUS GROUPS WITH BUSINESSES
IN THE CHOLLAS CREEK WATERSHED**



MODERATOR'S OUTLINE

INTRODUCTIONS

Introduce Self

- Professional researcher
- Moderator - lead discussion
- No vested interest in outcome

Introduce Topic

- What we are going to be talking about this evening is the City of San Diego's Storm Water Pollution Prevention Program
- Details soon - first talk about rules and get to know you

Ground Rules

- Mirror
- Observers
- Audiotaping
 - Can't focus and take notes
 - Sure know what said
 - Work from tape on report
 - Speak up and distinctly; quiet voices
 - No talking at same time
 - Audiotape doesn't understand (nod, shake head)
- Everyone needs to participate - represent others - every opinion important
- May ask to cut short so others can talk - part of process, don't take personally
- OK not to know - don't know a legitimate opinion - not a test of knowledge
- May well disagree - more interesting that way - disagree with idea, not person

Group Introductions

- Name - First name is sufficient
- Your business
- If not apparent, what your business does
- Why decided to join this group today

TOPIC INTRODUCTION

- As told when asked you to participate today, discussion is sponsored by the City of San Diego's Storm Water Pollution Prevention Program
- When you think of the term "storm water pollution," what does it mean to you?
 - How important is storm water pollution to your business?
 - Why?

Let me read you a standard definition, just to make sure we all understand:

When it rains or when water flows off commercial and industrial yards, properties, or pavement, it flows directly into the storm water conveyance system. Many mistakenly believe this water gets "cleaned" before it reaches waterways. But the sewer system and the storm water conveyance system (drains, inlets and catch basins) are separate; they are not connected. Water that goes into the sewer system gets treated, but everything that washes into a storm drain goes untreated directly into rivers, creeks, bays, and the ocean. This causes beach postings and closures due to contamination.

- Is that what you were thinking?
 - How or how not?
- Now that I've offered the definition, how important would you say storm water pollution is to your business?
 - Why?

BUSINESS ACTIVITIES

- What activities do you think your business or businesses like yours do that create storm water pollution?
- What activities do you think your business or businesses like yours do or could do to prevent storm water pollution?

BEST MANAGEMENT PRACTICES

- Now I'd like to talk about what are called "Best Management Practices" relative to storm water pollution. Best Management Practices, or BMPs, have a standard definition, too:

Best Management Practices includes activities, prohibitions of practices, maintenance procedures, and other management practices to prevent, eliminate, or reduce the pollution of receiving waters. BMPs also include treatment requirements, operating procedures, and practices to control plant site runoff, spillage or leaks, sludge or waste disposal, and drainage from raw material storage.

- Is there anything this definition brings to mind in the way of (other) things your business or businesses like yours could do to prevent storm water pollution? What?

So let's look at some of these practices ...

READ OR POINT TO ONE AT A TIME

- ASK FOR EACH:
 - Do you do this?
 - Why or why not?
 - Would you consider doing it?
 - Why or why not?
- Train employees on good housekeeping practices and the importance of pollution prevention.
- Sweep up trash instead of using a hose.

- Use dry clean-up methods such as a broom, mop or absorbent material for surface cleaning whenever possible.
- Use non-toxic products for cleaning and gardening maintenance.
- Train employees to control, contain and capture pollutants on-site.
- Avoid using pesticides and herbicides by looking into alternative pest control methods.
- Never dispose of *any* wash water into the street, a ditch, storm drain or maintenance hole. Capture and collect the wash water and properly dispose of it.
- Wash your vehicle or vehicles at a car wash that recycles water. (Ask your carwash if they do.)
- Carpool with co-workers.
- Make sure vehicles are maintained to avoid leaks.
- Maintain a clean and orderly working environment. Keep your property free of things like trash, oil, and grease.
- Inform employees about materials that can be recycled and those that have a special disposal requirement. Make sure containers are identified and labeled.
- Maintain grease traps and use them properly.
- Keep dumpster lids closed to keep rain and landscape irrigation water out. Never place liquid waste or leaky garbage bags into a dumpster. Routinely check dumpsters for leaks.
- Post spill clean-up procedures on premises near dumpsters and in loading dock areas. Train employees in spill response procedures.
- Identify, locate, and stencil storm drain inlets and catch basins with a “No Dumping” message. Inspect and maintain the stencils regularly as needed.

MOTIVATORS TO DO MORE

- For those of you who are not doing, cannot do, or for whatever reason will not do everything you can to prevent storm water pollution ...
- What could the City do to get you to do more?
 - Besides pay you?
- Would it make a difference to know that discharging pollutants into the storm drain system is a violation of City code and can result in a fine?
 - Why or why not?
- Is there an amount of fine would motivate you to do more?
 - Why or why not?
 - What amount?

COMMUNICATIONS

- The City is launching a campaign to get people to do things that help prevent storm water pollution
...
- What advice would you give them?
- What organizations should they talk to?
- Business organizations you belong to?
- Groups you volunteer with?

PARTICIPATION

- Would you be interested in partnering with the City and other businesses on this undertaking?
 - Why or why not?
 - How?
- How about participating in a pilot outreach program?
 - Why or why not?

THANK PARTICIPANTS!

CITY OF SAN DIEGO

STORM WATER POLLUTION PREVENTION PROGRAM

FOCUS GROUPS WITH COMMUNITY-BASED ORGANIZATION IN THE CHOLLAS CREEK WATERSHED



MODERATOR'S OUTLINE

INTRODUCTIONS

Introduce Self

- Professional researcher
- Moderator - lead discussion
- No vested interest in outcome

Introduce Topic

- What we are going to be talking about today the City of San Diego's Storm Water Pollution Prevention Program
- Details soon - first talk about rules and get to know you

Ground Rules

- Mirror
- Observers
- Audiotaping
 - Can't focus and take notes
 - Sure know what said
 - Work from tape on report
 - Speak up and distinctly; quiet voices
 - No talking at same time
 - Audiotape doesn't understand (nod, shake head)

- Everyone needs to participate - represent others - every opinion important
- May ask to cut short so others can talk - part of process, don't take personally
- OK not to know - don't know a legitimate opinion - not a test of knowledge
- May well disagree - more interesting that way - disagree with idea, not person

Group Introductions

- Name
- What organization you represent
- Briefly, what your organization does
- Why you decided to join the group today

TOPIC INTRODUCTION

- As told when asked you to participate today, discussion is sponsored by the City of San Diego's Storm Water Pollution Prevention Program.
- When you think of the term "storm water pollution," what does it mean to you?
 - How important is storm water pollution to or in the community you represent?
 - Why?

Let me read you a standard definition, just to make sure we all understand:

When it rains or when water flows off commercial and industrial yards, properties, or pavement, it flows directly into the storm water conveyance system. Many mistakenly believe this water gets "cleaned" before it reaches waterways. But the sewer system and the storm water conveyance system (drains, inlets and catch basins) are separate; they are not connected. Water that goes into the sewer system gets treated, but everything that washes into a storm drain goes untreated directly into rivers, creeks, bays, and the ocean. This causes beach postings and closures due to contamination.

- Is that what you were thinking?
 - How or how not?
- Now that I've offered the definition, how important would you say storm water pollution is to or in the community you represent?
 - Why?

COOPERATION

- In general, how do the people you represent feel about programs sponsored by the City?
 - Why is this the case?
- Has your organization ever undertaken a large-scale outreach effort that was a success - that is, it actually led to behavioral change?
 - How did you do it?
 - Why did it succeed?
 - Do you think the City could replicate your success?
 - Why or why not?
- The City is launching a campaign to get people to do things that help prevent storm water pollution ...
 - What advice would you give them?
 - What is the best way to communicate with the people you represent?
 - What is the best way to gain their trust?
 - In what language or languages should the City communicate with the people you represent?
- Could the City's messages ...
 - Be included in a newsletter you publish?
 - Be included in e-mail notices you send out?
 - Be presented at regular meetings you sponsor?
 - Be presented at a special meeting you would sponsor?

ASK FOR EACH:

- Why or why not?
- How often?
- How approach?

LOGO AND TAG LINE

- Now let's look at some designs the City has prepared ...
- What do you think of this logo?
 - What do you like?
 - What do you dislike?
 - Would you like to change it?
 - If so, how?
- What do you think of this tag line?
 - What do you like?
 - What do you dislike?
 - Would you like to change it?
 - If so, how?

THANK PARTICIPANTS!

CITY OF SAN DIEGO

STORM WATER POLLUTION PREVENTION PROGRAM

FOCUS GROUPS WITH PROPERTY MANAGERS IN THE CHOLLAS CREEK WATERSHED



MODERATOR'S OUTLINE

INTRODUCTIONS

Introduce Self

- Professional researcher
- Moderator - lead discussion
- No vested interest in outcome

Introduce Topic

- What we are going to be talking about this evening is the City of San Diego's Storm Water Pollution Prevention Program
- Details soon - first talk about rules and get to know you

Ground Rules

- Mirror
- Observers
- Audiotaping
 - Can't focus and take notes
 - Sure know what said
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 - Speak up and distinctly; quiet voices
 - No talking at same time
 - Audiotape doesn't understand (nod, shake head)

- Everyone needs to participate - represent others - every opinion important
- May ask to cut short so others can talk - part of process, don't take personally
- OK not to know - don't know a legitimate opinion - not a test of knowledge
- May well disagree - more interesting that way - disagree with idea, not person

Group Introductions

- Name - First name is sufficient
- Your property and where it is located
- How many units the property has
- Why decided to join this group today

TOPIC INTRODUCTION

- As told when asked you to participate today, discussion is sponsored by the City of San Diego's Storm Water Pollution Prevention Program
- When you think of the term "storm water pollution," what does it mean to you?
 - How important is storm water pollution to you as a property manager?
 - Why?

Let me read you a standard definition, just to make sure we all understand:

When it rains or when water flows off commercial and industrial yards, properties, or pavement, it flows directly into the storm water conveyance system. Many mistakenly believe this water gets "cleaned" before it reaches waterways. But the sewer system and the storm water conveyance system (drains, inlets and catch basins) are separate; they are not connected. Water that goes into the sewer system gets treated, but everything that washes into a storm drain goes untreated directly into rivers, creeks, bays, and the ocean. This causes beach postings and closures due to contamination.

- Is that what you were thinking?
 - How or how not?
- Now that I've offered the definition, how important would you say that storm water pollution is to you as a property manager?
 - Why?

PROPERTY MANAGER ACTIVITIES

- What activities do you think your property or properties like yours do that create storm water pollution?
- What activities do you think residents do that create storm water pollution?

PROBE FOR:

Litter

Leaks of Automotive Fluids

Disposed of Automotive Fluids

Sewage Backups Due to Grease, Hair, Tree Roots

Use of Pesticides Indoors or Out

Outdoor Washing or Power Washing

Vehicle Washing

Not Picking Up Pet Waste

- How can we get residents to change their behavior?
- What activities do you think your property or properties like yours do or could do to prevent storm water pollution?

BEST MANAGEMENT PRACTICES

- Now I'd like to talk about what are called "Best Management Practices" relative to storm water pollution. Best Management Practices, or BMPs, have a standard definition, too:

Best Management Practices includes activities, prohibitions of practices, maintenance procedures, and other management practices to prevent, eliminate, or reduce the pollution of receiving waters. BMPs also include treatment requirements, operating procedures, and practices to control plant site runoff, spillage or leaks, sludge or waste disposal, and drainage from raw material storage.

- Is there anything this definition brings to mind in the way of (other) things your property or properties like yours could to prevent storm water pollution? What?

So let's look at some of these practices ...

READ OR POINT TO ONE AT A TIME

- ASK FOR EACH:
 - Do you do this?
 - Why or why not?
 - Would you consider doing it?

- Why or why not?
- Train employees on good housekeeping practices and the importance of pollution prevention.
- Sweep up trash instead of using a hose.
- Use dry clean-up methods such as a broom, mop or absorbent material for surface cleaning whenever possible.
- Use non-toxic products for cleaning and gardening maintenance.
- Train employees to control, contain and capture pollutants on-site.
- Avoid using pesticides and herbicides by looking into alternative pest control methods.
- Never dispose of *any* wash water into the street, a ditch, storm drain or maintenance hole. Capture and collect the wash water and properly dispose of it.
- Wash your vehicle or vehicles at a car wash that recycles water. (Ask your carwash if they do.)
- Carpool with co-workers.
- Make sure vehicles are maintained to avoid leaks.
- Maintain a clean and orderly working environment. Keep your property free of things like trash, oil, and grease.
- Inform employees about materials that can be recycled and those that have a special disposal requirement. Make sure containers are identified and labeled.
- Maintain grease traps and use them properly.
- Keep dumpster lids closed to keep rain and landscape irrigation water out. Never place liquid waste or leaky garbage bags into a dumpster. Routinely check dumpsters for leaks.
- Post spill clean-up procedures on premises near dumpsters and in loading dock areas. Train employees in spill response procedures.
- Identify, locate, and stencil storm drain inlets and catch basins with a “No Dumping” message. Inspect and maintain the stencils regularly as needed.

USE OF PESTICIDES AND FERTILIZERS

- Now let’s talk more specifically about pesticides and fertilizers ...
- Do you apply pesticides and fertilizers yourself, or do you use a contractor?
 - IF SELF-APPLY:
 - How closely would you say you follow the directions for applying pesticides and fertilizers?
 - Why?
- How do you go about disposing of them?

- Why?
- **IF APPLICABLE:** Why not use city household hazardous waste location or event?
- Do you or your contractor practice Integrated Pest Management, which also has a formal definition?

Integrated Pest Management, or IPM, focuses on the long-term control of pests such as ants, aphids, or snails using environmentally friendly techniques. The idea is that using the natural relationships between plants, insects, and other organisms is better for the environment than using chemicals.

Even though any given chemical may not be particularly harmful to the environment, the cumulative effect of many people using many chemicals is.

IPM does things like introducing an insect you don't mind to eat insects you don't want. Only the least toxic pesticides are used, and then only as a last resort. Gardens are also kept healthy by using plants that will do well with the existing soil and available sunlight.

- Why or why not?
- Have you asked about this option?
- Why or why not?
- Would you consider this option?
- Why or why not?
- What alternatives to pesticides and fertilizers are you aware of?
 - Do you use any of them?
 - Why or why not?

SHOW CARD

- Do you use any of these alternatives?
- Why or why not?
- Would you consider using any of these alternatives?
- Why or why not?
- If the city really wanted property managers to use alternatives such as these, what could they do?
 - Besides pay you?

LOGO AND TAG LINE

- Now let's look at some designs the City has prepared ...
- What do you think of this logo?
 - What do you like?
 - What do you dislike?
 - Would you like to change it?
 - If so, how?
- What do you think of this tag line?
 - What do you like?
 - What do you dislike?
 - Would you like to change it?
 - If so, how?

COMMUNICATIONS

- The City is launching a campaign to get people to do things that help prevent storm water pollution ...
 - What advice would you give them?
 - What is the best way to communicate with you?
 - What is the best way to get property managers to participate in water pollution efforts?
 - Would you be interested in networking with other property managers to help prevent water pollution?
 - Why or why not?
 - How?
- How about participating in a pilot outreach program?
 - Why or why not?
 - What organizations should they talk to?
 - Business organizations you belong to?
 - Groups you volunteer with?

PARTICIPATION

- Would you be interested in partnering with the City and other property managers on this undertaking?
 - Why or why not?
 - How?
- How about participating in a pilot outreach program?
 - Why or why not?

THANK PARTICIPANTS!