

Storm Water Pilot Test Evaluation - Report -

Prepared for:



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- In 2003 and 2004, Ogilvy Public Relations was commissioned by the Los Angeles County Department of Public Works (DPW) to design and implement a County-wide program to educate the public and change behaviors that contribute to storm water pollution.
- As part of this program, communications were developed for residents in a select County area to evaluate the communications' effectiveness in:
 - Raising residents' general awareness of storm water and neighborhood pollution and specific behaviors that contribute to it.
 - Encouraging residents to change storm water and neighborhood pollution behaviors, in particular, throwing litter into appropriate containers.
 - Increasing residents' awareness and use of the 888-CLEAN LA number.
 - Encouraging residents to participate in community clean-up efforts, including those held at local area schools.
- As part of this effort, advertising through various media, including cable TV, radio, outdoor (e.g., billboards, bus signage) and print, were employed to help deliver the intended messages.
- The results of the pilot test will be used to fine tune program communications prior to expanded County-wide implementation.

- In order to identify and track changes in resident awareness and attitude levels associated with the 2003 and 2004 storm water public education campaigns, evaluation studies were conducted among a representative sample of households within the pilot test areas.
- As part of the 2003 campaign, a total of 601 telephone interviews were conducted in two waves – 300 prior to residents' exposure to the pilot test communications (pre-wave) and 301 following exposure to the communications (post-wave).
 - Interviews were conducted between August 27 and September 4, 2003 (pre-wave) and October 29 and November 11, 2003 (post-wave).
 - Participants were drawn from a representative sample of households for the pilot test areas of Inglewood (ZIP codes 90301 and 90303) and East Los Angeles (ZIP code 90022).
- In 2004, a total of 800 telephone interviews were conducted across two waves, including 400 prior to residents' exposure to the pilot test communications (pre-wave) and 400 following exposure to the communications (post-wave).
 - Pre-wave interviews were conducted June 25 to July 5. For the post-wave, interviews were conducted from October 11 through October 24.
 - Participants were drawn from a representative sample of households for the pilot test area of the Florence/South Central Los Angeles area (ZIP code 90001).
- For each study, quotas were established for gender and ethnicity based on census data to ensure that the final sample matched the demographic characteristics of the pilot test areas.

- Participants were screened to meet the following criteria:
 - 16 years of age or older.
 - Permanent resident of Los Angeles County.
 - Resident of Los Angeles County for six months or more.
- Interviews were conducted in English and Spanish based on the preference of the participant.
- Each interview lasted approximately 16 minutes.
- All data reported are unweighted.
- Statistical testing was performed on the data to identify meaningful differences between pre- and post-wave 2004 measurements and between groups (noted with ) within the 2004 pilot test sample. Differences that are significant at the 95% confidence interval are indicated in this report with green numbers and arrows.

Executive Summary and Conclusions

- Most South Central Los Angeles residents have a high degree of concern about pollution issues and appear willing to change specific polluting behaviors, if given a compelling reason to do so.
 - This provides a strong foundation on which to build on residents' pre-existing sensitivity to these issues and an opportunity to leverage their already high levels of willingness to bring about positive behavior change.
- Residents who recall seeing or hearing recent messages about pollution are even more likely to be willing to change their behaviors, suggesting that these messages help provide rationale and motivation for adopting anti-polluting behaviors.
- Most residents participate in leisure activities that might be negatively impacted by storm water pollution and own potentially pollution-causing household items, providing substantial opportunities for pollution-reducing behavior change.
 - Further, in addition to seeing the end result of improved anti-pollution behavior in their own neighborhoods, these residents may also recognize and benefit from cleaner county waters.
- Overall pollution advertising recall levels are somewhat lower than before the public education program, perhaps due to the intense concentration of local, state and national election campaign advertising and messaging during the months of September and October.
- Nonetheless, strong evidence suggests that key messages from the 2004 public education campaign appear to have been successfully communicated to area residents.
- Awareness of community clean-up events is dramatically higher compared to pre-campaign levels and participation in these types of events has also increased.
 - This suggests that the 2004 campaign communications appears to have been impactful enough to break through the heavy advertising clutter while being relevant and motivating enough to encourage residents to take positive action.

- Among those participating in clean-up events, improving the look and health of the neighborhood is the main driving motivation, followed by enhancing the environment and improving things for children.
 - Because time constraints appear to be a key barrier to clean-up event participation, an opportunity exists to address and potentially overcome this mindset by assuring residents that all individual efforts are needed, worthwhile and appreciated, no matter the length of time volunteered.
- The campaign's message regarding the importance of properly disposing of trash and litter also seems to have broken through, as concern for this issue has increased while at the same time, the prevalence of this polluting behavior has decreased slightly.
- Furthermore, a potential side effect of the 2004 public education campaign appears to be the spill-over of positive behavior change with regard to other water polluting activities not specifically targeted in the campaign, including the small decline in the prevalence of residents hosing leaves and dirt into streets, spraying gardens/lawns with pesticide, washing off brushes under outdoor faucets and emptying car ashtrays into streets.
- Given its relatively low usage level, growing the awareness of the campaign's informational phone number, 888-CLEAN LA, will be needed to help maximize the potential use of this resource.
 - An opportunity exists to further deepen awareness of this resource among all residents and especially among Spanish-speakers.
- Television appears to be the strongest media source for learning about anti-pollution issues and awareness of this advertising vehicle is somewhat higher than before the pilot test.
 - This suggests that the cable TV campaign seems to have successfully broken through amidst a highly cluttered media landscape.

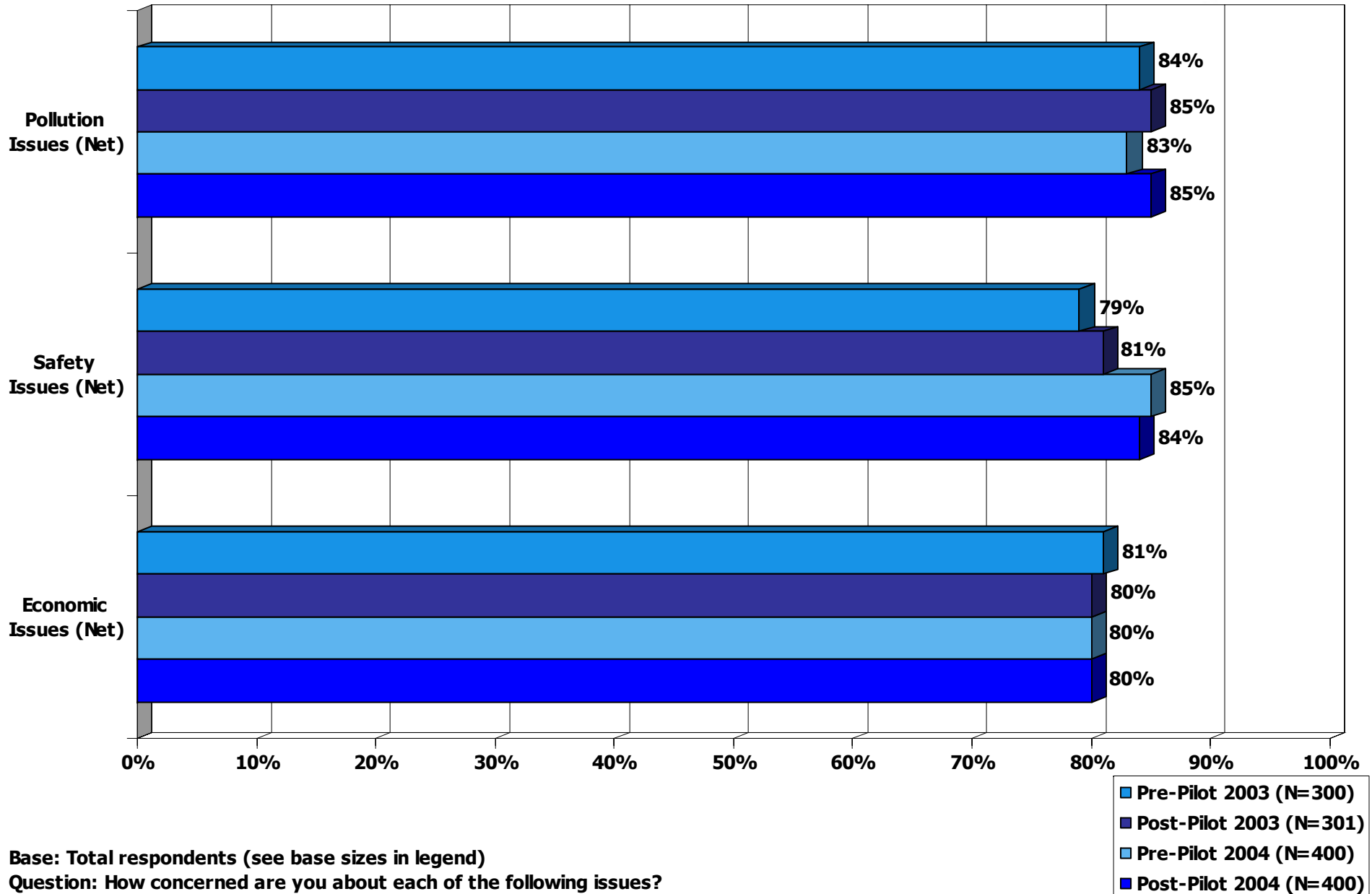
- Overall, the findings indicate that public awareness, attitudes and behavior related to storm water pollutants can be changed for the better, given the appropriate message and media.
- The public education campaign's strategy of creating a positive and noticeable environmental change at the neighborhood level appears to have struck a chord with area residents.
 - Messages and events that promote the beautification of the neighborhood while involving and benefiting children seem to be a highly motivating strategy among residents.
- Sustaining and growing these behavior changes through ongoing public education and clean-up events will be critical to continued storm water pollution management.
 - Residents appear to be willing to adopt anti-pollution behavior changes when the strategy focuses on simple, easy-to-do, everyday habits (e.g., throwing away trash and litter in the appropriate receptacles, cleaning up local area schools).
 - Benefits that are highly recognizable at the neighborhood level (e.g., cleaner streets and schools) appear to be motivating and compelling "rewards" for residents' increased anti-pollution efforts.

Detailed Findings

Attitudes and Concerns

- South Central Los Angeles residents are very concerned about pollution issues, showing a high degree of concern about litter, air pollution, water pollution and pollution in their neighborhoods.
 - The level of concern over pollution issues ranks just below concerns about crime and unemployment for area residents.
- Resident's concern for pollution issues overall is somewhat higher than before the 2004 Storm Water public education campaign, driven primarily by a significant increase in concern about litter.
 - This increased sensitivity to litter indicates that the campaign's emphasis on this problem appears to have broken through in a relevant and meaningful way.
- While concern regarding water pollution and pollution in neighborhoods remains high among residents, these issues do not appear to have been significantly impacted by the recent campaign, suggesting that these elements of the campaign do not resonate as deeply as the specific anti-littering messages do with area residents.
- Concern with litter and neighborhood pollution is generally higher than average among women, among African-Americans and among English-speaking residents, suggesting that these groups may be especially receptive to messages that address their pollution-related concerns.

Very Concerned About Issues Facing Los Angeles County



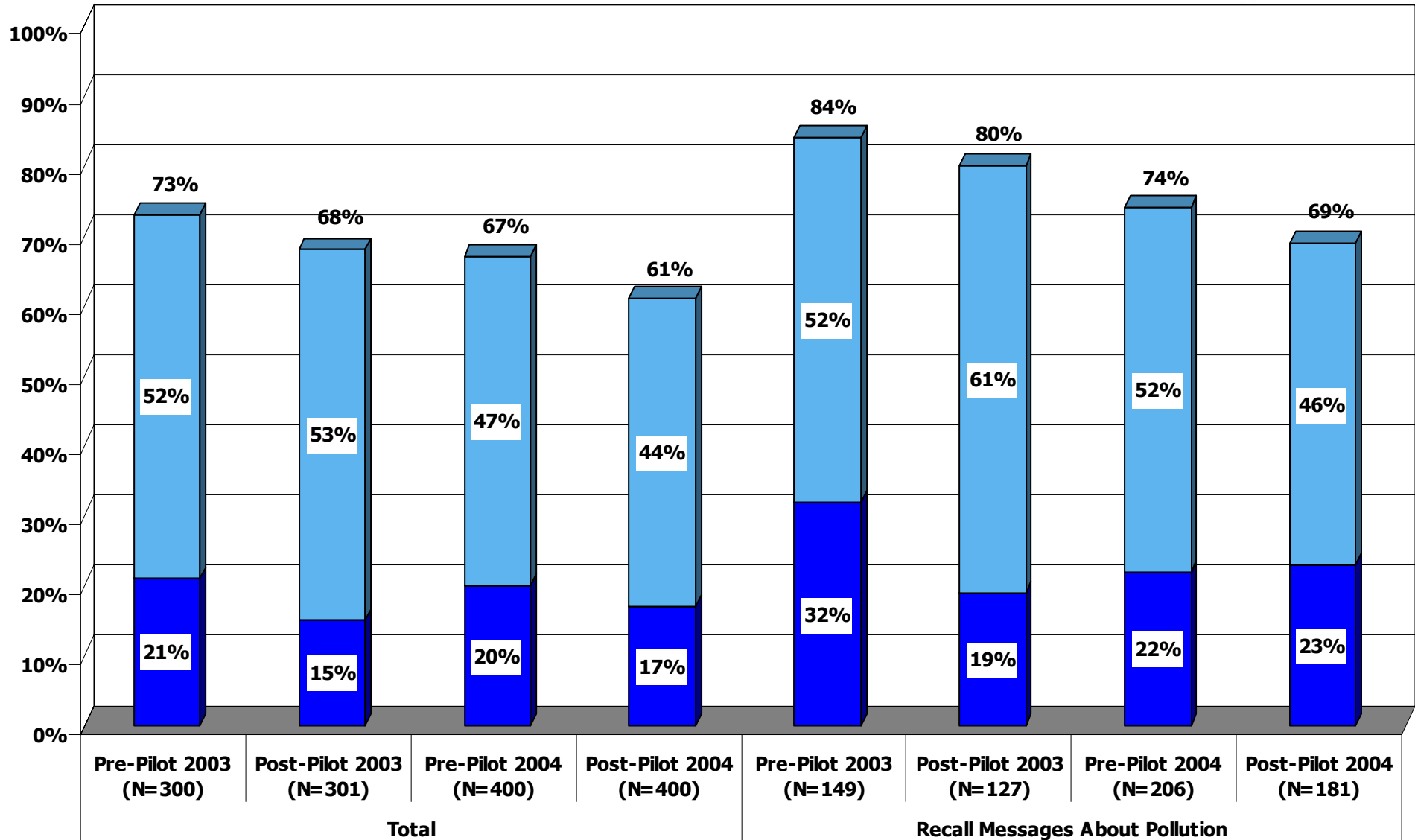
Very Concerned About Issues Facing Los Angeles County



Question: How concerned are you about each of the following issues?	2003 Pilot Test		2004 Pilot Test	
	Pre	Post	Pre	Post
<u>Very Concerned About Issues</u>				
Pollution Issues (Net)	84%	85%	83%	85%
Litter	44%	46%	54%	59%
Air pollution, or smog	60%	61%	58%	55%
Traffic congestion	55%	59%	50%	54%
Pollution of the ocean, rivers and beaches	59%	56%	55%	53%
Pollution in your neighborhood	41%	49%	48%	46%
Safety Issues (Net)	79%	81%	85%	84%
Crime	69%	74%	76%	77%
Terrorism	54%	60%	60%	57%
Race relations	33%	36%	36%	37%
Economic Issues (Net)	81%	80%	80%	80%
Unemployment	61%	65%	60%	60%
California's economy	59%	66%	55%	54%
Quality of the public schools	52%	56%	56%	50%
Base: Total respondents	(300)	(301)	(400)	(400)

- While most residents consider themselves knowledgeable about the causes of neighborhood and water pollution, those exposed to recent pollution information in the media are even more confident in their understanding of the causes of pollution.
 - This suggests that media is an important educational tool that helps residents learn about these types of issues.
- Residents' confidence in their knowledge of the causes of pollution has decreased slightly since the beginning of the campaign, suggesting that the pilot test messages did not increase their knowledge in this particular area.
 - Those most confident in their knowledge of the causes of pollution tend to be African-American and English-speaking, indicating that increased pollution education and community outreach efforts may be needed to effectively motivate other linguistic and ethnic communities.

Knowledgeable of Pollution Causes



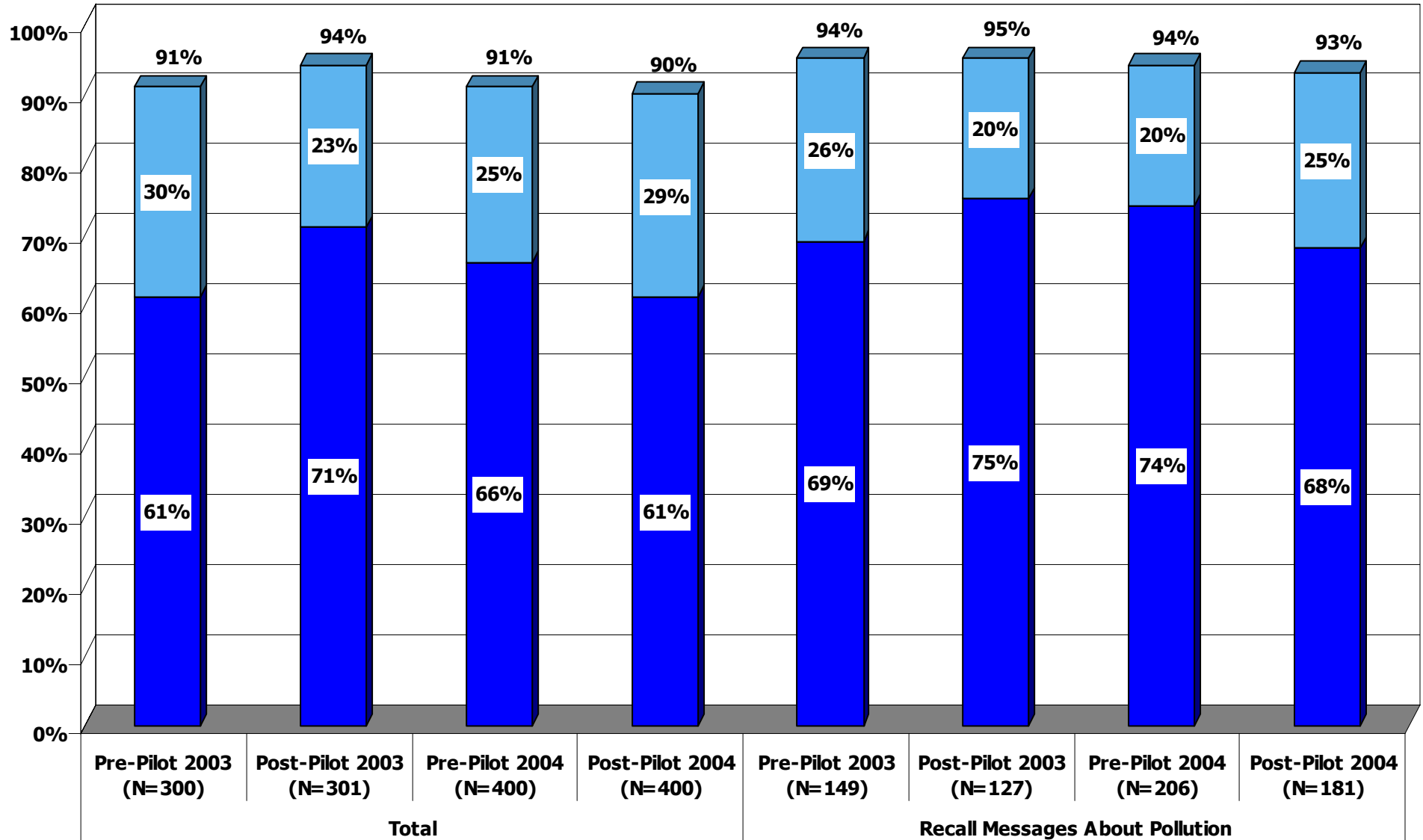
Base: Total respondents (see base sizes above)

Question: Compared to most people, how knowledgeable are you about what causes pollution of the ocean/ neighborhood, rivers and lakes/beaches?



- The vast majority of South Central Los Angelenos are willing to change their behavior if they learn that something they are doing could impact neighborhood and water pollution.
 - Hispanic and Spanish-speakers are especially likely to say they would definitely change their behavior if given a motivating reason.
 - Women, residents with children in the household and those over the age of 25 are also likely to change their potentially harmful behavior.
- Residents' willingness to change polluting behavior and willingness to change specific polluting behaviors remains extremely strong, compared to before the public education campaign.
 - This suggests that the campaign may be instrumental in continuing to foster and encourage residents' already high level of good intentions and willingness to change.
- While the majority of residents would consider participating in beach clean-up events, this behavior was not a central message of the recent educational campaign and this behavior shows a significant decrease in residents' willingness to participate.
 - This change suggests that motivation toward specific clean-up actions may decline if messaging is not consistent and frequent.

Willingness to Change Behavior



Base: Total respondents (see base sizes above)

Question: If you learned that something you were doing could contribute to pollution of the ocean/neighborhood, rivers and lakes/beaches, how willing would you be to change your behavior?

■ Probably Would Change Behavior
■ Definitely Would Change Behavior

Willingness to Change Specific Behaviors

Question: Which of the following would you be willing to do if you learned that there was a good reason for doing so?	2003 Pilot Test		2004 Pilot Test	
	Pre	Post	Pre	Post
<u>Yes/Maybe Willing to Change Specific Behaviors</u>				
Carry all of your trash and papers to a trash can and dispose of them there.	95%	98%	98%	99%
Take steps to personally keep your neighborhood clean.	94%	95%	96%	95%
Dispose of cigarette butts in an ash tray or trash can, rather than on the ground.	90%	95%	94%	93%
Sweep up leaves, dirt and debris from the gutters in front of your house or apartment.	86%	88%	93%	93%
Pick up your dog's droppings every time you walk your dog.	87%	92%	90%	87%
Participate in a community clean-up event.	85%	90%	86%	87%
Take your used motor oil to a recycling center.	80%	85%	88%	83%
Patronize businesses that participate in local litter reduction programs.	82%	86%	83%	83%
Participate in a beach clean-up event.	75%	82%	82%	75%
Base: Total respondents	(300)	(301)	(400)	(400)

	Total 2004 Pilot Test Post Wave	Male	Female	Hispanic	African-American	English-Speaking	Spanish-Speaking
Very concerned about litter	59%	57%	61%	59%	64%	62%	57%
Very concerned about pollution in your neighborhood	46%	42%	50%	44%	54%	55%	40%
Very knowledgeable about pollution in neighborhoods, rivers and beaches	17%	17%	18%	13%	34%	31%	8%
Definitely willing to change behavior	61%	55%	67%	64%	50%	55%	66%
Base: Total post wave respondents	(400)	(197)	(203)	(316)	(74)	(165)	(235)

Questions: How concerned are you about...? Compared with most people, how knowledgeable are you about what causes pollution of neighborhoods, rivers and beaches? If you learned that something you were doing could contribute to pollution of neighborhoods, rivers and beaches, how willing would you be to change your behavior?

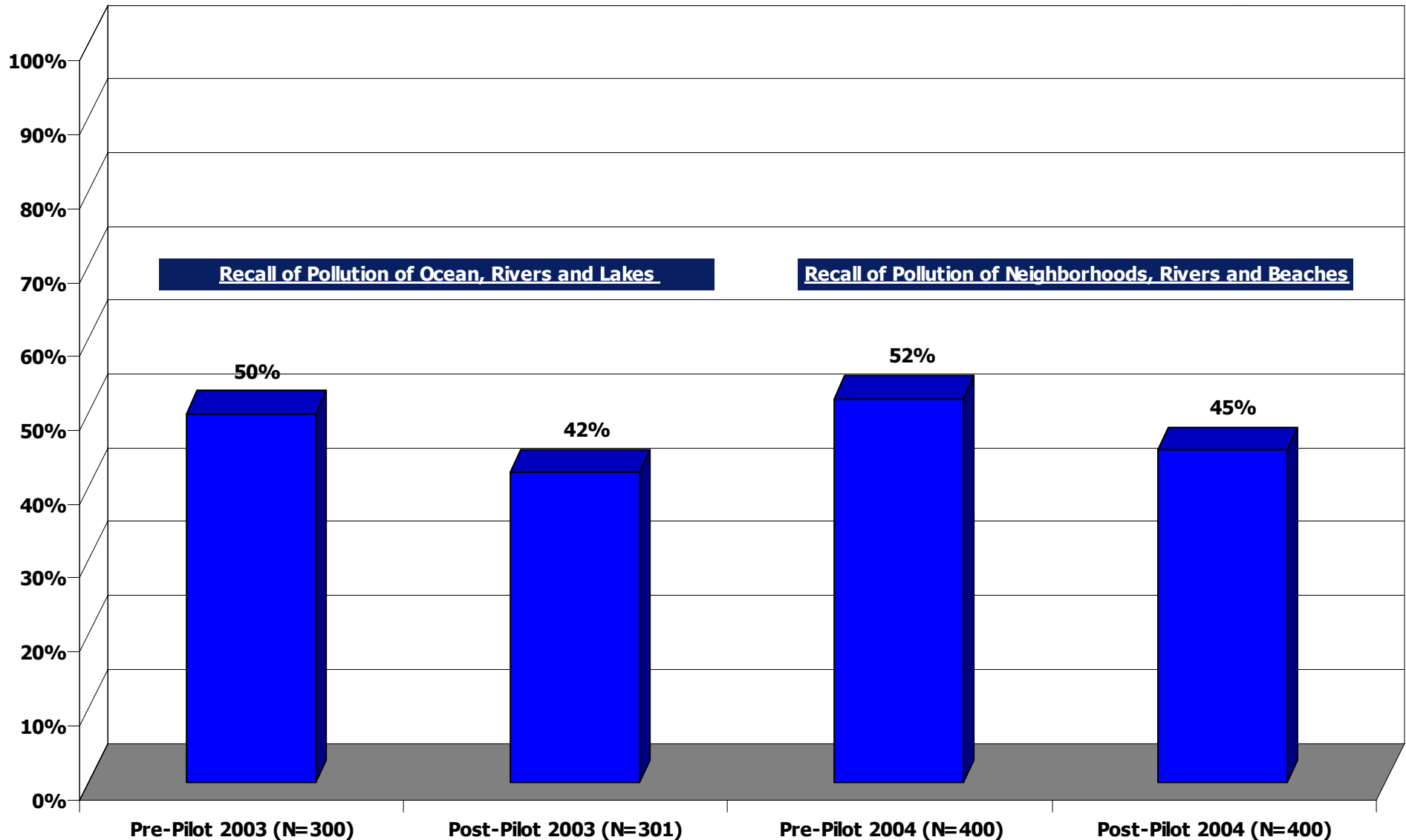
	Total 2004 Pilot Test Post Wave	Children in HHD	No Children in HHD	16-24 Years Old	25-54 Years Old	55 and Older
Very concerned about litter	59%	60%	58%	58%	59%	59%
Very concerned about pollution in your neighborhood	46%	46%	49%	44%	44%	54%
Very knowledgeable about pollution in neighborhood, rivers and beaches	17%	18%	16%	13%	19%	16%
Definitely willing to change behavior	61%	62%	59%	48%	66%	62%
Base: Total post wave respondents	(400)	(246)	(144)	(90)	(234)	(76)

Questions: How concerned are you about...? Compared with most people, how knowledgeable are you about what causes pollution of neighborhoods, rivers and beaches? If you learned that something you were doing could contribute to pollution of neighborhoods, rivers and beaches, how willing would you be to change your behavior?

Campaign Awareness and Recall

- Though overall pollution advertising recall levels are lower than before the campaign, key messages from the 2004 public education campaign appear to have been communicated to area residents.
- Perhaps due in part to the heavy concentration of local, state and national election campaign advertising during the months of September and October, fewer pilot test area residents recall hearing or seeing messages regarding pollution of neighborhoods, rivers and beaches.
 - Those most likely to be aware of pollution advertising are women, residents with children and those age 25-54, indicating that the campaign's tie-in with area schools appears to have reached its intended target.
- Among those who recall anti-pollution messages, most believe they have encountered these messages on television, and to a lesser extent, newspaper and radio.
 - Awareness of television anti-pollution messages is somewhat higher than before the pilot test, suggesting that the cable TV campaign messages may have broken through the advertising clutter.
- The message that pollution creates unhealthy and unsafe neighborhoods is slightly higher than pre-wave levels, indicating that this core campaign message may be especially relevant to these residents.
- Among those who recall anti-pollution advertising, post-campaign thoughts and intentions regarding pollution are more positive in terms of making residents think about things they do, changing things they do and feeling proud of their community.
 - Furthermore, most residents agree that the messages in the pollution prevention campaign are especially meaningful to them.

Recall of Pollution Advertising



Base: Total respondents (see base sizes above)

Question: In the past few months, do you recall seeing or hearing anything about pollution of the ocean, rivers and lakes/neighborhoods, rivers and beaches?

Advertising Awareness and Source

Questions: In the past few months, do you recall seeing or hearing anything about pollution of the ocean, rivers and lakes/neighborhoods, rivers and beaches? Where have you seen or heard something about pollution of the ocean, rivers and lakes/neighborhoods, rivers and beaches?	2003 Pilot Test		2004 Pilot Test	
	Pollution of Ocean, Rivers and Lakes		Pollution of Neighborhoods, Rivers and Beaches	
	Pre	Post	Pre	Post
Seen/heard messages about pollution	50%	42%	52%	45%
Base: Total respondents	(300)	(301)	(400)	(400)
<u>Where Messages Were Seen/Heard</u>				
Television/cable TV	83%	80%	73%	77%
Newspaper	17%	16%	16%	13%
Radio	8%	20%	17%	11%
At the beach	13%	5%	12%	7%
Billboard	5%	4%	6%	6%
Brochure/pamphlet	2%	2%	2%	1%
Base: Total respondents who have seen/heard pollution advertising	(149)	(127)	(206)	(181)

Advertising Awareness and Source – Sub-Group Analysis



	Total 2004 Pilot Test Post Wave	Male	Female	Hispanic	African-American	English-Speaking	Spanish-Speaking
Seen/heard messages about pollution	45%	41%	50%	45%	47%	42%	48%
Base: Total post wave respondents	(400)	(197)	(203)	(316)	(74)	(165)	(235)
Where Messages Were Seen/Heard							
Television/cable TV	77%	75%	79%	78%	77%	74%	80%
Newspaper	13%	18%	10%	14%	14%	12%	14%
Radio	11%	15%	8%	11%	9%	10%	12%
At the beach	7%	11%	3%	7%	6%	6%	7%
Billboard	6%	9%	3%	5%	0%	10%	3%
Brochure/pamphlet	1%	1%	0%	1%	0%	0%	1%
Base: Total post wave respondents who have seen/heard pollution advertising	(181)	(80)	(101)	(142)	(35*)	(69)	(112)

Questions: In the past few months, do you recall seeing or hearing anything about pollution of neighborhoods, rivers and beaches? Where have you seen or heard something about pollution of neighborhoods, rivers and beaches?

*Caution: Small base

Advertising Awareness and Source – Sub-Group Analysis



	Total 2004 Pilot Test Post Wave	Children in HDD	No Children in HDD	16-24 Years Old	25-54 Years Old	55 and Older
Seen/heard messages about pollution	45%	48%	40%	41%	50%	36%
Base: Total post wave respondents	(400)	(246)	(144)	(90)	(234)	(76)
Where Messages Were Seen/Heard						
Television/cable TV	77%	82%	72%	70%	80%	74%
Newspaper	13%	13%	16%	8%	15%	11%
Radio	11%	8%	16%	5%	13%	11%
At the beach	7%	8%	5%	11%	6%	4%
Billboard	6%	4%	7%	5%	6%	4%
Brochure/pamphlet	1%	0%	2%	0%	1%	0%
Base: Total post wave respondents who have seen/heard pollution advertising	(181)	(119)	(58)	(37*)	(117)	(27*)

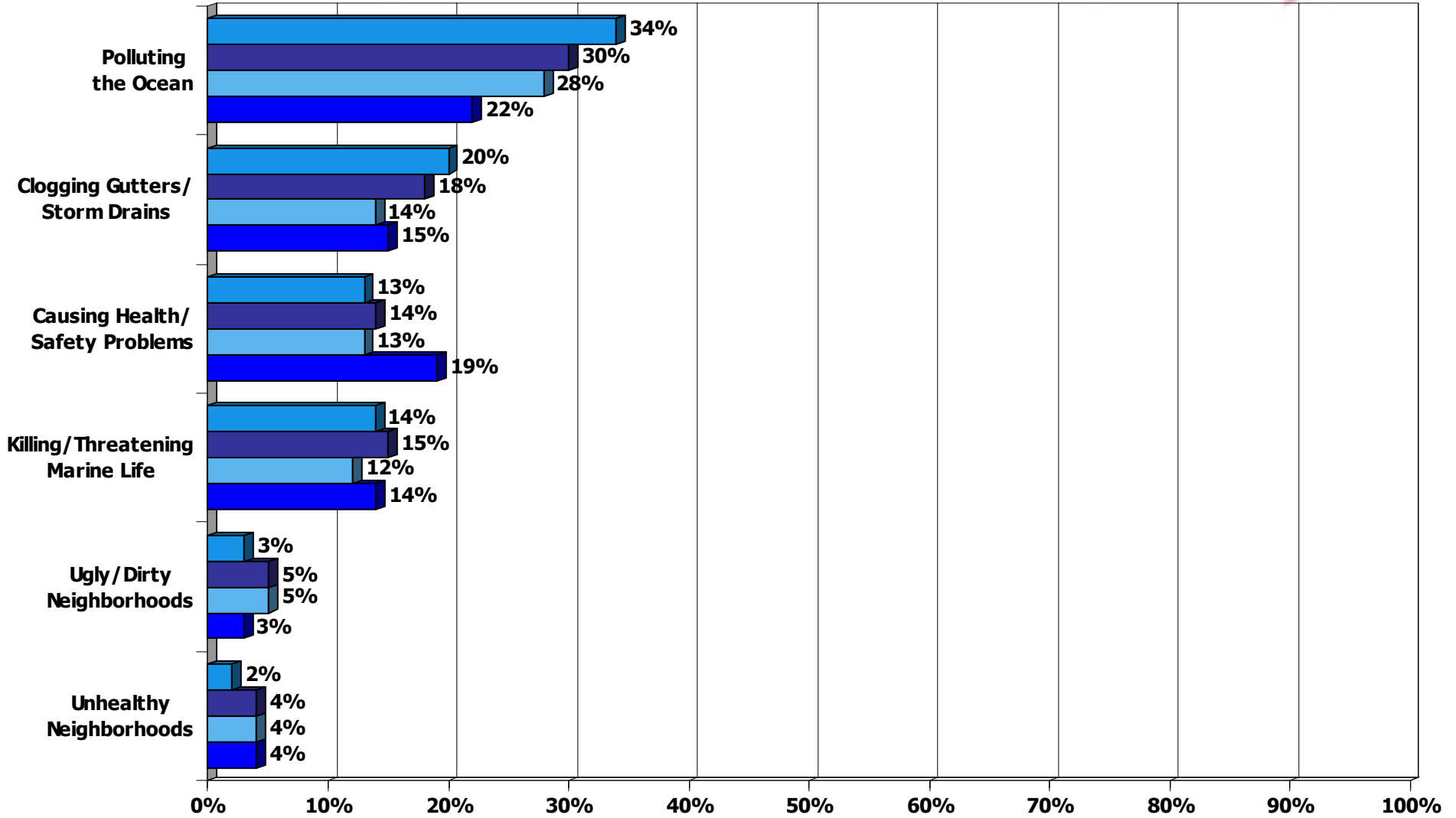
Questions: In the past few months, do you recall seeing or hearing anything about pollution of neighborhoods, rivers and beaches? Where have you seen or heard something about pollution of neighborhoods, rivers and beaches?

*Caution: Small base

Unaided Message Recall

Question: What did you see, hear or read about the pollution of the ocean, rivers and lakes/neighborhoods, rivers and beaches?	2003 Pilot Test		2004 Pilot Test	
	Pollution of Ocean, Rivers and Lakes		Pollution of Neighborhoods, Rivers and Beaches	
	Pre	Post	Pre	Post
Unaided Message Recall				
Polluting the Ocean (Net)	32%	13%	22%	27%
Trash in ocean	15%	7%	10%	13%
People polluting/littering our beaches	19%	7%	9%	5%
Clogging Gutters/Storm Drains (Net)	23%	24%	27%	21%
Trash goes directly to ocean	11%	16%	16%	13%
Causes Problems for Kids/Swimmers/People (Net)	11%	14%	17%	21%
Beaches becoming unsafe/contaminated/dirty	4%	2%	10%	16%
Unhealthy to swim in ocean	9%	13%	6%	6%
Making Neighborhoods Dirty (Net)	7%	13%	17%	17%
People litter in the streets	7%	11%	15%	14%
Making Neighborhoods Unhealthy/Unsafe (Net)	1%	1%	8%	10%
People cleaning up litter/trash in streets	0%	0%	2%	5%
Killing/Threatening Marine Life (Net)	7%	6%	5%	3%
Fish/wildlife dying	6%	6%	4%	2%
Base: Total respondents who have seen/heard pollution advertising	(149)	(127)	(206)	(181)

Unaided Recall of Storm Drain Pollution Consequences



Base: Total respondents who have seen/heard messages (see base sizes in legend)

Question: What kinds of problems did you hear are being caused by the things that are getting into the street or storm drains?"

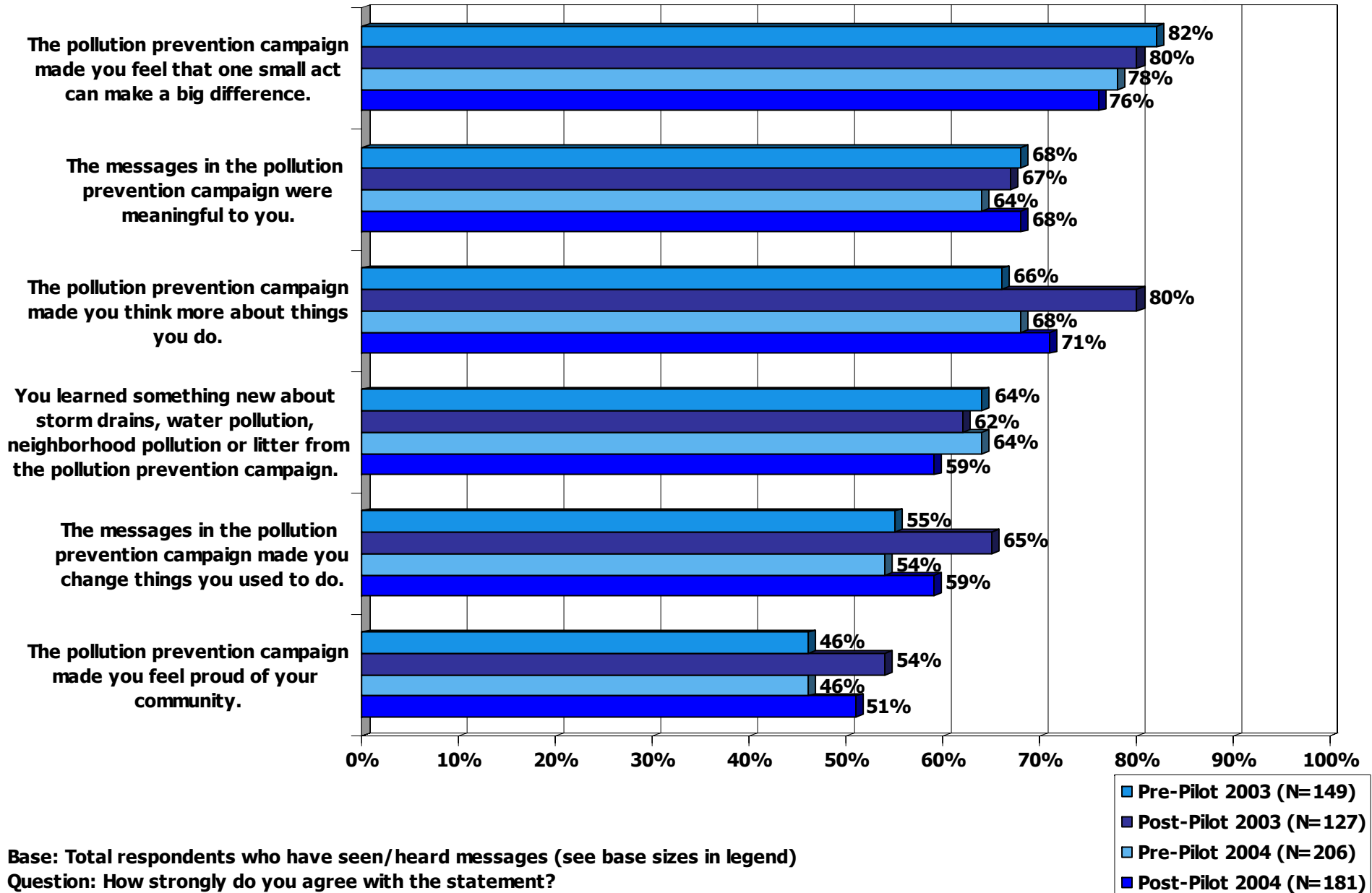
- Pre-Pilot 2003 (N=149)
- Post-Pilot 2003 (N=127)
- Pre-Pilot 2004 (N=206)
- Post-Pilot 2004 (N=181)

Unaided Recall of Pollutants Mentioned in Advertising



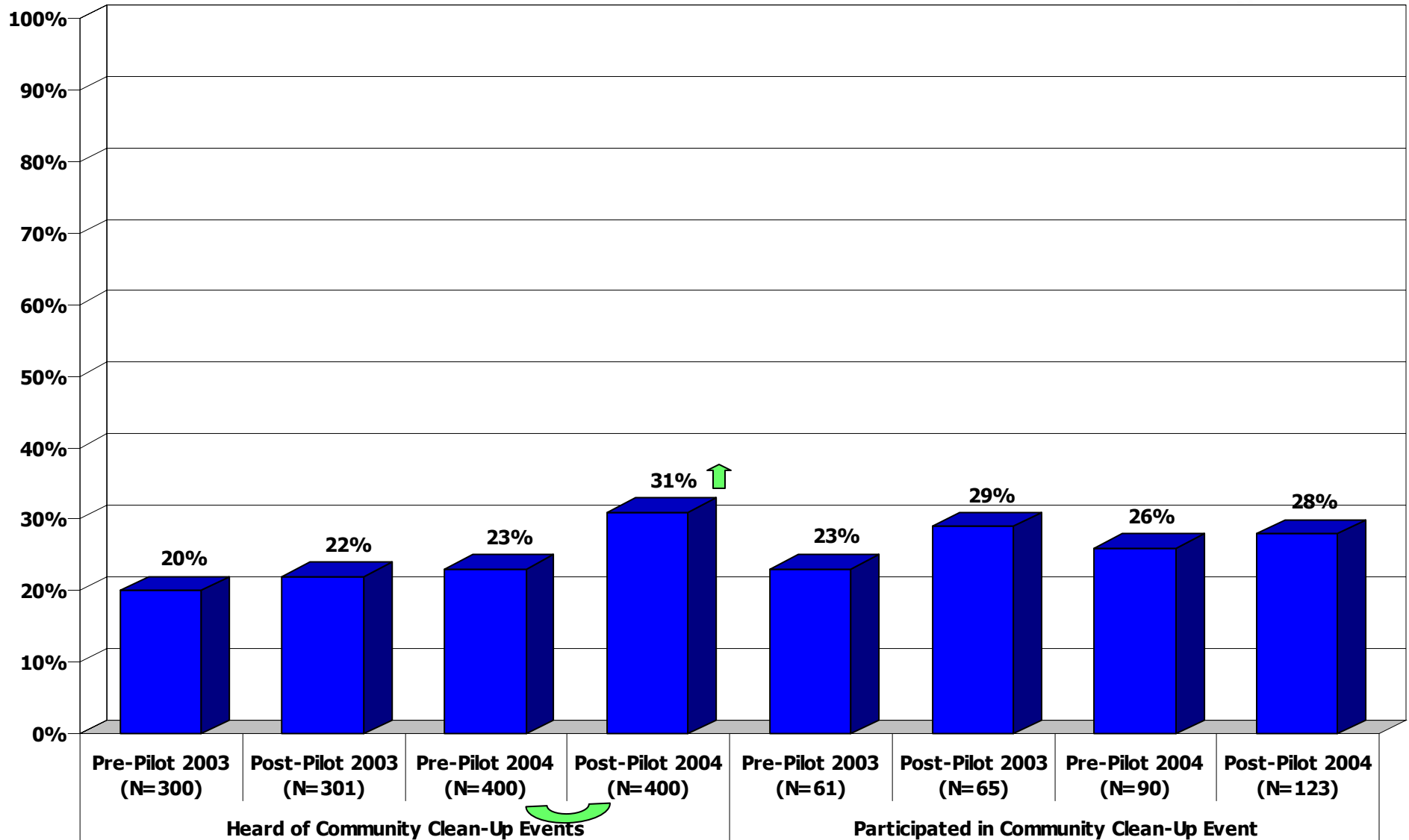
Question: What things do you recall being mentioned that are getting into the street or storm drains and causing problems?	2003 Pilot Test		2004 Pilot Test	
	Pre	Post	Pre	Post
<u>Specific Pollutants Mentioned in the Advertising</u>				
Litter/trash	28%	28%	48%	39%
Motor oil	31%	22%	37%	27%
Bottles	20%	15%	21%	15%
Cigarette butts	8%	12%	15%	14%
Cans	23%	7%	14%	12%
Recyclable materials	9%	9%	5%	12%
Dog waste/droppings	5%	2%	11%	7%
Food wrappers	5%	6%	9%	7%
Hazardous waste	9%	4%	9%	6%
Leaves	5%	6%	6%	6%
Chemicals	7%	7%	9%	5%
Cups/coffee cups	5%	5%	4%	4%
Harmful liquids	1%	4%	2%	3%
Paint	7%	2%	2%	3%
Six-pack rings	4%	2%	2%	3%
Pesticides	2%	2%	2%	2%
Fertilizer	3%	2%	1%	1%
Poison	0%	0%	1%	0%
Base: Total respondents who have seen/heard messages about pollution	(149)	(127)	(206)	(181)

Persuasion Statement Ratings – Strongly Agree



- The 2004 public education campaign has succeeded in generating awareness of community clean-up events, now with three-in-ten residents (31%) aware of such events, representing a significant increase over the pre-campaign level (23%).
 - Furthermore, there is a somewhat greater likelihood among those aware of these events to participate in them, demonstrating that the 2004 campaign communications are motivating to target residents.
- Among those who have participated in a clean-up event, improving the look and health of the neighborhood is the key driving motivation, followed by enhancing the environment and improving things for children.
 - Time constraints appear to be the biggest barrier to clean-up participation, cited by nearly seven-in-ten residents (68%) who have heard of these events but have not participated in them.
 - An opportunity to address and potentially overcome this barrier exists by assuring residents that all individual efforts are needed, worthwhile and appreciated, no matter the length of time volunteered.
- The campaign's informational phone number, 888-CLEAN LA, is also recognized by roughly three-in-ten residents (29%).
 - Awareness of the toll-free number shows a slight decline compared to pre-campaign levels, indicating that additional support may be needed to further grow awareness of this resource.
 - Recognition of the 888-CLEAN LA number is strongest among men, among African-Americans and among English-speakers, suggesting that the phone number communications may not be as memorable nor impactful among Spanish-speaking residents.
- Consistent with the 2004 public education campaign's efforts, messages and events that promote the beautification of the neighborhood while involving and benefiting children appear to be a highly motivating strategy among area residents, as it incorporates their key reasons for participation.

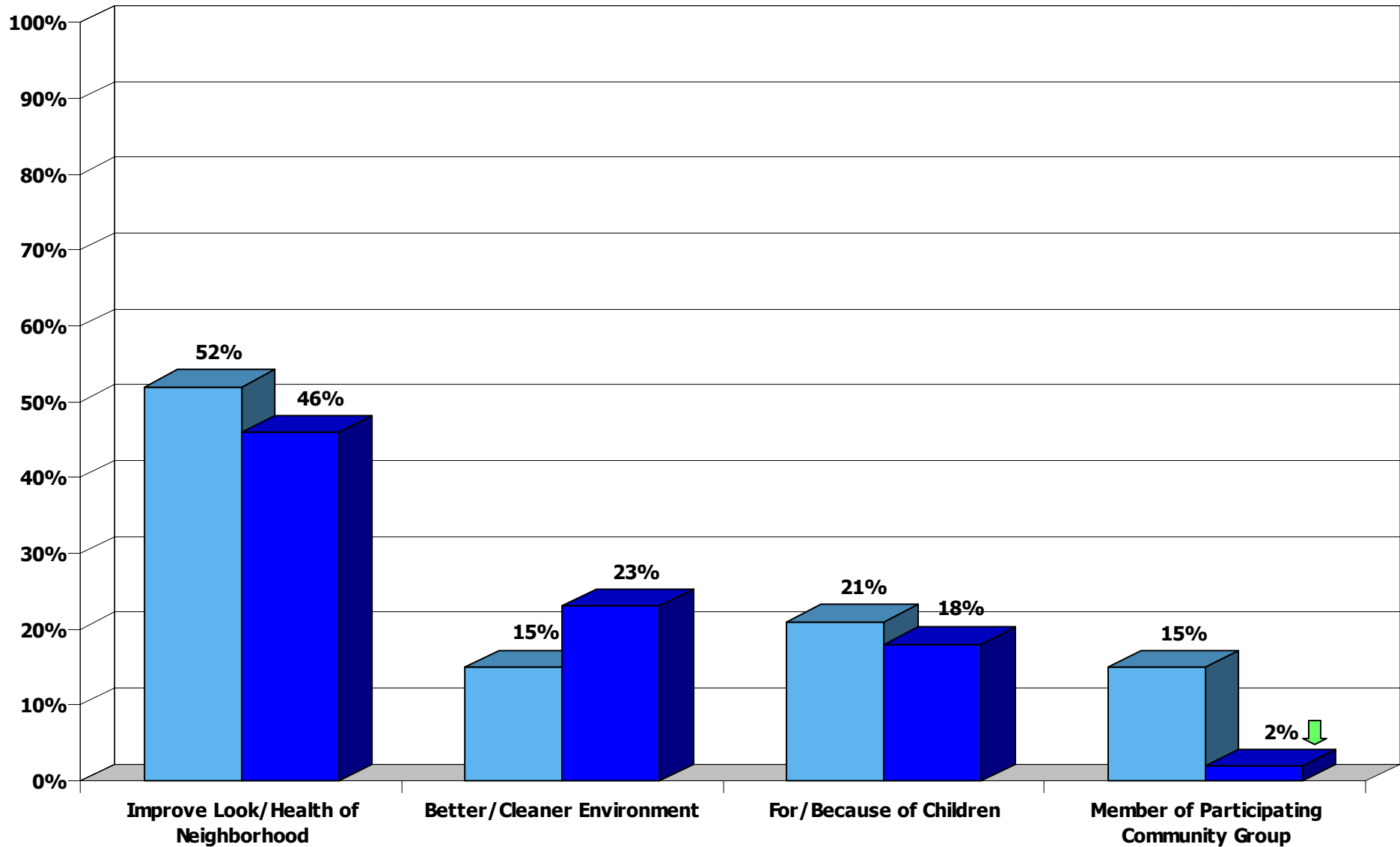
Awareness and Participation in Community Clean-Up Events



Bases: Total respondents; total respondents who recall hearing about community clean-up events (see base sizes above)

Questions: Have you heard of any clean-up events in your community? Have you participated in any clean-up events in your community this year?

Reasons for Participating in Community Clean-Ups



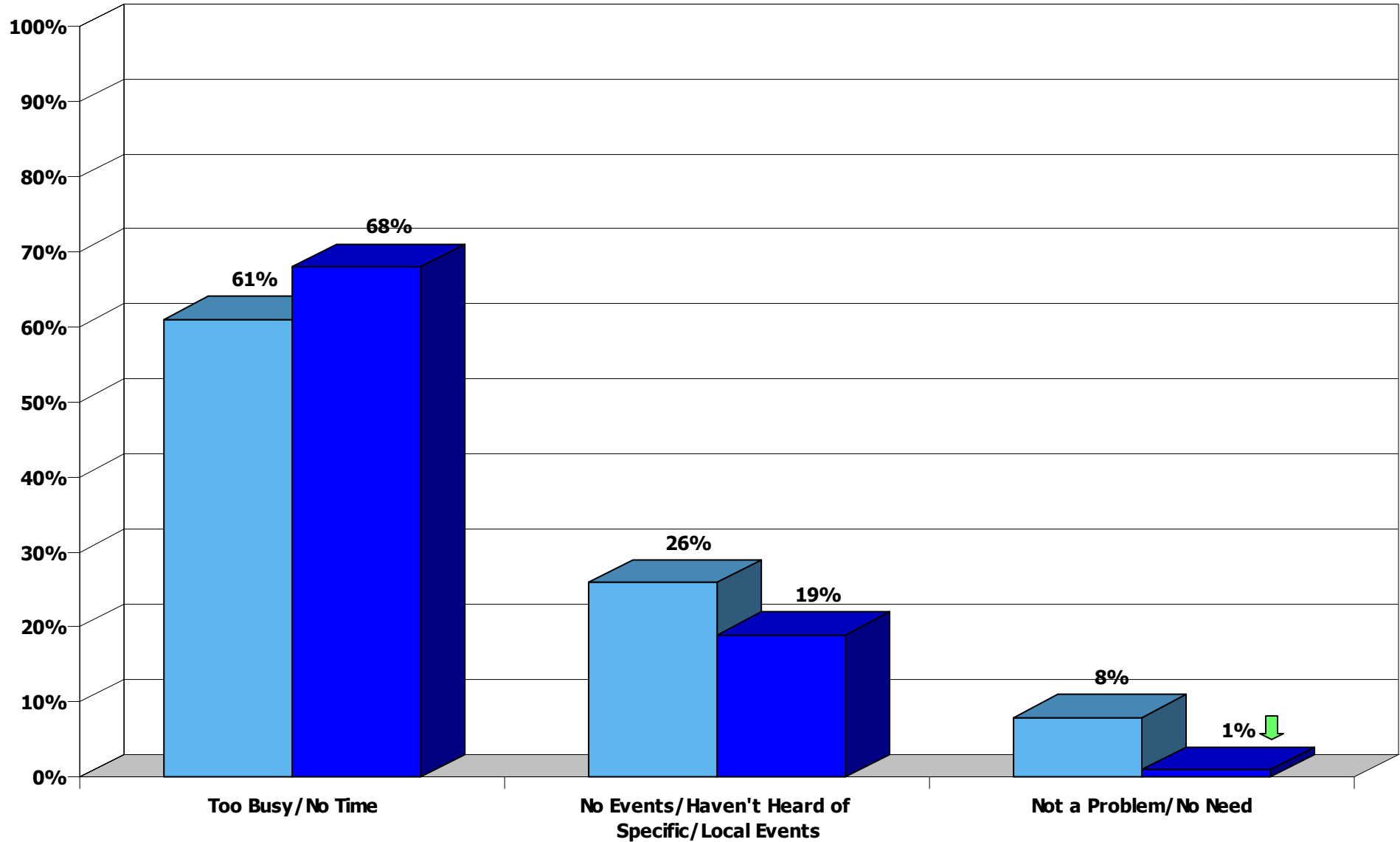
Base: Total respondents who participate in clean-up events (see base sizes in legend)

Question: What motivated you to participate in the community clean-up event?

*Caution: Small base

■ Total 2003 (N=33*)
■ Total 2004 (N=57)

Reasons for Not Participating in Community Clean-Ups

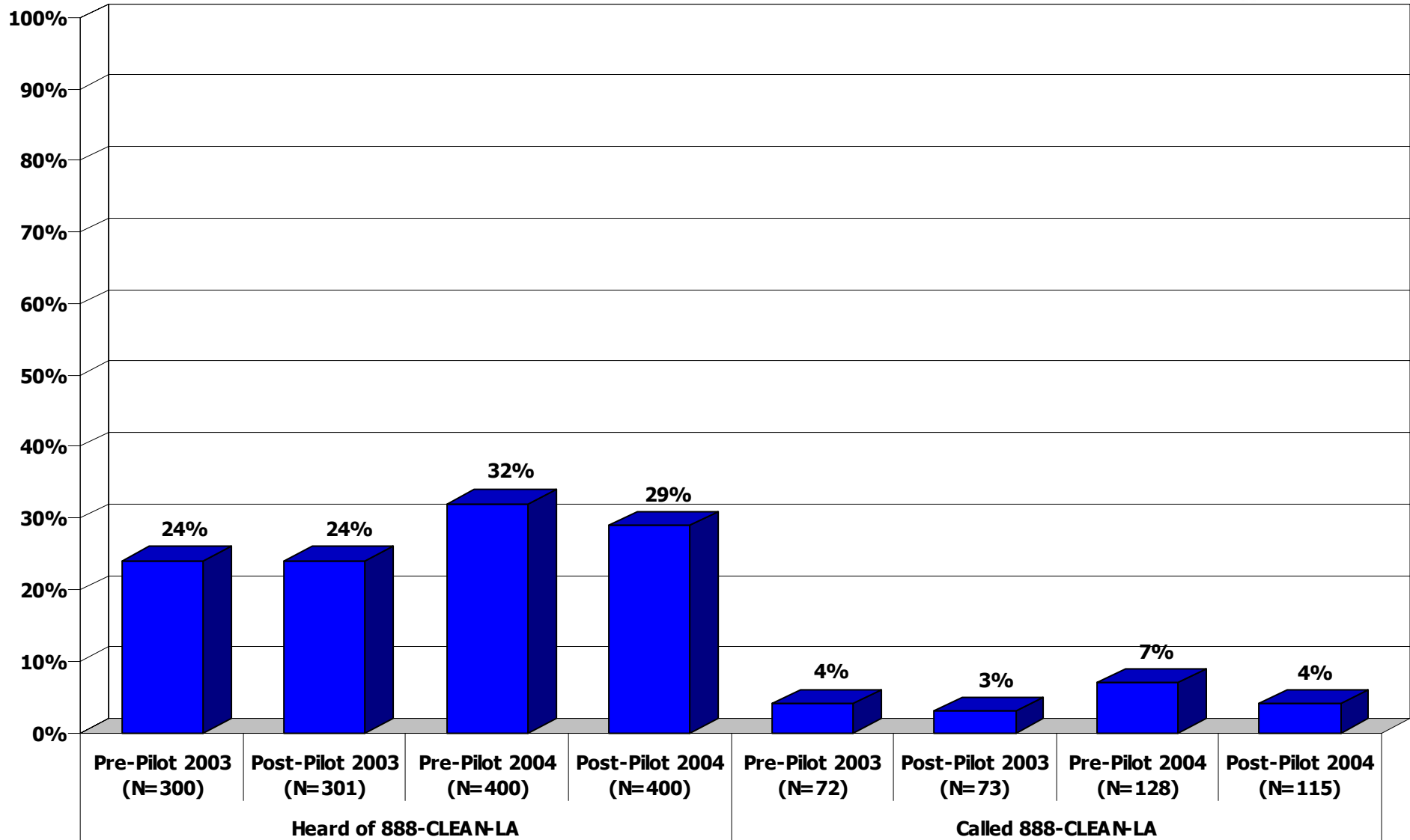


Base: Total respondents who have heard of but do not participate in clean-up events (see base sizes in legend)

Question: What are the main reasons why you do not participate in the community clean-up events?

- Total 2003 (N=93)
- Total 2004 (N=156)

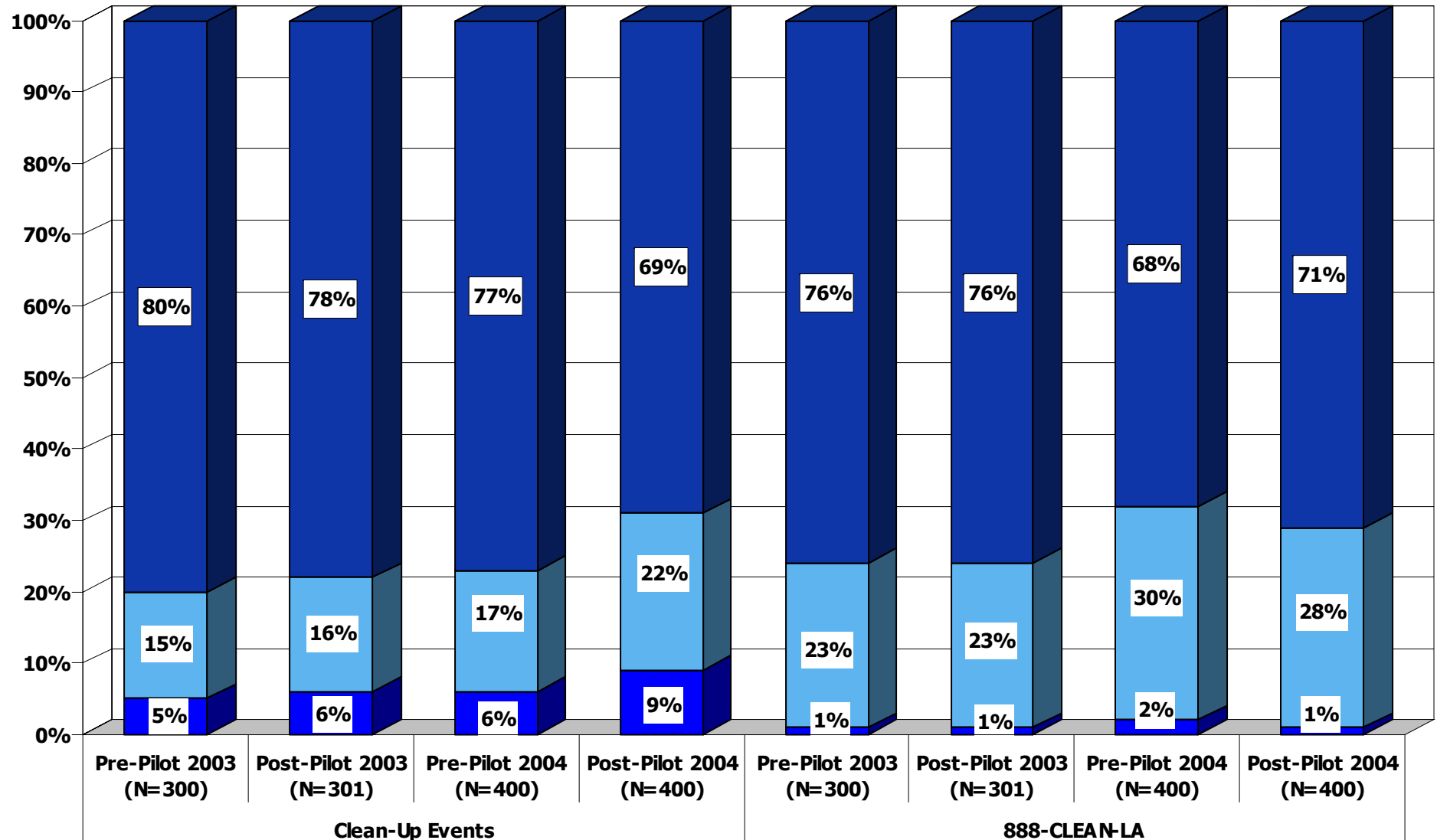
Awareness and Usage of 888-CLEAN-LA Number



Bases: Total respondents; total respondents who recall seeing/hearing about 888-CLEAN-LA (see base sizes above)

Questions: Have you seen or heard the phone number 888-CLEAN-LA? Have you called the number 888-CLEAN-LA?

Awareness and Usage of Community Clean-Up Events and 888-CLEAN-LA Number



Base: Total respondents (see base sizes in legend)

Questions: Have you heard of/participated in any clean-up events in your community? Have you heard of/called 888-CLEAN-LA?



	Total 2004 Pilot Test Post Wave	Male	Female	Hispanic	African-American	English-Speaking	Spanish-Speaking
Heard of clean-up events	31%	29%	33%	31%	31%	34%	29%
Seen/heard of 888-CLEAN LA	29%	33%	25%	26%	32%	40%	21%
Base: Total post wave respondents	(400)	(197)	(203)	(316)	(74)	(165)	(235)

Questions: Have you heard of any clean-up events in your community? Have you seen or heard the phone number 888-CLEAN LA?

Community Clean-Up Events and 888-CLEAN-LA Number— Sub-Group Analysis



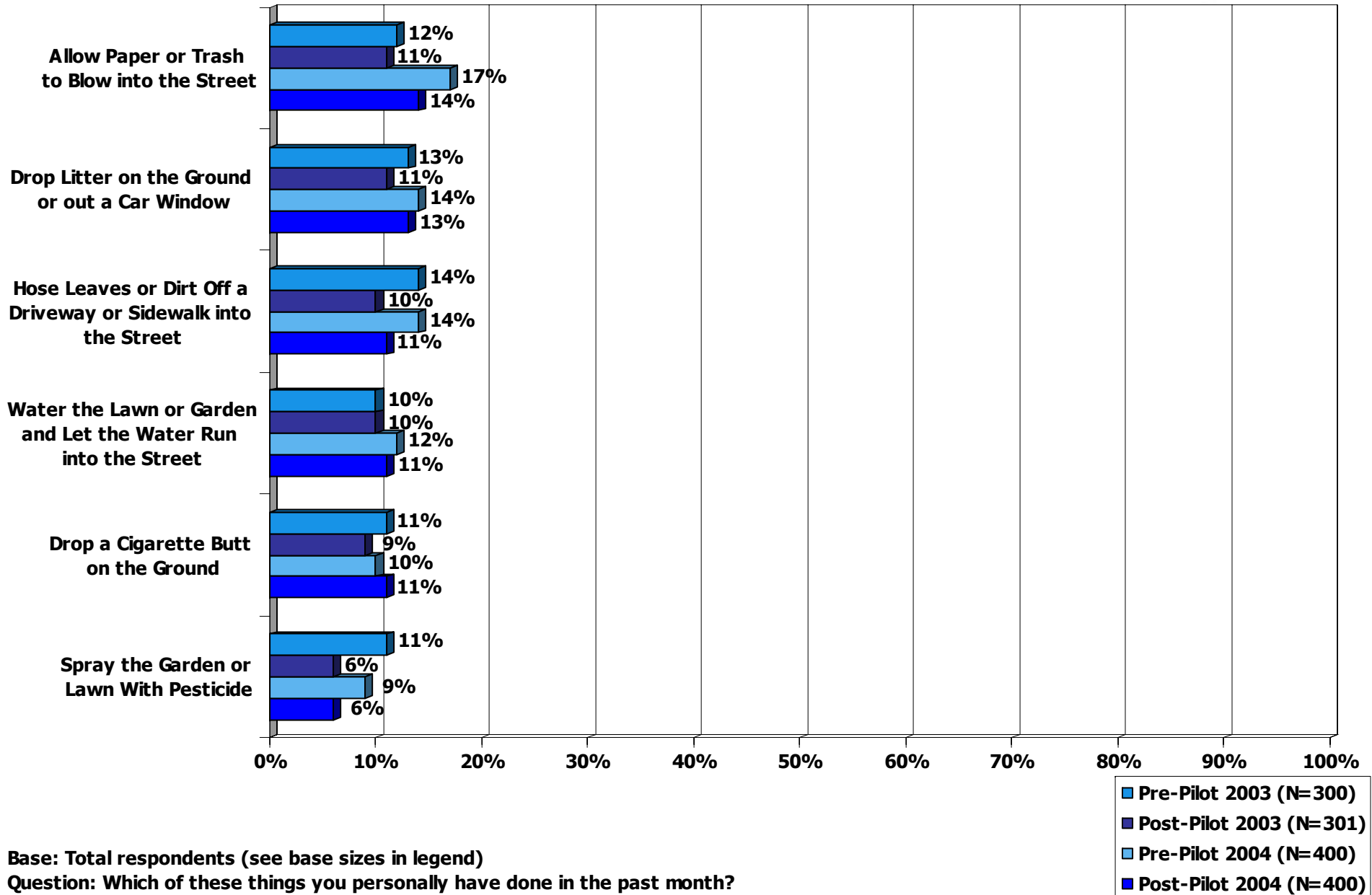
	Total 2004 Pilot Test Post Wave	Children in HHD	No Children in HHD	16-24 Years Old	25-54 Years Old	55 and Older
Heard of clean-up events	31%	30%	34%	30%	31%	32%
Seen/heard of 888-CLEAN LA	29%	30%	27%	30%	30%	25%
Base: Total post wave respondents	(400)	(246)	(144)	(90)	(234)	(76)

Questions: Have you heard of any clean-up events in your community? Have you seen or heard the phone number 888-CLEAN LA?

Behavior Related to Water Pollution

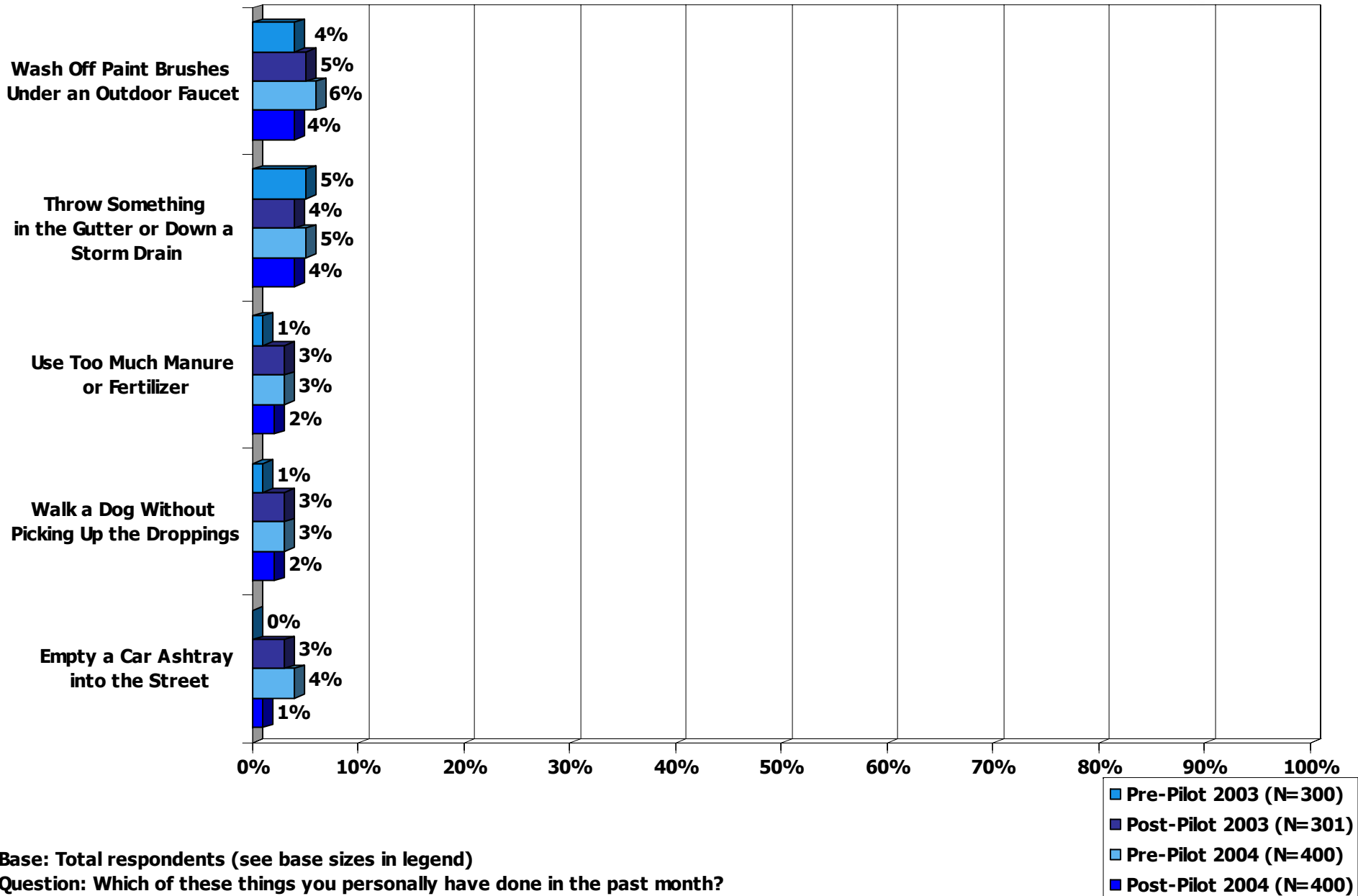
- Overall, the prevalence of polluting behavior among area residents appears to be trending down, offering evidence that the campaign, along with other related anti-pollution efforts, has successfully begun to transition residents from positive anti-pollution attitudes to actual behavior change.
 - Compared to pre-campaign levels, somewhat fewer residents are now:
 - Throwing things in gutters or down storm drains
 - Allowing paper and trash to blow into the street
 - Dropping litter on the ground and out of car windows
 - Hosing leaves and dirt off driveways or sidewalks into streets
 - Causing water run-offs from watering lawns and gardens
 - Spraying pesticides on gardens and lawns
 - Washing paint brushes under outdoor faucets
 - Using too much manure or fertilizer
 - Walking dogs without picking up droppings
 - Emptying car ashtrays into streets
- Almost three-in-ten residents (28%) report changing their behavior in the past two months, with half of these residents properly throwing away trash and litter (50%) and a quarter disposing yard waste in the proper manner(25%), a notable increase from the pre-campaign level (18%).
- Consistent with residents from the 2003 pilot test areas of Los Angeles County, South Central Los Angeles residents tend to participate in leisure activities that might be negatively impacted by storm water pollution and own potentially pollution-creating household items.
 - Most own cars and have lawn or gardens and many engage in vehicle maintenance or other do-it-yourself activities that can lead to water pollution.
 - Collectively, this offers strong support for the public education campaign as the benefits and end result of improved anti-pollution behavior may be readily seen, acknowledged and enjoyed by area residents.

Prevalence of Polluting Behavior



Base: Total respondents (see base sizes in legend)
 Question: Which of these things you personally have done in the past month?

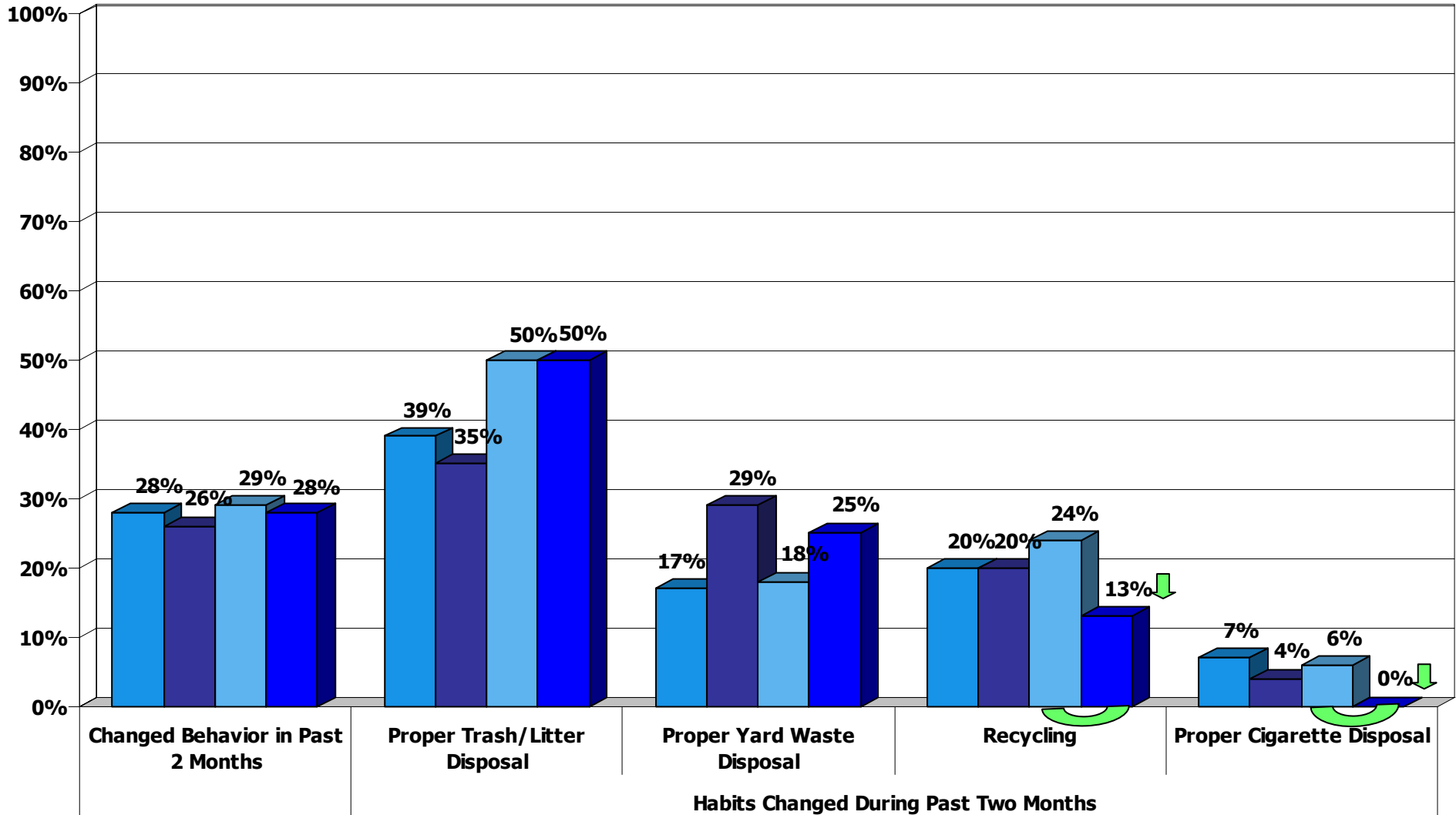
Prevalence of Polluting Behavior



Base: Total respondents (see base sizes in legend)

Question: Which of these things you personally have done in the past month?

Recent Behavioral Changes



Base: Total respondents/total respondents who have changed habits related to pollution prevention in past two months (see base sizes in legend)

Questions: In the past two months, have you changed any of your habits related to pollution prevention?
What specific habits or behaviors have you changed?

- Pre-Pilot 2003 (N= 300/84)
- Post-Pilot 2003 (N=301/79)
- Pre-Pilot 2004 (N=400/116)
- Post-Pilot 2004 (N=400/110)

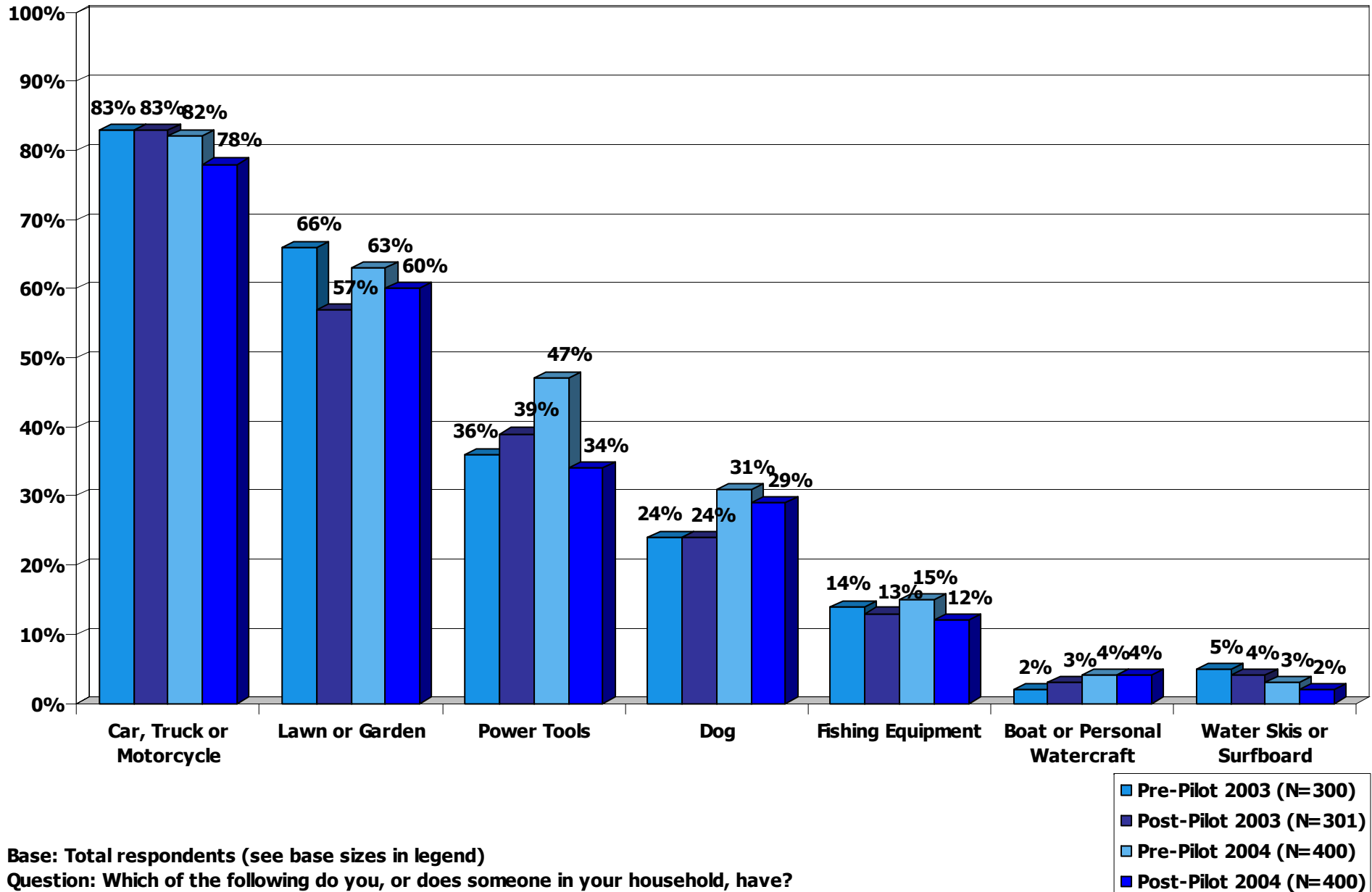
Appendix A: Sample Characteristics

Beach/Ocean-Related Activities and Beach Closure Impact



Questions: Which of the following things have you done in Southern California in the past year? Would you say that in the past year you have or have not been personally impacted by a beach closure?	2003 Pilot Test		2004 Pilot Test	
	Pre	Post	Pre	Post
<u>Beach/Ocean-Related Activities</u>				
Walking/jogging/rollerblading/skating/cycling at the beach	45%	44%	40%	39%
Dining/shopping at the beach	28%	31%	23%	25%
Swimming in the ocean/rivers/lakes	29%	23%	27%	21%
Fishing	13%	9%	17%	13%
Boating/sailing	11%	8%	8%	7%
Jet skiing	6%	3%	4%	4%
Snorkeling/scuba diving	2%	2%	3%	2%
Surfing	5%	2%	3%	2%
Waterskiing	1%	2%	2%	2%
None	33%	39%	40%	45%
<u>Impacted by a Beach Closure</u>				
Yes	13%	9%	13%	10%
No	87%	91%	87%	90%
Base: Total respondents	(300)	(301)	(400)	(400)

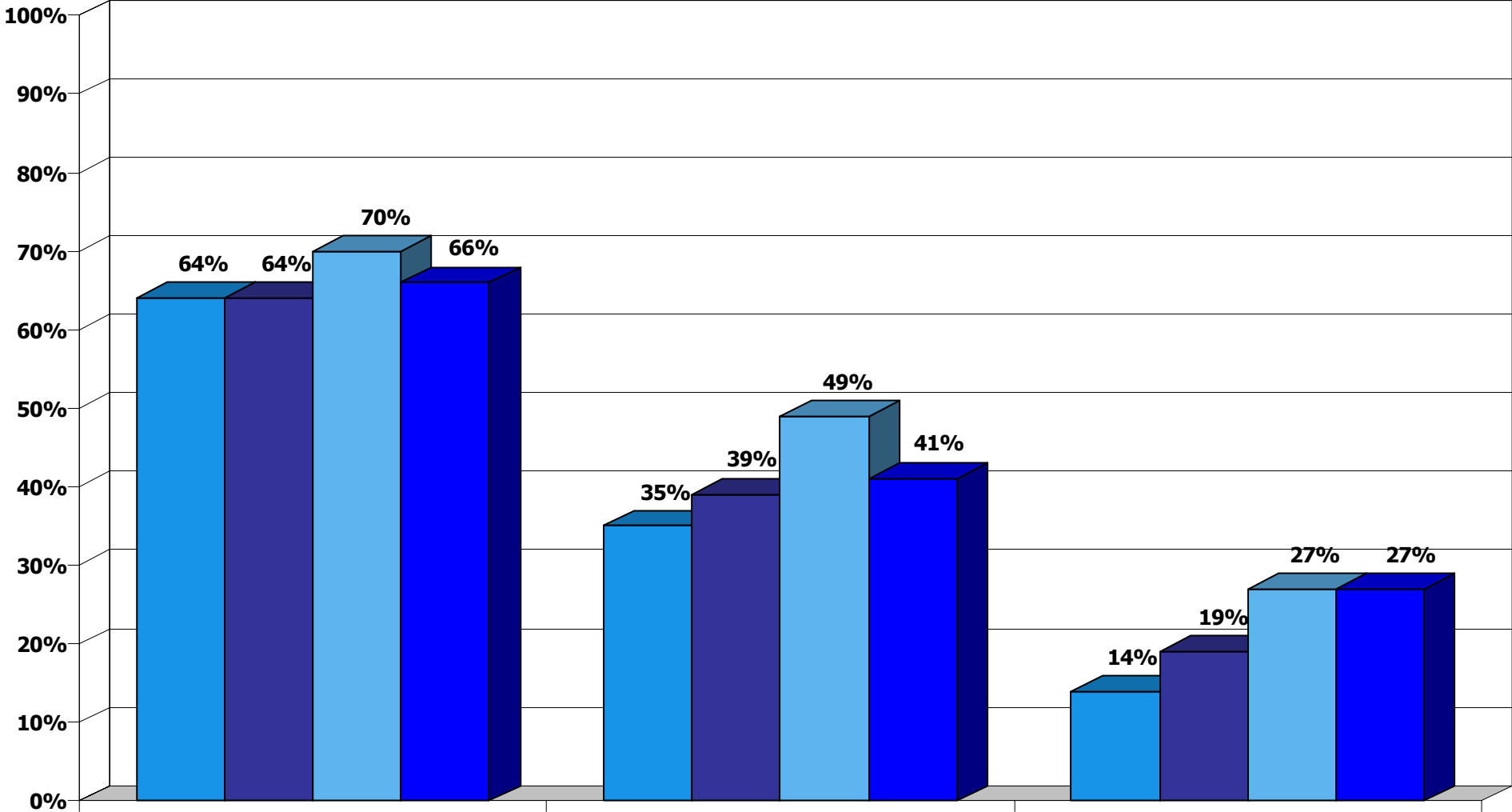
Ownership of Items Linked to Polluting Behaviors



Base: Total respondents (see base sizes in legend)

Question: Which of the following do you, or does someone in your household, have?

Vehicle Maintenance and Repair



Base: Total respondents with a car, truck or motorcycle in household (see base sizes in legend)
 Question: Which of the following maintenance and repairs do you personally do on the cars, trucks or motorcycles in your household as opposed to paying or having someone else do it?

- Pre-Pilot 2003 (N= 249)
- Post-Pilot 2003 (N= 250)
- Pre-Pilot 2004 (N= 326)
- Post-Pilot 2004 (N= 313)

Demographic Characteristics

Questions: Which of the following categories includes your age? What is the last grade of formal education you completed?	2003 Pilot Test		2004 Pilot Test	
	Pre	Post	Pre	Post
Gender				
Male	46%	46%	50%	49%
Female	54%	54%	50%	51%
Age				
16-18	13%	6%	11%	9%
19-24	11%	15%	13%	14%
25-34	21%	30%	33%	30%
35-44	19%	22%	18%	16%
45-54	13%	12%	14%	12%
55-64	10%	7%	6%	7%
65 years or older	12%	9%	6%	12%
Education				
Grade school or less	17%	18%	23%	27%
Some high school	26%	20%	32%	22%
High school graduate	26%	31%	21%	25%
Trade or technical school	2%	4%	2%	3%
Some college	17%	17%	15%	10%
College graduate	6%	9%	3%	7%
Some post graduate work	0%	1%	0%	0%
Post graduate degree	1%	1%	1%	1%
Base: Total respondents	(300)	(301)	(400)	(400)

Demographic Characteristics

Questions: Including yourself, how many people are currently living in your household? And how many of people are under the age of 18?	2003 Pilot Test		2004 Pilot Test	
	Pre	Post	Pre	Post
<u>Number of Household Members</u>				
One	11%	10%	7%	8%
Two	17%	15%	11%	18%
Three	18%	22%	16%	20%
Four	24%	23%	25%	19%
Five	16%	17%	23%	14%
Six or more	14%	13%	18%	19%
Mean	3.6	3.6	4.0	3.7
<u>Number of Children Under 18 Years Old in Household</u>				
One	21%	23%	18%	21%
Two	19%	21%	25%	19%
Three	11%	13%	17%	13%
Four	5%	3%	7%	7%
Five or more	4%	3%	4%	3%
None	38%	38%	29%	36%
Base: Total respondents	(300)	(301)	(400)	(400)

Demographic Characteristics



Questions: Do you have access to the Internet...? Do you personally smoke cigarettes?	2003 Pilot Test		2004 Pilot Test	
	Pre	Post	Pre	Post
<u>Internet Access</u>				
Have Internet Access (Net)	56%	57%	57%	49%
At home	35%	34%	31%	26%
At work	23%	21%	20%	18%
At school	23%	17%	24%	20%
Somewhere else	26%	30%	30%	25%
<u>Cigarette Usage</u>				
Smoke cigarettes	15%	14%	13%	14%
Do not smoke cigarettes	85%	86%	87%	86%
Base: Total respondents	(300)	(301)	(400)	(400)

Demographic Characteristics



Questions: How would you describe your race or ethnicity? How long have you lived in Los Angeles County? Is your total annual household income before taxes...?	2003 Pilot Test		2004 Pilot Test	
	Pre	Post	Pre	Post
<u>Ethnicity</u>				
White/Anglo/Caucasian	3%	3%	2%	2%
Hispanic/Latino/Spanish Origin	78%	81%	86%	79%
Black/African American	16%	15%	11%	19%
Asian/Oriental/Pacific Islander	1%	0%	0%	1%
Native American/Indian	1%	0%	1%	1%
<u>Length of Time Lived in Los Angeles County</u>				
Less than 2 years	4%	3%	4%	4%
2 years to less than 10 years	19%	27%	22%	22%
10 years or longer	77%	70%	74%	74%
<u>Household Income</u>				
Less than \$40,000 per year	58%	70%	68%	66%
\$40,000 or more	21%	20%	12%	13%
Refused	21%	10%	20%	21%
Base: Total respondents	(300)	(301)	(400)	(400)

Appendix B: Screener/Questionnaire

Storm Water Pilot Test Evaluation - Report -

Prepared for:



November 2004