

**Exploration of Barriers and Motivators to Adopting
Recommended Practices for Septic and Livestock Management
in the
Oakland Bay Watershed**

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Background and Purpose

The Squaxin Island Tribe, in partnership with the Education Committee of the Oakland Bay Cleanwater District, retained Heidi Keller Consulting to conduct qualitative research on home and livestock owner practices that contribute to nonpoint pollution in Oakland Bay.

The purpose of this research is to provide a list of recommendations on what septic and livestock owners need to overcome barriers to adopting recommended practices, and what types of appeals, delivery methods and incentives will be most helpful.

The goal of the Education Committee is to devise a program that will increase levels of voluntary implementation of best management practices on private land and improve water quality in Oakland Bay.

Organizations that belong to the Education Committee offer an array of programs aimed at educating the public on how they can protect water quality in their neighborhood and in Oakland Bay. In 2007, the Committee decided to adopt a social marketing framework to narrow their focus, and refine and enhance their efforts.

Recommended Practices for Septic system maintenance:

- Inspected every 3 – 5 years, depending on the type of system
- Pumped every 3 – 5 years when inspection indicates that it is needed
- Repaired as needed

Recommended Practices for Livestock manure management:

In the pasture

- Fence animals out of streams, ditches, ponds, wetlands and saltwater

In and around the barn and/or confinement area:

- Pick up manure at least twice a week
- Store covered or turn into compost
- Use as fertilizer or mulch, or haul off property

Partner organizations working in this small community had a good idea of the range of barriers that stood in the way of adopting recommended practices, but needed to know which were most prevalent, and what kinds of programs and messages would most motivate and help people to change.

Random sample telephone interviewing was selected as the best method for understanding barriers that were most prevalent, and determining priorities for future strategies. A questionnaire was structured to obtain:

- Ranking of Barriers
- Ranking of Potential Motivators (Programs, Services, Messages, Messengers)
- Ranking of Media Channels
- Ideas on Most Credible Messengers
- "Doer versus Non-doer Profile"

Methodology

Using addresses from county records, landowners in the watershed were sent a letter signed by the three Mason County Commissioners, explaining the project and encouraging them to participate if called. Letters were sent to the 2,765 property owners for whom names and phone

numbers were available. Gilmore Research was able to obtain phone numbers for about half of the total property owners in the watershed by using a reverse match method.

The letter from County Commissioners was sent to these households in two mailings the weeks of November 21 and December 8. Data collection was conducted between December 1 and 15 from the Gilmore Research telephone center in Seattle.

A total of 386 property owners were screened for current practices and/or for additional demographic information.

- 126 septic owners participated in full interview – those not following recommended practices
- 32 livestock owners not following recommended practices participated in full interview

A total of 2,765 telephone numbers were dialed, with up to five attempts made to “no answers,” “answering machines,” and “busy signals.” The overall completion rate for qualified respondents was 39%.

Heidi Keller and Nancy Lee developed the questionnaire, with input from Gilmore Research and the Oakland Bay Watershed Education Committee.

Key Findings

While the majority of participants expressed interest in water quality in Oakland Bay, they did not readily make the connection between their practices at home and pollution in the Bay. In both groups, lack of concern is a greater issue than lack of knowledge or cost. The main reason that most people are not following the recommendations is that they don't believe there is a problem, or that their personal behaviors are contributing to the problem.

- Among *septic owners*, half (51%) said they were either not concerned that it was a problem, or didn't think their system needed to be inspected.
- Most *livestock owners* (61%) interviewed said they didn't feel that they had enough animals or manure to pose a problem. More than a fourth (26%) said that they weren't concerned that it was a problem for their family or for the environment.
- This is consistent with statewide poll conducted by Elway Research in November 2008. Nearly half the people who responded said they thought Puget Sound was in good or excellent condition.

In both groups, participants were most motivated to change their current practices by statements that made the problem personal and local. People were more motivated by the immediate health impact on their family, pets and livestock than by statements about the environment in general. Statements about the impact of pollution on the local economy, jobs and the possibility of closures for recreational use were also motivating – again, more people-focused than shellfish or environmentally concerned.

Septic owners responded most favorably to programs that offer discounts and do-it-yourself incentives, such as booklets or manuals, lists of licensed inspectors, low interest repair loans and free tank risers.

Livestock owners responded most favorably to services that provide printed instructions and concrete help, such as free covers for manure piles, volunteer labor and equipment loan, and contact information for haulers and composters.

Direct mail to their homes is the preferred method for receiving information and incentives.

Both groups seemed least interested in programs that involve government employees coming on their property or calling their home.

Septic

1.0 Methodology and Respondent Profile

Gilmore Research asked to speak to the person in the household who is most responsible or shares responsibility for major household maintenance and repairs.

Among the 354 septic owners screened by Gilmore Research

- 94% live on their property year round
- 56% have owned their property more than 15 years
- 52% have an income between \$40 - \$75,000 a year
- 60% are over the age of 60
- 55% of respondents were men and 45% were women
- More than 28 neighborhoods or areas in the Oakland Bay Watershed were represented

126 reported they had not had their septic system inspected in the last five years, and participated in the full interview.

2.0 How “Compliant” Compare to “Non-Compliant”

- Age only a little difference (younger age group 18-34 a little more compliant)
- Non-compliant less likely to be married or living with partner
- Non-compliant have lived there longer
- Non-compliant not as likely to live there year round
- Non-compliant respondent more likely to be female
- Lake Limerick more compliant
- No difference on children in home
- No difference on income, education
- No differences on whether they live on Bay, a lake, or have a pond/stream or their property

3.0 Reasons Not Inspected

Lack of concern is the main reason that people are not following septic maintenance recommendations. Most people (66%) don't see a problem with their current practices. Some indicated that their system is working fine. Some explained that they live alone and their system doesn't get much use. Others said they are not concerned that it is a problem for the environment.

Lack of knowledge was cited by 15% of respondents, including not knowing what the recommended schedule is.

Question:

What are the major reasons your septic system hasn't been inspected in the last 5 years?

- 66% Not a problem/not concerned
- 15% Don't know the schedule
- 9% Procrastination/Negligence
- 8% Cost

4.0 Ranking of Potential Programs, Services

Respondents were most motivated to follow recommended practices when hearing about discounts, followed by do-it-yourself information, list of licensed inspectors, low interest repair loans and installation of free tank risers.

Respondents were less interested in watching videos or attending classes.

The lowest rankings were for programs that involved county regulation or county staff coming to their home.

Question:

I am going to read a list of potential programs and services that the coalition is considering providing to homeowners to assist them in maintaining their septic systems on the recommended schedule. For each one, please rate how useful it would be in helping you do this. You can give it a rating of 1 to 10 where 10 means "Would definitely help" and 1 means "Not at all helpful."

- | | |
|--|-----------------------------------|
| 1. Discount on next inspection and pumping | (32% ranked a "10" and 6.87 mean) |
| 2. Do-it-yourself booklet or manual | (25% a "10" and 5.98 mean) |
| 3. List of licensed septic inspectors | (24% a "10" and 5.70 mean) |
| 4. Info & contacts for low interest repair loans | (24% a "10" and 5.63 mean) |
| 5. Free tank risers installed | (21% a "10" and 5.42 mean) |
| 6. Video or DVD | (16% a "10" and 5.14 mean) |
| 7. Instructions in neighborhood | (15% a "10" and 4.95 mean) |
| 8. 2 hour class | (13% a "10" and 4.81 mean) |
| 9. Letter or phone call reminder | (11% a "10" and 4.70 mean) |
| 10. Law or regulation | (11% a "10" and 4.20 mean) |
| 11. County staff assistance with inspection | (10% a "10" and 4.03 mean) |
| 12. Creating a utility district | (8% a "10" and 3.39 mean) |

5.0 Ranking of Potential Messages

Respondents were most motivated by statements that indicate their current practices directly threaten their family, their pets, their property value, the local economy and their ability to recreate on Oakland Bay.

While messages about the local economy and lost jobs are compelling, general statements about the closure of shellfish beds are not.

Those ranked lowest were more general statements about bacteria levels and pollution.

Question:

I am going to read a list of potential benefits from regular septic maintenance. For each one, please rate whether knowing this increases the likelihood that you would regularly inspect your septic system and pump or repair when needed. Please rate each between 1 to 10 where 10 means "Definitely makes you more likely" and 1 means "Would definitely not make you more likely." You may give it a 1 or a 10 or any number in between.

- | | |
|----------------------------------|-----------------------------------|
| 1. Family or pets sick | (47% ranked a "10" and 7.62 mean) |
| 2. Lower property value if fails | (47% a "10" and 7.52 mean) |
| 3. Local economy suffer | (42% a "10" and 7.63 mean) |

- | | |
|--|----------------------------|
| 4. Bay could be closed | (44% a "10" and 7.39 mean) |
| 5. Scientific data showing pollution in P.S. | (40% a "10" and 7.32 mean) |
| 6. Regular maintenance saves money | (36% a "10" and 7.15 mean) |
| 7. Bacteria higher than 10 years ago | (29% a "10" and 7.00 mean) |
| 8. Others are working to clean up too | (30% a "10" and 6.97 mean) |
| 9. Pollution flows to Oakland Bay | (33% a "10" and 6.81 mean) |
| 10. Closure of shellfish beds | (36% a "10" and 6.75 mean) |
| 11. Your neighbors are doing it | (19% a "10" and 5.44 mean) |

6.0 Ranking of Potential Media Channels

The majority of respondents prefer to receive information by mail to their home. This includes reminders, information about low interest loans, and lists of licensed contractors and inspectors.

Newspapers are also considered a good way to reach them, including a special section on Oakland Bay water quality and what is being done to clean it up, and periodic stories about workshops, water quality, and the role that septic systems play. Among those who favor getting information through the newspaper, 85% named the Shelton-Mason County Journal.

About half of respondents said that a website would also be a good way to reach them.

Question:

What is the best way to reach you with the materials and information that would support you? I am going to read you a list of ways people can be reached. For each one, please tell me "yes" if this is a good way to reach you, "maybe" if it might be a good way to reach you, or "no" if it is not a good way to reach you.

- | | |
|------------------------------|---------------------|
| 1. Reminder in mail | 77% yes |
| 2. Newspaper special section | 60% (Journal 85%) |
| 3. Mail/low interest loans | 56% |
| 4. Mail/list of contractors | 53% |
| 5. Media stories | 50% (Newspaper 47%) |
| 6. Website w/ tips, how to's | 49% |
| 7. Word of mouth | 36% |
| 8. Outdoor/reader boards | 26% |
| 9. Reminder door to door | 25% |
| 10. Speakers/assoc meetings | 24% |
| 11. Reminder phone call | 21% |
| 12. E mails, friends/family | 14% |

7.0 Ideas On Most Credible Messengers

Respondents ranked the County first, and the health department second as the most credible spokespeople on septic matters.

Question:

And finally, who would be the most trusted spokesperson or organization to deliver messages encouraging you to inspect your system on a regular basis?

IF NEEDED: Who would you believe was providing you with the most objective information?

1. County	13%
2. Health Dept	11%
3. Septic co.	8%
4. EPA	4%
5. Public water works	4%
6. Friend, relative	2%
7. WSU	2%

8.0 Implications for Planning

Based on rankings of barriers and potential motivators, the following strategies are recommended for consideration:

Incentives

- Discounts/coupons for materials (booklets), services (pumping and repair), and low interest loans (repair)

Messages and Strategies

- Focus on immediate benefit to homeowners using the *WIFM* principle: “*What’s In It For Me.*” Address their highest concerns – the health threat to their family and pets, followed by their property value and the local economy and jobs.
- Develop outreach strategies that demonstrate a clear link between homeowner practices and pollution in Oakland Bay, using demonstrations, concrete activities, and scientific data.

Materials

- Do-it-yourself booklets
- Reminders sent via mailing, including “Incentives” listed above
- List of licensed inspectors/contractors

Media and Delivery Channels

- Mail to their home
- People look to the Shelton-Mason County Journal for local news. This is a good vehicle for making a more in-depth case for behavior change by providing scientific data and making the link between homeowner practices and the health of their family and their local economy.
- Website

Spokespersons

- Whenever possible, program materials, mail and activities should feature Mason County as the sponsoring organization, and include messages from the health department. For example, the return address on direct mail could be Mason County, and the content from the health department.

Livestock

1.0 Methodology

Among the 386 homeowners contacted, 40 keep livestock on their property. Eight were already complying with recommendations for manure management. The 32 homeowners who were not complying with recommendations participated in the full interview.

Gilmore asked to speak with the person in the household who is most responsible for decisions or shares in the decisions about care and cleanup for livestock.

2.0 Respondent Profile & Current Practices

All 32 respondents live on their property year round. The majority (30 out of 32) are married or living with a partner. Most (24 out of 32) are aged 40 and above.

- 17 men and 15 women were interviewed
- 12 different neighborhoods were represented
- 1 lives on Oakland Bay
- 1 lives on a lake
- 14 have a stream or pond on their property
- About half have owned their property for more than 15 years

Of 32 interviewed, the vast majority (29 out of 32) is not collecting manure twice a week.

- 47% Less than twice per month
- 22% 2-3 times per month
- 22% Once a week
- 9% Twice a week or more

The majority (78%) of respondents said they turn the manure into compost and/or are using it as mulch or fertilizer.

- 47% Turn into compost
- 31% Use as mulch or fertilizer
- 9% Put into piles and do not cover
- 3% Put into pile and cover

11 of 13 property owners with a stream or wetland on property said they fence their animals. The 2 who don't have fences said their animals don't go in these areas.

There were no significant differences in practices noted based on income, educational attainment, age or children living in the home.

3.0 Reasons Not Picked Up At Least Twice a Week

The main reason respondents said they don't pick up manure at least twice a week is that they don't think they have enough animals or manure to cause a problem, either for their family or the environment.

A few said they didn't know it should be collected that often, or that it should be covered.

Question:

You said you do not usually engage in the recommendations for handling of manure in and around the barn or confinement area. What are the major reasons that you have not usually followed

these practices?

- 61% Not many animals/not much manure
- 16% Don't believe it's a problem for my property or family
- 10% Didn't know it should be collected twice weekly
- 9% Don't believe it's a problem for the environment
- 3% Didn't know needs to be covered
- 3% Don't know where to take it

4.0 Ranking of Potential Programs, Services

The top two potential strategies were *printed information* from the Mason Conservation District on manure management, and *free covers* for manure piles.

Other popular strategies were contact information for haulers and compost buyers, equipment loans, financial assistance and volunteer labor programs.

Respondents were least interested in hauling manure off site, and are not eager for onsite technical assistance. Programs involving workshops, tours and mentors also rated low.

Question:

Following is a list of potential programs and services designed to make it easier for livestock owners to manage manure on a regular basis. For each one, please tell me how helpful it would be for you in following the recommended best practices. Please rate each between 1 and 10, where 10 means "Would definitely help" and 1 means "Would not be at all helpful." You can give it a 1 or 10 or any number in between.

- | | |
|---|-----------------------------------|
| 1. Printed information from conservation dist. | (38% ranked a "10" and 6.23 mean) |
| 2. Free covers for piles | (28% a "10" and 5.32 mean) |
| 3. Volunteer labor or summer work program | (19% a "10" and 4.78 mean) |
| 4. Contact info for haulers & compost buyers | (22% a "10" and 4.65 mean) |
| 5. Financial assistance from conservation dist. | (25% a "10" and 4.62 mean) |
| 6. Use of tractor or spreader | (22% a "10" and 4.44 mean) |
| 7. Workshops/tours on best practices | (9% a "10" and 4.25 mean) |
| 8. Mentor program like master gardener | (9% a "10" and 4.16 mean) |
| 9. Video or DVD | (9% a "10" and 3.91 mean) |
| 10. Free site visit/technical assistance | (13% a "10" and 3.38 mean) |
| 11. Convenient place to take to dispose | (13% a "10" and 3.12 mean) |

5.0 Ranking of Potential Messages

Respondents were most motivated by statements that connect their current practices with the health of their family and livestock.

The next most motivating concept was the fact that the local economy will suffer and local jobs could be lost if Oakland Bay is not cleaned up.

Question:

I am going to read a list of potential benefits from collecting and covering manure on a regular basis, and keeping livestock separated from water on your property. For each one, please rate whether knowing this increases the likelihood that you would do

this. Please rate each between 1 and 10 where 10 means "Definitely makes you much more likely" and 1 means "Would definitely not make you more likely." You can give it a 1 or a 10 or any number in between.

- | | |
|--|-----------------------------------|
| 1. Keeps livestock & family healthy | (59% ranked a "10" and 7.91 mean) |
| 2. Local economy will suffer | (47% a "10" and 7.87 mean) |
| 3. Good investment & protect property value | (41% a "10" and 7.44 mean) |
| 4. Cover holds nutrients and makes better compost | (47% a "10" and 7.16 mean) |
| 5. Bacteria higher than 10 years ago | (41% a "10" and 7.14 mean) |
| 6. Manure pollutes drinking water wells | (47% a "10" and 6.90 mean) |
| 7. Oakland bay could close to recreational shellfish | (38% a "10" and 6.84 mean) |
| 8. Others are working to clean up too | (34% a "10" and 6.74 mean) |
| 9. Covering & storing cuts flies & pests | (25% a "10" and 6.19 mean) |
| 10. Easier to get rid of compost than manure | (31% a "10" and 6.18 mean) |

6.0 Ranking of Potential Media Channels

Respondents favor getting information through the mail to their home, and also ranked websites as a good method to reach them.

When asked about information in the newspaper, the Shelton-Mason County Journal was most frequently mentioned.

Respondents were nearly unanimous in their lack of interest in having information delivered door-to-door.

When asked about other channels, the feed store emerged as a good place to reach people, "At the check out, not hidden away."

Question:

What is the best way to reach you with the materials and information that would support you? (open ended) Probe: I am going to read you a list of ways people can be reached. For each one, please tell me "yes" if this is a good way to reach you, "maybe" if it might be a good way to reach you, or "no" if it is not a good way to reach you.

- | | |
|--|---------|
| 1. Website | 69% Yes |
| 2. Special section in newspaper | 69% |
| 3. List of haulers/composters sent to home | 66% |
| 4. Information/instructions/reminders sent to home | 59% |
| 5. Periodic info in media | 53% |
| 6. E mails from friends/neighbors | 41% |
| 7. Speakers at grange or association meeting | 28% |
| 8. Outdoor advertising/reader boards | 25% |
| 9. Word of mouth friends/family | 21% |
| 10. Information delivered door-to-door | 6% |

7.0 Ideas On Most Credible Messengers

The Mason Conservation District emerged as the most credible source of information on manure management practices.

Question:

And finally, who would be the most trusted spokesperson or organization to deliver messages encouraging you to inspect your system on a regular basis?

IF NEEDED: Who would you believe was providing you with the most objective information?

- Conservation District 28%
- Don't know 25%
- Word of mouth 9%
- WSU 6%
- County 6%
- EPA 3%
- Public water works 3%
- No one 3%
- Other 6%

8.0 Implications for Planning

Based on rankings of barriers and potential motivators, the following are recommended for consideration:

Incentives

- Financial assistance, including financial aid from the Conservation District, and equipment loans
- Volunteer labor programs

Messages from the Conservation District

- Services offered
- Potential health concern for family and animals
- Statistics on the problem
- Recommended practices and rationale
- Specific recommendations and rationale for the ratio of animals per acre
- Threat to local economy

Materials

- Free cover for piles
- Printed information on best practices
- Contact info for haulers
- Reminder (e mail or direct mail)

Media and Communication Channels

- Website
- Stories in local newspaper
- Direct mail

FULL SEPTIC INTERVIEW INSTRUMENT

47:

INT04

IF NOT AVAILABLE, ARRANGE CALL-BACK

May I please speak with the person in the household who is most responsible or shares responsibility for major household maintenance and repairs?

I am _____ from Gilmore Research Group calling on behalf of the Oakland Bay Cleanwater District, a coalition of agencies working to improve the water quality in Oakland Bay. Did you receive the letter from Mason County describing this research and to expect our call? As you may have read, they would like your opinion as a homeowner on how their outreach services can be more helpful. All your comments will be confidential and not identified with your name, so the more candid you can be the better.

IF NEEDED, SAY: The education committee has obtained a grant to develop programs and services for people whose property is in the Oakland Bay Watershed as a way to protect the water quality in Oakland Bay. Your opinions are very important to making their efforts effective.

Continue

91

48:

S1A

READ 1-3

Which of the following best describes your practices toward septic maintenance...

Your septic system has been inspected in the last 5 years 1

Your septic system has not been inspected in the last 5 years 2

Or you are Not sure when it was last inspected but probably not in the last 5 years 3

Refused - DO NOT READ 4

49:

S2A

Have you followed through with the recommended repairs based on that inspection?

Yes on all recommended repairs 1

No, not on all of the recommended repairs 2

There were no recommendations for repairs 3

Don't know 4

Refused 5

50:

S3A

Have you followed through with the recommended pumping based on that inspection?

Yes 1

No 2

Wasn't recommended 3

Don't know 4

Refused 5

54:

SA

Before we get started with the interview, I want to go over the recommendations for septic maintenance. Mason County suggests that septic systems are 1) inspected every 3 - 5 years, depending on the type of system, 2) pumped every 3 - 5 years when inspection indicates that it is needed, 3) repaired as needed.

Continue

1

55:

S1

PROBE TO FIT. UP TO 12 RESPONSES

What are the major reasons your septic system hasn't been inspected in the last 5 years

Not sure what the recommended schedule is for my septic inspection	01
Not knowing the location or condition of my septic tank and drain field	02
Not knowing how to inspect myself	03
Not knowing who to contact if I want to have someone else inspect	04
Concern with how much time it will take to inspect	05
Concern with keeping track of when it needs to be inspected	06
Concern with the smells and other conditions I would be exposed to	07
Concern with estimated costs to inspect	08
Concern with costs to replace if that is what the inspection shows	09
Not concerned it is a problem for my property and family	10
Not concerned it is a problem for the environment in general	11
RECORD COMMENTS	97
Don't know	98
Refused	99

56:

S2

PROBE AND FIT. UP TO 10 RESPONSES

What are the major reasons recommended repairs were not made?

Not knowing the location or condition of my septic tank and drain field	02
Not knowing how to repair myself	03
Not knowing who to contact if I want to have someone else repair	04
Concern with how much time it will take to repair	05
Concern with the smells and other conditions I would be exposed to	07
Concern with estimated costs to repair	08
Concern with costs to replace if that is what the inspection shows	09
Not concerned it is a problem for my property and family	10
Not concerned it is a problem for the environment in general	11
RECORD COMMENTS	97
Don't know	98
Refused	99

57:

S3

PROBE FIT. UP TO 10 RESPONSES.

What are the major reasons recommended pumping was not done?

Not knowing the location or condition of my septic tank and drain field	02
Not knowing how to pump myself	03
Not knowing who to contact if I want to have someone else pump	04
Concern with how much time it will take to pump	05
Concern with keeping track of when it needs to be pumped	06
Concern with the smells and other conditions I would be exposed to	07
Concern with estimated costs to pump	08
Not concerned it is a problem for my property and family	10
Not concerned it is a problem for the environment in general	11
RECORD COMMENTS	97
Don't know	98
Refused	99

58:

S4

I am going to read a list of potential programs and services that the coalition is considering providing to homeowners to assist them in maintaining their septic systems on the recommended schedule. For each one, please rate how useful it would be in helping you do this. You can give it a rating of 1 to 10 where 10 means "Would definitely help" and 1 means "Not at all helpful."

59: **S4A**
IF NEEDED: Would you say 10, would definitely help, 1, would not be at all helpful or some number in between?

Having a list of licensed septic inspectors

60: **S4B**
 Getting a letter or phone call from the county reminding you when your inspection is due

61: **S4C**
 Receiving a coupon for a discount on your next inspection and pumping

62: **S4D**
 Having information and contacts for low interest repair loans

63: **S4E**
 Attending a 2-hour class on how to inspect the system yourself

64: **S4F**
 Getting hands on instruction in your neighborhood or with your friends on how to do it yourself

65: **S4G**
 Being provided a do-it-yourself booklet or manual

66: **S4H**
 Having free tank risers installed that make it easier to inspect your system

67: **S4I**
 Having county staff assist in the inspection

68:
 Receiving a how-to video or DVD on how to do septic maintenance

69: **S4J**
S4K
 Knowing there was a law or regulation that required regular septic maintenance

70: **S4M**
 Creating a septic utility district where you pay a fee and your system is maintained for you

71: **Q6A**
CLARIFY

Do you have other ideas that would make it more likely you would have your septic tank maintained on a regular basis? IF YES, ASK: What would those be?

RECORD COMMENTS	97
N0/Nothing/Can't think of anything else	00
Don't know/Not sure	98
Refused	99

72: **S7**

I am going to read a list of potential benefits from regular septic maintenance. For each one, please rate whether knowing this increases the likelihood that you would regularly inspect your septic system and pump or repair when needed. Please rate each between 1 to 10 where 10 means "Definitely makes you more likely" and 1 means "Would definitely not make you more likely." You may give it a 1 or a 10 or any number in between.

Continue 1

73: **S7A**

Regular maintenance can save money in the long run by avoiding costly repairs

74: **S7B**

Pollution from septic systems in your neighborhood flows to Oakland Bay

75: **S7C**

If your system fails it could be contributing to the closure of shellfish beds

76: **S7D**

Oakland Bay could be closed to recreational shellfish gathering, swimming and water sports if the water quality worsens

77: **S7E**

Our local economy will suffer and jobs that depend on shellfish harvesting will be lost if Oakland Bay is not cleaned up

78: **S7F**

If your septic system fails it will lower the value of your property

79: **S7G**

If your septic system fails it could make your family and pets sick

80: **S7H**

Others who contribute to pollution in Oakland Bay are also working to clean it up (city, county, shellfish growers, business)

81: **S7I**

Your neighbors are inspecting and pumping their septic systems on the recommended schedule

82: **S7J**

Scientific data showing that septic failure is a major source of pollution in Puget Sound

83: **S7K**

Oakland Bay bacteria levels are higher than 10 years ago

84: Q8

CLARIFY

Is there anything else that you can think of that someone could say or show you that would make it more likely you would maintain your septic system on the recommended schedule?

RECORD COMMENTS 97

No/Nothing/Can't think of anything else 00

Don't know/Not sure 98

Refused 99

86: Q9

CLARIFY

What is the best way to reach you with the materials and information that would support you?

RECORD COMMENTS 97

Don't know/Not sure 98

Refused 99

87: **Q9X**

I am going to read you a list of ways people can be reached. For each one, please tell me "yes" if this is a good way to reach you, "maybe" if it might be a good way to reach you, or "no" if it is not a good way to reach you.

Continue

1

88: **Q9A**

READ AS NEEDED: Would you say...READ 1-3

(For each one, please tell me "yes" if this is a good way to reach you, "maybe" if it might be a good way to reach you, or "no" if it is not a good way to reach you.)

89:

Reminders in the mail

90: **Q9B**

Reminder phone calls

92: **Q9C**

Reminders delivered door to door in your area or neighborhood

94: **Q9D**

Information sent to your home about the low-interest loan program

96: **Q9E**

A special section in the newspaper about Oakland Bay water quality and what is being done to clean it up, how to contact septic contractors, schedule and location of upcoming classes, financial assistance programs

97: **Q9E1**

CLARIFY

Which newspaper?

98: **Q9F**

Printed list of septic contractors sent to your home

100: **Q9G**

Periodic information in the media about workshops, water quality in Oakland Bay, the role that septic systems play in the environment

101: **Q9G1**

CLARIFY

Which media?

102: **Q9H**

A website where you can get information about septic workshops,

104: **Q9I**

Speakers coming to your neighborhood association meetings

105: **Q9I1**

CLARIFY

Which meetings?

120: **Q9Q**

Outdoor advertising, like reader boards, billboards and bus signs

122:		Q9R
	Periodic e mails from friends and neighbors	
124:		Q9S
	Word of mouth from friends and neighbors	
126:		Q10
	And finally, who would be the most trusted spokesperson or organization to deliver messages encouraging you to inspect your system on a regular basis?	
	IF NEEDED: Who would you believe was providing you with the most objective information	
	RECORD COMMENTS	97
	Don't know	98
	Refused	99
127:		Q11
	The following questions are to help us group your answers. Could you please tell me your age?	
	Refused	99
128:		Q11A
	READ 1-3	
	Is that...	
	18 to 39	1
	40 to 59	2
	Or 60 or over	3
	Refused - DO NOT READ	4
130:		Q12
	Do you have children under 18 living in the household?	
	Yes	1
	No	2
	Refused	3
131:		Q12A
	READ 1-2	
	Which best describes your marital status?	
	Married or living with a partner	1
	Or not married nor living with a partner	2
	Refused - DO NOT READ	3
132:		Q13
	In what part of Mason County is your property?	
	IF NEEDED: What is the name of your neighborhood or community?	
	RECORD COMMENTS	97
	Don't know/Not sure	98
	Refused	99
133:		Q14
	Is your property on the Bay?	
	Yes	1
	No	2
	Don't know	3
	Refused	4

134: **Q15**

Is your property on a lake?

Yes	1
No	2
Don't know	3
Refused	4

135: **Q16**

How many years have you owned this property?

IF NEEDED: Your best estimate is fine

\$E 0 999

Less than one year	000
Don't know	998
Refused	999

136: **Q17**

Do you have a stream or pond on your property?

Yes	1
No	2
Don't know	3
Refused	4

137: **Q18**

Do you live at this property year round?

Yes	1
No	2
No, it's a rental	5
Don't know	3
Refused	4

138: **Q19**

READ 1-5

What range best describes your annual income? Would you say...

Under \$25,000	1
25,000 to just under 50,000	2
50,000 to just under 75,000	3
75,000 to just under 100,000	4
Or 100,000 or more	5
Don't know - DO NOT READ	6
Refused - DO NOT READ	7

139: **Q20**

PROBE TO FIT

What is the last grade that you completed?

High School	1
Some college or technical school	2
AA degree or Certificate of Technical Arts	3
College Graduation or more	4
Less than High School	6
Refused	5

140: **GENDR**

DO NOT ASK!

RECORD GENDER

Male

1

Female

2

FULL LIVESTOCK INTERVIEW INSTRUMENT

5:

INT03

IF NOT AVAILABLE, ARRANGE CALL-BACK

May I please speak with the person in the household who is most responsible for decisions or shares in the decisions about care and cleanup for your livestock?

I am _____ from Gilmore Research Group calling on behalf of the Oakland Bay Cleanwater District, a coalition of agencies working to improve the water quality in Oakland Bay. Did you receive the letter from Mason County describing this research and to expect our call? As you may have read, they would like your opinion as a homeowner on how their outreach services can be more helpful. All your comments will be confidential and not identified with your name, so the more candid you can be the better.

IF NEEDED, SAY: The education committee has obtained a grant to develop programs and services for people whose property is in the Oakland Bay Watershed as a way to protect the water quality in Oakland Bay. Your opinions are very important to making their efforts effective.

Continue

91

8:

QS1

First, do you have any livestock living on your property?

IF NEEDED: This would include farm type animals such as horses, cows, chicken, pigs, etc., but not companion pets such as dogs or cats.

Yes

1

No

2

Don't know/Refused

3

10:

Q1S

PROBE TO FIT.

Could you please tell me how often the manure in and around the barn or other enclosed areas is picked up or collected?

Less than twice per month

1

2-3 times per month

2

Once per week

3

Twice a week or more

4

Don't know/Not sure

5

Refused

6

11:

Q2S

PROBE TO FIT

Once the manure is collected, what is done with it?

Put in piles uncovered

01

Put in piles and cover it

02

Turned into compost

03

Used as mulch or fertilizer

04

Hauled offsite

05

Other (SPECIFY:)

97

Don't know/Not sure

98

Refused

99

12:

Q3S

Is there a stream, pond, wetland or saltwater body on your property?

Yes	1
No	2
Refused	3

13: **Q3SA**

Do you have a fence or other barrier to keep your livestock out of streams?

Yes	1
No	2
Don't know/Refused	3

15: **QA**

Before we get started with our interview, I want to go over the recommendations for managing livestock waste on your property. In order to assure sanitary conditions and prevent water pollution, livestock owners are encouraged to adopt the following practices. In the pasture, livestock owners are encouraged to fence animals out of streams, ditches, ponds, wetlands, and saltwater. In and around the barn and/or confinement area, livestock owners are encouraged to pick up manure at least twice a week, store covered, or turn into compost, and use as fertilizer or mulch, or haul off property

Continue	1
----------	---

16: **Q1**

CLARIFY

You said you do not usually engage in the recommendations for handling of manure in and around the barn or confinement area. What are the major reasons that you have not usually followed these practices?

PROBE UP TO 3: Any other reason?

IF RESPONDENT SAYS COST, ASK: What aspect of the cost are you concerned about?

RECORD COMMENTS	97
Don't know/Not sure	98
Refused	99

17: **Q2**

PROBE TO FIT. RECORD UP TO 7 RESPONSES.

What are the main reasons that you have not fenced your animals out of streams or wetlands on your property?

Didn't know that was a recommended practice	01
Don't know where to find someone to build	02
Concerned with time and effort to build a fence or barrier	03
Concern with estimated costs to build a fence or barrier	04
Not concerned it is a problem for the environment	05
My livestock doesn't go in these water areas	06
RECORD COMMENTS	97
Don't know/Not sure	98
Refused	99

18: **Q3**

Following is a list of potential programs and services designed to make it easier for livestock owners to manage manure on a regular basis. For each one, please tell me how helpful it would be for you in following the recommended best practices. Please rate each between 1 and 10 where 10 means "Would definitely help" and 1 means "Would not be at all helpful." You can give it a 1 or 10 or any number in between.

Continue	1
----------	---

19: **Q3A**

IF NEEDED: Would you say 10, would definitely help, 1, would not be at all helpful or some number in between?

- Financial assistance from the conservation district for farm improvement projects like fencing and livestock watering systems
- 20:** Workshops and tours on best practices for manure management **Q3B**
- 21:** Having contact information for haulers and compost buyers **Q3D**
- 22:** Having printed information on manure management from the Mason Conservation District and the services they offer livestock owners **Q3F**
- 23:** Free site visits and one-on-one technical assistance from the Conservation District **Q3G**
- 24:** Free covers for manure piles **Q3H**
- 25:** Occasional use of a tractor or manure spreader through an equipment loaner program **Q3I**
- 26:** Labor to help make farm improvements, through volunteer or summer work programs **Q3J**
- 27:** Having a convenient place to take manure to dispose of it **Q3K**
- 28:** An instructional video or DVD on livestock and manure management **Q3L**
- 29:** A mentor program or farm club for livestock owners, similar to the WSU Master Gardeners Program **Q3M**
 IF NEEDED: The WSU Extension Master Gardener Program trains volunteers to be community educators who provide science-based information on horticulture and environmentally sound gardening practices.

30: **Q3P**

CLARIFY

What else can you think of that might be of help to you in following the manure guidelines?

RECORD COMMENTS	97
Nothing/Can't think of anything else	00
Don't know/Not sure	98
Refused	99

31: **Q4**

I am going to read a list of potential benefits from collecting and covering manure on a regular basis, and keeping livestock separated from water on your property. For each one, please rate whether knowing this increases the likelihood that you would do this. Please rate each between 1 and 10 where 10 means "Definitely makes you much more likely" and 1 means "Would definitely not make you more likely." You can give it a 1 or a 10 or any number in between.

Continue 1

32: **Q4A**

It is easier to get rid of "compost" than manure

33:		Q4B
	It is possible to make money from composted manure	
34:		Q4C
	Covering and storing manure cuts down on flies and pests	
35:		Q4D
	Covering manure holds nutrients and makes better compost	
36:		Q4E
	Manure management is a good investment and protects property values	
37:		Q4F
	Manure management helps keep your livestock and your family healthy	
38:		Q4G
	Livestock manure can pollute drinking water wells	
39:		Q4H
	Rain on uncovered livestock waste can send pollution into Oakland Bay	
40:		Q4I
	Oakland Bay bacteria levels are higher than 10 years ago	
41:		Q4J
	Others who contribute to pollution in Oakland Bay are also working to clean it up IF NEEDED: city, county, shellfish growers, business	
42:		Q4K
	Oakland Bay could be closed to recreational shell fish gathering, swimming and water sports if the water quality worsens	
43:		Q4L
	Our local economy will suffer and jobs that depend on shellfish harvesting will be lost if Oakland Bay is not cleaned up	
44:		Q4M
	What else would support you in following the recommended practices for livestock manure?	
	RECORD COMMENTS	97
	Nothing/Can't think of anything else	00
	Don't know/Not sure	98
	Refused	99
86:		Q9
	<i>CLARIFY</i>	
	What is the best way to reach you with the materials and information that would support you?	
	RECORD COMMENTS	97
	Don't know/Not sure	98
	Refused	99
87:		Q9X
	I am going to read you a list of ways people can be reached. For each one, please tell me "yes" if this is a good way to reach you, "maybe" if it might be a good way to reach you, or "no" if it is not a good way to reach you.	
	Continue	1
106:		Q9J

	Having information, materials or Instructions/reminders mailed to my home on best management practices	
108:		Q9K
	Information delivered door to door in my neighborhood	
110:		Q9L
	Printed list of manure haulers and composters mailed to my home	
112:		Q9M
	A website where you can get information about such things as manure management recommendations, workshops, instructions for composting, programs and offers for discounts and financial assistance	
114:		Q9N
	A special section in the newspaper about Oakland Bay water quality and what is being done to clean it up, how to contact organizations who will haul manure and purchase compost, schedule and location of upcoming classes	
115:		Q9N1
	<i>CLARIFY</i>	
	Which newspaper?	
	RECORD COMMENTS	97
	Don't know/Not sure	98
	Refused	99
116:		Q9O
	Periodic information in the media about workshops, water quality in Oakland Bay, how livestock waste effects water quality, etc	
117:		Q9O1
	<i>CLARIFY</i>	
	Which media?	
	RECORD COMMENTS	97
	Don't know/Not sure	98
	Refused	99
118:		Q9P
	Speakers coming to association or grange meetings	
119:		Q9P1
	<i>CLARIFY</i>	
	Which meetings?	
	RECORD COMMENTS	97
	Don't know/Not sure	98
	Refused	99
120:		Q9Q
	Outdoor advertising, like reader boards, billboards and bus signs	
122:		Q9R
	Periodic e mails from friends and neighbors	
124:		Q9S
	Word of mouth from friends and neighbors	

126: **Q10**

And finally, who would be the most trusted spokesperson or organization to deliver messages encouraging you to inspect your system on a regular basis?

IF NEEDED: Who would you believe was providing you with the most objective information

RECORD COMMENTS	97
Don't know	98
Refused	99

127: **Q11**

The following questions are to help us group your answers. Could you please tell me your age?

Refused	99
---------	----

128: **Q11A**

READ 1-3

Is that...

18 to 39	1
40 to 59	2
Or 60 or over	3
Refused - DO NOT READ	4

130: **Q12**

Do you have children under 18 living in the household?

Yes	1
No	2
Refused	3

131: **Q12A**

READ 1-2

Which best describes your marital status?

Married or living with a partner	1
Or not married nor living with a partner	2
Refused - DO NOT READ	3

132: **Q13**

In what part of Mason County is your property?

IF NEEDED: What is the name of your neighborhood or community?

RECORD COMMENTS	97
Don't know/Not sure	98
Refused	99

133: **Q14**

Is your property on the Bay?

Yes	1
No	2
Don't know	3
Refused	4

134: **Q15**

Is your property on a lake?

Yes	1
No	2
Don't know	3
Refused	4

135: **Q16**

How many years have you owned this property?

IF NEEDED: Your best estimate is fine

Less than one year	000
Don't know	998
Refused	999

136: **Q17**

Do you have a stream or pond on your property?

Yes	1
No	2
Don't know	3
Refused	4

137: **Q18**

Do you live at this property year round?

Yes	1
No	2
No, it's a rental	5
Don't know	3
Refused	4

138: **Q19**

READ 1-5

What range best describes your annual income? Would you say...

Under \$25,000	1
25,000 to just under 50,000	2
50,000 to just under 75,000	3
75,000 to just under 100,000	4
Or 100,000 or more	5
Don't know - DO NOT READ	6
Refused - DO NOT READ	7

139: **Q20**

PROBE TO FIT

What is the last grade that you completed?

High School	1
Some college or technical school	2
AA degree or Certificate of Technical Arts	3
College Graduation or more	4
Less than High School	6
Refused	5

140: **GENDR**

DO NOT ASK!

RECORD GENDER

Male
Female

1
2

Verbatim Responses to Open Ended Questions

Q2s. Livestock: Once the manure is collected (if it is collected), what is done with it?
Burn it
No not pick up manure
They have goats they don't collect the manure
Spread around the field
Q1. Livestock: You said you do not usually engage in the recommendations for handling of manure in and around the barn or confinement area. What are the major reasons that you have not usually followed these practices? Probe up to 3: any other reason? If respondent says cost, ask: what aspect of the cost are you concerned about?
I'm not going to go out and pick up individual pieces of crap
People from evergreen college said I had no pollution
In the cold weather its used for insulation
I wasn't aware that that was a practice
Q3P. Livestock: What else can you think of that might be of help to you in following the manure guidelines?
If there were guidelines for specific farm animals... And practices... Like lama owners...there's a big difference between cows and lamas
Decrease property taxes so I have extra money the equipment to manage it is expensive
When the city came onto my property over my seven chickens, they were very pushy like they can step on anyone's land. I think their approach could be changed; we all want to do our part to conserve and recycle. Most of us are all concerned about the wetlands. When they use that kind of approach it tends to tick people off. I know a farmer whose family raised cattle for the whole community of Shelton around the turn of the century, they ended up with 7 cattle on 60 acres, the city told him they were coming on his property, and he refused. They forced him to get rid of his cattle because there would be a \$5000 fine per head, a more tactful approach would have been better, like we could meet with you and talk with you, not necessarily on your property, it would have averted a whole big mess, and then the neighbors would not have all gotten mad at the city.
Mailing brochures
If they have proven ways of doing it better I would be willing to participate, either spreading it or hauling it off I never considered it was a problem here its just one horse, I've got 10 acres here with one horse, its not a big impact at all
If I had a problem I would try do something about it
It might be helpful, to have the feed stores have a pamphlet on guidelines on livestock and creeks and wetlands. And on manure management.
Being informed on what they are when they make theses guide lines keeping us informed
QM4. Livestock; What else would support you in following the recommended practices for livestock manure?
If covering the pile helps to break it down that would be ok , I have it on top of a gravel field, so there's no runoff , I stack it there and in the summertime when its dry we use for gardening, I give it away to people who want it
Money to maintain it, if I'm going to have to adhere to these amenities, I think it's only fair I get some of the money back if it's needed
Co-operation with the ecology dept; she was not real tactful and not nice.

If there were neighborhood groups to bounce ideas off of.
More consciousness raising
More focus on organic gardening because it's the whole cycle involving manure that's important, so there should be more education. Abt organic
Easier access to loaner tractor or spreader
More laws in the state legislature. Especially for people with cattle. In Skokomish Valley there are cattle ranches that don't take care of the waste and it floods, and the Skokomish River runs through the property and ends in the water. (Oakland Bay)
Labor help
I don't think it's good to put it in piles and covered because it makes it more concentrated, so I probably won't be changing my practices. Because it's not very much and scattered and I use it for compost I don't believe it's a problem
S3. Septic: What are the major reasons recommended pumping was not done?
The recommended time for pumping my Sept has not expired yet
Q6A. Septic: Do you have other ideas that would make it more likely you would have your septic tank maintained on a regular basis? IF YES, ASK: What would those be?
Why have it inspected, you're paying twice, paying for inspection and paying for it to be pumped. When the guys pump it aren't they inspecting? Sounds like you would have to pay inspectors, and then pay for pumping. I don't want to pay twice. I'm really concerned about Oakland Bay, and can see their concern, water pollution is an issue.
We need to fix the sewer plant. I am about a quarter mile away from it and there is foam in the water that comes right by my property when it rains.
If the law said I had to do it. I would be more inclined. A lot of it has to do with our location we're in the middle of no where. It hasn't been an issue.
Having somebody that was overseeing the performance or checking the pumping having verification that there going to do the job that your paying you for
I wouldn't mind if someone looked at the drain field, but I wouldn't want someone tearing up my lawn. If they just probed down.
Risers
Probably make it a law I have to within 5 years, only way I'd get off my butt and do it
If there were a prize
Q8. Septic: Is there anything else that you can think of that someone could say or show you that would make it more likely you would maintain your septic system on the recommended schedule?
If it could be easier to get to. I don't exactly where it is.
I think that they need to concentrate on the septic tanks that are flowing into Oakland. I guess the people on the waterfront the emphasis should be with them first.
I had occasion when I was driving out of the area and when into another area that was part of Oakland Bay there was an area that had 15-20 cows. Nothing held the cows back. The cows were defecating and urinating into the water. I saw a health dept man in a van that had a flat tire. I pointed out the cows to him. I told him that there were no barricades -to prevent defecation asked why he was not doing something about that. I made a complaint. So if the health dept was more responsive.
If I could be present on location and be taught first-hand experience on what all I need to do keep my septic system maintained.

See that the city systems are working right. The community systems. I understand that the city puts a lot of stuff into the bay too.
The people that pump the septic tank, why don't they report it to the county? Like with a time and date so the county knows what's going on
Tell us that we would be penalized otherwise [i.e. a law/regulation]
What's the maximum time to have it not pumped?
Q9E1. Septic: Which newspaper?
Don't get any newspaper but friends and neighbors would get it and then spread the word
The news tribune
Any local papers
The herald journal
New York times
Q9G1. Septic: Which media?
Brochures
Notices like we got recently reminding us
E-mail
Phone
Internet
Q9I1. Septic: Which meetings?
At the Civic Center downtown, Shelton
Lake Limerick Homeowners Association
Annual meeting Oak Park Homeowners Assoc
Timberlakes board meeting (monthly)
Community meetings
Landlord tenant association
No just home assoc. meetings. We don't live in one though
Shelton
At a church. Don't know association
I live in Timberlake and they have an association
Association's meetings
Association meetings
Water committee meetings
The summer picnic gathering
An annual meeting by the association
Oakpark homeowner's association
A water quality meeting a cooperative effort by the tribes, the homeowners and the shellfish growers
Don't know maybe at the fire department
Lake limerick homeowners assoc
Locally here, just where we are
The Chamber of Commerce.
A homeowner's type meeting. I think its once a month or every 2 months, were responsible for a road here so we have meetings
Timberlake Community Club
The homeowner's association board meetings.
Not sure right now, just our Lake Limerick community meetings
We have meetings at Lake Limerick
Timberlakes

Shorecrest beach club
Emerald Lake board of directors
Care for septic system meetings
Timberlakes community club
Neighborhood meetings
Mason business club
The neighborhood association meetings. (no specific name of the association given)
Q9N1. Livestock: Which newspaper?
Oakland Shelton Journal, The Little Nickel
Q9O1. Livestock: Which media?
In conservation district newsletter
Radio 1030 am
Through the soil conservation people.
Q9P1. Septic: Which meetings?
Grange meetings, anything to do with livestock,
Ones about compost and waste
The grange meetings
I know they've had some meetings at pioneer school, I went to one when they were talking about septic
How to help meetings
Pioneer school
Fire hall
Scope valley grange
Local grange
Agate grange meetings

Q9. What is the best way to reach you with the materials and information that would support you?

Livestock:

Website

A flier from the health department. A flier saying these things are available. Or through the extension agent.

Booklet

Through the feed store. If they had pamphlets at the checkout, not hidden away.

Fax

Go through the soil conservation people.

Septic:

I wasn't interested

Internet

I'm not interested. There isn't any way #1, I do research on the internet I'm not interested in someone looking over my shoulder making me do things that are costly, I'm not concerned its polluting and don't believe its polluting, I don't like government regulation.

Booklet

In the community... Pamphlets, county fairs... Booths at the parade

Internet

Q10. And finally, who would be the most trusted spokesperson or organization to deliver messages encouraging you to inspect your system on a regular basis? IF NEEDED: Who would you believe was providing you with the most objective information

Livestock:

Thru the grange

Person in charge of the port of Shelton

Sheriff

The extension agency. We ask them questions all the time.

Not conservation people; they are not a good route to talk to people with livestock. An organization that deals with livestock. Not city folk who want to save the world, but don't know 2 bits about farm life. A livestock organization or horse club would be good.

The farm bureau

Septic:

Someone who really cares, someone who's not fake and phony, maybe land commissioner. People are tired of constantly getting more money out of people, needs to be legitimate

King 5

Motor vehicle licensing department

Limerick board of directors

Dept. of Ecology

Dawn Parnell, Commissioner.

Licensed contractor
Realtor associations; the board of realtors.
Timberlake community club
Any one who can prove it is a problem
The mayor city of Shelton
Tim Shelton. State representative
A service organization like rotary
Whoever it was from Shelton that sent us the notice
A university of washington
I trust who ever the entity that sent the mailings.
Any person who makes their living harvesting sea creatures from Oakland bay cause that's their livelihood
Independent study from UW
PUD, came with bill
Puget sound partnership



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Ideas for Marketing Plan Next Steps

Oakland Bay Watershed District Education Committee

January 15, 2009

Efforts have to be specific, concrete and people-centric.

Address their highest concerns; hit 'em where it hurts:

- immediate health impacts
- property value
- local economy and jobs
- their ability to recreate on and around Oakland Bay

Develop memorable descriptions that drive home the threat to property owners, their families, their pets

- Health threat: Movie popcorn/fat example; Mexican restaurant example (heart attack on the plate)
- Cost of deferred maintenance: equal to the cost of a new car? Equal to a trip to Disneyland?

Develop a memorable, three word response to the questions "*What can I do?*" or "*What do you want me to do?*"

- E.g. "Scoop the poop"

Revise current efforts in response to consumer research

Review current programs/services.

- Which ones should you ramp up?
- Which ones can you scale back on?
- Where are the gaps where new approaches/activities need to be developed?

Review current mailings.

- Look at language, messages.
- Incorporate incentives (coupons, discounts, lists of contractors/inspectors/haulers/composters)
- Consider new formats (e.g. tear-off coupons)
- Plug the website ("for more great offers")

Create a strong brand for Oakland Bay

- Build on local pride
- Make it personal. Differentiate from Puget Sound, which takes the problem further away from their immediate role
- Clearly describe what goes into a healthy bay: septic, livestock, other – allows you to add more audiences down the road
- Provides the umbrella identity under which partners can promote their programs and services while reinforcing that efforts are united behind common goal

Demonstrate the problem

- Clearly convey the scientific data to make it more believable, show the direct link
- Cloth on shoes to show the manure they are bringing into the home
- Proof/stories about how manure and septic can pollute drinking water
- Great venues for demonstrations:
 - o Feed store promotion:
 - Displays
 - Cover give away
 - Demonstrations
 - o Event opportunities:
 - Fair
 - Make it concrete and immediate (shoe on cloth demo)
 - Take advantage of audience's high recall of neighborhood associations and granges

Build on consumer loyalty to Shelton-Mason County Journal.

- Use this forum to provide scientific data.
- Establish a regular column using credible messengers: Mason County Commissioners, Mason County Public Health, Mason Conservation District.
- Consider a special section as an insert in the paper. Long enough to include the scientific proof that people want. Do an over-print and pass it out at other events. Draw people to the web. Include cut-out coupons.

Consider an Oakland Bay website and post all resources and incentives.

- Include web address on all printed materials and news stories.

Monitoring and evaluation

- Establish baselines
- # Coupons returned
- # Requests for info on low interest loans
- # Calls to contractors/haulers
- # Septic system inspections recorded
- # Manure pile covers distributed

Evaluate the “Washington Waters” campaign for use here.

Audience-test materials and calls to action with people in the watershed and revise based on findings

“Washington Waters” Calls to Action:

Agriculture:

- Manage manure.

- Collect, cover and compost.

Septic:

- Your home septic system.

- Check it, fix it, maintain it.