

STORMWATER POLLUTION PREVENTION PROJECT**CITY AND COUNTY OF SAN FRANCISCO****FOCUS GROUP (CANTONESE)****JUNE 24, 1996 5:30 - 7:15 P.M.****407 SANSOME STREET, SAN FRANCISCO, CA 94111**

The City and County of San Francisco's Stormwater Pollution Prevention Project held a focus group meeting at Self-Help for the Elderly, 407 Sansome Street, third floor conference room on June 24, 1996.

Ms. Pilar Montoya of Montoya Bilingual Communications and Mr. Anthony Martinez of Phoenix Communications attended the meeting. Ms. Anni Chung was the facilitator and all the participants were Chinese speaking (Cantonese).

The purposes of these focus group meetings are to help develop educational campaigns for Asian communities in the San Francisco Bay Area. This project is funded through the San Francisco Department of Public Works.

There were eight participants. They ranged from 28 years of age to 65 years of age. Their names and districts of residence are as follows:

Linda Chan	Female	Chinatown	SF County
Lynn Fang	Female	Sunset	SF County
Hazel Lee	Female	Moraga	Alameda County
John Liu	Male	Sunset	SF County
Wai Lam Mak	Male	Parkside	SF County
Andy Poon	Male	Mission	SF County
Ken Tsang	Male	Richmond	SF County
Lai Ming Wong	Female	Ocean View	SF County

The summarized responses to the questionnaire are:

1. Please tell us what you like most about San Francisco and the Bay Area and what you like least about San Francisco and the Bay Area.

Like Most:

- The weather
- The beauty of the city
- The scenic views
- The low cost of living

Like Least: Earthquakes
 Public safety system
 Water quality
 Too foggy
 Lack of job opportunities
 Air pollution
 Traffic jams

2. **When you think about pollution in our environment, what comes to mind? What are you most concerned about? What are your family and friends most concerned about? Do you think their concerns are any different than yours?**

The general concerns about pollution in our environment are water pollution, water quality, air pollution, traffic congestion, computers radiation, too much chemicals used on a daily basis, ozone and smog.

Our family and friends are most concerned about the same things and not much different from our own concerns.

3. **When it rains, do you know where the rain water goes once it hits the street?**

Most of the group knew that once the rain water hits the street, it goes into the storm drain; some might go to the treatment plant but mostly goes to the sea eventually.

4. **Do you think the stormwater is cleaned or gets treated?**

It depends on where the stormwater goes. It is supposed to be treated and cleansed if it goes into reservoirs. Currently, there are not enough treatment plants to filter all the stormwater and basically, the water is not very clean.

5. **Is there anything you can think of that might pollute this rainwater?**

There are lots of things that can pollute the rainwater: Old car oil, paints, gasoline, garbage, pesticides, detergent, bleach, all kinds of chemicals from the industry and especially motor oil. As the matter of fact, the polluted air will automatically pollute the rainwater.

6. **Have you ever seen anyone dump motor oil, paints, or pesticides into the storm drain? Or any oily sheen after the rain? Or people over-water lawns after they spray pesticides?**

We have all seen people dumping motor oil, pesticides or paints into the storm drain. Those people usually do it discreetly. There is always an oily sheen on streets after the rain. We have also seen people over-water lawns after they spray pesticides. One member's own rental unit's tenants poured paint down the drains and he spent a lot of money

fixing the drains, so the group agreed people do pour pollutants down the drains.

When asked, what percent of people do their own car repairs: Three people said they change oil themselves, only because they are interested in car repairs. Three people said that since it is not very expensive to have such jobs done by the car repair shops, they rather have the job done outside for approximately \$20 to \$25. Two of the participants do not own any motor vehicles.

Not too many people in our community know where to take used oil, old paints and unused chemical products. There should be more locations as well as education as to where you can take these things to get disposed of.

Very few people over-water lawns after they spray pesticides. As a matter of fact, there are very few people that use pesticides. Most of the families have abandoned lawns and back yards. They are all aware that pesticides are very bad for health.

7. Do you, or anyone you know, fish in the Bay? Where? Do they eat what they catch?

In terms of fishing, people go to the Marina, Fisherman's Wharf, Half Moon Bay, Lake Merced, Ocean Beach and Fort Mason, to name a few. Of course, they all eat what they catch. Sometimes, you can find people selling what they catch in Chinatown too.

Out of the eight participants, only one said he would not eat what he catches. There are plenty of people that enjoy fishing and especially the older Asians, they go fishing often.

8. What types of actions do you think we could do to help educate people about preventing polluted runoff?

Types of actions: Education through television, through the radio, newspapers, community talks and presentations; educate people to actively practice recycling. Penalties and rewards. With Asian culture, they tend to take care of their immediate families. Recycling and pollution are not high in their priorities. The City and County should provide some financial assistance to educate the general public how to prevent as much as possible human-caused stormwater pollution.

9. How can we help people like yourselves better understand the problem we have about polluted runoff?

By community education, advertising on television, radio and newspaper and bulletin boards. So far there is no TV education. It is necessary to promote the concept and make

sure it sinks in their minds. Starting from pre-school age children is a very good idea.

10. What are ways in which you, personally, can help prevent stormwater pollution?

Personally, they can help by continuously clearing their drainage pipes at home, do not dump any old car oil, paint or other garbage into the street drain; tell their families and friends that this city belongs to them and everyone is responsible for their environment; encourage the Chinatown merchants and small businesses not to dump garbage on the streets; stop putting stuff into the sink disposal and wrap up garbage for garbage collection instead.

11. Do you have suggestions on how we can inform other people about how they can prevent stormwater pollution?

The community needs to be educated and the City and County should provide more locations where people can take used oil, paint and other household waste to dispose of.

All the participants watch the news on Channel 26 KTSF between 8-9 p.m. and listen to radio AM1400. People from Taiwan usually read the World Journal newspaper; Cantonese people from Hong Kong and other south eastern countries prefer the Sing Tao newspaper and native borns and old timers read the Chinese Times. These are all very good media to use for the education campaign.

12. Any other comments or recommendations?

More community talks, approach health organizations and make stormwater pollution as one of their topics at Health Fairs; get large community-based organizations to mount campaigns to arouse people's attention and interests. Invite the family associations and schools to participate in campaigns. Get charitable organizations to sponsor campaigns continuously. Campaigns should be fun and warning people about concerns important to their health and children.

13. As part of the campaign, we are planning on developing radio, print and possibly television messages. We would like your feedback on our messages.

The participants reviewed the two radio messages and found that with the first message: the education theme is too strong, not very attractive and sounds like lecture to school children. It is too long and does not attract people enough to continue listening. The impact is not strong and on the whole, not simple enough to sink in right away.

With regard to the second radio message, it is more personal, more natural and closer to everyday life. The first paragraph

is interesting and to the point but the second paragraph too wordy and too long. It should be more precise and should strike people to draw their attention. The format is fine, the content is fine but too wordy. It should be made more concise and to the point.

With regard to the newspaper advertisement, three people preferred "Pollution from Bay to Table" and five people voted for "Only You Can Keep the Bay and Children Healthy".

The picture has to correspond with the contents of the advertisement. Using a children's picture is a good idea because kids are very important as the next generation.

The three bullet points should be put in the following order:

- * Do not put anything into the stormwater drain system
- * Check your motor oil
- * Reduce the use of pesticides

Notes submitted by Dorothy Yip, Self-Help for the Elderly.

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Final Report

Spanish-Speaking Focus Group Results
Stormwater Pollution Prevention Project
The City and County of San Francisco

Submitted by
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Phoenix Communications
San Francisco, California
July 5, 1996

The following material lists the questions used in the focus groups and the responses provided by group participants.

1. Please tell us what you like most about San Francisco and the Bay Area and what you like least about San Francisco and the Bay Area.

The positive responses to this question focused on tourist attractions such as Fisherman's Wharf and Chinatown. Some participants like the diversity of people and varied multicultural aspects of San Francisco.

The negative responses to this question noted how expensive the area is to live, the poor quality and taste of drinking water, and the pollution and litter in the streets.

Conclusion: There are a lot of reasons why people like San Francisco and the Bay Area. But besides the high standard of living mentioned, pollution in general appears to be a big concern.

2. When you think about pollution in our environment, what comes to mind? What are you most concerned about? What are your family and friends most concerned about? Do you think their concerns are any different than yours?

Pollution in the environment included smog, litter, garbage, and filthy streets. Some felt the Bay was so polluted that fish could not be eaten. The concerns they expressed were representative of the community's concerns.

Conclusion: People are aware of the many pollutants in the environment. Particularly, they are more aware of things they see and smell about them than, for example, noise pollution.

3. When it rains, do you know where the rain water goes once it hits the street?

Among the responses here, some stated that rainwater runs off directly to the ocean or through underground pipes. Some went beyond rainwater and talked about bathroom water as being treated and recycled.

Conclusion: There was a general feeling that rainwater just disappears almost magically into the ocean. No specific knowledge about how this actually works was noted.

4. Do you think the stormwater is cleaned or gets treated?

Although some participants did feel that stormwater was treated, a few participants felt that stormwater was not treated before it goes into the "ocean" or bay. A couple of people mentioned a treatment plant processed all the water.

Conclusion: Mixed results here. Not everyone is totally informed on whether stormwater is treated or processed before sending to the bay.

5. Is there anything you can think of that might pollute this rainwater?

Several things were mentioned as polluting stormwater. Among these were automobile oil, garbage being directly dumped into the stormwater system, just plain dirty streets, and people going to the bathroom on the streets.

Conclusion: The sources for polluting stormwater are many but dumping motor oil and garbage were two specifically mentioned. It appears that people polluting little by little, i.e., a little garbage here, a little motor oil there, etc., is not as much a matter of concern when they cannot always immediately see the consequences. The consequences of stormdrain pollution are not as visible as a little garbage here and a little garbage there.

6. Have you ever seen anyone dump motor oil, paints, or pesticides into the storm drain? Or an oily sheen after the rain? Or people overwater lawns after they spray pesticides?

Most participants have seen other people dump things into the stormdrain, particularly motor oil, or into the ground where they work on their cars. These are weekend mechanics and people who work on their own cars. Some participants were also aware of the existence of places to dispose of used motor oil and similar wastes.

A few participants noted that some people in the community think that it costs money to dispose of motor oil and similar wastes.

While one or two participants thought some people might overwater lawns after they spray pesticides, most participants felt that this was not a major issue in the Mission District because most people do not have yards or lawns.

Conclusion: Weekend mechanics may be a big problem. While some may pollute directly into the stormdrain, others merely dump the oil into the ground. Subsequent rains drain old oil in the ground into the stormdrains.

7. Do you, or anyone you know, fish in the Bay? Where? Do they eat what they catch?

Most participants knew people who either used to or still fish in the Bay. According to them, some still eat the fish they catch in the Bay while others have stopped fishing and eating the fish from these waters. Also noted was how bad fish caught in the Bay stunk.

Conclusion: Whether out of necessity or not, many people continue to fish in the Bay and eat the fish they catch. Others are refraining from either fishing or eating the fish caught in the Bay. In either case, there appears to be little information about just how polluted and harmful fish caught in the Bay is.

8. What types of actions do you think we could do to help educate people about preventing polluted runoff?

A number of things were mentioned as actions that could be taking to educate people about pollution prevention. Bulletins placed throughout the community and at special community events warning people about the harmful consequences of certain pollution-actions, such as dumping motor oil into stormdrains, was mentioned by several participants. Other avenues include the use of radio and television.

Also noted was the importance of such information being provided in Spanish.

Conclusion: Radio and television are key ways to communicate with people in the community. Alternative ways include the use of bulletins and other similar forms of communication.

9. How can we help people like yourselves better understand the problem we have about polluted runoff?

There were a number of important ways discussed to educate people in the community about pollution prevention. Among these were the use of "surveys" to educate people, provide information to the children in schools, the use of the PG&E statements, and running radio and television infomercials.

Two other key points was the use of businesses as part of the problem and solution and the graphic display of the pollution problem and how it effects the community.

Conclusion: Many excellent ideas for educating the community here. The use of schools and children as a means to communicate information appears to be a very strong theme. Also, getting business involved is vital. They should not be left out of the equation.

10. What are ways in which you, personally, can help prevent stormwater pollution?

Talk among friends seems to be a good way for many. Some felt they could disseminate information within the community. Some stated that many people just don't care.

Conclusion: Working with children and families will be vital to the process.

11. Do you have suggestions on how we can inform other people about how they can prevent stormwater pollution?

Very similar to the information provided in #8 and #9. In addition to those comments, some participants suggested a direct mail campaign be directed at residents in the community in which they are informed about pollution problems and issues. Also, some indicated that shops and stores need to be inspected more often. Newspaper displays would be useful, too. And, again, working through children in the schools seemed to come up again and again.

Conclusion: Use all media means possible, including radio, television, and community newspapers, and children and the family as a medium to educate the community about the adverse consequences of pollution in the stormdrain system.

12. Any other comments or recommendations?

Some participants felt that more laws should be passed to allow for inspection of homes and businesses. Others suggested fines be imposed for polluters and litterers. Noted again was the work that could be done more effectively by reaching young people. Be creative in reaching the homes, individuals and families more directly.

Conclusion: Self-explanatory. As noted earlier, a campaign that educates the young and families as a whole is more apt to get results than a campaign that doesn't consider these entities at all.

In Summation:

A campaign is definitely needed to inform people in the community about how to prevent pollution in general but in particular, stormdrain pollution. The use of radio, television, and community newspapers is an effective means of educating the community, along with other creative ways of reaching targeted groups within the community. The focus must be on educating the young as well as the family for long-term effectiveness.

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