

City of Shoreline 2010 Earth Day Tool Evaluation Survey

In fall 2010, surveys were mailed to evaluate products that were distributed at the City of Shoreline’s 2009 “Earth Day Every Day” event. In an effort to educate residents about washing vehicles at home and its effect on water quality, the City provided a coupon to Brown Bear Car Wash for one “Essentials” wash, as well as a sample of biodegradable Simple Green soap. Brochures were distributed with each sample that provided information and tips on washing vehicles at home (attached).

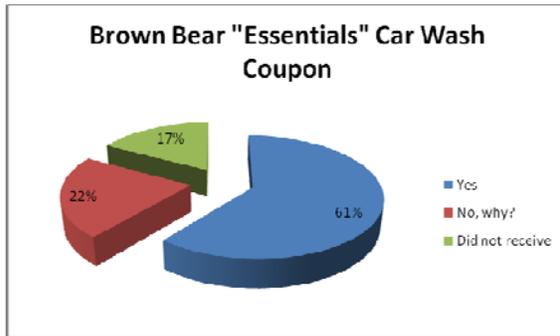
In exchange for the free products, participants agreed to complete a survey. Four hundred twenty-eight (428) residents received a paper survey, three hundred sixty-six (366) residents received an online request to use Survey Monkey, and both groups were invited to call staff directly to complete the survey verbally, if preferred.

Residents were asked if the product was used, overall satisfaction with the product, and if it increased the resident’s willingness to protect our water quality. To maximize future survey feedback, we asked participants if they prefer taking the survey using paper or an online format.

Earth Day Event Tool Evaluation for Product Giveaway in 2009			
	Paper Survey	Survey Monkey Online Request	Total
Number of Surveys Mailed Out	446	445	891
Number of Surveys Reached Participants	428	366	794
Returned Surveys	124 (29%)	24 (7%)	148 (19%)

Question #1

1. Did you use the product(s) you received at the 2009 "Earth Day Every Day" event?				
Answer Options	Yes	No, why?	Did not receive	Response Count
Brown Bear "Essentials" Car Wash Coupon	91 (61%)	32 (22%)	25 (17%)	148
Simple Green Car Wash Soap	83 (56%)	37 (25%)	27 (18%)	147

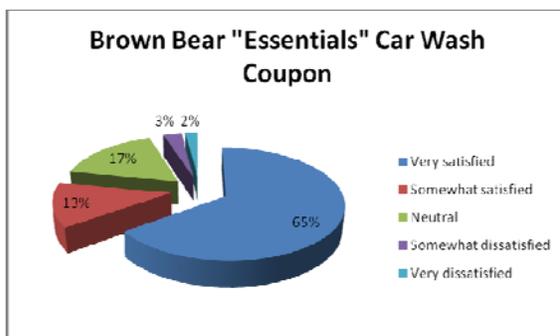


Comments:

- We appreciated those giveaway items and used them.
- Do not wash car often enough to use soap or coupon.
- Prefer to pay \$5 to kids' car washes.
- Lost coupon.
- Have car washed at a dealer car wash.

Question #2

How would you rate your overall satisfaction with the product(s)?						
Answer Options	Very satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Response Count
Brown Bear "Essentials" Car Wash Coupon	79 (65%)	16 (13%)	21 (17%)	3 (3%)	2 (2%)	121
Simple Green Car Wash Soap	63 (57%)	24 (22%)	20 (17%)	2 (2%)	2 (2%)	111



Comments:

- Brown Bear – I use them quite a bit...I'm not fond of Simple Green and use other products.
- Actually I used [soap] once...and liked it.
- Thank you for providing these products. If the coupon is still good (or if I can find it!) we may use it in the spring. But we are a household who never washes our cars with polluting soap.

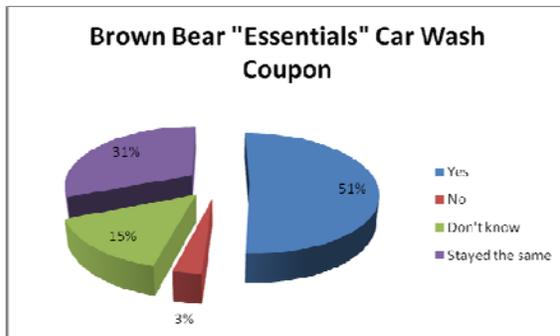
- Always use Brown Bear Car Wash. Maybe wash car at home 1 per year.
- I really appreciated the coupon. I try to use them when I need to wash my car. I enjoyed using this product [Simple Green soap]. I liked that it was biodegradable.
- I'm not fond of Simple Green and use other products.

Recommendations:

Instead of distributing car wash coupons and soap at Earth Day Events, perhaps offer samples during the summer as part of the City's Car Wash outreach program to target residents that do wash vehicles at home.

Question #3

Has using the product(s) increased your willingness to protect our water quality?					
Answer Options	Yes	No	Don't know	Stayed the same	Response Count
Brown Bear "Essentials" Car Wash Coupon	63 (51%)	4 (3%)	18 (15%)	39 (31%)	124
Simple Green Car Wash Soap	61 (52%)	3 (3%)	16 (14%)	37 (32%)	117



Comments:

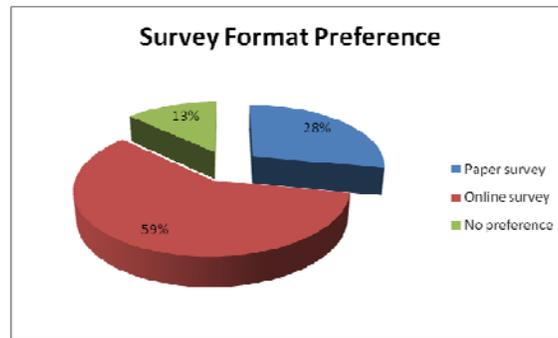
- Do believe getting these products helped raise clean water awareness in general population.
- Glad that you are making others aware for water savings – now if school fundraisers would get a clue... I don't believe in wasting water on my car – I use Brown Bear Car Wash – have for years.

Recommendations:

To continue promoting water quality, Surface Water and Environmental Services staff can demonstrate the Sudsafe Car Wash Kit for fundraising charity groups or show a video at the Earth Day Every Day Event.

Question #4

In the future, would you prefer to fill out a paper survey or an online survey?		
Answer Options	Response Percent	Response Count
Paper Survey	28%	41
Online Survey	59%	87
No Preference	13%	20



Comments:

- Online is better, but I feel folks like the option. Cost and environmental savings are in the online survey, however you will miss out on the input from the folks who don't have such ready access.
- I often don't check my email regularly – am more likely to fill out/mail in paper copy.
- I do not own a computer.
- I'm more likely to fill out a paper survey as short as this one is.

Recommendations:

Based on the higher percentage of returned paper surveys, use this method in the future.

General Event Comments:

- Keep up the very excellent work! Always a fun event and so informative.
- I love the earth day event! I've been coming for 3 years [smile face].
- Thank you for doing the Earth Day Celebration. I enjoy being a part of these kinds of events in my community and nearby communities.
- Enjoyed the entire event, great! Like to see friends like [volunteer]. Process handled very well.

Car Wash Program brochure

What You Can Do to Keep Water Clean

A storm drain is the entrance to a system that collects and carries water from streets and parking lots, and discharges it untreated into our lakes, streams, wetlands and Puget Sound.



Storm Drain Stenciling

Spread the word by stenciling storm drains with the message "Dump No Waste, Drains to Stream." The City of Shoreline has kits and instructions for loan to community groups. Contact the Environmental Programs Assistant at (206) 801-2455 to participate in the stenciling program and help keep our water clean.

Report Violators

If you suspect a spill or see someone pouring waste down a storm drain, call the City's Customer Response Team at (206) 801-2700 or the Washington Department of Ecology at (800) 258-5990.

For More Information:

Call the City of Shoreline Environmental Programs Assistant at (206) 801-2455.

April 2009



Clean & Green Car Wash Program



Wash your car clean and keep Shoreline green at the same time!

Clean & Green Car Wash Program



Clean & Green Car Wash Program



When You Wash Your Car at Home Where Does Soapy Water Go?

Water that is rinsed off your car contains a mixture of detergents, oils and heavy metals that flow onto the street, travel into a storm drain, and then flows into Shoreline's streams or straight into Puget Sound. This soapy, polluted water is untreated and can kill aquatic plants and wildlife.



Protect Our Waters From Soap and Pollution!

Commercial Car Wash

Using a self-serve wash bay or commercial car wash is more environmentally friendly than washing your vehicle in your driveway or street. Most car wash facilities recycle and reuse their wastewater and then discharge it into the sewer system. Also, look for commercial car washes that use cleaning solutions that are biodegradable and contain no phosphates.

Local Car Wash Retailers:

Brown Bear Car Wash
16032 Aurora Ave N Shoreline

Clearwater Car Wash
21125 Highway 99 Lynnwood



The City of Shoreline does not endorse or guarantee the above services or products

Eco-Friendly Home Car Wash

If you wash your vehicle at home...

- Wash it on the lawn or gravel where water can soak into the ground.
- Try using a less toxic soap instead of a conventional car wash soap. Phosphates which are found in some soaps can cause excess algae to grow, and as it decays, the process uses up oxygen in the water that fish need.
- Look for soaps that are non-toxic, biodegradable, phosphate-free and that are vegetable- or citrus-based. Avoid soaps with labels reading Caution, Danger or Warning.
- Biodegradable only means that the soap will break down over time and does not necessarily guarantee it is better for plants, animals and the environment.
- After washing, dispose of bucket contents into the sanitary sewer system such as toilets and sinks.



Find Car Wash Soaps:

- Simple Green Car Wash (online)
- Meguiar's NXT Generation (Action Autoparts)
- Turtle Wax ICE Car Wash (Schucks)

Charity Car Wash

Coupons

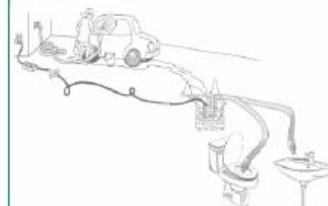
Sell local commercial car wash coupons available at Puget Sound Car Wash Association (800) 509-9274 or Brown Bear Charity Car Wash Program (888) 700-8077 for information.

SudSafe Car Wash Kit

To use the kit, the following is required at the site:

- Electrical power within 100 feet of the wash area
- Grass or gravel area, sink or toilet that leads to the sewer system within 100 feet of the wash area

Each kit contains a car wash announcement board, hose and a basin to capture and divert the soapy water away from the storm drain and onto a lawn or into a sink that drains to the wastewater treatment system



Group leaders can contact the Environmental Programs Assistant at (206) 801-2455 to reserve a kit.