

Willamette River Toxics Reduction Partnership

Clean Rivers Coalition—
Update on Research for the Statewide Campaign for Water Protection

January 29, 2020

DEQ Building

Lara Christensen, Oak Lodge Water Services District, contact: lara@olwsd.org
Keri Handaly, City of Gresham, contact: keri.handaly@greshamoregon.gov

Clean Rivers Coalition

Our Mission

Building the bridge between clean water and healthy communities through education and outreach

Our Objective

Be the statewide voice of water

Clean Rivers Coalition **Steering Committee**

Lara Christensen, Oak Lodge Water Services

Alix Danielsen, Hood River Watershed Group

Kathy Eva, City of Eugene

Keri Handaly, City of Gresham

Roy Iwai, Multnomah County

Frances Oyung, Rogue Valley Sewer Services

Kathryn Rifenburg, City of Albany

Deborah Topp, City of Salem

Kaileigh Westermann, City of Keizer

Nate Woodard, PNW Pollution Prevention Resource
Center (ECOBIZ)

Our Partnerships

- **Over 60 organizations involved**
- **Funding from over 20 local municipalities**
- **Meyer Memorial Trust Willamette River Initiative Grant Funding**
- **Applied for EPA Lower/Middle Columbia River Toxic Reduction Grant**

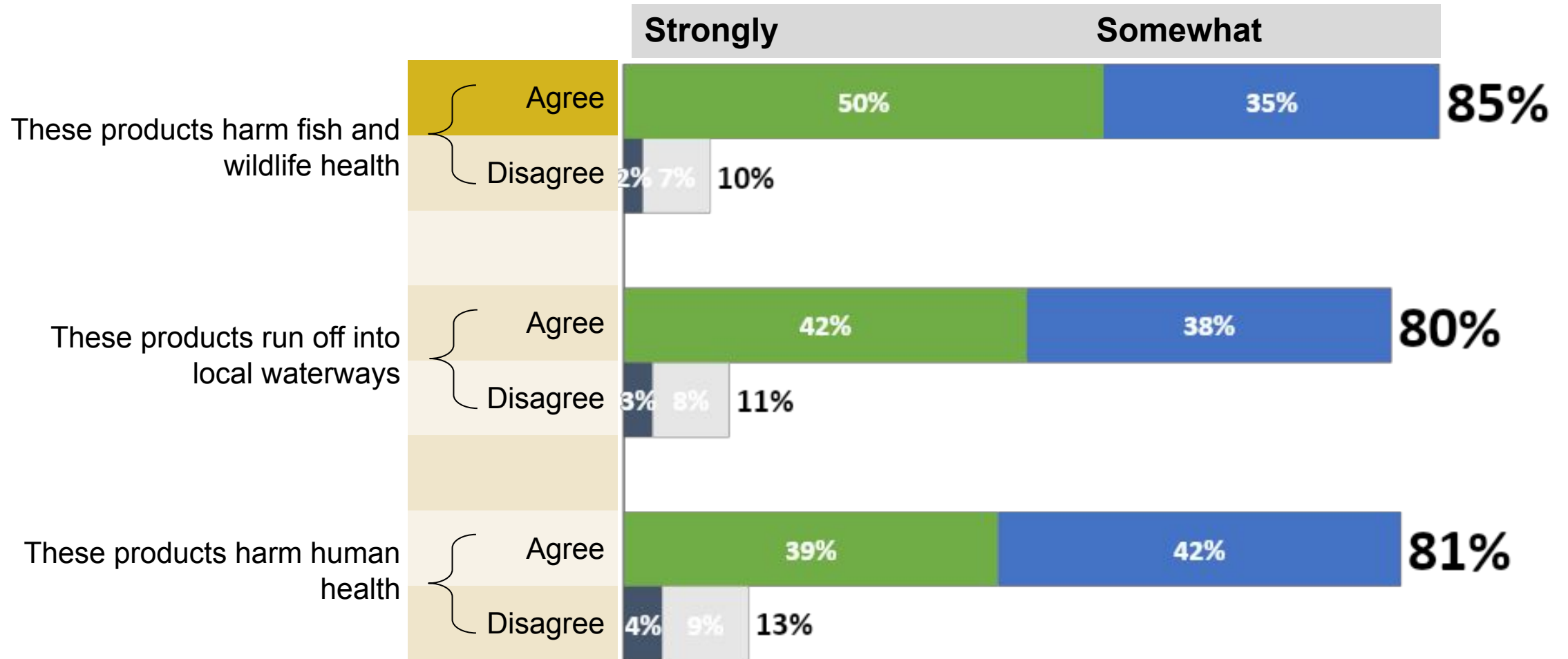
DHM Statewide Water Survey-Methodology

- Online survey of N=1,000 Oregon residents
- Conducted September 2019; 35 questions; 9 min
- Quotas and weighting by area of state, age, gender identity, race/ethnicity, and education
- Margin of error $\pm 3.1\%$

DHM Survey-Key Demographics

- 79% white n=789, 21% people of color (POC) n=211
 - 5% black 5% Asian 7% LatinX 4% Indigenous 3% other or multiracial
 - POC By income: <50K = 63% \$50-\$100K = 27% >\$100K = 10%
 - White By income: <50K = 57% \$50-\$100K = 30% >\$100K = 13%
- 70% manage their own yard care
- 10% report landlords manage
- 9% hire a landscaper

Residents **largely agree** that products for insect and weed control or fertilization runoff and cause harm.



DHM Survey-Yard Care Demographics

audience segmentation

- 63% males are managing their own yard
 - 47% females
 - 82% are white
 - 48% earn above \$50K who are more likely to buy chemicals
- n = 327 35 to 55 years = *most willing to change to protect water

Women are less likely to use commercial products and more likely to use natural-eco or DIY methods and could be the leaders of cultural change

DHM Survey-Yard Care Demographics

audience segmentation

- **21%** use commercial weed killers
 - 62% earn >\$50K 60% are males and 87% are white **70% are 35 to 54**
- **18%** use commercial insect killers
- **12%** use quick release fertilizers
- More likely to be a home-owner



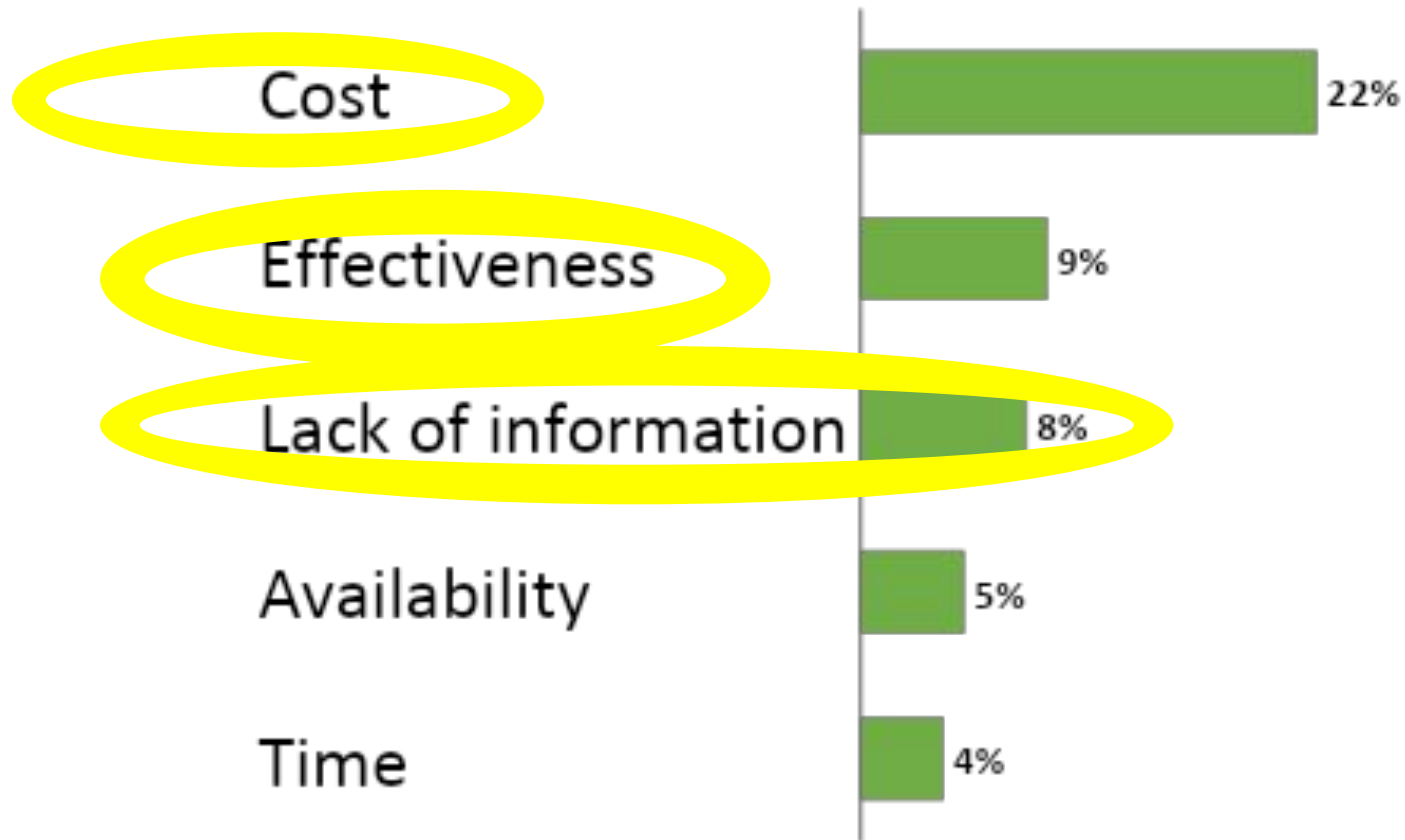
Products used that are most problematic (Relative Risk)

- Weed and feed combinations (2,4-D, Dicamba, Diuron, plus fertilizer)
- Blackberry and ivy killer (triclopyr)
- Fungicide to treat brown spots on lawn (propiconazole)
- Insect killers for fleas, ticks, mosquitos, mites, termites, aphids, snails, ants, yellow jackets (malathion, acetamiprid, imacloprid, permethrin)

We will correlate with shelf surveys around the state

Barriers easiest to address:

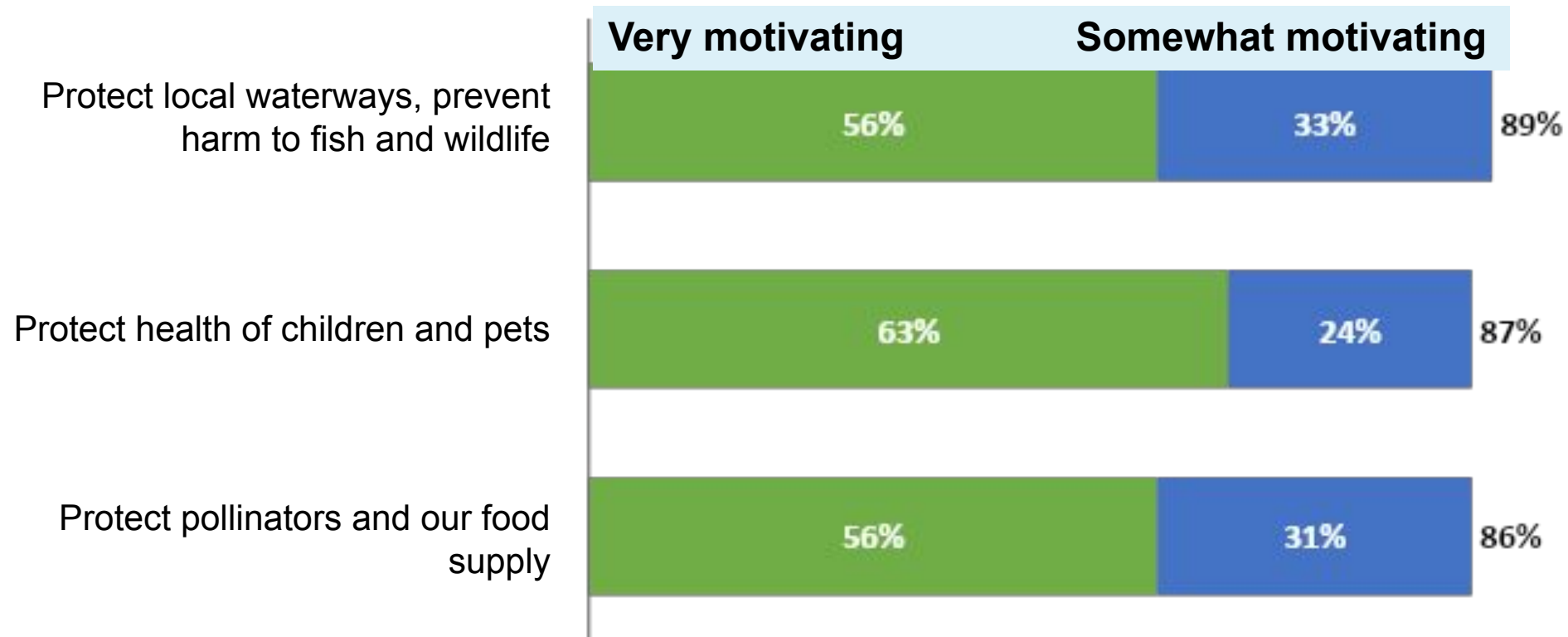
What do you consider when making a purchase?



Barriers: alternatives not as effective, products are faster and easier

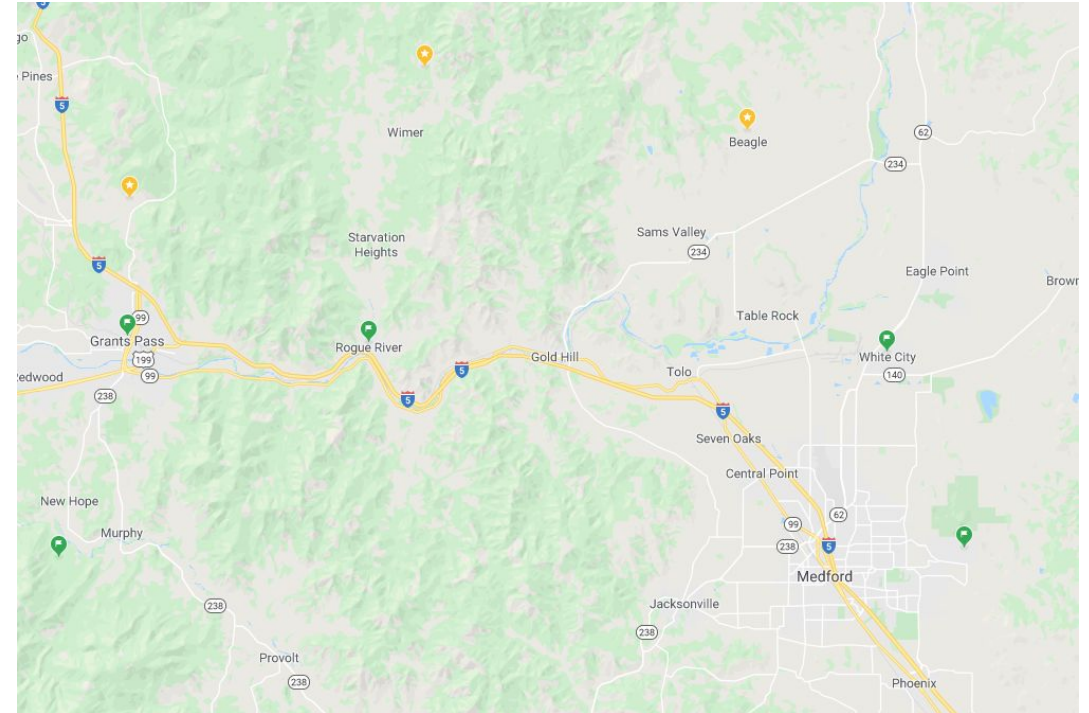


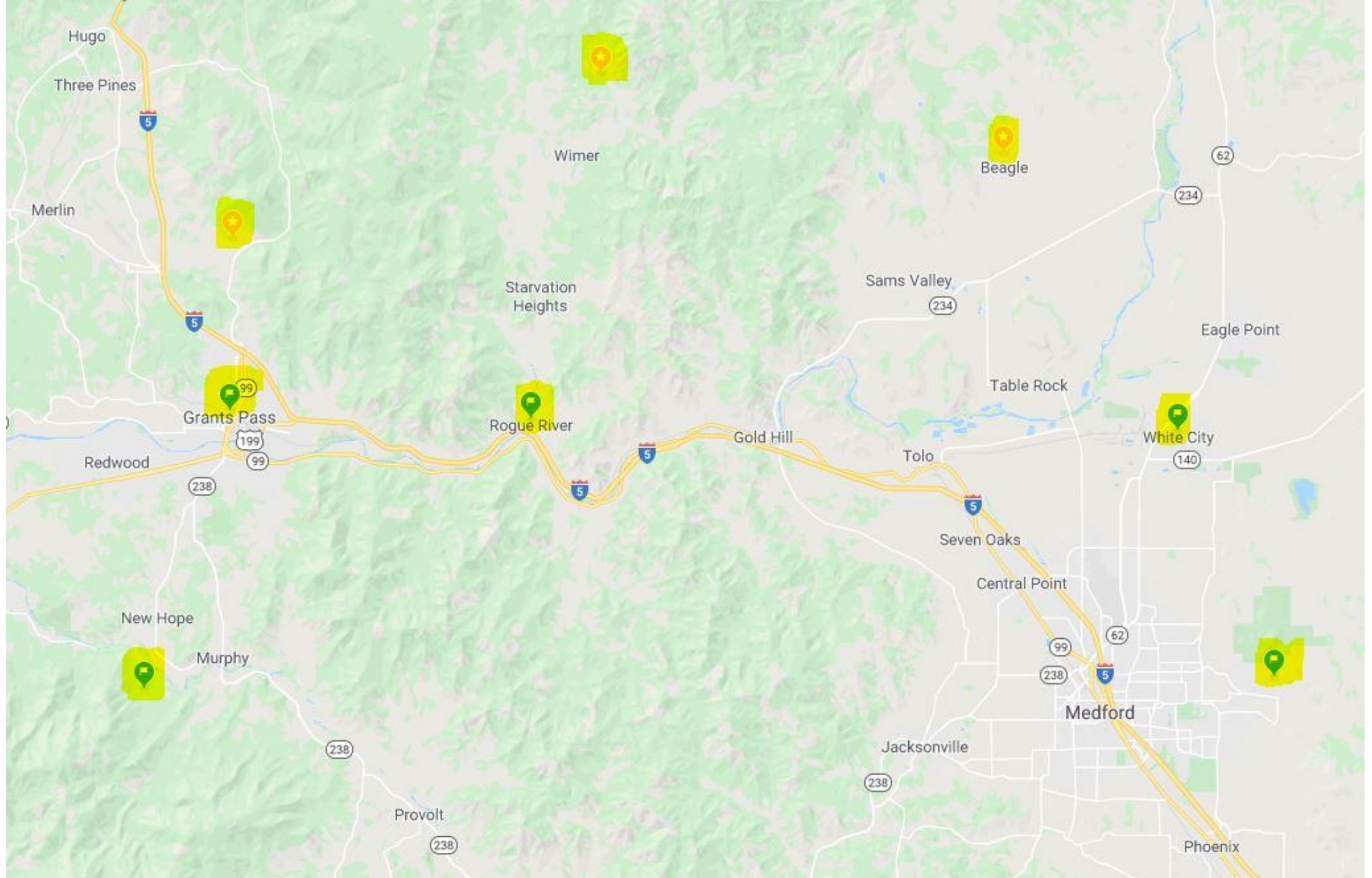
Motivation to change: **Desire to protect wildlife/fish #1**



DHM Focus Group Methodology (Dec 2019)

- Two-focus groups of homeowners
 - Responsible for lawn care
 - Education: High School to Graduate Degree
 - Income: low to >\$150K
 - Ages: ~30 to 55
 - Male = 8 Female = 9
 - White only = 14, White/Hispanic = 1 POC = 2
 - **All use chemical products**
- Portland-Metro: N=7
 - Greater Medford Area: N=10





Participants echoed the statewide survey results: concerns about time, effectiveness, and cost.

I think it just takes longer, some of the practices. Like I said, if you're willing to be patient and wait for the problem to resolve itself through your new method, it's worth it, to me.

—Medford

I'm more cynical. In the whole scheme of things, economically, I will buy whatever is the cheapest.

—Portland

Oppositional priorities surfaced in both regions tested.

My wife desires to have a clean, perfect lawn, and I have about three hours on a Saturday to make it good. I don't have much time during the week to make it happen. So, I just want a one and done.
—Medford

I don't like chemicals, because I don't think they are healthy, but we have used Crossbow.
—Medford

While they continue to use them, participants express concerns and confusion about chemical products.

It's so conflicting. I'm just so confused. You see [Roundup is] harmful to people because of cancer and Non-Hodgkin's, you know? And yet people are still buying it. They're still selling Roundup.

—Portland

I have tried some natural ones, and when they failed, I went to something stronger.

—Portland

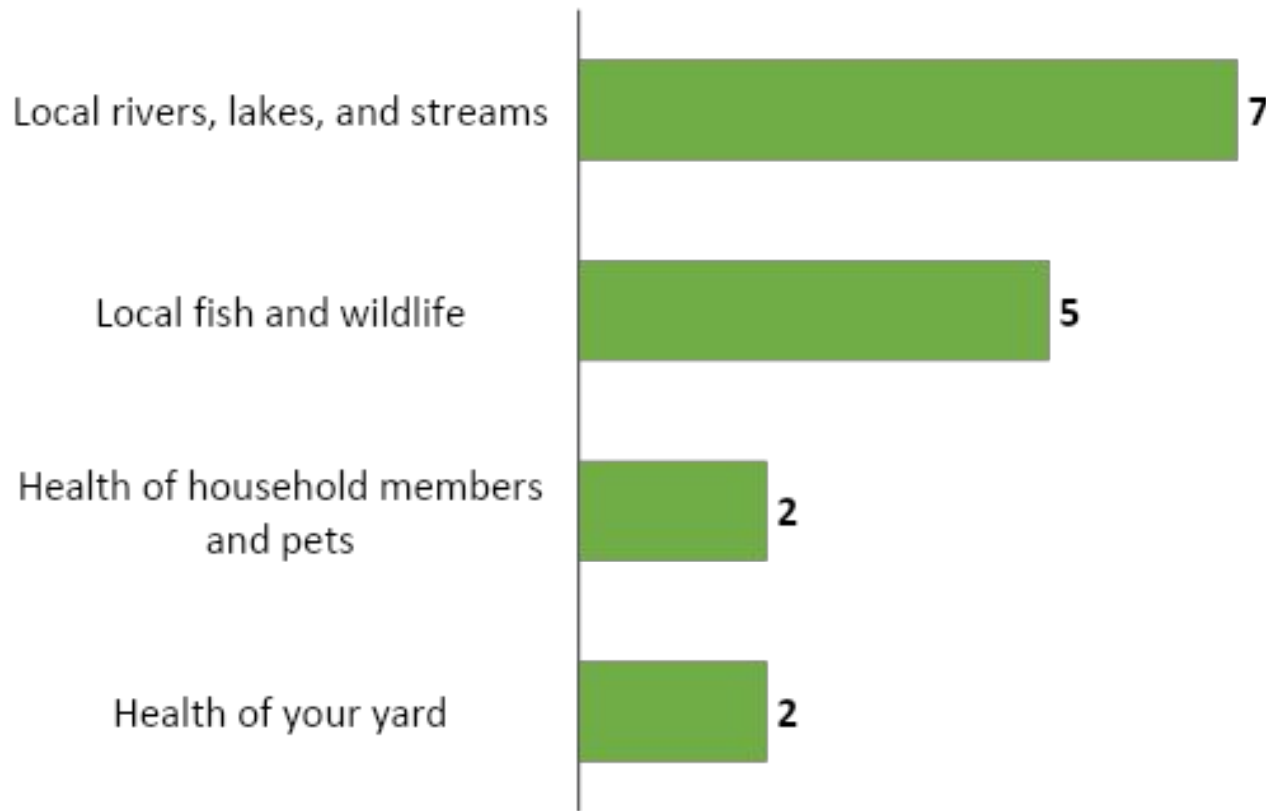
I just don't like chemicals in general. I just don't think they're healthy for us as human beings. We have used them though. My husband used Crossbow on some blackberry vines and whatnot, and they come back anyway.

—Medford

We learned that we can't succeed unless we propose an effective solution.



Local waterways, fish, and wildlife are seen as most negatively impacted.



I think eventually we poison ourselves. You're hurting the wildlife and the surrounding area's groundwater—everything that lives utilizes that ground water. And then eventually it's going to get stuck in parts of the fish, and if it's digested, we're going to ingest it eventually.
—Medford

Friends/Family/Gardening Experts/Stores Most Common Resource



Word of mouth

7 most trusted
11 mentions



Local clerks and experts

6 most trusted
11 mentions



Online

3 most trusted
14 mentions

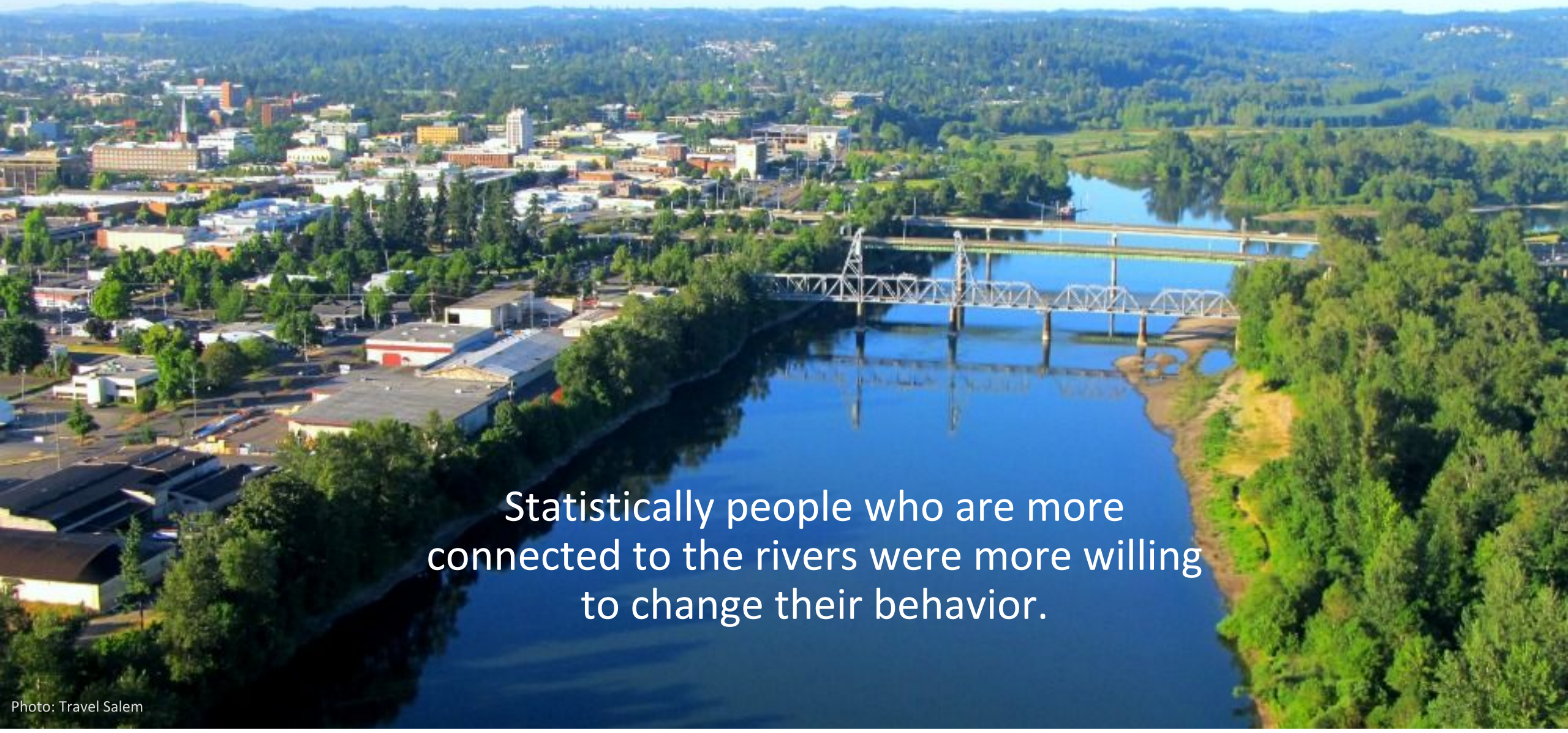
Connect people to their rivers
70+ % state they feel very/somewhat connected



Connect people's behavior to their rivers

87% agree that individuals have a role in water protections behaviors

Statistically people who are more connected to the rivers were more willing to change their behavior.



Promote clean water behaviors

Next steps: develop campaign messaging - focus on pesticides

