

# ISSAQUAH SUSTAINABLE LIFESTYLE CAMPAIGN

## ECOTEAM SURVEY AND PROGRAM EVALUATION RESULTS AND ANALYSIS





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# ISSAQUAH EcoTEAM SURVEY

## OVERVIEW

### PURPOSE

The purpose of this survey is to determine to what extent prior EcoTeam participants have made behavior and lifestyle changes based on the actions presented in the program. This summary presents the major findings of a Spring 1998 mail survey of 50 Issaquah-area<sup>1</sup> residents who participated in GAP's Household EcoTeam Program between 1992 and 1997.

### METHOD

Twenty-five of these households participated before 1995, using a different version of the EcoTeam Workbook than the 25 participating after 1995. The two groups received different EcoTeam Surveys. All households surveyed were offered a Canvas Shopping Bag or a Water Conservation Kit as an incentive to complete the surveys.

### RESPONSE

44% (11) of the surveys mailed to Pre-1995 participants were completed.  
80% (20) of the surveys mailed to Post-1995 participants were completed.

### GENERAL SUMMARY

Based on the analysis of the group using the current program (20 households), past participants reported taking, on average, 91% of the possible actions<sup>2</sup>. After they completed the program, they sustained or improved their behavior changes in 85% of the actions, took action for the first time in 2%, reported partial recidivism in 5%, and reported total recidivism in 7% of the actions.

Results and analysis of each action area (Garbage, Water, Energy, Transportation and Consumption) are provided for both groups of EcoTeam participants. Because the menu of actions for the group participating before 1995 is no longer available, the data collected cannot be analyzed in the context of the current program, and has been placed in an appendix.

<sup>1</sup>Defined as within the Issaquah School District

<sup>2</sup> Post-1995 Program has 45 possible actions.

# ECOTEAM SURVEY

## RESULTS FOR GARBAGE

### HIGHLIGHTS

- The 20 Issaquah households that participated in the survey using the current program format, on average, sustained or improved 88% of the actions taken in the Garbage area. On average, they reported partial recidivism for 2% of the actions, and total recidivism for 10% of the actions.
- Four actions were sustained or improved by at least 90% of the households. These are: Recycling, Using Cloth Instead of Paper, Repairing Household Items, and Giving Away Items.
- Five actions were taken for the first time after the program. These are: Using Reusable Shopping Bags, Reducing Junkmail, Composting, and Using Cloth Instead of Paper.
- Actions with highest recidivism: Using Reusable Containers (30%), Composting (25%), and Using Cloth Shopping Bags (20%).

### HOUSEHOLD RESPONSES

<i>Garbage Actions</i>	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Recycled as many materials as possible	0	45%	50%	0	0	5%
Used cloth bags or backpack for shopping	5%	30%	35%	5%	20%	0
Used reusable containers for take-out or bulk food purchases	10%	20%	15%	0	30%	25%
Used both sides of paper before recycling	0	25%	60%	0	15%	0
Eliminated junk mail	10%	20%	50%	5%	15%	0
Composted food and yard waste	5%	10%	60%	0	25%	0
Used cloth for napkins, dish towels, and cleaning	5%	35%	60%	0	0	0
Repaired household items	0	50%	45%	0	0	5%
Given away items you no longer need or use	0	45%	55%	0	0	0
Avoided the use of disposable products for celebrations	0	35%	40%	10%	10%	5%

# ECOTEAM SURVEY

## RESULTS FOR WATER

### HIGHLIGHTS

- The 20 Issaquah households that participated in the survey using the current program format, on average, sustained or improved 88% of the actions taken in the Water area. On average, they reported partial recidivism for 9% of the actions, and total recidivism for 3% of the actions.
- Three actions were sustained or improved by at least 90% of the households. These are: Using Water Efficiently at Bathroom Sink, Washing Dishes More Efficiently, and Watering Yard/Garden for Least Evaporation.
- Three actions were taken for the first time after the program. These are: Finding and Fixing Leaks, Flushing Less Often, and Keeping Cold Water in the Fridge.
- Action with highest recidivism: Flushing Less Often (15%).

### HOUSEHOLD RESPONSES

#### **Water Actions**

	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Checked faucets and toilets for leaks	5%	30%	50%	10%	0	5%
Minimized number of toilet flushes	5%	35%	40%	5%	15%	0
Avoided letting the water run as you wash, shave or brush your teeth	0	35%	55%	10%	0	0
Avoided letting the water run while doing dishes	0	40%	50%	10%	0	0
Stored cold water in refrigerator instead of letting water run	10%	20%	45%	5%	5%	15%
Limited shower time to 5 minutes or less	0	15%	70%	15%	0	0
Used only 1 inch of water per week to water your lawn	0	30%	45%	10%	5%	5%
Watered your garden in early morning or late afternoon	0	30%	60%	5%	0	5%

# ECOTEAM SURVEY

## RESULTS FOR ENERGY

### HIGHLIGHTS

- The 20 Issaquah households that participated in the survey using the current program format, on average, sustained or improved 89% of the actions taken in the Energy area. On average, they reported partial recidivism for 7% of the actions, and total recidivism for 4% of the actions.
- Five actions were sustained or improved by at least 90% of the households. These are: Turning Off Lights/Appliances, Heating Home Efficiently, Plugging Air Leaks, Insulating Windows, and Washing Clothes More Efficiently.
- One action was taken for the first time after the program: Making Refrigerator More Efficient.
- Action with highest recidivism: Using Efficient Lighting (15%).

### HOUSEHOLD RESPONSES

<i>Energy Actions</i>	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Turned off lights, radio, TV and computers when not being used	0	30%	65%	5%	0	0
Used a day thermostat setting of 65°/68°; night setting 55°/58°	0	25%	65%	5%	5%	0
Kept air conditioner clean and set at 78°	0	0	5%	0	0	95%
Kept windows, doors, and outlets sealed to protect heat loss	0	25%	70%	0	5%	0
Kept refrigerator coils cleaned and door seal tight fitting	5%	25%	55%	15%	0	0
Kept furnace tuned and insulated	0	35%	50%	5%	5%	5%
Used fluorescent lights	0	15%	55%	5%	15%	10%
Kept water heater tuned up and at a 120° setting	0	5%	80%	10%	0	5%
Kept glass doors and windows insulated	0	10%	80%	10%	0	0
Spot cleaned clothing to delay laundering	0	20%	70%	5%	5%	0

# ECOTEAM SURVEY

## RESULTS FOR TRANSPORTATION

### HIGHLIGHTS

- The 20 Issaquah households that participated in the survey using the current program format, on average, sustained or improved 89% of the actions taken in the Transportation area. On average, they reported partial recidivism for 5% of the actions, and total recidivism for 5% of the actions.
- Two actions were sustained or improved by 90% of the households. These are: Making Your Car Efficient and Combining Trips.
- One action was taken for the first time after the program: Using Public Transportation.
- Action with the highest recidivism: Using Public Transportation (10%).

### HOUSEHOLD RESPONSES

#### *Transportation Actions*

	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Participated in a car pool	0	20%	45%	0	5%	25%
Rode a bike or walked as an alternative to driving a car	0	15%	55%	15%	5%	5%
Used public transportation	5%	20%	55%	5%	10%	5%
Maintained car efficiency by tune-ups and checking tire air pressure	0	25%	70%	0	5%	0
Combined trips for household errands	0	30%	65%	0	5%	0
Took Earth-friendly vacations	0	25%	50%	5%	0	15%
Worked at home (telecommuted)	0	30%	20%	5%	0	45%

# ECOTEAM SURVEY

## RESULTS FOR CONSUMPTION

### HIGHLIGHTS

- The 20 Issaquah households that participated in the survey using the current program format, on average, sustained or improved 86% of the actions taken in the Consumption area. On average, they reported partial recidivism for 4% of the actions, and total recidivism for 10% of the actions.
- All of the 10 actions were sustained or improved by at least 60% of the households.
- Four actions were taken for the first time after the program. These are: Buying Locally Grown Produce, Replacing Toxic Cleaners, Eating Less Red Meat, and Using Non-Toxic Building Materials.
- Actions with the highest recidivism: Buying Organically Grown Produce (15%), and Eating Less Red Meat (15%).

### HOUSEHOLD RESPONSES

#### *Consumption Actions*

	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Bought Earth-friendly products	0	35%	35%	15%	10%	0
Bought locally grown produce	10%	30%	40%	5%	10%	0
Used non-toxic cleaning products	5%	30%	50%	0	10%	0
Loaned and borrowed items	0	30%	55%	10%	0	0
Bought organically grown produce	0	25%	55%	0	15%	0
Ate less red meat	5%	25%	45%	0	15%	5%
Bought recycled paper products	0	40%	45%	0	10%	0
Avoided impulsive buying	0	35%	50%	5%	5%	0
Bought non-toxic home building supplies and furnishings	5%	5%	50%	5%	10%	20%
Grew your own food	0	5%	60%	0	10%	20%



# APPENDIX I

## EcoTEAM SURVEY RESPONSES FOR ISSAQUAH HOUSEHOLDS PARTICIPATING BEFORE 1995

Eleven Issaquah area households that were on EcoTeams before 1995 responded to the Spring 1998 mail survey. Because the program format is significantly different from the current program, analyzing participant's behavior in terms of the specific actions is not possible. This appendix contains the data for these households. For clarity, all numbers have been rounded to the nearest whole percent. If an action totals less than 100%, this is because some households did not provide any answers.

### In the Action Area of Garbage

*Regarding these Earth Actions have you:*

	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Avoided buying overpackaged products	9%	45%	27%	18%	0	0
Reused before recycling or throwing out	0	45%	45%	9%	0	0
Recycled as many materials as possible	0	55%	36%	0	0	0
Composted food and yard waste	0	18%	27%	27%	18%	0
Avoided using toxic household products	0	27%	64%	9%	0	0
Disposed of household toxic products carefully	0	45%	45%	9%	0	0

### In the Action Area of Water

*Regarding these Earth Actions have you:*

	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Checked faucets and toilets for leaks	9%	45%	45%	0	0	0
Installed water saving devices on showers, faucets and toilets	18%	55%	27%	0	0	0
Avoided letting the water run as you wash, shave or brush your teeth	0	55%	36%	9%	0	0
Avoided letting the water run while doing dishes	0	27%	55%	18%	0	0
Took water efficient showers/ wet-down, soap-up, rinse-off	0	9%	36%	27%	27%	0
Flushed the toilet only when needed	0	18%	36%	27%	18%	0
Watered your garden in early morning or late afternoon.	0	18%	73%	0	0	9%
Practiced xeriscaping	9%	9%	27%	0	0	55%

### In the Action Area of Energy

*Regarding these Earth Actions have you:*

	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Turned down thermostat at night or when you leave the house	0	18%	64%	9%	0	9%
Kept your furnace tuned	0	18%	73%	0	0	9%
Plugged air leaks around windows, doors, and outlets	0	27%	45%	9%	9%	0
Planted shade trees	0	9%	18%	0	0	73%
Insulated walls and ceilings and electrical outlets	0	9%	36%	0	0	36%
Kept water heater at low setting	0	27%	64%	0	0	9%
Insulated water heater and hot water pipes	0	27%	27%	9%	0	27%
Turned off lights, radio, TV and computers when not being used	0	27%	45%	18%	0	0
Bought energy-efficient appliances	9%	36%	36%	0	0	9%
Kept refrigerator coils cleaned and door seal tight fitting	0	18%	64%	9%	9%	0
Installed fluorescent lighting	0	45%	9%	9%	0	18%

### In the Action Area of Transportation

*Regarding these Earth Actions have you:*

	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Combined trips for household errands	9%	36%	36%	18%	0	0
Ridden your bike or walked as an alternative to driving a car	0	27%	45%	0	18%	9%
Worked at home (telecommuted)	0	18%	27%	0	0	55%
Maintained car efficiency by tune-ups and checking tire air pressure	0	36%	64%	0	0	0
Used public transportation	0	27%	36%	0	18%	0
Participated in a car pool	0	27%	9%	9%	0	27%
Bought an energy efficient car	0	27%	45%	0	0	18%

### In the Action Area of Consumption

*Regarding these Earth Actions have you:*

	Started for the first time after finishing the program	Improved after finishing the program	Stayed about the same as at the end of the program	Receded somewhat but beyond when first started program	Gone back to how you were before doing the program	Not applicable
Bought Earth-friendly products	0	55%	27%	9%	0	0
Bought in bulk	0	27%	55%	0	0	0
Bought locally grown produce	0	36%	55%	0	0	9%
Bought organically grown produce	0	45%	36%	0	0	9%
Eaten less red meat	0	27%	27%	0	9%	36%
Bought recycled paper products	0	64%	36%	0	0	0
Kept tools and appliances maintained	0	27%	73%	0	0	0
Grown your own food	0	36%	36%	9%	9%	9%
Bought non-toxic home building supplies and furnishings	0	36%	27%	9%	0	18%