NPS Pollution/Buffers Focus Groups

**Purpose:**
To explore levels of understanding, perceptions, concerns and interest in Non-Point Source Pollution, with a particular focus on buffer zones.

**Participants:**
Two groups of homeowners participated in these discussions. They were recruited to obtain a mix of male, female, older and younger individuals with a variety of occupations.

Kathleen Leyden of the State Planning Office was also present.

Group One met at 5:30 PM. Group two met at 7:15 PM. A list of group questions are as follows:

1. **Welcome**
   - Ground rules
   - Go over timing and topic of discussion
   - Introductions

2. **Tell us about your home**
   - Where located
   - What kind of land is around it
   - Any bodies of water nearby
   - What do you think is polluting the water near your home
   - Do you think you bear any of the responsibility

3. **Are you aware of non-point source pollution**
   - What do they know
   - Do they care
   - What would they like to know
   - Have they ever seen any information on it

4. **What are some ways to prevent NPS?**

5. **Are you aware of what are called buffer zones**

6. **What might make you want to create a buffer zone**

7. **Here is some information about NPS and buffer zones**
   - Show and discuss
   - Ask what they think of it
   - Have they ever heard this information before
   - Would you like to have more information on these issues
   - In what form would that be best to give you
   - Include buffer slogans and discuss
8. Would people get involved in this effort
   • How would this happen
   • What would be the level of involvement
   • What other information would they like
   • Is there a reason you would not create a buffer, Why

Qualitative Research:
Please note that focus groups are not quantitative in nature. They do not result in conclusive findings that are projectible within specified margins of error. They do reveal qualitative findings which may suggest direction, concerns or ideas that exist in the target audience which may warrant further consideration or review.

Overview of Findings:
In general, there was not a high level of awareness of Non-Point Source Pollution, what NPS is, its causes or methods of prevention. There was, however, a high level of interest in the subject in both groups and a real willingness to learn more and become involved in any community efforts. There was a feeling in both groups that more needs to be done to educate the public on these issues.

Some Areas of Concern:
Fertilizer being used by homeowners or their neighbors
Manure being used as fertilizer and running off into streams
Roadside runoff both from cars exhaust and salt on roads in winter
Pipe lines that run under the property of those in focus groups
MTBE getting into water supplies, public and private
Freon from improper disposal of old appliances
Residential effluent dumped directly in lakes or nearby wetlands
Chemicals used in cleaning or businesses
Safety of drinking water
Effects pollutants are having on fish and if they are safe to eat
Level of apathy of others in preventing pollution
What their neighbors are doing to prevent pollution

Interest Level:
Overall the people who took part in the focus groups had an above average interest in this subject. There is also a great deal of interest in what other people, (neighbors, businesses, government) are doing about this, if anything. Most participants consider themselves fairly environmentally conscious but admit to using fertilizer, weed killer on their lawns and detergents that may leech into the ground or water supply. Most are aware of home pollutants.

Response to Materials:
Most do not have any recollection of seeing material from the state. There does seem to be an awareness of information available from the water district, educational series, TV shows on networks like Discovery and the Learning Channel and in-school presentations. The materials that were presented were received well and most had an above average interest in seeing more. In
the brochure, most participants in the focus groups wanted more information on #7, Dispose of Chemicals Properly; there was also a fair amount of interest in #5, Maintain Your Septic System. Suggestions on “how to get the word out” included in-school programs, attention getting TV spots and materials distributed with their water bills.

Response to Buffers:
Most like the idea of buffers once they understood what they were. Advantages of having a buffer might be added privacy, noise reduction and attracting birds and other wildlife. Future slogans should include more about what a buffer is and reasons to build one rather than how easy it is to build one. There also needs to be an explained benefit to those who might be considering it. Most see building one as an added expense that needs to be justified through the benefits a buffer would incur.

Involvement:
Most participants were eager to learn more about this subject and become involved. Most people said that education needs to start with kids pointing to the success of “Reduce..Reuse.. recycle,” that most kids embraced making it a priority of adults. Other suggestions included making materials available and easy to understand through use of PSAs and informational brochures. Others pointed to working with tree and landscaping companies to promote the use of buffers.

Summary:
People are interested, however, they don’t feel they get enough information. People need more information about buffers, what they are, why they are important and what benefit they will see by having one. Most are willing to make changes in their own habits once they know more. There is a certain amount of mistrust of government programs and education should start at the school level.

Recommendations:

- The Focus Groups Suggest the Following:
- High interest in Non-Point Source Pollution subjects
- Low awareness of concepts and variety of actions necessary to address Non-Point Source Pollution
- High Interest level in participating in community initiatives
- Lack of awareness and understanding of what buffers are and why to use/build them

The Following Actions are Suggested:
- Enhance communications regarding all Non-Point Source Pollution activities
- Strengthen the public relations effort and community outreach activities
- When focusing on buffers, explanation of the need, ease and techniques
- Implement enhanced activities within the school environment
- Consider expanding focus from buffers to other more high interest areas such as chemical disposal and septic system maintenance
DEP  5:30 FOCUS GROUP

• Tell us about your home.
• (Women) Indicates that her husband is environmentally conscience but he uses weed killer on the lawn.
• (Man) Concerned with the hayfield behind his property. (The field is fertilized with cow manure).
• (Man) Explains that there is a lot of heavy clay on his property. The clay keeps the water on the surface. The water from the lawn runs down into the ditch. This ditch runs into a stream. He feels this is a potential for pollution.
• (Woman) Describes that the runoff by her house goes down the road.
• (Man) Lives on a lake. The drainage system runs into the lake. He doesn’t use fertilizer for that reason.
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• (Woman) States that she does not fertilize the lawn. Everything is paved in her area. Feels that a lot of people in the neighborhood fertilize their lawns.
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How many people thought about pollution issues before?
• 11 people had thought about pollution issues before.

What do you think is polluting the area near your home?
• (Man) Lives next to a farm. The farmer dumps manure in the field. There is a stream nearby, the stream goes down through the fields. Everyone in the area has wells for their houses. His concern: “How close to the stream/brook should they dump the manure? Or should this be dumped at all?”
• (Man) Lives on a lake. The cottages dump sewerage into the lake. He can boat around the lake and see the sewer lines coming from the cottages.
• (Man) Works as a plumber. Says if the camps have not put in new systems, it is still running into the lakes.
• (Man) Concerned about acid rain. His concern: “If we have cottages, boating and other runoff going into lakes, then, how much longer can we eat the fish”?
• (Woman) Describes her concerns about the well water because of a gas leak. She says that she has been told that it is an acceptable amount in the water. She does not think that any amount is acceptable.
• (Woman) Points out that a lot of people don’t trust their water.
• (Woman) Explained that she only drinks bottled water. She gets hard water from her well that discolors things.
• (Man) Stated that Maine has the dirtiest water in the tri-state area due to outside pollution.
• (Man) Worried about gas and oil from old junk cars. Concerned with leaking oil and rusting cars. “What do you do with it?”
• (Woman) Informed the group that a friend had to move out of her house because the house sat next to a place where a junk yard was. In later years her friend developed breast cancer. She questions if the junk yard had anything to do with getting cancer.
• (Woman) Had one well with good water but it wasn’t enough to do the laundry. Drilled another well in a ledge and this water has a lot of minerals in it. She won’t drink it.

How many people have wells?
• 10 people have wells
• (Woman) Has a dry well. She is concerned about what is happening to the houses with wells below her
• (Woman) Also has a dry well. She says it is a grandfathered dry well. She uses it for laundry only. It goes down into a field.
• (Man) Asked what a dry well was. The member responded by saying, “There is no holding tank.”
• (Woman) Concerned about a stream near her house that she sees everyday driving to work. She is curious about the foam that is always sitting on top of the water.
• (Woman) Was concerned with the amount of road salt used here in Maine. “With the ice storm this year, was the amount of salt increased?”
• (Man) Commented on the pine trees along the highway that have been damaged by salt. The person said that they can see it is having an “adverse effect on nature.”
• (Woman) Responded to that comment by saying that she was pretty sure it was the reformulated gas affecting the trees.

Can anyone think of any pollutants from the home?
• Furnace exhaust
• (Man) Realized this winter that the snow outside of his house was black. He realized he was not being fuel efficient. He was worried about it going into the ground when the snow melted.
• (Man) Detergents. Soap for washing your car, wheel cleaner and wax
• (Man) Concerned with a number of substitutes.
• (Woman) Heats with wood. She thinks that might pollute. She now uses a monitor. She knows that it dispenses outside and that you’re not supposed to put plants or anything near it. She figures that if you can’t put anything near it, it can’t be good for the environment.
• (Man) States that, “We can’t eliminate everything.” “We can’t live in a bubble.” He says that we get acid rain from other states and leaking leach fields running into streams. He also points out that the gas additive is not a good thing. He says that he is in that business and knows it is not good.
On a scale of 1-10, with 10 being the most important. How important is this subject?

- 10
- 10
- 8
- 7
- 8
- 8
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- 8
- 8, this discussion made her think about it. It is a concern.
- 8
- 9
- 8
- 8

- (Man) A member asked, “What is yellow 3?” What is it made up of?” He is worried about a lot of people using these substances. It adds up and is toxic.
- (Woman) States that rubber is not good for the environment. But, we have to have them for cars and soles of shoes. Feels that this is important and we all should be aware of it, but we can’t eliminate it.
- Another person feels that, “You have to be able to understand what is going on and stop the over abundance. But you can’t go overboard. You can’t stop farmers from killing weeds because we won’t have anything
- “You need some things to get what you want, but don’t go overboard.”

Are there things that you are doing that you would think twice about?

- (Woman) Thinks about the rivers and the lakes. “I see people fishing and think to myself, I bet the government wouldn’t eat that.”
- (Man) Has concerns with the state planning board. “Are we getting more laws for homeowners about what to do and what not to do?” People need to become aware of their environment, their surroundings and their home owners property.
- (Woman) “More laws for homeowners are not necessary”.
- (Woman) Implied that she was worried about the public’s lack of knowledge of pressure-treated wood. She points out, “People don’t know that it is bad to burn and it can kill them.”
- (Man) Suggests a packet for the homeowner of what to do and what not to do. The electric company passes out how to save electricity, energy, water, etc. Something along these lines was suggested for pollution issues.
- (Man) Believes that we need to educate the children in the schools, develop a packet for them.
Has anybody seen materials about this subject out there? For instance: videos, programs, brochures.

- (Man) Says that there is an educational series about this subject on Geological Sciences.
- (Woman) She informs the group that there are environmental shows on TV about the earth. These are on the Learning Channel and Discovery.
- (Woman) Provides the information for speakers from the water district to make presentations to school children.

Are there groups in your community that get involved in these types of issues?

- The Grange
- Scouting Clubs
- The Garden Club

Some suggestions from members of the group on educating the public:

- Put an informative brochure in with water bills.
- Educate on non-point source pollution
- Put more public service announcements on TV. The Preview Channel was suggested since a lot of people turn to that at some point in the day.

Does a buffer zone sound like a good idea?

- Most of the people nodded their heads

Are there any advantages to having a buffer zone on your property?

- It stops the noise
- It keeps the birds and animals around
- One man was not aware of any advantages

Does anybody worry about the erosion to your property?

- (Man) Did worry about it, the state takes care of it and does a good job
- (Man) Said that erosion is a problem because he lives on a lake. The water runs down. Every spring he has to put new soil in certain areas because of the erosion. He says that most everyone on the lake has steep banks.
- (Woman) Previously had a gravel driveway. Every time it rained, her driveway would get washed away. She paved the driveway but the water still washes down. She knows it goes into drains and the drains bring it somewhere. She won’t let her husband put shrubs by the driveway because she is afraid that they will obstruct her view.
- (Man) Concerned that not many people maintain their septic systems. He is concerned that the leach field dissipates into the ground and eventually ends up in a stream somewhere. This is a key area for him.

Which of the 8 points in the brochure is the most important in your mind?

- #7, The disposing of chemicals
- (Man) Responds to the above, “It is different now, due to education. We would have
never done this ten years ago.” He used to change his oil and let it drip. His kids learned about these issues and brought the information home to him. Because of them, he is using safer practices. “Education comes from kids.” He recycles and reuses because his kids informed him of these practices. “Non-point pollution is a key word. I think all of us here are aware of point pollution, but not non-point.”

- #7, Soap used to wash clothes. This man found a machine that uses 6 gallons of water instead of the normal 40 gallons. He uses 1 ounce of laundry detergent instead of 4 ounces. He is very happy with it even though it cost him a lot of money. “It is great for the environment.”

- #7, He works a lot on cars. They are careful about disposing of the chemical substances.

- Question from a member of the group: “Is anyone aware of where you can dispose of old gasoline?” Kathleen (from DEP) suggests some gas stations and also that some municipalities that take used gas and used oil. Also, she suggested to call your town office or DEP to find out where. A member of the group suggests a place that has waste oil burners. He said that they burn anything. Another member informs the group that Safety Clean will come take it for a charge.

- #7 and #8

- #8, The recycle part. This person worried about people with old antique refrigerators. He says that when they destroy them, the freon comes out as both a liquid and vapor and people don’t realize it.

- #1

- #5, Sewer systems. He said that he used to work for a company in Vinylhaven where he saw lines breaking. He saw kids playing in raw sewerage and it would bubbly up out of the ground. He says this is a very close-knit company and he thinks that the state should look into it.

**What would make you want to change your behavior?**

- (Man) Seeing the impact of what is happening. He feels that people don’t take the time to look.

- (Woman) Reading the facts about the septic systems. She said that she pumped hers last year for the first time in fifteen years. She said it was still working and she didn’t know it was supposed to be pumped that often.

- One member asked, “What is the harm in waiting to pump it out?” Kathleen replied, “if you wait until there is something wrong, there is already damage.” Another member explains what happens to the pipe if you wait too long, with one person relating it to clogged arteries.

**Opinions of buffer slogans.**

- A few liked “Just grow it!”

- (Woman) Liked “Build a Buffer.” She says that the other ones already imply that you have a buffer.

- Another suggested that you use the word trees instead of buffer. A lot of people don’t know what a buffer is so it doesn’t mean anything.
Does this information sound like something you want to know about? Do people want more information on it?
• “I don’t know if they want it, but they need it.”
• “They should have it.”
• “You don’t hear much about ecology anymore. You have to educate.”

Kathleen states that they are trying to educate on lawn care. Integrated Pest Management. A survey they did showed that people were not concerned about the issues of chemicals on their lawn. They were only concerned about the appearance of the lawn.

What is the major motivation? Is it appearance of a home, cost or ease of doing?
• With a big lawn, the cost becomes a factor
• With a small lawn, appearance and money is a major factor
• Kathleen points out that it is a combination of all of these things and getting the information to the public

Other Concerns:
• Some were concerned about people who sprayed their lawns.
• (Man) Was concerned about what the state is using in the back of their trucks when they are killing the weeds along the highway. He says they use way too much of it and that it is going into the water. Kathleen tells them that they use the least hazardous substances.

Tell us about your home:
• (Man) Lives in town and also has a camp. He is concerned about the lake. Worried about the phosphorus getting into the lake. With the ice storm this year, he is concerned about the damage to the camp road. He realizes that people that live around a lake need to be careful with their septic systems.
• (Woman) Has a house high up on a hill. It is an old granite hill, she is concerned about problems with runoff. She has a garden and is not gardening organically. She has a lot of low areas around her property that gather waste. She is frequently concerned about people filling and what they are filling with.
• (Woman) Has had a problem in the past with fertilizers and detergents getting into the land that caused algae. Concerned that some of the homes in the area have leaching septic fields.
• (Man) Lives in the city and feels that there are no problems.
• (Woman) Lives at a camp. She worries about the salt that her town uses on the roads. The runoff runs down her driveway and into the pond
• (Man) Concerned about a parking lot nearby. People in the wintertime let their cars warm up. This melts the snow, causing runoff. He can smell the exhaust from these cars in his house.
• (Man) Concerned about a stream near him. The stream runs down and passes under the main road. The road gets a lot of traffic causing harmful fumes. He also mentioned that
a truck comes from the water company and fills a huge tank from the lake. He wonders where they are bringing that water and what they do with it.

- (Woman) Describes that she does not have any water around her home. But, she has two camps. She feels that there is a pollution problem with the cam in Turner.
- (Woman) Lives in town. She can’t think of any problems.
- (Man) Lives in town with municipal water and sewer. He doesn’t use herbicides or pesticides. But, he is pretty sure his neighbors do. He states, “Pollution is something we all should be aware of.”
- (Man) Lives far out of town. He keeps up his own well and sewer system.
- (Woman) Lives across from a bog. This bog is home to a lot of water fowl, such as ducks and geese with deer in the nearby field. She has a swimming pool and feels guilty because they used to backwash the pool. The chlorine would go down the driveway to a culvert that goes into a field. She is sure that is getting into the bog. She has since put in an ionizer and feels better about this process. The chlorine is no longer running down the driveway.
- (Woman) Lives in town. She backwashes her pool into the backyard. She also feels guilty about this. There is a stream that runs on both sides of her driveway. It builds up and goes to a culvert which passes through her property. She states, “I haven’t had any concerns but I guess my neighbors might.”

Are you aware of non-point source pollution?
- 4 or 5 people knew what NPS was.
- All in group had heard of at least one of these pollution issues.

What are some of the things you worry about concerning these pollution issues?
- (Man) Felt that the lake issue was important. He has been living on a lake for 14 years and has seen the changes it has gone through. He feels that the general public is not well enough informed of what they can and cannot do when they live around water.
- (Man) Feels that people are more aware of what they are doing than in the past. He explained how people used to dump oil on the ground and now they have places to bring it.
- (Woman) Worried about fertilizer runoff into the lakes.
- (Man) Suggested that Maine use the practices such as the ones used in Florida. In Florida, if you pave a parking lot, you have to have some sort of holding pool for runoff. He feels that this would be a beneficial practice for Maine to adopt.
- (Man) Points out that in Maine these holding pools would freeze in the winter
- (Woman) Feels that she is presently more aware of what is going on. She no longer throws away batteries, her husband disposes of oil properly now and she has stopped using any killer on her lawn.
- (Man) Disposes of oil properly and is careful around the house with things. Nothing concerns him about his surroundings.
- (Man) Worked in the National Guard. He learned that old armories have motor pools made of gravel/dirt. There are a lot of hazardous materials that are spilled there, such as paint, gas, oil and hydraulic fluid; it all goes into the ground. He questions, “How long has this stuff been going on?” and wonders, “Where is it all going?”
- (Woman) Has no concerns with the area around her. She is concerned about her well. The water tastes bad and she is worried about the quality.
- (Man) Thinks solid waste screen is a problem but not as diverse as NPS. He tries to minimize the use of chemicals around the house and yard.
- (Man) Worried about strong power boats in shallow water. He fears that this is tearing the plant life up. He feels that if we have been practicing things for a long time and suddenly people are panicking about them; they need to realize this has been happening for a long time.
- (Woman) Disagrees with the man above about the impact of issues. She feels that we need to take issues seriously or we won’t see results. “Don’t defer and forget about it.”
- (Man) Compares old ships sinking in WWII and oil spills that we have today. Feels that it is handled all wrong now. “Let nature handle it, like they did back then.” He also mentions SD Warren dumping into the river.
- (Man) Responds to the above by saying, “Nature does take care of it, but we need to help. The ships that are now used carry a lot more oil.” (Woman) Worked in a testing company. She feels that nature does not take care of itself, it just looks better over time. She has seen entire bays with a toxic layer over it. "It doesn’t go away, it just get covered over.”
- (Woman) concerned with things like disposing of formaldehyde used in school experiments.
- (Woman) Noticed that almost all of the lawns in her neighborhood have signs that say, “Warning, Poison, Stay Off. Sprayed Lawn.” She questions, “If you are not supposed to walk on it and kids are not supposed to play on it, then what is it? “Where is it going”?

On a scale of 1-10, with 10 being the highest, where does NPS fall for you?
- (Man) Is very concerned for his grandchildren. He rates it an 8 or 9
  - 7
  - 6 or 7
  - 6 or 7
  - 8
  - 5
  - 6 or 7
  - 6
  - 3
  - 5
  - 3 or 4
  - 5
  - 6

Have you seen or heard information on this subject?
- (Woman) Just received mail on the water quality in Maine. She has not read it in depth yet.
- (Woman) Hears about it at work but not in the media.
- (Man) Heard something when they were talking about Edwards Dam.
How many other sources of pollution do you think there are?

- (Man) Talks about how these people near him bought land that used to be a hen farm. The hen manure has damaged the land.

Do any household chemicals concern you?

- (Woman) Worries about paint.
- (Man) Concerned with septic issues
- (Man) Worries about old boats on lakes with no holding tanks.
- (Woman) Is bothered by metal barrels used for docks. Those sometimes end up on the bottom of lakes and end up rusting.
- (Man) Is disturbed that the state has stopped municipalities from using oil-based paint. But, the highway still can use this oil based paint and hasn’t been forced to use water based like the others. The water base has half of the life. The state has made the exemption for themselves. He feels that this type of action turns people off. He points out that if the state is not contributing to the future of the environment, then the public is not going to either.
- (Man) Lives on a steep hill. He has a black top driveway that is very steep. The first few years he wouldn’t salt his driveway but then he saw the city doing it. He figured that his 25 lb. bag of salt wouldn’t mean the end of the atmosphere when it is already being done anyway.

What are some ways to prevent NPS?

- Read the directions on the back of the product
- Educate people
- Use the media

What would be the best way to get information out to the people?

- Use a booth at the Common Ground Fair. A lot of environmentalists and conservationists go to this fair.
- Use short informational spots on TV; that will wake people up.

What would make you change your behavior?

- (Woman) Suggests that people respond to deposits on cans but you can’t put deposits on everything.
- Show people how much money they are saving.
- Have a redemption center for old tires, etc. Don’t make people pay to dispose of them.

Has anybody seen this information before? (brochure)

- Nobody had

Do any of these 8 points jump out at you?

- #1 – About 10 years ago, he tried to put a buffer zone in and the town wouldn’t let him. Now, they say he should establish a buffer zone.
• #3 says to keep your lawn small and don’t put any chemicals on the lawn. This man does not feel that you need to keep your lawn small to prevent erosion. If you have a large lawn, just don’t put any chemicals on it. *Kathleen, from the DEP, points out, “Having something in its natural state is better than building a lawn.”
• #5 feels that this issue is important and says that pumping your septic system has no effect on the leach field.
• #7 and #8 “We hear these things but we don’t know how to do them”.

How many people had heard of a buffer zone before this meeting?
• 5 people had heard of buffer zones before this meeting

Does anybody have a buffer zone on their property?
• (Woman) said that she has one around her property using plants. They are there to try to hold in the moisture on her property.
• (Woman) just realized that she had one, just never realized that is what it was called.

Does anybody feel that they have a need for this on your property?
• (Man) felt that it would be very good for his property. He says he has a very steep bank and he has been trying to think of different things to hold in the moisture.

What might make you want to create a buffer zone?
• One woman feels as though it enhances the quality of air in her area
• Another feels it reduces noise

Opinions of buffer slogans:
• One member didn’t like the “Just grow it!” slogan.
• A few liked the slogan, “As easy as watching grass grow.”
• A lot of the members felt that not many people will know what a buffer is.
• (Man) didn’t like any of the slogans
• (Woman) felt that in order to convince the people, you would have to tell them how it would help them. Suggested that people don’t want something that will cost time and money.
• (Man) pointed out that people are going to want to know, “What is it going to do for me? Why am I going to spend the time building a buffer around my yard?
• (Woman) feels that you need to educate the people that a buffer relates to trees
• (Man) believes that the costs need to be justified to people
• (Man) indicates that the people have to have the perception that they are gaining something for themselves
• (Woman) Suggested to simultaneously time the DEP informing the public with the Augusta Tree Board annual tree give away. This would give the people the materials and the DEP would then explain what to do with the trees.
• (Man) Said that people should have instructions when planting trees. He said that some people have planted them and then years later when the tree had grown they had to cut them down due to complications with the power lines.
If DEP wanted to get more people involved specifically in these issues, how would they do it?

- (Woman) Indicated that this could be done through the children. If you educate in elementary schools, the children could then bring the information home to share with their parents.
- (Woman) Informed the group that they do educate the kids in the Augusta schools. They usually have a speaker and they get flyers to take home to get their parents to read.
- (Man) Suggested showing the results of what the DEP has done.
- (Man) Insinuated that education needs to be given on where to plant trees. “If you plant to close to a water main, the roots are so powerful that they could grow into a water main.”

One person suggested that brochures such as the ones they were given be distributed in grocery stores.