

# Focus Groups Results Summary

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For Sustainable DC  
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## I. Introduction

In 20 years, the District of Columbia aspires to be the healthiest, greenest, and most livable city in the United States. To reach this ambitious goal, meaningful engagement with the community is an integral step. The DC Office of Planning and District Department of the Environment hired Reingold LINK to conduct focus groups in Wards 1, 5, 7, and 8—with an emphasis on low-income individuals, high school and college-aged youth, seniors, and Spanish speakers. The city understands that it must engage these traditionally hard-to-reach communities to move “A Vision for a Sustainable DC” from idea to reality.

### Purpose

Based on the kick-off meeting, the goals for the focus groups were as follows:

- Understand the sustainability-related issues that resonate with ‘hard-to-reach’ populations and connect these audiences to the mission and vision of Sustainable DC.
- Generate useful feedback on proposed Sustainable DC branding and messaging from audiences of “hard-to-reach” populations to be incorporated in the overall communications strategy.

During the kickoff meeting, the Sustainable DC team and Reingold LINK decided to move forward with recruitment as follows:

- Spanish speakers (focus on the large concentration of Hispanics/Latinos in Ward 1)
- Ward 5 (focus on youth and seniors)
- Ward 7 residents
- Ward 8 residents

### Logistics

Reingold LINK secured four community-based locations in each ward. All four focus groups locations were within walking distance from a Metro rail station, and were wheelchair accessible. The locations were as follows:

- Ward 7 – Ronald H. Brown Middle School
  - 4800 Meade Street NE
- Ward 8 – Barry Farm Recreation Center
  - 1230 Sumner Road SE
- Ward 5 – Gallaudet University
  - 800 Florida Avenue NE
- Ward 1 - CentroNía/DC Bilingual Public Charter School
  - 1420 Columbia Road NW

The Greater Washington Urban League Headquarters Building served as the original secured location for the Ward 1 focus group. However, after slow recruitment and a discussion with the director of the CentroNía family center, the team decided to relocate the focus group to the school. Successful engagement of all communities requires reaching out to them where they are, and in this case, providing child care services and offering resources in Spanish.

## Recruitment

Reingold LINK began the recruitment process by creating two fliers: one in English and one in Spanish. These fliers were then distributed to residents in the target areas and posted widely through the following community-based channels:

- Council member offices (and ward-specific community listservs)
- District government offices
  - DC Office of Neighborhood Engagement
  - DC Office of Latino Affairs
  - DC Office of Aging
  - DC Youth Advisory Council
- Other community organizations
  - Greater Washington Urban League
  - CentroNía/DC Bilingual Public Charter School

Reingold LINK staff members fielded the calls and screened interested individuals for participation. Screening helped to create the best mix of individuals to invite to the focus groups. This not only allowed us to be selective with the participants, but also gave us the opportunity to make each group as diverse as possible based on the following criteria:

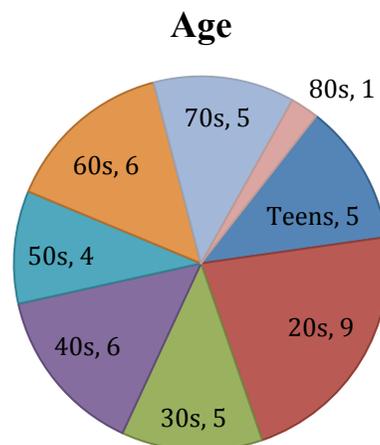
- Age
- Gender
- Race
- Occupation
- Educational attainment

## Demographics

A total of 180 people were screened via the phone for the focus groups. Twelve participants were chosen from each ward. These participants each received a call to confirm their participation.

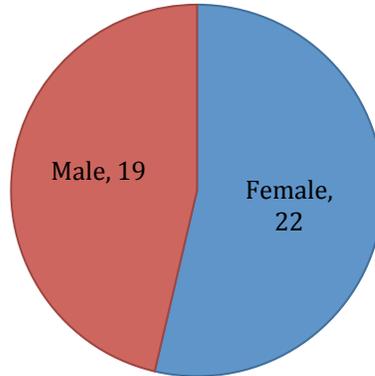
A total of 41 D.C. residents participated in the focus groups. Here is the breakdown:

- Age
  - Youngest was 16, oldest was 85
  - Teens – 5
  - 20s – 9
  - 30s – 5
  - 40s – 6
  - 50s – 4
  - 60s – 6
  - 70s – 5
  - 80s – 1



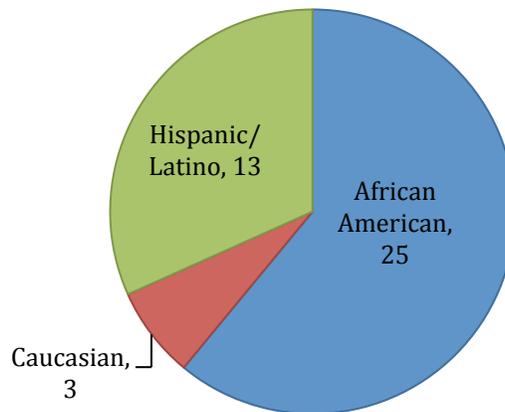
- Gender
  - Female – 22
  - Male – 19

**Gender**



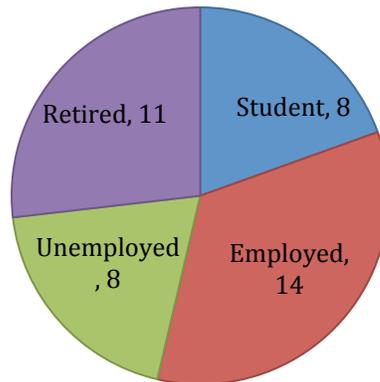
- Race
  - African American – 25
  - Caucasian – 3
  - Hispanic/Latino – 13

**Race**



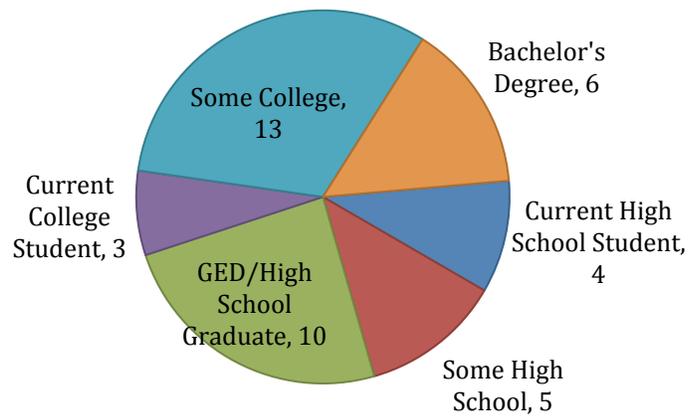
- Occupation
  - Retired – 11
  - Student – 8
  - Unemployed – 8
  - Employed – 15

## Occupation



- Educational attainment
  - Current high school student – 4
  - Some high school – 6
  - GED/High school graduate – 9
  - Current college student – 3
  - Some college – 13
  - Bachelor's degree – 6

## Educational Attainment



## II. Key Insights

### 1. The word "sustainability" was unfamiliar to most of the focus group participants, especially among people without a college degree.

The word "sustainability" was not a term that many of the focus group participants were familiar with. They said that it was not a word that they use often. Hispanic/Latino participants, in particular, were not familiar with the term in English or in Spanish. Some participants were able to infer what the word means through further thought around the word "sustain."

*"Sustain. Maintain."*

*"Longevity, maintenance, not in the immediate."*

*"That's not really familiar to us."*

*"Using only what you need."*

*"To me, it's being able to look forward to the future with regard to finite resources."*

*"I don't use that word too much, but I know it has to do with energy, resources."*

*"It's everything from taking the Metro, riding a bike, not using plastic bags. It's subconsciously doing it. Like he said, keeping a balance, and doing it without even thinking about it."*

When asked about their familiarity with the Sustainable DC initiative and its goals, there was a general sense that "something" is being done. Some said that President Obama, Mayor Gray, and the city council are behind the initiative, but there was a lack of clarity among the participants regarding what the program is and to whom it is for.

*"Oh yes, quite a bit, the initiative is in full swing as far as the Council is concerned. Whether or not it is being applied in a large scale, I don't know."*

*"It's supposed to be [that] commercial [properties] are supposed to be required to recycle, or be fined, but our management is not recycling, but no one's fined anybody yet."*

### 2. Once participants had a better understanding of what sustainability entails and the goals for the effort, they have a positive reaction to it.

The participants largely liked the idea and the goals of Sustainable DC. Although many thought that the goals were ambitious, they said that actually reaching those goals would be great for the community.

*“It’s geared towards the future of DC. It’s giving people hope, and they need to buy into it and start it.”*

*“The biggest priority should be the water. Right now, fishing and swimming on the Anacostia, that’s a joke here in DC. But if they can clean it up, it would be important.”*

Some participants said that sustainability appeals to people’s instincts and common sense.

*“We’re looking for the word other than sustainability? In our generation, remember your parents coming up with the word called common sense. You remember that word? It seems like two words. The point is that some of this stuff is almost a no-brainer, but you have to think through this. Because if you don’t do this, you’re not gonna have a future.”*

*“I don’t think there needs to be particular benefits to sustainability for us to do it. I think I already do way above and beyond what my neighbors do, because that’s just how I grew up. My parents taught me and my siblings to do it when we were young, so it’s instinct.”*

Participants identified “jobs,” “waste,” “food,” “affordable housing,” and “health,” as their highest priorities.

*“Food is a major priority for me. I’m always impressed with the quality and selection of food in Northwest, but here, I have corner groceries and a Safeway where you don’t know how long the food’s been there.”*

*“There are lots of young people looking for jobs, but they’re not finding it. That’s where a lot of crime comes in.”*

*“Obesity is really important, because it is linked to so many other issues.”*

*“We go to school on GW’s campus, and I think they pay for it, like they have the recycling bin and the trash can, but if I could just sit and observe people, people would have a bottle or something, it’s more convenient to throw it in the trash can because that’s just what you know. But you have to make a conscious effort to put it in the recycling bin. If people aren’t constantly reminded to do that, they aren’t going to.”*

### **3. Many participants felt that the plan for a Sustainable DC is not for them, but rather for someone else.**

Participants of the focus group felt that the vision and goals for sustainability are not directed to them, but more for residents living in the Northwest quadrant and people the District is working to attract into the city. Some participants said that all the attention focused on attracting new people is pushing long-time residents out.

*“The goals are mostly for the newcomers to DC.”*

*“Yeah, this program is not for me, it’s for the people they are trying to attract to the city.”*

*“Sustainability programs are making the city more attractive to people in their mid-30s, with no kids and lots of disposable income. That’s fine, but they need to have room for all of us.”*

*“So it’s just getting harder and harder going forward to understand where do I fit in here? They get pushed to the side. And I get it. That’s progress.”*

*“We don’t even have those blue cans beside the trash cans. Downtown you see the trash and recycle bins next to each other. We don’t have that out here in Ward 7. The city seems to have already chosen who they think will recycle.”*

*“To me it’s a lot of sacrifice with residents who are here, and people coming in. It seems like it’s catering to the newer people, without considering how it’s going to affect the people who are already here.”*

Some participants, especially those who identified themselves as long-term residents east of the river, felt as though the city has not reached out to them enough. They said that to truly engage them, they need to “feel” the changes and the presence of the initiative within their communities.

*“If it’s not happening in my neighborhood, it doesn’t concern me.”*

*“While it all sounds great, if it doesn’t affect my community, then we’re not really interested.”*

*“I don’t think we’re mobilized enough. I think we’re an afterthought.”*

Hispanic/Latino participants said that they think that DC has not engaged their community, so they must not be a priority audience. They would like to be engaged more and participate in the conversation.

*“Solo ayi novelas. Que información dan novelas? Puras porquerías, nada informativo. Ayi mucha información que DC provee. Pero no en los canales en español.” (“There are only soap operas. What information do soap operas give? Just junk, nothing informative. DC provides a lot of information but not on the Spanish channels.”)*

For some participants, being sustainable is expensive. This not only applies to the actions that are inherently expensive, such as purchasing a hybrid vehicle, but also to actions that may not seem as pricey, such as riding the Metro rail, living in a more energy-efficient home, or participating in Capital Bikeshare.

*“For example, Capital Bikeshare. You need a credit card and a \$125 deposit to use it. I don’t have that. Older people won’t use it. They raise Metro fares, even though the*

*service is getting worse.”*

*“They’re building nice buildings, but no one could afford it.”*

Although participants expressed their apprehension about the plan, some are still determined to make it work, because of their love for the city.

*“I’ve lived here in the city for all my life, and I love this city. It may not be for me, but I’m going to make it for me. I’m not leaving, and my family is not leaving, and we’re not gonna be pushed out. I need to make it for me.”*

*“I’m 65 years old, and I lived in this city all my life, and I love the way the city looks, I love the way it’s changed because it plays into positivity, moving forward.”*

#### **4. Participants believed that some of the plan's goals are too lofty and so long-term that people would not be motivated to take immediate action.**

While many participants responded well to the long-term goals of Sustainable DC, many also thought that the goals were too lofty and long-term. They said that this would discourage people from taking action, because, “it doesn’t affect me now.” There were one or two participants who believed that setting big goals would give people something to aspire to, but this belief was not representative of the overall sentiment of the focus groups. Some suggested that the initiative should make short-term goals that people could work on now.

*“You gotta be realistic with goals or you’ll fall short.”*

*“As you read this, I’m confused about when is this supposed to happen, what is the time frame, and more importantly, and what’s the reality, possibility of this all happening? Just understanding that these are very ambitious goals, this is like off the charts. Especially if you start talking about zero. Zero?”*

*“I think it’s too ambitious. We have to take baby steps to meet achievable goals.”*

*“The higher the goal, the better the outcome.”*

*“Make short-term goals. 20 years—it discourages people.”*

*“Maybe we can work on one or two goals every two years, and keep beating that into our heads, before moving on to the next goals.”*

*“I think it’s all about taking baby steps and having achievable goals. The only way you’re going to get me to buy into anything is to show them that what they’re doing have value, and ultimately success. If you keep saying, we want to have this goal, and the goal is unrealistic, and then people realize, oh we can’t hit the goal, so let’s cut it to another number, then people get disappointed. But if we have a realistic goal and knock it out of*

*the park, then people will generally get more galvanized. I remember being young, and how excited I was about whatever successes I had.”*

Participants said that the long-term goals did not translate to immediate action, because they were not concrete. They said explaining the benefits of sustainable living in simple and concrete terms would work best in their communities.

*“Don’t just say, ‘You will save money.’ Make it real. \$5 a month isn’t that much. People will say, ‘Oh that’s just \$5, I buy coffee with that.’ \$60 a year sounds better, because that sounds like more money.”*

*“The message matters. People are struggling and looking for work. You need to break it down for them and make it relevant.”*

##### **5. “High-tech” and “low-tech” communications channels reach different sets of audiences.**

Participants had similar answers regarding the communications channels that would most effectively reach them the most. Most people agreed that bus stops are the most frequented areas of the city, which could make for a great communications channel. Many participants also offered several different ideas to reach their communities:

- Bus stops
- Street teams (A group that canvasses an area to disseminate information and talk to passersby about the initiative.)
- Schools
- Clinics
- Fliers
- Hispanic/Latino TV and radio

*“We raised it earlier, but plugging into schools, clinics, would help to get that message out.”*

*“Churches. There’s one on every corner of the city.”*

*“Paint it on the ground on the sidewalk.”*

Participants stressed that although many communications channels are turning to electronic means of dissemination, “low-tech” means such as fliers, bus ads, and posters, still reach many people, because some do not have constant access to the Internet.

*“Social media for the younger generations, and paper fliers for the older generations.”*

*“Flyers in our building. We have a community director, and she probably saw it and printed it out for us.”*

*“What about hallways of apartment buildings, especially for seniors? That’s how I found out about this.”*

**6. Participants believed that targeted outreach to youth is the best hope for the success of Sustainable DC.**

Many of the older participants said that engaging youth is the key to making the initiative successful. They said that the idea is two-pronged: 1) Teaching children and their peers at a young age how to live a sustainable lifestyle will benefit them in the future; and 2) Children bring lessons home with them and could teach their parents to live a sustainable lifestyle.

*“Students aren’t being taught the proper way to take care of themselves.”*

*“Definitely get high schoolers involved. Reach out to schools, to health classes. Make a competition out of it. Put the schools against each other.*

*“Educate young people better.”*

*“Teach kids. If you reach the kids, you will reach the parents.”*

*“Recycling can be first taught in schools. There aren’t even blue bins in this classroom. If we teach them here, they will go home and tell their parents.*

**7. The logo, when shown on its own, was not well received; however, when paired with concrete and actionable items, the logo became more approachable.**

When the facilitator first showed the logo on its own, the primary question was, “What am I gonna do with that?” The participants raised the point that the logo will be competing with other brands for their attention, and believed that if District residents do not have a clear understanding of what sustainability means, they would be likely to overlook any signage with that logo. In addition, as mentioned above, participants believed that the initiative, including the logo, was targeted towards “those in the Northwest.”

*“That tells me to sustain ability. Ability for what?”*

*“I still don’t know what it means.”*

*“Honestly, I don’t really favor that logo, because when I see the District of Columbia sign, I just think of government and stuff, and I just think of sustainability just having to do with the government, just participating, so that’s why I don’t really favor it. I think it should have something that shows that the people in DC are participating in it as well, and it won’t really motivate me.”*

*“I like that it’s green, but some people will not know what sustainability is. You still have to find a better word.”*

*“This will work best in the Northwest, where they already know what sustainability is.”*

*“I like that it says the different types of ways we can be sustainable. So it’s more relatable, it connects with people. It’s self explanatory when you have that sentence underneath.”*

The groups responded well to the logos paired with action items. The action items make the logo, and the initiative, more relevant—it becomes more than just an idea.

*“Personally, I barely even know what the word meant. So to have the logo and to have the action underneath it gave me a better idea. The better option for me personally is to explain the word in layman’s terms so that people can tell what you want them to do.”*

*“I wouldn’t be able to read those words from far away. All I’ll see is sustainability, and if I don’t know what that means, then it won’t matter.”*

*“When I see this [pointing at the logo], I think, ‘What does this mean?’ Having verbage in the bottom helps to relate to it.”*

*“That seems more like a campaign. The signs with the words are better for folks that don’t know what sustainability means. I think this is good, because even though people may not know what the word means, they may connect with one action. That helps, especially when they’re not connected with the term.”*

There were favorable reactions toward the variations of the logo containing words paired with “ABILITY.”

*“I think both (sustain ability and –ability) can be utilized.”*

*“I like it. It adds more clarity to me.”*

*“You give people words that they use everyday. I think it’s great. If you give them something to hold on to. You have to make it appealing to them.”*

*“I think you can out any type of word. I feel like if you see that poster, and you see a sustainability poster just the way that it was, you can kinda figure out what sustainability means. Because I look at that as the ability to live, the ability to be flexible.”*

The Hispanic/Latino participants felt the logo did not resonate with their community because the main logo was in English. Many participants said that having Spanish action items with an English logo did not capture the attention of the Hispanic/Latino community—if the basis for the logo did not resonate, why would the rest of the campaign be any different?

*Participant: "Y que es sustainability? (What is sustainability?)"*

*Facilitator: "Es sostenibilidad en ingles. (It's sostenibilidad in English.)"*

*Participant: "No es dos palabras? (It's not two words?)"*

*"Ahí esta el problema. Hay mucha gente hispana que no sabe ingles. Miran esto y dicen que? Que es esto?" (There is the problem. There are lots of Hispanic people who don't know English. They see this and say what, and what is it.)*

*"Yo siempre estoy viendo los rotulos en ingles porque me interesa el ingles pero esto lo miro y no lo entiendo. Siempre estoy viendo si algo que me explique en español." (I am always looking at the English posters, because I am interested in learning English, but I look at this and I don't understand it. I always look to see if there is something in Spanish that can explain it to me.)*

### III. Recommendations

#### Overall recommendations

- **Effectively define sustainability for District residents.** Educational efforts should adequately balance the abstract (“improving quality of life”) with the practical (“reducing energy costs to save money”). Where possible, emphasize the potential for compounding synergistic benefits, such as the improvement in public health and the decrease in traffic congestion that dually result from new bike infrastructure.
- **Encourage audiences to shape their own perspectives on sustainability as they engage with Sustainable DC.** Education and outreach efforts should inspire stakeholders to develop their own definitions and make a personal connection to sustainability. Sustainable DC seeks to address a wide enough array of outcomes that can (and should) mean different things to different people.
- **Transition quickly from the generic to the concrete.** High-level explanation of the purpose and goals of Sustainable DC may be disorienting and frustrating for many audiences. Outreach and education efforts should seek to make the elements of the plan both accessible and tangible to audiences. To this end, specific and granular detail should be used to convey Sustainable DC benefits. When possible, identifiable examples should be used (for instance, making Marvin Gaye Park safer for kids to play in, adding a supermarket in the Capital Heights neighborhood, or improving bus service to Trinidad).
- **Reach out to different communities in the District to make sure everyone is engaged in the larger dialogue.** Not all communities in the District can be, or would like to be, reached in the same manner. Increase efforts to engage traditionally “hard-to-reach” audiences to ensure adequate representation of the District population. If Sustainable DC seeks to resonate with every District resident, a premium must be placed on the value of feedback and participation from those outside the “typical” demographic. Outreach efforts should be designed accordingly. As we heard loud and clear, this outreach will largely need to be one “on the ground” and through the use of community ambassadors.
- **Pair the new logo with actionable items that people can do immediately.** For many, the term “sustainability” had little resonance standing on its own. When associated with more tangible actions and outcomes (for example, “Use energy-efficient light bulbs,” or “Save \$60 on your electric bill.”), the logo had significantly more meaning among the audiences with which we spoke.
- **Do not only focus on long-term 20-year goals, but also short-term objectives.** While long-term, aspirational goals may be inspiring to some, others are less motivated by an outcome that will not be realized for another two decades. Each long-term goal should be paired with short and medium-term objectives with recognizable benefit to District residents. This should apply not just to planning documents and reports, but also to marketing materials, presentations, and educational efforts.

- **Engage the youth.** The 20-year goals of the initiative will impact today’s youth and future generation the most. Teaching them from a young age in school to make small changes, such as recycling, picking up trash, eating healthy foods, and conserving energy, will be lessons they take with them as they grow older. Working with area schools on projects such as starting a community garden to grow local produce, or fun activities such as school recycling competitions, could help make Sustainable DC goals resonate with the District’s youngest residents.
- **Answer the question, “What’s in it for me?”** Emphasize those outcomes that deliver a direct, tangible benefit to the broadest array of stakeholders. During focus group discussions, participants responded most favorably to goals relating to health, jobs, and waste. Outreach efforts should use these people-centric benefits as an initial “hook,” then transition toward other goals, such as those that are more focused on improving environmental quality.
- **Use “low-tech” outreach channels as well as traditional and social media approaches to marketing.** Focus group participants expressed the importance of fliers, posters, street teams, and word-of-mouth messaging in reaching their communities. Special efforts should be made to recruit Sustainable DC organizers that represent hard-to-reach audiences. These organizers could lead an effort to connect with key neighborhood leaders via small group conversations in casual settings. Fliers can be posted on bulletin boards in public locations, such as markets, churches, community clinics, and apartment building lobbies.
- **Tie messaging to the notion of opportunity for all.** Convey to residents that participation in the areas of this initiative does more than save individuals money. It helps lift all boats in a rising tide. Parks are cleaner and safer. Store owners want to move in to neighborhoods they haven't been in before. Healthy food is more readily available. There are more jobs because there are more opportunities in the economy. People and neighborhoods are healthier and happier. Sustainable DC needs to stress these benefits, which involve more than the economics of turning off appliances and lights when not in use.
- **Convey to residents the District’s commitment to ensuring that Sustainable DC benefits are delivered fairly throughout the city.** Hard-to-reach stakeholders who felt “this is not for me” are apprehensive. When the plan is introduced, there should be at least some discussion regarding equity and accountability. A spatial analysis of benefits (either by ward or by neighborhood) must supplement blanket benefits to the District presented in aggregate. Just because the District’s overall unemployment goes down does not mean that unemployment in the most economically distressed wards was reduced.

## Outreach recommendations

### 1. Wards 7 and 8

Most of the participants in the focus groups held at Wards 7 and 8 were African American or Black. Many of them expressed their concerns that the city's recycling program and sustainability initiative was mostly geared towards the Northwest quadrant of the city, as well as Downtown. They said they felt isolated and excluded from plans of revitalization, and felt as though they were being pushed out of the city and neighborhoods where they grew up in favor of new development and new residents. They were also concerned that costs are rising in the city, and people who are unemployed or live with fixed incomes would not be able to afford to stay here. They had a lot of pride for their neighborhoods, and understood that there was still much more work to be done to improve their neighborhoods.

Much of the pessimism was not directly related to Sustainability, but seemed to stem from other issues that the participants tied back to these goals. We heard concerns about cost of living, for example. In this context, Sustainability was seen as a "frightening" concept due to perceptions that green = expensive.

Many do not have a full understanding of what sustainability means in their daily lives, and attention needs to be paid to helping our residents understand the real and tangible benefits to these efforts.

We heard from multiple participants that illiteracy is still a problem in the city, and that a logo with nothing but letters would not attract those who cannot read the logo in the first place. These groups pointed to the green arrow recycling symbol as one that was well known in their communities, even among those who cannot read.

**Messaging.** To reach these communities, Sustainable DC must include messaging that residents of these wards should care about sustainability because this is *their* city. Based on their reactions to the questions, finding a way to inspire a feeling of ownership and pride can motivate residents to act. This messaging should also be inclusive, and there is a need to reinforce that one of the primary goals of the sustainability initiative is to make *your* city better for *you* and *your children*. Choose the calls to action that would be most relevant and available in their part of the city.

Messaging around benefits must be concrete, encourage self efficacy, and affect residents' immediate lives. Residents are seeking answer these two questions: "Can I physically do this now?" and "How can I see the benefit to this now?"

The messaging should begin with an educational effort to provide basic information around sustainability. If residents do not have an understanding of its definition, it will be difficult to push other messages.

**Outreach.** The participants mentioned a variety of different ways to reach their communities, most of which are community based. Many said that their neighborhoods do not have well-organized ways to spread news, and that they do not rely heavily on communication with/from their elected and community leaders. The best way, therefore, to attract their attention is through engaging them in places where they congregate. This includes community-based outlets such as schools, churches, bus stops, and community centers.

## 2. Hispanic/Latinos

The largest concentration of Hispanics/Latinos in the city live in Ward 1. They said they want to be a part of the larger D.C. community, but felt that the city does not normally engage them in different city initiatives. Many of the participants spoke English as a second language, and some did not speak English at all. They said that in order to truly engage this population, it was critically important that materials are in Spanish.

During the recruitment phase of the focus groups, very few people responded to the Spanish flyer; even after Reingold LINK asked the D.C. Office of Latino Affairs to help spread the word in the community. The director of the family center at CentroNia, a bilingual charter school in Ward 1, said that to engage the Hispanic community, you must have messaging in Spanish. In addition, he said that you must also go where members of the community are most comfortable, and you must offer to provide childcare if you want broad-based turnout.

As with Wards 7 and 8, communication to this population must start with education regarding the definition and benefits of sustainability. Many participants did not have an understanding of what either sustainability or *sostenibilidad* meant.

**Messaging.** As mentioned above, it is critically important to the Hispanic/Latino community that the messaging—including the logo—is in Spanish. It will make them see that they are important stakeholders in the initiative, and should help inspire more buy-in from this community.

**Outreach.** Reaching Hispanic/Latino communities can start with the D.C. Office of Latino Affairs, but it should not stop there. There are bilingual schools in the city, in which Sustainable DC can engage both parents and students. Many of the participants also mentioned the use of traditional media—Hispanic TV, radio, and newspapers. They mentioned that D.C. has several communications channels, but none of them are geared towards their community. They also mentioned other community-based modes of communications such as schools, churches, and clinics.

During a conversation with the director at CentroNia, he mentioned that perhaps one of the best ways to reach this community is through bus stops and bus ads. He said that this is because many Hispanic/Latino families do not take the Metro, because it is too expensive.

### 3. Youth

The younger participants of the focus groups had a better, but still not full, understanding of what sustainability is. As the discussions continued, youth seemed to better understand and truly grasp the importance of the initiative. They mentioned that their peer groups are influential to them, and that positive reinforcement is encouraging to them.

Across all wards, demographic groups and ages, participants mentioned that engaging the youth is critically important to the city's future. They said that starting in schools and teaching children how to be good stewards is a lesson they will not only bring home to their parents, but also take with them as they grow older.

**Messaging.** Reaching youth is all about the approach. In a world filled with marketing, in which different brands are constantly fighting for their attention, the sustainability message must stand out from the crowd. To reach them, the message must be relevant, and should not require long, drawn out explanations. Messaging to youth must be brief, compelling, and attractive. Calls to actions must be concrete and able to be acted on immediately.

Because their peers are their greatest influences, the participation of their friends, and whether an activity is popular is important to them. Messaging targeted specifically to youth should suggest that their peers and many other people are also involved.

**Outreach.** Social media is one of the best ways to reach the youth with Sustainable DC messaging, but the information must be engaging to attract them. If it feels like “spam”, youth will reject the messaging and resist future outreach on the topic. It must also be reciprocal—answering the question, “If I do this, what do I get in return?”

However, many of the participants suggested that engaging them while in school would be the best way to reach them. Some suggested creating a competitive atmosphere between schools, having a recycling day, and integrating sustainability lessons into the curriculum.

### 4. Seniors

Seniors were enthusiastic to be a part of the focus groups. One facility director told Reingold LINK that seniors like to be involved, because programs do not normally reach out to them. Many seniors are retired, but some of those we talked to still work in their communities as volunteers or hold part-time jobs. Many also grew up in the D.C. area and have seen the city change for the better, and in some cases for worse, throughout the years.

Accessibility and mobility are two important considerations when reaching out to seniors. During the recruitment process, many seniors and senior facility directors asked if the

program would provide transportation to the focus group locations, and if the location was Metro and wheelchair accessible.

In addition, for program planning purposes, daytime hours are best for them. Some seniors had concerns about the time in which the focus groups were held. These seniors expressed hesitation about driving or using public transportation at night.

**Messaging.** Messaging to seniors, just like other groups, should involve concrete calls to action that encourages immediate action. Because most of them are retired and living on a fixed income, an emphasis on saving a specific amount of money through engaging in a specific action will be attractive to them.

The messaging also needs to directly acknowledge that sustainability plans are not “one size fits all.” In a sentiment that was reflected throughout the groups, one elderly resident reminded us that while “I support bikes,” “my biking days are over.” She said that driving to the store to get groceries was the only way she could get food (biking, walking, and carrying bags on public transit were not physically possible).

While many of the participants thought that the initiative’s focus should be engaging youth in the process, engaging seniors to participate where they live is also very important. Messaging needs to reflect that this isn’t “the next generation’s issue” and that everyone has a role to play.

While many of the participants thought that the initiative’s focus should be engaging youth in the process, engaging seniors to participate where they live could make a significant impact in the city.

**Outreach.** Although many seniors are familiar with high-tech ways of communication, lower-tech modes continue to be the most effective ways to reach them. Fliers sent to their buildings and through their networks, such as AARP DC, would catch their attention. Many of them are very active in their communities and participate in ANC (Advisory Neighborhood Commissions) meetings. Those who are familiar with email also subscribe to their community listservs.

Outreach to seniors in the area should be done in conjunction with the D.C. Office of Aging. The agency has access to several different senior residences and facilities in the area and could send out messaging through their communications channels.

In addition, many facilities that cater to seniors are constantly searching for speakers to offer presentations and demonstrations for their residents. Also, based on the recruitment process, some facilities are willing to provide transportation for seniors involved in a program.

## IV. Appendix

### A. Worksheet Results

During the focus groups, facilitators gave each participant a worksheet to complete. The worksheet lists 12 actions relating to sustainability, then asked the participants whether they are currently doing the action, willing to do the action, or not willing to do the action. Facilitators gave the participants between five to ten minutes to complete the worksheet. Reingold LINK translated the worksheet to Spanish for the Ward 1 focus group. The worksheets can be found in Appendix D.

Reingold LINK revised the worksheet after the Ward 7 focus group based on the participants' reactions. Ward 7 participants said they indicated that they were willing to do the action because they were already doing it. Only participants in Wards 8, 5, and 1 were provided a column to check whether they were currently doing the action.

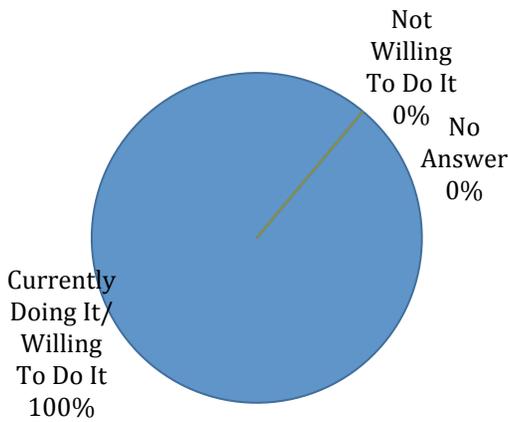
To include responses from Ward 7 in the following charts, we combined the results from “Currently Doing It” and “Willing To Do It” columns. A full chart of the results will be submitted with this report.

Overall, the worksheet results show that participants across the groups are currently doing or are willing to do most of the items on the list. This is a significant finding and demonstrates that the willingness is there, if the messaging is right. When asked more abstract questions during the discussion portion, groups expressed hesitancy around many of the topics. However, when we asked them to very specifically indicate on the worksheets what they would be willing to do, the reactions tended to be more positive. The worksheet made the action very personal—“What will YOU do?”—and the groups responded accordingly.

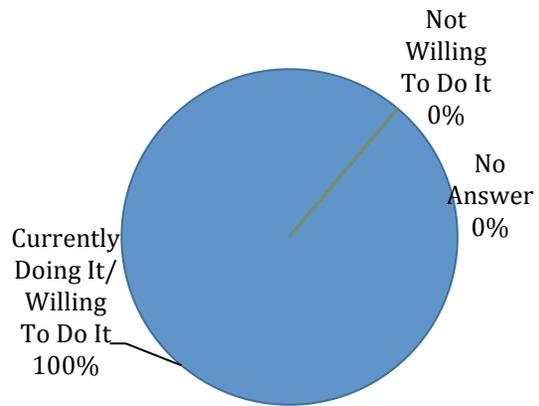
**OVERALL RESPONSIVENESS**

(n=40)

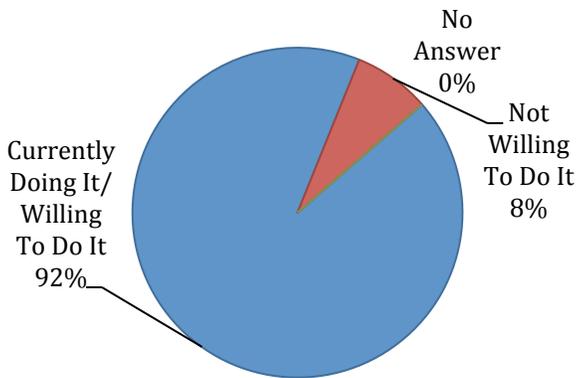
**Sort and recycle trash in your home.**



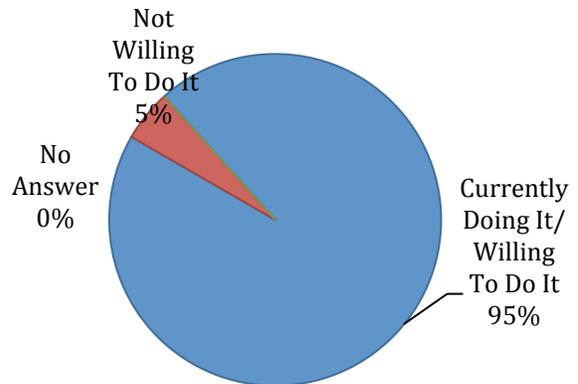
**Volunteer in your community.**



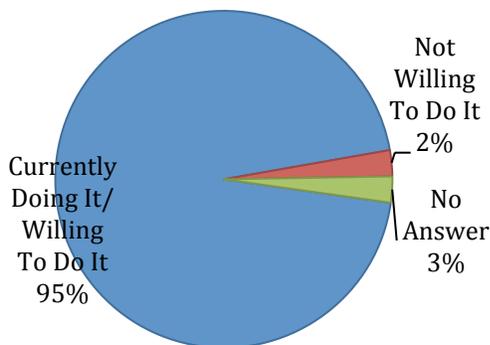
**Use less energy by unplugging appliances when not in use.**



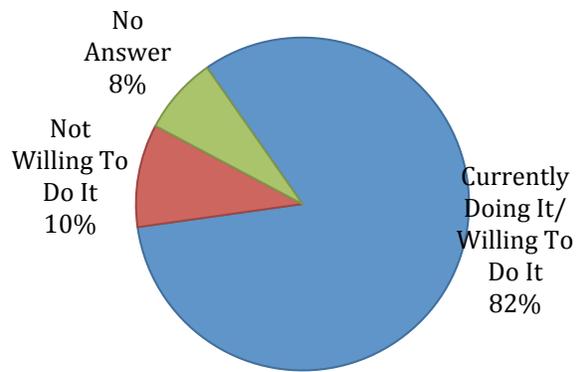
**Use less water by taking shorter showers and turning off water between these tasks.**



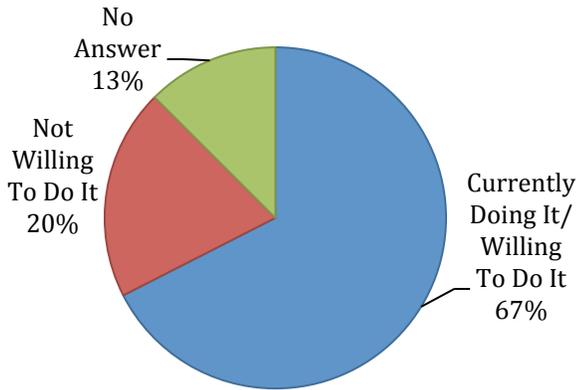
**Use reusable bags or recycle plastic bags for shopping.**



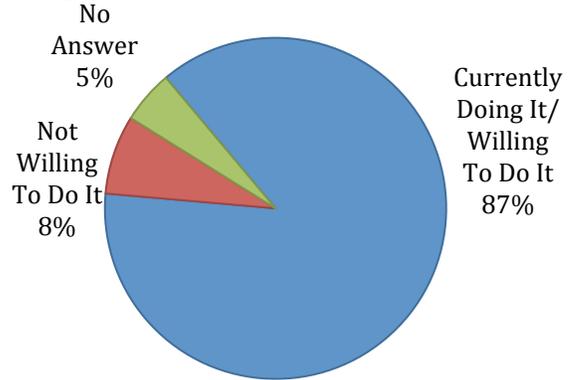
**Buy locally grown food.**



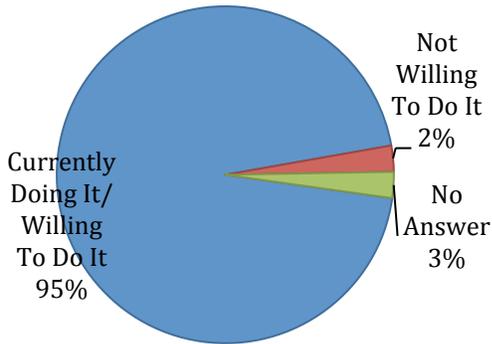
***Start a small business.***



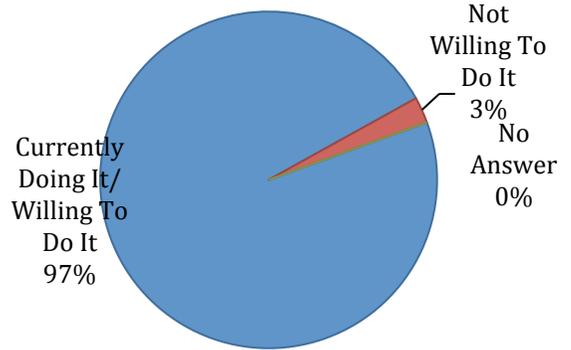
***Walk, bike, or use public transportation more often.***



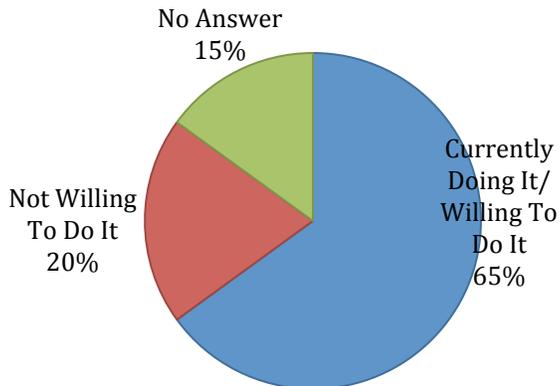
***Have a healthier diet.***



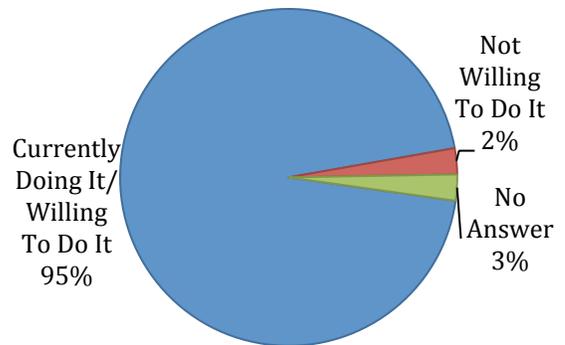
***Live a more active lifestyle.***



***Purchase/Drive a hybrid vehicle.***



***Make your home more energy efficient by sealing windows and doors, and buying appliances that use less energy to run.***



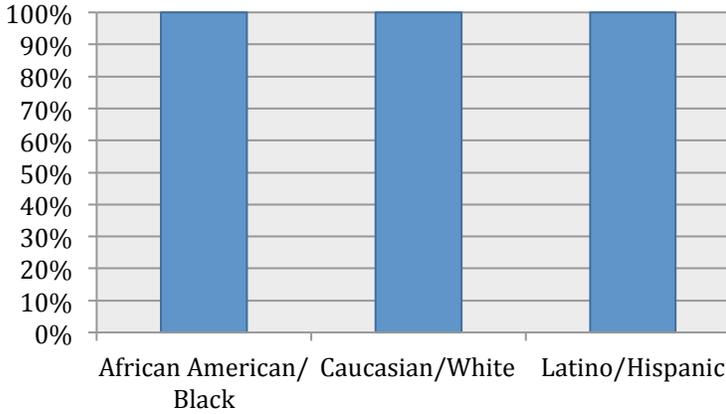
**RESPONSIVENESS BY RACE**

- African American/Black (n=25)
- Caucasian/White (n=3)
- Latino/Hispanic (n=12)

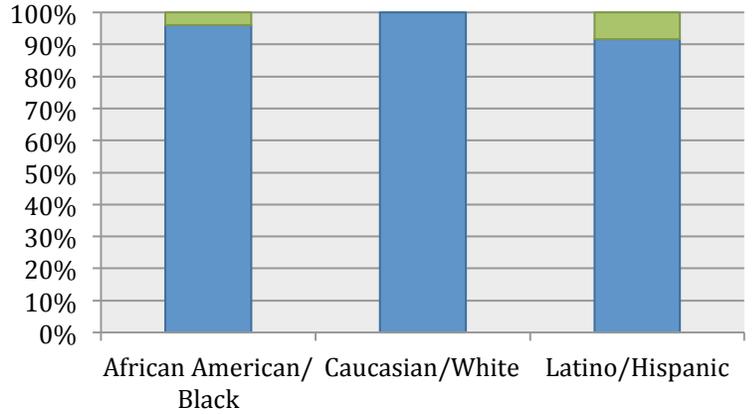
**Legend:**



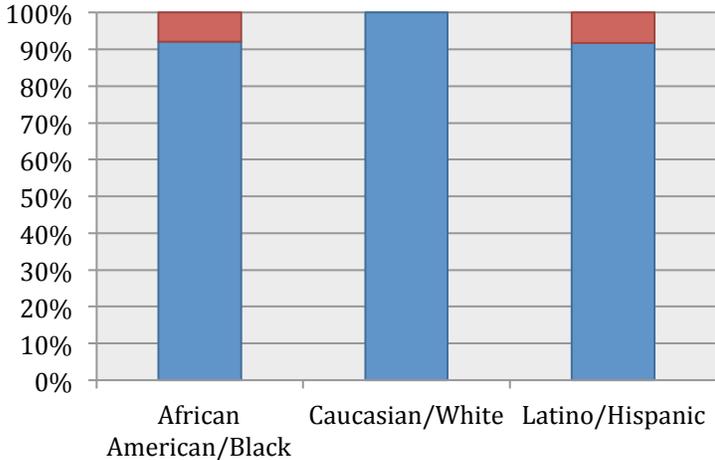
**Sort and recycle trash in your home.**



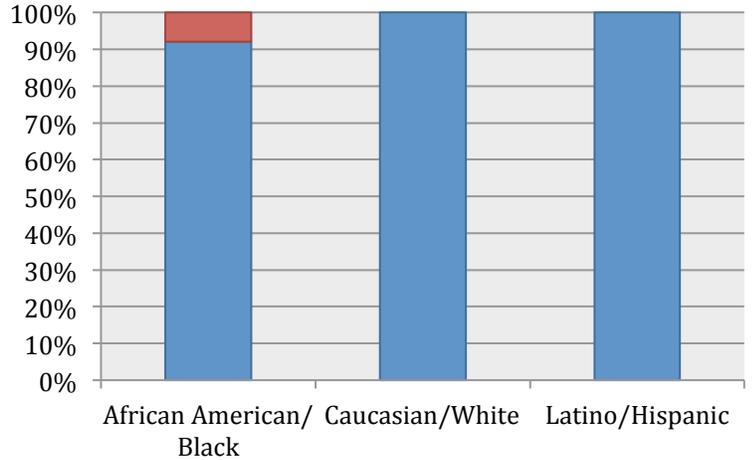
**Volunteer in your community.**



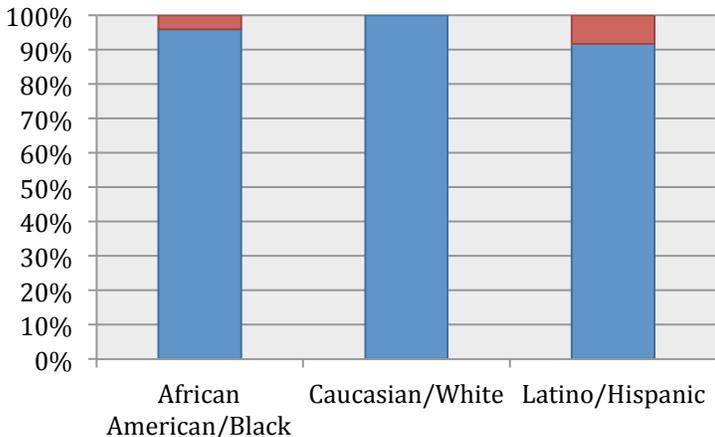
**Use less energy by unplugging appliances when not in use.**



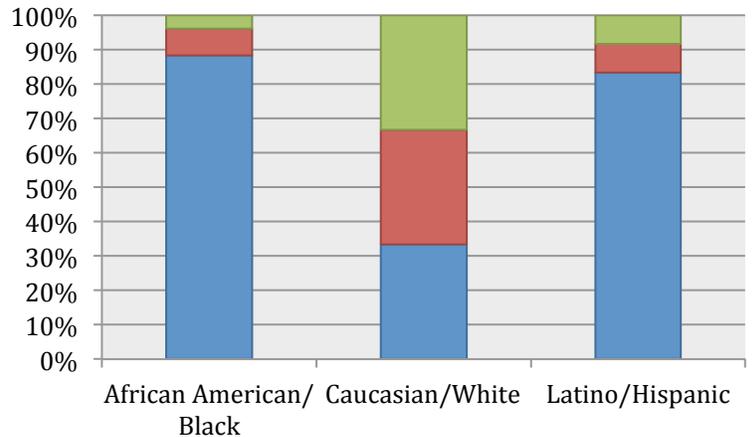
**Use less water by taking shorter showers and turning off water between these tasks.**



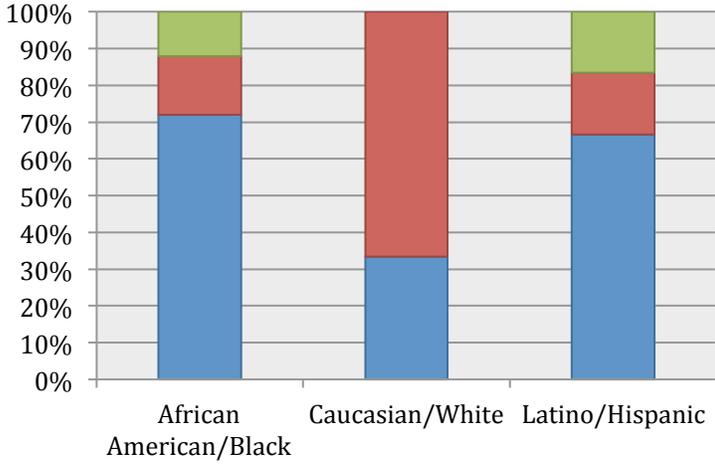
**Use reusable bags or recycle plastic bags for shopping.**



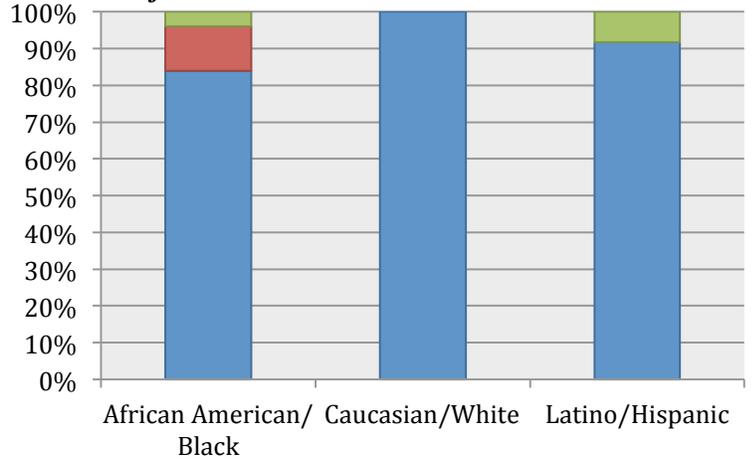
**Buy locally grown food.**



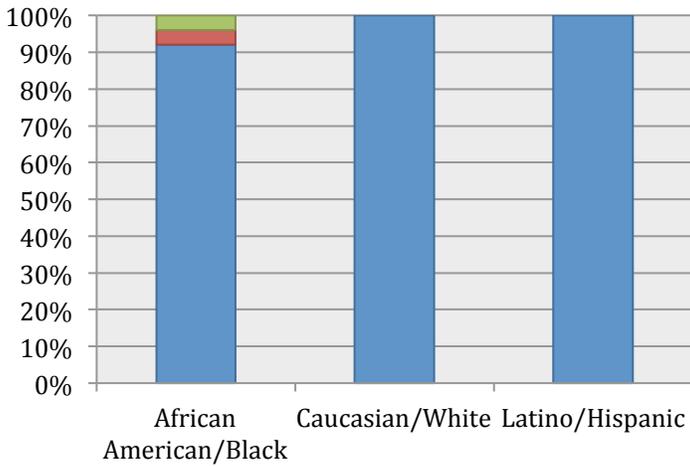
***Start a small business.***



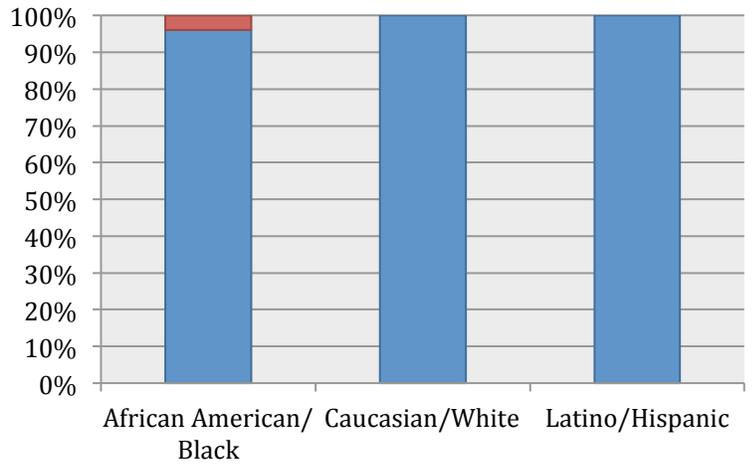
***Walk, bike, or use public transportation more often.***



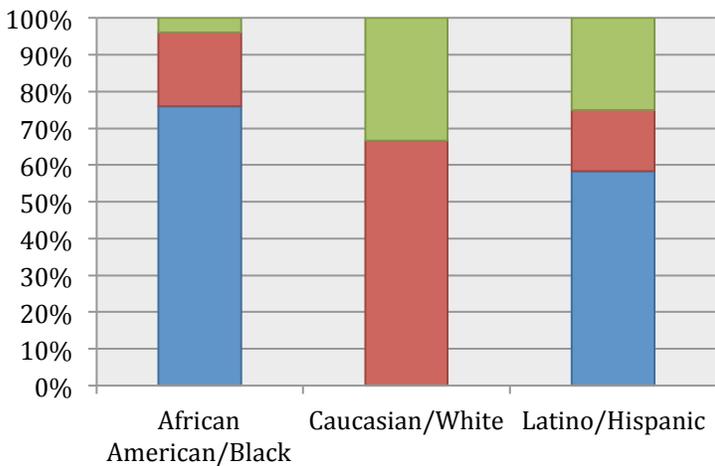
***Have a healthier diet.***



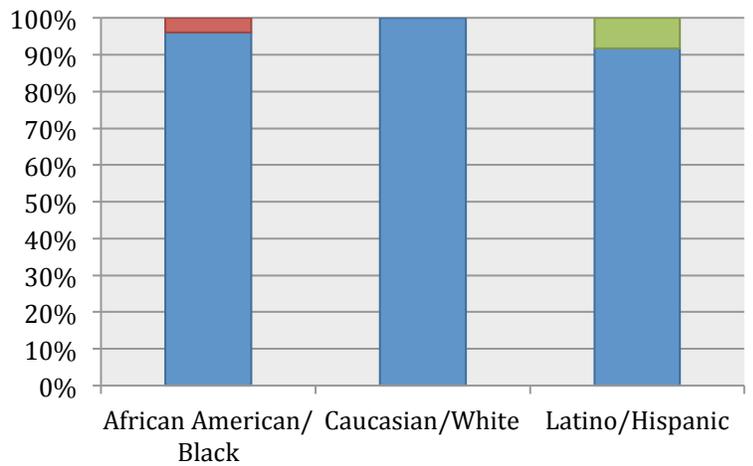
***Live a more active lifestyle.***



***Purchase/Drive a hybrid vehicle.***

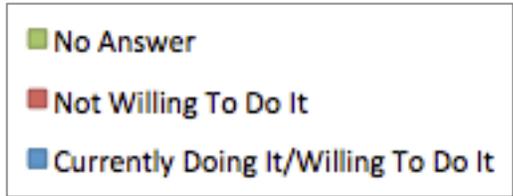


***Make your home more energy efficient by sealing windows and doors, and buying appliances that use less energy to run.***

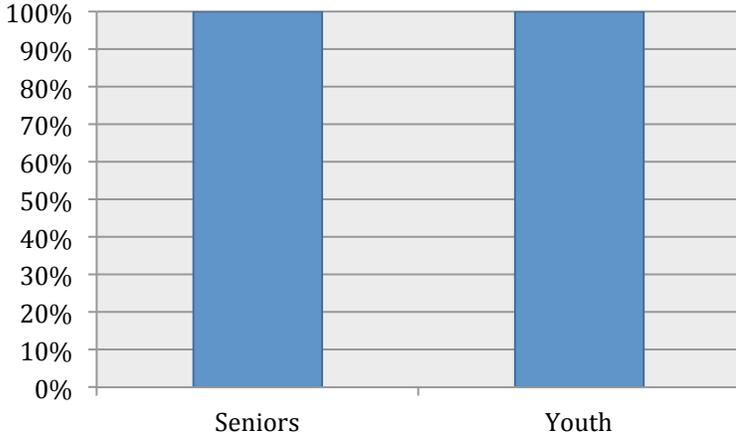


**RESPONSIVENESS BY AGE**

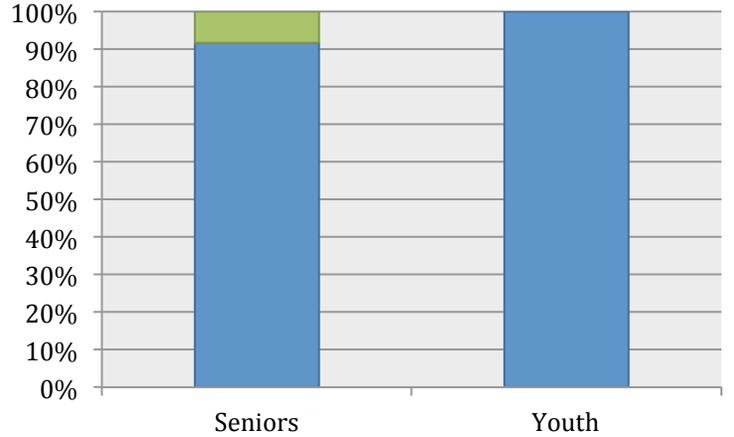
- Seniors (64 and older) (n=12)
- Youth (15-24) (n=10)



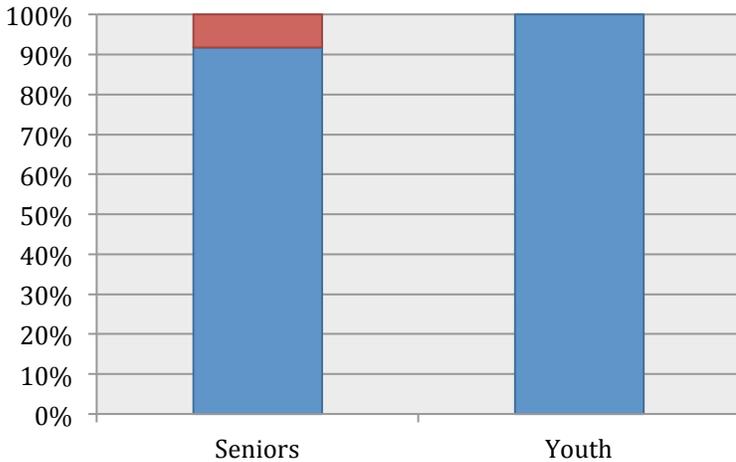
*Sort and recycle trash in your home.*



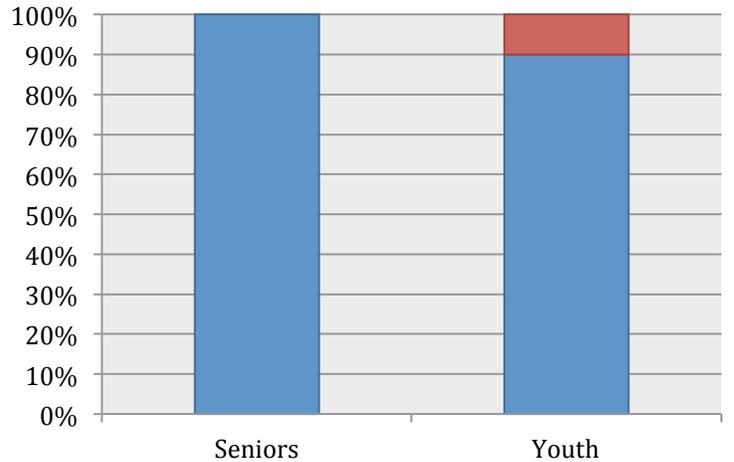
*Volunteer in your community.*



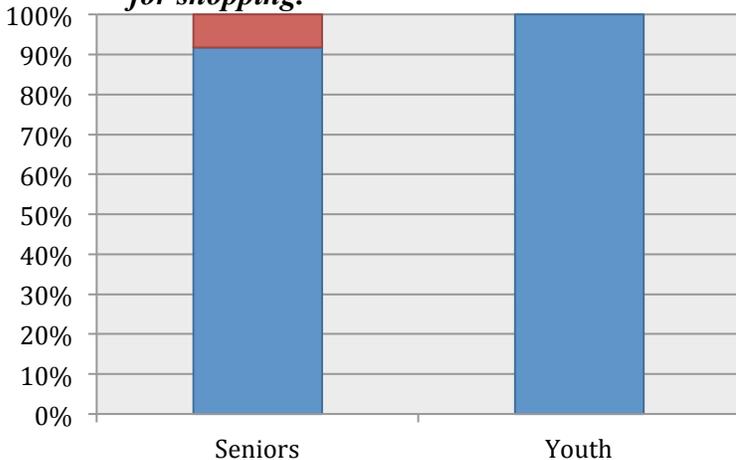
*Use less energy by unplugging appliances when not in use.*



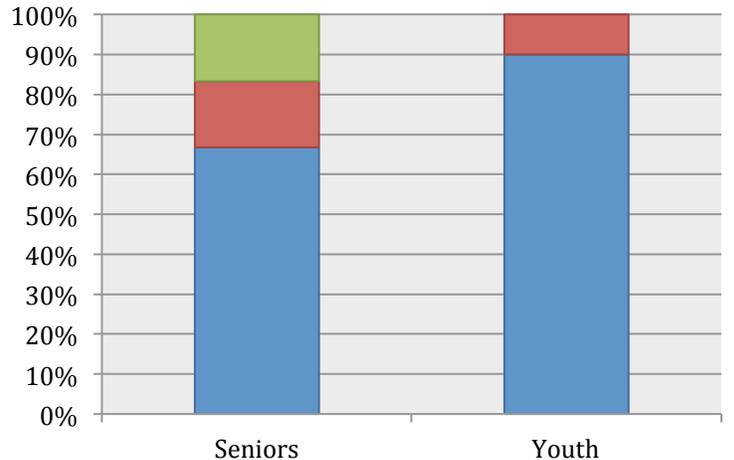
*Use less water by taking shorter showers and turning off water between these tasks.*



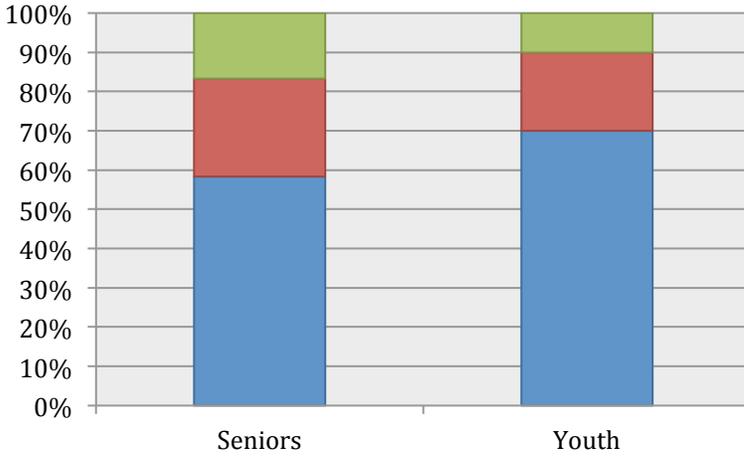
*Use reusable bags or recycle plastic bags for shopping.*



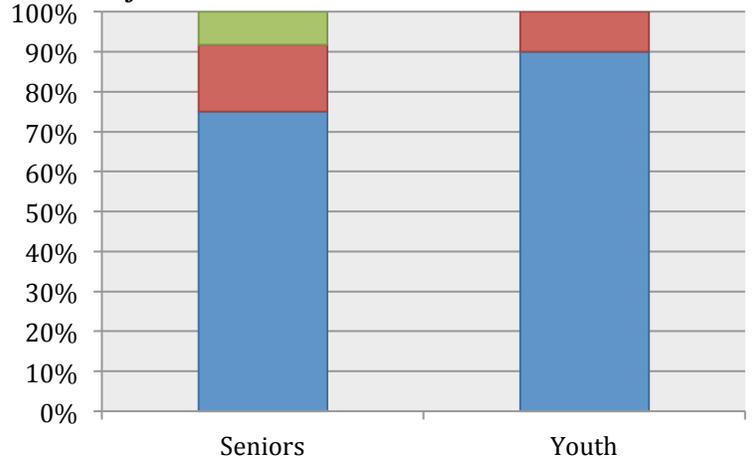
*Buy locally grown food.*



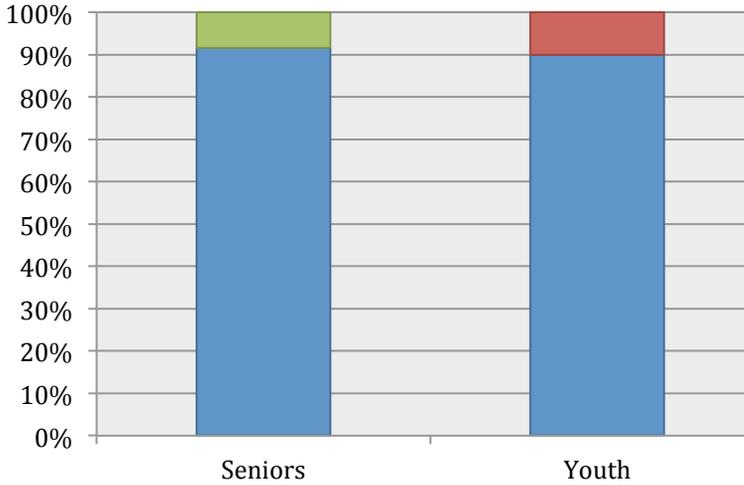
***Start a small business.***



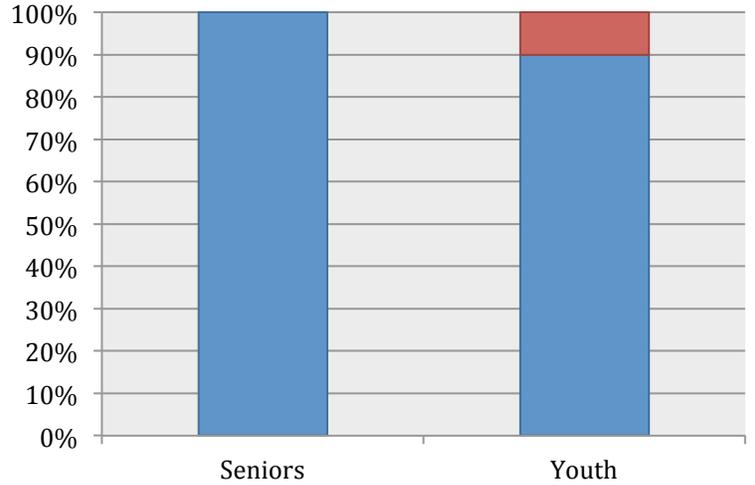
***Walk, bike, or use public transportation more often.***



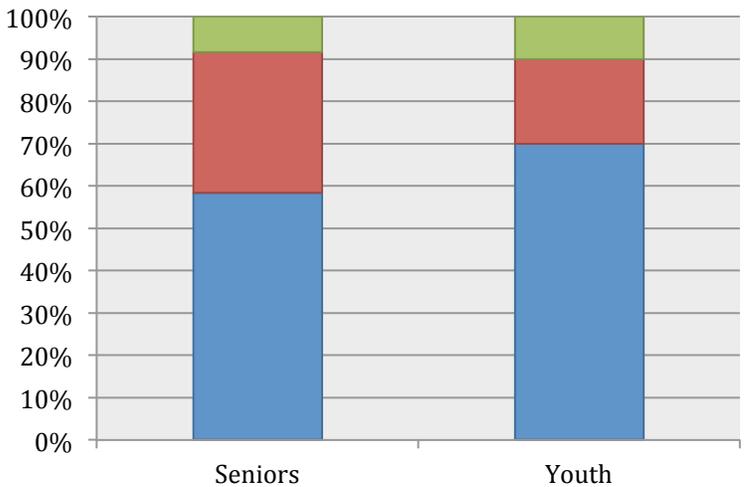
***Have a healthier diet.***



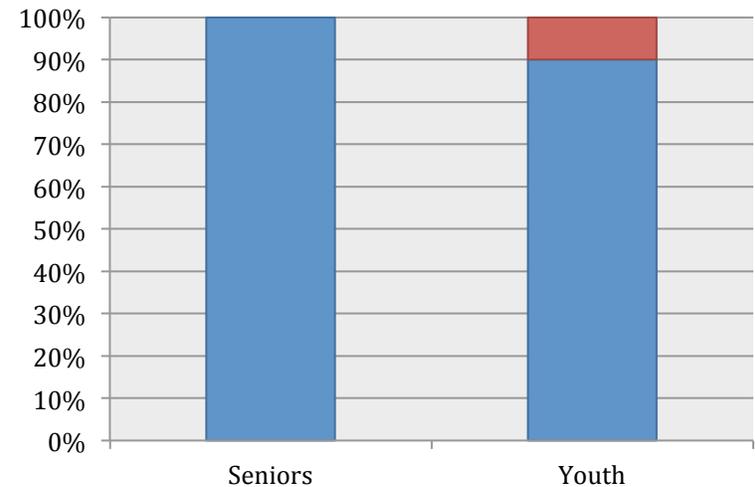
***Live a more active lifestyle.***



***Purchase/Drive a hybrid vehicle.***



***Make your home more energy efficient by sealing windows and doors, and buying appliances that use less energy to run.***



## B. Focus Group Key Takeaways

Below are some key points gathered from each of the focus groups. Full transcripts are available in Appendix G.

### Ward 7

- "Sustainability"
  - Not sure what it is.
  - "It looks good on paper."
  - "It caters to 30-year-olds, with no kids, and lots of disposable income."
  - "A cleaner way of life."
  - "Keeping things balanced."
  - "Using only what you need."
- Most important aspects
  - Jobs
  - Obesity rates
  - Waste
- Best way to reach the community
  - Word of mouth
  - Street teams
  - Community listservs
  - Media
- Best practices:
  - Show results that have been attained so far.
  - Explain in concrete and approachable terms how it will affect them.
  - Don't make us feel like an afterthought.
  - Make short-term goals. Long-term goals discourage people.
- Logo
  - "Sustain ability for what?"
  - "I don't know what this means."
  - "Calls to action are helpful."
  - "Old recycle logos speak to me more."
  - "Will work well in NW DC, where they already know what sustainability is."

### Ward 8

- "Sustainability"
  - "That's not familiar to us."
  - It is not something that is immediate.
  - "If it's not happening in my neighborhood, it doesn't concern me."
  - "It's targeted to Northwest and Capitol Hill. While it sounds great, we're not really interested."
- Most important aspects
  - Jobs
  - Elimination of crime
  - Affordable housing

- Access to locally grown food
- Green development
- Best way to reach the community
  - Word of mouth
  - Street teams
  - Media
  - Churches, social services
  - Schools (Get youth involved)
- Best practices:
  - Saving money is very important, so be specific about how that can be attained through sustainability.
  - Be specific about the effects: "With the money they save here, someone could get a job."
  - Be consistent.
- Logo
  - Residents do not know what to do with the logo without action blurbs to put it in context.

#### **Ward 5. (Youth and seniors)**

- "Sustainability"
  - Many are not familiar with the term.
  - Responsible use of what we have.
  - "The goals seem to be catering to newcomers in DC."
- Most important aspects
  - Trash
  - Health/obesity
  - Food access
  - Transportation
- Best way to reach the community
  - "Overwhelm me with information, use as many communications channels as possible."
  - Senior community forms
  - Fliers
  - ANCs
  - Physical community meetings and community ambassadors
- Best practices:
  - "You have to be realistic with the goals, or you'll fall short."
  - Promote achievable, short-term, and reasonable goals.
- Logo
  - Having action items associated with the logo makes more sense.
  - The alternative words are more flexible and more relatable.

#### **Ward 1. (Hispanics/Latinos)**

- "Sustainability"

- Many did not know the word. They couldn't identify with it, although most of them recycled.
- Most important aspects
  - Those that made their children's lives better: healthy living, protecting the environment, better grocery stores, more access to fresh food, and cleanliness to get rid of less rodents and pests.
- Best way to reach the community
  - Hispanic/Latino channels
  - Social media works well to reach the youth, but not the elderly
  - Metro bus ad spaces, and bus stops.
  - Fliers
- Best practices
  - They suggested the use of graphics of the action items because some of them had a limited reading capacity (e.g. Using a mascot like Smokey the Bear).
  - Engage the population by having a logo in Spanish.
  - If there are people canvassing the neighborhoods to distribute information, they should be bilingual.
- Logo
  - Many said that the logo needed to be in Spanish to capture their attention.
  - They thought "sostenibilidad" in English is two words.
  - They liked the action items with the logos, but they need to be in Spanish

C. Fliers

District Government  
needs your help in shaping  
future programs in the city.

.....

If you're a **D.C. resident**, and  
can participate in a 90-minute  
conversation in November,  
**we want to talk to you!**

.....

People who qualify and  
participate will **earn \$50**  
for their time.

If interested, contact  
Sheena at 202.559.4431, or Darnell at 202.499.4152,  
or send an email to [info@reingoldlink.com](mailto:info@reingoldlink.com).

**Space is limited, so contact us today.**

El gobierno del Distrito  
necesita tu ayuda para  
informar los programas futuros  
de la ciudad.

.....

Si tu eres  
**residente de Washington, D.C.,**  
y puedes participar en una  
conversación de 90-minutos  
en noviembre,  
**queremos hablar con usted!**

.....

Las personas que califican y  
participan, **ganarán \$50**  
por su tiempo.

Si está interesado, póngase en contacto con  
Marisol al 202.499.4154, o envía un mensaje  
de correo electrónico a [Info@reingoldlink.com](mailto:Info@reingoldlink.com).

**Espacio está limitado,  
así que póngase en contacto con nosotros hoy!**

## D. Worksheets

### Focus Group Worksheet

Name: \_\_\_\_\_

For every action, check the box that applies to you.

<b>Action</b>	<b>I'm currently doing this.</b>	<b>I'm willing to do this.</b>	<b>I'm not willing to do this.</b>
Sort and recycle trash in your home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteer in your community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use less energy by unplugging appliances when not in use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use less water by taking shorter showers and turning off water between tasks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use reusable bags or recycle plastic bags for shopping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy locally grown food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start a small business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk, bike, or use public transportation more often.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have a healthier diet (eat more fruits and vegetables, eat less fast food, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live a more active lifestyle (exercise often, choose stairs over escalators, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive a hybrid vehicle.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make your home more energy efficient by sealing windows and doors, and buying appliances that use less energy to run.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Focus Group Worksheet

Nombre: \_\_\_\_\_

Para cada acción marque la caja que le aplica a usted.

Acción	Actualmente estoy haciendo esto.	Estoy dispuesto a hacerlo.	No estoy dispuesto hacerlo.
Separar y reciclar la basura.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ofrecer me como voluntario en mi comunidad.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desconectar los aparatos cuando no los estoy usando para reducir la cantidad de energía que utilizo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ducharme rápido y apagar el agua entre tareas para usar menos agua.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utilizar bolsas reutilizables o reciclar bolsas de plástico para las compras.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comprar alimentos cultivados localmente.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iniciar un negocio pequeño.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caminar, montar en bicicleta o utilizar el transporte público más frecuente.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tener una dieta más saludable (comer más frutas y vegetales, comer menos comida rápida, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivir un estilo de vida más activa (ser ejercicio a menudo, elegir las escaleras en lugar de escaleras mecánicas, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conducir un vehículo híbrido.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hacer su hogar más energéticamente eficiente sellando las puertas y ventanas, y comprando aparatos que utilizan menos energía para funcionar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## E. Moderator's Guide

### Office of Planning – Sustainable DC Moderator's Guide – Sustainability Initiatives and Branding Focus Groups November 2012

**Purpose:** To determine residents' awareness of sustainability concepts, the District's initiatives in the District, and the related issues most relevant to their lives; secondarily, obtain input on how to most effectively use the new Sustainable DC logo.

#### Materials:

- Sustainable DC fliers
- Focus group worksheet
- Easel pads/markers
- Pens
- Posters with SUSTAIN ABILITY logo
- Visa gift cards

## I. INTRODUCTION (5 MINUTES)

Good evening. My name is \_\_\_\_\_ and I will be moderating our group this evening. Before we get started, I want to first mention a few guidelines for our discussion:

- I am an independent researcher. I am not here to sell you anything or take a particular point of view. I'm open to both positive and critical views.
- This session is being recorded for my benefit, so I do not have to take notes during our discussion. This is \_\_\_\_\_ (name of recorder), and she's here to observe and take notes to make sure we capture what you say correctly. They will not be participating in our discussion, although occasionally someone may hand me a note if they want further clarification. The notes and the recording will be for internal use only, and will not be made public.
- Please speak up, but do so one at a time so I may understand what is being said later on the tapes. Please do not carry on private conversations.
- I want to hear from everyone. Some of you may be a little quieter than others, so if I don't hear a response from you I may call on you directly. Some of you may also be a little more talkative than others, so if someone is speaking more than their fair share I will try to balance it out. Let's work together to make sure that everyone has an opportunity to speak.
- This is an open discussion—feel free to respond to one another and build off one another's comments.
- Also, remember that all answers are "right." Your opinion can never be wrong.

- Please turn off all cell phones and electronic devices. If you must keep them on, turn them to vibrate.
- [*Note locations of restrooms, beverages.*] Let me know if there is anything I can do to make you more comfortable.

## II. WARM UP (10 MINUTES)

I'd like to begin by having you tell me a little bit about yourself. Let's go around the room and have everyone:

- State your first name.
- What kind of building do you live in (apartment, townhouse, detached home)?
- Name one thing, if any, that you or your family does to make your neighborhood—or Washington as a city—better for everyone who lives there? It could be something to make it cleaner, healthier, safer, more attractive, or something else.

## III. BACKGROUND (35 MINUTES)

Now that we've talked a little bit about making our city and neighborhoods better, we want to take that discussion a bit further.

- As a resident of Ward [7, 8, 1, 5], what are your top three priorities to improve your everyday life? [*If necessary, without leading participants, ask about different things like more jobs, more affordable housing, better transportation options, more grocery stores closer to my house, safer neighborhoods, or safe and clean places for my kids to play.*]
- What gives you the most hope about the future of the city, or makes you most excited about living in DC?

Now we are going to talk a little about sustainability in DC.

- When you hear the word “sustainability,” what comes to mind? [*Record answers on easel pad.*] What words/terms do you use when talking about these issues? [*Ask about different terms that might ring a bell, like green, environmental protection, climate change, emissions reduction, organic farming, healthy living, or stormwater management.*]
- [*Distribute Sustainable DC flyer.*] As you may know, in July 2011, the District announced a plan to make our city the greenest, healthiest, and most livable city in the nation in one generation—20 years. The initiative is called Sustainable DC. Some of the goals include:
  - Cutting citywide obesity rates by 50 percent
  - Cutting citywide greenhouse emissions by 50 percent
  - Bringing locally grown food within a quarter-mile of 75 percent of the population
  - Ensuring that all residents live within a 10-minute walk of a natural space

- Making 100 percent of D.C. waterways fishable and swimmable

Does this help explain the goals of the initiative?

- Please take a few minutes to read through the initiative's goals on the front of the handout. What are your overall impressions about the sustainability initiative? Is this something that is appealing or worthwhile to you as a citizen?
- Which of the specific goals do you consider the most important to you? What is the least important to you? Why?
- What (if anything) had you heard about the District's sustainability initiative before coming to this discussion? *[If they've heard about it, ask where they heard about it and what are their impressions about the it.]*
- How can the D.C. government reach out to you and your neighbors about its sustainability goals? What needs to be done to get citizens like you to support the initiative and get involved?
- Where would you look or whom would you ask for information about the District's sustainability programs? Who are the people you trust to give you information and opinions about these topics? *[These may include schools and educational institutions, religious leaders, the Mayor/city government, community groups, and news media. Make a list of the sources and ask participants to rank them by a show of hands.]*

#### **IV. SUSTAINABILITY ACTIONS (20 MINUTES)**

Earlier, each of you mentioned things you and your family do to make your neighborhood or city a better place for everyone who lives there. Let's talk about specific actions you can take to help the city become better and more sustainable.

- Take a look at the paper in front of you. Please take a few minutes and answer the worksheet. *[Provide help for people who may find it difficult to read. After participants are finished, collect the fliers, and assess which actions participants are most and least likely to do.]*
- Based on everyone's answers, \_\_\_\_\_ is an action that people are most likely to do. Why would you do this? Are there any benefits that you can see from doing this?
- Based on everyone's answers, \_\_\_\_\_ is an action that people are least likely to do. Why? What would motivate you to do this?
- Think about the benefits of sustainability: It means good things for your wallet, your health, and your community:

- Sustainability means new types of job opportunities that create local opportunities.
- Sustainability means spending less on utility bills because it takes less energy to heat and cool an energy-efficient home.
- Sustainability means saving thousands of dollars a year by walking, biking, and using transit instead of driving a car.
- Sustainability means lower asthma rates because the air quality inside and outside your home is better.
- Sustainability means having access to locally grown foods and open spaces for recreation that improve your health.

Knowing these benefits, are they enough to motivate you to support sustainability and take action to make the District more sustainable? Why or why not? What other kinds of benefits would motivate you to act? [*Focus on personal benefits, such as saving money, saving time, increasing social acceptance.*]

## V. BRANDING (20 MINUTES)

Now that we've talked about sustainability, what you do to help make DC a better place, and what might encourage you to do more, we would like to get your input on how we can most effectively use a new logo the Mayor and D.C. government have developed to get your attention about the city's sustainability initiative.

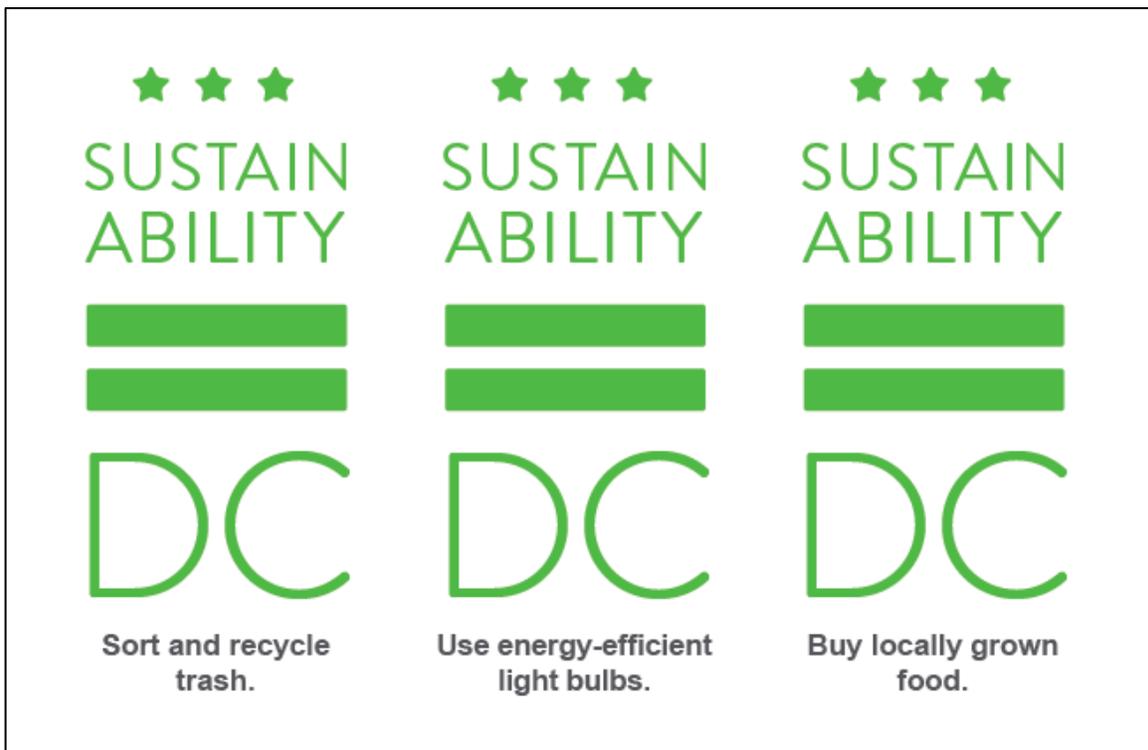
- [*Show poster with SUSTAIN ABILITY logo.*] Take a few minutes to look at this poster. What do these labels tell you?
- What if we do this? [*Show posters with SUSTAIN ABILITY and other logos, with specific calls to action.*] Does it make more sense now? Will this motivate you to act?
- How do you think these labels can be used to reach people in your community? [*Steer participants away from suggesting changes, but more to how the logo could best be used to reach their communities.*]
- Could you see these displayed in your community? Where do you think it should be displayed to get the attention of you and your neighbors?
- How can this logo be used to raise awareness about sustainability in your community?
- Take a look at the following uses of the word "ability." What other words can you pair with "ABILITY" that would apply to you? [*For example: walkability, growability, save-ability, employability, livability.*]

## VI. CLOSING

[*Check with observers for additional questions.*]

- Thank you for your time and participation. Your views and input will be extremely valuable to Sustainable DC. To pick up your honorarium please see \_\_\_\_\_ (name of recorder) and he/she will give you a Visa gift card. Thank you, and good night.

**F. Mock-ups of logo mat boards**



## **G. Transcripts**

### ***Ward 7***

#### **Introductions**

My name is [name redacted], and I live in a condo, and I take the Metro as much as possible, and if I see trash outside a trash can, I'll pick it up.

[Name redacted], I live in a single family. Myself and my children, kinda similar, we pick up trash in our neighborhood, without other neighbors asking us.

[Name redacted], I live in a four-unit apartment building. I recycle.

[Name redacted], I live in a single family home, and I volunteer in the community, recycle, ride the metro, all of the above.

[Name redacted], I live in a single family home. I recycle.

My name is [name redacted]. I live in a single home. My main focus is to help provide food for the hungry. I work at the food bank, and I bring food and feed my community.

My name is [name redacted], I live in an apartment, and I volunteer my time. Different shelters. I volunteered with SOME once.

I'm [name redacted]. I live in a condo. I walk, take the Metro, and I'm turning my lights off, trying to use less electricity.

My name is [name redacted]. I live in an apartment. I use most of my time doing volunteer work in the community. Sometimes I volunteer at the church, and I volunteer at the Central Union Mission sometimes. I serve food and everything, and help clean up.

My name is [name redacted], and he's my neighbor. [name redacted], but everyone calls me [name redacted]. I do a lot of volunteer work. I live in an apartment, we live in the same building, it's run by HUDVASH, which is the veterans' assistance housing program. Brand new apartments, very happy. I'm the Ward 7 representative on the Mayor's ICH, which is the Interfaith Council on the Homeless. I do a lot of volunteer work with homeless veterans and homeless people at Miriam's Kitchen, and I volunteer at Food for Friends, and Food for All.

#### **What are your three priorities in improving this community?**

When we had bad weather the other week, they don't pick up our trash for a whole week. I'm sure they had other things to do, but I feel for a whole week, we had to wait for the whole week and the next.

Two things. Better transportation options for my part of Ward 7, and better access to food, green vegetables, locally sourced food.

One of my main concerns is obesity. I see the children growing up, small children, amongst the youth, girls and the boys, it comes from not eating the proper kinds of foods, so we need to go back to more fruits and vegetables. If you can't go to a garden and pick your own, because there are places where you can pick your own greens, whatever it is, I go just about every other Saturday and pick greens at a farm. And other one is trash. We only get one day a week of trash. And my concern is because my husband is confined to a bed and we need to change the bed and all kinds of things, is well, my trash can is always full. So the possums and the raccoons, and I've had deer in my yard. Every kind of animal you can name, they come to my yard.

For me, the obesity issue, I think a lot of that is education, and it needs to start in schools. I mean, students nowadays are not being taught the proper way to take care of themselves. A lot of that is that they see McDonald's or Wendy's, Burger King or Popeye's, and they're gonna go to the quickest thing. And I think it's great that schools have started changing lunch menus to more healthier options. I grew up in Boston, and that's how it was when I went to school. We had options, and they were geared towards healthier food. I think there should be more being done. And because it's my pet peeve, and it's something I volunteer a lot with is homelessness. I mean they're cutting \$3 million out of the budget, when next year, they're talking about closing 3 shelters, and that's gonna be another 2,000 people who's going to be out on the streets.

I know there's a lot of people who don't go to shelters, because they think shelters are unsafe, so maybe there should be some type of patrolman or somebody to oversee people while they are sleeping, because many of them can't sleep because their things are being stolen, so they'd rather stay out on the streets.

I would like to see an increased emphasis on employment opportunities for everyone in general, but specifically geared toward the youth, and along with that increasing neighborhood opportunity for recreation. Something for individuals have something to do.

### **Optimistic or pessimistic about the future?**

Optimistic for the rest of the city, for east of the river, not so much.

I'll admit when I moved to the city, 10 years ago, I was told, do not go across the Anacostia, you're white. And look at us today. I love my neighborhood. The people in that neighborhood, it's extremely mixed, and everybody says hi, whether they know you or not. And that's probably one of the biggest changes I've seen in DC.

Optimistic, because I see my neighbors coming together.

I don't think our government, our councilmember is doing enough for people east of the river.

I know gentrification is a bad word, but in some cases, it makes our neighborhoods and the area as a whole safer.

The city is changing. I'm not optimistic about lots of new development coming in, but it can also make the area less affordable. Why do I need to pay to use the weight room in the rec center when that was built with my tax money?

Yeah, tax dollars pay for it.

Tax money didn't pay for this.

Charging can show people that things have value. \$5 isn't too much to pay to use the rec center.

I'm in between. I'm seeing a collaboration in the community, but we'll just have to wait and see what happens.

**What does sustainability mean to you?**

Maintaining.

It's a cleaner way of life.

It's keeping the balance.

Using only what you need.

It involves keeping a green view on everything, from buildings, to emissions, to what we eat.

It's very broad. It applies to almost everything that we do.

Stewardship.

It's everything from taking the Metro, riding a bike, not using plastic bags. It's subconsciously doing it. Like he said, keeping a balance, and doing it without even thinking about it.

Going green.

I think of responsible living.

Self-sufficiency.

Maximizing what you have available to you.

**What do you think about the sustainability plan?**

We should be able to swim in the Anacostia in 20 years?

I'm a runner, so I like having more trails to run in, more open spaces, and accessibility to the community.

I think sustainability looks good on paper, but I don't know about actually doing it.

I think there's often a conflict between economic growth and development and sustainability.

For it to work, you have to look at the make up and the status of the city. Sustainability programs are making the city more attractive to people in their mid-30s, with no kids and lots of disposable income. That's fine, but older folks are not going to ride their bike downtown. And then Metro is not affordable, the service is getting worse, but the prices are going up. They need to have room for all of us.

There is a large turnover of residents and the new people are coming in and they don't know what we're all about. We need to teach the new residents what we're trying to accomplish.

The make up of the people coming in are more younger, and it's forcing longtime, older DC residents out.

Yeah, this program is not for me, it's for the people they are trying to attract to the city.

I've lived here in the city for all my life, and I love this city. It may not be for me, but I'm going to make it for me. I'm not leaving, and my family is not leaving, and we're not gonna be pushed out. I need to make it for me.

It's geared towards the future of DC. It's giving people hope, and they need to buy into it and start it. So you're right, I'm gonna make this for me.

They're marketing this towards people who has more money. If this is going to work, they need to start aligning the city to what they need to do.

Everything is just getting expensive. How can people afford to live here in the next few years? For example, Capital Bikeshare. You need a credit card and a \$125 deposit to use it. I don't have that. Older people won't use it. They raise Metro fares, even though the service is getting worse. I think there's a lot of conflict of interest.

When I moved here, I was shocked that we didn't need to sort the recyclables. I got so used to doing it in Portland, that I did it anyway. We need to set the expectation that this is just how you do it.

They're building more dog parks when some people don't want, or even need, dog parks. Why would I want a dog park when I don't have a park for my kid to play in?

This is not a black or white issue in and the city is trying to bring more people in for more revenue. That's not a bad goal, but who will be pushed out to make room for all these new people?

**Which sustainability goals are most important to you?**

Bringing locally grown food is a major priority for me. I'm always impressed with the quality and selection of the food in the Northwest, but here I have a corner grocery and a Safeway where you don't know how long the food has been there.

Jobs. If you can get a job, you can keep yourself out of trouble. And also obesity, because I think DC has the highest rate in the nation for childhood obesity. And also emissions. Pollution causes asthma attacks, and children end up in hospitals.

Obesity is really important for me, because it's linked to so many other issues, like heart disease and diabetes.

Water is key. Most of us have bottled water, because we don't trust the water. We don't think it's safe.

Transportation is really important, especially for seniors reaching their medical appointments on time.

### **What are the least important goals to you?**

Built environment. It's just not that important compared to other things.

Zero waste. It's not possible.

What's really important are jobs. People complain that they can't find a job, when there are a lot of jobs available in the city. But if you don't have the training or skills, you can't do the jobs. So it's like a cycle.

A lot of it has to do with getting the information out to people.

### **How do we get the message out?**

Use us to be the messengers. We talk to people. We send things out through the computer. Use us.

Shelters and food banks like Miriam's Kitchen. Word of mouth is really key, and churches.

How about station people in rec centers during certain times during the day, like the Green Peace people, to sign them up and give them information.

You can also put it on the TV, and advertise on the TV or radio, like WBGZ.

Have a street team out there and give away free stuff. And free food, you know people always come when there's free food.

You can have a booth out there in Eastern Market and just talk to people about it.

You can use daycare centers, community listservs to spread the word.

What about community papers, like Express, and the Examiner. They give them out for free outside the Metro stations, and people read them on the Metro, so you can really reach people doing that.

You can do all this, but the message have to matter. People are struggling, some people are looking for work, and many of us are just really busy. You need to break it down for them, and make it relevant. Show the results that have already been attained.

Explain how doing these things will affect them. People like getting back at Pepco by using less energy and paying less. So tell them how to do that.

Show how the bill from Pepco will go down if you weatherize your windows.

Don't just say, "You will save money." Make it real. \$5 a month isn't that much. People will say, "Oh that's just \$5, I buy coffee with that." \$60 a year sounds better, because that sounds like more money.

### **Who do you trust or listen to in Ward 7?**

Ourselves.

Definitely not community leaders.

Neighbors.

Some people come to the ANC meetings.

I don't think we're mobilized enough. I think we're an afterthought.

I haven't seen the Urban League around here in years.

### **What would be the easiest tasks to do?**

Recycling and buying locally grown food.

I would love to buy more locally grown food if it was available.

Using less energy. I will unplug certain things before I leave the house, or before I go on vacation.

### **What would not be as reasonable?**

Buy a \$40,000 hybrid car. They're so expensive, and you just can't expect people to switch their cars.

Take shorter showers. I just can't do that, sorry. Showers are me time. I can clearly think in there, and just relax without outside distraction.

Start a small business. That's just not reasonable.

### **What are the benefits of sustainability?**

I don't think there needs to be particular benefits to sustainability for us to do it. I think I already do way above and beyond what my neighbors do, because that's just how I grew up. My parents taught me and my siblings to do it when we were young, so it's instinct.

People have to be able to keep this up even when people are not looking.

Recycling can be first taught in schools. There aren't even blue bins in this classroom. If we teach them here, they will go home and tell their parents.

We don't even have those blue cans beside the trash cans. Downtown you see the trash and recycle bins next to each other. We don't have that out here in Ward 7. The city seems to have already chosen who they think will recycle.

Maybe have the recycle bins in every other bus stop. It doesn't have to be every single one of them, but at least have a one in every other one.

People don't speak up here. No one calls 311. So if you're not already calling, they won't know.

### **What will it take to get you involved?**

I think a lot of these goals is just so far into the future. How does that affect me, and am I gonna be around for that? Make short-term goals. 20 years—it discourages people.

Maybe we can work on one or two goals every two years, and keep beating that into our heads, before moving on to the next goals.

### **What does this logo tell you?**

They left a hyphen out. But that just tells me sustain ability. Ability for what?

If I'm just looking at that, and wasn't here tonight, I wouldn't know what that means.

It looks like something for people, people with disabilities. That's what it reminds me of.

### **What if we have the calls to action underneath?**

It still needs a hyphen, but I think the words underneath are helpful.

I wouldn't be able to read those words from far away. All I'll see is sustainability, and if I don't know what that means, then it won't matter.

Maybe put the words on top of the logo?

But if I don't know what sustainability means, it won't matter. What if there's a sign in the shape of those recycle arrows?

But it's more than just recycling.

### **Where can these logos be used?**

Bus stops. Definitely bus stops.

Bus stops.

What about hallways of apartment buildings, especially for seniors? That's how I found out about this thing.

Maybe paint it on the ground on the sidewalk. You gotta put it somewhere where it could grab a lot of attention. Maybe put it on T-shirts, or buses. People read the ads at the top, when you look up. Also, send a flyer home with children in school. If you get the children to do it, parents will follow.

Get the sports teams involved. The Redskins, Wizards.

The Nationals.

### **What about these (-ability logos)?**

I think those will work well in the Northwest, where they already know what sustainability is.

People are more able to understand those because they know exactly what to do.

I like that it's green, but some people will not know what sustainability is. You still have to find a better word.

## ***Ward 8***

My name is [name redacted]. I live in an apartment, and I work with young kids in my community.

My name is [name redacted]. I live in a single-family home. I hate trash, so I pick it up whenever I get the chance.

I'm [name redacted], I live in an apartment, and I talk to young kids to encourage them.

My name is [name redacted]. I live in a shelter, and I pick up trash.

I'm [name redacted], I live in a townhome. I am currently an Advisory Neighborhood Commissioner here at Ward 8, and I'm also an AARP chapter volunteer.

My name is [name redacted], I live in a senior facility. I also pick up trash when I see it on the street.

My name is [name redacted], and I live in a townhome. I am a mentor for youth in the city, and I'm also a social advocate.

My name is [name redacted]. I live in a senior facility. To help my community, I do little things like picking up trash and raking the leaves.

### **What are your top priorities to improve everyday life?**

Definitely eliminating crime.

Development. They have some in Northwest and Downtown areas, but very little here in Ward 8. And when there are developments, it's not affordable for residents who live there, so it becomes a gentrified area. Another priority is access to more grocery stores, and making sure that resources are available to the entire city.

Just to add to what he said, when there is more development, there are more jobs available. So I think creating jobs should be a priority here in the city.

Trash and safety are my priorities. Most of the people on my block are retired. There is a park not too far from us. Someone needs to monitor that place, and make it safer for people, especially at night. Some people live in the park, they walk the street and litter, leaving their Popeye's bags.

I think we need more access to services. We don't even have a laundromat near where I live. I have to catch the bus just to wash my clothes every week.

We need to stop talking about other people are doing, and look into ourselves. My priority is to keep it to God and God alone. With God, we can do everything.

We need a restaurant, and a nice grocery store. Murray's is ok, but if we could have a grocery store in Bellevue, it would be nice.

We need more recreational facilities for kids to go to, so they keep out of trouble.

We also need a nice place to have a nice lunch.

Yeah, we have a lot of carryout, but the better ones are mostly in Northwest.

I need a mailbox closer to my house. I have two bad knees, and I can't always walk up and down the street to get my mail.

### **What does sustainability mean to you?**

[Silence.]

It's about longevity, maintenance. It's not in the immediate. Lifetime is a big word, but decisions that we make now could affect us for life.

Sustain. Maintain. Progress.

That's not really familiar to us.

I know that the Mayor is trying to practice sustainability. It's about using less fuel and more clean energy.

It's like going green. President Obama is a big advocate for it.

Organic gardening is becoming really popular.

It's hard because I deal with it professionally everyday. But it encompasses everything. It's getting your tags updated. It includes climate change, like Sandy just happened. Sustainability is something that we are involved in and we may not know it, and don't think about it on a regular basis. But the government needs to make sure it's across the board. Right now it's targeted to Northwest and Capitol Hill. While it sounds great, we're not really interested.

I agree with that. If you can't tell us how it will affect Ward 8, then we will turn a deaf ear. If it's not happening in my neighborhood, it doesn't concern me.

Like we said earlier, if you're not building or developing in our community, it's not going to help me.

### **Based on the flyer, what are your top priorities?**

Jobs, building the environment, health issues. Health issues are important because when left untreated it goes into other health issues, as well.

It would be nice to have more locally grown food in our neighborhood.

If they had more decent places for senior citizens to live on this side of town, then we wouldn't have to leave our neighborhood.

There are lots of young people who are looking for jobs, but they get turned away. There aren't enough jobs for everybody, and that's where crime comes in.

I like trees, but they can be a crime-gathering area. Especially in places where they hang low, that's where people gather and do drugs, and beat people up. There are lovely parks, but people use it for their dogs. I'd rather it not be used for dogs, but for kids and families.

My priority pertains to food. We need another supermarket in addition to the farmers bringing food in.

Green economy is important too.

Affordable housing.

It's affordable housing for me too, but I'm a selfless person. I'd rather give than receive, so I don't normally ask for handouts.

Mine would be built environment, but it's too expensive. The biggest priority should be the water. Right now, fishing and swimming on the Anacostia, that's a joke here in DC. But if they can clean it up, it would be important.

### **How can the government best reach you?**

I think for seniors like me, it's important to have meetings during the day. I don't like driving in the dark.

Mentoring programs would be good, like Boys and Girls Club. There's nothing like that here, so kids just play in the streets.

Newspapers like the Post or the Examiner.

There's UPO, the Urban League, churches, and social services.

The council is also important and communicating with ANCs because they're on the ground. Also word of mouth, and flyers.

### **What are you most likely to do?**

I could use less water. It's not hard to turn the water off when you're not using it.

Recycling, it's pretty easy.

**What are you least likely to do?**

I refuse to shorten my shower time. You know, after a long day, you just need a nice, long, shower to begin to relax. I already don't take as much time.

Walk more often. I'm old, so I just can't climb more steps.

You'd think it would be easy, but buying locally grown food. It's just not available here. Where would you find it? Also hybrid cars are expensive, so I probably won't be driving one anytime soon.

**What are the benefits to sustainability?**

Saving money. Having a smaller water and electricity bill every month would be really helpful.

I think the main benefit to me is just to not waste. A cheaper bill couldn't hurt either, but I don't like to waste things.

If you tell me that somebody gets a job if I do this, then I will mostly likely do it. The money that the government saves if people become more sustainable, that budget could get more people jobs. If you tell me that I can make a difference in that way, then maybe I'll do it.

At my apartment, there really isn't a place to recycle. We don't have bins inside my apartment. They don't recycle where I live.

**What do you think about this sign?**

Where will it be used?

I don't know what to do with that.

It's good and it's short.

**What do you think about these signs with the words underneath?**

I think having the words help to explain the concept a little better.

I like that it says the different types of ways we can be sustainable. So it's more relatable, it connects with people. It's self explanatory when you have that sentence underneath.

That seems more like a campaign. The signs with the words are better for folks that don't know what sustainability means. I think this is good, because even though people may not know what the word means, they may connect with one action. That helps, especially when they're not connected with the term.

**Where should the signs be used to reach your community?**

TV Ads.

Everywhere. Maybe billboards, but it's a part of pop culture, because various groups use it. The Metro, the side of the bus. If people see it all the time, people will start asking what it is and find out for themselves. Schools, in health class. You can make a competition out of it and put schools against each other. You also need to think outside the box, and make people see that if you do this, you get this. Definitely get high schoolers involved, the AARP.

D.C. has a lot of resources to communicate to residents. There are a lot of resources that you can connect with. Work with the D.C. Office of Aging. Make each agency in the government responsible for their general areas. Hold citywide events, like they are having a Christmas party at the DC Armory. You can have people sign up for more information there, have fliers on the table, have someone people can talk to about it.

AARP DC will gladly assist with this.

If you're giving away something for free, it attracts people. People like free stuff and free food.

Fliers are good, so that you have something to present to other people when you're talking about it.

Churches are a good way to reach people. There's one on every corner in DC.

### **What about using other –ability words?**

I like it. It adds more clarity to me.

Just like the other one, what does that mean? Having that verbiage in the bottom helps, so that people can connect to it.

I think both (sustain ability and –ability) can be utilized.

Both.

For me it's about connectivity. For some people you need to be more constant. Are all signs going to have the verbiage in the bottom? Is the color always the same? I think you can use one and make that resonate. If I had to choose, maybe I like both. But it's hard, because I know what it means.

I like the sustainability one and the different ways it connects. The other one doesn't make sense to me.

I agree with him. That has to be consistent throughout.

I think for the younger generation, you'll have to break it down more. Because, like tonight, at first we didn't know what that means. But after getting a little bit more involved, and listening, and maybe if people come into our area to talk about it, they'll get it.

We raised it earlier, but plugging into schools, clinics, would help to get that message out.

We need to educate our young people better.

Yeah, more mentors, teaching us in a way that we can relate to it and be more involved.

I think reaching the young folks would be the key to getting this message out. Maybe can have a student mayor, or something, and ask them how they would recommend disseminating the information. You can also go through Channels 13 and 16, the cable channels for public announcements.

## ***Ward 5***

My name is [name redacted]. I live in Ward 5, I believe. I live in a house. One thing that I do, well my mom works for OSSE, so, if that helps with anything, so one thing that I do is volunteer at the DC Youth Advisory Council, which helps to make legislature for the youth of DC.

My name is [name redacted], I live in Ward 5. I'm in a senior citizen housing development called Fort Lincoln. To help beautify the city, my mother has a home in DC also, she's 94, so I'm always making sure that each summer she [inaudible].

My name is [name redacted]. I live in Ward 5. I'm a member of the DC Seniors Citizens Police Academy. Whenever I go on the bus, I pick up the recycling, and pick up the trash. I sell the cans, and that's how I pay my electric bill. I'm involved in community activities.

I'm [name redacted], I live in Edgewood Senior Center in Ward 5. I live in a senior high-rise. I moved here from Alexandria a few years ago. And I found out I didn't know much about what was going on in my neighborhood, we're kinda like isolated on the top of the hill. So I've been trying to get information [inaudible].

My name is [name redacted]. I live in Ward 4. I volunteer at the Washington Animal Rescue League, and that's what I do to help animals in my community, and that's about it.

Hello, my name is [name redacted]. And my background is in radio and television. What I do to give back to DC is that there's a very large number of gentlemen and ladies who will be returning to your community after being incarcerated. Now, many of these people have nowhere to live, and no jobs, and no real way of coming back to the community in a positive way. So what I do is try to find ways where these individuals have value. And why do they have value? Because, ladies and gentlemen, they're not feeling self worth, because they don't have a career and they don't have an opportunity to do something positive, and you'll find them at your back door at midnight, trying to get in, so that they could feed their families. And there's gotta be a way to incorporate them back into the community, because believe it or not, they're going to be back.

My name is [name redacted], and I live in an apartment complex. I'm part of a group called SHIRE, it means Summit Health Institute for Research and Education. We do speeches throughout DC on the epidemic and preventing childhood obesity, so basically exercising so that children could prevent childhood obesity and other types of diseases like diabetes, caused by not getting enough exercise. [inaudible]

Hi, I'm [name redacted], and I live in Ward 4. What my family does is that my godmother is an ANC commissioner she went to restaurants who weren't sanitary and they would have to continue closing them down, like the carryout, because the families were living in there. I'm a new member of DCYAC, and the Metropolitan Police Youth Council, and they go around and give scholarships.

Hi, my name is [name redacted], and I live in a house in [inaudible]. I don't think I do that much for the community, but I do volunteer at this elementary school, Harriet Tubman, in Columbia Heights, and sometimes after school I'd just go over, and depending on the afternoon activity they're doing, they have this garden and I will teach this children how to plant things and how to take care of the environment and tell them to go home and just like plant flowers in the backyard.

[Name redacted], Ward 5, Rhode Island Avenue near the metro. I'm a member of the Electric Vehicle Association, people who are espousing electric vehicles and have a connection with Phelps High School, which students actually produce an electric vehicle. Unfortunately it's no longer around, and I'm talking to the DC school system about that. It's a project that I'm working on right now. I'm meeting with the chancellor to find out what happened to that program, which shut under Michelle Rhee. I used to work for Pepco. Also, Pepco donated equipment for that program. We're trying to restart the program somewhere in DC right now.

### **What are your priorities to improve the neighborhood in which you live?**

I'm not exactly sure what the problem is, but I look around, and it's scruffy, it's dirty. People don't feel good about themselves, they don't care, which is probably why they throw trash on the streets, bus stops. We've got some crime issues in our neighborhoods, it's not as bad as used to be, but we're having some issues with the private security company. We're trying to get MPD to work with these people. **[On the trash issue, is there a receptacle there that could be used?]** Yeah there is, but the way they don't feel good about themselves, they don't care. But it's all over.

It would be to maintain the actual culture of the ward themselves, I know with all the construction going on and the building of condos and everything like that, it seems the whole foundation and structure of DC as a whole has been forgotten and disregarded, and everyone who's moving in doesn't know that because it's slowly deteriorating, it's becoming extinct. So if it would revive itself, and stay alive for a little bit, I think it would help the community as a whole.

Well I noticed that there's a lot of crime going on, especially gang-related and robbery around my community. And the trash, and normally I would say it's among the youth, maybe, and I wanna say all the time, maybe under 30, teenagers, early 20s. And that's who we see outside on the side on the corners from my apartment complex, it's normally drug use or trash. [inaudible]

I'm thinking about the school system, we are soon going to be going to all these charter schools. We have about 4 or 5 charter schools. I don't see them recycling, the kids throw trash on the streets, DC school bus drivers there's trash where they park the buses. It probably can't start at home, but I think that if the schools, besides teaching academics, teach about recycling, not just about tests, so that teachers can get more pay.

I attended a Metro meeting, when I was there, one of the VIPs was there. I suggested that they implement a recycling program as DC downtown. DC doesn't have it all over, just in downtown and Chinatown. **[Do you mean the receptacles next to each other, one for trash, and one for recycling?]** Some people deliberately put trash in the recycling, but I would tell you a story. I'm

going buy the Yes market on 12<sup>th</sup> street, these two young men talking at the store there and diligently peeling an orange and putting them on the street. So I pulled out my 3x5 card and I said, "Would you mind putting your name and address there, so I can do this in your neighborhood?" He was so embarrassed, he apologized, and he stopped. And so that's just little things that I do, and I was on the D8 bus and this kid came up, and I have a recycling bag in front of my cart, in my walker. And he went to put the can in my cart and someone says, "What are you doing?" And I said, "I don't mind, I'd rather have it in my cart than on the bus." I got 6 other cans." So it's not much, but it's working.

**The recycling vs. trash containers and not seeing them in the neighborhood. Do you only see trash receptacles in your neighborhood?**

We only have the trash.

Trash.

Mostly trash.

We have our own recycling bins, like in the back. When we take the trash out, we don't see other people putting a lot of stuff in their recycling.

Yeah, we have our own.

We go to school on GW's campus, and I think they pay for it, like they have the recycling bin and the trash can, but if I could just sit and observe people, people would have a bottle or something, it's more convenient to throw it in the trash can because that's just what you know. But you have to make a conscious effort to put it in the recycling bin. If people aren't constantly reminded to do that, they aren't going to.

In our condo, we found out that the law says they have to provide recycling, but we don't have to recycle though. So we changed trash pick-up people. And these are just the little things you do. Now as far as trash and recycling downtown, it might be the fact that those are not DC clean up areas. The Golden Triangle has their red caps, and the bus stand with my trash can there is policed by Metro. Every night there are groups of people that come and empty the trash. So maybe because I suggested it, but maybe we're going to have recycling there.

**Do you see a correlation between trash and crime? Do you see the neighborhoods with a lot of trash that you perceive a greater increase in crime or not?**

People are going to generate trash, as we do as a people, but I feel like to do away with the public safety issue, you have to try to tackle the generational gap, and that came with the birth of rock and roll. There's only so much you can do, like adolescents as we are, we are rebellious, just to be rebellious sometimes. To have a conversation is difficult because your minds are in two different places in your lives. It's a concept of perspective.

What I do is I have limited calls. I can only make 75 calls a month, and it costs me \$14 a month. If I see something, and I call the police and tell them that this is not an emergency, dial 911, whatever it is. But I say, there's a car at so and so, it has the key in the ignition, I'd rather take the temptation away from some goon who sees it. The cops came out and took care of it. As far as the crime, if the perpetrators realize that there are eyes looking, we have less crime.

**I want to know if people are optimistic or pessimistic about the city. Where do you think it's heading?**

Optimistic – 2 raised their hands

Pessimistic – 7 raised their hands

Middle – 1 raise their hands

I'm optimistic because I think with all these expensive condos that they're putting up, blacks won't be able to afford to live in this area, and I certainly think that if more whites are living in this city, there are going to be differences as far as trash and things of that nature.

I'm optimistic because I agree with [name redacted] that children are at different points in their lives, but it all depends on how you approach a teenager. Because if you approach it to me like you would an adult, it's obviously not going to work, but if you would try to incorporate some of the things that they like and try to teach them something at the same time, then it would be really easy for them to understand and participate in things that they wouldn't normally do. And just with groups like DCYAC and Metropolitan Police, acknowledging children for the good things that they're doing, and if you can get to the children that's obviously not doing the things that they're supposed to do. Teenagers are doing obviously what other teenagers do.

My concerns is crime and schools. I used to go to Cardozo Senior High School, and that school has been there for a long time. It's been my school, and now it's changing now. These schools are being crammed up with all these students in one classroom. Crime is another issue, and I used to live in Edgewood in 1999-2007, I think, and there was a lot of crime.

Our city has developed in the last 3-5 years. When I was a student, something that I would never do is watch the city council hearings. It's understanding what the process is. We all have the opportunity to talk about what needs to be changed, but there's a process that we adhered to simply based on how the city is run. You always go back to how did this happen, who is really committing the crimes and why? This city has become the city of the haves and have-nots, and the gap is getting wider. We have people who feel marginalized, who feel that no one cares about them, and this is not necessarily just black people, it's young people, it's uneducated people, it's people who are being turned over with new people coming in. And let me be candid about this, I'm 65 years old, and I lived in this city all my life, and I love the way the city looks, I love the way it's changed because it plays into positivity, moving forward. What's wrong here is you have a lot of people who can't be part of that simply because they don't have the income, they don't have the careers. As you get older, and your community changes, and you become a senior citizen, and you have a set number of dollars to spend every month, all of a sudden you get a tax bill that's three times higher than when you can earn money. So now you have a decision to make—can I live here anymore? I mean I just wanna live here, but no, you can't. And then down

the street there's a really nice, young couple, who just moved in, and they're in the upwardly mobile ladder, they've got a great new career, they've got a brand new baby, a dog, a beautiful condo or single-family home, and it could be your old neighbor's house, or your grandmother's house. So it's just getting harder and harder going forward to understand where do I fit in here? They get pushed to the side. And I get it. That's progress.

As a senior citizen dealing with the city on the issues of property tax, seniors are supposed to get 50% credit. Now we have 10% credit or something. It used to be \$800, I got it back down to \$300, and now they have it back up to \$600. The whole thing has to do with money. The city politicians, who are supposed to be responsive to us, are responsive to developers who want to change the city based on the profits they can make, and that's based on people moving in and they have the money, and they want that money. The politicians want to stay in office, so they're going to cater to the people who have the money.

### **What does sustainability mean to you?**

I don't know what that means.

Electric vehicles has some association with that word. It has to do with energy and resources, and using them properly so that things can be sustained instead of coming to an end, which eventually will happen if the people in charge don't get the message. Sustainability has to do with proper use of resources and energy.

It's going forward. It's the ability to take the items that are finite, and there aren't that many, it's not an open-ended situation. We see that all the time with gas and oil. They say, ok we're going to run out of oil in 2150. Well, I probably won't be around in 2150, so what does that really mean? It's hard to define around that, but sustainability means moving forward. Whatever you use, you then are able to put it back and to continually move it forward so that it's not completely depleted, and then you scramble and try to figure out, well what do we do now? And a lot of those decisions are made in panic mode. I mean it seems like everything is kicked down the road to the next generation, to the next decade. It's never let's take care of it now.

This quality of life issues, because if we cannot sustain our resources, then our quality of life will go down severely.

### **Is that a word you use often? What term do you use?**

I don't use it often. I'm not really sure.

The reason why I think the city is going down is that every time we turn around, the council is finding a way to tax people. And then, certain segments of the people are not covered by that tax. Like this bag tax. I bring my own bags so that I don't pay, but if I were on walker, I wouldn't have to pay it anyway, they get their bags free. So they keep squeezing the middle class, and the upper class are adding more and more taxes. And I don't see positive ideas that they have where I get better results.

I don't use that word too much, but I know it has to do with energy, resources.

Sustainability, based on what everyone else is saying, sounds like a potential for longevity. What you take out, you need to be able to return it, in all aspects of things, like oil and gas, even like clean air you have to make sure that everything are able to be replaced. The potential for long life.

### **Have you heard of the city's sustainability initiative?**

It's supposed to be commercial are supposed to be required to recycled, or be fined, but our management is not recycling, but no one's fined anybody yet.

Oh yes, quite a bit, the initiative is in full swing as far as the Council is concerned. Whether or not it is being applied in a large scale, I don't know. It's interesting too because I live in a single family home, and you have the recycle number. It's kind of a no brainer. Every little bit helps, one person can do one thing. You can make a difference, but it's not going to be dramatic, and it's not cool, and sexy, and exciting, and wonderful, but it's gonna get the job done, and that's how it begins.

No, not at all.

No.

We're looking for the word other than sustainability? In our generation, remember your parents coming up with the word called common sense. You remember that word? It seems like two words. The point is that some of this stuff is almost a no-brainer, but you have to think through this. Because if you don't do this, you're not gonna have a future.

I don't understand how people are treating their neighborhood like trash. I mean, DC is a pretty place, the city is a nice place, but then you have so much trash and recycle on the ground, and people don't really care.

### **What do you think of the goals of Sustainable DC?**

You have to consider what you're setting your mind to. I think this is great, the concept of it is like communism. It's a great idea, I just don't see how ... considering, to me it's a lot of sacrifice with residents who are here, and people coming in. It seems like it's catering to the newer people, without considering how it's going to affect the people who are already here.

I'm looking at this "lessen the utility bills," we just got those Pepco, the thermostats. When I turn the heat on, it blows cold air before the gas comes on. So how is that saving me money? **[Would saving on your utility bill motivate you to be more sustainable?]** Yup.

### **Does having the specific goals of the initiative make it more understandable, or not?**

No.

I don't know, we have a tremendous group here, but as you read this, I'm confused about when is this supposed to happen, what is the time frame, and more importantly, and what's the reality, possibility of this all happening? Just understanding that these are very ambitious goals, this is like off the charts. Especially if you start talking about zero. Zero?

I think it's all about taking baby steps and having achievable goals. The only way you're going to get me to buy into anything is to show them that what they're doing have value, and ultimately success. If you keep saying, we want to have this goal, and the goal is unrealistic, and then people realize, oh we can't hit the goal, so let's cut it to another number, then people get disappointed. But if we have a realistic goal and knock it out of the park, then people will generally get more galvanized. I remember being young, and how excited I was about whatever successes I had.

### **Which one of these are most important to you?**

Looking at this, water—our District waterways fishable and swimmable. I know they want to clean up the Potomac, but even then I still wouldn't want to swim in it, because I don't think it's the safest.

Probably, energy, because people do use a lot of energy.

Cut citywide obesity rates. I think weight is a big issue not just in DC. The children and adults, not managing our weight. It's not healthy. For me personally, I need to watch what I eat.

Health, and obesity, because if you want to decrease it by 50% you have to do a lot of things. They eat junk and really cheap food. It's very expensive to shop healthy, it's so much easier to go get junk food or go to the carryout on every corner of DC to eat, instead of going to the grocery store. And people on welfare, you're supposed to use that for groceries, and you have children taking the food stamp cards and all that and going to 7-11 and buying snacks.

One that stands out to me is health, because when you go to Giant or something, if you look at the chips and the junk food, it's like the cheapest price, but if you go to the vegetables, a little salad is like \$4, but a bag of Oreos is like \$2. So people prefer to get a cheaper price.

Water – I lived in DC all my life. I never go near our waterways. There's probably no fish in there, I'm not swimming in it. I'm not eating that fish. It's unrealistic. And then making 75% of all trips by walking, biking or transit—don't get me started, with Metro being what it is. **[If everything worked the way it's supposed to, would it be an appealing goal?]** I think America as a whole, automobile ownership is so deeply embedded in us, so doing away with the concept of cars is like, woah! So while I understand it would make things more efficient and move faster, you also have to understand that cars are convenient when it's cold outside, you don't have to walk outside. Metro, if it were reliable, it's the cost of it. You have to think about walking to the Metro and then paying \$5 to do a round trip, or going outside your house, getting inside your house, then paying \$5 for gas.

Transportation, nature. Let's start with nature. It says a healthy tree canopy. I've been dealing with the District with a tree canopy before. If this is gonna be realistic, they would have to stop Pepco from trimming the tree with the guise that it's stopping the power from going out in the next storm, which never happens. Then maybe the trees can recover somewhat. Then in transportation, their ideas for transit is putting the streetcar on H street. Some small businesses ran out of business during the construction, and they still don't have the wires to run the streetcars.

### **What could the DC government do to reach out to you and your neighbors around these goals?**

Meeting with us and having a group, sitting around like this, [this flyer] is good because it's big print, seniors can see it, and it's easy to understand. You know, having discussions like this, where the seniors can meet.

My situation's a little neat, because I've always been involved. But I'd rather know something than not know anything. Because even though I won't be able to use this for anything, at least I have it. So at the end of the day, don't tell me what I can't know, give it all to me and I'll cherry pick what I want. Information is power. All of the different ways to be are valuable. It could be over the back fence between two members, it could be a town hall meeting. It could be the computer. It could be a telephone call. It could be a city council hearing. But I'm just saying you don't want any particular area not open.

### **Social media?**

I would probably think it's spam.

It depends on your approach. If you come at me like it's blocking my everything, and you hit spam. If it's bright, it's catchy, not a lot of words, and I don't have to read very much, then it's like ok, it's a very noble concept, so I'll click to read more.

It depends on how it looks. Because if I'm bored, and I'm on social media, then I'll give feedback and do something, but if it says give feedback and I don't need to read a lot, then I'll give feedback. But most of the time, it will say that they'll give something to you too, like if you do this, we'll give you this, I'll do those.

### **Low-tech ways?**

Flyers in our building. We have a community director, and she probably saw it and printed it out for us.

My suggestion is to go to ANCs. I go to the meetings. These are nice ideas. I used to weigh 300 pounds, and I started on this diet asking "What would Jesus eat?" I still have 60 pounds to go.

I think we need to fight obesity in schools. You know what their excuse is for not changing the diets that keep the children fat? They have contracts. They're achievable, you just need to know

where you're starting and how you're gonna do it. Most vegetarians are skinny. Why are they skinny? Because they don't eat meat, but they can also get sick by not eating meat.

### **What is something you're not willing to do? What are you willing to do?**

I'm willing to sort and recycle trash when I'm at home, my apartment complex does not have recycling, so I'm willing to do that. Drive a hybrid vehicle, I don't have one, but I'm willing to do it. Start a small business definitely, buy locally grown food, use reusable bags, and use less water by taking shorter showers.

Our whole trunk is like bags.

That's the thing, I have like 6-7 of these to myself.

I just don't like the idea of paying 5 cents, it's like, are you kidding me? I just spent \$180 on groceries, 5 cents?

The hardest thing right now is use less water by taking shorter showers and turning off water between tasks. I'm working on that.

**[Locally grown food?]** Limited scale, but I think that generally comes down to availability, price, transportation, selection.

If I knew where to get it, I would.

Locally grown food is more expensive.

I live on the DC Takoma side, and right in the Takoma Park, Maryland, side, they always have farmers markets every Saturday and Sunday, and I go there, and all the stuff is really good, and we buy peaches and stuff, but we wouldn't be able to buy all of our fruits and vegetables from there because three peaches are like \$7, \$10, but those peaches are like, really good, better than the supermarket, but that's too expensive to afford.

What I'm finding is it's actually more reasonable now, because there's a window in which people have to sell their product, as opposed to the Giant or Safeway. They don't have cellophane wrapping. I don't see that as an issue over money. Now that's not true when we're talking about organic vs. regular vegetables. Everything is negotiable. If you go to this market and you tell people what you want, and you're a customer who have been more than once or something, but establish a relationship. They're not going to go home with two extra tomatoes rather than give them to you or sell them to you, because their window is too short.

### **What's a primary motivator?**

Saving money is a motivation for 4 people.

Greater good is motivating for 3 people.

The locally grown food, I buy what is available to me. I don't do the organic, because I know that's a rip-off, I grew up on a farm. The other thing, this whole thing of the hybrid car, I don't do that because I use public transit. I can't afford a car. The same thing with the small business, I'm retired, so I don't think that doesn't make sense.

My motivation is that I want my younger sister to have the things that I have. Like access to what I have or more. So me, just taking plastic bags and throwing it wherever, or just doing unnecessary reckless things that are pretty senseless, I doesn't make things accessible to her or the people in her generation. It's not going to be fair to them. I'm the kind of person that I would try anything once. I just want her to be able to have things.

For the greater good and for my own personal benefit. Some of these I do anyway, save electricity when I can.

Something that would motivate me is knowing that other people will participate, and I am not one of the people that are participating. Because if there's a little bit of people then there's a less likely chance that what is trying to be accomplished would be accomplished. So I would be more motivated if there is a lot more people, that my time is not wasted, and that something will happen.

### **What do you think about the logo?**

[A young person started snoring.]

It's pretty and green.

You guys need some youth, or someone artistic to design that. Because it would not catch my attention.

Put a cool design on the background or something.

I would walk right past that, like it's just green and white. And it's just the word, sustainability. I didn't even know what the word sustainability meant when I got here. So when someone walks past that and see sustainability, well, what the heck does that mean? That's irrelevant. I'm gonna keep walking.

### **What if you took this logo and told people what it meant?**

No, the action still don't make sense.

Well most of these things look like now, they have a lot of the signs up like this. I mean, personally, I barely even know what the word meant. So to have the logo and to have the action underneath it, it would give people a better idea, but you can't tell people to do something without being fully educated about the idea. I think what would work for me personally is to have the word sustainability explained to me in layman's terms, and then tell me what you want me to do.

Sometimes, you need to take people by the hand and bring them into the information. You can't expect people on the fly, on the run, this obviously is a society of culture shock and sensory overload, to just say, "Sustainability! I get it! And we're all going to have great stuff in the next five years. It's going to reproduce itself."

Honestly, I don't really favor that logo, because when I see the District of Columbia sign, I just think of government and stuff, and I just think of sustainability just having to do with the government, just participating, so that's why I don't really favor it. I think it should have something that shows that the people in DC are participating in it as well, and it won't really motivate me.

One of the things you have to do is, there's an old line that says, "If you can't sell the steak, sell the sizzle." What that means is even though you see a steak, you don't know what it tastes like. But if the words are right, and the pictures are right, all of the sudden your mouth begins to water. You start getting ideas. You start thinking about how to get to the restaurant to have it. The point being, there's a sameness there. If that had color, if it popped, then people's eyes would be drawn. Sustainability is fine, but sustainability what? Now take me to what it is you want me to do with sustainability.

I think that it should be like a people-powered movement. I mean, if people remembered the Kony movement, at first people didn't know what it was about, they just saw the 30-minute video, then suddenly people are like I'm gonna put up posters, I want a bracelet, especially when the youth came together and was like, I want to make a change. I think sustainability could be like that too. You shouldn't just talk about the government and what they're doing, you should talk about what the people are doing.

Two things. You got all words, no pictures. There's a high population in the city that is illiterate. They might have no clue. Sustain ability, that's two words, there's no hyphen there, and it doesn't make any sense.

### **What about the other –ability words?**

But they're words, I'm talking about people who cannot read.

You give people words that they use everyday. I think it's great. If you give them something to hold on to. You have to make it appealing to them.

Livability.

Red and green, or blue. Because the colors of the flag is red, so I would make that red.

I think you can out any type of word. I feel like if you see that poster, and you see a sustainability poster just the way that it was, you can kinda figure out what sustainability means. Because I look at that as the ability to live, the ability to be flexible.

## ***Ward 1***

Hello, my name is [name redacted] and I live in an apartment. One thing that I do for my community is to recycle, because there is a fine if you don't separate trash appropriately.

My name is [name redacted], and I live in a house. I recycle to reduce pests and rats.

My name is [name redacted]. I live in a house, and like [name redacted], I recycle.

I'm [name redacted]. I live in a house. To better my community, I work with kids, and I recycle.

Hello, I'm [name redacted]. I live in a house. I've lived in DC for 6 years now, but before that, I lived in Boston. I recycle, clean the house, and I help my neighbors.

I'm [name redacted]. I live in a house. I works with kids. Right now, I live in Columbia Heights, and I like the great change in the neighborhood with all the new business development and the new security of the neighborhood.

I'm [name redacted], and I live in a house. I am currently a student, and I want to be teacher. I teach kids that I work with here at CentroNia how to care for the environment and how to recycle.

My name is [name redacted]. I live in an apartment. I don't currently recycle, but I'd like to do more of it. The owner of my building should do more to help people recycle.

I'm [name redacted], and I live in a house. I recycle and try to use less water.

Hello, I'm [name redacted]. Whenever I can, I try to conserve water and electricity. I appreciate and support local businesses because they bring more jobs and brings more people to help the local neighborhoods.

My name is [name redacted]. I live in Ward 8 where there is a small Hispanic population. I think that my community should do more, and converse more, but there is less access to resources where I live.

### **What does sustainability mean to you?**

[Silence.]

It's being good to the environment, like we said, recycling, using less electricity.

[More silence.]

### **Is this a word you use? What other words do you use to describe it?**

No, I don't use that word.

No, not really.

[Silence.]

**Which of the Sustainable DC goals are important to you?**

I want more access to organic food. I like the open markets.

I would like more housing options for home owners as opposed to a focus on environmental sustainability. Also, more BikeShares would be nice, to get people from one place to another without using a car.

Soda shouldn't be readily available. There should even be a fine to prevent too much consumption.

No, I don't think that's the problem.

Yeah, I think in schools, kids should drink more water and less soda.

**How can the government reach you and your neighbors about sustainability goals?**

The government uses social media to reach out to people, but paper is still important to the Hispanic community, because we don't always have access to a computer and the Internet. Fliers like this one should be used more. There should also be more classes in nutrition, exercise, English classes in other areas in places outside of the Northwest, and Columbia Heights.

I think they should use social media for the younger generations, but paper fliers for the older generations.

Use Hispanic TV and radio.

**Who can specifically reach you?**

MediCenter.

The local health clinic.

Church, schools.

There are also local blogs and websites, like Kalorama and U Street News.

**Separate and recycling your trash is something you said most of you do. Why do you participate in this and what are the benefits?**

For the environment, to make it better.

To save energy.

I have also heard that to keep the rivers clean we shouldn't throw away bottles, and all the stuff that when it rains the water takes it with it ends up in the rivers

**These are all benefits to the environment, are there any personal benefits to separating and recycling?**

No, it's more work.

It's for our benefit because otherwise we are destroying our environment. They talk about how the plastic doesn't disintegrate.

For the future of our children, because they are the ones that will be here and so they learn.

If we are messy and don't take care they won't take care to clean up their rooms or anything else and then you get roaches, rats, and other insects.

What I do is I don't leave one thing messy because my daughter has asthma and the pediatrician told me I need to keep everything clean.

**You also said that you disconnect appliances when you aren't using them, why?**

When you don't unplug, you are wasting energy, and the bill is too high.

Everything you don't need to have it plugged in, you should unplug because the bill will be high. I hate when the bill is so high.

To save energy, too.

For instance when you open the fridge you should take out all that you are going to use and don't leave it open otherwise you waste energy.

There are people who are in the living room and leave every light in the house on. You should only have on what you will use and turn everything else off.

I also think that appliances should be kept off because I think they need to rest or the fuse will burnout. If a light bulb burns out I have to buy a new one so I have learned to take care of what is mine because if the fuse on my TV burns out who's going to buy me a new one? I take care of my stuff because I have to pay for it. What helps me is I live on my own but I try to do everything right because my kids will be here soon, and I want them to learn and to see how we live here because over there it's different.

**Not many of you picked buying locally grown food, why?**

I have discovered that there are a lot of farms to go get fresh fruit, vegetables. But when I went to some in Virginia, I noticed myself and the group I went with, were the only ones there. I think

we, the Hispanic/Latinos, aren't aware of the places where we can buy or where we can go pick our own or fresher, healthier. There is a difference between the ones I pick and the ones I can find at the grocery store. Maybe if there was more of a guide, more motivation, more people telling you where you can go. You can take the kids.

If they could give the Hispanic/Latino community more information, generally the Americans are more informed and interested.

We come from a different country, some of us aren't used to this. And here we have to change everything.

That's true because I just learned about Waldorf in Maryland, I can go there and get fresh eggs, chicken, duck and even rabbit. The fruit and vegetables are better and you just have to sacrifice a little to get there.

I go to the gym a lot. I do eat a lot of greasy food but I do control myself. I do buy fruit because they help me stay healthy, because I don't want to have a future with an illness or something. I live with my mom. She has a lot of health issues. She's the one that always buys me fruit and vegetables so that I won't have the same issues but I still buy greasy food because I like it. **[Is the fruit and vegetables from the Safeway or farmers market?]** My mom is the one that knows.

### **What do the benefits mean to you for your money, your health, and your community?**

Yes, opportunities like [inaudible] is doing, showing people how to use the Internet to find job opportunities. They are just starting to do it in Spanish.

For me, my dad is from El Salvador, he grew up in a rural area, and he likes to garden. He has 30 years living here and he pays an organization to have his own plot. In the summer he is growing his own beans, tomatoes, corn, for me I love it because to see him, after all these years living here, he still has his roots and he can pass it down to me and my kids.

I agree with her.

The only bad thing is you have to pay to do it.

But it's for the maintenance.

### **So knowing the benefits, mass transit, paying less for utilities, does it motivate you to live more sustainably?**

Of course it does. Having more jobs, and cleanliness, more help, more stores.

I think there should be more stores because then people won't have to drive as much.

I want a Wal-Mart.

There's now a Costco.

I want everything close so I can show my kids when they come, that way we don't have to drive or anything.

In DC, there are lots of opportunities. The problem is the Hispanic/Latino community is not informed of the different programs. I think the problem is they don't know how to get to Hispanic community with necessary information. When you watch the Hispanic television there are only soap operas, what do people learn from soap operas? Just junk, nothing informative. DC provides a lot of information but not on the Spanish channels.

[Lots of agreement from the room.]

They don't know how to pass the information along to the Hispanic community. There isn't a lack of communication channels, there is TV, radio, and social media. But TV is where most of the Hispanic community is and all there is, is soap operas. There is nothing like on American television where they say we are going to talk about today about diabetes and how bad it is. That doesn't exist in the Hispanic community. Those resources aren't accessible.

**So now, we're going to talk more about the initiative and the logo. I'm going to show you a few posters.**

**If you want to pass it around.**

What is sustainability?

**It's sostenibilidad in English.**

It's not two words?

There is the problem. There are lots of Hispanic people who don't know English. They see this and say what, and what is it.

I saw two words. And it is only one, right?

I am always looking at the English posters because I am interested in learning English but I look at this and I don't understand it. I always look to see if there is something in Spanish that can explain it to me. If I have time I will put it in Google to look it up.

The color is beautiful, green.

Green like nature.

**And now if I show you these, they say separate and recycle trash, use low wattage bulbs, buy locally grown foods**

This one gives you more description of what it is and what it means but it should all be in Spanish and in other languages too.

**So the word Sustainability needs to also be in Spanish? Not just the information below?**

Yes, not just the ones below.

I think if it's both languages it's good. English and Spanish.

Here too you learn the words if its in Spanish and English.

Yes, because I read it in Spanish and then try to understand it in English.

**How do we take this to the Hispanic community?**

I am always walking around the neighborhood. I live here in this neighborhood. Whenever I go to Target there is always someone there from Greenpeace, and other organizations wanting to give you information in English. But that's the problem, they only have information in English. I never see a Latino or anyone who is bilingual. They stop my parents and I have to translate. I can do it but if there was a person who spoke Spanish it would be better.

A bilingual person.

**So how can we put this out in your community, a poster or on the bus?**

The newspapers.

Radio, television, an announcement.

Not all of us know how to read, I know the Washington paper has a health section but I don't always have time. And not all of us know how to read. And there are people who work hard and have lived here for years and don't know how to read but they are also deserving of a service/information on the Internet or on the radio.

**And if they can't read, what should the logo look like? What would make it better?**

Images.

Graphics.

Drawings.

Like Smokey Bear, something visual.

**And what about this logo that says flexibility and lifeability (no real translation)?**

You translate it literally from what it says and it doesn't mean anything.

**Below it says adopt a healthier lifestyle; walk, ride a bike or use public transport more frequently.**

**So no one likes this one?**

It's fine but I'm scared to ride a bike with all the cars here.

**I'm only talking about the logo, it doesn't say sustainability anymore.**

If I just read the bottom in Spanish, I am not sure what you're asking me to do.

I don't understand what it says, it's not concrete.

It's not complete.

I don't think the vocabulary that was chosen is appropriate because it leaves it too open. If I don't read the Spanish part I have no idea what's on top.

It needs to be more clear or one word and more specific.

**You thought this was two words, keep the word on top one line?**

Yes.

**But the messages below?**

Those are clear.

They are complete.

Understandable.